

*"Oh! for a Camera"*



*Remember*

**PREMO**

# “Oh for a Camera”

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OW many times have we heard the phrase, perhaps unconsciously, expressed.

It's bound up with the happiest moments of life—with the healthy enjoyment of the great out-doors—with the jolly companionships and merry escapades of vacation and camping-out times. The automobile tour, the fishing and hunting trip, yield many an odd type of locality—many a magnificent bit of scenery, which will bring the words to the lip—

“Oh for a Camera”—And more than all, in the everyday life of home. The laughing baby, clenching his chubby fists—the unconscious grace of romping childhood—the family gatherings of Sunday afternoons—a thousand old familiar home surroundings make their appeal to us at one time or another, for a camera—a camera to preserve, through the changing years, the happy times of life.

These are the kinds of pictures that make the camera worth while to all of us, and these are the kinds of pictures for which we want you to remember PREMO—for Premos afford the simplest and the surest means of picture making. We want to tell you about them in this booklet.

## ROCHESTER OPTICAL DIVISION

Eastman Kodak Co.

ROCHESTER, N. Y.

**Note.**—The limited space of this booklet obliges us to omit several styles of Premos. Our general catalogue describes all these models and contains prices of Premos fitted with Goerz, Cooke, and Isostigmat lenses. It's free at the dealer's, or write us.



# Premographs

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First, we want to tell you about Premograph—our latest and one of our most far-reaching advances in camera convenience. Premographs place at the service of the ordinary amateur photographer—of the merest beginner, the advantages of reflecting photography.

There have been other reflecting cameras ; but they have been so very high priced as to be over the heads of all but the specialists in high speed work, and those to whom price is no object. But Premographs are so inexpensive as to be within the easy reach of all—so light and compact, that they can be carried anywhere without inconvenience. As simple to operate as the simplest of ordinary hand cameras—and withal, offering all the advantages of any reflecting type, except very high speed photography.

And what are the advantages of reflecting photography ? They can be stated in a few words.

Premograph permits the operator to see, in advance, just what he is going to get in the finished picture. It shows him a reflection of each object to be photographed, right side up—in size and position, just as it will be in the finished result. It does away with guess work—with dependence on a small view finder, with the possibility of getting too much or too little in the picture.

This facility of always seeing just how the picture is going to look, makes Premograph especially valuable for baby pictures and general amateur portraiture—every motion of the little ones—every expression of the face can be watched on the ground glass and exposure made at the most favorable moment.



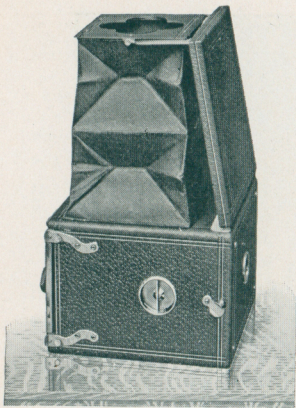
**Premograph No. 2 Interior Portrait. Exposure 1-25.**

**"The exposure can always be made at the most favorable moment."**

Likewise, for street scenes, the hunting and fishing trips—ordinary instantaneous work, Premograph will do all that an ordinary camera of similar price will, and in addition, reduces the possibilities of mistake by showing, before the exposure is made, the picture in its full size and right side up.

As for landscape photography, just read what an owner of one of the first Premographs, Dr. H. D'Arcy Power, says on this subject:

"I have a fair knowledge of the principles of art and am trained to look for pictorial compositions. I was under the impression that if I walked through a lane half a mile long, looking for subjects, I would miss little worth taking. Now I know better, and my teacher is the Premograph.



“My eye would have revealed perhaps two good compositions in that walk: the Premograph brought to my notice a dozen. As I walked along, my eye fixed on the shifting panorama that traversed the mirror, lines of beauty

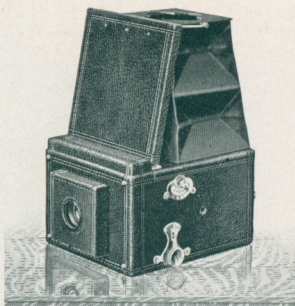
appeared and disappeared; contrasting masses revealed themselves in their photographic and not the deceiving visual value. Every step enforced the truth that the eye and the camera record vastly different impressions.

“To the eye the distance is everything. The eye can not be stopped down to increase the depth of focus; each object in nearby planes must be viewed separately, and so the effect of their combination is lost; but these same foreground lines and masses brought to a common focus in the mirror of the camera immediately reveal any pictorial qualities they possess.

“And so it happens that he who walks along a country lane or through a wood, with his eye on the mirror of a Premograph, scanning both foreground and distance, will discover pictures unseen by the best trained eyes, and the hunt for pictorial subjects is proportionately simplified.”



The construction of Premographs is described in detail in our general catalogue. However, an idea of their simplicity of operation can be obtained from the fact that, in making an exposure, only three operations are necessary.



One has but to touch a small lever, which automatically throws up the hood, set the mirror by turning the key in side of the box, locate the image and make the exposure at the proper moment, by simply reversing the key.

Premograph No. 1 is fitted with single achromatic lens of universal focus and works for time and instantaneous exposures.

