

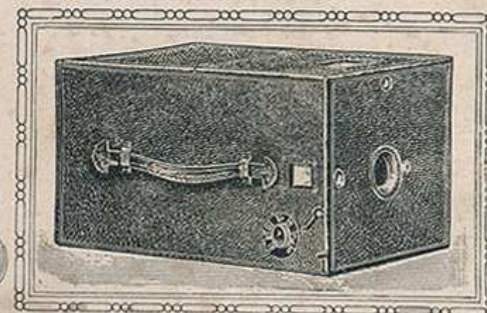
THE PREMIER CAMERA.

FOR SALE BY

H. P. WILLIS,

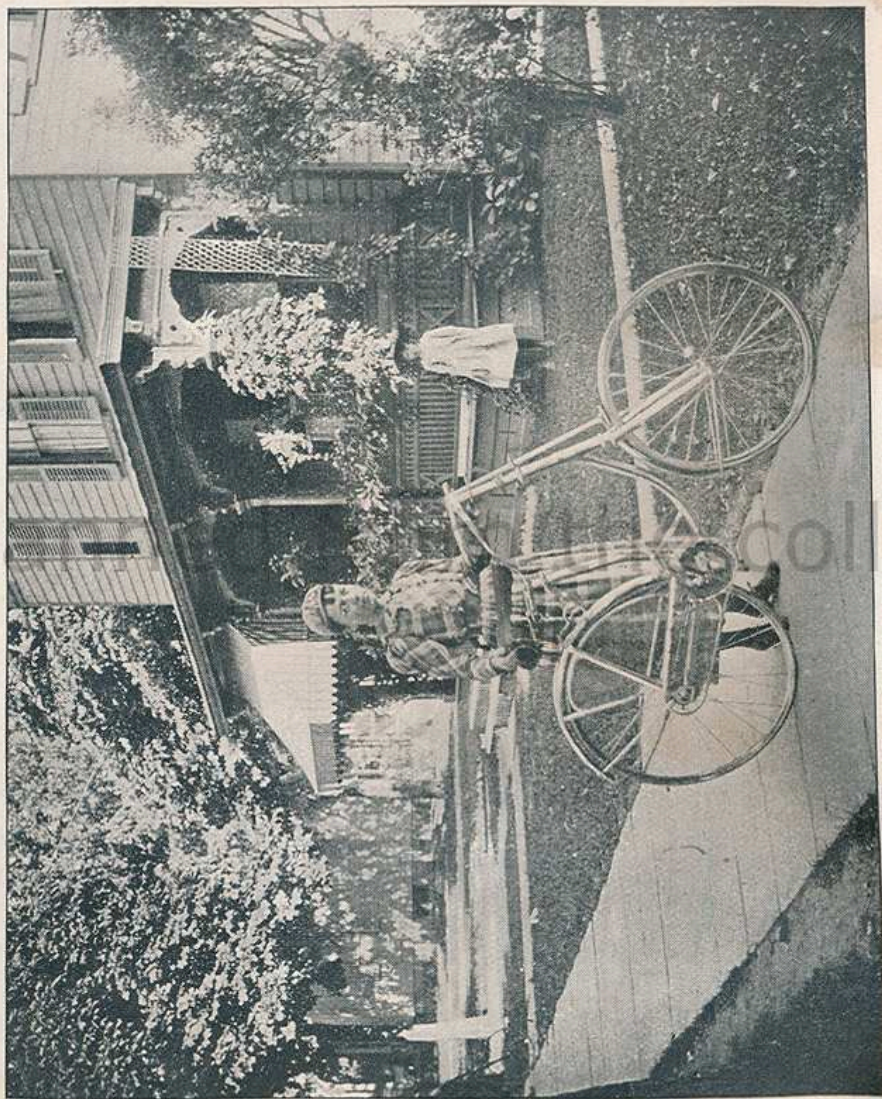
43 PURCHASE STREET, NEW BEDFORD, MASS.

THE PREMIER CAMERA



REGULAR AND FOLDING

Manufactured by
 ROCHESTER OPTICAL COMPANY
 ROCHESTER, N.Y.



MADE WITH THE PREMIER.

