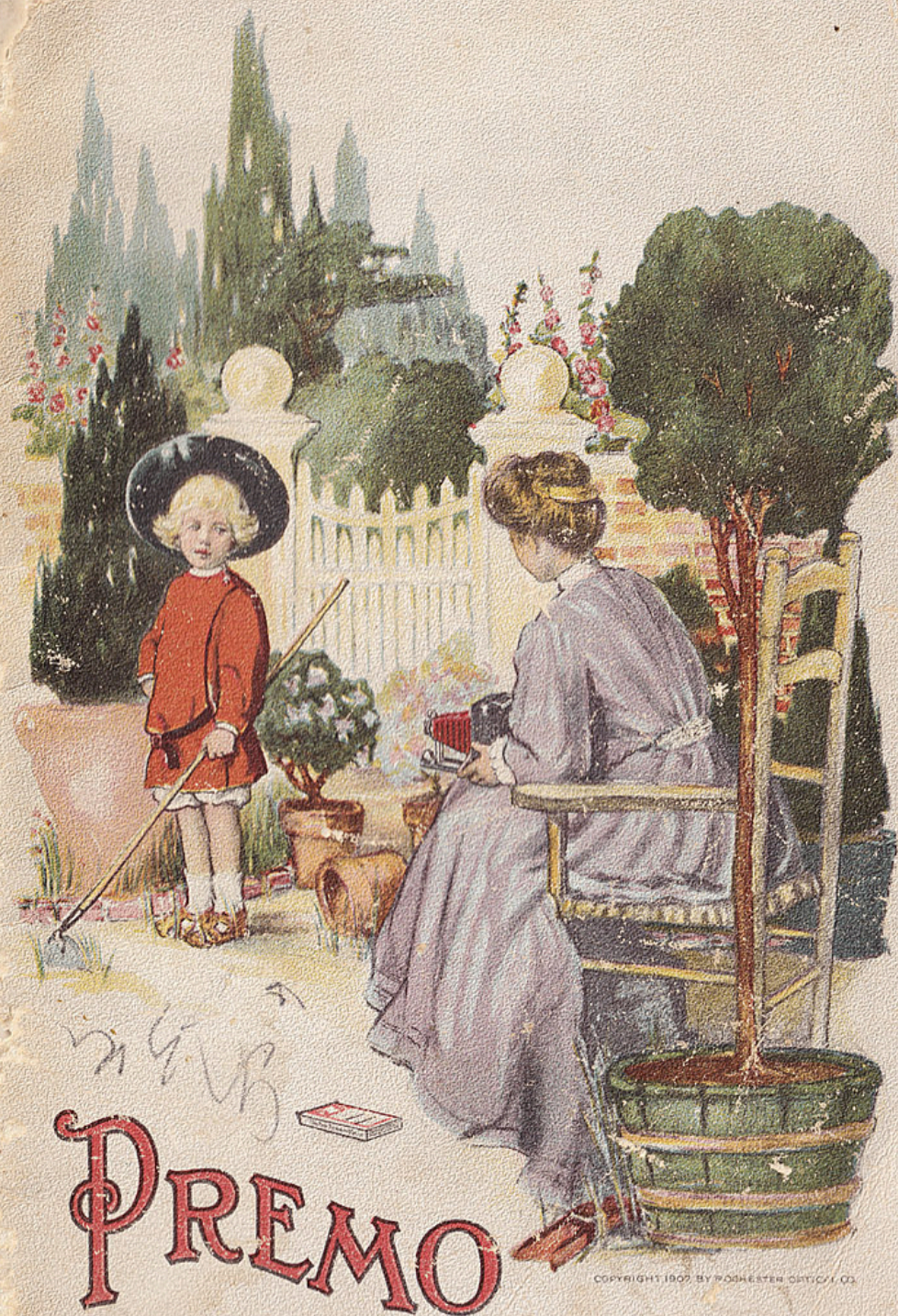
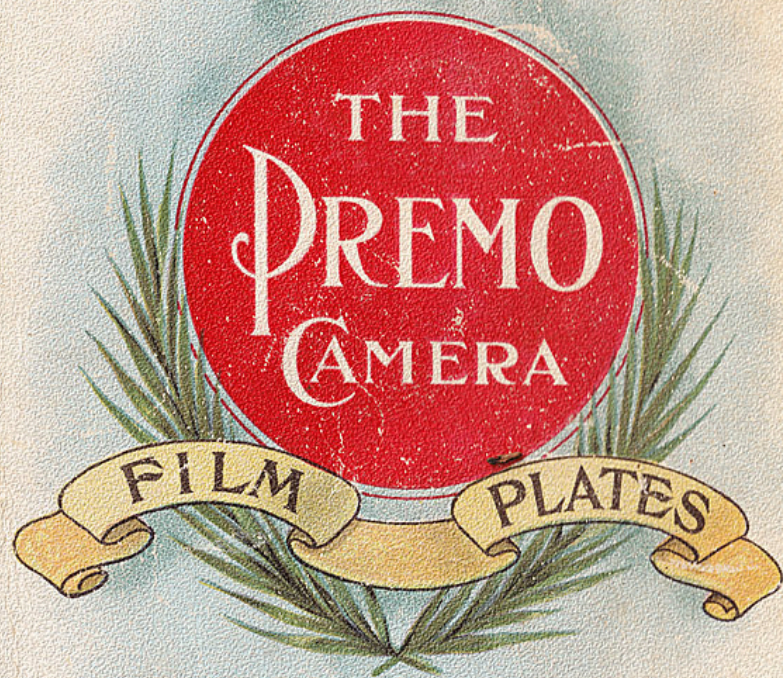




COPYRIGHT 1907 BY RODGERSTEN OPTICAL CO.



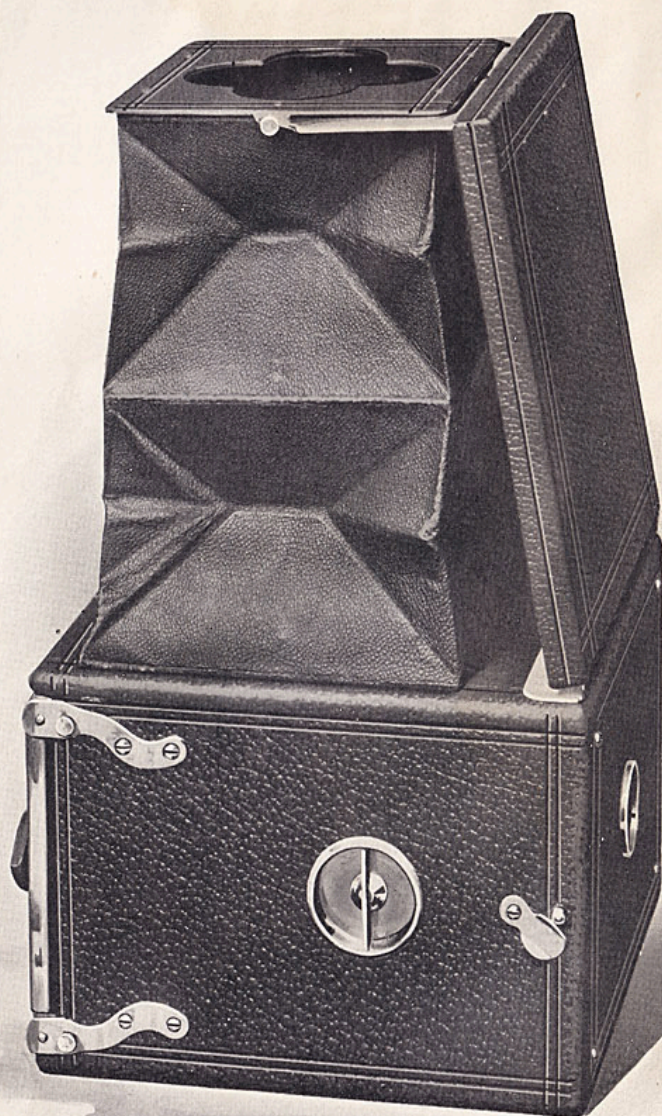
PREMO CAMERAS



1907

Manufactured by
Rochester Optical Company
Rochester, N. Y.





The Premograph

Unparalleled in camera construction. A perfect camera with Reflecting Mirror, for only \$10.00. See complete description, pages 14 and 15.



Our Friend, the Amateur



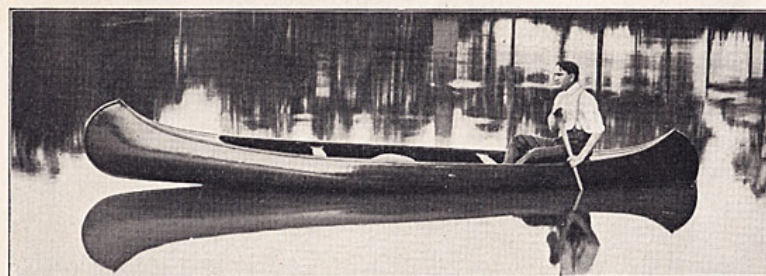
OUR friend, the amateur photographer, is a cosmopolitan being. You will find him as your next door neighbor; he or she is met with in the uttermost parts of the earth.

On the peaks of the highest mountain, in the most dangerous positions at the front, at the mouth of the Ganges, in the most picturesque regions of Europe and America, on the streets and in the home of everyday life, he bobs up serenely with a Premo Camera, leaving perhaps a trail of Film Pack tabs behind, and taking away with him perfect reproductions of the most interesting and suggestive incidents which he has witnessed.

The World owes much to the pictures of our friend, the amateur, which it does not always acknowledge. We owe and are glad to acknowledge, much to him, for without his co-operation, the enormous Premo Camera business would be impossible.

Our friend, the amateur, has received with approval and, we think, with appreciation, the long line of improvements which we have given to the photographic world, comprising, among many others, The Premo Film Pack, The Premo Adapter, The Premo-ette, and now The Premograph.

And we are indebted to many of our amateur friends for the pictures with which this catalogue is illustrated and which were all made with Premo Cameras and the Premo Film Pack. We take this occasion to publicly thank Mr. Lenwood Abbot, Pasadena, Cal.; Mr. Bozorth, Atlanta, Ga.; Mr. C. Andress, Chicago, Ill.; Mrs. Sarah Weaver, Plattsburg, N. Y.; Mr. C. J. Kingdon, Mt. Holly, N. J.; Mr. H. Snyder, Chicago, Ill.; and Mr. J. S. Neary, Trenton, N. J.





Premo Superiority

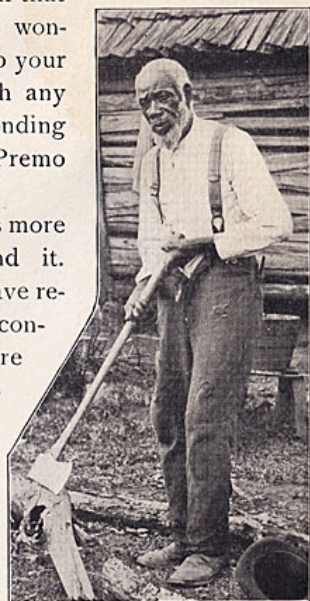


READER, if you can not yet be classed as our friend, the amateur photographer, we are certain that a perusal of the present catalogue and inspection and comparison of our cameras with any others in the world will make you so.

A claim of superiority for any camera or line of cameras, from our point of view, must be based upon those essential points of camera construction, which should be present in the minds of every prospective customer. These comprise weight, compactness, ease of manipulation, convenience, lens and shutter equipment, workmanship and price.

Any camera which shall combine these several considerations in the highest degree can be properly called the superior one, and just as surely, the purchaser who keeps these points in mind will select a Premo, for these cameras are lighter, more compact, easier to load and operate, and fitted with as good, in many cases much better, lens and shutter equipments than any other instruments of corresponding price. Verify this statement yourself, compare the catalogue description of our goods with that of other manufacturers, read about our wonderful Premo Film Pack System, go to your dealer's and compare any Premo with any other camera in the world of corresponding model, and you will be convinced of Premo Superiority.

As for workmanship, the Premo has more than twenty years experience behind it. Only the most skillful workmen, who have received a thorough training in camera construction, are employed in its manufacture and from the cheapest to the most expensive instrument, the greatest care is used in selecting material for its construction. The purchaser of any Premo may be assured that it bears the stamp of Premo Superiority in its particular grade.



Premo Film Pack

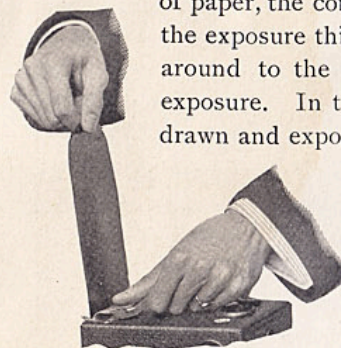


THE Premo Film Pack consists of twelve films packed in a flat light-tight carton on one side of which is left an opening the exact size and shape of the film to be exposed. At the top thirteen black paper tabs protrude; the first marked "Safety Cover," the others numbered consecutively from one to twelve. 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 go, 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



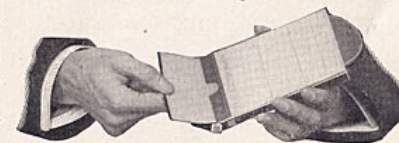
Opening the Bottom Flap

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, being of no further use, are torn off and thrown away.



Pulling Out Tab

lows: 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 re-closed 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.



Removing the Exposed Film

In using the Premo Film Pack with Premo Plate Camera one needs only a Film Pack Adapter, which takes the place of the plate holder. (See description page 42.) The pack is placed in the adapter and the adapter loaded to the camera just as an ordinary plate holder. The adapter slide is now withdrawn and exposures made as explained above. Each picture may be sharply focused on the ground glass, for the slide can be replaced at any time, the adapter withdrawn, and the object properly focused.

