

PREMO CAMERAS

Holidays & Winter
1911 ~ 1912

You need no experience with a PREMO

PREMOS are the simplest of cameras to load and operate. And with each Premo comes an illustrated book of instructions, not only upon the camera itself, but also upon amateur photography in general. Anyone who will follow these simple instructions, without any previous photographic experience, can make good pictures from the very start.

There is a Premo that will just suit you for yourself, and at the holiday season a Premo will please the one you wish to please most. Whether it is a youngster of six or seven, a grandfather of sixty or seventy or any one of the between ages, pictures have a most alluring appeal. And a simple, well made, reliable Premo offers such an one the "Easy Way to Successful Photography."

ROCHESTER OPTICAL DIVISION,
EASTMAN KODAK CO.,
Rochester, N. Y.

The Premo Film Pack

THE compactness, light weight and easy operation of the Film Premos, pages 4-7 are based upon the unique features of the Premo Film Pack. Each pack carries twelve film exposures and can be loaded in the camera in daylight in an instant. Just open back—drop in film pack—close back and it is done.



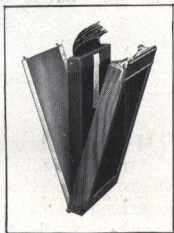
To change films for successive exposures, merely pull out from the top successive paper tabs.

The films are made from the famous Eastman N. C. stock and if one follows instructions, good exposures are bound to result. Then if the exposures are good, excellent negatives are assured, for film pack films may be developed by the simple time and temperature method in the Premo Film Pack Tank, requiring no experience or judgment on the part of the operator. See page 14.

And here's a unique feature—from the film pack one or more films can be removed for development at any time, without waiting until all are exposed. No need to expose the whole twelve before any can be developed.

Premo Film Pack Adapter

THE Premo Film Pack Adapter will convert any Premo plate camera into a daylight loading film camera. It has the general size and appearance of a plate holder, but has a hinged back which can be easily opened, the pack dropped in place, back closed, and the adapter then inserted in the plate camera just as an ordinary plate holder is.

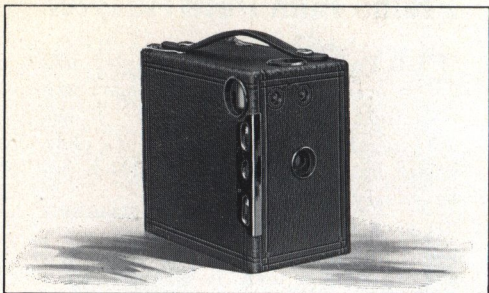


To make exposures the slide is withdrawn, the "safety cover" pulled out and the film pack operated for successive exposures just as in film cameras, by merely pulling out successive tabs.

Then at any time the slide may be reinserted, the adapter removed and the subject focused on the ground glass by precisely the same method you would follow in using glass plates. If you have a plate camera, an adapter will double its value for it interferes in no way with the use of the camera for plates.

The adapter is a great convenience at vacation time or whenever you wish to dispense with the bulk and weight of plates.

Premo Juniors



THESE cameras offer the opportunity of taking up photography in the simplest possible way. They require no focusing, no estimating of distances, and are always ready for action.

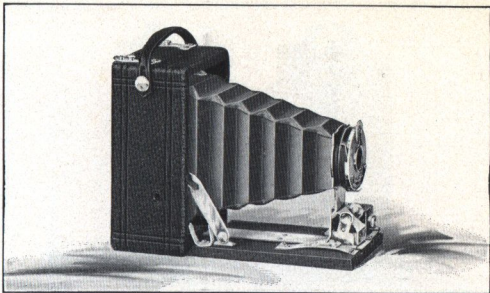
Substantially constructed, and very inexpensive, they make splendid gifts for the young people, while they make pictures of such quality as to make them equally acceptable to the older people.