The Premier Camera.



The Premier

Is conceded to be the best Hand Camera
in the market, and is the nearest to an
"all around" Camera of any yet made.

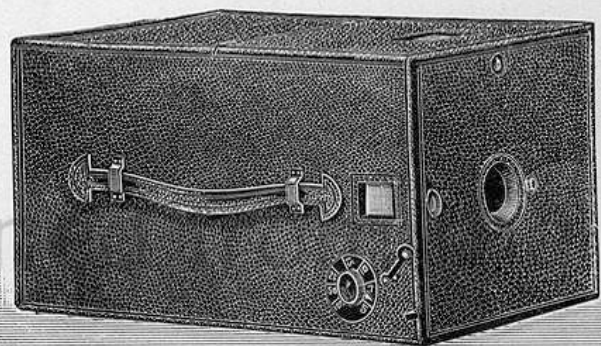
The Premier is

A Detective Camera,

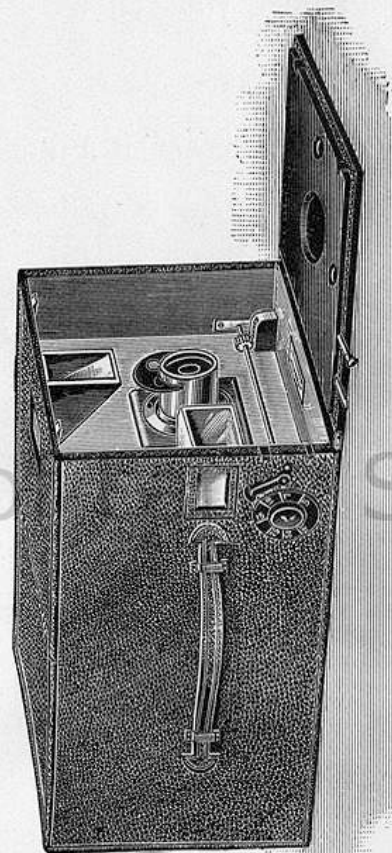
A View Camera,

A Magazine Camera,

An Instantaneous Camera.



PREMIER, CLOSED.



PREMIER, WITH FRONT LOWERED.

With the Premier you can use

Dry Plates,

Celluloid Plates (Cut Films),

or a Roll of Films,

as may be desired, which renders it of much more value than where the continuous roll of film only, can be used.

Simplicity.

The Premier Camera is the simplest to operate of any in market, the operations being simply

Wind the Shutter,

Turn the Key,

Press the Button.

There is no setting of the shutter, as it is always set and ready for use.

After winding the shutter, you can make six exposures before re-winding.

The speed of the shutter is regulated perfectly.

A Handsome Camera.

The Premier Camera is covered with black seal grain leather, and with a leather handle for carrying.

There are but four metal parts showing, and they are of oxidized and lacquered brass, and the Camera presents a neat and handsome appearance.



FOCUSING, FOR TIME EXPOSURE.

Time Exposures

Are made by simply pressing downward on the small brass lever near the Press Button, and when the required time is given, an upward movement of the lever will close the shutter.

As a View Camera.

The Premier can be set upon a Tripod or on a table, or other convenient place, and used as a regular View Camera. The panel at the end of the camera is lowered, allowing the ground glass to be seen for focusing.

The Shutter may be left open for focusing, or if preferred, the entire front of camera containing shutter may be lowered on its hinges.

The exposure may be made with the shutter, though, if preferred, the exposure may be made with the lens cap, when the front of camera is lowered on its hinges.

Two sockets for Tripod screws are placed in bottom and side of the Premier for use on a Tripod, for making both horizontal and vertical time exposures.

Two Finders

Are placed in the Premier Camera, one each on top and side, for horizontal and vertical views, and are of shape corresponding to the position of the plate.

The Focusing Scale,

At the side of the Premier, is plainly marked with white figures on a black ground.



MADE WITH THE PREMIER.

If you desire to photograph an object ten feet distant, turn the milled head until the small pointer rests over the figure 10, when the object will be in proper focus. The focusing scale is graded as follows: 5, 7, 10, 15, 25, 50, 100.

