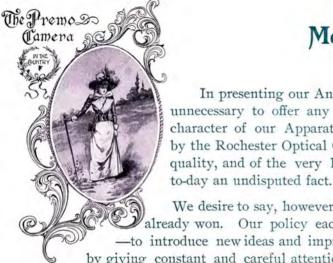


PREMO CAMERAS FOR 1897.



## Merit Mins.

In presenting our Annual Catalogue for 1897, we deem it unnecessary to offer any extended remarks pertaining to the character of our Apparatus, as the reputation so long enjoyed by the Rochester Optical Co. for producing goods of matchless quality, and of the very highest order of excellence,—remains

We desire to say, however, that we are not content with honors already won. Our policy each season has always been to progress —to introduce new ideas and improvements possessing real merit, and by giving constant and careful attention to every detail in manufacture, we propose to maintain the pre-eminent qualities for which our product is justly famous the world over.

Premo Cameras have achieved an enviable reputation. Their perfect construction and ease of manipulation, combined with grace, beauty and superb finish, have placed them in the front rank, and they are to-day the favorite cameras with the foremost amateur and professional photographers. From the original Premo of 1893, the evolution into what is recognized as the most exquisite series of high grade Hand Cameras ever devised,—has only been attained by much study and continued experiments.

Having still further increased our facilities in order to meet the growing demand for goods of standard quality, we enter the season of 1897 with a larger and more varied line of Apparatus than ever before.

With a thoroughly equipped and well appointed factory, containing the latest and most approved machinery, a corps of skilled mechanics in every department, combined with fourteen years practical experience, we can safely assert our product is the very best in the market—standing absolutely second to none.

We desire to tender thanks to the many friends whose unsolicited testimony as to the merit and sterling quality of Premo Cameras, if published, would fill a large portion of our catalogue. Such approbation is fully appreciated, and serves to urge

us forward, if such a thing be possible, with renewed effort, vigor and determination to fully maintain our present high standard. Bearing these facts in mind, 'tis not difficult, even for those who have never investigated the charms of Amateur Photography, to understand why

PREMOS PRODUCE PERFECT PICTURES.



## Amateur Photography.

Photography is growing more and more in favor the world over. It affords greater attractions than all the arts heretofore introduced in popular form, for while it answers fully the requirements of mechanical taste, it offers constant opportunities for the exercise of other intellectual qualities.



THE LOVE and in s

and the desire to produce them in some form are prominent characteristics in the human

mind. Formerly lovers of the beautiful tried to garner up the choice bits of nature with the aid of brush or pencil; but now how easy to save not only outline but detail as well with the camera.

**PHOTOGRAPHY** enjoyable, and very fascinating. It educates the eye, teaches **IS INSTRUCTIVE** one to observe more closely objects in the every-day walks of life, and is in every way elevating to the human mind. So simple and certain are its methods that an intelligent child can make admirable pictures; yet so mysterious are the causes which produce the exquisite results that scientists disagree and are in doubt as to their precise nature.



THE VALUE OF is now recognized by

PHOTOGRAPHY leading manufactur-ers, architects, engi-

neers, artists, physicians, surgeons-in fact by men and women in nearly every walk of life.

FOR THE photography affords the BICYCLIST means of securing a pictorial diary of the many scenes and incidents constantly passing in pan-

oramic view, as he pedals mile after mile on his steed of steel.

In the following pages will be found apparatus designed especially for the use of Wheelmen. So compact and portable are these new cameras, that they can be attached to a bicycle the same as a tool bag, without causing any inconvenience, and the additional weight is so slight as not to be noticeable.

TO THE photography affords a never ending source of enjoyment. To record TOURIST with accuracy the events and scenes of his tour is an enjoyment at the time, and a greater one when he sees the finished photograph which is always a valuable memento of a pleasant holiday.

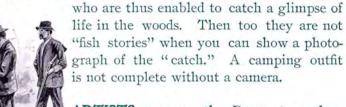
 BUSINESS
 own a Premo for the pleasure they derive

 MEN
 from it, and as a source of relaxation from the cares of the office. The most enthusi-astic amateurs are among those who stand high in the business world.

**MANUFACTURERS** recognize the value of photography as a means of accurately representing their products. A photograph of a machine or other wares gives a truthful and readily comprehended idea of their value, the minutest detail, which neither pencil, brush or graver can portray accurately, are faithfully represented whether the article is photographed in its natural size, reduced or enlarged.

**INSURANCE**use photography to a great extent to take views of risks to send to**MEN**the home office, as a photograph conveys more definite knowledge<br/>than a sketch or diagram, and is much easier obtained.

**PHYSICIANS** AND SURGEONS with the aid of a Premo Camera are enabled to note and preserve for reference, photographs of the many interesting cases constantly being brought under their care. The exposure is all that is necessary to be made in the sick room, and requires but a few moments time. **SPORTSMEN** will find the Premo Camera a valuable companion. Pictures of camp-life will prove intensely interesting to the friends at home,



**ARTISTS** now use the Premo to replace the slow process of sketching. Where it would require hours to sketch a view, it will take but a few seconds to make

Pholographing a Days Sport view, it will take but a rev view, it will take but a rev an exposure with the camera, and the minutest detail is preserved.

**ARCHITECTS** find the Premo invaluable, as it enables them quickly and at a small cost to secure a record of their executed work to show a client when necessary. The power of the photograph to seize the minutest detail, gives it a value far beyond the most careful free-hand sketch. Not only is there a charm to the architect in photographing his own work, but the rapidity with which he can secure views of his work, makes photography of great value to him.



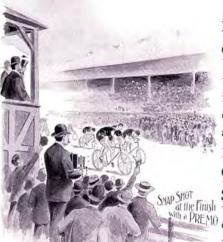
**ENGINEERS** find the Premo a valuable aid, as in making reports to their chiefs of the progress of the work on a contract, they find that a photograph will convey a more definite idea, and will enlighten him more than the longest written report. Photographs containing data as to the number of men employed, state of weather, etc., will convey an idea how much work a certain number of men will do in a given time.

#### SELECTING A CAMERA.

A Camera that will afford the amateur the most pleasure, and prove of the highest service, must possess such features as will adapt it for "all around work," as the field now covered by the ambitious photographer is a wide one, and constantly growing.

A good Lens is a most important part of the outfit, as well as a durable 'Time and Instantaneous Shutter, free from jar and vibration. Compactness is a desirable point, provided strength and rigidity are not sacrificed to secure it. Another feature, and one of great importance, is the ease with which the Camera may be manipulated. It should be simply constructed and free from complicated parts. An instrument combining in the highest degree these important factors will be found to best meet the demands of the amateur photographer.





PREMO

combine these features, with many CAMERAS others, in an eminent degree. The Premo, when first introduced in 1893,

was pronounced the most practical Hand Camera in the market, and it has held this enviable position each succeeding year. The models for 1897 eclipse all former efforts, and still render the Premo unapproachable.

CAN I We are frequently asked the question, "Can I succeed in making good pho-SUCCEED? tographs, even though a we wish it <sup>the PREM0</sup> experience?" Our answer is "Yes." We wish it how easy it is to make

the most beautiful photographs. Provided the amateur is supplied with apparatus of approved quality, we have no hesitancy in emphasizing the statement that anyone of average intelligence and ability can readily produce pictures of the most satisfactory character without previous experience.

## FULL

for making photographs will be found in our guide book, The INSTRUCTIONS Amateur Photographer, furnished with each Premo Camera. This

book is conceded to be the simplest, most concise and practical work of the kind ever published, and is a complete guide for the beginner in photography. By simply following the directions as given therein, success is assured.

**TESTING.** Every Premo is carefully tested and critically inspected before leaving the factory, thus insuring perfect adjustment in every part.

**SELECTING** When deciding as to which particular Camera will answer your purpose best, we suggest that you look carefully over the various styles and note the description of each. The large assortment and wide range in price affords opportunity for satisfying the demands of the novice, advanced amateur or photographic expert.

#### 

OUR GENERAL In addition to Hand Cameras, we also manufacture a complete line of regular View or Tripod Cameras and accessories, which

are fully described in our General Catalogue. We shall be pleased to mail a copy to those interested.

IF YOU ARE IN DOUBT regarding any point—write us. We shall be glad to answer any questions you may ask, and furnish such information as will aid you in making a judicious selection of an outfit.



MADE WITH 4×5 PREMO A



## The Premo A.

PREMO A is the original model, first introduced in 1893, and which met with such a flattering reception by the best amateur and professional photographers at home and abroad. We have added many new and valuable features, in addition to materially reducing the size and weight. The  $4 \times 5$  measures when closed

 $5\frac{3}{4} \ge 6\frac{7}{8} \ge 4\frac{5}{8}$  inches, including space for three plate holders or roll holder, and weighs only a trifle over two pounds. Premo A is fitted with Central Swing Back, and a fine rack and pinion movement for focusing.