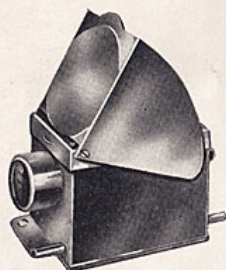
The exceptional value of this system is best attested by the fact that it is being used exclusively by leading amateur and professional workers throughout the country.

Special Features of the Premo

In addition to the Film Pack System, which has already been conceded to be the greatest innovation in photography of recent years, the Premo possesses many other exclusive features which are covered by U. S. patents, and to a few of which we desire to call your especial attention.

The New Premo View Finder

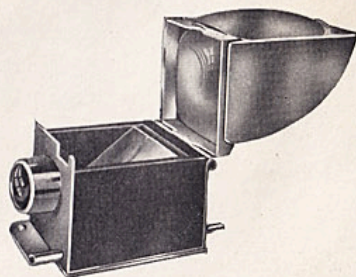
The new Premo finder is a decided innovation in Finder construction and an improvement over all existing models.



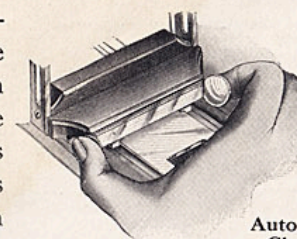
It is constructed with two lenses of the proper foci to give images exactly proportionate to the size of image which will appear on the ground glass or finished picture.

In addition to the hood, the finder is so arranged that the top can be opened to remove the dust from the mirror or either of the lenses.

The reversible feature is also decidedly new and is so constructed that the finder is held in perfect register with the film or plate, in either vertical or horizontal position. It is made of thoroughly seasoned ebony wood, the metal parts being of brass, highly polished and nickel-plated. In all, it comprises an unusually valuable attachment, especially for those cameras which have no ground glass.

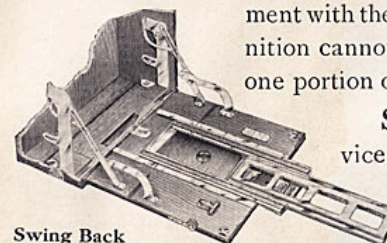


Automatic Clamp. Careful examination of this device will demonstrate the fact that it is designed to accomplish easy manipulation, but still retain the necessary rigidity to support heavy lenses and shutters, overcoming the difficulties encountered in an instrument in which the front shows any movement whatever.



Automatic Clamp

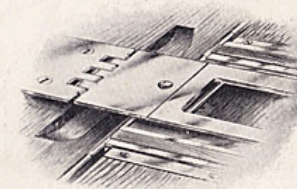
It is essential that the front at all times should be in perfect alignment with the ground glass as otherwise good definition cannot be obtained for the reason that only one portion of the plate can be in correct focus.



Swing Back

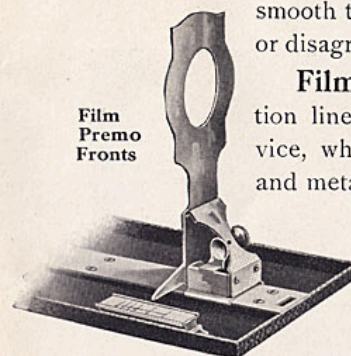
Swing Back. The Swing Back device used on all Premo cameras equipped with the attachment is mechanically and optically correct, operating from the center of the plate either up or down, so that the swing does not affect the focus as indicated on the focusing scale, and the axis of the lens always bears directly on the center of the plate.

Automatic Bridge. This device, while not an absolute necessity, is designed to effect greater ease in the manipulation of the instrument on which it is used. In cameras having double and triple extension beds, a wide space usually intervenes between the camera box proper and the extension bed, making it very difficult to slide the front out of the box or to return it again when it is desired to close the instrument. The Automatic Bridge falls into position making a perfectly straight, smooth track, and absolutely dispensing with any jar or disagreeable catch in drawing it out or returning it.



Automatic Bridge

Film Premo Fronts



Film Premo Fronts. The simple construction lines and perfect efficiency of this latest device, which is a combination of automatic clamp and metallic front, has attracted the most popular criticism whenever exhibited. In addition to its attractive appearance, it constitutes the most rigid front ever placed on small, compact instruments of the type of those on which it is used.



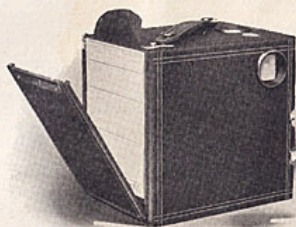
Exclusively Film Premos



FOR convenience, compactness of form, ease of operation, and excellence of results, no film camera will be found as satisfactory as the Film Premo.

The remarkable simplicity of making pictures with any of these cameras is indicated by the speed with which exposures may be made if desired. Twelve pictures may be taken in less than twelve seconds, or in other words as fast as one can pull out successive tabs and press the bulb. And then, the process of loading is so easy when you have a Premo and a Pack. Merely open the back panel, insert the pack, close panel and all is ready.

We cannot overestimate the value of these cameras to beginners in photography because of the assured results produced, while at the same time manipulation is so simple. Nor is there a camera better adapted for automobilists. The lens and shutter equipments are such that successful pictures may be made under most exacting conditions; thus, the motorist who has a Film Premo can bring back home with him the most pleasant impressions of his run. The prime importance of removing from these cameras at any time one or more films for development, should not be overlooked, nor the fact that they are being used by the most discriminating film advocates.



"Loading is so Easy"



Box Film Premo



THE most simple instrument for making pictures is a camera of the box type, and the Box Film Premo, besides being easiest to operate, presents many exclusive features never before incorporated in a camera of this design.

It uses the Premo Film Pack exclusively; is loaded in daylight, single exposures may be removed at any time for development, and the rapidity with which pictures may be made is astonishing. In the $3\frac{1}{4} \times 4\frac{1}{4}$ size its dimensions are $4 \times 5\frac{1}{2} \times 5\frac{3}{4}$ inches; weight, 20 ounces. In 4×5 , dimensions $4\frac{3}{4} \times 6\frac{1}{4} \times 6\frac{1}{2}$ inches; weight, 25 ounces.

The camera is provided with an excellent single achromatic lens. The lens is always in focus and produces a sharp, clear negative. The shutter works for either time or instantaneous exposure and is automatic in action, requiring no setting whatever.

The Box Film Premo has two sets of brilliant finders, and is also provided with two tripod sockets for horizontal and vertical pictures.

The camera has a handsome seal grain covering, and presents a most attractive appearance. We specially recommend the Box Film Premo to beginners in amateur photography.

PRICE

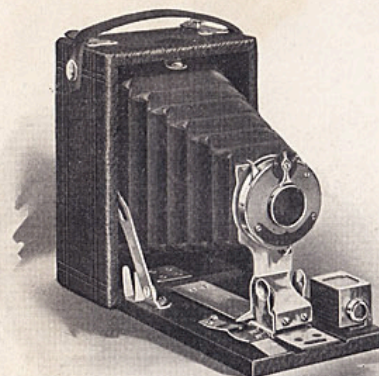
	$3\frac{1}{4} \times 4\frac{1}{4}$	4×5
Box Film Premo	\$5.00	\$6.50
Carrying Case	1.50	1.75
Film Pack (12 Exposures)	.70	.90



THE PREMOETTE—ACTUAL SIZE
The smallest camera in the world for pictures of practical size



The Premoette



THIS little Premo was the photographic sensation of 1906, and has become one of the most popular cameras ever placed on the market. Although by far the smallest camera for $2\frac{1}{4} \times 3\frac{1}{4}$ pictures in the world, its equipment is remarkably complete and it makes pictures equal to those produced by any regularly equipped camera on the market.

And then it is so easy to operate that it will give equal satisfaction in the hands of the youngster or of the oldest member of the household. It uses the Premo Film Pack with its advantage of removing one or more films for development at any time, and is especially desirable for those persons who wish an inexpensive daylight loading camera taking twelve films at a time.

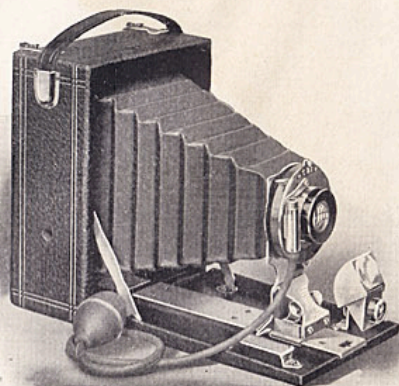
The Premoette is equipped with a very fine meniscus lens fitted to automatic shutter, with three variations of speed, made especially for this model. It has tripod socket, reversible finder and a handsome seal grain covering. The shutter and all metal parts are highly nicked and the instrument is constructed along the same strong lines as all Premos. It weighs but eleven ounces and measures only $1\frac{7}{8} \times 3\frac{3}{16} \times 4\frac{1}{2}$ inches.

PRICE

	$2\frac{1}{4} \times 3\frac{1}{4}$
Premoette	\$5.00
Carrying Case	.75
Film Pack (12 Exposures)	.40



Film Premo No. 1



A BRIEF consideration of the essential points of a film camera will convince the most careful purchaser of the superiority of this model. These points are lens and shutter equipment, ease of operation, weight and compactness.

This model is equipped with as fine a lens and shutter as other cameras listed at twice the price. The shutter is our single valve automatic—the lens an exceptional rapid rectilinear. To make pictures with Film Premo No. 1, load with Film Pack, press a spring to drop the bed, pull out the bellows and press the bulb.

Weights of the Film Premo No. 1 are: $3\frac{1}{4} \times 4\frac{1}{4}$, 18 ounces; $3\frac{1}{4} \times 5\frac{1}{2}$, 20 ounces; 4×5 , 20 ounces. 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.; 4×5 , $2\frac{1}{4} \times 4\frac{3}{4} \times 6$ in.

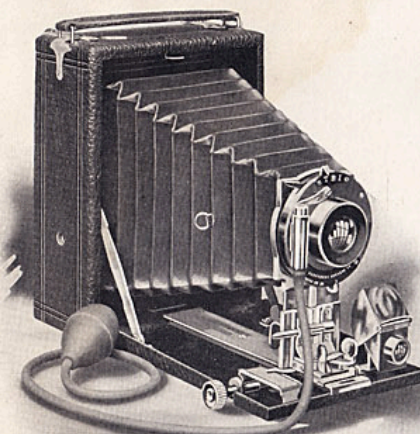
Compare these dimensions and weights with those of any other film camera making pictures of equal size, and note how much lighter and smaller the Film Premo No. 1 is in every case.

The camera is handsomely finished, has new reversible Premo finder, tripod sockets and all metal parts are highly nicked.

	PRICE		
	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	4×5
Film Premo No. 1.....	\$10.00	\$12.50	\$12.50
Carrying Case	1.50	1.75	1.75
Film Pack (12 Exposures)	.70	.80	.90



Film Premo No. 3



A COMPACT, beautiful model having all the advantages of Film Premo No. 1, with the addition of rack and pinion focusing attachment, and rising and falling front. The box of this camera is made of thoroughly seasoned mahogany, the front bed and back panel of aluminum, and all metal parts are highly nicked. Film Premo No. 3 is covered with cowhide leather of beautiful grain, has reversible brilliant finder and two tripod sockets. Its dimensions in $3\frac{1}{4} \times 4\frac{1}{4}$ size are $2\frac{1}{4} \times 4 \times 5\frac{1}{2}$ inches; weight, 24 ounces. In $3\frac{1}{4} \times 5\frac{1}{2}$, dimensions $2\frac{3}{8} \times 4 \times 6\frac{3}{4}$ inches; weight, 26 ounces. In 4×5 , dimensions $2\frac{3}{8} \times 4\frac{3}{4} \times 6\frac{1}{8}$ inches; weight, 26 ounces. The regular equipment comprises R. R. Lens and single valve automatic shutter. It will, however, be supplied with double valve automatic shutter and Planatograph Lens or any of the anastigmats as listed below.

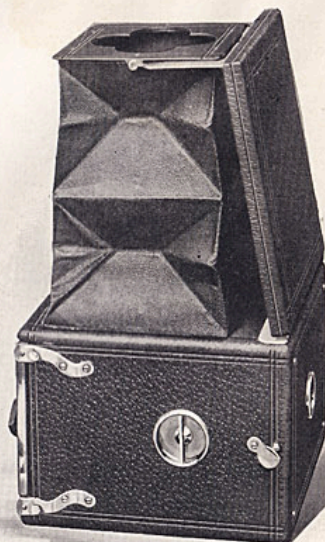
	PRICE		
	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	4×5
Film Premo No. 3 (reg. equipment).....	\$16.00	\$18.00	\$18.00
With Planatograph Lens and Auto. Sh.	21.00	23.00	23.00
With Plastigmat, f: 6.8 " " "	52.70	60.95	60.95
With Zeiss Protar VIIa " " "	73.20	80.45	80.45
With Zeiss Tessar II-b " " "	52.20	60.95	60.95
Carrying Case	1.50	1.75	1.75
Film Pack (12 Exposures).....	.70	.80	.90

For other special equipments and Volute Shutter, see page 41

THE
PREMO
CAMERA

The Premograph

THE
PREMO
FILM
PACK



THE Premograph marks a new era in camera construction. It is the only instrument of the reflecting type ever offered at the popular price of ten dollars—a price which places it within the easy reach of every amateur photographer.

Heretofore, such cameras have been made especially for high speed photography, and are necessarily sold at such prices that only the specialist or the very wealthy could afford to own one.

The desirability of such model, however, to the average amateur can hardly be overestimated, for the great advantage of seeing on a ground glass the subject, in the exact size and position which it will assume in the finished picture, is obvious.