The Lens

Is our well known R. O. Co. Single View Lens, with rotating diaphragms. This lens is conceded to be the best Single View Lens in market; is perfectly achromatic and very rapid working, and is as near rectilinear as is possible in a single view lens.

Other Lenses.

We fit the Premier also with a Rapid Rectilinear Lens at \$6.00 additional, and

in addition to this we can fit any lens in market to the Premier, which is of especial advantage, as many people have preference for some especial lens.

Not only can the change be made at the time the camera is made, but can be made at any subsequent time; nor is it imperative that the camera be sent to the factory for the purpose.

This is an advantage possessed by no other hand camera in market.

Grade of Workmanship.

The closest attention is given to the details of manufacture. Every part is carefully fitted, and the entire workmanship is of the highest grade.



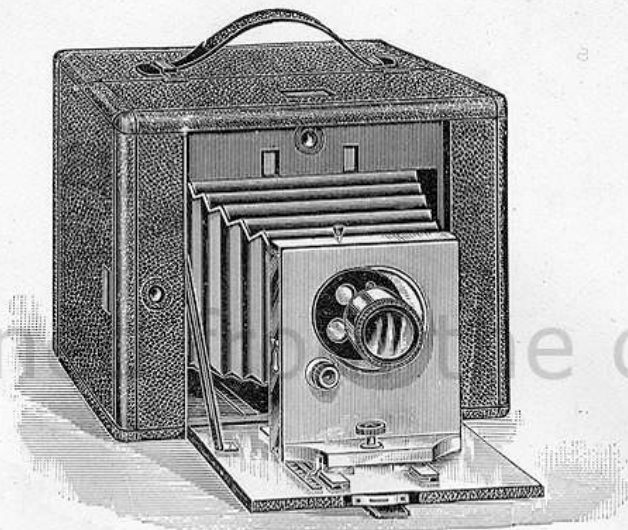
MADE WITH THE PREMIER.

Accuracy.

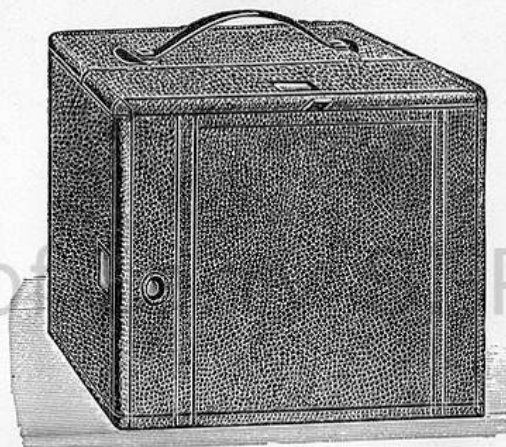
Each Premier Camera is focused and the image on the ground glass examined under a magnifying glass, and the Focusing Scale properly marked.

Sample Photographs.

On receipt of 5 cents in postage stamps we will send a specimen photograph made with 4 x 5 Premier, with either the regular lens or Rapid Rectilinear lens, as wanted; or for 8 cents in postage stamps we will send a specimen of work done with 5 x 7 Premier.



FOLDING PREMIER, OPEN.



FOLDING PREMIER.

The Folding Premier.

The foregoing remarks on the regular Premier apply with equal force to the Folding Premier, the working parts of which are on the same principle.

The same form of shutter is used as on the regular Premier, which merely requires to be wound up to be always ready. The shutter will make six exposures without rewinding.

The shutter is placed back of the lens, so that any lens can be used, and with little or no trouble to make the change. Time exposures may be made with the shutter or a cap, as desired.

The Focusing Scale on the bed is accurately marked with white figures on a black ground.

The Folding Premier is extremely simple to open ready for use; merely lower the front of camera, which forms a bed, and draw the front with lens forward and clamp by a quarter turn of the milled head.

The appearance of the Folding Premier when open is especially handsome, as the entire front and bed are made of polished mahogany, which contrasts perfectly with the black leather covering.



MADE WITH THE PREMIER.

The Premier is made to hold four and six Plate Holders, the latter being $1\frac{1}{2}$ inches longer than the former. There is no difference in the price.