The Swing Back is adjusted by a simple mechanical method. A Spring Lever works in a series of notches in a brass plate. Pressure on the lever will allow the back to swing, locking it in the desired position when pressure is removed. The axis of the swing is at the centre of the plate, which is optically correct.

The Lens is the Victor Rapid Rectilinear, adapted for general work, and made especially for use with the Premo. This lens may be removed from the shutter and the Victor Wide Angle substituted when desired, as the cells of both are interchangeable.



The new Victor Shutter, having both finger and pneumatic release, and fitted with Iris Diaphragm, is one of the features of the outfit. The Lens and Shutter are more fully described on pages 54 and 57. The View Finder is attached to the bed and is reversible. Premo A is provided with two tripod plates, and has a panel at the back for focusing. The ground glass screen is spring actuated. Glass Plates, Cut and

Roll Films may all be used. The Plate Holder is the Perfection Jr., with rubber slides, and is conceded to be the best in the market. The change from glass plates to film requires but a moment, and can be made in full daylight.

The price includes Camera, Lens, Shutter, and one double Plate Holder.

Premo A,	3 <sup>1</sup> / <sub>4</sub> × 4 <sup>1</sup> / <sub>4</sub> \$25.00	4×5 \$25.00	5×7 \$33.00	6½ x 8½ \$42.00
Wide Angle Lens, extra		10.00	12.00	15.00
Extra Plate Holders,	1.25	1.25	1.50	1.75
Cut Film Holder,	- I.35	1.35	1.60	1.85
Roll Holder, empty,	10.00	10.00	12.50	16.00
Roll of Films,	60 Exposures, 2.50	48 Exp., 3.00	32 Exp., 4.00 54 Exp., 6.00	24 Exp., 4.00 48 Exp. 8.00
Leather Covered Case,	2.50	2.50	3 00	3.50
Sole Leather Case,	3.50	3.50	4.00	4.50

PRICES:

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(Empire State Express.) MADE WITH 4x5 PREMO SR.



#### The Premo Sr.

THE PREMO SR. represents the highest type of the Hand Camera, and will, without question, find favor among those of our friends desiring a strictly high grade camera, possessing the very latest improvements. We have spared no pains to make the Premo Sr. the best camera in existence in every detail. The

success of our efforts in this direction can only be judged by a careful examination of the instrument itself, as it is impossible to otherwise obtain a conception of its "completeness." The substantial construction, extreme compactness and portability, beauty of design, ease of manipulation, and general fine finish, are a few of its many prominent features.

The Premo Sr. is made from selected mahogany, covered with fine black leather. The appearance of the camera when open is extremely handsome, the finely polished mahogany bed, and lacquered metal work being in perfect contrast with the black leather covering.

The Premo Sr. combines all the essential features necessary for either hand or tripod work, in the most compact form.



The Premo Sr. has Double Swing Back, Double Sliding Front and Rack and Pinion for focusing, the working parts of which are entirely within the case. The camera is self contained, and when closed is merely a neat leather covered box.

Both the horizontal and vertical swings are at the centre of the plate, and may be quickly adjusted by means of a spring lever, working in a series of notches in a brass plate at the side.

The Premo Sr. is fitted with two tripod plates, and has a panel at the back for focusing on the ground glass when desired. A reversible View Finder is attached to the bed for upright or horizontal pictures.

We make the bed in two sections, hinged together, when desired for use with extremely Wide Angle Lenses; ordinary Wide Angle Lenses do not need it.

The Lens is the Victor Rapid Rectilinear, possessing great power, and constructed especially for Hand Camera work. It may be removed from the shutter and the Victor Wide Angle substituted, as the cells of both lenses are interchangeable.

The new Victor Shutter, with Iris Diaphragm, is furnished with the Premo Sr. and forms a prominent part of the outfit. It works between the lenses without noise or jar, and may be adjusted for time exposures as well as for rapid instantaneous work. A description of both lens and shutter is given on pages 54 and 57 The ground glass is spring actuated, and recedes to allow insertion of holder. The Perfection Jr. Holder with rubber slides is furnished. Glass Plates, Cut and Roll Films may all be used, the holder being interchangeable.

The Roll Holder is the latest pattern, fitted with automatic device for measuring the film, and an indicator for registering the number of exposures made. The change from glass plates to films is but the work of a moment, and as the Roll Holder is provided with a shield, the change can be made in full daylight.

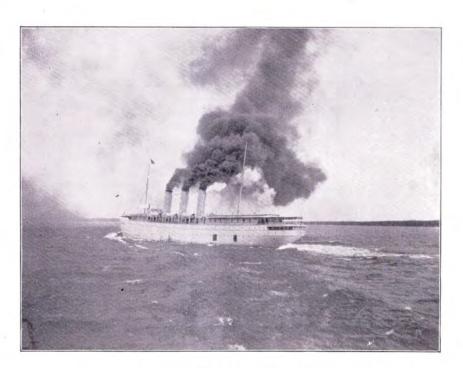
The size of the  $4 \times 5$  Premo Sr. when closed is only  $5\frac{5}{8} \times 4\frac{5}{8} \times 7$  inches, including space for three holders, or Roll Holder, and it weighs but  $2\frac{1}{2}$  pounds.

The price includes the Camera, Lens, Shutter, and one Double Plate Holder.

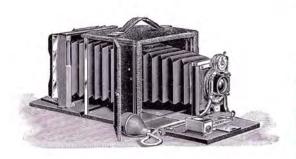
		11110110.			
Premo Sr.,	3¼ x 4¼ \$30.00	4 x 5 \$30.00	5 × 7 \$40.00	6½ x 8½ \$50.00	8 x 10 \$60.00
Wide Angle Lens, extra,		10.00	12.00	15.00	18.00
Hinged Bed, extra,		3.00	3.00	3.50	4.00
Extra Plate Holders,	1.25	1.25	1.50	1.75	2.25
Cut Film Holders,	1.35	1.35	1.60	1.85	2.30
Roll Holder, empty,	10.00	10,00	12.50	16.00	
Roll of Films, 60 Exp	oosures, 2.50	48 Exp., 3.00	32 Exp., 4.00 54 Exp., 6.00	24 Exp., 4.00 48 Exp., 8.00	**
Leather Covered Case,	2.50	2.50	3.00	3.50	4.00
Sole Leather Case,	3.50	3.50	4.00	4.50	5.00

PRICES:

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MADE WITH 4 x 5 LONG FOCUS PREMO. (Reduced.)



# Long Focus Premo.

THE LONG FOCUS PREMO, though a comparatively new form of Hand Camera, is a style that has found great favor among a very large number of both amateur and professional photographers. As its name indicates, this style Premo possesses an extra long bellows, adapting it for the use

of very long focus lenses, as well as those usually furnished.

When not fully extended the Long Focus Premo is similar in appearance to the Premo Sr., as a glance at the illustration on the next page will show, and it may be used in the same manner, either for hand or tripod work.

Though but a trifle larger than the Senior, the Long Focus Premo has nearly double the focal capacity.

The extra length of draw is obtained by the addition of a folding back. By simply touching a spring at the top, the back of the camera will drop, forming a bed, upon which the rear portion of the camera carrying the ground glass screen will slide. A glance at the illustration above will convey the idea.



The Long Focus Premo may be used for copying and all other purposes requiring an extended length of bellows.

The lens is the Victor Rapid Rectilinear, the same as furnished with the Premo Sr., and will be found described on page 54. Being symmetrical the front combination may be removed, and the rear lens used alone when desired, which approximately doubles the length of focus. For distant views this is

desirable as the objects in the view are larger in the picture.

The Long Focus Premo has Double Swing Back, Double Sliding Front, and a fine Rack and Pinion movement for focusing. Both the horizontal and vertical swings are at the center of the plate. The vertical swing is adjusted by pressure on the spring lever seen upon opening the door at the side. The horizontal swing is operated by a spring catch visible upon dropping the back of camera.

A brilliant reversible View Finder is conveniently placed on the bed of the camera; two tripod plates are also fitted for both upright and horizontal pictures.

The Victor Shutter, with Iris Diaphragm, is fitted to the Long Focus Premo, a full description of which will be found on page 57.

The ground glass screen is spring actuated, and recedes to allow the insertion of the Plate Holder. The Perfection Jr. Holder is furnished with this camera.



Glass Plates, Cut and Roll Films may be used as the holders are interchangeable.

As will be seen from the above description the Long Focus Premo covers a field never before reached by the Hand Camera, and its advantageous features have been quickly recognized and fully appreciated by both our amateur and professional friends.

#### FOCAL CAPACITY OR LENGTH OF BELLOWS.

4 x 5	5 x 7	61/2 x 81/2	8 x 10
15 inches.	19 inches.	22 inches.	28 inches.