PRICES AND SPECIFICATIONS

	No. 0 1 3/4 x 2 3/8	No. 1 2 1/4 x 3 1/4	No. 1A 2 1/2 x 4 1/4	No. 3 3 1/4 x 4 1/4	No. 4 4 x 5
Premo Junior . . .	\$1.50	\$2.00	\$3.00	\$4.00	\$5.00
Carrying Case60	.75	.85	1.10	1.25
Premo Film Pack (12 exposures) . .	.25	.40	.50	.70	.90
Premo Portrait At- tachment50	.50	.50	.50

Capacity. 12 exposures without reloading. Size of Camera, No. 0, 2 1/4 x 3 3/8 x 5 1/4 in.; No. 1, 3 3/8 x 4 1/2 x 5 3/4 in.; No. 1A, 3 1/2 x 5 1/2 x 5 3/8 in.; No. 3, 4 x 5 1/2 x 5 3/4 in.; No. 4, 4 3/4 x 6 1/4 x 6 1/2 in. Weight, No. 0, 7 ounces; No. 1, 12 ounces; No. 1A, 14 ounces; No. 3, 20 ounces; No. 4, 25 ounces. Shutters, Automatic. Lens, single Achromatic. Two finders.

Premoettes Nos. 1 and 1A



THE small space taken up by a Premo Film Pack makes it possible for us to offer, in these dainty little instruments, the smallest and lightest of all cameras for pictures of corresponding size.

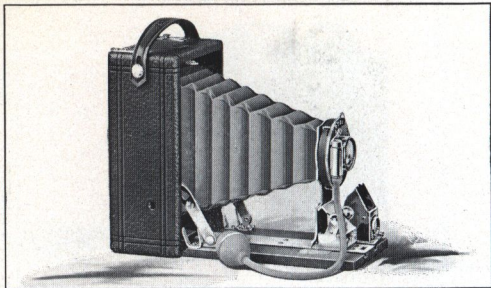
They are fully equipped to make good pictures in all branches of general amateur work, are carefully finished and most attractive in appearance. A PREMOMETTE is a most desirable gift for young or old.

PRICES AND SPECIFICATIONS

	No. 1	No. 1A
Premoette with Meniscus Lens and	$2\frac{1}{4} \times 3\frac{1}{4}$	$2\frac{1}{2} \times 4\frac{1}{4}$
Premoette Shutter	\$5.00	\$6.00
Carrying Case75	.85
Premo Film Pack (12 exposures)40	.50
Premo Portrait Attachment50	.50

Capacity, 12 film exposures. Dimensions, No. 1, $1\frac{7}{8} \times 3\frac{3}{8} \times 4\frac{1}{2}$ in.; No. 1A, $2\frac{1}{8} \times 3\frac{5}{8} \times 5\frac{1}{2}$ in. Weight, No. 1, 11 ounces; No. 1A, 16 ounces. Lens, No. 1, Meniscus; No. 1A, Single Achromatic. Shutter, Premoette Automatic for time, bulb, and instantaneous exposures. Two tripod sockets, reversible finder, and automatic standard clamp.

Premoette Special



MADE after the same idea as the regular PREMOTTES, the Specials meet the demand for similar light, compact and convenient cameras, but are capable of accommodating higher grade lenses and shutters.

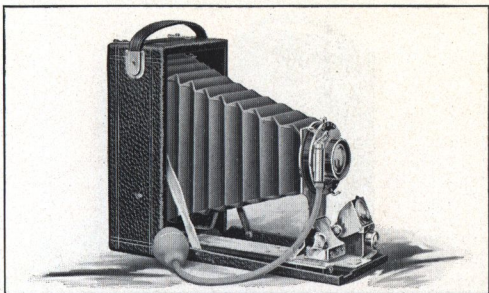
They are regularly supplied with R. R. lenses and single valve automatic shutters, while Anastigmat lenses and compound shutters may be fitted when desired.

PRICES AND SPECIFICATIONS

	No. 1 2¼ x 3¼	No. 1A 2½ x 4¼
Premoette Special with R. R. Lens and S. V. Auto Shutter . .	\$9.00	\$10.00
Do., with Zeiss Kodak Anastigmat Lens f.6.3 and Compound Shutter	40.25	41.30
Premoette Special Carrying Case (sole leather)	1.00	1.25
Premo Film Pack (12 exposures) . .	.40	.50
Premo Portrait Attachment . .	.50	.50

Capacity, 12 film exposures. Dimensions, No. 1 Special, 2½ x 3¼ x 4¼ in.; No. 1A Special, 2½ x 3½ x 5½ in. Weight, No. 1 Special, 11 ounces; No. 1A Special, 16 ounces. Lens, Rapid Rectilinear. Shutter, Single Valve Automatic. Two tripod sockets, reversible finder, and automatic standard clamp.