The Premograph is as compact and easy to carry as any ordinary $3\frac{1}{4} \times 4\frac{1}{4}$ box camera, but is fitted with a reflecting mirror on which the lens throws an image of the object to be photographed, which is, in turn, reflected on a ground glass fitted in the top of the box. This glass is the exact size of the $3\frac{1}{4} \times 4\frac{1}{4}$ picture for which the camera is intended and is enclosed by a frame to which is attached the protecting hood. In making an instantaneous or snap shot exposure, only three motions are necessary. One has but to touch a small lever, which automatically throws up the

hood; set the mirror by turning the key in the side of the box, when the image may be viewed on the ground glass through this hood, right side up, just as it will appear in the picture; and make the exposure at the proper moment by reversing the key, which releases the mirror and at the same time operates the shutter.

For time exposure, procedure is as simple. The small metal keeper at the side of the key is turned so as to release a tiny nicked button; the mirror is set in the same manner; the position of the subject determined on the ground glass and the exposure key reversed, which releases the mirror and opens the shutter, but the shutter now remains open until the time of the exposure elapses, when a pressure of the tiny button mentioned above, closes it, and the exposure is completed.

There is no complex mechanism to get out of order—parts are few and they are all positive and thoroughly reliable. The camera is loaded with the Premo Film Pack and thus permits the making of different exposures in an incredibly short length of time.

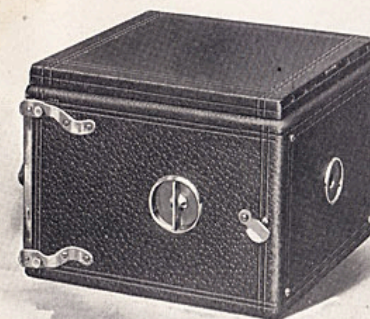
The various uses of the Premograph are well nigh innumerable. It is especially desirable in portraiture, for the various expressions of the face can be watched on the ground glass and the picture made at the most favorable moment. Also it is unexcelled for making pictures of children and babies. Every motion of the little ones can be followed on the ground glass and exposures made of the child in the most characteristic and familiar attitudes.

For ordinary instantaneous pictures, street scenes, etc., the camera will be found equally efficient. There is no question of imperfect register or improper estimation of distance. The operator is assured of the result just as he sees it on his ground glass.

The Premograph is fitted with the best single achromatic lens obtainable. It weighs 29 ozs. and measures $4\frac{3}{8} \times 5\frac{1}{2} \times 5\frac{1}{2}$ inches.

PRICE

	$3\frac{1}{4} \times 4\frac{1}{4}$
Premograph	\$10.00
Film Pack (12 Exposures).....	.70
Carrying Case	1.75





Chance pictures of childlife is a most fascinating branch of amateur photography. No other camera will compare with the Premo for such work.



Premo Plate Cameras

"One Camera that Does the Work of Two"



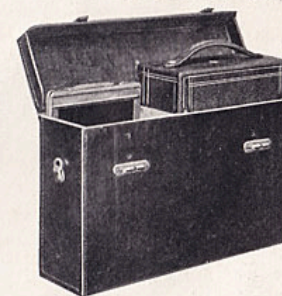
THE statement "One camera that does the work of two" is not a meaningless catch phrase prepared as a bait for the unwary, but is an accurate, timely statement of the fact that all those Premo cameras designed primarily for plates will take films as well and with greater convenience. Although these cameras are constructed with especial reference to the needs of the ordinary 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; instruments of exceptional value in securing results for reproduction or half-tone requirements.

Among these, the specialist will find Premos with long bellows draw for telephoto work, with specially constructed beds for wide angle use, and cameras which may be used for copying, enlarging, etc.

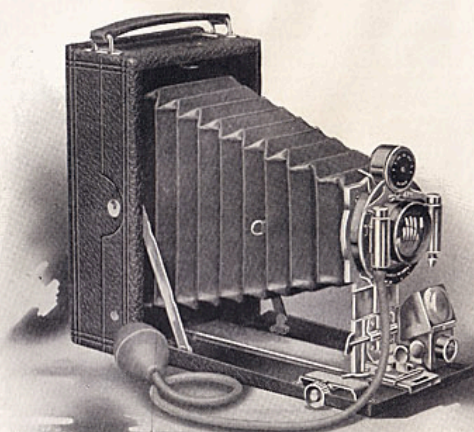
We must not lose sight of the fact that the specialist, the amateur or the scientist can take the same camera with which he gets his special results, for his vacation or for any occasion, and with the film pack have an exceedingly light and compact film camera.

Every Pony Premo is supplied with one holder and with a neat leather case having space for the camera and several holders.





The Filmplate Premo



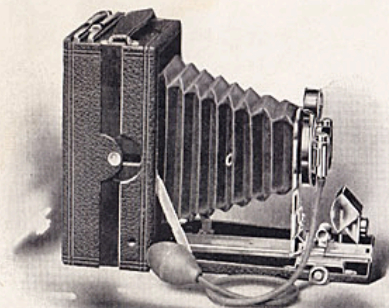
THE Filmplate camera, introduced to the photographic public a year ago, met with the most favorable reception ever accorded any previous plate camera. The popularity of the instrument far exceeded even our most sanguine expectations, and our facilities were taxed to the utmost in endeavoring to meet the demand. The reason is not far to seek, for this camera possesses many features exclusively its own, which commend it at the same time to the tourist and to him who travels but little.

It is as compact and easy of manipulation as any of our exclusively film cameras, which are known the world over as the smallest and easiest operated film cameras ever manufactured, and with these advantages will take films or plates with equal facility, permits focusing of either on the ground glass without special adjustments, and whether plates or films are used, one or more exposures may be removed for development at any time.

No other camera ever devised presents these features, combined with such compactness of form and lightness of weight.

A specially constructed spring actuated back, found only on this camera, is a material saving in bulk. It is extended only when the film pack adapter or plate holder is in use. As soon as either is removed the back snaps into place and the camera assumes the appearance and size of the ordinary Film Premos.

The Filmplate is a triumph of Premo construction, every adjustment being true and accurate. The front standard is extremely rigid, being made entirely of metal—an assurance that there is no possibility of leaning or bending—so that the lens is always in perfect register with the focal plane, producing a perfect picture at all times. Particular attention is called to the special clamp supplied, which automatically fastens the standard to the bed wherever set, so there is no possibility of slipping forward or backward.



The lens is the Planatograph, specially adapted for portraits, landscapes, architectural and instantaneous work. The shutter is the Bausch & Lomb Double Valve Automatic, undoubtedly the highest type of automatic shutter on the market. In workmanship and finish this camera exhibits the care which has been taken in its entire construction. The shutter and all metal parts are highly nicked, and the box is covered with the finest seal grain leather obtainable. The list price of this camera includes one double plate holder and one Premo Film Pack Adapter.

PRICE

	3 1/4 x 4 1/4	3 1/4 x 5 1/2	4 x 5
Filmplate Premo Camera.....	\$24.00	\$26.50	\$26.50
With B. & L. Plagimat f:6.8....	55.70	64.45	64.45
With B. & L. Zeiss Protar VIIa...	76.20	83.95	83.95
With B. & L. Tessar II-b.....	55.20	64.45	64.45
Carrying Case.....	2.00	2.25	2.25
Film Pack (12 Exposures).....	.70	.80	.90

For other special equipments and Volute Shutter, see page 41

DETAIL OF CONSTRUCTION

Box—Well seasoned mahogany.
Covering—Best quality leather of beautiful grain.
Bed—Aluminum. Rack and pinion for fine focusing.
Back—Receding spring actuated of new design.
Front—Rising and falling, actuated by rack and pinion.
Finder—Reversible hooded brilliant.
Tripod Sockets—Two.

Lens—Planatograph. See page 55.
Shutter—Double Valve Automatic. See page 52.
Bellows—Red Morocco leather; draw 3 1/4 x 4 1/4, 7 3/4 in.; 3 1/4 x 5 1/2, 9 in.; 4 x 5, 8 1/2 in.
Dimensions—3 1/4 x 4 1/4, 2 x 4 1/2 x 5 3/8 in.; 3 1/4 x 5 1/2, 2 x 4 3/8 x 6 3/8 in.; 4 x 5, 2 1/8 x 4 7/8 x 6 1/8 in.
Weight—3 1/4 x 4 1/4, 26 ozs.; 3 1/4 x 5 1/2, 30 ozs.; 4 x 5, 28 1/2 ozs.



Star Premo

THOSE persons desiring a plate camera, light and compact, for smaller size pictures, yet provided with those special adjustments necessary for all branches of work in general photography, will invariably select the Star Premo after comparing it with any other plate camera on the market. The instrument is made in the two smaller sizes only, yet its equipment is as complete as that of almost any larger camera made.

It is now fitted with the improved double valve automatic shutter, has pinion actuated swing frame, automatic clamp, reversible finder, and its appearance is most handsome.

PRICE

	3¼ x 4¼	4 x 5
Star Premo Complete	\$22.50	\$25.00
Star Premo with B. & L. Plastigmat Lens..	54.20	62.95
Star Premo with Zeiss Protar, Series VIIa.	74.70	82.45
Star Premo with Zeiss Tessar, Series II-b..	53.70	62.95
Film Pack Adapter.....	1.00	1.50
Film Pack (12 Exposures)	.70	.90

For other special equipments and Volute Shutter, see page 41

DETAIL OF CONSTRUCTION

Box —Well seasoned mahogany.	Tripod Sockets —Two.
Covering —Fine grain leather.	Lens —Planatograph. See page 55.
Bed —Aluminum. Rack and pinion for fine focusing.	Shutter —Double Valve Automatic. See page 52.
Back —Reversible.	Bellows —Red Morocco leather; draw 3¼ x 4¼, 6⅞ in.; 4 x 5, 7¼ in.
Swing —Vertical, R. and P. actuated.	Dimensions —3¼ x 4¼, 2¼ x 5¼ x 5½ in.; 4 x 5, 2½ x 6 x 6 in.
Front —Rising and falling.	Weight —3¼ x 4¼, 33 ozs.; 4 x 5, 37 ozs.
Finder —Reversible, hooded brilliant.	



Pocket Premo C

THE most compact of all plate cameras, Pocket Premo C is a real pocket camera. It is so small that it may be readily carried in an ordinary coat pocket, while for so diminutive an instrument its equipment is remarkably complete.

Furthermore, the efficiency of this model has been greatly increased for the present year, by the addition of our fine single valve automatic shutter and improved metal standard with automatic clamp. We also furnish regularly with this model a double instead of single plate holder.

These advantages combined with the rack and pinion focusing attachment, the fact that the camera will accommodate the Premo Film Pack Adapter as well as plate holder, and the ground glass focusing facility with either, makes of it the most convenient and satisfactory pocket plate camera ever manufactured.

PRICE

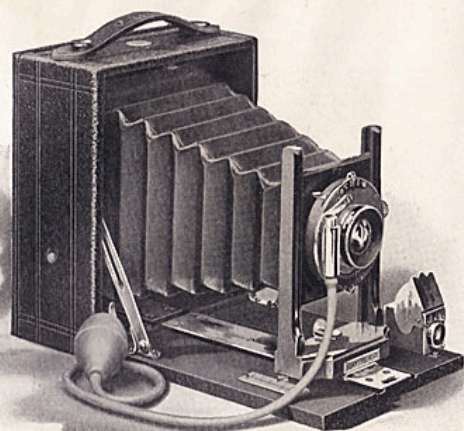
	3¼ x 4¼
Pocket Premo C.....	\$12.00
Double Plate Holder.....	.80
Black Sole Leather Carrying Case.....	1.50
Premo Film Pack Adapter.....	1.00
Premo Film Pack (12 Exposures)	.70

DETAIL OF CONSTRUCTION

Box —Mahogany, leather covered.	Shutter —Single Valve Automatic. See page 53.
Bed —Mahogany; rack and pinion focusing attachment.	Bellows —Red leather; draw 7¼ in.
Finder —Hooded brilliant, reversible.	Dimensions —2 x 4 x 5¼ in.
Tripod Sockets —Two.	Weight —12 ozs.
Lens —Rapid Rectilinear.	



Pony Premo No. 1



THIS camera, the first of the famous Pony Premo series, is the best value in a 4 x 5 plate camera ever offered at a popular price. It has always been a favorite with beginners for its compactness and simple construction, and we have still further increased its desirability by supplying with it, the present year, our new single valve automatic shutter, one of the most reliable that we have ever seen.

As indicated above, the construction is very simple, but the equipment is such that it may be used with good success in all ordinary amateur work. It is designed primarily as a plate camera, but will accommodate the Premo Film Pack System as well, which practically doubles its value to the owner.

The camera is strongly made, all metal parts are nicked, the lens is an excellent rapid rectilinear, the covering of grain leather; price includes camera, carrying case and one double plate holder.

PRICE

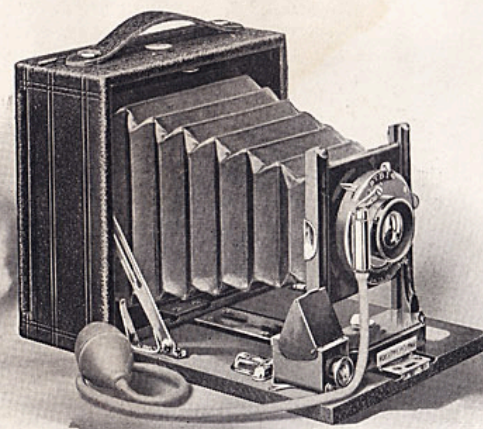
	4 x 5
Pony Premo No. 1	\$12.00
Premo Film Pack Adapter	1.50
Premo Film Pack (12 Exposures)	.90

DETAIL OF CONSTRUCTION

Box —Mahogany, leather covered.	Bellows —Red leather; draw $7\frac{1}{8}$ in.
Back —Receding spring actuated.	Lens —Rapid Rectilinear.
Front —Rising and falling.	Shutter —Single Valve Automatic. See page 53.
Finder —Reversible, hooded brilliant.	Dimensions — $2\frac{1}{2}$ x $5\frac{1}{4}$ x $6\frac{1}{4}$ in.
Tripod Sockets —Two.	Weight —24 ounces.