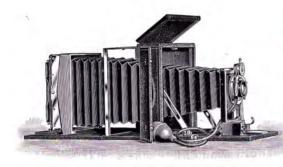
The price includes the Camera, Lens, Shutter, and one Double Plate Holder.

PRICI	2S:		
4 x 5 \$35.00	5×7 \$45.00	6½ x 8½ \$55.00	8 x 10 \$65.00
10.00	12.00	15.00	18.00
3.00	3.00	3.50	4.00
1.25	1.50	1.75	2.25
1.35	1.60	1.85	2.30
10.00	12.50	16.00	
48 Exposures, 3.00	32 Exp., 4.00 54 Exp., 6.00	24 Exp., 4.00 48 Exp., 8.00	
2.50	3.00	3.50	4.00
3.50	4.00	4.50	5.00
	4 x 5 \$35.00 1, 10.00 3.00 1.25 1.35 10.00 48 Exposures, 3.00 2.50	\$35.00 \$45.00 \$45.00 \$1, 10.00 \$12.00 \$3.00 \$1.25 \$1.50 \$1.35 \$1.60 \$10.00 \$12.50 \$32 Exp., 4.00 \$48 Exposures, 3.00 \$2.50 \$3.00 \$3.250 \$32 Exp., 4.00 \$3.400 \$3.00 \$3.00 \$3.00 \$32 Exp., 6.00 \$3.00	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$

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MADE WITH 4x5 LONG FOCUS PREMO.



### Reversible Back Premo.

THE REVERSIBLE BACK PREMO is the outgrowth of a constantly increasing demand, especially among the more advanced amateur photographers, as well as our professional friends, for a combined Hand and

Tripod Camera—an instrument possessing the advantageous features of the former pattern, together with the many useful adjustments heretofore found only in the latter style.

In the Reversible Back Premo we have evolved a camera designed to cover a field so wide in range, as to be almost universal in its application. In general appearance the camera resembles the regular Long Focus Premo, though it possesses even a greater focal capacity, and as its name indicates has a Reversible Back. This adjustment is especially desirable when the camera is used on a tripod, as the position of the plate may be instantly changed from a horizontal to a vertical position, or vice versa, without moving the camera itself.

The Reversible Back Premo is provided with all modern improvements. It has Double Swing Back, both Rising and Sliding Front and a fine Rack and Pinion movement, permitting the most delicate focusing.



The horizontal and vertical swings oscillate at the center of the plate, which is optically correct.

For the use of long focus lenses—for copying, enlarging, and all other purposes requiring an extended length of bellows, the Reversible Back Premo is particularly well adapted.

The extra length of bellows is obtained by means of a folding back, operating in precisely the same manner as the regular Long Focus Premo.

The Lens is the Victor Rapid Rectilinear, description of which is given on page 54. Being symmetrical, the front combination may be removed and the rear lens used alone, which practically doubles the focus. For mountain scenery and subjects at long range, this is often an advantage, as the objects in the view appear larger in the picture. The Rapid Rectilinear Lens may be removed from the shutter and the Victor Wide Angle substituted, as the cells of both lenses are interchangeable. We make the bed in two sections, hinged together, when desired for extremely Wide Angle Lenses; ordinary Wide Angle Lenses do not need it.

The New Victor Shutter, having triplicate movement, with Iris Diaphragm, pneumatic and finger release, as fitted to the Reversible Back Premo, is a feature of the outfit. Detailed description is given on page 57.



The finder is located in a convenient position on the bed, and is reversible for upright and horizontal pictures. The ground glass screen is spring actuated, receding to permit the insertion of the plate holder. The holder is the Perfection Jr., with rubber slides.

Glass Plates, Cut and Roll Film may all be used. Combining the desirable features of both Hand and View Camera,

the Reversible Back Premo will appeal to, and be fully appreciated by a very large class of both amateur and professional photographers.

#### FOCAL CAPACITY OR LENGTH OF BELLOWS.

	4 x 5	5 X	7	61/2 3		8 x 10				
	17½ inches.	23 inc	hes.	29 in	ches.		331/2 in	ches.		
The	price includes th	e Camera,	Lens,	Shutter,	and	one	Double	Plate	Holder.	

	FRIC.	ES:		
Reversible Back Premo,	4 × 5 \$40.00	5×7 \$50.00	6½ x 8½ \$62.00	8 x 10 \$72.00
Wide Angle Lens, extra	10.00	12.00	15.00	18.00
Hinged Bed, extra,	3.00	3.00	3.50	4.00
Extra Plate Holders,	1.25	1.50	1.75	2.25
Cut Film Holder,	1.35	1.60	1.85	2.30
Roll Holder, empty,	10.00	12.50	16.00	
Roll of Films,	48 Exposures, 3.00	32 Exp., 4.00 54 Exp., 6.00	24 Exp., 4.00 48 Exp., 8.00	
Leather Covered Case,	2.50	3.00	3.50	4.00
Sole Leather Case,	3.50	4.00	4.50	5.00

#### PRICES:



MADE WITH 4x5 PONY PREMO.



## The Pony Premo.

THE PONY PREMO is a new form of camera, presented for the first time last season. A mere description utterly fails to convey an adequate idea of its real merit. It must be seen to be fully appreciated. Although extremely compact, every part is so perfectly

adjusted, and works with such exquisite smoothness, that the manipulation is a pleasure.

The  $4 \ge 5$  Pony Premo when closed measures only  $5 \ge 6 \ge 2$  inches, and weighs but 26 ounces.

Owing to its extreme portability and lightness of weight, this style Premo will of course appeal directly to Wheelmen and Tourists generally, yet we feel certain it will also find favor among a large class of amateurs desiring a thoroughly practical outfit to occupy the smallest possible space.

The Pony Premo is made throughout of seasoned mahogany. The entire camera is handsomely covered with fine black leather, and in contrast with the polished and lacquered brass trimmings and rich red leather bellows, presents an elegant appearance.



The back of the camera is spring actuated, and recedes to allow the insertion of the Plate Holder. A new method of attaching the Roll Holder has been adopted this year. When Roll Films are used the camera back, containing ground glass screen, is released from its spring supports, by a gentle pull to the right. It remains attached to the camera, however, by means of two brass arms, which support the back at sufficient distance to allow the holder to

slide in position, between the screen and the back frame of camera.

The Lens is the Victor Rapid Rectilinear, made expressly for use with the Premo. It will be found well adapted for all classes of work. The Shutter is the Victor, fitted with Iris Diaphragm and pneumatic release. Both Lens and Shutter are fully described on pages 54 and 57.

A brilliant View Finder is conveniently located on the bed, and is reversible for upright and horizontal views.

The full sized image may be seen upon the ground glass when desired, by simply turning the small button at the back. The panel covering ground glass will open upward and act as a shield for focusing.

The Pony Premo has adjustable front, and is adapted for use either in the hand or on a tripod.

The plate holder is the Perfection Jr., the simplest and best double holder ever .made. Its weight is but 2 ounces, yet it is perfectly strong and durable.



The Pony Premo is furnished with a neat sole leather case, as shown in the illustration. It will hold Camera, Lens, Shutter, three Plate Holders or Roll Holder, and may be carried by the Shoulder Strap or attached to the frame of a bicycle in the same manner as a tool bag. See illustration on next page.

The Roll Holder is the latest pattern, fitted with automatic device for measuring the film and an indicator for registering the number of exposures made. The change from glass plates to film is but the work of a moment, and as the Roll Holder is fitted with a shield the change can be made in full daylight.

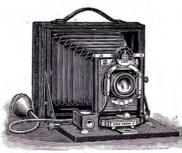
The price includes Camera, Lens, Shutter, one Double Plate Holder, and Sole Leather Case with Strap.

#### PRICES:

Pony Premo, -		3¼ ×4¼ \$22.00	4×5 \$22.00	
Wide Angle Lens, extra,			10.00	
Extra Plate Holders,	-	1.25	1.25	
Cut Film Holders,	5	1.35	1.35	
Roll Holder, empty,		10.00	10.00	
Roll of Films, -	60 Exp	osures, 2.50	48 Exp., 3.00	

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## The Pony Premo A.

Though only introduced in 1896, the success achieved by the Pony Premo during the first season has led us to present the Pony Premo A, feeling assured it will meet with a reception equally as cordial as that tendered its predecessor.

While designed for the wheelman and tourist, yet the Pony Premo A will also meet the approbation of all, to whom extreme compactness is an important factor, and we are confident this pattern will prove one of the most popular styles yet devised—especially among lady amateurs, who will appreciate its dainty appearance, portability and ease of manipulation.

In general design Pony Premo A resembles the original model, possessing all its good qualities, together with the additional adjustments of Double Sliding Front, and Rack and Pinion movement, permitting the most delicate focusing. Even with these additional features the  $4 \times 5$  Pony Premo A measures only  $5\frac{1}{8} \times 6\frac{1}{8} \times 2\frac{1}{8}$ inches when folded, and weighs only 30 ounces.

