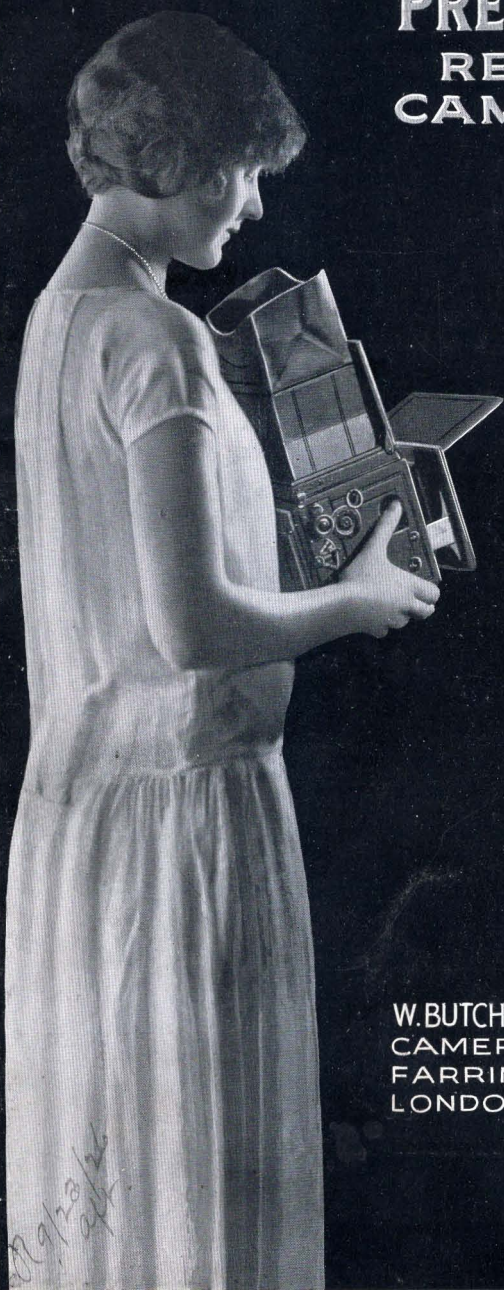


# POPULAR PRESSMAN REFLEX CAMERAS



W. BUTCHER & SONS LTD,  
CAMERA HOUSE  
FARRINGTON AV.  
LONDON. E.C.4.

9/23/26  
9/26

# SPECIAL FEATURES OF THE POPULAR PRESSMAN CAMERA

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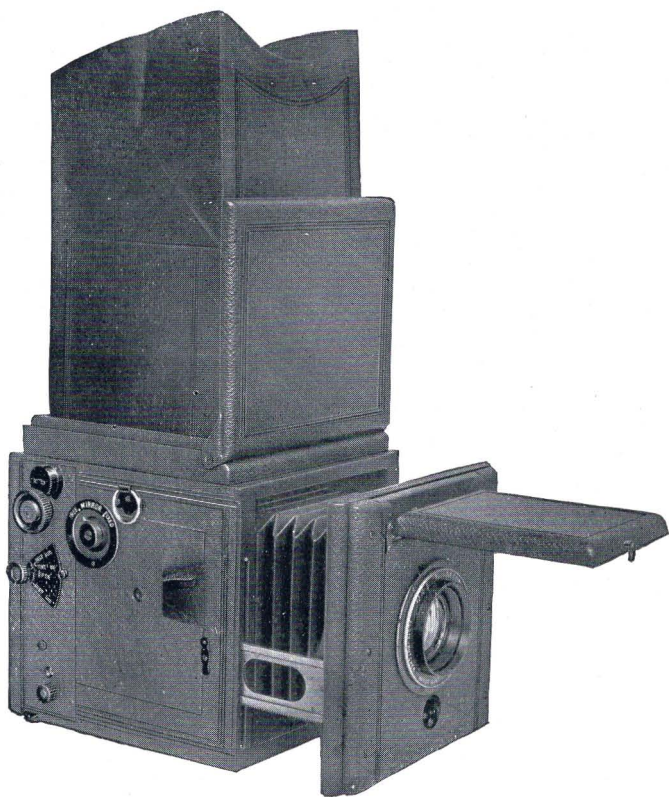
*The Popular Pressman is a reflex camera  
of the highest class, containing all  
the essential features at a price  
hitherto considered impossible*

THE SPECIAL FEATURES MAY BE INDICATED AS FOLLOWS:

- 1 A fixed slit shutter, designed to avoid all friction and wear, which will last for ever. At the same time it is a shutter as simple to manipulate as any other.
- 2 All adjustments of the speed can be made and seen without moving the camera from its "exposing" position. No other reflex camera has this desirable feature.
- 3 The camera is so constructed that any alteration to the shutter can be carried out even after the slide of the plateholder has been withdrawn.
- 4 The shutter can be wound up, and let down at will, without any fear of anything being thrown out of gear. The shutter is therefore "fool-proof."
- 5 The camera is provided with a special trapped revolving back, which can be turned one way or another, even after the slide of the plate-holder has been withdrawn.
- 6 The standard lens, Aldis-Butcher  $f/4.5$ , is backed by an unconditional guarantee by Mr. H. L. Aldis, and will compare favourably with any other on the market, no matter what the price.
- 7 The hood for focussing is provided with a soft flexible top, which takes the form of the face, and is altogether comfortable.
- 8 A subsidiary release is provided for Time exposures, so that the mirror need not be moved, thus avoiding "jar."
- 9 The mirror is optically worked, and silvered on the surface, avoiding double image.
- 10 The front is provided with an automatic infinity indicator, very useful in quick work.
- 11 Rising and falling front is fitted, giving a complete movement of the lens of  $1\frac{1}{4}$  in., when fitted with the standard lens.
- 12 The camera is capable of use with lenses of the largest aperture, micrographic attachments, or telephoto lenses.
- 13 Particular attention has been devoted to the general construction of the body, so as to make it suitable for use under trying atmospheric conditions, and the body is made of specially selected mahogany.

# THE POPULAR PRESSMAN

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## THE 1925 POPULAR PRESSMAN

is a reflex camera of the highest grade, embodying all the essential features of such apparatus.

All materials and workmanship are of the highest order, and a degree of accuracy is obtained, comparable with any reflex camera at double the price.

*Prices fitted with :*

Aldis-Butcher Anastigmat,  $f/4.5$  .. ..

Aldis-Butcher Anastigmat,  $f/3.4$  .. ..



# A DAY WITH THE POPULAR PRESSMAN REFLEX CAMERA

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TO those whose photography means anything at all, the desire for a reflex camera becomes an almost intolerable obsession, only satisfied when the possession of the camera becomes an accomplished fact.

This desire is born of the knowledge that no other camera is quite so easy to handle, quite so capable of giving first-class results, or quite able to render help in picture composition.

The image is seen up to the moment of exposure, full size, and the right way up, and this alone is half the battle towards first-class pictures.

A reflex camera ! Yes, there is undoubtedly magic in the word and magic in the camera !

A fast lens and a fast shutter, which can be slowed down at will to the slowest instantaneous speed, coupled with a mechanism perfect in every detail—that is the camera of many an ambitious picture maker's dream.

Picture making with a reflex camera is a constant joy to the user, and to all who see the pictures, because always the best possible result is obtained.

No matter what the subject, the reflex will make it simple to compose, and easy to catch at the critical moment.

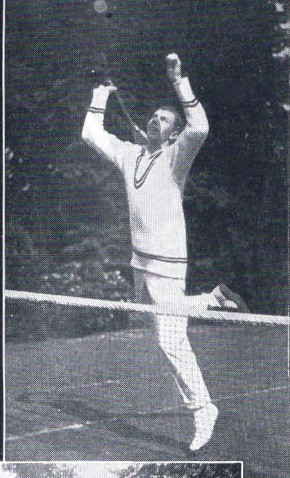
## THE POPULAR PRESSMAN FOR SPORTS PICTURES.

Undoubtedly such a camera scores heavily against all others, when subjects containing intense movement have to be taken.

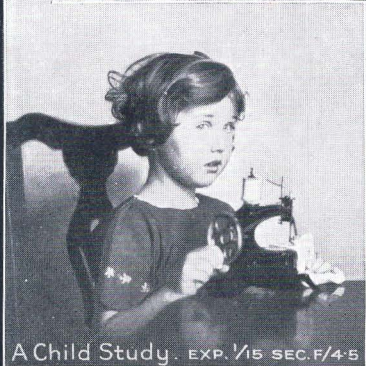
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A few Examples  
of work  
with the  
**POPULAR  
PRESSMAN**  
Reflex  
Camera

Tennis. EXP.  $\frac{1}{1000}$  SEC. F/4.5



A Sunny Corner. EXP.  $\frac{1}{60}$  SEC. F/8



A Child Study. EXP.  $\frac{1}{15}$  SEC. F/4.5

Taken  
with the  
**Aldis  
Butcher**  
F/4.5  
Guaranteed  
Anastigmat

The Popular Pressman Reflex camera is capable of undertaking any class of work, and will produce better results from any subject than any other type of camera.