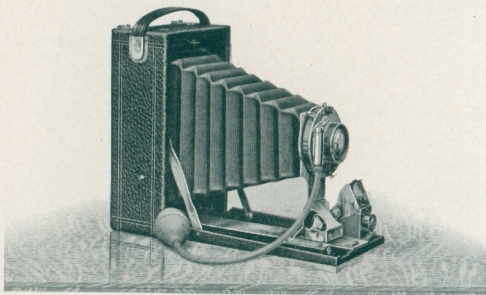
Premograph No. 2 offers a choice of several fine lenses, and is fitted with focusing attachment and retarded speed device.

Both models load in daylight with Premo Film Pack, which can be developed by tray or tank system, as preferred.

### Price

<b>Premograph No. 1</b>	$3\frac{1}{4} \times 4\frac{1}{4}$
(Dimensions, $4\frac{3}{8} \times 5\frac{1}{2} \times 5\frac{1}{2}$ . Weight, 29 ounces)	\$10 00
Film Pack (12 exposures)	70
Carrying Case	1 75
<b>Premograph No. 2 with R. R. Lens</b>	20 00
<b>Premograph No. 2 with Zeiss Tessar IIb, No. 4 Lens</b>	50 00
<b>Premograph No. 2 with Cooke Ser. III, No. 3½ D Lens</b>	54 00
(Dimensions, $4\frac{1}{2} \times 5\frac{5}{8} \times 6\frac{5}{8}$ . Weight, 44 ounces.)	
Carrying Case	2 50
Film Pack	70

# Film Premos



The remarkable success of our folding Film Premos is due to the fact that those amateurs who investigate—who seek the best possible value for their money, find Film Premos to measure up so well to the requirements of those who want a compact, folding instrument for film exclusively.

Film Premos are the smallest cameras in the world for pictures of corresponding size—they are the lightest cameras on the market.

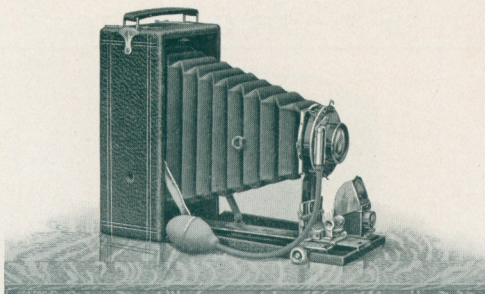
Film Premos load in daylight with Premo Film Pack, and note how simply—open back, drop in film pack—close back and all is ready. To expose: open the camera, pull out black paper—

**Film Premo No. 1**—Dimensions,  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $2\frac{1}{8} \times 4 \times 5\frac{1}{2}$  in.;  $3\frac{1}{4} \times 5\frac{1}{2}$ ,  $2\frac{1}{4} \times 4 \times 6\frac{3}{4}$  in.;  $4 \times 5$ ,  $2\frac{1}{4} \times 4\frac{3}{4} \times 6$  in.;  $5 \times 7$ ,  $2\frac{1}{2} \times 5\frac{3}{4} \times 8\frac{1}{8}$  in. Weight,  $3\frac{1}{4} \times 4\frac{1}{4}$ , 18 ounces;  $3\frac{1}{4} \times 5\frac{1}{2}$ , 20 ounces;  $4 \times 5$ , 20 ounces;  $5 \times 7$ , 46 ounces. Two tripod sockets. Reversible brilliant finder.

## Prices

	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	$4 \times 5$	$5 \times 7$
Film Premo No. 1	\$10 00	\$12 50	\$12 50	\$20 00
Carrying Case	1 50	1 75	1 75	2 50
Film Pack (12 exposures)	70	80	90	1 60

$5 \times 7$  size is furnished with Planatograph lens and double valve automatic shutter for \$5.00 extra.



press the bulb and the exposure is made. Pull out another black paper and all is ready for the next.

Premo Film Pack films are developed singly or all together in the Premo Film Pack Tank.

Note specially 5 x 7 Film Premo No. 1, new this year. Those amateurs who prefer larger size pictures will find this a very attractive proposition both in its remarkable compactness and price as compared with any other 5 x 7 camera on the market.

Film Premo No. 3 differs from the No. 1, in having a rack and pinion focusing attachment and being capable of accommodating high grade lenses and shutters.

**Film Premo No. 3.**—Dimensions,  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $2\frac{1}{4} \times 4 \times 5\frac{1}{2}$  in.;  $3\frac{1}{4} \times 5\frac{1}{2}$ ,  $2\frac{3}{8} \times 4 \times 6\frac{3}{4}$  in.;  $4 \times 5$ ,  $2\frac{3}{8} \times 4\frac{3}{4} \times 6\frac{1}{8}$  in. Weight,  $3\frac{1}{4} \times 4\frac{1}{4}$ , 24 ozs.;  $3\frac{1}{4} \times 5\frac{1}{2}$ , 26 ozs.;  $4 \times 5$ , 26 ozs. Two tripod sockets. Reversible, hooded, brilliant finder.