Pony Premo No. 2



WITH the new 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 carefully constructed throughout and is a thoroughly efficient outfit for ordinary work.

PRICE

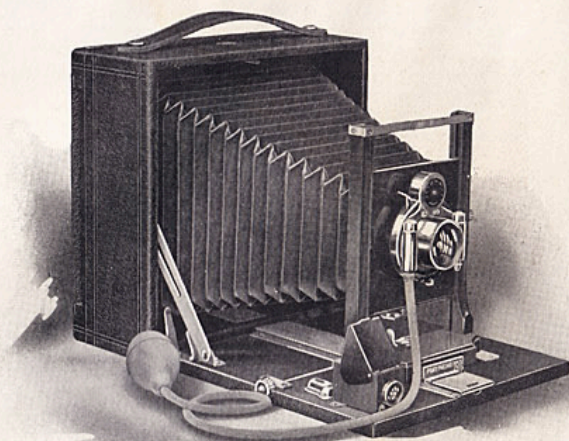
	4 x 5	5 x 7
Pony Premo No. 2	\$14.00	\$18.50
Premo Film Pack Adapter	1.50	2.50
Premo Film Pack (12 Exposures)	.90	1.60

DETAIL OF CONSTRUCTION

Box —Mahogany, covered with fine grain leather.	Shutter —Single Valve Automatic. See page 53.
Back —Reversible.	Carrying Case —Imitation leather.
Front —Rising and falling.	Bellows —Red leather; draw 4 x 5, $6\frac{7}{8}$ in.; 5 x 7, $9\frac{1}{2}$ in.
Finder —Hooded brilliant, reversible.	Dimensions —4 x 5, $2\frac{1}{2}$ x 6 x 6 in.; 5 x 7, $3\frac{1}{4}$ x $8\frac{3}{4}$ x $8\frac{3}{4}$ in.
Tripod Sockets —Two.	Weight —4 x 5, 28 ozs.; 5 x 7, 50 ozs.
Lens —Rapid Rectilinear.	



Pony Premo No. 3



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.

Pony Premo No. 3 is handsomely finished, the shutters and all metal parts are nicked, and the covering is grain leather.

PRICE

	4 x 5	5 x 7
Pony Premo No. 3	\$20.00	\$26.00
Premo Film Pack Adapter	1.50	2.50
Premo Film Pack (12 Exposures)....	.90	1.60

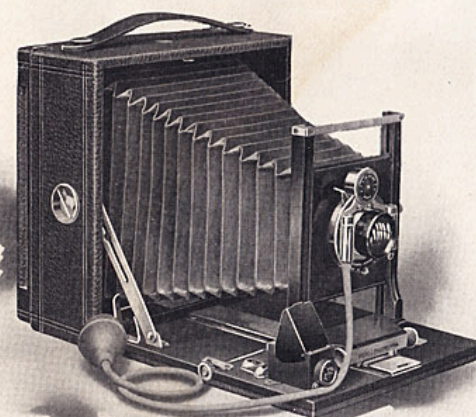
DETAIL OF CONSTRUCTION

Box—Mahogany, leather covered.
Bed—Mahogany; rack and pinion attachment for fine focusing.
Back—Reversible.
Front—Rising and falling.
Finder—Hooded brilliant, reversible.
Tripod Sockets—Two.
Lens—Rapid Rectilinear.

Shutter—Double Valve Automatic. See page 52.
Carrying Case—Sole Leather.
Bellows—Red leather; draw, 4 x 5, 8 1/4 in.; 5 x 7, 12 5/8 in.
Dimensions—4 x 5, 2 1/2 x 6 x 6 in.; 5 x 7, 3 1/4 x 8 1/4 x 8 1/4 in.
Weight—4 x 5, 33 ozs.; 5 x 7, 56 ozs.



Pony Premo No. 4



DESIGNED for a wider range of work than its three predecessors in this series; the Pony Premo No. 4 is provided with additional equipment of swing back, Planatograph lens and our new automatic standard clamp. The swing back is very desirable in cases where an ordinary camera would have to be tipped, producing distortion, and the lens is the best obtainable outside of the anastigmats. Pony Premo No. 4 takes films or plates with equal facility.

PRICE

	4 x 5	5 x 7
Pony Premo No. 4 complete.....	\$24.00	\$ 32.00
With B. & L. Plastigmat Lens	61.95	77.30
With B. & L. Zeiss Protar VIIa.....	81.45	104.30
With B. & L. Zeiss Tessar II-b	61.95	88.80
Film Pack Adapter.....	1.50	2.50
Film Pack (12 Exposures)	.90	1.60

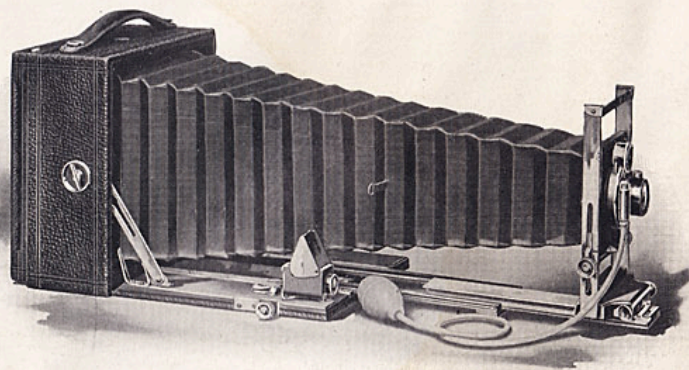
For other special equipments and Volute Shutter, see page 41

DETAIL OF CONSTRUCTION

Box—Mahogany, leather covered.
Bed—Mahogany; rack and pinion for fine focusing.
Back—Reversible.
Swing—Vertical.
Front—Rising and falling.
Finder—Hooded brilliant, reversible.
Tripod Sockets—Two.

Lens—Planatograph. See page 55.
Shutter—Double Valve Automatic.
Carrying Case—Sole leather.
Bellows—Red leather; draw 4 x 5, 8 1/2 in.; 5 x 7, 12 5/8 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 ozs.; 5 x 7, 60 ozs.

Pony Premo No. 6



PREMO Superiority is well exemplified in this admirable camera. With its triple extension bed, great focal capacity and variety of special patented adjustments, it is an instrument peculiarly suited for the work of the scientist or of the advanced amateur. At the same time these special features are added in such manner as to increase but little weight and bulk, so that Pony Premo No. 6 is one of the most desirable outfits for general amateur use ever manufactured.

The regular lens—our Planatograph—is of such quality that either front or back combination may be used singly for telephoto work, and the bellows is of sufficient length to accommodate high power telephoto attachments of several magnifications. Furthermore, the instrument will be found efficient for copying or other work necessitating long bellows draw. Rings are attached to the bellows so that the same can be drawn up taut to the front when short focus lenses are used, thus obviating any possibility of the bellows folds obstructing the rays of the lens.

The standard is composed largely of metal, and the rising and falling front is actuated by pinion device, which is so constructed that it will lock firmly at any point, affording a safe support for the heaviest lenses. The lens board is firmly fastened to the standard automatically, but is easily removable at any time.

Although the bed is triple extension, it is actuated by but one pinion, which is also provided with clever locking device, permitting

the extensions to be locked firmly at any point. The standard clamp is automatic, fastening the standard securely to the bed wherever released, and a universal bed stop is supplied so that the lens may be brought to universal focus instantly.

The swing back is pivoted at the center and operated entirely from the outside. An accurate spirit level is supplied and the camera is finished in the most careful manner.

The shutter and all metal parts are highly nicked. Wood is thoroughly seasoned hand polished mahogany, and the covering is a genuine seal grain leather.

List price includes one plate holder and carrying case, which is of the best sole leather, lined with red plush and having separate compartments for camera and plate holders.

To the person requiring a camera for the most exacting scientific purpose as well as to the advanced amateur who wishes a compact, light outfit, but with great capabilities, we thoroughly recommend Pony Premo No. 6.

Also it should be remembered in purchasing a camera for special purposes that this instrument with its thorough equipment can yet be converted into a daylight loading, light and compact film camera for vacation or tourist use by any member of the family, for in the 4 x 5 and 5 x 7 size the Pony Premo No. 6 has the usual Premo double value, taking films or plates with equal facility.

PRICE

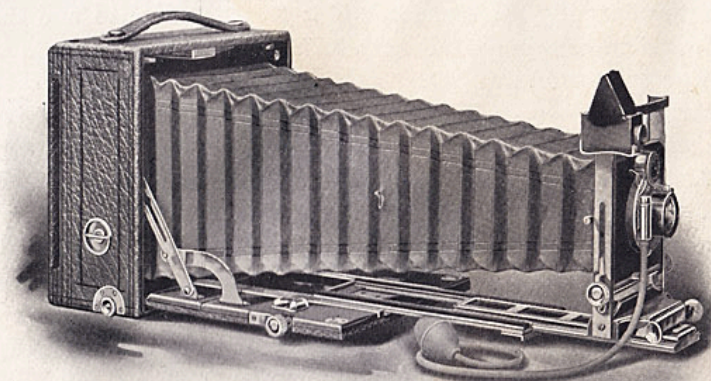
	4 x 5	5 x 7	6 1/2 x 8 1/2
Pony Premo No. 6 complete.....	\$37.00	\$ 47.00	\$ 62.00
With B. & L. Plastigmat Lens	74.95	92.30	129.90
With B. & L. Zeiss Protar VIIa....	94.45	119.30	149.40
With B. & L. Zeiss Tessar II-b.....	74.95	103.80	173.40
Film Pack Adapter.....	1.50	2.50	
Film Pack (12 Exposures).....	.90	1.60	

For other special equipments and Volute Shutter, see page 41

DETAIL OF CONSTRUCTION

Box —Mahogany, covered with seal grain leather.	Tripod Sockets —Two.
Bed —Triple extension; rack and pinion actuated.	Case —Sole leather, plush lined.
Back —Reversible.	Lens —Planatograph. See page 55.
Swing —Vertical.	Shutter —Double valve automatic. See page 52.
Front —Rising and falling; rack and pinion actuated.	Bellows —Red leather; 4 x 5, 14 3/8 in.; 5 x 7, 19 1/2 in.; 6 1/2 x 8 1/2, 24 in.
Lens Board —Removable; size, 4 x 5, 2 5/8 x 2 5/8 in.; 5 x 7, 3 1/2 x 3 1/2 in.; 6 1/2 x 8 1/2, 4 1/2 x 4 1/2 in.	Dimensions —4 x 5, 3 1/4 x 6 x 6 in.; 5 x 7, 4 x 8 1/4 x 8 1/4 in.; 6 1/2 x 8 1/2, 5 x 10 x 10 in.
Finder —Hooded brilliant, reversible.	Weight —4 x 5, 3 1/4 lbs.; 5 x 7, 5 1/4 lbs.; 6 1/2 x 8 1/2, 8 1/2 lbs.

Pony Premo No. 7



PONY PREMO No. 7 is a remarkable achievement in camera construction. There is no branch, no condition of amateur photography for which it is not admirably suited. In this model are found all the special advantages of Pony Premo No. 6, combined with those additional features which go to make one of the most complete hand cameras ever manufactured.

Especial attention is called to the drop bed construction which permits the use of lenses of the widest angle. By unclasp- ing the two supplementary side arms the bed can be dropped down, so as to remove it entirely from the path of the short focus lens, and a supplementary bed placed conveniently at the top of the camera when not in use, affords easy focusing facilities.

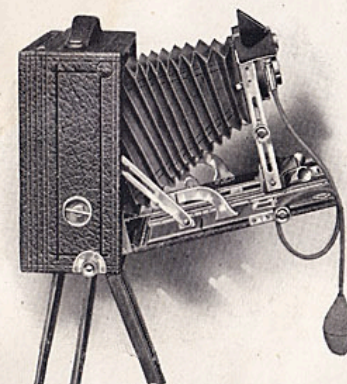
The movable extensions are constructed entirely of metal, are actuated by a single pinion and attached to the wooden bed by metal angle pieces. This construction obviates all difficulties caused by changing atmospheric conditions. The swing back is constructed on the most scientific principle and is actuated by rack and pinion, with locking device.

This camera is fitted regularly with B. & L. double valve automatic shutter of the very latest model. The lens is the B. & L. Planatograph, and bellows is of such length that either of the combinations can be used singly, or high power telephoto attach- ments may be fitted.

Every feature of this outfit is positive and thoroughly reliable. Nothing has been forgotten or overlooked in its construction. The rising and falling front is operated by rack and pinion with locking device. The standard clamp is automatic, fastening firmly wher- ever released. An accurate double spirit level is supplied, hooded, reversible finder of the greatest brilliancy, and the back is reversible with the usual Premo simplicity and ease of operation.

The finish and general work- manship of this instrument must be seen to be appreciated. The shutter and all metal parts are highly nicked and the covering is of best seal grain leather. The carrying case is made of leather corresponding in grain with that used on the camera, is lined with the best red plush and has separate compartments for the camera and six holders.

These features, combined with the fact that plates or films may be used at will, make this an outfit equaled only by the Premo Supreme.