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No need for the result to be marred by a trivial error in the judgment or measurement of distance.

Focussing is accurately obtained, instantly, by the turning of a knob.

No need for the blurring of the first movement of the limbs of the runner or jumper. You have at your command a shutter, capable of speed no human movement can compete with.

Nor need the object be in any other position on the plate than exactly where you decide it shall be, for can you not see your image right up to the moment of exposure ?

From which it will be seen that a reflex camera, and the Popular Pressman in particular, is the best for sports pictures of every kind.

### THE POPULAR PRESSMAN FOR CHILD STUDIES.


Perhaps the greatest advantages of the reflex camera are seen in the photographing of children. Admittedly one of the most difficult of all subjects.

Beautiful professional studies may be made by the thousand, but rarely do they express the little childish characteristics so familiar to parents. It would be almost impossible to catch them in the unusual and disconcerting surroundings of the indoor studio.


The requisites to successful child pictures are a reflex camera, a sunlit garden with trees and shadows, and unlimited patience on the part of the operator. With these, and almost any child, many wonderfully profitable and entertaining hours may be spent, and the results, and appreciation of friends, will fully justify any outlay of time or treasure.

As far as the camera is concerned, it has, of course, the advantage of being able to make the exposure at

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exactly the right moment, that enables the child in its most captivating expression, to be faithfully registered. A child study without expression is no improvement on the blank sheet of paper on which it is printed.

### THE POPULAR PRESSMAN FOR PICTORIAL AND STREET SUBJECTS.

In this class of photography the assistance a reflex camera can give in composition and selection of view point is enormous.

One may move about freely, viewing the subject all the time, its lights, shadows, and appearances in true perspective, and in all the glory of colour and tone.

Proper composition is the making of such subjects, without it they are of little interest.

Therefore the possessor of a reflex camera, who specializes in this class of work, stands at enormous advantage.

### THE POPULAR PRESSMAN FOR GENERAL WORK.

It will be readily seen that for any branch of photography a reflex camera will show some superiority over its more humble brethren, whether the subject be snapshot, architecture, landscape, or portrait.

### THE POPULAR PRESSMAN FOR TELE- PHOTOGRAPHY.

The ease with which they may be changed, enables lenses of various foci, and of the Telephoto type to be used at will.

In this connection it is useful to remember that a rapid Telephoto lens, such as the Dallmeyer Dallon, Teleros,



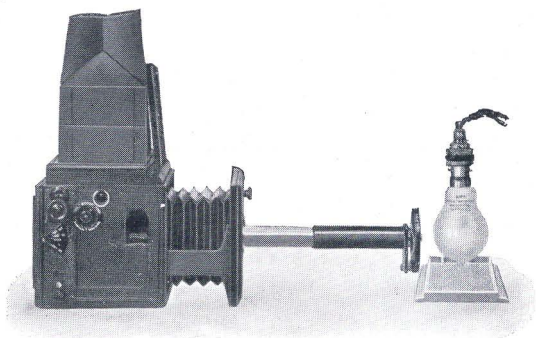
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or Cooke, are extremely useful for portrait work and child photography, owing to their freedom from distortion when a large image is required.

This, in conjunction with their speed, enables the user to enter new fields of activity and to undertake subjects which otherwise he would have to ignore.

### THE POPULAR PRESSMAN FOR PHOTO-MICROGRAPHY.

A use for the camera in winter, and in the evening is very desirable.



By means of the Photo-Micrographic attachment considerable entertainment and useful study can be obtained, by the photography of insects, minute objects, and micrographic slides, a magnification of about fifty times being obtained.

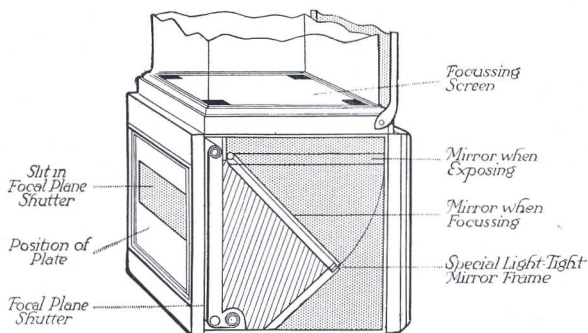
This class of work can be very easily practised by artificial light and artificial illumination, in the dining room or any other suitable place; one might almost say from one's arm-chair. It deserves considerably more attention than it has hitherto received.