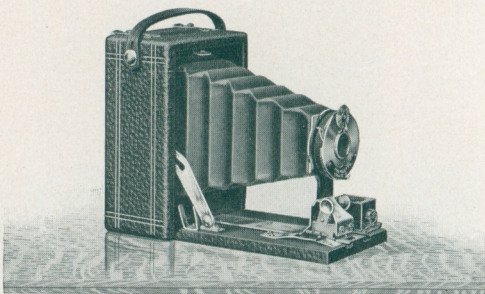
#### Prices

	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	$4 \times 5$
Film Premo No. 3 with S. V. Auto. and R. R. Lens . . .	\$16 00	\$18 00	\$18 00
With Planatograph Lens and Automatic Shutter . . .	21 00	23 00	23 00
With Zeiss Tessar IIb Lens and Automatic Shutter . .	47 20	55 95	55 95
With Zeiss Tessar IIb Lens and Volute Shutter . . .	61 50	70 25	70 25
Carrying Case . . . . .	1 50	1 75	1 75
Film Pack (12 exposures) . .	70	80	90



# Premoette

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Premoette is the smallest camera in existence for pictures of practical size— $2\frac{1}{4} \times 3\frac{1}{4}$ —so small that it can be carried unnoticed even in a boy's pocket. And it makes really fine pictures—pictures of as good quality as will ordinarily be obtained with the larger sizes of cameras.

In operation, nothing could be simpler. Loads in daylight like all Film Premos. To make the exposure, pull out a black paper, press the shutter release and it's complete.

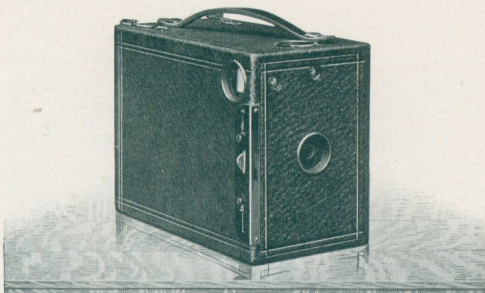
The regular lens is a first rate meniscus. Premoette is also supplied with double rectilinear or Bausch & Lomb-Zeiss Tessar IIb lens and automatic shutter. It is the only camera for  $2\frac{1}{4} \times 3\frac{1}{4}$  pictures, which can be furnished with the highest grade of lenses.

Dimensions,  $1\frac{7}{8} \times 3\frac{3}{16} \times 4\frac{1}{2}$  in. Weight, 11 ounces. One tripod socket. Reversible finder. Seal grain covering.

## Price

Premoette	$2\frac{1}{4} \times 3\frac{1}{4}$
With Sing. Valve Auto. Shutter, Rapid Rectilinear Lens	\$ 5 00
With Dbl. Valve Auto. Shutter, Tessar IIb No. 3 Lens	9 00
Carrying Case	44 00
Film Pack (12 exposures)	75
	40

# Premo Junior



Picture making with the Premo Film Pack is so easy, that an inexpensive little film pack camera, for boys and girls, has become a necessity. And the Premo Junior is so easy to work—so moderate in price, that any youngster can have one and can make good pictures with it.

It's a compact little box, but strongly made of seasoned wood, with a view to withstanding the hardest knocks which the young folks are likely to give it. Has automatic shutter for time or snap shot pictures, two finders and two tripod sockets.

As for simplicity, we wish every boy and his parents could know just how easy it is to make good pictures with Premo Junior. To load: Open back, drop Premo Film Pack in place—close the back, and the camera is loaded in daylight. No focusing—just point the camera at any object—press a button and the exposure is made.

Dimensions,  $3\frac{1}{8} \times 4\frac{1}{2} \times 5\frac{3}{4}$  inches. Weight, 12 ounces.

## Price

								$2\frac{1}{4} \times 3\frac{1}{4}$
Premo Junior	.	.	.	.	.	.	.	\$2 00
Carrying Case	.	.	.	.	.	.	.	75
Premo Film Pack (12 exposures)	.	.	.	.	.	.	.	40

# Premo Plate Cameras

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Ground glass focusing, the prime feature of every plate camera, and the use of plates or films with equal facility—that's what every commonly called Premo Plate camera offers you.

Thus, in purchasing a Premo Plate camera, one has the advantage of using the cheaper plates for pictures around the house and under all conditions, when bulk and weight do not count.

On the other hand, at vacation time, when traveling and on other occasions, when convenience and light weight are imperative, films can be as easily employed. And when films are used, they are loaded in daylight by means of the Premo Film Pack Adapter, each subject may be sharply focused on the ground glass just as though plates were being used, and one or more films may be removed at any time for development by tray or tank system, as preferred. There's value for you.

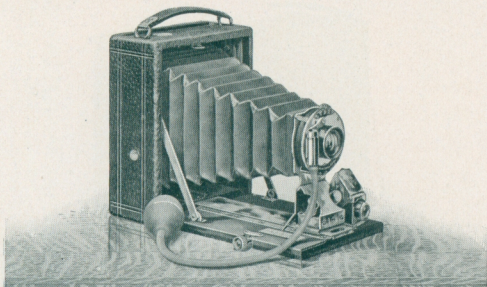
Although these cameras are constructed with special reference to the needs of the amateur, among them will be found Premos suited for the more serious side of photography.

Here are cameras with a variety of special adjustments, constructed to meet the increasing demand for Premos for business purposes—cameras adapted to the needs of the advertiser, the scientist, the horticulturist, the journalist; instruments of exceptional value in securing results for reproduction or half-tone requirements. Many permit the use of all standard anastigmat lenses. And now by the success of the Eastman Plate Tank all plates used in our cameras up to the 5 x 7 size may be developed by the tank system.