PRICE

	4 x 5	5 x 7	6 1/2 x 8 1/2
Pony Premo No. 7 complete.....	\$ 50.00	\$ 60.00	\$ 75.00
With B. & L. Plastigmat Lens....	87.95	105.30	142.90
With B. & L. Zeiss Protar VIIa....	107.45	132.30	162.40
With B. & L. Zeiss Tessar II-b ...	87.95	116.80	186.40
Film Pack Adapter... ..	1.50	2.50	
Film Pack (12 Exposures).....	.90	1.60	

For other special equipments and Volute Shutter see page 41

DETAIL OF CONSTRUCTION

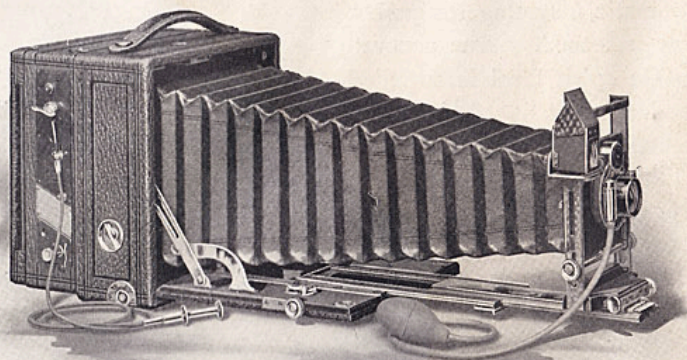
Box—Mahogany, covered with leather of beautiful grain.
Bed—Mahogany, with triple extension.
Back—Reversible.
Swing—Vertical; rack and pinion actuated, with locking device.
Front—Rising and falling; rack and pinion actuated, with locking device.
Lens Board—Removable. Dimensions, 4 x 5, 2 3/4 x 2 3/4 in.; 5 x 7, 3 1/2 x 3 1/2 in.: 6 1/2 x 8 1/2, 4 1/2 x 4 1/2.
Finder—Hooded brilliant, reversible.

Tripod Sockets—Two.
Lens—Planatograph. See page 55.
Shutter—Double Valve Automatic. See page 52.
Carrying Case—Sole leather, plush lined.
Bellows—Red leather; draw 4 x 5, 13 3/4 in.; 5 x 7, 19 in.; 6 1/2 x 8 1/2, 22 in.
Dimensions—4 x 5, 3 1/2 x 6 1/4 x 6 1/4 in.; 5 x 7, 4 x 8 1/2 x 8 1/2 in.; 6 1/2 x 8 1/2, 5 x 9 3/4 x 9 3/4 in.
Weight—4 x 5, 3 1/2 lbs.; 5 x 7, 5 1/2 lbs.; 6 1/2 x 8 1/2, 8 1/2 lbs.

THE
PREMO
CAMERA

Premo Supreme

THE
PREMO
FILM
PACK



A MAGNIFICENT camera superbly finished and combining all the distinctive Premo features in one instrument, the Premo Supreme stands without competition the finest and most efficient hand camera ever manufactured. It is, indeed, the supreme triumph of Premo construction. Its characteristics and detail of construction are exactly the same as those of the Pony Premo No. 7, in addition to which, its equipment includes the latest style automatic focal plane shutter, described on page 53, and the Bausch & Lomb Iconoscope finder.

Nothing to approach this superb camera in design and general finish has ever been shown by any other camera manufacturer.

The metal work is damascened, the wood work is highly polished and the covering genuine seal leather of beautiful grain.

List price of this outfit includes camera, plush lined carrying case of leather corresponding with that used on the camera, three plate holders and Focal Plane Shutter.

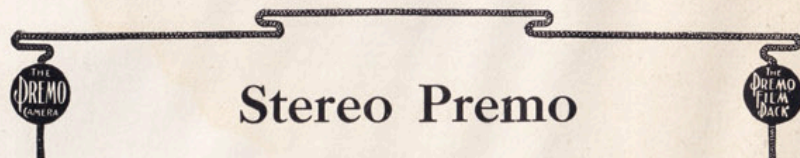
PRICE

	4 x 5	5 x 7	6 1/2 x 8 1/2
Premo Supreme Complete.....	\$100.00	\$125.00	\$150.00
With B. & L. Plastigmat Lens..	137.95	170.30	217.90
With B. & L. Zeiss Protar,			
Series VIIa	157.45	197.30	237.40
With B. & L. Zeiss Tessar II-b.	137.95	181.80	261.40
Film Pack Adapter.....	1.50	2.50	
Film Pack (12 Exposures).....	.90	1.60	

For other special equipments and Volute Shutter, see page 41



Premos are unsurpassed for genre work and general portraiture. Premos catch all the "character" in the face of the subject.



Stereo Premo

IN presenting the Stereo Premos to the public, attention is called to the fact that we have taken three of our most popular Pony Premo models and furnished them with complete Stereo equipment. Thus our Stereo cameras comprise all special features of the corresponding single models, so that there is no class of pictures obtainable with the regular camera, which cannot be made to equal advantage with the Stereo.

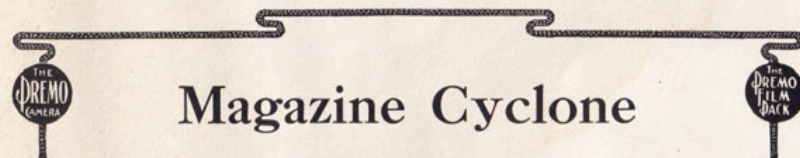
Furthermore, by merely using an extra lens board and single lens and shutter, regular 5 x 7 pictures are easily made. Hence the Stereo Premo is practically two cameras in one, or better four cameras in one, as films or plates can be used with equal facility for either stereoscopic or single pictures. No Stereo cameras of equal merit have ever been produced by any other manufacturer.

The regular equipment comprises B. & L. Automatic Stereo shutter and Planatograph lenses. The most desirable anastigmat lenses can, however, be easily fitted when desired. List price includes camera, plate holder, carrying case and one extra lens board.

PRICE

No. 4 Stereo Premo, Planatograph Lenses, <i>f</i> :8.....	\$50.00
No. 6 Stereo Premo, Planatograph Lenses, <i>f</i> :8.....	65.00
No. 7 Stereo Premo, Planatograph Lenses, <i>f</i> :8.....	78.00

For prices on these cameras with Anastigmat Lenses, see page 41



Magazine Cyclone

NO Magazine Plate Camera has so withstood the test of time as the Magazine Cyclone. For the person who prefers to use plates for all his work, this camera affords a most convenient and practical outfit, accommodating twelve plates without reloading. The method of changing plates for successive exposures is the simplest ever devised. After each exposure one has merely to turn a key at the side, which operation lets fall the exposed plate and presents the next one for exposure.

The process of loading and unloading is simple to a degree, and the camera is well equipped for general amateur photography.

The shutter is perfectly automatic, working for time or instantaneous exposures with bulb release and without previous setting. Two sets of brilliant finders and two tripod sockets are supplied, so that the instrument can be used with equal advantage for vertical or horizontal pictures.

In the $3\frac{1}{4} \times 4\frac{1}{4}$ size, dimensions are 5 x 6 x $7\frac{1}{2}$ inches; weight, 37 ounces. In 4 x 5, dimensions $5\frac{3}{4} \times 6\frac{3}{4} \times 8\frac{1}{4}$ inches; weight, 49 ounces. Magazine Cyclone is covered with leather of beautiful grain and the list price includes twelve aluminum plate carriers.

PRICE

	$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5
Magazine Cyclone.....	\$ 8.00	\$ 10.00
Aluminum Carrier.....	.10	.10
Sole Leather Carrying Case.....	2.25	2.50



One of the most difficult branches of photography is that of copying. Film Pack films, being perfectly flat, present a perfect surface for such work.

THE
PREMO
CAMERA

The View Cameras

THE
PREMO
FILM
PACK

FOR commercial photographers and in all work of a semi-professional nature we offer remarkable values in view cameras. In compactness, range of work and efficiency, there are no view cameras on the market which will bear favorable comparison with our various models at equal prices.

We have always given particular attention to cameras of this class, and in the case of all three that we list, especial attention is called to the rigidity and strength obtained without sacrifice of compactness and easy manipulation of parts. Thus these cameras will withstand the hardest usage, while at the same they fold up very compactly and are remarkably light in weight and easy to carry.

The cameras are finished in the best possible manner, all wooden parts are hand polished, and the metal trimmings are of lacquered brass.

Every adjustment of importance to the worker in this class of photography is provided. Each view camera is fitted with horizontal and vertical swing, reversible back, rising and falling front, rack and pinion focusing attachment, and they are all constructed so that lenses of extreme angle may be used.



The photographer should bear in mind the fact that these cameras, from the cheapest to the most expensive, bear the stamp of Premo superiority, the difference in price being due to material used and the detail of equipment.

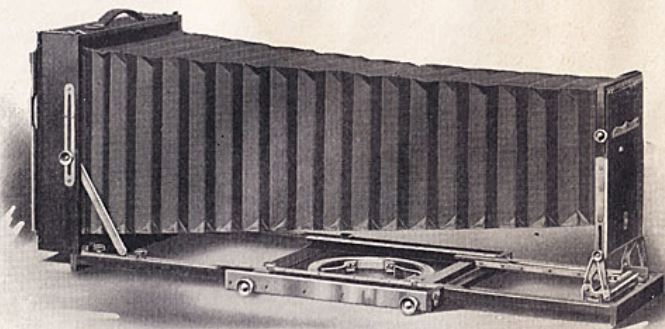
The list price of all view cameras includes a durable felt lined canvas case and one plate holder. In each case separate compartments are provided for the camera and several plate holders, excepting



for R. O. C. View. The regular case for this camera is of the square style without partition.



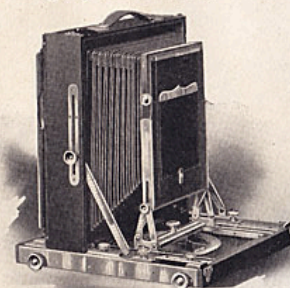
Premo View Camera



IN introducing this instrument to our customers, especial attention is called to the fact that it has been designed to meet the requirements of the most exacting commercial photographers and others desiring a camera for serious work. It is provided with both front and rear focusing attachments, and is so constructed that it can be always balanced on the tripod, no matter in what position the front and back are. It also has a specially constructed bellows which, while having a sufficient latitude for the single combination of all ordinary lenses or for use with high power telephoto attachments, is so arranged that it will not cut off when lenses of extremely short focus are used. In addition to this, the body of the camera can be brought forward towards the center of the bed, obviating the possibility of the wide angle lenses taking in any portion of the bed, and still bring the camera to such point that it is supported directly over the head of the tripod.

The camera is also provided with both vertical and horizontal swings and an extreme rising front which is easily manipulated. The tripod turn table which is supplied in the bed of the camera is so arranged that the lens can be left in position and the camera closed up for convenience of the operator. The back is reversible so that pictures can be made either vertically or horizontally as desired. The lens board is removable and sufficiently large for all popular lenses, while the standard support is so strong and rigid that the heaviest lenses may be used without difficulty.

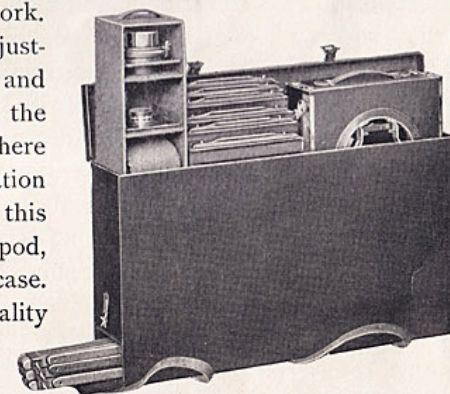
This instrument is constructed with a view to compactness, but at the same time every portion is made sufficiently strong and rigid to stand unusually hard usage. The best selected mahogany, thoroughly seasoned, is used in Premo View construction and it is



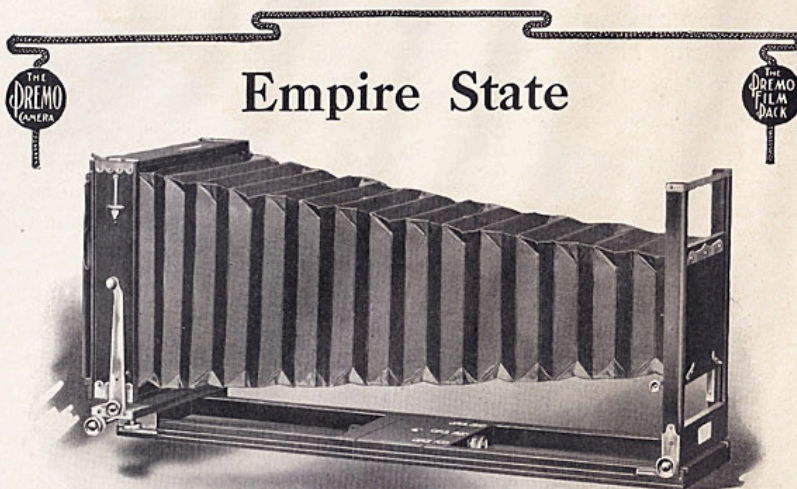
all hand polished, producing a remarkably handsome finish. The metal parts are of the highest quality brass finely lacquered, and in combination with the highly polished wooden surfaces and graceful lines of the instrument, produce an indescribably beautiful outfit.

The case of the Premo View is a decided novelty; a special tripod pocket being provided in the bottom of it, opening at the end so that the tripod can be removed at any time without disturbing the camera or plate holders which are stored in the upper portion of the case. In addition to this, a separate apartment is provided for carrying extra lenses, focusing cloth or any other attachments the user may desire. The entire equipment makes the most practical and desirable outfit that has ever been offered by any manufacturer.

No requirement of the commercial photographer in the most special field work has been overlooked. This outfit is the outcome of our long experience in view camera construction and of inquiries and suggestions from various photographers, meeting unusual conditions in their outside work. Every part, each special adjustment is absolutely true and reliable, and in spite of the many exclusive features there is no complication in operation whatever. List price of this outfit includes camera, tripod, plate holder and carrying case. The case is made of fine quality trunkboard lined with felt; it is absolutely waterproof.



