

"Oh For a Camera"



PREMO

"Oh, For A Camera"

IT'S a familiar phrase. One has but to look back upon the good times of last summer, the long vacation days, the jolly companionships and recreations that are past, to discover incidents and faces, and situations without number, which he would be glad to have pictures of now.

You yourself can recall many such occasions in your own experience, and it is the purpose of this little booklet to offer you a means of getting such pictures simply, surely and with practically no effort on your part.

Light weight, compactness, an ease of loading and operating, possessed by no other photographic instrument, give to Premos an incomparable advantage for those who have had no photographic experience, while their complete, carefully tested equipments make them of equal value to the expert.

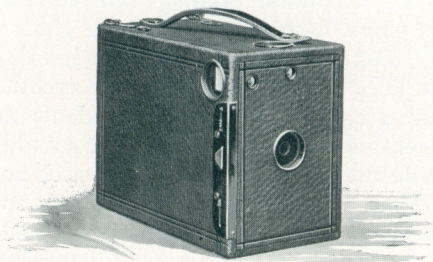
Make the most of the summer. It will be full of pictures for you. You'll find yourself wishing for a camera many a time. There's a Premo that will just suit you.

ROCHESTER OPTICAL DIVISION

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

PREMO JUNIORS



THE original Premo Junior—the No. 1, introduced last year, was such a simple little camera and made such splendid pictures even in the hands of children, that many grown-up people have wished for a camera of the same type, but one with which larger pictures might be obtained. So we have added three new Premo Juniors, giving one the choice of four of the most popular of amateur sizes in these simple, inexpensive cameras.

Premo Juniors require no focusing, no estimating of distances, no previous knowledge of photography whatever. Just load the camera, point it at any object, press a lever and the exposure is made. And loading is very easy. Open back, drop in Premo Film Pack, close back, and it's all done in

PREMO JUNIORS

daylight. To change films for successive exposures merely pull out successive tabs.

An important point to be remembered in connection with the use of the Premo Film Pack in these cameras is the fact that at any time the camera can be taken to the dark-room and as many films as have been exposed removed, without waiting until the entire pack of twelve is exposed. And remember also that the film may be developed with certainty in the Premo Film Pack Tank.

Inexpensive, very compact, but strongly made to withstand the hardest knocks which the children will give them, these cameras can be easily used by any boy or girl.

And they will be found in the hands of thousands of adults, because they are not toys, but cameras; they make satisfactory pictures.

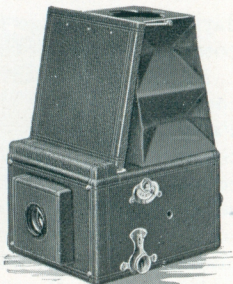
CAPACITY, 12 exposures without reloading. Size of Camera, No. 1, $3\frac{1}{8} \times 4\frac{1}{2} \times 5\frac{3}{4}$ in.; No. 1A, $3\frac{1}{2} \times 5\frac{1}{2} \times 5\frac{7}{8}$ in.; No. 3, $4 \times 5\frac{1}{2} \times 5\frac{3}{4}$ in.; No. 4, $4\frac{3}{4} \times 6\frac{1}{4} \times 6\frac{1}{2}$. Weight, No. 1, 12 ounces; No. 1A, 14 ounces; No. 3, 20 ounces; No. 4, 25 ounces. Shutters, Automatic with diaphragm stops. Lens, Meniscus Achromatic. Two tripod sockets and two finders.

PRICE

	No. 1	No. 1A	No. 3	No. 4
Premo Junior with Meniscus Lens and Automatic Shutter	$2\frac{1}{4} \times 3\frac{1}{4}$	$2\frac{1}{2} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	4×5
Carrying Case	\$2.00	\$3.00	\$4.00	\$5.00
Premo Film Pack (12 exposures)	.75	.85	1.10	1.25
	.40	.50	.70	.90

PREMOGRAPH No. 2

THE Premograph places at the service of the average amateur photographer—of the merest beginner—the advantages of reflecting photography. The bugbear of price need no longer deter any photographer from the use of the conveniences offered in reflecting construction.