The camera is constructed throughout of the finest mahogany, covered outside with handsome black leather. The metal trimmings are of polished and lacquered brass.



The Lens is the Victor Rapid Rectilinear, fitted with Victor Shutter, detailed description of which is given on pages 54 and 57

When desired the full sized image may be seen upon the. focusing screen, by turning a small button at the back. The hinged panel covering ground glass will open upward and act as a shield while focusing. The Plate Holder is the Perfection Jr.

The Roll Holder for Film is of the most recent design, fitted with automatic measuring device and indicator.

The Pony Premo A is furnished with a handsome sole leather case, made to contain camera complete, with three Plate Holders or the Roll Holder. It may be attached to the frame of a bicycle or carried by means of the shoulder strap as preferred.

The price includes Camera, Lens, Shutter, one Plate Holder and Case.

#### PRICES:

Pony Premo A, -		-		-		÷		÷		-		\$25.00
Wide Angle Lens, ext	ra,		÷		÷		-	1	÷		-	10.00
Extra Plate Holders,		-		÷		-		÷		÷		1.25
Cut Film Holder,	÷		÷.		-		-		4		-	1.35
Roll Holder, empty,		-		-		-		-		÷		10.00
Roll of Films, 48 Ex	pos	sure	25,		-		÷		-			3.00

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MADE WITH A PONY PREMO SR.



## The Pony Premo Sr.

THE PONV PREMO SR. is similar to the regular pattern, in general design. It has, however, the additional adjustments of Double Swing Back, Rising and Sliding Front, and Rack and Pinion movement for focusing, thus adapting it for every variety of work.

Like the regular style, the Pony Premo Sr. must be seen and used in order to fully demonstrate its many meritorious features. The ease of manipulation, extreme compactness, portability and fine finish, will commend it to every amateur and professional photographer desiring a camera of the most compact form, and strictly up to date in every particular.

The 4 x 5 Pony Premo Sr. measures only  $5\frac{3}{4} \times 6\frac{3}{4} \times 2\frac{3}{6}$  inches when closed, and weighs 34 ounces. Its portability and lightness of weight will render it exceptionally popular among wheelmen and tourists generally.

The camera is made from selected Mahogany covered with fine black leather. The metal work is of brass, polished and lacquered.

The lens is the Victor Rapid Rectilinear, fitted with the Victor Shutter, having pneumatic release and Iris Diaphragm. A description of both Lens and Shutter is given on pages 54 and 57.



The full sized image can be seen upon the ground glass by turning the small button at the back. The panel covering the screen will open upward and serve as a shield when focusing.

The plate holder is the Perfection Jr.— the simplest and easiest to operate of any in the market.

The Roll Holder is the latest style, fitted with automatic measuring device and indicator. The change from glass plates

to film can be made in full daylight.

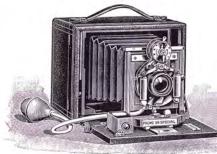
The Pony Premo Sr. is furnished with a handsome sole leather case, made to carry the camera complete with three plate holders or Roll Holder. It can be attached to a bicycle in the same manner as a tool bag, or carried by the shoulder strap, as preferred.

The price includes Camera, Lens, Shutter, one Double Plate Holder and Carrying Case with Strap. PRICES:

					10.		
Pony Premo, Sr.,	-				4×5 \$28.00	5 × 7 \$38.00	6½ x 8½ \$48.00
Wide Angle Lens, extra	,	-		-	10.00	12.00	15.00
Extra Plate Holders,	~		~	2	1.25	1.50	1.75
Cut Film Holder, -		~		-	1.35	1.60	1.85
Roll Holder, empty,	÷		- 5	-	10.00	12.50	16.00
Roll of Films,		÷		48 Exp	osures, 3.00	32 Exp., 4.00	24 Exp., 4.00 48 Exp., 8.00

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## The Premo Sr. Special.

THE PREMO SR. SPECIAL represents the very highest form of Hand Camera, being a perfect model of photographic "completeness" from every point of view. It stands for all that is best in Camera, Lens and Shutter, as well as minor fittings, and no pains have been spared to make the Premo Sr. Special the highest possible grade of Photographic Apparatus.

The Camera is made throughout of Mahogany, handsomely covered outside with fine black leather. Every adjustment, such as Double Swing Back, Rising and Sliding Front, Rack and Pinion Movement, Reversible View Finder, Spring Actuated Ground Glass Screen, etc., etc., is fitted to the Premo Sr. Special.

The description of the Premo Sr., given on page 16, excepting Lens and Shutter, will apply equally well to the Premo Sr. Special.

The merits of the Zeiss Anastigmat Lens, Series IIA, fitted with the Bausch & Lomb Diaphragm Shutter, as furnished with this Camera, are well and favorably known among both amateur and professional photographers the world over. The Series IIA Zeiss Lens embraces an angle of about 80°. It yields an absolutely flat image, free from astigmatism, sharply defined to the extreme edges of the plate, and the speed is such as to particularly commend it for Hand Camera use.

In addition to flatness of field this Lens gives an unusual evenness of illumination, combined with great depth of focus, and is perfectly adapted for making large heads, figures, groups, copying, etc., as well as for general instantaneous work.

The Diaphragm Shutter will meet every requirement of the amateur and professional photographer. It is constructed in the best possible manner, operates without concussion, and is practically noiseless in action. This Shutter works automatically from three seconds to the one hundredth part of a second, and by simply moving a small lever it may be set for time exposure of any desired duration.

With the wide reputation enjoyed by the Premo Sr. Camera, as well as the Zeiss Lens and Diaphragm Shutter, both at home and abroad, no argument is necessary to emphasize the strength of such a combination, photographically considered.

The price includes Camera, Zeiss Lens Series IIA, Diaphragm Shutter and one Plate Holder.
PRICES:

Premo Sr. Special,	4×5 \$67.00*	5 x 7 \$84.00	6½ x 8½ \$103.00	<sup>8 x 10</sup> \$124.00
Extra Plate Holders,	1.25	1.50	1.75	2.25
Cut Film Holder,	1.35	1.60	1.85	2.30
Roll Holder, empty,	10.00	12.50	16.00	
Roll of Films,	48 Exposures, 3.00	32 Exp., 4.00 54 Exp., 6.00	24 Exp., 4.00 48 Exp · 8.00	
Leather Covered Case,	2.50	3.00	3.50	4.00
Sole Leather Case,	3.50	4.00	4.50	5.00
*Fitted with the No. 2 Lens.	39		÷ .	



# The Stereoscopic Premo.

STEREOSCOPIC photography is one of the most interesting and fascinating branches of the art, and as the Hand Camera is now designed especially for this class of work, it will undoubtedly gain favor among a large number of amateurs, who have heretofore never attempted the production of Stereoscopic pictures.

We can furnish Premo A, Premo Sr., and Long Focus Premo in both  $5 \ge 7$  and  $6\frac{1}{2} \ge 8\frac{1}{2}$  sizes, arranged for Stereo work, for which the front must be wider than regular.

The Stereo Lenses are a matched pair of  $4 \ge 5$  Rapid Rectilinear Lenses, same as used with  $4 \ge 5$  Premo A, and fitted with Bausch & Lomb Stereo Shutter, which works on the principle of the Diaphragm Shutter.

This Shutter is designed especially for use with Stereoscopic Lenses. The action is so perfect that absolutely the same amount of light is admitted through both lenses. Revolving Diaphragms are provided for stops. The speed may be regulated at will, the shutter working automatically from 3 seconds to 1-100 of a second.

Time exposures of any desired length may be made by adjusting the time lever. Both finger and pneumatic release are attached. The regular lens and shutter and the stereo lenses are on different lens boards, so that the change from regular full sized views to stereo work requires but a moment's time.

The price includes the Victor Rapid Rectilinear Lens and Victor Shutter for full sized views, and the Stereo Lenses and Shutter, together with a division in the camera, and one Plate Holder. Glass plates, cut and roll films may all be used.

Wide Angle Lenses may be adjusted for full size views, same as with the Premo A or Premo Sr.

	PRICE	ES :	
Stereo Premo A,		5 × 7 \$70.00	6½ x 8½ \$80.00
Stereo Premo Sr.	,	75.00	85.00
Stereo Long Foci	is Premo,	80.00	90.00
Wide Angle Lens	s, extra,	12.00	15.00
Hinged Bed, exti	a,	3.00	3.50
Extra Premo Ho	lders,	1.50	1.75
Cut Film Holders	5,	1.60	1.85
Roll Holder, emp	oty,	12.50	16.00
Roll of Films,		osures, 4.00 osures, 6.00	24 Exp., 4.00 48 Exp., 8.00
Leather Covered	Case,	3.00	3.50
Sole Leather Case	e,	4.00	4.50



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MADE WITH 4x5 PREMO B.



