



For
Simplicity
For
Satisfaction

FOR SALE BY
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SATISFACTION" and "simplicity" are broad terms. They might be applied to many articles of merit. But in applying them on the cover of this booklet, to the Premo Film Pack, we refer to that simplicity of operation and those exclusive advantages which the thousands and thousands of Premo Film Pack users are familiar with and will vouch for.

And in this booklet we want to show these important advantages and how very easy photography is for those who use the Premo Film Pack.

Our description is brief and we hope to the point. Simplicity needs no elaboration. And every statement we make, every advantage we claim, you can verify yourself. Go to your dealer. Take this book with you and ask him to show you each feature. And when you have seen them with your own eyes, you'll get a much better idea of simplicity and satisfaction in photography than words can convey.

ROCHESTER OPTICAL DIVISION,

EASTMAN KODAK CO.,

ROCHESTER, N. Y.

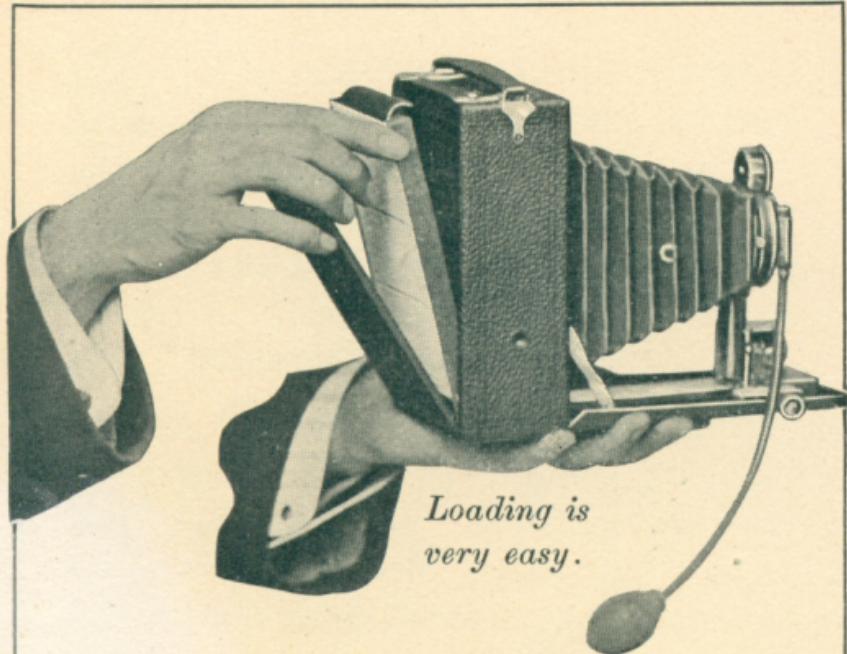


*Before loading
cut or break
the small
white label
on the back.*

THE Premo Film Pack consists of a thin, light-proof case of card-board, enclosing twelve films, packed perfectly flat and attached to black paper supports.

Twelve tabs protruding from the top of the pack are continuations of these supports and are the means of changing films for successive exposures.

They are numbered consecutively from one to twelve. A thirteenth tab marked "Safety Cover" is a continuation of a plain black paper strip, which fills up the exposure opening and protects the pack from light until it is placed in the camera.



To Load in Premo Film Cameras

CUT or break the seal which holds "safety cover" to case, open back of camera, drop in film pack—close the back, and the camera is loaded. This is by far the quickest and easiest method of loading any camera.

It is one of the strong features of the Premo Film Pack.

To Load in Plate Cameras

To use the film pack with a plate camera, one needs only a Premo Film Pack Adapter. This is very similar in size and shape to an ordinary plate holder, but has a hinged back which

may be opened and the film pack inserted just as it is in a film camera.

The adapter is then loaded into the plate camera just like an ordinary plate holder. See pages 6 and 7.

Ground Glass Focusing

The idea of the important advantage of ground glass focusing with film convenience, is one that has always appealed strongly to many amateurs, but before the advent of the

Premo Film Pack, such a combination was very impracticable.