Size	Bellows Draw	Weight	Size of Lens Board	Price
6½ x 8½	27 in.	8 lbs.	4 x 4 in.	\$52.00
8 x 10	30 in.	9½ lbs.	4½ x 4½ in.	58 00



Empire State

THE Empire State for years has been a favorite among the most exacting commercial photographers and those persons who use an exclusively tripod outfit for scientific or other work. This camera has a very great focal capacity which fits it admirably for copying, long distance, and telephoto work in general. Furthermore, it is provided with both front and back focus, pinion actuated, so that the back may be racked up close to the front in such manner that the widest angle lenses may be used without cutting off.

It also has both horizontal and vertical swing, reversible back and rising front actuated by rack and pinion. Up to the 14 x 17 size the focus is adjusted either from the front or back. The 14 x 17 and larger sizes are made with back focus only.

The Empire State is a very handsome model. All wood used in its construction is highly polished mahogany, the metal parts are of the best lacquered brass, and it will withstand the hardest usage.

List price includes one plate holder and canvas carrying case with separate compartments for camera and holders.

Size	Bellows Draw	Weight	Size of Lens Board	Price
5 x 7	22 in.	5 lbs.	3 $\frac{3}{4}$ x 3 $\frac{3}{4}$ in.	\$21.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	27 in.	5 $\frac{3}{4}$ lbs.	4 $\frac{1}{4}$ x 4 $\frac{1}{4}$ in.	22.00
8 x 10	30 in.	7 $\frac{3}{4}$ lbs.	5 x 5 in.	25.00
11 x 14	37 in.	11 $\frac{1}{2}$ lbs.	5 $\frac{3}{4}$ x 5 $\frac{3}{4}$ in.	36.00
14 x 17	48 in.	23 $\frac{3}{4}$ lbs.	7 x 7 in.	60.00

Prices on larger sizes will be furnished on application.



R. O. C. View

THIS is the most efficient and reliable view camera ever offered to commercial photographers at such low prices.

It is built on very strong lines and provided with those adjustments so necessary to the professional worker. The front standard being firmly attached to the bed is extremely rigid and hence will accommodate the heaviest lenses. Focusing is from the back entirely, a convenient rack and pinion attachment being furnished which moves the complete back to any point on the bed desired, where a clamping device fastens it firmly. The camera has both vertical and horizontal swing, rising and falling front, and reversible back.

It is especially adapted for interior work as the back can be moved as close to the front as desired, so that lenses of extreme wide angle may be readily used.

All wood parts of the R. O. C. View are of mahogany finish, the metal is lacquered brass and the camera folds up compactly.

The outfit as listed comprises camera, one plate holder and carrying case. The case is of the square style without partition. Long style case will be furnished at following extra prices: 5 x 7, \$0.75; 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$, \$0.75; 8 x 10, \$1.00.

Size	Bellows Draw	Weight	Size of Lens Board	Price
5 x 7	14 in.	4 lbs.	3 $\frac{3}{4}$ x 3 $\frac{3}{4}$	\$15.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	15 $\frac{1}{2}$ in.	4 $\frac{3}{4}$ lbs.	4 $\frac{1}{4}$ x 4 $\frac{1}{4}$	16.00
8 x 10	17 in.	5 $\frac{3}{4}$ lbs.	5 x 5	17.00



As for landscapes, interiors and general work, the Premo will be found remarkably efficient.



Special Equipments



SPECIAL Equipment of lens and shutter will be furnished on any Premo Camera of suitable style, when desired. The prices below given indicate the extra charge for Volute shutter and anastigmat lens—which should be added to the list price of the camera with Auto shutter and Planatograph lens. Thus, for the price of Film Premo No. 3 with Plastigmat lens and Volute shutter, add the extra charge; i. e., \$46.00, to the list price of this camera with Auto shutter and Planatograph lens, \$21.00, which totals the price of \$67.00 for the camera with such special equipment.

The extra prices for stereo equipments, however, do not include Volute shutters.

Style of Camera	Page	Size of Picture	B. & L. Plastigmat f: 6.8		B. & L. Zeiss Protar VIIa Lens		B. & L. Zeiss Tessar II-b f: 6.3		Cooke Series III	
			No.	Price	No.	Price	No.	Price	No.	Price
Film Premo No. 3	13	3 1/4 x 4 1/4	1	\$46.00	2	\$66.50	4	\$45.50	3	\$47.00
Film Premo No. 3	13	3 1/4 x 5 1/2	2	52.25	3	71.75	5	52.25	4	51.75
Film Premo No. 3	13	4 x 5	2	52.25	3	71.75	5	52.25	4	51.75
Star Premo	20	3 1/4 x 4 1/4	1	46.00	2	66.50	4	45.50	3	47.00
Star Premo	20	4 x 5	2	52.25	3	71.75	5	52.25	4	51.75
Filmplate Premo	18	3 1/4 x 4 1/4	1	46.00	2	66.50	4	45.50	3	47.00
Filmplate Premo	18	3 1/4 x 5 1/2	2	52.25	3	71.75	5	52.25	4	51.75
Filmplate Premo	18	4 x 5	2	52.25	3	71.75	5	52.25	4	51.75
Pony Premo No. 4	25	4 x 5	2	52.25	3	71.75	5	52.25	4	51.75
Pony Premo No. 4	25	5 x 7	3	59.60	8	86.60	6	73.10	6	66.60
Pony Premo No. 6	26	4 x 5	2	52.25	3	71.75	5	52.25	4	51.75
Pony Premo No. 6	26	5 x 7	3	59.60	8	86.60	6	73.10	6	66.60
Pony Premo No. 6	26	6 1/2 x 8 1/2	5	84.20	11	103.70	8	128.10	7	100.60
Pony Premo No. 7	28	4 x 5	2	52.25	3	71.75	5	52.25	4	51.75
Pony Premo No. 7	28	5 x 7	3	59.60	8	86.60	6	73.10	6	66.60
Pony Premo No. 7	28	6 1/2 x 8 1/2	5	84.20	11	103.70	8	128.10	7	100.60
Premo Supreme	30	4 x 5	2	52.25	3	71.75	5	52.25	4	51.75
Premo Supreme	30	5 x 7	3	59.60	8	86.60	6	73.10	6	66.60
Premo Supreme	30	6 1/2 x 8 1/2	5	84.20	11	103.70	8	128.10	7	100.60
Pony Premo No. 4, Stereo	32	5 x 7	1	66.20	2	107.20	4	65.20	3	68.20
Pony Premo No. 6, Stereo	32	5 x 7	1	66.20	2	107.20	4	65.20	3	68.20
Pony Premo No. 7, Stereo	32	5 x 7	1	66.20	2	107.20	4	65.20	3	68.20

If B. & L. Automatic shutter is desired instead of Volute, from the above price deduct for Volute as follows:

No. 1 Volute, \$14.30. No. 2 Volute, \$16.30. No. 3 Volute, \$16.70.

NOTE

The No. 1 Volute Shutter is fitted to Plastigmat Nos. 2 and 3. Zeiss Protar VIIa, Nos. 3 and 8. Tessar, Nos. 4 and 5. Cooke, Series III, Nos. 3 and 4.

The No. 2 Volute Shutter is fitted to Plastigmat No. 5. Zeiss Protar VIIa, No. 11. Tessar II-b, No. 6. Cooke, Series III, No. 6.

The No. 3 Volute Shutter is fitted to No. 8 Tessar Lens, and Cooke, Series III, No. 7.

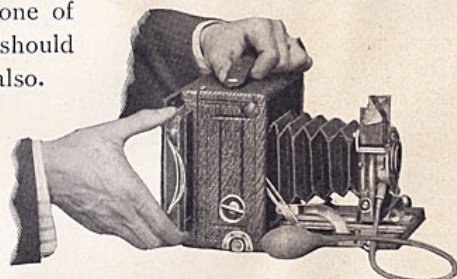


The Premo Adapter



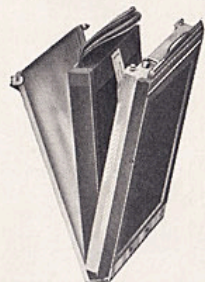
THE Premo Film Pack Adapter is a boon to plate camera owners. If you already have a plate camera we can furnish you with an adapter which will permit you to use the film pack in your instrument as easily as plates. While if you contemplate purchasing one of our plate cameras, you should certainly get an adapter also.

The Film Pack Adapter 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



Adapter is inserted in plate camera same as ordinary plate holder.

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 just as though plates were being used, or plates can be interchanged.

PRICE

$3\frac{1}{4} \times 4\frac{1}{4}$	\$1.00	4×5	\$1.50
$3\frac{1}{4} \times 5\frac{1}{2}$	1.50	5×7	2.50

The Premo Film Pack

The Film Pack is thoroughly described on page 5. In connection with the adapter it makes an ideal medium for use in plate cameras.

PRICE

$2\frac{1}{4} \times 3\frac{1}{4}$ Film Pack. \$	.40	4×5 Film Pack.	\$.90
$3\frac{1}{4} \times 4\frac{1}{4}$ Film Pack. .	.70	5×7 Film Pack.	1.60
$3\frac{1}{4} \times 5\frac{1}{2}$ Film Pack. .	.80		

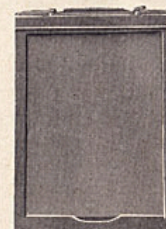


Premo Accessories

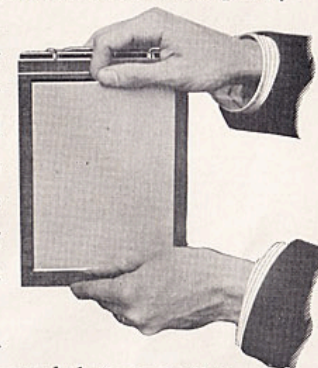


Premo Plate Holder

These holders are made for Premo Cameras only and have become the most popular in the world because of their simplicity of design and excellence of manufacture.



By our patented spring bar device plates may be loaded or unloaded readily, and there is no danger of the plate breaking, or moving after once placed in position.



Premo holders are fitted with rubber slides, and the shutter is so constructed that no matter in what position the slides are inserted, cornerwise or not, there is not the slightest danger of light leakage.

PRICE

$3\frac{1}{4} \times 4\frac{1}{4}$	\$1.00	5×7	\$1.25
$3\frac{1}{4} \times 5\frac{1}{2}$	1.00	$6\frac{1}{2} \times 8\frac{1}{2}$	1.75
4×5	1.00	8×10	2.00

Universal Plate Holder

This holder is made for Empire State and Premo View cameras. In construction it resembles closely the Premo holder, but is made of heavier stock; the slides are of press board.

PRICE

5×7	\$1.25	11×14	\$4.00
$6\frac{1}{2} \times 8\frac{1}{2}$	1.75	14×17	5.00
8×10	2.00		

R. O. C. Plate Holder

This holder is of good construction and is adapted for use in the R. O. C. View Camera, but cannot be used in Empire State or Premo View Cameras. It has press board slides.

PRICE

5×7	\$1.00	$6\frac{1}{2} \times 8\frac{1}{2}$	\$1.50	8×10	\$1.75
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In ordering Plate Holders be careful to specify style and size.

Standard Dry Plates

The Standard Extra Dry Plate is a favorite among amateur photographers as it is a plate of general utility; one that will give satisfactory results under almost all conditions.

While not extremely rapid, it is preferred by many for portrait work owing to the brilliant quality of the negatives which it produces.

We recommend the Standard as the best medium priced, all-around, single coated plate on the market.

They are on sale by dealers throughout the country.

Size	Dozen in Case	Price per Dozen	Size	Dozen in Case	Price per Dozen
3 1/4 x 4 1/4	30	\$.45	5 x 8	20	\$1.25
3 1/4 x 5 1/2	30	.65	6 1/2 x 8 1/2	12	1.65
4 x 5	30	.65	8 x 10	10	2.40
4 1/4 x 6 1/2	30	.90	10 x 12	4	4.20
5 x 7	20	1.10	11 x 14	4	6.00

Holder Slides

Extra slides for any of our holders will be supplied when desired, in either hard rubber or press board, at following prices:

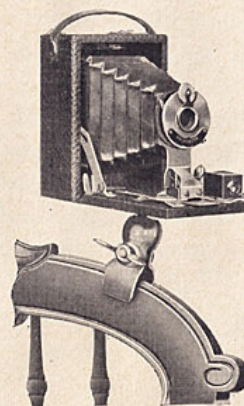
Size	Price	
	Press-board	Hard Rubber
3 1/4 x 4 1/4	\$.10	\$.20
3 1/4 x 5 1/2	.15	.25
4 x 5	.15	.25
5 x 7	.20	.35
6 1/2 x 8 1/2	.25	.50
8 x 10	.35	.65
11 x 14	.50	1.00

Holder Kits

These are intended for holding small plates in large plate holders, and are made of well seasoned material that will not warp. They are invaluable in many instances.

Size Outside	Size of Opening for Plate		Price
4 x 5	3 1/4 x 4 1/4		\$.20
5 x 7	3 1/4 x 4 1/4	4 x 5	.25
5 x 8	3 1/4 x 4 1/4	4 x 5	.25
6 1/2 x 8 1/2	3 1/4 x 4 1/4	4 x 5	.30
8 x 10	5 x 7	6 1/2 x 8 1/2	.40
11 x 14	6 1/2 x 8 1/2	8 x 10	.50
14 x 17	10 x 12	11 x 14	.80

The Universal Clamp



The Universal Clamp is a small, convenient article which takes the place of a tripod. It can be carried readily in the pocket, is very light, and may be attached to a chair, fence, the front board of an automobile, or practically any object which may be at hand. The screw of this clamp is made in the Universal pattern, so that it may be used with any modern hand camera.

The clamp jaws are padded with felt, obviating any danger of marring the surface of the article on which it is used; and the whole device is nickel-plated.

Price, \$.75.