### The Premo B.

PREMO B is a universal favorite among all desiring a high grade camera at moderate cost, and who do not care for the elaborate features possessed by the more expensive outfits. Its great popularity fully attests its merits, as it has proved one of the most popular styles of the entire series.

Premo B is similar in general design to Style A, being made of Mahogany, handsomely finished with metal work of polished and lacquered brass. The same care is exercised in its construction throughout, and for a high grade camera, possessing modern improvements, yet at a moderate price it stands second to none.

Premo B is provided with our new Central Swing Back and Rising and Falling Front, thus adapting it for both hand and tripod work. The Swing Back is adjusted by means of a spring lever working in a series of notches in a brass plate, visible upon opening the door at the side. Pressure on the lever will allow the back to swing, locking it in desired position when pressure is removed.

Premo B is furnished with the Victor Shutter, having Iris Diaphragm and pneumatic release, for description of which see page 57.

Either the R. O. Co.'s Single Achromatic or the Victor Rapid Rectilinear Lens is fitted, as may be preferred. The Rapid Rectilinear Lens is precisely the same as furnished with Premo A. A reversible View Finder is fitted to the bed for both vertical and horizontal pictures; also two plates for attaching the camera to a tripod. The ground glass screen is spring actuated and recedes to allow the insertion of the plate holder.

Glass Plates, Cut and Roll Films may be used, as the holders are interchangeable.

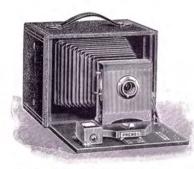
The outside dimensions of  $4 \ge 5$  Premo B are only  $4\frac{5}{8} \ge 6\frac{7}{8} \ge 5\frac{5}{8}$  inches, including space for three plate holders or Roll Holder, and the weight a little over two pounds. It is handsomely covered with fine black leather, and has a leather handle for carrying.

Price includes Camera, Lens, Shutter and one Double Plate holder.

Premo B, with Achromatic I	Lens,		-	4×5 \$16.00	5×7 \$23.00
With Victor Rapid Rectiline		18,	-	21.00	30.00
Wide Angle Lens, extra,	19		~	10.00	12.00
Extra Premo Plate Holders,		-	~	1.25	1.50
Cut Film Holder, -	7		÷	1.35	1.60
Roll Holder, empty,	-	14	-	10.00	12.50
Roll of Films,			48 Expos	sures, 3.00	32 Exp., 4.00 54 Exp., 6.00
Leather Covered Case,	-	•	+	2.50	3.00
Sole Leather Case, -	-		-	3.50	4.00

#### PRICES:

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## The Premo C.

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PREMO C will at once find favor among a large class of amateurs desiring a thoroughly practical camera at a moderate outlay.

This camera is very carefully made, the workmanship being of the best. It is exceedingly neat in appearance, being shellacked inside and covered with fine black leather outside. It is provided with Swing

Back and Sliding Front. The back swings from the *center*, and is adjusted by means of a spring lever working in a series of notches in a brass plate, seen upon opening the door at the side.

Premo C is fitted with our well known Single Achromatic or Rapid Rectilinear Lens, with Rotating Diaphragm. It has our New Safety Time and Instantaneous Shutter, a neat and effective device for all classes of work. The shutter is quickly set by a lever at the side, the leaves remaining stationary.

The ground glass screen on Premo C is spring acting, and recedes to allow the insertion of the plate holder. A hinged panel at the back permits the full sized image to be seen while focusing. Two tripod plates are fitted for using the Premo C as a regular view camera.

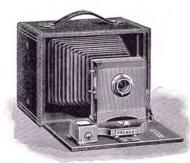


MADE WITH 4x5 PREMO C.



MADE WITH 4 x 5 PREMO D.

## The Premo D.



PREMO D is similar in appearance to style C, though made without the Swing Back.

The same care is exercised in its construction as in the others of the series, and this Camera will prove very popular, especially among many beginners, who prefer to invest, at first, but a moderate amount.

Premo D has Sliding Front for adjusting sky and foreground, and is fitted with Single Achromatic or Rapid Rectilinear Lens with Rotating Diaphragm. Our New Safety Shutter is also supplied, being a neat and effective device for both time and instantaneous work. The Shutter is set by a lever at the side, the leaves remaining stationary. Detailed description is given on page 59.

The ground glass screen on Premo D is spring acting, and recedes to allow the insertion of the plate holder. A hinged panel at the back permits the full sized image to be seen while focusing.

A brilliant Reversible View Finder is attached in a convenient position on the bed of the camera. Two tripod plates are also fitted for both upright and horizontal pictures.

Premo D, like Style C, is both compact and light in weight. When closed the  $4 \ge 5$  measures only  $45\% \ge 55\% \ge 67\%$  inches, including space for three plate holders or roll holder, and it weighs but a trifle over two pounds. Handsomely covered with fine black leather.

Premo D is a thoroughly practical camera, and will fully meet the demands of a large class of amateurs. It is without question the best Folding Camera ever offered at so low a price.

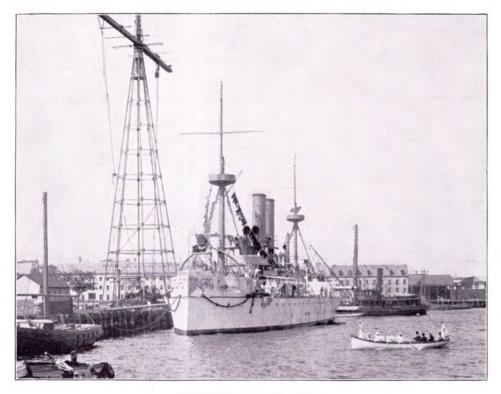
Glass Plates, Cut and Roll Films may all be used.

Price includes Camera, Lens, Shutter, and one Double Plate Holder.

Premo D, with Achron	- iatic Le	ens,		-	4×5 \$10.00	5×7 \$18.00
With Rapid Rectilinea:	r Lens,		-	-	15.00	24.00
Extra Premo Plate Ho	lders,		~	1.0	1.25	1.50
Cut Film Holder,	-	-		121	1.35	1.60
Roll Holder, empty,	T.		-		10.00	12.50
Roll of Films, -	-	÷		48 Exp	osures, 3.00	32 Exp., 4.00 54 Exp., 6.00
Leather Covered Case,	~		-	-	2.50	3.00
Sole Leather Case,	-	-		-	3.50	4.00

#### PRICES:

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MADE WITH PREMO SR. SPECIAL.

## Price List of Premo Cameras.

	3¼ x 4¼	4 x 5	5 x 7	6½ x 8½	8 x 10
Premo A,	\$25.00	\$25.00	\$33.00	\$42.00	
Premo Sr.,	30.00	30.00	40.00	50.00	\$60.00
Long Focus Premo,		35.00	45.00	55.00	65.00
Reversible Back Premo, -		40.00	50.00	62.00	72.00
Pony Premo,	22.00	22.00			
Pony Premo A,		25.00			
Pony Premo Sr.,	28.00	28.00	38.00	48.00	
Premo Sr., Special,		67.00	84.00	103.00	124.00
Stereo Premo A.,			70.00	80.00	
Stereo Premo Sr.,	1		75.00	85.00	
Stereo Long Focus Premo,			80.00	90.00	
Premo B, Achromatic Lens,		16.00	23.00		
Premo B, Rectilinear Lens,		21.00	30.00		
Premo C, Achromatic Lens,		12.00	20.00		
Premo C, Rectilinear Lens,		17.00	26.00		
Premo D, Achromatic Lens,		10.00	18.00		
Premo D, Rectilinear Lens,	-	15.00	24.00		

### Price with B. & L. Diaphragm Shutter.

	31/4 x 41/4	4 x 5	5 <b>x</b> 7	6½ x 8½	8 x 10
Premo A,	\$32.00 37.00	\$32.00 37.00	\$41.00 48.00	\$51.00 59.00	\$69.00
Long Focus Premo,		42.00	53.00	64.00	74.00

## Price List of Premo Cameras.

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#### With Rapid Universal Lens and Victor Shutter.

							4 x 5	5 x 7	$6\frac{1}{2} \ge 8\frac{1}{2}$	8 x 10
Premo A,	-	-		-		-	\$36.00	\$48.00	\$62.00	
Premo Sr.,	4 - E		-		-		41.00	55.00	70.00	
Long Focus	Premo,	÷.		-		-	46.00	60.00	75.00	

#### Price with Rapid Universal Lens and Diaphragm Shutter.

						4 X 5	5 x 7	$6\frac{1}{2} \ge 8\frac{1}{2}$	8 x 10
Premo A,		-		-	~	\$44.00	\$56.00	\$72.00	
Premo Sr.,			+			49.00	63.00	80.00	\$ 95.00
Long Focus	Premo,	4		-	~	54.00	68.00	85.00	100.00

#### Price with Zeiss Anastigmat Lens, Series IIA, and Diaphragm Shutter.

								4 X 5	5 x 7	6½ x 8½	8 x 10
Premo A,	-		÷		2		191	\$62.00*	\$77.00	\$ 95.00	1.
Premo Sr.,	-	-		+		-		67.00*	84.00	103.00	\$124.00
Long Focus	Premo	,	-		$\rightarrow$		-	72.00*	89.00	108.00	129.00

\*Fitted with the No. 2 Lens.