The price of the Premier, as given in the following pages, includes one Perfection Holder. It is preferable to purchase enough extra holders to fill the camera, and as each holder holds two plates, you can then make eight or twelve exposures before returning to the dark-room. Of course, additional holders may be carried in a separate receptacle, but it is not often required.

There is no change required in the Premier, whether you desire to use Plate Holders or Roll Holders, as all Premiers are arranged for both, and the change can be made in five seconds.

The Roll Holder is not included in the price of the Premier, as the most of our customers prefer to use Dry Plates only.

If you desire to use Roll Films, you will need to purchase the Roll Holder and Roll of Films in addition to the Camera.



MADE WITH THE PREMIER.

Unless you intend making a long trip, we would advise the purchase of the Premier with Plate Holders only, for the start at least, and if you desire to use Films at any subsequent time you can purchase the Roll Holder, and it will fit perfectly.

Even though you purchase the Roll Holder, we would advise the purchase of Plate Holders too, as Dry Plates are much to be preferred for all work about home, as one or more exposures can be made and developed at once. It is possible to develop one or more exposures on Films, but it is much preferable to reserve the development until the entire roll is exposed.

PREMIER.

Price List, 4 x 5.

Premier Camera complete, with one				
Premier Plate Holder,	-	-	\$18.00	
With Rapid Rectilinear Lens,	-		24.00	
With Darlot Rapid Hemispherical Lens,			32.00	
Premier Plate Holders, each,	-		1.00	
Premier Film Holders, each,	-		1.25	
Roll Holder, empty,	-	-	8.00	
4 x 5 Dry Plates (glass), per doz.,			.65	
4 x 5 Celluloid Plates (films), per doz.,			.80	
Roll of Films (48 exposures),	-	-	3.00	
Complete Outfit for Developing and				
Printing,	-	-	-	4.50
Premier Tripod,	-	-	-	3.00

PREMIER.

Price List, 5 x 7.

Premier complete, including one Premier Plate Holder, - - -	\$25.00
With Rapid Rectilinear Lens, -	35.00
With Darlot Rapid Hemispherical Lens, -	47.00
Extra Premier Plate Holders, each, -	1.25
Premier Film Holders, each, - -	1.50
Roll Holder, empty, - - - -	10.00
5 x 7 Dry Plates (glass), per doz., -	1.10
5 x 7 Celluloid Plates (cut films) per doz. -	1.40
Roll of Film (54 exposures), - -	6.00
Complete Outfit for Developing and Printing, - - - -	5.75
Premier Tripod, - - - -	3.00

FOLDING PREMIER.

Price List, 4 x 5.

Folding Premier, with Regular Lens, \$21.00	
With Rapid Rectilinear Lens, - -	27.00
With Darlot Rapid Hemispherical Lens, -	35.00
With Bausch & Lomb Universal Lens, -	38.00
Extra Perfection Holders, each, -	1.00
Facile Film Holders, each, - -	1.25
Roll Holder, empty, - - - -	8.00
Dry Plates, per doz., - - -	.65
Celluloid Plates (cut films), - -	.80
Roll of Transparent Film, 24 exposures, -	1.50
Roll of Transparent Film, 48 exposures, -	3.00
Complete Outfit, - - - -	4.50

FOLDING PREMIER.

Price List, 5 x 7.

Folding Premier, with Regular Lens,	\$28.00
With Rapid Rectilinear Lens, - -	37.00
With Darlot Rapid Hemispherical Lens,	50.00
With Bausch & Lomb Universal Lens,	50.00
Extra Perfection Holders, each, -	1.25
Facile Film Holders, - - - -	1.50
Roll Holder, Empty, - - - -	10.00
Dry Plates, per doz., - - - -	1.10
Celluloid Plates (Cut Films), - -	1.40
Roll of Transparent Film (54 exposures),	6.00
Complete Outfit, - - - -	5.75

FOLDING PREMIER.