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.

The picture on the cover of this little booklet was made with a Premograph No. 2.

PREMOGRAPH No. 2

Note the naturalness of the poses and expressions—effects which were secured by merely watching the children through the hood and snapping the shutter at just the proper moment. And Premograph is just as valuable for street scenes, the hunting and fishing trips—ordinary instantaneous work.

Premograph construction is easily understood. There is no complex mechanism to get out of order—a child can operate one after reading the simple instructions which accompany each camera. Makes time, instantaneous and retarded exposures of $\frac{1}{25}$, $\frac{1}{5}$ and $\frac{1}{2}$ seconds.

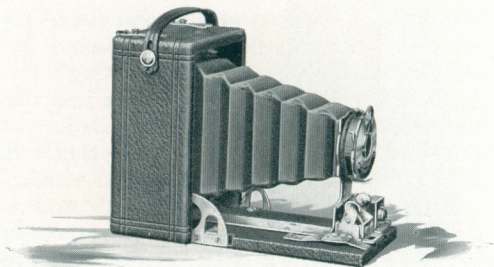
Premograph No. 2 is handsomely finished. It is covered with genuine seal grain leather and loads in daylight with the Premo Film Pack, offering all the convenience of this simple film method.

CAPACITY, 12 exposures without reloading. Size of Camera, $4\frac{1}{2} \times 5\frac{5}{8} \times 6\frac{5}{8}$ inches. Weight, 44 ounces. Lens, Rapid Rectilinear in barrel with Iris diaphragm stops. Shutter, Premograph Reflecting. Tripod Sockets, two. Rack and Pinion for focusing.

PRICE

	$3\frac{1}{4} \times 4\frac{1}{4}$
Premograph No. 2 with R. R. Lens	\$20.00
Premograph No. 2 with Zeiss Kodak Anastigmat, f-6.3. No. 2 Lens	38.50
Premograph No. 2 with Zeiss Tessar IIb, No. 4 Lens	51.00
Premograph No. 2 with Cooke Ser. III, No. $3\frac{1}{2}$ D Lens	54.00
Premograph No. 2 Carrying Case (sole leather)	2.50
Premo Film Pack (12 exposures)70

PREMOETTE No.1 & No.1A



THE remarkable compactness of Premoettes, considering the good size pictures which they make, is astonishing to one who sees one of these dainty little models for the first time.

They are by far the smallest and lightest cameras made for pictures of practical size—so small that even a boy can easily carry one in his pocket. They load in daylight and make excellent pictures.

CAPACITY, 12 film exposures. **Dimensions**, No. 1, $1\frac{7}{8} \times 3\frac{3}{16} \times 4\frac{1}{2}$ 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**, Single Meniscus of the best quality. **Shutter**, Premoette Automatic for time, bulb and instantaneous exposures. **Tripod sockets and reversible finder**.

PRICE

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

PREMOETTE SPECIAL



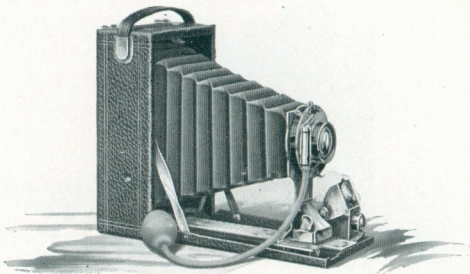
THESE cameras possess all the advantages of compactness, light weight, daylight loading and film pack convenience of the regular models, but are fitted with double rapid rectilinear lenses and single valve automatic shutters. They can also be fitted with anastigmat lenses for those desiring the very finest possible equipment.

Handsomely finished and covered with the finest seal grain leather.

