



If its
Good
Enough
for

UNCLE SAM

Its
Good
Enough
for You



IN advertising the fact that the Premo Film Pack is the most satisfactory and convenient system of photography and that it possesses important features found in no other photographic method in existence, we but express the opinion of thousands of satisfied amateur users of the Film Pack throughout the world, many of whom have written us unsolicited testimonials to this effect. It is being used by numbers of the most prominent amateurs in this country and Europe, and invariably makes a new friend of every amateur who will give it a trial.

Recently, still further confirmation of the unique merits of this system has come, in the announcement that the United States Military authorities, after a series of experiments, have decided on the Premo Film Pack exclusively as the very best medium to be used in connection with the newly reorganized identifica-





THE Premo Film Pack is sold in a neat, close-fitting carton from which, by opening the two end flaps, it is easily removed.

The pack itself consists of a compact, light-proof case of cardboard, from the top of which 13 black paper tabs protrude—the first marked "Safety Cover" and the remainder numbered successively from one to twelve. At one side of the pack appears an opening the exact size and shape of the film to be exposed. This opening is filled up with black paper sealed at the top by a white label, affording ample protection against light.

tion service for the Army. A brief outline of this new system of identification cannot fail to be of interest.

It provides for the photographing of every enlisted man in the Army, in two positions; a front and side face. These pictures must be absolutely uniform in character and the problem of securing such pictures, in a reasonable time and at a reasonable expense, of thousands of men distributed in various posts throughout the country, presented many difficulties of solution. The method finally arrived at however, is a fine instance of Uncle Sam's ingenuity.

Briefly stated, it is to provide suitable apparatus of exactly the same character for each post—these to be in charge of an officer and as such officer in general would have no previous photographic experience, the apparatus must be so simple and so uniform in construction as to enable each operator to secure





*“Pull out
the Safety
Cover.”*

IF we cut or break the protecting label the pack is ready to be placed in the camera and exposed, but before doing so, we will examine its method of operation.

If we draw out from the top the tab marked “Safety Cover,” we find that it is a continuation of the black paper mentioned on the preceding page, and pulls it around to the back of all the films, uncovering the first one. In the camera, this film would now be exposed. Then if we draw out tab No. 1 we notice that film No. 1 is attached to the same and that this film is pulled around to the back uncovering film No. 2 for exposure.

precisely the same character of results by adhering to printed instructions.

Boxes of the simplest kind, each one exactly alike were made up. Lenses of the same focus were fitted, thus each operator, by placing the camera at a certain measured distance from the chair of the sitter would get pictures of exactly the same focus and of the identical size as every other operator. Reflectors of equal size to be placed in the same relative positions were supplied, and to insure that the pictures be made in exactly the same time and under similar conditions of light, daylight was banished and flash light cartridges of exactly the same strength were furnished.

With all these precautions it was necessary to provide a photographic medium which should be absolutely uniform in its results, which should be so simple in loading and operation as to be successfully used by the most inexperienced, and which



*“The first film
is drawn around
to the back.”*

SUCH is the very simple operation of the film pack, successive tabs being drawn out and exposures made until the entire pack of twelve is exhausted.

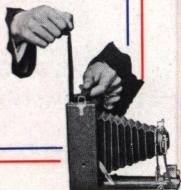
When tab No. 12 attached to the last film is drawn out, a black card is left which of itself seals the pack effectually, so that it may be removed from the camera in any light and a fresh pack substituted.

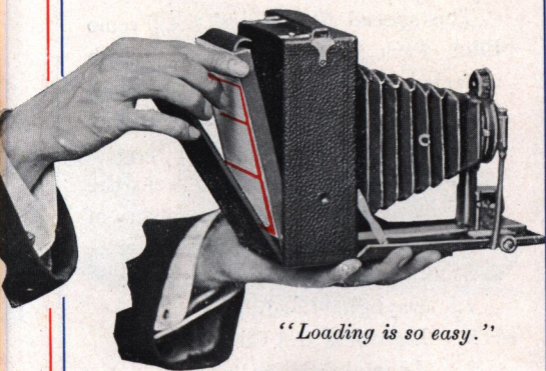
As the tabs are drawn out as far as they will go, they are torn off and thrown away, being of no further use.

should permit the removal of one or more exposures for development at any time, for very seldom were twelve subjects to be photographed in succession. Dry plates could not be considered owing to the danger of breakage and the difficulty of filing away with other data.

To meet this point, Uncle Sam, with his customary shrewdness, instituted a thorough investigation of all existing photographic film systems. Exhaustive tests were made without the knowledge or co-operation of manufacturers, and as a result the Premo Film Pack was selected for this important purpose and we received the largest unsolicited single order for film packs in our experience.

The Film Pack therefore, bears this distinction: photographs of the country's defenders are now recorded on Film Pack films—a striking tribute to the unique merits of the system.





“Loading is so easy.”

HAVING seen the operation of the pack, let us examine the process of loading, first in the exclusively film Premo cameras of which we manufacture a variety of styles. These cameras are the easiest to load of any ever manufactured.

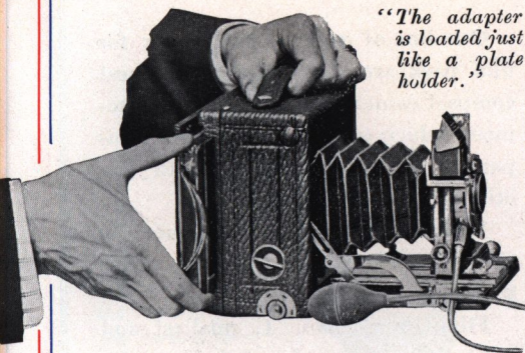
The back panel or door is opened, the film pack dropped in place, the panel closed and all is ready. The tabs of the pack are drawn out and exposures made as we have just seen.

