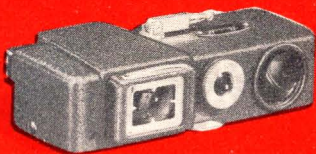




BUSCH

*The World's
Finest 4x5
Press Camera*

WITH EXCLUSIVE VUE-FOCUS



BUSCH

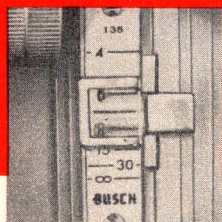
4 x 5 PRESSMAN

FOR *Better* PICTURES

At last! An American-made 4x5 press camera that stands head and shoulders above all foreign makes in compactness and excellence of construction... in ease and dependability of operation. The Busch is an all-metal camera that will stand up through a life-time of hard usage. And when we say "metal," we don't mean flimsy, pliable stampings. All vital parts of the Busch 4x5 are made of precision-machined castings. This superior type of construction assures a life-time of dependable operation with a minimum of structural troubles. And the new Busch 4x5 is compact! It's fully 1 inch smaller in all dimensions than any other American-made 4x5. Yes, the Busch 4x5 is built for service... built to give you BETTER pictures under all conditions. The illustrations below show a few of the new developments in construction and design PLUS improvements on tested features—ALL part of the new Busch 4x5 Pressman—all working together to make picture-taking easier, faster and BETTER than ever before... for YOU!



The World's Finest
4 x 5
Press Camera



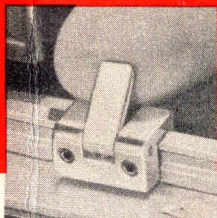
FOCUSING SCALE

Built on Slide-Rule principles. Magnifying glass enables you to make footage readings quickly, accurately—without squinting, without eye strain.



COILED-SPRING PRESSURE

on film carriers never lose strength and resiliency—will last the life of the camera. No more bothersome replacement. Exclusive on the new BUSCH 4x5!



INFINITY STOPS

can be flipped back for by-passing. No lifting or pulling of bellows. And you can mount as many infinity stops on the focusing track to match your lenses.



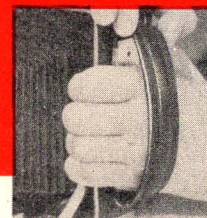
REVOLVING BACK

snaps automatically into 90, 180, 270 and 360 degree positions. Yes, you can switch from vertical to horizontal composition (and vice versa) in seconds!



CHANGE LENSES

in one second! It can be done with the new, efficient BUSCH lens mount that holds lens securely when in use, but permits instantaneous change.



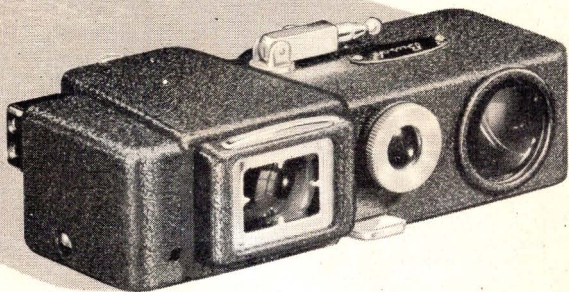
HAND STRAP

adjustable at both ends. You can do it yourself with any coin, and have a "custom built" hand strap to fit your individual requirements and comfort.



COMPACT!

Easy to handle... easy to carry anywhere. The BUSCH 4x5 is fully 1 inch smaller in all dimensions than any other American made 4x5 press camera.



VUE-FOCUS

Exclusive on Busch Cameras

The magic-like VUE-FOCUS is made exclusively for Busch Cameras by the American Bolex-Stillwell Corporation. This triumph in camera optics is a single-window, all-in-one RANGE FINDER, OPTICAL VIEW FINDER, NIGHT FOCUS-LIGHT, PLUS AUTOMATIC PARALLAX CORRECTOR. It permits you to make all necessary focusing adjustments IN SECONDS without taking the camera from your eye! Yes, all four focusing aids are COMBINED in the Busch VUE-FOCUS and operate simultaneously as the lens is racked on the focusing track. You must see this focusing miracle in action to believe it!

Your dealer has a Busch 4x5 Pressman with Vue-Focus in stock now. Step in and operate the VUE-FOCUS yourself. Learn at first hand how it cuts focusing time to a minimum so you can concentrate on taking BETTER pictures!

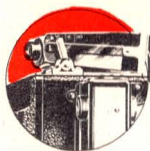




BUSCH 2 1/4 x 3 1/4 Precision Pressman

The camera that sets new standards in construction and performance in its film size. A sensation from the very first day it was introduced. Many thousands in use the world over—each giving its owner an extra measure of pleasure in producing BETTER pictures.
Now available with VUE-FOCUS

BUSCH Optical View Finder



Accurate, dependable, easy to use. Constructed of finest materials for long, trouble-free service. Calibrated from 4 feet to infinity. Complete with mounting instructions. Masks available for the following focal lengths: 101, 105, 120 and 127 mm.

BUSCH Film Pack Adapters

2 1/4 x 3 1/4 • 4 x 5



All-metal film pack adapters. Simple to operate. Both are precision made of finest materials to give finest results when used with Busch cameras. The 4x5 pack adapter comes equipped with an insert that permits the use of 3 1/4 x 4 1/4 film.

Ask Your Dealer About Dependable Busch Camera Equipment

BUSCH

BUSCH PRECISION CAMERA CORPORATION

411 S. Sangamon, Chicago 7