CAPACITY, 12 film exposures. **Dimensions**, No. 1 Special, $2\frac{1}{8} \times 3\frac{1}{4} \times 4\frac{3}{4}$; No. 1A Special, $2\frac{1}{8} \times 3\frac{5}{8} \times 5\frac{1}{2}$. **Weight**, No. 1 Special, 11 ounces; No. 1A Special, 16 ounces. **Lens**, Rapid Rectilinear. **Shutter**, Single Valve Automatic. **Tripod socket**, reversible finder, and automatic standard clamp.

PRICE		No. 1	No. 1A
Premoette Special with R. R. Lens and S. V. Auto Shutter		$2\frac{1}{4} \times 3\frac{1}{4}$ \$ 9.00	$2\frac{1}{2} \times 4\frac{1}{4}$ \$10.00
Do, with Zeiss Kodak Anastigmat Lens <i>f.</i> 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

F I L M P R E M O S



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

FILM PREMOS No. 1

CAPACITY, 12 film exposures. Box, mahogany. Dimensions, $3\frac{1}{4} \times 4\frac{1}{4}$, $2\frac{1}{8} \times 4 \times 5\frac{1}{2}$ inches; $3\frac{1}{4} \times 5\frac{1}{2}$, $2\frac{1}{4} \times 4 \times 6\frac{3}{4}$ inches; 4×5 , $2\frac{1}{4} \times 4\frac{3}{4} \times 6$ inches; 5×7 , $2\frac{1}{2} \times 5\frac{3}{4} \times 8\frac{1}{8}$ inches. Weight, $3\frac{1}{4} \times 4\frac{1}{4}$, 18 ounces; $3\frac{1}{4} \times 5\frac{1}{2}$, 20 ounces; 4×5 , 20 ounces; 5×7 , 46 ounces. Lens, rapid rectilinear. Shutter, single valve automatic. Tripod Sockets, two. Finder, reversible brilliant.

PRICE

Film Premo No. 1 with R. R. Lens and Single Valve Automatic Shutter	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	4×5	5×7
Sole Leather Carrying Case	\$10.00	\$12.50	\$12.50	\$20.00
Premo Film Pack (12 ex.)	1.25	1.50	1.50	2.25
	.70	.80	.90	1.60

F I L M P R E M O S

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

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.

Both styles are beautifully finished with coverings of genuine grain leather and metal parts highly nicked. Cut shows No. 1.

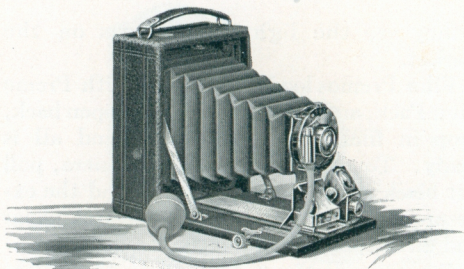
FILM PREMO No. 3

CAPACITY, 12 film exposures. Box, mahogany, bed and back aluminum. Dimensions, $3\frac{1}{4} \times 4\frac{1}{4}$, $2\frac{1}{4} \times 4 \times 5\frac{1}{2}$; $3\frac{1}{4} \times 5\frac{1}{2}$, $2\frac{3}{8} \times 4 \times 6\frac{3}{4}$; 4×5 , $2\frac{3}{8} \times 4\frac{3}{4} \times 6\frac{1}{8}$. Weight, $3\frac{1}{4} \times 4\frac{1}{4}$, 24 ounces; $3\frac{1}{4} \times 5\frac{1}{2}$, 26 ounces; 4×5 , 26 ounces. Lens, rapid rectilinear. Shutter, single valve automatic. Tripod Sockets, two. Finder, reversible brilliant.

PRICE

Filmo Premo No. 3 with R. R. Lens and S. V. Automatic Shutter . . .	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	4×5
With Planatograph Lens and D. V. Automatic Shutter . . .	\$16.00	\$18.00	\$18.00
With Zeiss Kodak Anastigmat <i>f</i> .6.3 and D. V. Automatic Shutter . . .	21.00	23.00	23.00
Ditto, with Compound Shutter . . .	41.50	48.00	48.00
Sole Leather Carrying Case . . .	47.30	55.90	55.90
Premo Film Pack (12 exposures) . . .	1.25	1.50	1.50
	.70	.80	.90

POCKET PREMO C



THESE inexpensive little cameras take plates or daylight loading films with equal facility, permit ground glass focusing with either, and yet are as light and compact as exclusively film cameras that have no ground glass.