# THE POPULAR PRESSMAN

## GENERAL CONSTRUCTION AND SPECIAL FEATURES



The diagram shows the essential working parts. The image is thrown by the lens on to a mirror, placed in such a position that it reflects the same image at right angles, upwards, on to a focussing screen.

Exposure is made by raising the mirror to the horizontal position, which action releases the focal plane shutter, and allows the slit to travel across the plate.

A special form of light trap for the mirror frame is fitted, to ensure perfect light tightness of the mirror mechanism.

The Popular Pressman camera may be regarded as the embodiment of all the essentials for a high-class reflex camera in compact form, at a reasonable price.

The camera is square, covered with first-class leather, and carefully finished throughout, attention being given to the construction of the body, which is made of best seasoned mahogany, all joints and other vulnerable points being secured in the strongest possible manner.

The front is fitted with a panel, in which the lens is sunk, as shown in Fig. 1. Over this a strong flap is so adjusted that it serves the double

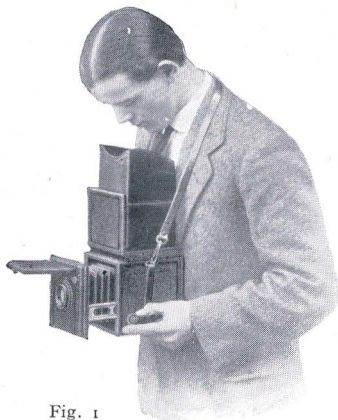


Fig. 1

purpose of a lens cap, to prevent dust or moisture getting on to the lens surface, when fixed down, and as a sky shade when open. This panel can be moved up or down, giving a rising and falling movement to the lens.

## FOCUSSING.

Focussing is carried out by means of the large milled knob fitted to the left-hand side of the camera, as shown in Fig. 1.

This works very simply, and will adjust the focus to a very fine degree, being worked on racks built into the sides of the camera.

The front is stiffened by side struts of considerable strength, and when extended is extremely rigid. The reflex hood, which is so essential a feature of the camera, is housed in a special top frame, secured by an adequate catch. On releasing this catch the hood springs up

into position automatically. Particular attention has been paid to the form of this hood, the top of which is purposely made soft, so that it will fit the face comfortably.

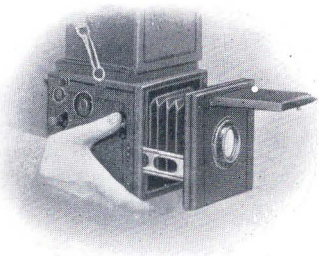


Fig. 2.

The ground glass, on which the image is projected by the lens, is fitted with the smooth side uppermost. This prevents reflection.

The hood frame is hinged and can be raised for cleaning the top focussing screen (Fig. 3).



Fig. 3.

The mirror is silvered on the surface, and therefore gives a perfectly pure bright image, and quite free from halation.

When not in use it can be raised and locked by turning a small knob fitted to the side of the camera.

The shutter release, Fig. 2, which also raises the mirror, will be found conveniently placed for the thumb at the right-hand side of the camera. A slight pressure on this raises the mirror to the level of the top focussing screen, and when the

shutter is set (as will be described hereafter) this action will also release the shutter, and will enable the rays from the lens to pass through on to the sensitive plate, held in the back of the camera in the plateholder.

#### REVOLVING BACK. (Fig. 4.)

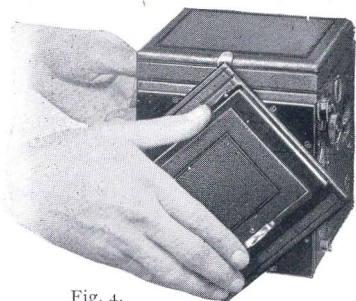


Fig. 4.

The back of the camera is fitted with a frame, which revolves, and is perfectly light tight. Thus the plate can be moved to the upright or horizontal position at will, even though the shutter may have been set, and the slide of the plateholder withdrawn.