Film Premo No. 1



TO one who wishes a purely film camera, the Film Premos No. 1 are certain to appeal. They are made for all the most popular sizes of amateur pictures, and are the smallest, lightest, easiest to load and operate of all cameras making pictures of these sizes.

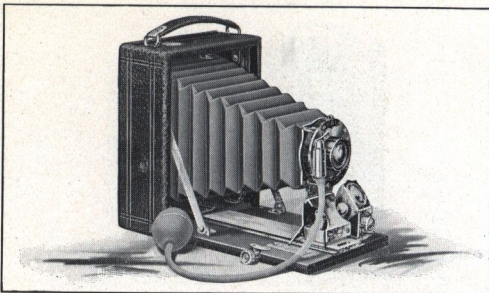
They have excellent optical equipments adapting them for work of any character.

PRICES AND SPECIFICATIONS

Film Premo No. 1 with	3¼ x 4¼	3x5¼	4x5	5x7
R. R. Lens and Single				
Valve Auto. Shutter	\$10.00	\$12.50	\$12.50	\$16.00
Sole Leather Case .	1.25	1.50	1.50	2.25
Premo Film Pack (12				
exposures)70	.75	.90	1.60
Premo Portrait Attach-				
ment50	.50	.50	.50

Capacity, 12 film exposures. Box, Mahogany. Bed, Aluminum. Dimensions, 3¼ x 4¼, 2⅞ x 4 x 5½ in.; 3x5¼, 2¼ x 4 x 6¾ in.; 4x5, 2¼ x 4¾ x 6 in.; 5x7, 2½ x 5¾ x 8⅞ in. Weight, 3¼ x 4¼, 18 ozs.; 3x5¼, 20 ozs.; 4x5, 20 ozs.; 5x7, 46 ozs. Lens, Rapid Rectilinear, Shutter, Single Valve Automatic. Tripod Sockets, two. Finder, reversible brilliant. Automatic Standard Clamp.

Pocket Premo C



VERY compact and neat in appearance, the Pocket Premo C uses films or plates with equal facility and offers the important advantage of ground glass focusing with either, for which purpose it has rack and pinion attachment.

A satisfactory camera for anyone, it will appeal especially to those who desire to compose and accurately focus the picture upon the ground glass.

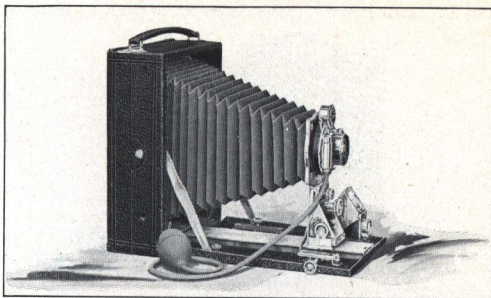
PRICES AND SPECIFICATIONS

Pocket Premo C with R. R. Lens, $3\frac{1}{4} \times 4\frac{1}{4}$	$3 \times 5\frac{1}{4}$
S. V. Auto. Sh. and Holder . . .	\$12.00 \$15.00
Double Plate Holder80 1.00
Sole Leather Carrying Case . . .	1.50 1.75
Premo Film Pack Adapter . . .	1.00 1.50
Premo Film Pack (12 exposures)	.70 .75
Premo Portrait Attachment50 .50

NOTE—The $3 \times 5\frac{1}{4}$ size accommodates $3\frac{1}{4} \times 5\frac{1}{2}$ plate holders and dry plates.

Capacity, 12 film or 2 plate exposures. Box, Mahogany. Bed, Mahogany, with rack and pinion for focusing. Finder, Reversible, hooded brilliant. Tripod Sockets, two. Lens, Rapid Rectilinear, Shutter, S. V. Automatic. Dimensions, $3\frac{1}{4} \times 4\frac{1}{4}$, $2 \times 4 \times 5\frac{1}{4}$ in.; $3 \times 5\frac{1}{4}$, $2\frac{1}{4} \times 4\frac{1}{2} \times 6\frac{3}{4}$ in. Weight, $3\frac{1}{4} \times 4\frac{1}{4}$, 21 ounces; $3 \times 5\frac{1}{4}$, 27 ounces. Automatic Clamp.