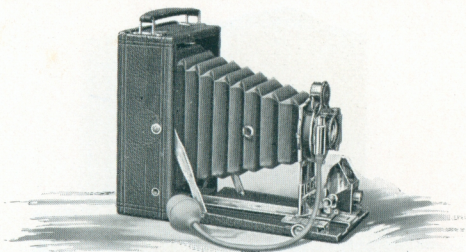
Rack and pinion for sharp focusing, genuine leather covering, and metal parts highly nickeled.

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, $3\frac{1}{4} \times 4\frac{1}{4}$, $2 \times 4 \times 5\frac{1}{4}$ inches; $3\frac{1}{4} \times 5\frac{1}{2}$, $2\frac{1}{4} \times 4\frac{1}{2} \times 6\frac{3}{4}$ inches. Weight, $3\frac{1}{4} \times 4\frac{1}{4}$, 21 ounces; $3\frac{1}{4} \times 5\frac{1}{2}$, 27 ounces.

PRICE

Pocket Premo C with R. R. Lens and S. V.	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$
Automatic Shutter	\$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	.80

FILMPLATE PREMO



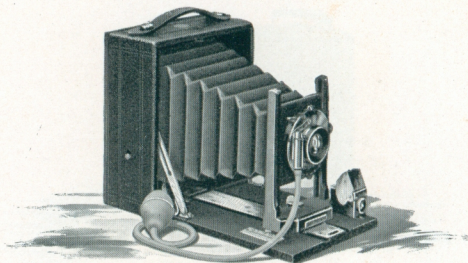
LIGHT, compact, with splendid lens and shutter, this is a camera which will satisfy the most particular amateur. Takes films or plates with equal facility and permits ground glass focusing with either. Price includes Film Pack Adapter and Holder.

CAPACITY, 12 film or 2 plate exposures. Box, mahogany. Bed, aluminum. Rack and pinion for fine focusing. Front, rising and falling, pinion actuated. Finder, reversible brilliant. Tripod Sockets, two. Lens, Planatograph. Shutter, double valve automatic. Dimensions, $3\frac{1}{4} \times 4\frac{1}{4}$, $2 \times 4\frac{1}{8} \times 5\frac{3}{8}$ inches; $3\frac{1}{4} \times 5\frac{1}{2}$, $2 \times 4\frac{1}{8} \times 6\frac{5}{8}$ inches; 4×5 , $2\frac{1}{8} \times 4\frac{7}{8} \times 6\frac{1}{8}$ inches; 5×7 , $2\frac{5}{8} \times 6 \times 8\frac{3}{8}$ inches. Weight, $3\frac{1}{4} \times 4\frac{1}{4}$, 26 ounces; $3\frac{1}{4} \times 5\frac{1}{2}$, 30 ounces; 4×5 , $28\frac{1}{2}$ ounces; 5×7 , 48 ounces.

PRICE

	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	4×5	5×7
Filmplate Premo with Planatograph Lens and D. V. Auto. Shutter . . .	\$24.00	\$26.50	\$26.50	\$35.00
With Zeiss Kodak Anastigmat <i>f</i> .6.3 and Auto Sh.	44.50	51.50	51.50	74.50
Do. with Compound Shutter	52.80	62.30	62.30	85.05
Sole Leather Carrying Case	1.75	2.00	2.00	2.50
Premo Film Pack (12 exposures)70	.80	.90	1.60

PONY PREMO No. 1



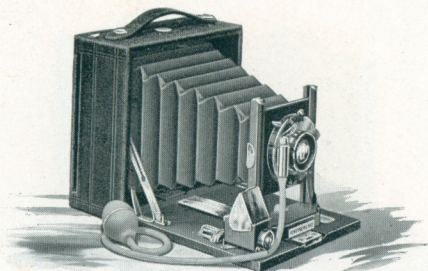
THIS, the first of the Pony Premo series, while designed more particularly for beginners, and sold at a very moderate price, possesses that one feature which practically doubles the value of every Pony Premo camera to the owner—a ground glass for sharp focusing—combined with the use of either plates or the Premo Film Pack. Price includes case and double holder.