# Pocket Premo C

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Here's an inexpensive pocket camera of unusual efficiency, taking films or plates with equal facility. It's a real pocket camera, too. So small that it may be carried readily in any ordinary coat pocket, and the advantages which it offers to one seeking a reliable, moderate priced instrument for  $3\frac{1}{4} \times 4\frac{1}{4}$  pictures, are worthy of special attention.

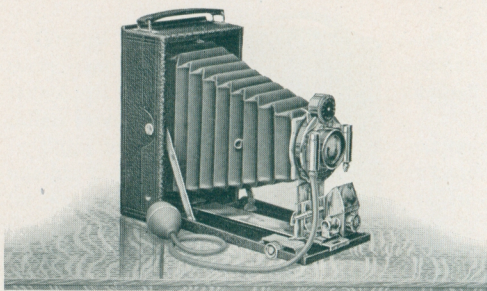
Pocket Premo C has a ground glass on which every subject can be sharply focused, whether films or plates are used. When films are to be used, they are loaded in daylight, and developed singly or altogether, by tray or tank system, as preferred.

Leather covered, mahogany box. Rack and pinion focusing attachment. Rapid rectilinear lens. Single valve automatic shutter. Reversible, hooded, brilliant finder. Two tripod sockets. Red leather bellows, draw  $7\frac{1}{4}$  inches. Dimensions,  $2 \times 4 \times 5\frac{1}{4}$  inches. Weight, 12 ounces.

## Price

		$3\frac{1}{4} \times 4\frac{1}{4}$
Pocket Premo C	. . . . .	\$12 00
Double Plate Holder	. . . . .	80
Black Sole Leather Carrying Case	. . . . .	1 50
Premo Film Pack Adapter	. . . . .	1 00
Premo Film Pack (12 exposures)	. . . . .	70

# Filmplate Premo



As light and compact as an ordinary film camera, Filmplate Premo uses films or plates with equal facility. And either plate holder or film pack adapter can be removed at any time for sharp focusing on ground glass.

When films are used, the Filmplate Premo, therefore, combines the advantages of ground glass focusing with daylight loading, tank development and other film conveniences. And all this at a moderate price, without increasing weight or bulk, or the use of special adjustments.

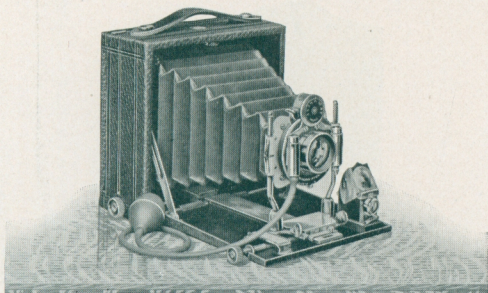
Box, well seasoned mahogany. Covering, best quality leather, of beautiful grain. Aluminum bed. Rack and pinion for fine focusing. Receding spring actuated back of new design. Rising and falling front actuated by rack and pinion. Reversible, hooded, brilliant finder. Two tripod sockets. Planatograph lens. Red Morocco leather bellows. Double valve automatic shutter. Dimensions,  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $2 \times 4\frac{1}{8} \times 5\frac{3}{8}$  in.;  $3\frac{1}{4} \times 5\frac{1}{2}$ ,  $2 \times 4\frac{1}{8} \times 6\frac{5}{8}$  in.;  $4 \times 5$ ,  $2\frac{1}{8} \times 4\frac{7}{8} \times 6\frac{1}{8}$  in. Weight,  $3\frac{1}{4} \times 4\frac{1}{4}$ , 26 ozs.;  $3\frac{1}{4} \times 5\frac{1}{2}$ , 30 ozs.;  $4 \times 5$ , 28½ ozs.

## Prices

	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	$4 \times 5$
Filmplate Premo Camera	\$24 00	\$26 50	\$26 50
With B. & L.-Zeiss Tessar			
Iib Lens and Auto.	55 20	64 45	64 45
With B. & L.-Zeiss Tessar			
Iib Lens and Volute	69 50	78 75	78 75
Carrying Case	2 00	2 25	2 25
Film Pack (12 exposures)	70	80	90

# Star Premo

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Star Premo, made for the two smaller sizes of amateur pictures, possesses distinctive features which fit it for a very broad scope of work. Features of considerable importance to the painstaking amateur and which are usually found only in larger and more expensive instruments.

Thus, for decreasing unsightly foreground or the photographing of high structures, Star Premo is provided with a pinion actuated swing frame, securing such pictures without the slightest distortion or leaning appearance. A rising and falling front supplements the work of the swing.

Box, well seasoned mahogany. Reversible back. Covering, fine grain leather. Aluminum bed. Two tripod sockets. Planatograph lens. Double valve automatic shutter. Red Morocco leather bellows; draw  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $6\frac{3}{8}$  in.;  $4 \times 5$ ,  $7\frac{3}{4}$  in. Dimensions,  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $2\frac{1}{4} \times 5\frac{1}{4} \times 5\frac{1}{2}$  in.;  $4 \times 5$ ,  $2\frac{1}{2} \times 6 \times 6$  in. Weight,  $3\frac{1}{4} \times 4\frac{1}{4}$ , 33 ozs.;  $4 \times 5$ , 37 ozs.