## The Premo Lenses.

While it is true that the camera box is a very important part of the equipment, the fact is self evident, that upon the quality of the Lens, depends in a large measure the success of the amateur photographer. Just as the human eye is the entrance of light to the body, so is the Lens of a camera the factor, by which either a perfect or inferior impression of the objects within its range, is reflected on the sensitive plate. In selecting a camera, therefore due consideration should be given to the Lens.

# RAPID LENS

THE VICTOR furnished with the Premo Cameras, is RECTILINEAR very carefully and accurately made. It is manufactured espe-

cially for Hand Camera work, and will be found admirably adapted for general photography, such as portraits, groups, architectural subjects, landscapes, copying, etc. It possesses ample speed for rapid instantaneous exposures, a flat field, depth of focus, good covering power, and freedom from distortion.



THE SINGLE furnished with Premos B, C ACHROMATIC and D is conceded to be the best of the moderate priced LENS Lenses. It gives wonderful definition with great depth of focus and flatness of field. Though not adapted to such a large variety of work as the Rapid Rectilinear Lens, it nevertheless possesses ample speed, and will be found very satisfactory for general amateur work. It is as near rectilinear as is possible in a Single Combination Lens.

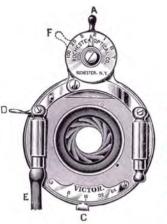


THE VICTOR WIDE are interchangeable with the Victor Rapid Rectilinear, and may therefore be used in the Victor Shutter when so desired. They are

particularly valuable for interiors and architectural effects in confined situations. Having a greater angle than the Rectilinear form of Lens, they admit of being nearer the object photographed. Wide Angle Lenses are not so quick working as those of ordinary angle. The principal objection, however, to their more general use is the fact that on account of the increased angle the perspective is necessarily exaggerated.

Premo Cameras are always fitted with the ordinary angle Lens. The additional cost for the Wide Angle is given under the description of Camera.





## The Victor Shutter.

THE VICTOR SHUTTER is a marvel of ingenuity. All the latest and most approved adjustments, including the Iris Diaphragm, have been added, making it complete in every detail. It works between the lenses, and may be easily and quickly regulated for time and instantaneous exposures. The Shutter is practically noiseless, and perfectly free from vibration. Both pneumatic and finger release are fitted.

The Iris Diaphragm, as applied to the Victor Shutter, is an important feature, and is the best adjustment for regulating the amount of light entering the lens yet devised. By simply moving the lever C to the right or left, the size of the aperture is increased or diminished. The movement of the leaves of the Iris is very smooth, and the size of each opening is indicated by an index and scale on the margin of the shutter. These openings are in accordance with the U. S. or Uniform System, whereby each succeeding smaller stop requires just double the exposure of the preceding.

The manipulation of the Shutter is very simple. To set for instantaneous work, move the lever A to the left, (shutter facing you) until a "click" is heard. It will then occupy the position shown by dotted lines. The exposure is made by a gentle

pressure on release lever D, or with the bulb, as preferred. The leaves always remain closed when setting.

The Victor Shutter works automatically from 1-100 of a second to I second. The speed may be varied at will by simply revolving the numbered metal disc at top, to the right or left, until the Index is opposite the speed desired.

Time exposures are made by turning the numbered disc so the pointer will be opposite the letter T. Then push lever A to the left as directed for instantaneous work. Pressure on the release lever D or the bulb will open the Shutter; a second pressure will close it.

When the pointer is at the letter B the Shutter will remain open so long as a pressure is exerted on the bulb. When pressure is removed the Shutter closes.

## B. & L. DIAPHRAGM SHUTTER.

THE PREMO WITH The Bausch & Lomb Diaphragm Shutter may be attached to the Premo A, Premo Sr. and Long Focus Premo, in place of the regular style, if preferred. It is a very ingenious device, the construction being such that increased depth

and covering capacity is given the Lens.

The Diaphragm Shutter will operate automatically from three seconds to the one hundredth part of a second, and by simply moving a small lever it may be set for time exposures of any desired duration. It is constructed in the very best manner, and works without noise or jar, even when set at the highest speed.

For price list of Premo Cameras fitted with Diaphragm Shutter see page 52.

## The New Safety Shutter.

PREMOS C and D are fitted with a new Safety Shutter, Model of 1897, an exceedingly neat and effective device for both time and instantaneous exposures.

While.not so elaborate as the "Victor," it is well adapted for the general work of the amateur. Its motion is perfectly smooth, being entirely free from vibration and jar.

The Shutter is set by simply moving a spring lever at the side, the plate always being covered. Exposure is made by a gentle pressure on the release button. The speed may be varied from one-tenth to one-fiftieth of a second, depending on the position of the milled wheel at the side. As the wheel is revolved *downward* the speed of the shutter is accelerated, and by reversing the motion, the tension is reduced, thus decreasing the speed. The letters F and S stamped on the wheel indicate whether the shutter is set for a fast or slow movement.

Time exposures of any desired duration are made by a simple adjustment of the release button. Revolving Diaphragms are fitted to all Safety Shutters.

A manual containing complete instructions for manipulation accompanies each camera.

## The Plate Holder.

Premo Cameras are furnished with the Perfection Jr. Plate Holder, conceded to be the most efficient, durable and easiest to operate of any Holder in the market without exception. It is fitted with our patent spring bar, by means of which the Holder may be readily loaded in the dark—so simple is the operation. The Perfection Jr. is extremely compact and very light, the 4 x 5 weighing only two ounces. Kits for smaller sized plates may be used when desired. All sizes are fitted with a safety catch, preventing the slides being accidentally withdrawn.

**ROLL HOLDER** All Premo Cameras are adapted for both **FOR FILMS.** Glass Plates and Roll Films. The Roll Holder, which is necessary

for the use of film, is not included in the price, as most of our customers prefer to use plates. Unless you contemplate a long journey we would advise the purchase of the Premo with plate holders only, for the start at least. You can purchase the Roll Holder at any subsequent time, and it will fit the Camera perfectly. For a long trip however, where you desire to make a large number of exposures before developing, films will be found very convenient, being lighter than glass and more portable.

## Developing and Printing.

Many amateur photographers are satisfied with merely "taking" a picture, and prefer to have the developing and finishing done for them. While, in our opinion, very much of the pleasure in photography is lost by this method, yet for those who do not care to investigate the mysteries of the dark room, we have provided a Finishing Department with ample facilities for the prompt execution of all orders. This work you can also have done by your local photographer, and in fact we recommend this course if you are using glass plates.

Size of Camera.	Developing, Printing and Mounting.	Developing Only.	Printing and Mounting Only
$3\frac{1}{4} \times 4\frac{1}{4}$	12 cents.	6 cents.	8 cents.
4 x 5	15 "	8 ''	10 "
5 x 7	20 "	10 "	12 ''
5 x 8	20 "	10 "'	12 "
6½ x 8½	25 "	10 "	17 "
8 x 10	35 "	15 "	25 "

#### Price List for Developing and Printing.

#### Complete Developing and Printing Outfits.

For the large number of amateurs who prefer not only to "take" pictures, but finish them as well, we have arranged the following complete outfits, comprising the necessary articles for developing the negative and making the print.

#### OUTFIT No. 1.

1/2 1	Tin Developing Trays dozen Dry Plates, R. O. Compact Candle Bottle Hydrogen Deve Glass Graduate.	Lam	I ( I ) 1/2	Printing Fra dozen Aristo Bottle Tonin pound Hyp dozen Card I	type Paper. g Solution. o Sulphite Sod	la.
	Price, neatly boxed,	-	 -	4×5 \$2,00	5×7 \$3.25	

#### OUTFIT No. 2.

This outfit contains a greater variety of accessories than No. 1, and a larger quantity of plates, chemicals, etc. It includes

1 dozen 1 Glass 1 Box I	fin Develo Dry Plate Graduate Hydrogen	es. Develop	ber.	I I I	Favorite dozen Ar Bottle To	Ruby La Printing F istotype Pa ning Solut	rame. aper.
	l Hypo Su ream Paste		Soda.		5 Card Mo copy Ama	ounts. ateur Photo	ographer.
Price, -		-	-	4×5 \$4.00	5×7 \$4.75	6½ x 8½ \$6.00	8 x 10 \$7.50



MADE WITH PREMO SR. SPECIAL.