CAPACITY, 12 films 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, $2\frac{1}{2} \times 5\frac{1}{4} \times 6\frac{1}{4}$ inches. Weight, 24 ounces.

PRICE

Pony Premo No. 1 with R. R. Lens and S.V. Auto.	4 x 5
Shutter	\$12.00
Premo Film Pack Adapter	1.50
Premo Film Pack (12 exposures)	.90

PONY PREMO No. 2



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.

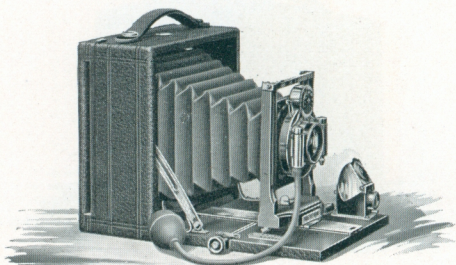
Ground glass focusing, combined with the use of either films or plates, makes it an exceptional value at the price, which includes carrying case and one plate holder.

CAPACITY, 12 film or 2 plate exposures. Box, mahogany. Back, 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 inches; 5 x 7, 3¼ x 8¼ x 8¼ inches. Weight, 4 x 5, 28 ounces; 5 x 7, 50 ounces.

PRICE

Pony Premo No. 2 with R. R. Lens and	4 x 5	5 x 7
S. V. Automatic Shutter	\$14.00	\$18.50
Premo Film Pack Adapter	1.50	2.50
Premo Film Pack (12 exposures) . .	.90	1.60

PONY PREMO No. 3



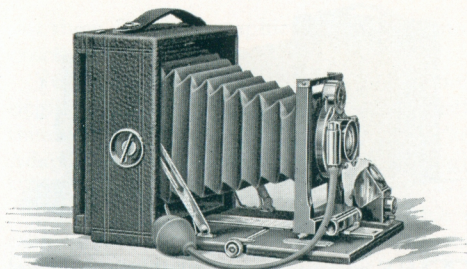
AT a very moderate price, this camera has all the advantages of the two preceding models, with the important additions of rack and pinion focusing attachment, longer bellows draw and Bausch & Lomb Double Valve Automatic shutter. Price includes case and plate holder.

CAPACITY, 12 film or 2 plate exposures. Box, mahogany, leather covered. Bed, mahogany; rack and pinion attachment for fine focusing. Back, 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.

PRICE

Pony Premo No. 3, with R. R. Lens and D.	4 x 5	5 x 7
V. Auto. Shutter	\$20.00	\$26.00
Premo Film Pack Adapter	1.50	2.50
Premo Film Pack (12 exposures)90	1.60

PONY PREMO No. 4



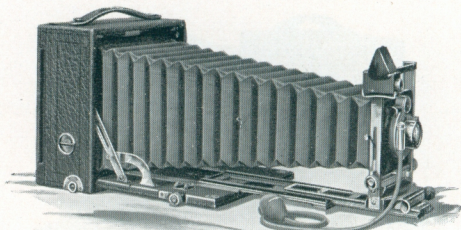
INCORPORATES all the advantages of the preceding models, with addition of swing back, Planatograph lens and sufficient bellows draw to accommodate the back combination of the lens, adapting the instrument to telephoto work.