Premo Optical Outfit

This outfit consists of a set of supplementary lenses, ray filter and duplicator, and is for use with 4 x 5 and 5 x 7 cameras whose lens barrels do not exceed 1 5/16 inches in diameter. These lenses slip over the regular lens of the camera like a cap. They give the owner of one good objective lens the advantage of five different focal lengths. These combinations will be supplied separately when desired. The six lenses are neatly enclosed in a plush lined case leather covered.



Outfit complete for 4 x 5, diam. of lens 1 5/16 ins. \$6.00
 Outfit complete for 5 x 7, diam. of lens 1 5/8 ins. 6.00
 Enlarging and Copying lens \$1.25 Portrait lens 1.25
 Wide-Angle lens 1.25 Ray Filter 1.00
 Tele-Photo lens 1.25 Duplicator .40

The Premo Developing and Printing Outfit

This outfit is specially adapted to the needs of the ordinary amateur and contains all articles necessary for the development and printing of a number of pictures.

It comprises the following:

1 Premo Candle Lamp, 1 Printing Frame, 1 Printing Frame Glass, 1 4 oz. Graduate, 1 Stirring Rod, 4 Electrose Trays, 1/2 Lb. Acid Hypo, 1/2 Oz. Bromide Potassium, 4 Oz. Solio Toning Solution, 2 Doz. Solio Paper, 1 Pkg. 5 Tubes Special Developer, 1 Instruction Book.

Packed in a substantial wooden box. Price, 4 x 5 and smaller, \$2.00.

NOTE—These outfits cannot be sent by mail.



Ray Sliding Tripod

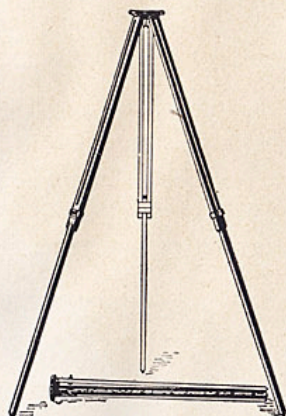
Although very light this is an extremely rigid tripod, and is designed for cameras up to and including the 4 x 5 size. The wood is straight grain spruce with shellac finish, the metal trimmings and head are of lacquered brass. The weight complete, including head and screw, is but 16 ounces. When extended for use the length can be made to vary from twenty-nine to fifty-four inches:

Price: \$.80.

Sliding Tripod

As a rigid tripod none will be found more satisfactory than the Sliding. The legs are made in two sections, producing a very firm support. The top is of wood covered with cloth. The two smaller sizes are made of spruce, the larger of ash. They are well finished and the metal parts are of lacquered brass.

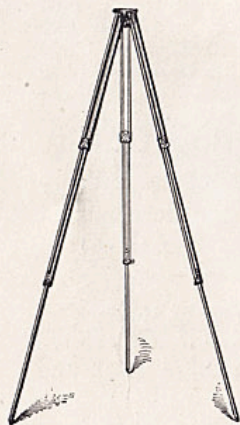
Style	Size of Camera	Weight	Price
No. 1	5 x 7 and smaller	2 lbs.	\$2.00
No. 2	5 x 8 and 6 1/2 x 8 1/2	2 lbs. 8 ozs.	2.50
No. 3	8 x 10 and 10 x 12	4 lbs. 8 ozs.	3.00
No. 4		7 lbs. 3 ozs.	4.00



R. O. C. Tripod

The R. O. C. tripod is of the combination type. The wood parts are of maple, beautifully finished in natural color. The head is of metal with leather covered wooden top. The clamp bands are of new design, and may be readily set. The metal parts are of brass well finished and lacquered. A very desirable tripod for use with any camera up to and including the 5 x 7 size. Length when extended, fifty-seven inches; when folded, twenty-two inches. Weight, thirty-two ounces.

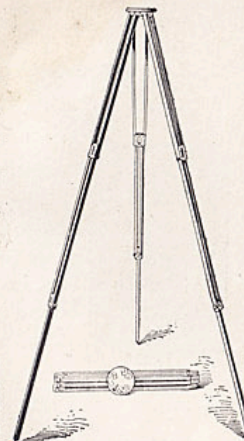
Price: \$1.70.



Combination Tripod

This tripod is made on the sliding and folding principle. The wood parts are of ash and the finish is of the very best. The trimmings are of brass with lacquer finish. The length when extended varies according to size from fifty-six to fifty-nine inches; when folded, from twenty-two to twenty-three inches.

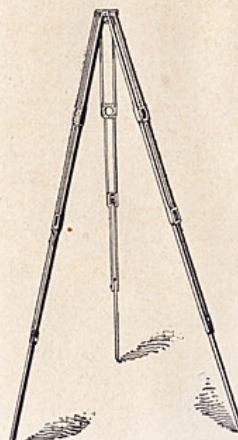
Style	Size of Camera	Weight	Price
No. 2 1/2	6 1/2 x 8 1/2 and smaller	3 lbs. 2 ozs.	\$3.00
No. 3	8 x 10 and 10 x 12	4 lbs. 3 ozs.	3.50
No. 4	11 x 14 and 14 x 17	5 lbs.	4.50
No. 5	17 x 20 and 20 x 24	7 lbs.	6.00



Premo Tripod

The legs of this tripod are constructed in four sections, the first sliding into the second, these two into the third, while the upper section folds back upon the third. The length when extended varies according to size from fifty-six to fifty-eight inches; when folded, from sixteen and a half to seventeen and a half inches. Premo Tripods are made of ash with Flemish oak finish.

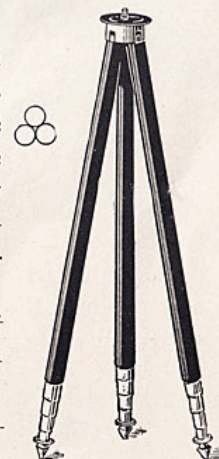
Style	Size of Camera	Weight	Price
No. 2	4 x 5 and 5 x 7	1 lb. 13 ozs.	\$5.00
No. 3	5 x 7 and 6 1/2 x 8 1/2	2 lbs. 13 ozs.	6.00
No. 4	6 1/2 x 8 1/2 and 8 x 10	4 lbs. 1 oz.	7.00



Metal Tripod

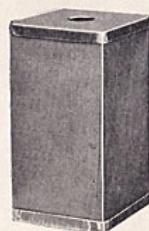
The various sections of each leg of this tripod work on the telescoping plan, and as each one is pulled out, it sets automatically until the entire tripod is extended, producing a very rigid and safe support. To close the tripod it is only necessary to press the top button of each leg, when the various sections will all telescope, and the tripod cannot possibly close until this button is pressed.

Style	Sections	Length closed	Length extended	Weight	Price
No. 1	4	15 1/2 in.	48 1/2 in.	23 ozs.	\$3.50
No. 2	5	14 1/2 in.	49 1/2 in.	28 ozs.	4.50



Premo Candle Lamp

The Premo candle lamp is of folding design and when not in use can be readily carried in the pocket. The top and bottom are made of metal, the sides of special fabric. It accommodates a large candle and illuminates from all sides, giving a strong, safe light for the dark room.



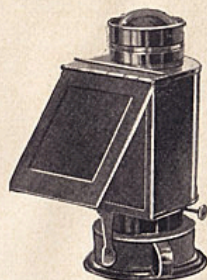
PRICE

Premo Candle Lamp.....	\$.25
Candles, per dozen.....	.30
Candles, per gross.....	3.00



Universal Dark Room Lamp

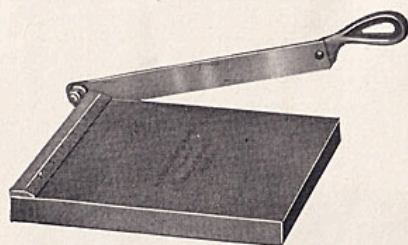
This is a very popular lamp and produces a clear, steady light, perfectly safe and efficient for the dark room. It has a combination orange and ruby glass which may be used singly or together. The broad wick supplied is regulated from the outside and an adjustable shield prevents white light from escaping.



Price: \$1.00.

Premo Trimming Board

A thoroughly reliable trimming board at a moderate price, constructed of hard wood with natural finish. The blade is of the best steel, and a rule is fitted to the board for measuring prints.



PRICE

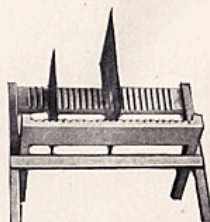
No. 1, 4 x 5 in.,	\$.40
No. 2, 7 x 7 in.,	.60

Premo Negative Rack

This is a very substantial article made of the best seasoned cherry, accommodating negatives of all sizes. It folds flat when not in use and prevents the possibility of negatives being scratched while drying.

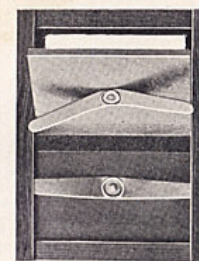
PRICE

No. 1, for 12 negatives,	\$.20
No. 2, for 24 negatives,	.25



Amateur Printing Frame

This frame is light and strong; made of the best seasoned cherry and has reliable spring brass mountings. It is well finished, durable and thoroughly reliable in every way.



Size	Price	Size	Price
3 1/4 x 4 1/4	\$.25	5 x 7	\$.35
3 1/4 x 5 1/2	.30		
4 x 5	.25		

Cyclone Printing Frame

The Cyclone frame is very light and convenient. It is made of japanned iron and will not warp or twist. An easel attachment gives the advantage of placing the frame at any angle required. It casts no shadow, prints to the size of the plate and offers many other advantages of importance. This frame is made in two sizes only: 3 1/4 x 4 1/4, and 4 x 5.



Price: In either size, \$.25.

Premo Ray Screen

The Premo Ray Screen is of great assistance for producing cloud effects in outdoor photography. By the use of this screen a more equal exposure can be obtained of sky, clouds and landscape, thus bringing out the detail of subject without losing cloud effect.



Size	Outside Diameter	Diameter of Lens	Price
No. 1	1 1/2 in.	1 1/4 in.	\$.40
No. 2	2 in.	1 3/4 in.	.50
No. 3	3 1/4 in.	2 7/8 in.	.75

Premo Print Roller

A very inexpensive roller for mounting prints. It consists of a piece of pure rubber tubing placed over an accurately turned dowel and mounted to an iron holder. This roller will last indefinitely.

Price: 4 inch, \$.20.

Premo Mounts

BEVPLANE

NAPLES

Carbon Black and Scotch Gray				Queen Gray and Artist's Brown			
For Prints	Size Outside	Per 50	Per 100	For Prints	Size Outside	Per 50	Per 100
2 1/4 x 3 1/4	4 x 5	\$.30	\$.60	2 1/4 x 3 1/4	4 x 5	\$.45	\$.85
3 1/4 x 4 1/4	4 3/4 x 5 3/4	.45	.85	3 1/4 x 4 1/4	5 x 6	.50	.95
3 1/4 x 5 1/2	4 3/4 x 7	.45	.90	3 1/4 x 5 1/2	5 1/4 x 7 1/2	.65	1.25
4 x 5	5 1/2 x 6 1/2	.45	.90	4 x 5	5 1/2 x 6 1/2	.55	1.05
5 x 7	7 x 9	.85	1.70	5 x 7	7 x 9	1.00	1.95

No orders accepted for less than fifty of one kind and size.

Two Color Bristol Blanks

A very desirable flexible stock mount, for Black and White and Sepia prints. Colors: Champagne and Golden Brown for sepias; Parisian Gray and Cream White for black and white.

Colors	For Prints	Size of Mount	Price Per Dozen
White and Gray.....	2 1/4 x 3 1/4	5 x 6	12 cents
Brown and Champagne.....	2 1/4 x 3 1/4	5 x 6	12 "
White and Gray.....	3 1/4 x 4 1/4	5 3/4 x 6 3/4	15 "
Brown and Champagne.....	3 1/4 x 4 1/4	5 3/4 x 6 3/4	15 "
White and Gray.....	3 1/4 x 5 1/2	6 1/4 x 8 1/2	20 "
Brown and Champagne.....	3 1/4 x 5 1/2	6 1/4 x 8 1/2	20 "
White and Gray.....	4 x 5	6 3/4 x 8 3/4	20 "
Brown and Champagne.....	4 x 5	6 3/4 x 8 3/4	20 "
White and Gray.....	5 x 7	8 x 10	25 "
Brown and Champagne.....	5 x 7	8 x 10	25 "

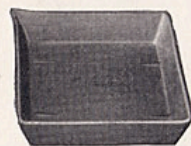
Developing and Printing

Our facilities for developing and finishing plates and films complete are unexcelled. Our customers can feel assured of the best results.

Size	Developing Only	Printing and Mounting Only	Developing, Printing and Mounting
2 1/4 x 3 1/4	\$.04	\$.05	\$.08
3 1/4 x 4 1/4	.06	.08	.13
3 1/4 x 5 1/2	.08	.10	.16
4 x 5	.08	.10	.16
5 x 7	.10	.12 1/2	.20

Premo Developing Trays

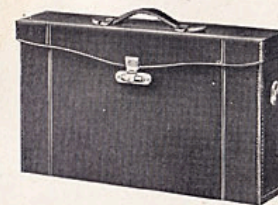
Electrose Trays are light in weight, and are not affected by the action of the chemicals. They have ridges on the bottom and are not easily broken.



Size	Price	Size	Price
3 1/4 x 4 1/4	\$.12	5 x 8	\$.25
4 x 5	.12	6 1/2 x 8 1/2	.35
5 x 7	.20	8 x 10	.50

Premo Carrying Cases

The best sole leather is used in the construction of all Premo Cases excepting those for box cameras and for Pony Premo No. 1 and No. 2; these are made of leather covered board. Cases for Star Premo, Pony No. 6 and No. 7 are velvet lined and highly ornamented. View Camera Cases as listed are made of canvas, lined with felt, and have space for the camera and several holders.