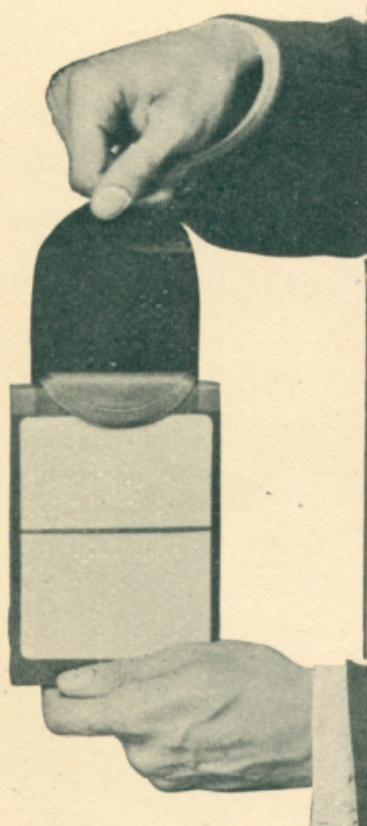
*To change
film, merely
pull out suc-
cessive tabs.*



BUT now it is a simple matter. The Premo Film Pack Adapter is provided with a slide, which is withdrawn whenever an exposure is being made, but which may be replaced at any time, making the adapter light-tight, so that it may be removed from the camera and thus each subject can be sharply focused on ground glass, if desired.

The use of the adapter, of course, interferes in no way with the use of the camera for plates, as a plate holder may be substituted for the adapter, when desired.

If you use or contemplate using a plate camera, you cannot fail to appreciate the advantages of this simple adapter, which will convert your camera in an instant into a daylight loading film camera, which



This is the way the pack operates in camera or adapter.

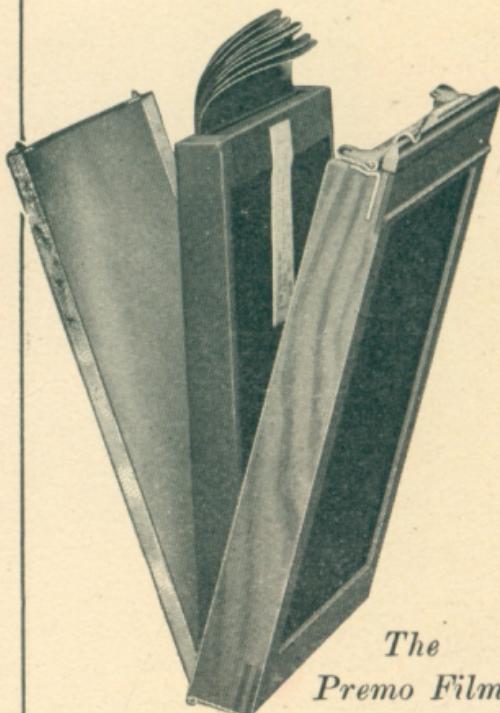
will make it a most convenient outfit for vacation days or wherever special light weight and convenience are required. A film pack occupies less room than a plate holder; weighs less and carries twelve exposures instead of two.

Operation

Whether used in film or plate camera, the film pack is operated in the same simple way. To make the

first exposure, pull out tab marked "safety cover." This operation pulls the "safety cover" from the front of the first film, around to the back of the pack, uncovering film

1. When has been



*The
Premo Film
Pack Adapter*

posed, pull out tab No. 1. This leaves film No. 1 from the front, and to the back, uncovering film No. 2 for expos

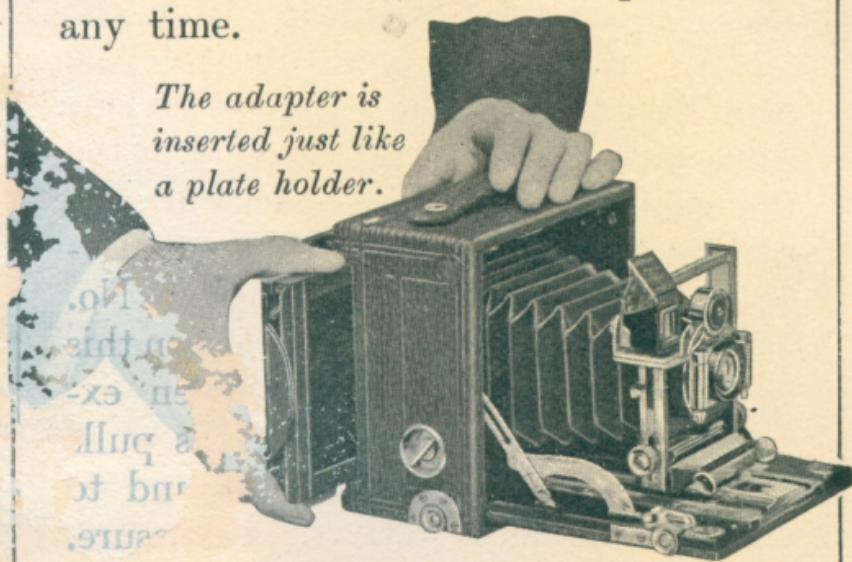
IN this manner all the films are drawn around to the back after each exposure, until the pack is exhausted. See pages 4 and 5.