CAPACITY, 12 films or 2 plate exposures. Box, mahogany. Bed, mahogany; rack and pinion for focusing. Back, 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, 11½ in.; 5 x 7, 15½ in. Dimensions, 4 x 5, 2¾ x 6 x 6 in.; 5 x 7, 3¼ x 8¼ x 8¼ in. Weight, 4 x 5, 36 ozs.; 5 x 7, 60 ozs.

PRICE

Pony Premo No. 4, Planatograph Lens and D. V. Auto. Shutter	4 x 5 \$24.00	5 x 7 \$32.90
With Zeiss Kodak Anastigmat <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

PONY PREMOS 6 AND 7



THE complete equipment, the long bel-
lows draw, the variety of special pat-
ented features of these two Premos,

PONY PREMO No. 6

CAPACITY, 12 film or 2 plate exposures. Box, mahogany. Bed, triple extension; rack and pinion actuated. Back, reversible. Swing, vertical. Front, rising and falling; rack and pinion actuated. Lens Board, removable; size, 4 x 5, $2\frac{5}{8} \times 2\frac{5}{8}$ in.; 5 x 7, $3\frac{1}{2} \times 3\frac{1}{2}$ in.; $6\frac{1}{2} \times 8\frac{1}{2}$, $4\frac{1}{2} \times 4\frac{1}{2}$ in. Finder, hooded brilliant, reversible. Tripod Sockets, two. Case, sole leather, plush lined with compartment for holders. Lens, Planatograph. Shutter, double valve automatic. Bellows, red leather; draw, 4 x 5, $14\frac{3}{8}$ in.; 5 x 7, $19\frac{1}{2}$ in.; $6\frac{1}{2} \times 8\frac{1}{2}$, 24 in. Dimensions, 4 x 5, $3\frac{1}{2} \times 6 \times 6$ in.; 5 x 7, $4 \times 8\frac{1}{4} \times 8\frac{1}{4}$ in.; $6\frac{1}{2} \times 8\frac{1}{2}$, $5 \times 10 \times 10$ in. Weight, 4 x 5, $3\frac{1}{4}$ lbs.; 5 x 7, $5\frac{1}{4}$ lbs.; $6\frac{1}{2} \times 8\frac{1}{2}$, $8\frac{1}{2}$ lbs.

PRICE

	4 x 5	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$
Pony Premo No. 6, with Planatograph lens and D.V. Auto. Shutter	\$37.00	\$47.00	\$62.00
With Zeiss Kodak Anastigmat <i>f</i> .6.3, and D. V. Auto. Shutter	62.00	86.50	111.50
Ditto, with Compound Shutter	72.80	97.05	124.20
With B. & L.-Zeiss Protar VIIa, <i>f</i> .6.3, Nos. 3, 8 and 11 and Auto. Shutter	92.50	120.00	150.50
Ditto, with Compound Shutter	103.30	130.55	163.20
Premo Film Pack Adapter	1.50	2.50	
Premo Film Pack (12 exposures)	.90	1.60	

PONY PREMOS 6 AND 7

suit them for photographic work of the most exacting character.

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 instrument.

Illustration shows the No. 7. Price of each camera includes sole leather case and one plate holder.

PONY PREMO No. 7

CAPACITY, 12 film or 2 plate exposures. Box, mahogany. Bed, mahogany, with triple extension. Back, reversible. Swing, vertical; rack and pinion actuated, with locking device. Front, rising and falling; rack and pinion actuated, with locking device. Lens Board, removable; size, 4 x 5, 2⁵/₈ x 2⁵/₈ in.; 5 x 7, 3¹/₂ x 3¹/₂ in.; 6¹/₂ x 8¹/₂, 4¹/₂ x 4¹/₂ in. Finder, hooded brilliant, reversible. Tripod Sockets, two. Lens, Planatograph. Shutter, double valve automatic. Carrying Case, sole leather, plush lined, with compartment for holders. Bellows, red leather; draw, 4 x 5, 13³/₄ in.; 5 x 7, 19 in.; 6¹/₂ x 8¹/₂, 22 in. Dimensions, 4 x 5, 3¹/₂ x 6¹/₄ x 6¹/₄ in.; 5 x 7, 4 x 8¹/₂ x 8¹/₂ in.; 6¹/₂ x 8¹/₂, 5 x 9³/₄ x 9³/₄ in. Weight, 4 x 5, 3¹/₂ lbs.; 5 x 7, 5¹/₂ lbs.; 6¹/₂ x 8¹/₂, 8¹/₂ lbs.