Filmplate Premo



LIKE the Pocket Premo C this camera takes films or plates with equal facility and is equipped for the most particular work.

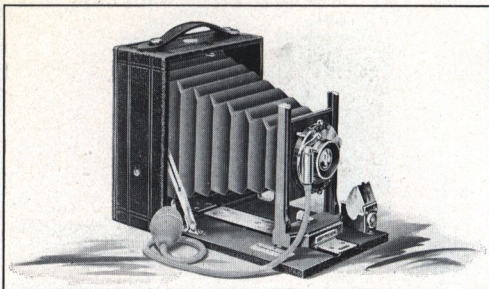
PRICES AND SPECIFICATIONS

	3¼x4¼	3x5¼	4x5	5x7
Filmplate Premo with Planatograph Lens and D. V. Auto. Shutter, Plate Holder and Film Pack Adapter,	\$24.00	\$26.50	\$26.50	\$35.00
Do., with Zeiss Kodak Anastigmat <i>f</i> .6.3 and D. V. Auto. Shutter,	44.50	51.50	51.50	74.50
Do., with Compound Shutter	52.80	62.30	62.30	85.05
Sole Leather Case . .	1.75	2.00	2.00	2.50
Premo Film Pack, 12ex.	.70	.75	.90	1.60
Premo Portrait Attachment50	.50	.50	.50

NOTE—The 3x5¼ size accommodates 3¼x5½ plate holders and dry plates.

Capacity, 12 film or 2 plate exposures. Box, Mahogany. Bed, Aluminum. Rack and pinion for fine focusing. Front, rising and sliding. Finder, reversible brilliant. Tripod sockets, two. Lens, Planatograph. Shutter, Double Valve Automatic. Dimensions, 3¼x4¼, 2x4½x5⅜ in.; 3x5¼, 2x4⅞x6⅝ in.; 4x5, 2⅞x4⅞x6⅝ in.; 5x7, 2⅞x6x8⅝ in. Weight, 3¼x4¼, 26 ozs.; 3x5¼, 30 ozs.; 4x5, 28½ ozs.; 5x7, 48 ozs. Automatic Standard Clamp.

Pony Premo No. 1



WELL made, very inexpensive, and exceedingly simple to operate, this is an excellent camera for the beginner and for those who want a reliable camera at a moderate outlay.

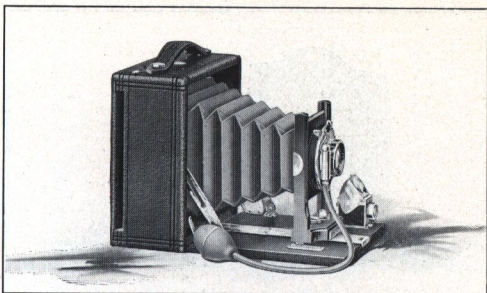
It makes the popular 4 x 5 pictures, takes films or plates with equal facility, and has a ground glass for sharp focusing and accurate composition with either. Price includes carrying case and one plate holder.

PRICES AND SPECIFICATIONS

Pony Premo No. 1, with R. R. Lens and S. V. Auto. Shutter. Carrying Case and Plate Holder	4 x 5
Premo Film Pack Adapter	\$12.00
Premo Film Pack (12 exposures)	1.50
Premo Portrait Attachment90
	.50

Capacity, 12 film or 2 plate exposures. Box, Mahogany, leather covered. Front, rising and falling. Carrying Case, imitation leather with compartment for holders. Finder, reversible, hooded brilliant. Tripod Sockets, two. Lens, rapid Rectilinear. Shutter, Single Valve Automatic. Dimensions, $2\frac{1}{2}$ x $5\frac{1}{4}$ x $6\frac{1}{4}$ in. Weight, 24 ounces.

Pony Premo No. 2



THIS model is similar in general equipment to the Pony Premo No. 1, but has the additional advantage of our new spring catch reversible back. As the back can be reversed in an instant, horizontal or vertical pictures can be made without changing the position of the camera proper.