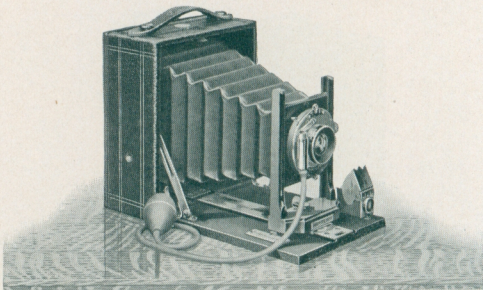
## Prices

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$
Star Premo, complete . . . . .	\$22 50	\$25 00
With B. & L.-Zeiss Tessar IIb Lens		
in Auto. Shutter . . . . .	53 70	62 95
With B. & L.-Zeiss Tessar IIb Lens		
in Volute Shutter . . . . .	68 00	77 25
Film Pack Adapter . . . . .	1 00	1 50
Film Pack (12 exposures) . . . . .	70	90



# Pony Premo No. 1

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This camera, the first of the Pony Premo series, is designed more particularly for beginners and those who wish a good camera for ordinary pictures, at a nominal price. Made primarily as a plate camera, the Premo Film Pack system has practically doubled its value to the owner, for a Film Pack Adapter will convert it into a daylight loading film camera, combining the advantages of ground glass focusing, with tank development and other film conveniences.

The lens is our double rapid rectilinear, fitted to single valve automatic shutter.

Metal parts are highly nickeled, covering is seal grain and price includes carrying case and one double plate holder.

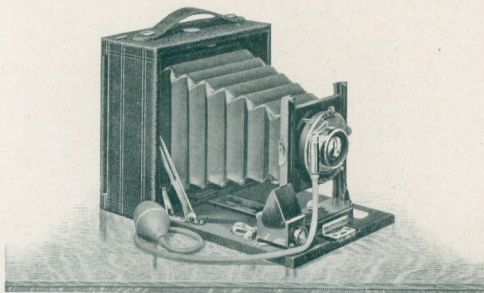
Mahogany box, leather covered. Receding spring actuated back. Rising and falling front. Reversible, hooded, brilliant finder. Two tripod sockets. Red leather bellows; draw  $7\frac{1}{8}$  in. Rapid rectilinear lens. Single valve automatic shutter. Dimensions,  $2\frac{1}{2} \times 5\frac{1}{4} \times 6\frac{1}{4}$  inches. Weight, 24 ounces.

## Price

Pony Premo No. 1	.	.	.	.	.	.	.	4 x 5
Pony Premo No. 1	.	.	.	.	.	.	.	\$12 00
Premo Film Pack Adapter	.	.	.	.	.	.	.	1 50
Premo Film Pack (12 exposures)	.	.	.	.	.	.	.	90

# Pony Premo No. 2

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With single valve automatic shutter and same general characteristics as the Pony Premo No. 1, this camera has the additional advantage of reversible back—an important consideration to many amateurs. The back can be instantly and easily reversed for horizontal or vertical pictures, so that it is not necessary to change the position of the camera itself, for either style of pictures.

An accurate spirit level is also fitted to the bed and as the Film Pack Adapter may be readily used, this instrument has the double value of all Pony Premo cameras.

Pony Premo No. 2 is a thoroughly efficient outfit for all ordinary amateur work.

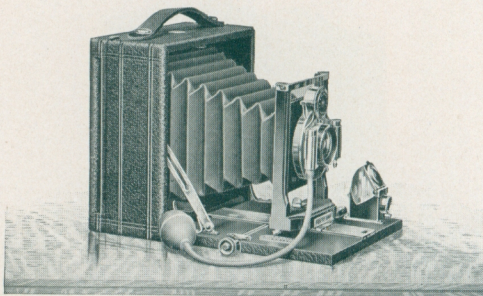
Mahogany box covered with fine grain leather. Reversible back. Rising and falling front. Hooded, brilliant, reversible finder. One tripod socket. Rapid rectilinear lens. Single valve automatic shutter. Imitation leather carrying case. Red leather bellows; draw 4 x 5, 6 $\frac{7}{8}$  in.; 5 x 7, 9 $\frac{1}{2}$  in. Dimensions, 4 x 5, 2 $\frac{1}{2}$  x 6 x 6 in.; 5 x 7, 3 $\frac{1}{4}$  x 8 $\frac{1}{4}$  x 8 $\frac{1}{4}$  in. Weight, 4 x 5, 28 ozs.; 5 x 7, 50 ozs.

## Prices

	4 x 5	5 x 7
Pony Premo No. 2 . . . . .	\$14 00	\$18 50
Premo Film Pack Adapter . . . . .	1 50	2 50
Film Pack (12 exposures) . . . . .	90	1 60

# Pony Premo No. 3

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Among more ambitious amateurs Pony Premo No. 3 is the most popular camera ever offered at equal prices. It has all the advantages of the two preceding models, with the addition of rack and pinion focusing attachment, longer bellows draw and double valve automatic shutter. These advantages, combined with the fact that plates or films may be used with equal facility, make the instrument a very desirable one for those amateurs wishing a camera with broad scope of work at a moderate price.