## The Premo Tripod.

This new Tripod is designed especially for use with Hand Cameras. It is the lightest and most compact form ever made, yet is rigid and perfectly durable in all its parts.





The Premo Tripod is made with three joints. The lower section slides into the second, and these two into the third, while the upper section folds back upon the third.

When closed it measures only 16 inches long, and the No. r weighs but 15 ounces, including the Aluminum top. The length extended is 55 inches. It is quickly set up for use and readily adjusted for height by means of a milled head. The legs of the Tripod may be grasped at the top for the purpose of changing its position, without fear of separating them from the head. They are held securely in place by a device which prevents them from becoming detached, except at the will of the operator. Made of seasoned spruce with brass trimmings.

No. 1—For  $4 \ge 5$  Cameras, weight 15 ounces, - - - - \$4.50No. 2—For  $5 \ge 7$  and  $6\frac{1}{2} \ge 8\frac{1}{2}$  Cameras, weight 1 pound 7 ounces, - 5.00

## The Petite Tripod.

The PETITE TRIPOD is another new form made expressly for Hand Camera use. Its construction is somewhat similar to the Premo, being made with three joints, but the top remains attached.





The Petite Tripod is exceedingly compact, the length when closed being only 16<sup>1</sup>/<sub>4</sub> inches. When extended for use the length is 55 inches. Weight only 17 ounces complete. The construction of the Petite Tripod renders it not only compact, but rigid as well, and it is without question one of the best tripods yet introduced.

Petite Tripods are thoroughly well made from the best seasoned spruce, and handsomely finished with polished and lacquered brass trimmings.

The head can be detached from the legs if desired. This will be found convenient for packing in a small value or hand satchel.

No. 1, for 4 x 5 and 5 x 7 Cameras, - - - \$5.00

## The Combination Tripod.

The Combination Tripod is one of the most convenient forms yet devised. It is quickly set up for use and readily adjusted at any desired height.



It is made in three sections; the lower section slides into the second, while the upper section folds back upon it.

Combination Tripods are constructed from fine spruce, with brass trimmings, and are perfectly rigid and durable.

The top is provided with an ingenious device which prevents the legs from becoming accidentally detached when in position for use. The legs can be detached only by raising the lower end to nearly a horizontal position.

Extended length, 56 inches; length closed, 22 inches.

No.	o—Spruce, for 4 x 5 Cameras, weight 1 pound, -	-	-	-		\$2.75
No.	I-Spruce, for 5 x 7 Cameras, weight I pound 6 ounces,	-	-	-	-	3.00
No.	2-Spruce, for 61/2 x 81/2 Cameras, weight 1 pound 9 ounce	s,	4	-	-	3.25
No.	3-Ash, for 8 x 10 Cameras, weight 4 pounds 6 ounces,	-	-	-	-	3.50

## The Facile Sliding Tripod.

In presenting the Facile Tripod, a new design this year, we are confident that we are offering the neatest and altogether the best moderate price tripod in the market.



The lower section of the Facile is made to slide into the upper, and by means of a neat milled head is held at any desired height.

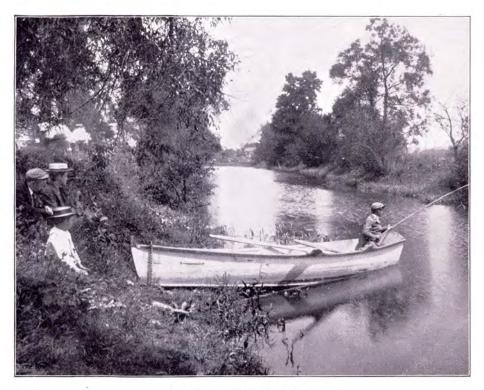
The Facile Tripod is constructed of fine quality spruce, with trimmings of polished and lacquered brass.

A neat hook is attached to each leg, which makes it impossible for them to become disconnected from the head when tripod is in use. The head may be removed however, if desired.

When closed the Facile measures only 30 inches long. Extended for use the length is 57 inches.

For a neat, staunch tripod, at a low price, we know of no other style which we can so highly commend.

No. 1—For  $4 \ge 5$  and  $5 \ge 7$  Cameras, weight 17 ounces, - - - - \$2.00No. 2—For  $6\frac{1}{2} \ge 8\frac{1}{2}$  Cameras, weight 1 pound 9 ounces, - - - - 2.25



MADE WITH PREMO SR. SPECIAL.



### The Compact Candle Lantern.

The COMPACT CANDLE LANTERN is a new design in collapsable lamps, and is intended more especially for use when travelling. The top and bottom may both be removed and packed with the body of the lamp in a box measuring only one inch in depth.

There is no glass to break, ruby fabric being used instead. The Compact Candle Lantern will be found a desirable addition to any outfit. Price, with Wax Candle, - \$0.40

### The Universal Dark Room Lantern.



The UNIVERSAL is the most popular moderate priced Lantern in the market. The ventilation is perfect, and the volume of light ample for the purpose of the ordinary amateur.

The Universal is made in two sizes. The No. 2 is larger than No. 1, and has both orange and ruby glass. The body is hinged at the back, while in the No. 1 the glass is raised in the slide to light the wick. In both sizes the flame is controlled from the outside, and an adjustable shield protects the eyes, throwing light directly on the developing tray.

Price, No. 1, - \$0.80 | Price, No. 2, - \$1.00



### The Gem Ruby Lamp.

The GEM RUBY LAMP is one of the neatest lamps for dark-room purposes ever placed on the market. It gives an abundance of safe light for all the purposes of the ordinary amateur, and the ruby chimney being round, the light it emitted in all directions.

The chimney is provided with a removable metal top, which prevents the radiation of any white light.

To light the Gem Lamp, the ruby chimney is removed, same as with an ordinary house lamp.

Price, - - \$1.00

### The Carlton Lantern.

The CARLTON LANTERN is made upon an improved plan, giving an abundant draft, and complete ventilation, hence no smoke, no fume, but a steady, safe light, *and plenty of it.* 

The front is fitted with both Orange and Ruby glass. The body is hinged at the back, giving easy access to the interior. The flame is regulated entirely from the outside. The back of the lamp serves as a reflector, and aids in producing a volume of light sufficient for work in any dark-room. Made in two sizes.

Price, No. 1, - - \$1.50 | Price, No. 2, - - \$2.00

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MADE WITH 4 x5 PREMO B.

### Japanned Tin Developing Trays.



 $4 x 5 - - - $0.20 6\frac{1}{2} x 8\frac{1}{2} - - $0.30$ 5 x 8 - - - 25 8 x 10, - - 40

### Vulcanized Rubber Trays.



The neatest Developing Tray yet introduced is that made from vulcanized rubber. It has a polished surface, thus it is readily kept clean.

			SHALLOW.	DEEP.		SHALLOW.	DEEP.
4 x 5,	-		\$0.30	\$0.40	61/2 x 81/2, -	- \$0.75	\$0.80
5 x 8,	-	-	- 60	65	8 x 10,	I.IO	1.00

### Compressed Fibre Trays.



FOR DEVELOPING, FIXING AND TONING.

Fibre Trays are light in weight, yet tough and strong. As they are not affected by the action of chemicals, and are easily kept clean, we recommend them for all purposes. The deep trays have a lip.

			SHALLOW.	DEEP.					SHALLOW.	DEEP.
4 x 5,	-	-	\$0.25	\$0.40	61/2	x 8½,	-	-	\$0.60	\$0.65
5 x 7,	-	-	. 45	55	8	х 10,	÷	-	85	95

### Carlton's Hydrogen Developer.

HYDROGEN DEVELOPER is a combination of Hydrochinon and Eikonogen, possessing the good qualities of both. The proportions are so well balanced that the results on any make of plates show the detail and exquisite softness of the Eikonogen, together with the crispness and density of the Hydrochinon.

Hydrogen Developer never becomes thick, and will not stain either the plate or fingers.

	bottle,		-		-		-		-		-		\$0.30
 16-0z.	* *	-		-		-		-		-		-	50
 32-0Z.			~		-		1		-		~		90

#### Carlton's Pyro-Potash Developer.

#### CONCENTRATED.

We claim for this developer that more can be done with a plate than almost any developer in the market; the operator has almost perfect control over the plate, and brilliant negatives is the rule. Put up in two 8-oz. bottles, in card-board box.

Per box, - - - - - - \$0.60

#### Carlton's Hydrochinon Developer.

#### CONCENTRATED.

Will not stain the fingers or plate; gives clear shadows; especially desirable for transparencies. Can be used over and over again.

Put up in two 8-oz. bottles, in card-board box.

Per box, - - - - \$0.50

### Dry Plates.

We sell several makes of Dry Plates, among them being Forbes', Cramer's, Seed's, Carbutt's and Stanley's.