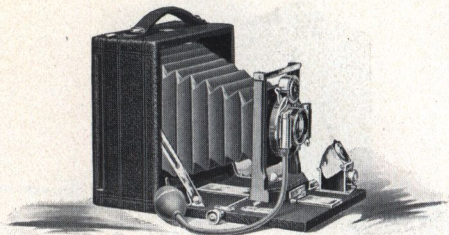
Has ground glass for focusing, takes films or plates with equal facility, and price includes carrying case and one plate holder.

PRICES AND SPECIFICATIONS

Pony Premo No. 2, with R. R. Lens and S. V. Auto Shutter, Carrying Case and Plate Holder	4 x 5	5 x 7
Premo Film Pack Adapter	1.50	2.50
Premo Film Pack (12 exposures)90	1.60
Premo Portrait Attachment50	.50

Capacity, 12 film or 2 plate exposures. Box, Mahogany, leather covered. Back, spring catch, reversible. Front, rising and falling. Finder, hooded brilliant, reversible. Tripod Socket, one. Lens, Rapid Rectilinear. Shutter, Single Valve Automatic. Carrying Case, imitation leather with compartment for holders. Dimensions, 4 x 5, 2½ x 6 x 6 in.; 5 x 7, 3¼ x 8¼ x 8¼ in. Weight, 4 x 5, 28 ounces; 5 x 7, 50 ounces.

Pony Premo No. 3



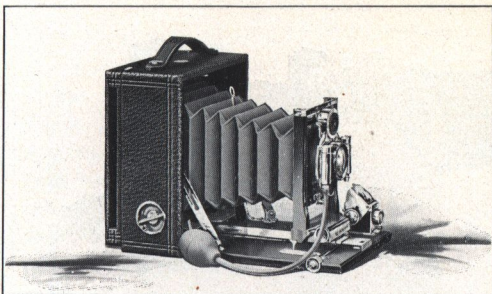
PONY Premo No. 3 has all the advantages of its two predecessors and the additional ones of rack and pinion for easy, exact focusing, long bellows draw, and double valve automatic shutter. May be loaded with films or plates and offers the ground glass focusing feature with either.

PRICES AND SPECIFICATIONS

Pony Premo No. 3, with R. R. Lens and D. V. Auto. Shutter, Carrying Case and Plate Holder	4 x 5	5 x 7
Premo Film Pack Adapter	\$20.00	\$26.00
Premo Film Pack (12 exposures) . .	1.50	2.50
Premo Portrait Attachment90	1.60
	.50	.50

Capacity, 12 film or 2 plate exposures. Box, Mahogany, leather covered. Bed, Mahogany; rack and pinion attachment for fine focusing. Back, spring catch, reversible. Front, rising and falling. Finder, hooded brilliant, reversible. Tripod Socket one. Lens, Rapid Rectilinear. Shutter, Double Valve Automatic. Carrying Case, sole leather, with compartment for holders. Dimensions, 4 x 5, 2½ x 6 x 6 in.; 5 x 7, 3¼ x 8¼ x 8¼ in. Weight, 4 x 5, 33 ounces; 5 x 7, 56 ounces.

Pony Premo No. 4



A camera suitable for the most particular work, yet, simple to operate.

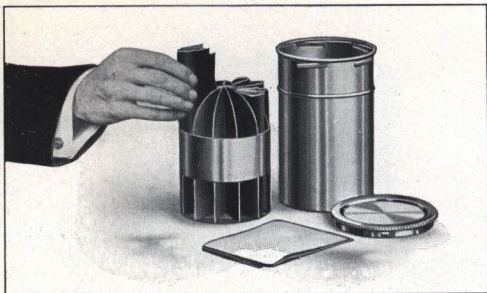
With all the good points of its predecessors, it has additional equipment of self-centering swing back, Planatograph lens and long bellows draw.