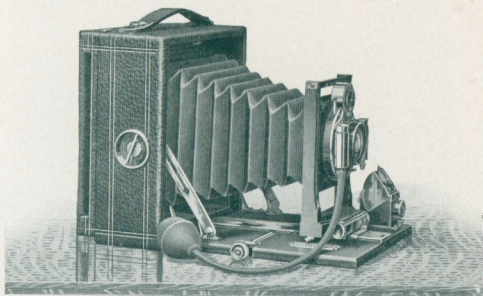
Mahogany box, leather covered. Mahogany bed; rack and pinion attachment for fine focusing. Reversible back. Rising and falling front. Hooded, brilliant, reversible finder. One tripod socket. Rapid rectilinear lens. Double valve automatic shutter. Sole leather carrying case. Red leather bellows; draw 4 x 5, 8 $\frac{1}{4}$  in.; 5 x 7, 12 $\frac{5}{8}$  in. Dimensions, 4 x 5, 2 $\frac{1}{2}$  x 6 x 6 in.; 5 x 7, 3 $\frac{1}{4}$  x 8 $\frac{1}{4}$  x 8 $\frac{1}{4}$  in. Weight, 4 x 5, 33 ozs.; 5 x 7, 56 ozs.

## Prices

	4 x 5	5 x 7
Pony Premo No. 3 . . . . .	\$20 00	\$26 00
Premo Film Pack Adapter . . . . .	1 50	2 50
Film Pack (12 exposures) . . . . .	90	1 60



# Pony Premo No. 4



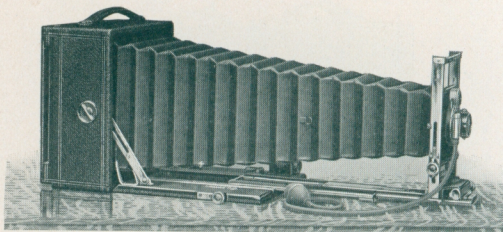
Designed for a wider range of work than its three predecessors in this series, Pony Premo No. 4 has all their good points, with additional equipment of swing back, Planatograph lens and new automatic standard clamp. The swing back provides for the decreasing of unsightly foreground, the photographing of high structures and other such work, in which an ordinary camera would have to be tipped. For with Pony Premo No. 4, the back is easily swung to any reasonable angle and the pictures easily secured without the slightest distortion or leaning appearance.

Mahogany box, leather covered. Mahogany bed; rack and pinion attachment for fine focusing. Reversible back. Vertical swing. Rising and falling front. Hooded, brilliant, reversible finder. One tripod socket. Planatograph lens. Double valve automatic shutter. Sole leather carrying case. Red leather bellows; draw 4 x 5, 8½ in.; 5 x 7, 12⅝ in. Dimensions, 4 x 5, 2¾ x 6 x 6 in.; 5 x 7, 3¼ x 8¼ x 8¼. Weight, 4 x 5, 36 ozs.; 5 x 7, 60 ozs.

## Prices

	4 x 5	5 x 7
Pony Premo No. 4, complete . . . . .	\$24 00	\$32 00
With B. & L.-Zeiss Tessar IIb in Auto. . . . .	61 95	78 30
With B. & L.-Zeiss Tessar IIb in Volute . . . . .	76 25	94 60
Film Pack Adapter . . . . .	1 50	2 50
Film Pack (12 exposures) . . . . .	90	1 60

# Pony Premos 6 and 7



The complete equipment—the long bellows draw—the variety of special patented features of these two Premos, suit them for photographic work of the most exacting character.

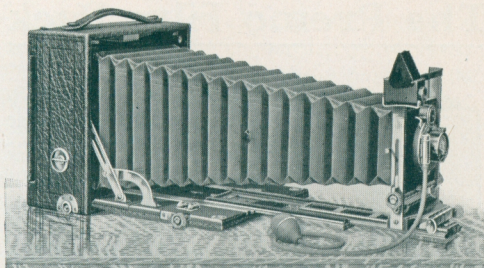
In the scientific field—for copying, enlarging, long distance photography—they are unexcelled.

Yet there is no complication in operation. Beginners can easily make pictures with them and the addition of a Premo Film Pack Adapter will convert either into a daylight loading film

**Pony Premo No. 6.**—Mahogany box, covered with seal grain leather. Triple extension bed; rack and pinion actuated. Reversible back. Vertical swing. Rising and falling front; rack and pinion actuated. Removable lens board. Hooded, brilliant, reversible finder. Two tripod sockets. Sole leather, plush lined case. Planatograph lens. Double valve automatic shutter. Red leather bellows. Dimensions, 4 x 5, 3½ x 6 x 6 in.; 5 x 7, 4 x 8¼ x 8¼ in.; 6½ x 8½, 5 x 10 x 10 in. Weight, 4 x 5, 3 lbs.; 5 x 7, 5¼ lbs.; 6½ x 8½, 8½ lbs.