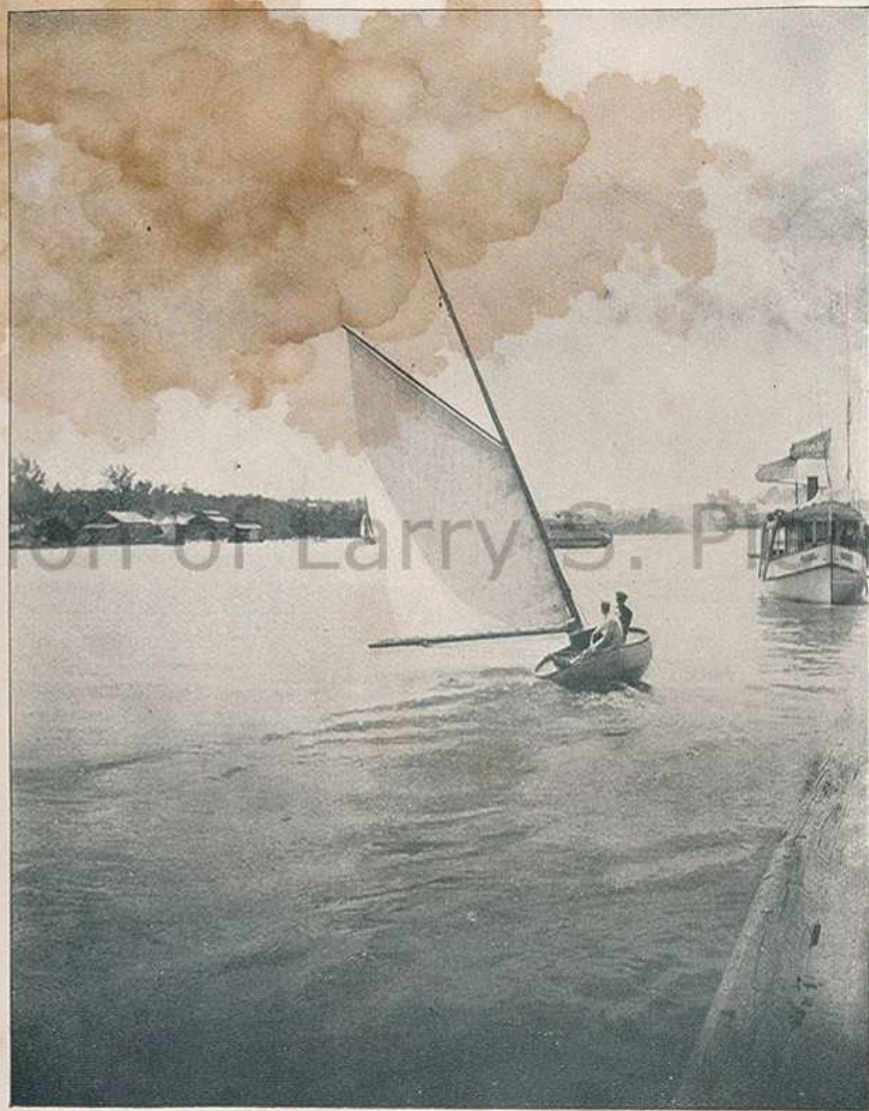
Price List, 6½ x 8½

Folding Premier with Regular Lens,	\$38.00
With Rapid Rectilinear Lens, -	55.00
Extra Perfection Holders, each, - -	1.60
Facile Film Holder, - - - -	1.85
Roll Holder, Empty, - - - -	16.00
Dry Plates, per doz., - - - -	1.65
Celluloid Plates (Cut Films), per doz.,	2.10
Roll of Transparent Film, 24 Exposures,	4.00
Complete Outfit, - - - -	6.90

Complete Outfit.

The articles which comprise the "Complete Outfit" are as follows, and are all that is necessary to complete the picture. Some of the articles will require replenishing, while others will last indefinitely.

- 1 dozen Dry Plates.
- 2 Developing Trays.
- 1 4-oz. Graduated Glass.
- 1 Bottle Carlton's Hydrogen Developer.
- 1 1-lb. box Hypo-Soda.
- 1 Universal Ruby Lantern.
- 1 Printing Frame.
- 1 Package Sensitized Paper.
- 1 Bottle Carlton's Toning Solution.
- 1 Package Card Mounts.
- 1 Jar Cream Paste.
- 1 Paste Brush.
- 1 Copy Amateur Photographer.



MADE WITH THE PREMIER.