PRICE

	4 x 5	5 x 7	6 ¹ / ₂ x 8 ¹ / ₂
Pony Premo No. 7, with Planatograph lens and D. V. Auto. Shutter	\$50.00	\$60.00	\$75.00
With Zeiss Kodak Anastigmat <i>f</i> .6.3, and Auto. Shutter	75.00	99.50	124.50
Ditto, with Compound Shutter	85.80	110.05	137.20
With B. & L.-Zeiss Protar VIIa, <i>f</i> .6.3			
Nos. 3, 8 and 11 and Auto. Shutter	105.50	133.00	163.50
Ditto, with Compound Shutter	116.30	143.55	173.20
Premo Film Pack Adapter	1.50	2.50	
Premo Film Pack	.90	1.60	

THE PREMO FILM PACK



STANDING back of all Premo Cameras, doubling the value of many, making possible the smallest cameras in the world, converting comparatively heavy plate cameras into convenient daylight loading film instruments, making photography surer and easier: that's what the Premo Film Pack means.

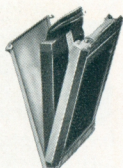
The Premo Film Pack is loaded in an exclusively film Premo camera, or an adapter for Premo plate camera, by merely opening the back, dropping pack in place, and then closing the back—the easiest means of loading any sensitive photographic medium. It is light-tight and hence can be loaded and unloaded in broad daylight.

One unique advantage of the Premo Film Pack is the fact that one or more films may be removed at any time for development, without waiting until the entire pack of twelve is exposed.

And as the films are individual, any number of them, from one to the full number, can be developed in the tray or Premo Film Pack Tank. All Premo Film Pack films are made from the Eastman N. C. stock.

FILM PACK ADAPTERS

THE use of the Film Pack in the Premo Plate cameras converts these fine instruments into light, compact, convenient daylight loading film cameras, and at the same time retains that advantage always associated with plate cameras—ground glass focusing.



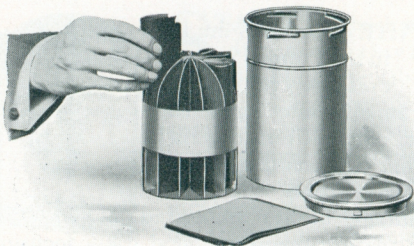
The Adapter

For pictures which are to be reproduced for illustration by the half-tone process, for the use of the particular amateur, for all work where perfect sharpness and correct composition is essential, the ground glass is considered indispensable. And the Premo Plate cameras used with the Premo Film Pack offer all these advantages, combined with the light weight, portability and unbreakable qualities of films.

The Film Pack may be loaded in any Premo Plate camera up to and including the 5 x 7 size, by means of the Premo Film Pack Adapter, which is inserted in the camera just like an ordinary plate holder.

And 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.

PREMO FILM PACK TANK



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 assures the veriest beginner that every pack of films placed in the tank, where the simple directions are implicitly followed, will come out developed as well or better than that pack could be developed in the tray by the most experienced photographer. It is simplicity itself. It requires no experience, no lengthy manipulation in a close dark-room. 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.

PREMO FILM PACK TANK

The Premo Film Pack Tank consists of a metal cage or frame for the films, and a tank with cover for the developing fluid.

The cage is divided into twelve compartments—in the 5 x 7 size, six—each accommodating one film. The films are placed in the cage, and the cage dropped into the tank of developer.

At the expiration of the specified time, open the tank, take out cage, remove films, place them in a tray of water for a moment, then transfer to the fixing bath.