Cameras	3 1/4 x 4 1/4	3 1/4 x 5 1/2	4 x 5	5 x 7	6 1/2 x 8 1/2
Box Film Premo, square	\$1.50	\$	\$ 1.75	\$	\$
Film Premo No. 1, "	1.50	1.75	1.75		
Film Premo No. 3, "	1.50	1.75	1.75		
Premograph, "	1.75				
Magazine Cyclone, "	2.25		2.50		
Pocket Premo C, "	1.50				
Star Premo, long	4.00		5.00		
Filmplate Premo, square	2.00	2.25	2.25		
Pony Premos 1 and 2, long			1.50	2.00	
Pony Premos 3 and 4, "			4.00	5.00	
Pony Premo No. 6, "			5.00	6.00	8.00
Pony Premo No. 7, "			6.00	8.00	12.00
Premo Supreme, "			15.00	20.00	25.00

View Cameras	5 x 7	6 1/2 x 8 1/2	8 x 10	11 x 14	14 x 17
R. O. C. View, square	\$1.75	\$2.00	\$2.25	\$	\$
Empire State, long	2.00	2.25	2.50	3.25	5.00
Premo View, "		4.00	5.00		

Bellows

Extra bellows will be supplied for cameras when desired, at following prices.

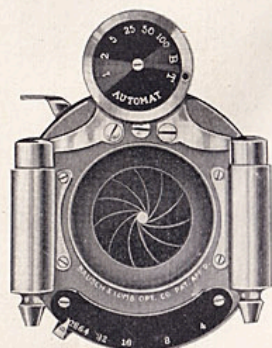
Cameras	3 1/4 x 4 1/4	3 1/4 x 5 1/2	4 x 5	5 x 7	6 1/2 x 8 1/2
Film Premo No. 1	\$1.50	\$1.75	\$1.75	\$	\$
Film Premo No. 3	1.75	2.00	2.00		
Pocket Premo C	1.75				
Star Premo	1.75		2.00		
Filmplate Premo	1.75	2.00	2.00		
Pony Premos Nos. 1, 2, 3 and 4			2.00	2.50	
Pony Premos Nos. 6 and 7			3.00	4.00	5.00
Premo Supreme			4.50	6.00	7.50

View Cameras	5 x 7	6 1/2 x 8 1/2	8 x 10	11 x 14	14 x 17
R. O. C. View	\$3.00	\$4.00	\$5.00	\$	\$
Empire State	4.00	5.00	6.00	8.00	10.00
Premo View		7.00	8.00		

Shutters and Lenses

B. & L. Automatic Shutter

This shutter is perfectly automatic in action, working for time, instantaneous and retarded exposures without previous setting.



The Automatic is operated by either bulb attachment or finger release. It is a very compact shutter and for exposures of 1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{25}$, $\frac{1}{50}$ and $\frac{1}{100}$ seconds, works with a constant accuracy hitherto unobtainable. An Iris diaphragm is also supplied and the stops are graduated according to the universal system.

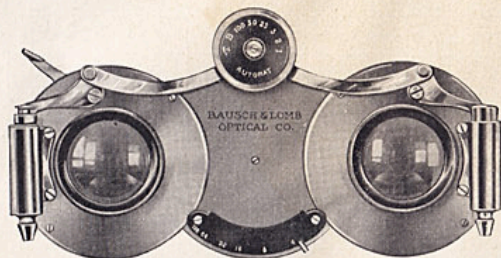
PRICE

No. 1 for 5 x 7 and smaller...	\$10.00
No. 2 for 6½ x 8½	12.00
No. 3 for 8 x 10	14.00

B. & L. Stereo Automatic Shutter

This shutter is in reality a double automatic, made up by a combination of two automatic shutters, both working in unison. It is constructed so as to readily accommodate any desirable Stereo lens.

Price: \$20.00.

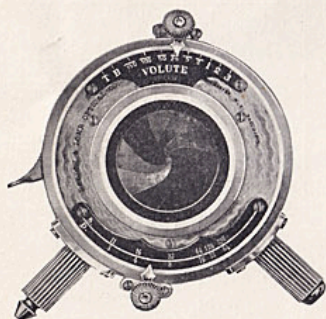


B. & L. Volute Shutter

The Volute is the highest type of the diaphragm shutter, and for all around amateur work is the finest shutter made for hand camera use. The No. 1 Volute is graduated for speeds from Time to $\frac{1}{150}$ seconds; the No. 2, from Time to $\frac{1}{100}$, and the No. 3, from Time to $\frac{1}{75}$.

PRICE

No. 1 for 5 x 7 and smaller...	\$18.00
No. 2 for 6½ x 8½	20.00
No. 3 for 8 x 10	22.00



Single Valve Automatic Shutter

This is a first rate automatic shutter, made on similar lines and with the same care as the double valve automatic. While it does not have the retarded speeds of the double valve shutter, it is fully as accurate and reliable for Time, Bulb and Instantaneous exposures. This is a very handsome model, is operated by either bulb or finger release and has Iris diaphragm. It is exceedingly compact in form and may be fitted to the smallest boxes.



PRICE

No. 1 for 3¼ x 4¼	\$5.00
No. 2 for 3¼ x 5½ and 4 x 5..	6.00

The Unicum Shutter

The Unicum is the most satisfactory "set" shutter ever manufactured. It is operated by either bulb or finger release and works for Bulb, Time and Instantaneous exposures, as well as retarded speeds of 1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{25}$ and $\frac{1}{50}$ seconds.

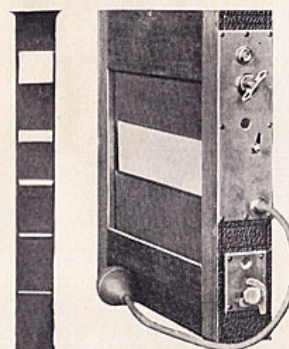
PRICE

No. 1 for 5 x 7 and smaller	\$ 6.00
No. 2 for 6½ x 8½	8.00
No. 3 for 8 x 10	10.00

Focal-Plane Shutter

The Focal-Plane Shutter illustrated below is an entirely new type designed on correct scientific and mechanical principles. The curtain instead of being adjustable is provided with a series of slots of varying widths and the mechanical control is entirely on the right hand side of the shutter; a half turn of the key setting it for any exposure and the method of changing from largest to smallest aperture being very conveniently arranged. The construction ob-

viates any possibility of a variation in the necessary aperture and indicates positively which aperture is set ready for release. In addition to this, the curtain has an aperture the full width of the exposure opening, so that time exposures can be made without the slightest jar. The shutter is also provided with either pneumatic bulb and tube or cable release.



PRICE

4 x 5.....	\$22.00	6½ x 8½..	\$27.00
5 x 7.....	24.00	8 x 10....	31.00

Lenses

In selecting an anastigmat lens, the purchaser should carefully consider the nature of the work which he has in view, and we are always ready to offer through correspondence any assistance or advice of which we are capable.

B. & L.-Zeiss Convertible Protar Lens—Ser. VIIa

For use in hand cameras this lens is especially recommended, excelling not only in optical qualities, but in its adaptability to the limited space for a lens allowed in such instruments. Convertible anastigmats are doublet lenses. They are made up of eight elementary lenses arranged in pairs, two pairs in each system, and their covering and defining powers are faultless. This lens is convertible into three lenses of different foci and angle.

No.	Size of Plate Covered with Full Aperture	Focus of Front Lens	Focus of Back Lens	Combined Focus	Speed	Price
2	3¼ x 4¼ in.	8¾ in.	7⅞ in.	4½ in.	f:7	\$ 54.50
3	4 x 5 in.	11⅜ in.	7⅞ in.	5 in.	f:7-7	59.50
5	4¼ x 6½ in.	11⅜ in.	8¾ in.	5⅝ in.	f:7	63.00
8	5 x 7 in.	13¼ in.	11⅜ in.	7 in.	f:7	75.00
9	5 x 8 in.	16 in.	11⅜ in.	7½ in.	f:7-7	87.50
11	6½ x 8½ in.	16 in.	13¾ in.	8½ in.	f:7	94.50
12	6½ x 8½ in.	18⅞ in.	13¾ in.	9⅞ in.	f:7-7	115.50
17	8 x 10 in.	23½ in.	18⅞ in.	11⅞ in.	f:7	167.50

B. & L. Plastigmat Lens, f: 6.8

The Plastigmat has excellent covering power and anastigmatic correction, besides being a lens of great brilliancy. The two combinations of this lens are similar, each being composed of four single lenses. The foci chosen for the various sizes of the series are longer than has been customary heretofore, as a result of which in every case the plate is perfectly covered with full opening of the lens, working at f: 6.8.

No.	Size of Plate	Equivalent Focus	Diameter	Price
1	3¼ x 4¼	5¼ in.	⅞ in.	\$34.00
2	4 x 5	6¼ in.	1⅜ in.	40.00
3	5 x 7	7½ in.	1⅜ in.	48.00
4	5 x 8	8¾ in.	1⅜ in.	55.00
5	6½ x 8½	11 in.	1⅝ in.	75.00
6	8 x 10	13 in.	1⅝ in.	90.00

B. & L.-Zeiss Tessar Lens—Series II-b, f:6-3

The Tessar is an unsymmetrical doublet of four very thin lenses. The image which it produces possesses a sharpness hitherto unattainable with such great aperture and rapidity. The corrections are perfect, the accuracy and precision of the image extending over a field of great angular area.

No.	Size of Plate	Equivalent Focus	Diameter	Price
4	3¼ x 4¼	5⅝ in.	1⅜ in.	\$ 33.50
5	4 x 5	6⅝ in.	1⅜ in.	40.00
6	5 x 7	8¼ in.	1⅜ in.	59.50
8	6½ x 8½	12 in.	2⅝ in.	118.50
9	8 x 10	14⅝ in.	2⅝ in.	154.00

B. & L.-Zeiss Protar Lens—Series V, f: 18

The B. & L.-Zeiss Protar Series V, is designed for extreme wide-angle work. This lens embraces a field of 110 degrees.

No.	Size	Equivalent Focus	Price
1	4¼ x 6½	3⅝ in.	\$22.50
2	5 x 7	4⅝ in.	22.50
3	6½ x 8½	5⅝ in.	28.00
4	8 x 10	7⅝ in.	35.00

Planatograph Lens—f: 8

This lens was designed and perfected by us and forms a part of the regular equipment for many of our cameras. It is especially suitable for portraits, groups, architecture, landscapes and instantaneous work.

Size	Diameter of Lens	Equivalent Focus	Price
3¼ x 4¼	1 in.	6 in.	\$12.00
4 x 5	1 in.	6¼ in.	12.00
5 x 7	1⅝ in.	8 in.	14.00
6½ x 8½	1½ in.	11 in.	17.00
8 x 10	1¾ in.	13 in.	20.00

Rochester Symmetrical Wide-Angle Lens

This is an excellent wide-angle lens at a moderate price, having an angle of about 80 degrees.

No.	Size	Equivalent Focus	Price
1	4 x 5 in.	3½ in.	\$10.00
2	5 x 7 in.	5 in.	12.00
3	6½ x 8½ in.	6½ in.	15.00
4	8 x 10 in.	8 in.	18.00



Miscellaneous



Blotting Paper, 19 x 24, per doz.	\$1.00	Reversible Backs:	
Bulbs and Tubes	.35	For View Cameras, 5 x 7	\$ 7.50
Developing Powders, R. O. C.		For View Cameras, 6½ x 8½	9.00
Per Package of 12 Powders	.50	For View Cameras, 8 x 10	11.00
Focusing Cloth, Gossamer	.50	For View Cameras, 11 x 14	14.00
Glass for Univer. Ruby Lamp, ea.	.10	Screws for Tripod Head:	
Glass, Measuring, 4 ounce	.15	Nos. 1, 2 and 3	.25
Ground Glass Frames for View		Nos. 4 and 5	.40
Cameras:		Screws for Tripod Leg:	
5 x 7	.75	Nos. 1, 2 and 3	.15
6½ x 8½	1.00	Nos. 4 and 5	.25
8 x 10	1.25	Milled Head Screws for Cameras:	
Ground Glass:		½ inch and smaller	.15
4 x 5	.15	Larger than ½ inch	.25
5 x 7	.20	Shoulder Straps, Black:	
6½ x 8½	.25	½ x 52 in. with Snaps and	
8 x 10	.30	Buckles	.25
Lens Boards:		⅝ x 52 in. with Snaps and	
For Premos, up to 5 x 7	.35	Buckles	.30
For Premos, larger	.50	½ x 66 in. with Buckle and	
For Stereo Cameras	.50	Loops on end	.30
For View Cameras, up to 8 x 10	.50	⅝ x 74 in. with Buckle and	
For View Cameras, larger	.70	Loops on end	.35
Orange or Ruby Fabric, per sq. yd.	.60	Tan Straps for View Cases, with	
Orange Paper, per dozen	.25	Buckle. Specify Style and Size	
Premo View Finder	1.50	of Camera when ordering.	
Premo Spirit Level	.40	34, 40 and 44 in.	.25
Paste for Mounting Prints:		52, 60 and 66 in.	.30
3 oz. tube	.15	Tubing per foot	.10
5 oz. tube	.25		

Terms

Prices as listed in this catalogue are net excepting to dealers.

When ordering give shipping directions, whether by freight, express or otherwise. If not stated we use our discretion.

All orders for shipments C. O. D. must be accompanied with sufficient remittance to cover transportation both ways.

Mail orders must be accompanied with remittance for full amount of purchase, including postage, or we will ship by express.

Under no circumstances are we responsible for loss of mail packages. We suggest for safety that all such packages be ordered registered.

All goods are carefully packed, and we cannot be held responsible for any damage during transit.

Orders for special parts or for goods not listed in this catalogue will be filled on customer's responsibility only. Under no circumstances can we permit the return of such goods for credit.

All prices are f. o. b. at Rochester, N. Y.

Rochester Optical Co., 45 South St., Rochester, N. Y.