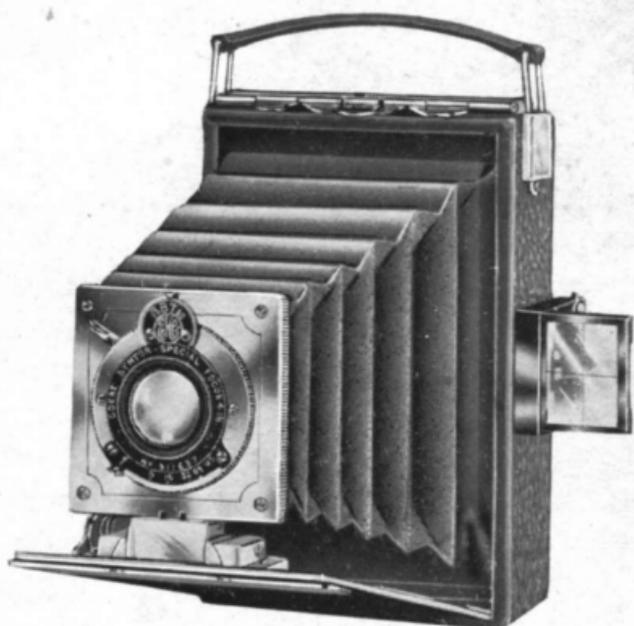


GOERZ SPECIAL SYNTOR LENS

WITH



THE
PREMOETTE, JR.
CAMERA

A GOERZ LENS ^{FOR} _{THE} PREMOETTE, JR.



THE most recent advance in hand camera photography has been towards the use of high-grade anastigmat lenses with pocket cameras. The advantages of such an outfit are obvious.

¶ By equipping the **Premoette, Jr.** with our **Special Syntor Lens**, the amateur has at his command a pocket camera combining minimum size with greater efficiency than many of the more bulky outfits. The single achromatic lens regularly supplied with the **Premoette, Jr.**, in order to fairly cover the plate must work at the comparatively slow speed of F:16, whereas our **Syntor Lens** in connection with the regular **Premoette, Jr.** shutter will give a maximum speed of F:8. The gain in speed, therefore, by fitting our lens in place of the achromatic lens is about 400%. www.butkus.us

¶ With the **Syntor Lens**, the efficiency of the **Premoette, Jr.** is not limited to subjects in bright sunlight: its range includes photography by diffused light, work in dull weather or late afternoon, and full length portraits in well lighted rooms. The sharper definition is also a great advantage, permitting much better enlargements from your favorite films.

Q The **Premoette, Jr.** is a very compact little camera, measuring only $1\frac{3}{8} \times 3\frac{1}{4} \times 4\frac{5}{8}$ inches when closed. It is covered with grained leather and its metal parts are nickel-plated. Upon opening the camera, its front may instantly be adjusted in either of two positions—the one for objects at a distance and the other for nearer objects. The shutter gives speeds of 1-50 and 1-25 of a second, together with time and "bulb" exposures. The camera is equipped with a **Direct View Finder** and it takes the regular $2\frac{1}{4} \times 3\frac{1}{4}$ Premo Film Pack.

**Complete Outfit, Premoette, Jr.
 Camera with Goerz Special Syntor Lens**
\$27.00

**Price of Lens, including Fitting and
 Adjusting, if Camera**
\$22.00
 is sent to us . . .



*Order through your dealer, or, if necessary,
 direct from us.*

**C. P. GOERZ AMERICAN
 OPTICAL COMPANY**

**317 EAST 34TH STREET
 NEW YORK CITY**



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GOERZ LENSES

may be fitted to all view cameras and most of the popular hand cameras on the market.

Full particulars as to choice of lenses and shutters will be furnished on request.



When you order from your dealer, if you wish the best possible outfit, **INSIST ON A GOERZ LENS.**

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