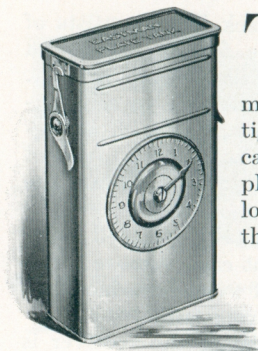
The operation of loading the receiver is done in a dark room by the light of a ruby lamp; but it will take only two or three minutes, and as soon as the top is placed on tank, it may be brought out into any light and left until development is completed.

Like all other Premo conveniences, the Film Pack Tank is very compact. The entire outfit is self-contained and may be carried anywhere without any trouble at all.

PRICE

Premo Film Pack Tank No. 2, for 12 3¼ x 4¼, 3¼ x 5½, or 4 x 5 films	\$3.50
Premo Film Pack Tank No. 3, for 6 5 x 7 films	4.00
Premo Tank Developing Powders in package of six, No. 2	.25
Premo Tank Developing Powders in package of six, No. 3	.35
Acid Fixing Powder, per 1-pound package	.25

EASTMAN PLATE TANK



THIS is the latest tank success and consists of a metal solution cup with tightly fitting cover, a cage for holding twelve plates or less, and a loading block for loading the plates into the cage.

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 4×5 sizes, the cage of plates can be developed in the regular 4×5 Premo Film Pack Tank, so that one having a 4×5 Premo Film Pack Tank needs only purchase the cage and loading block.

PRICE

Eastman Plate Tank, 4×5 , including Solution Cup, Plate Cage and Loading Block	\$3.50
Ditto, 5×7	4.50
Ditto, 8×10	10.00
Kit for 4×5 Tank, to take $3\frac{1}{4} \times 4\frac{1}{4}$ plates50
Kit for 5×7 Tank, to take $4\frac{1}{4} \times 6\frac{1}{2}$ and $4\frac{3}{4} \times 6\frac{1}{2}$ plates75
Extra Adjustable Kit for 8×10	1.00
Plate Cage and Loading Block for 4×5 plates (can be used in 4×5 Premo Film Pack Tank)	1.75
Eastman Plate Tank Powders, for 4×5 tank, per package, $\frac{1}{2}$ dozen20
Ditto, for 5×7 Tank, per package, $\frac{1}{2}$ dozen35
Ditto, for 8×10 Tank, per package, $\frac{1}{2}$ dozen50
Kodak Acid Fixing Powder, per 1-pound package25

LENSES AND SHUTTERS

ALL Premo Cameras are regularly fitted with the best lenses obtainable, each in its particular grade. The Meniscus, Rapid Rectilinear and Planatograph lenses which we regularly use are made for us by the Bausch & Lomb Optical Co., the largest and most completely equipped lens manufacturers in the world.

Our Planatograph lens is absolutely the best obtainable outside of the anastigmats. As for anastigmats themselves, the Premo line offers a great variety of cameras for any high grade equipment.

Particular attention is called to the new Zeiss Kodak Anastigmat Lens, which can be fitted to any Premo adapted for special equipments. This makes as fine a high grade equipment as the amateur can buy ; for this new lens combines speed ($f.6.3$), definition and flatness of field in the highest degree.

All Premos are fitted with automatic shutters, which are always ready for action, and each shutter is carefully tested before being fitted to the camera. They are all of the very latest models from the Bausch & Lomb Optical Company with exception of those for the Premo Juniors, which are specially constructed in our own factories.

THE limited space of this booklet allows us to merely touch upon the advantages which our cameras have to offer you.

The general Premo catalog describes each camera more completely, and shows special lens and shutter equipments, including the Bausch & Lomb-Zeiss Tessar, the Bausch & Lomb-Zeiss Protar and Cooke Lenses with Volute and Compound Shutters. It also describes our complete view cameras and photographic sundries.

May be had at all dealers' on request, or write us to send it to you, postage free.

Rochester Optical Division

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