## Prices

	4 x 5	5 x 7	6½ x 8½
Pony Premo No. 6, complete	\$ 37 00	\$ 47 00	\$ 62 00
With B. & L.-Zeiss Tessar			
IIb Nos. 5, 5a, 7, in Auto.	74 95	93 30	135 40
With B. & L.-Zeiss Tessar			
IIb Nos. 5, 5a, 7, in Volute	89 25	109 60	151 70
With B. & L.-Zeiss Protar			
VIIa Nos. 3, 8, 11, in Auto.	94 45	119 30	149 40
With B. & L.-Zeiss Protar			
VIIa Nos. 3, 8, 11, in Volute	108 75	133 60	165 70
Film Pack Adapter . . .	1 50	2 50	
Film Pack (12 exposures) .	90	1 60	



instrument, light, compact, and with all the conveniences of the Premo Film Pack.

Pony Premo No. 7 differs from the No. 6 in being supplied with a specially constructed drop bed for wide angle use. This bed can be dropped at any time so that lenses of the widest angle may be used with no possibility of the bed obstructing the rays of light to the lens.

The No. 7 is also covered with a fine seal grain leather and is very handsome in appearance.

**Pony Premo No. 7.**—Mahogany box, covered with leather of beautiful grain. Mahogany bed, with triple extension. Reversible back. Vertical swing; rack and pinion actuated, with locking device. Rising and falling front; rack and pinion actuated, with locking device. Removable lens board. Hooded, brilliant, reversible finder. Two tripod sockets. Planatograph lens. Double valve automatic shutter. Sole leather, plush lined carrying case. Red leather bellows; draw 4 x 5, 13 $\frac{3}{4}$  in.; 5 x 7, 19 in.; 6 $\frac{1}{2}$  x 8 $\frac{1}{2}$ , 22 in. Dimensions, 4 x 5, 3 $\frac{1}{2}$  x 6 $\frac{1}{4}$  x 6 $\frac{1}{4}$  in.; 5 x 7, 4 x 8 $\frac{1}{2}$  x 8 $\frac{1}{2}$  in.; 6 $\frac{1}{2}$  x 8 $\frac{1}{2}$ , 5 x 9 $\frac{3}{4}$  x 9 $\frac{3}{4}$  in. Weight, 4 x 5, 3 $\frac{1}{2}$  lbs. • 5 x 7, 5 $\frac{1}{2}$  lbs.; 6 $\frac{1}{2}$  x 8 $\frac{1}{2}$ , 8 $\frac{1}{2}$  lbs.

### Prices

	4 x 5	5 x 7	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$
Pony Premo No. 7 . . . . .	\$ 50 00	\$ 60 00	\$ 75 00
With B. & L.-Zeiss Tessar			
IIb Nos. 5, 5a, 7, in Auto.	87 95	106 30	148 40
With B. & L.-Zeiss Tessar			
IIb Nos. 5, 5a, 7, in Volute	102 25	122 60	164 70
With B. & L.-Zeiss Protar			
VIIa Nos. 3, 8, 11, in Auto.	107 45	132 30	162 40
With B. & L.-Zeiss Protar			
VIIa Nos. 3, 8, 11, in Volute	121 75	146 60	178 70
Film Pack Adapter . . . . .	1 50	2 50	
Film Pack . . . . .	90	1 60	



# The Premo Film Pack

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In reading over this description of the Premo Film Pack, we especially want you to note the simple construction of the pack and the ease of using it with either film or plate camera.

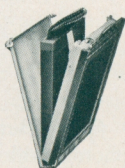
The Premo Film Pack consists of twelve films packed in a flat light-tight carton, on one side of which is left an opening the exact size and shape of the film to be exposed. At the top, thirteen black paper tabs protrude; the first marked "Safety Cover," the others numbered consecutively from one to twelve. The "Safety Cover" tab is the continuation of a black sheet of paper which fills up the above mentioned opening and protects the first film from the light. When the pack is loaded in the camera this tab is drawn out as far as it will come, which operation pulls the black paper from in front of the first film around to the back of the pack. The first exposure may now be made. Film No. 1 is attached to a similar piece of paper, the continuation of which is tab No. 1. After the exposure, this tab is drawn out, pulling Film No. 1 around to the back and uncovering Film No. 2 for exposure. In this manner successive tabs are withdrawn and exposures made until the pack is exhausted, when it may be removed in any light and a fresh one substituted. The tabs when pulled out are torn off and thrown away.

During the above operation, at any time one or more films may be removed for development, as follows: The camera 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. This operation may be repeated as often as desired, until the film pack is exhausted. Development may be by either tank or tray system, as preferred.

## The Premo Film Pack Adapter

The Premo Adapter provides for the use of the Premo Film Pack in any of our plate cameras, up to and including the 5 x 7 sizes. It is a device very similar in size and shape to an ordinary plate holder; in fact, the face is identically the same, but there is no middle septum and the back is hinged so that the pack may be dropped in place, the back closed and the adapter inserted in the camera just as the ordinary holder. The entire operation of loading and unloading is effected in broad daylight.