31/4	X 41	4, per doz.,	-	\$0.45	5 X	8, pe	er doz.,		÷ .	\$1.25
	x 5,	()	-	65	6½ x	81/2,	" "	-	-	1.65
5	x 7,	"	-	1.10	8 x	10,	11		÷	2.40
31/4	x 4,	Transparency	Plates,	for Lanter	n Slide	es, per d	loz.,	-	-	.65

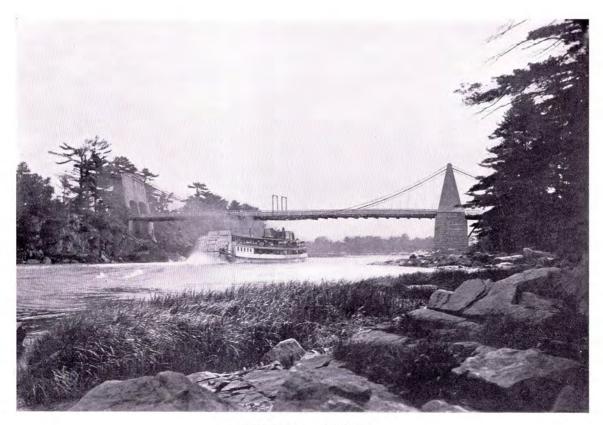
### Aristotype Paper.

											PER DOZEN.	per ½ gross, in one package.	PER GROSS, in one package.
31/4	x	44,		-		-		-		Ξ.	\$0.20	Not furnished,	\$1.20
4	x	5,	-		-		-		-		25	**	1.50
37/8	x	51/2,	Cabin	et,		-		-		$\sim$	25	**	1.35
4	x	6,	-		-		÷		-		25	"	1.50
5	x	7,		-		-		Ξ.		-	35	\$1.60	2.65
5	x	8,	-				-		-		40	1.75	3.00
51/2	x	73/4.	Paris	Par	nel,			-			45	1.95	3.40
61/2	x	81/2,	-		-		-		1		55	2.30	4.10
8	x	10,		-		-		-		-	75	3.25	6.00

### Ferro-Prussiate or Blue Paper.

Put up in light-tight packages of two dozen sheets.

31/4	x 41/4,	per	package,		\$0.20	5	х	8,	per	package,		*	\$0.40
	x 5,		**	-	,20	61/2	X	81/2,			-		50
5	x 7,		**	-	-35	8	x	10,				-	75



MADE WITH 5x7 PREMO B. (Reduced.)

### Card Mounts.

When mounts are ordered sent by mail, postage must accompany the order. The amount to add per package for postage on the different sizes, is as follows:  $3_{4} \times 4_{4}$ , 13 cents;  $4 \times 5$ , 15 cents; Cabinet, 17 cents;  $4_{4} \times 6_{12}$  and Stereoscopic, 19 cents;  $5 \times 7$ , 20 cents;  $5 \times 8$ , 26 cents;  $6_{12} \times 8_{12}^{12}$ , 37 cents;  $8 \times 10$ , 45 cents.

#### No. 1.-Plain, Round Edge, White, Rose or Primrose.

				Per	Package of 2	5. Per 100							Per	Package of 25.	Per 100
$3\frac{1}{4} \times 4\frac{1}{4}$ ,	-		$\overline{\gamma}$		\$0.18	\$0.65	5	x7,		~		~		\$0.30	\$0.95
4 x 5,	-	-		-	.20	.70	5	x 8,	+		-		-	.35	I.10
Cabinet,	4		-		.25	.80	61/2	x 8½,		-				.50	1.50
41/4 x 61/2 0	r Ste	erec	Э,	-	.30	.85	8	x IO,	-		-		~	.70	2.25

#### No. 2-White, Rose or Amber, with Gilt Beveled Edge.

			Г	er Package of a	25. Per 100						. Per 100		
3¼ x4¼,	-		-	\$0.25	\$0.80	5	x7,		-			\$0.50	\$1.75
4 x 5,	-	-		30	.95	5	x 8,	-			-	.55	I.90
Cabinet,	-		8	.30	1.00	61/2	x 81/2,		-	-		.80	2.75
41/4 x 61/2 0	or Ste	erec	),	45	1.50	8	X 10,	-	1		-	1.00	3.40

#### No, 4-Unenameled, Narrow Embossed Border, Assorted Colors, White, Primrose, Pearl, Gray and Rose.

			P	er Package of :			P	Per 100			
4 x 5,	-	-	-	\$0.35	\$1.20	$5 \ge 7$ ,	-	÷.	-	\$0.65	\$2.25

#### No. 5-Unenameled, Wide Embossed Border, Assorted Colors, White, Gray, Tea and Steel Gray.

			Per Dozen.	Per 100					Per Dozen.	Per 100
4 x 5,	-	-	\$0.25	\$1.75	5 x 7,	-	-	-	\$0.35	\$2.50

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### Chemicals.

Carlton's Aristo Toning and Fixing Solution, 8 oz. bottle, \$0.40; 16 oz. bottle, \$0.75 Carlton's Intensifier, 4 oz. .25: 8 oz. 40 Carlton's Negative Varnish, -5.6 8 oz. 4 OZ. .30; 50 Hypo-Sulphite Soda, (1 lb, box), each, 10 66 66 44 (5 lb. box), " 10 Pyrogallic Acid. ounce, 40 per 11 Hydrochinon, -40 Eikonogen. 66 40 Meta Bisulphite of Potash, 66 30 Carbonate of Soda, per pound, 15 11 Carbonate of Potash, -25 Sulphite of Soda, -66 25 Chloride of Gold, (15 grain bottle), each, 75 Acetate of Soda, (2 oz. bottle), 66 20 Bromide Ammonia. per ounce, 15 Sulpho-Cyanide of Ammonia, 66 20 Bi Carbonate of Soda, -65 66 5 60 Borax. -5 66 66 Tungstate of Soda, 15 Chloride of Lime, -66 66 5 Magnesium Powder, 2.2 66 40

## General Premo Accessories.

#### PRINTING FRAMES.

31/4 x 41	4,		-		-		~	-	50.40
4 x 5,		-		-		-		*	40
5 x 7,					~		-		50
61/2 x 8]	1/2 ,	-		-		-		-	60
8 x 10	),		-		-		-		75
		GL	iss	GRA	DUA	TES	s.		
Minim,		2.		-		-		÷	25
I OZ.,	-		-		-		-		20
2 OZ.,		5		-		-		-	25
4 oz.,	-		-		-		-		30
8 oz.,		-		-		-		-	40
12 OZ.,	-				-		-		55
	FL	UTE	D G	LAS	S FU	JNN	ELS.		
1/2 pint,		-		-		-		-	15
I ""	-		-		-		-		20
I quart,		-				-		-	30
2 "	-		-		-				45
		P	OCKI	T S	SCAI	ES.			
5-inch b	beam	1,		-		-		-	60
6-inch	66		-		~				75

#### FLASH LAMPS.

	Perfection,	1.4	-			\$2.00		
	Hemperley,	<b>e</b> -	-	-		- 2.	2.75	
		BRISTI	E BRU	SHES.				
	1-inch wide	-	-		-		15	
	1 1/2 - in. "		-	-		•	20	
	2-inch "	-			-		25	
	CA	MELS I	TAIR B	RUSH	ES.			
	1-inch wide,		~			÷	25	
	1 1/2 -in. "	-	1.5		-		40	
	2-inch "		+	-			50	
		CREA	M PAS	TE.				
	¼-pint jar,	-	-		-		20	
	1/2		-	-		-	25	
	I "' "'	-	1.0		-		35	
	Negative Ra	ick,	-	-		-	40	
	Ferrotype P and other			-				
	each,	-	-	-		-	15	
	Double Roll	er Sque	eegee, (	5-incl	1,	Ι.	00	
	1 dozen Blot	tting Pa	aper, 9	X I2		-	25	
70	0							

### Terms.

Prices given are net, no charge for boxing or cartage.

We prefer that remittances be made by draft on New York, Post Office or Express Order, or Registered Letter. Bank Checks, when from parties unknown to us, *unless certified* by the bank on which they are drawn, will delay shipment of goods, until the check can be collected through our bank. Fifteen cents must be added for cost of exchange.

Persons unknown to us, desiring goods sent C. O. D., must remit one-quarter the cost with the order. The goods will then be sent by express, with the privilege of inspection; should they not be kept, we will return the amount of remittance, less express charges.

Orders for shipment by freight must be accompanied by full amount of invoice.

We pack all goods with the utmost care, and will guarantee their safe arrival when sent by freight or express.

Small parcels, which do not contain glass, can be sent by mail if desired, but *must be sent at risk of purchaser*. In ordering goods sent by mail, postage *must be enclosed*; otherwise they will be sent by express.

In ordering please state how to ship. Should this be omitted, we will use our own discretion.





FOR SALE BY H. BERG & SON, DAVENPORT, IOWA.