PRICES AND SPECIFICATIONS

Pony Premo No. 4, with Planatograph	4 x 5	5 x 7
Lens and D. V. Auto. Shutter, Carrying Case and Plate Holder . . .	\$24.00	\$32.00
With Zeiss Kodak Lens <i>f</i> .6.3 and D. V. Auto. Shutter	49.00	71.50
Ditto, with Compound Shutter	59.80	82.05
Premo Film Pack Adapter	1.50	2.50
Premo Film Pack (12 exposures)90	1.60
Premo Portrait Attachment50	.50

Capacity, 12 film or 2 plate exposures. Box, Mahogany, leather covered. Bed, Mahogany; rack and pinion for fine focusing. Back, spring catch, reversible. Swing, vertical. Front, rising and falling. Finder, hooded brilliant, reversible. Tripod Socket, one. Lens, Planatograph. Shutter, Double Valve Automatic. Carrying Case, sole leather, with compartment for holders. Bellows, red leather; draw, 4 x 5, 11 1/2 in.; 5 x 7, 15 1/2 in. Dimensions, 4 x 5, 2 3/4 x 6 x 6 in.; 5 x 7, 3 1/4 x 8 1/4 x 8 1/4 in. Weight, 4 x 5, 36 ounces; 5 x 7, 60 ounces,

Premo Film Pack Tank



ANYONE who follows instructions can make correct exposures with a Premo, and if the exposures are right, the Premo Film Pack Tank will automatically develop them as well as they could possibly be developed. This is why the Premo, the film pack and the tank make such a simple, sure medium of photography.

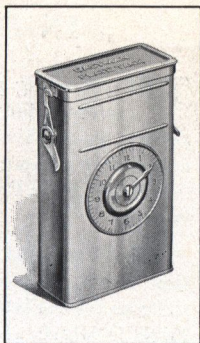
The tank requires no experience, may be loaded in a moment, then covered and left for a certain specified time, when development is completed.

PRICES

Premo Film Pack Tank No. 1, for 12 1 $\frac{3}{4}$ x 2 $\frac{3}{8}$ or 2 $\frac{1}{4}$ x 3 $\frac{1}{4}$ films	\$1.25
Do., No. 2, for 12 2 $\frac{1}{2}$ x 4 $\frac{1}{4}$, 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$, 3 x 5 $\frac{1}{4}$ or 4 x 5 films	3.50
Do., No. 3, for 6 5 x 7 films	4.00
Premo Tank Developing Powders, in packages of 6, No. 1,20
In packages of 6, No. 225
In packages of 6, No. 335
Acid Fixing Powder, per 1 pound package25
Do., per $\frac{1}{2}$ pound package15
Do., per $\frac{1}{4}$ pound package10

Eastman Plate Tank

AS Film Pack films may be developed in the Premo Film Pack Tank, so those who use our plate cameras can assure themselves of the same perfection in the development of their plates by using the Eastman Plate Tank which works upon the same principle.



It consists of a metal solution cup, a cage for holding twelve plates or less and a loading block for loading plates in the cage.

PRICES

Eastman Plate Tank 4 x 5, including Solution Cup, Plate Cage and Loading Block,	\$3.50
Ditto, 5 x 7	4.50
Ditto, 8 x 10	10.00
Kit for 4 x 5 Tank, to take $3\frac{1}{4}$ x $4\frac{1}{4}$ plates50
Kit for 5 x 7 Tank, to take $4\frac{1}{4}$ x $6\frac{1}{2}$ plates75
Do., for $4\frac{3}{4}$ x $6\frac{1}{2}$ plates75
Extra Adjustable Kit for 8 x 10	1.00
Plate Cage and Loading Block for 4 x 5 plates (can be used in 4 x 5 Premo Film Pack Tank)	1.75
Eastman Plate Tank Powders, for 4 x 5 tank, per package, $\frac{1}{2}$ dozen20
Ditto, for 5 x 7 Tank, per package, $\frac{1}{2}$ dozen35
Ditto, for 8 x 10 Tank, per package, $\frac{1}{2}$ dozen50
Kodak Acid Fixing Powder, per pound25
Ditto, per $\frac{1}{2}$ pound15

IN DETAIL

THE preceding pages, while they give a general idea of our most popular models, from their limited extent, can not adequately present the many advantages combined in the Premo system of photography.

Should you not find just the information which you require, ask the dealer or write us for our large 48-page Premo catalogue in which you will find more complete descriptions of every model listed herein, and full explanation of the Premo Film Pack and Film Pack Tank.

Listed therein are also many models not described in this booklet, including the Pony Premos Nos. 6 and 7, a full line of view cameras and prices on Premos fitted with various anastigmat lens equipments.

We publish also a special booklet on the Premo Film Pack system which may be had free at the dealers or from us.

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