The withdrawal of the last tab automatically closes the exposure opening, making the pack absolutely light-tight, so that it may be removed in broad daylight and a fresh one substituted. See page 8. This is the simplest of all methods for changing exposures, and is another important feature of Film Pack Simplicity.

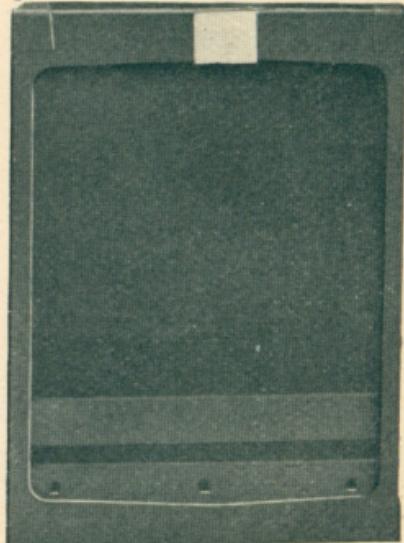
Removing Individual Film

With the film pack one does not have to wait until the entire twelve films have been exposed before developing any, but can easily remove one or more films for development at any time.

The adapter is inserted just like a plate holder.



FOR instance, you do not always want to make twelve pictures at one time, or even on the same day—with the film pack, you can make two or three exposures to-day, take them out and develop them (without interfering in the least with those unexposed) and put the pack back into the camera for use to-morrow, next week or whenever desired. And you can open the pack for the removal of films as often as you desire.

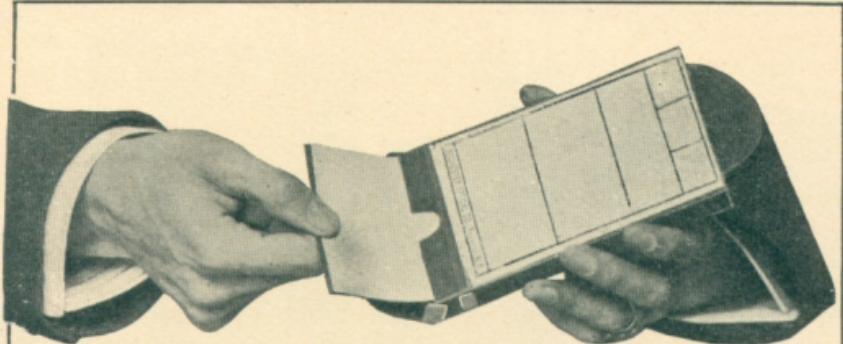


Upon pulling out the last tab the pack is rendered light-tight.

Just take the pack to the dark-room, open the bottom flap, remove the exposed film or films, close the flap and return pack to the camera. This is a very valuable feature and is found only in the Premo Film Pack. See page 9.

Quality of the Film

Upon the quality of the film depends the final satisfaction—the character of the negatives. Film Pack