The special features of the Premo Film Pack, not only those which appealed so strongly to Uncle Sam, but others of great importance to the amateur photographer, will appeal just as strongly to him who seeks the simplest and most reliable means of making his pictures. They comprise the following distinct points:

1. Daylight Loading.
2. Lightness and Compactness.
3. Adaptability to either exclusively film or any plate camera.
4. Ground glass focusing combined with film simplicity.
5. Removal of one or more films for development at any time.
6. Individual treatment — just as plates.
7. Absolute flatness of field.

Of cameras for amateur use with this desirable system, we make a great variety of different styles, descriptive catalogue of which we will be glad to send free to any address.





*“The adapter
is loaded just
like a plate
holder.”*

IN plate cameras the pack is loaded by means of the Premc film pack adapter, a device very similar in size and shape to an ordinary plate holder. It is hinged, however, at the back, and the film pack may be dropped in place, the back closed and adapter inserted in the camera as though it were a plate holder. The entire operation of course is effected in broad daylight.

Exposures are then made with the Film Pack as usual, but at any time the adapter slide may be inserted and the adapter removed. Thus each image before the exposure, can be sharply focused on the ground glass as easily as with plates.

Our line of cameras exclusively for film pack are the lightest and most compact cameras in existence, a statement which can be verified by comparison of Film Premos with any others. This line comprises:

Premoette, the smallest camera in the world for $2\frac{1}{4} \times 3\frac{1}{4}$ pictures. Price \$5.00.

Film Premo No. 1, smallest and lightest cameras for following size pictures: $3\frac{1}{4} \times 4\frac{1}{4}$, \$10.00; $3\frac{1}{4} \times 5\frac{1}{2}$, \$12.50; 4×5 , \$12.50. Have automatic shutters and rapid rectilinear lenses.

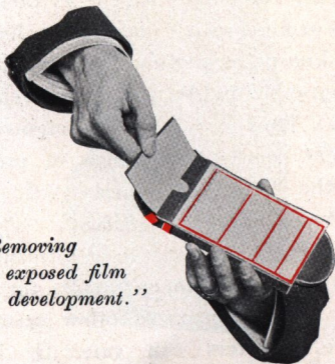
Film Premo No. 3, highest type of the purely film camera (see catalogue for prices on this model with the best anastigmat lens), $3\frac{1}{4} \times 4\frac{1}{4}$, \$16.00; $3\frac{1}{4} \times 5\frac{1}{2}$ \$18.00; 4×5 , \$18.00.

Box Film Premo, $3\frac{1}{4} \times 4\frac{1}{4}$, \$5.00; 4×5 , \$6.50. A simple but efficient camera with universal focus lens.

Premograph, a perfect reflecting camera, $3\frac{1}{4} \times 4\frac{1}{4}$, \$10.00.



*“Removing
the exposed film
for development.”*



WHEN used with Film or Plate camera at any time one or more films can be removed for development. Thus should one make two or three exposures and wish to develop before the entire twelve are exposed, the camera or adapter is taken to the dark room, the pack removed, the two red seals at each side cut and the bottom flap pulled down. The exposed films may be easily removed, the flap reclosed and the pack replaced in the camera ready for the remaining exposures. The operation may be repeated as often as desired until the film pack is exhausted.

Premo combination cameras taking plates or films with equal facility, have been known as plate cameras to the photographic public for over twenty years. They are made in eighteen different models and range in price from the Pocket Premo C, \$12.00, to the Premo Supreme, \$268.00.

Film Pack Adapters can be furnished for all Premo cameras in sizes up to 5 x 7. For cameras of other manufacture, adapters can generally be furnished if sample plate holders be sent us.

Adapters are inexpensive, prices being as follows: $3\frac{1}{4} \times 4\frac{1}{4}$, \$1.00; $3\frac{1}{4} \times 5\frac{1}{2}$, \$1.50; 4 x 5, \$1.50; 5 x 7, \$2.50.

Prices for film packs are: $2\frac{1}{4} \times 3\frac{1}{4}$, \$0.40; $3\frac{1}{4} \times 4\frac{1}{4}$, \$0.70; $3\frac{1}{4} \times 5\frac{1}{2}$, \$0.80; 4 x 5, \$0.90; 5 x 7, \$1.60.

Film Packs and other Premo supplies can be obtained throughout Europe at any of the Kodak agencies.



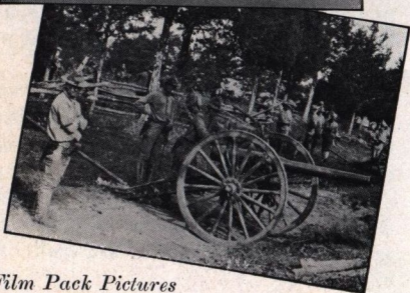
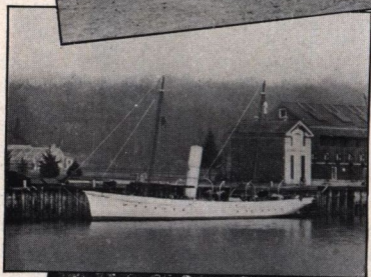


*The
Premo-
graph*

ONE of several specially designed cameras for the Premo Film Pack. Premograph is a perfect reflecting camera which enables the user to see on the ground glass an image of whatever he proposes to photograph, right side up, and in the exact size and position which it will assume in the finished picture.

It incorporates features heretofore found only in very expensive cameras, far out of the reach of the ordinary amateur, and costs only \$10.00.

One turn of the key sets the mirror—one glance through the hood locates the image—one reverse turn of key makes the exposure.



Film Pack Pictures

FILMS



PLATES