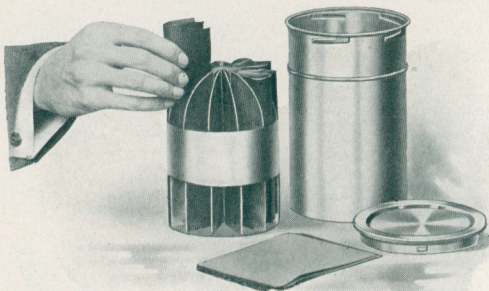
Exposures are then made with the film pack as usual, but at any time the adapter slide may be inserted and the adapter removed in daylight. In this manner each image, before the exposure, may be sharply focused on the ground glass, and, of course, if desired, the adapter can be taken to the dark room at any time and as many exposures as have been made, removed for development.

### Prices

Premo Film Pack			Premo Film Pack Adapter		
2 1/4 x 3 1/4	. .	\$0 40	3 1/4 x 4 1/4	. .	\$1 00
3 1/4 x 4 1/4	. .	70	3 1/4 x 5 1/2	. .	1 50
3 1/4 x 5 1/2	. .	80	4 x 5	. .	1 50
4 x 5	. .	90	5 x 7	. .	2 50
5 x 7	. .	1 60			

# Tank Development

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Tank Development is the greatest advance in photographic convenience, of recent years. It is one of the most important discoveries which has ever been offered to the photographer.

For Tank Development puts the veriest beginner in photography on the same plane, in the development of his negatives, with the expert. It is simplicity itself. It requires no experience, no lengthy manipulation in a close dark-room. A child can produce as good results, the tank way, as the most experienced amateur using any other method.

And we recommend the tank system to the most careful workers, as being infinitely simpler than the older method and producing results superior to those which can be obtained by the most painstaking tray development.

The Premo Tank consists of two pieces—a metal receiver or frame for the films, and a tank with cover for the development fluid.

The receiver is divided into twelve compartments—in the 5 x 7 size, six—each accommo-



dating one film. As the film is taken from the pack, it is held between the thumb and fingers, slightly bent from top to bottom, and slipped into its respective compartment. When all the compartments are filled, the receiver is placed in tank, which has been previously filled with developer, the top replaced and the films left to develop for a certain specified time. No further attention is necessary, excepting to turn the tank, end for end, when half the time has elapsed.

At the expiration of the full time, open the tank, take out receiver, remove films, place them in a tray of water for a moment, then transfer to the fixing bath. Development is completed. Rinse out receiver and tank and set them aside.

The operation of removing films from the pack and loading the receiver is done, of course, in a darkened room by the light of a ruby lamp.

During the day any darkened closet will suffice. To load the films in receiver, the operation will take only two or three minutes, and as soon as the top is placed on tank, it may be brought out into any light and left until development is completed.

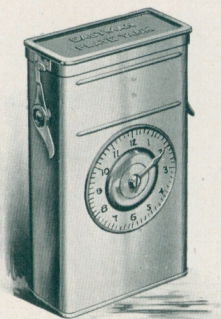
At night, any room in which the shades are drawn will answer, and as films developed during the day can very seldom be got ready for printing the same day, we suggest that developing be done at night, when convenient.

If desired to develop less than a dozen films, one merely removes from his pack as many films as have been exposed and places them in the receiver in the same manner as described above.

### Prices

No. 2, for 12 $3\frac{1}{4} \times 4\frac{1}{4}$ , $3\frac{1}{4} \times 5\frac{1}{2}$ or $4 \times 5$ Films	.	\$3 50
No. 3, for 6 $5 \times 7$ Films	.	4 00
Powders in package of six, No. 2	.	25
Powders in package of six, No. 3	.	35
Kodak Acid Fixing Powder, per 1 pound package	.	25

# Eastman Plate Tank



As so many Premos take films or plates with equal facility, we are glad to recommend to those amateurs using such Premos, the Eastman Plate Tank for the development of their plates.

This is the latest tank success and consists of a metal solution cup with tightly-fitting cover, a rack for holding twelve plates or less, and a loading block for loading the plates into the rack. The operation of development is essentially the same as that for Film Pack Tank.

In the  $3\frac{1}{4} \times 4\frac{1}{4}$  and  $4 \times 5$  sizes, the rack of plates can be developed in the regular  $4 \times 5$  Premo Film Pack Tank, so that one having a  $4 \times 5$  Premo Film Pack Tank needs only purchase the rack and loading block for the tank development of his plates.

Like the Premo Film Pack Tank, the loading takes only a few moments in the dark-room.

## Prices

Eastman Plate Tank, $4 \times 5$ , including Solution Cup, Plate Rack, and Loading Block . . . . .	\$3 50
Ditto, $5 \times 7$ . . . . .	4 50
Kit for $4 \times 5$ Tank, to take $3\frac{1}{4} \times 4\frac{1}{4}$ plates . . . . .	50
Kit for $5 \times 7$ Tank, to take $4\frac{1}{4} \times 6\frac{1}{2}$ plates . . . . .	75
Plate Rack and Loading Block for $4 \times 5$ plates (can be used in $4 \times 5$ Film Pack Tank) . . . . .	1 75
Eastman Plate Tank Developer Powders, for $4 \times 5$ tank, per package, $\frac{1}{2}$ dozen . . . . .	20
Ditto, for $5 \times 7$ tank, per package, $\frac{1}{2}$ dozen . . . . .	35
Kodak Acid Fixing Powder, per 1-pound package . . . . .	25

**HARPEL'S ART STORE**

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