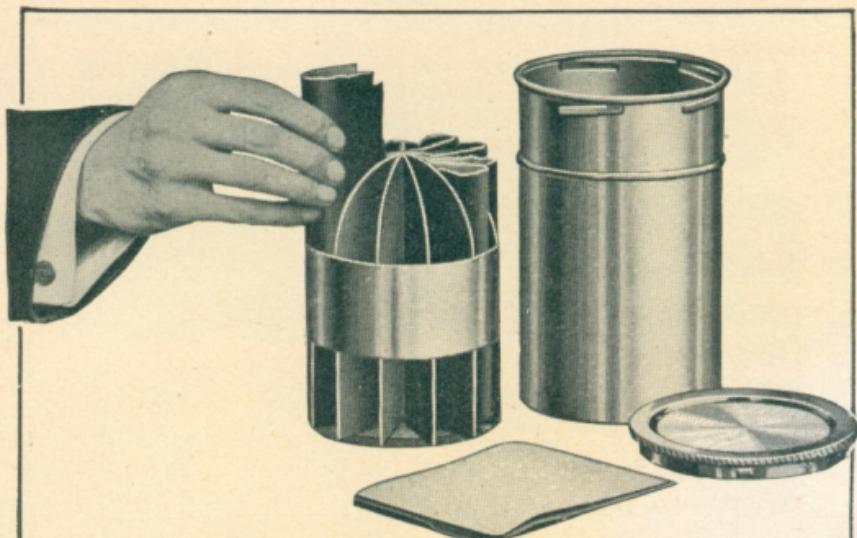
*It is easy to remove one or more films
at any time.*

Films are made from the finest film that can be had. It is taken from the same stock as the famous Eastman N. C. Film—the film which is properly orthochromatic, which is non-curling and which has over twenty years of experience back of it.

This simple statement makes it obvious that Film Pack Films will produce as good results in photography, as can be had.

Tank Development

The most difficult part of photography for the average amateur photographer—and especially the beginner—has been the proper development of his films. Developing by tray, he has lacked the knowledge of just how long to allow development to continue.



The Premo Film Pack Tank.

BUT tank development—the time and temperature method, has corrected this and has placed the merest beginner on the same plane in development, with the expert.

In the Premo Film Pack Tank, this advantage is offered to users of the Premo Film Pack, and they may be assured that every pack of films which goes into the tank, where the simple instructions are followed, will come out developed as well as that pack of films could possibly be developed.

Like the pack itself, the tank is very simple to use, and being self-contained, is very compact, so that it may be easily carried along at vacation time.

IT consists of a cage for the film and a tank with cover for the solutions. The films are easily slipped into the cage in the manner shown in the illustration, the cage placed in the tank of developer, and the cover put on. No further attention is necessary, excepting to reverse the tank several times during the progress of development.

It takes only two or three minutes in the dark-room to load the cage, and when the cover is in place the tank may be brought out into any light. If you will do your development at night, no special room is necessary. Any room in which the shades are drawn, will suffice, and night is an excellent time to develop, for the films will be dry and all ready for use the next morning.

PRICES

Premo Film Pack, 12 Exposures

$1\frac{3}{4} \times 2\frac{3}{8}$	\$.25	$3\frac{1}{4} \times 4\frac{1}{4}$	\$.70
$2\frac{1}{4} \times 3\frac{1}{4}$.40	$3 \times 5\frac{1}{4}$.75
$2\frac{1}{2} \times 4\frac{1}{4}$.50	4×5	.90

5 x 7 1.60

Premo Film Pack Adapter

$3\frac{1}{4} \times 4\frac{1}{4}$	\$1.00	4 x 5	\$1.50
$3 \times 5\frac{1}{4}$	1.50	5 x 7	2.50

Premo Film Pack Tank

No. 1 for 12 exposures, $1\frac{3}{4} \times 2\frac{3}{8}$ or $2\frac{1}{4} \times 3\frac{1}{4}$ film,	\$1.25
No. 2 for 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, $3\frac{1}{4} \times 4\frac{1}{4}$, $3 \times 5\frac{1}{4}$ or 4 x 5 films,	3.50
No. 3 for 6 exposures, 5 x 7 films	4.00

Get a Premo Catalogue

THE simplicity and compact form of the Premo Film Pack makes it possible for us to supply the lightest and most compact cameras with which pictures can be made.

Our Premo Film Cameras, made especially to take the film pack, are supplied at prices from \$1.50 to \$16.00, in the following sizes: $1\frac{3}{8} \times 2\frac{1}{4}$, $2\frac{1}{4} \times 3\frac{1}{4}$, $2\frac{1}{2} \times 4\frac{1}{4}$, $3\frac{1}{4} \times 4\frac{1}{4}$, $3 \times 5\frac{1}{4}$, (post card) 4×5 , 5×7 .

Premo Plate Cameras, most of them taking either plates or films, range in price from \$12.00 to \$150.00.

Our general catalogue describes all these cameras fully, as well as a complete line of camera accessories.

Every one interested in photography should have one. It's free at your dealers, or a request of us will bring it to your door by return mail.

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