To provide it with a revolving back the body of the camera has to be very considerably increased, making it very cumbersome and heavy to carry.

N.B.—The postcard size model is not fitted

When upright pictures are required, the camera may be turned very easily on its side, and the exposure made.

#### PLATEHOLDERS. (Fig. 5.)

The plateholders or dark slides, which are all metal, and very accurately made, hold one plate each.

These slide into a special metal frame at the back of the camera, and are held in position by a spring catch.

Alternately the camera may be fitted with double book form mahogany plateholders, which carry two slides, and are opened somewhat in a similar manner to a book. These slides are particularly useful for colour photography and Autochrome plates.

The back is provided with a hooded focussing screen, so that when time exposures are being made the top screen need not be used, and focussing may be carried out through back.

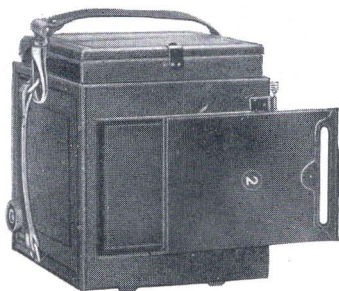


Fig. 5.

## THE FOCAL PLANE SHUTTER

The shutter fitted to the Popular Pressman Reflex camera is extremely simple, and very reliable. It has no adjustable slit with tapes liable to wear, nor need the camera be turned away from the actual exposing position, in order to consult a speed plate or dial. The shutter is constructed on what is known as the "fixed slit" principle, and consists of one long blind, with three slits of varying sizes, which are passed in front of the plate by means of a very simple mechanism.

The range of speeds may be varied from  $1/15$ th second to  $1/1000$ th, so that it will readily be appreciated that practically every subject which comes within the range of photographic activity can be taken to the best advantage with a Popular Pressman Reflex camera.

### MANIPULATION.

Exposure depends on two factors :—

- (1) The size of the slit passing across the plate.
- (2) The speed at which the slit passes across the plate.

### SETTING THE SHUTTER.

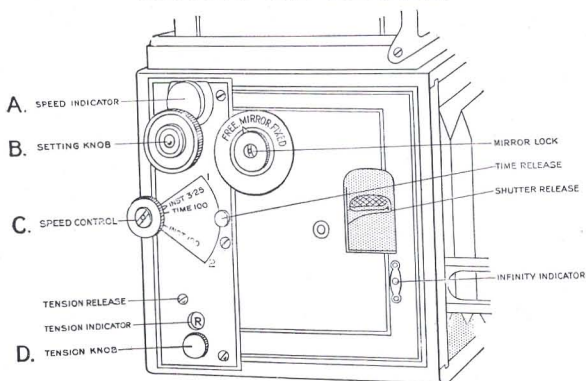


Fig. 6.

### INSTANTANEOUS EXPOSURES.

The Speed Indicator (A, Fig. 6 and Fig. 7) has two slots marked "R." (rapid) and "E.R." (extra rapid). When the shutter is wound up a speed will be shown at each successive stage in the Indicator (Fig. 7).

If a "Rapid" speed is required, set the tension knob D to "R."

If an "Extra Rapid" speed is required, wind the tension knob until "E.R." appears in the tension indicator.

If an intermediate speed is required, put on whatever proportionate tension you consider necessary.

For exposures from  $1/15$  to  $1/30$ , turn knob C to position 2. For exposures from  $1/60$  to  $1/1000$ , turn knob C to position 1.



## TIME EXPOSURES.

Turn knob C to position 1, and wind the blind until "15 ( $\frac{1}{15}$ th sec.) and 30 ( $\frac{1}{30}$ th sec.)" appear in the Indicator.

Exposure is then made by time release, a first pressure opening the shutter, and a second closing it.

N.B.—When making the Time exposure, it should be remembered that the mirror must be locked out of position. The mirror lock should be turned to "fixed" and the mirror raised.

The provision of a separate release for Time exposures is to avoid moving the mirror, which might cause movement in the subsequent result.

*Example 1.*—Exposure required  $\frac{1}{350}$ th sec. (knob C at position 1). Wind up until 350 appears—tension at "R."

*Example 2.*—Exposure required  $\frac{1}{500}$  sec. (knob C at position 1). Wind up until 350-1,000 appears—tension half-way between R and E.R.



Speed Indicator (Fig. 7)

## WHEN AND WHERE TO USE VARIOUS EXPOSURES.

- |  |   |
|--|---|
| $\frac{1}{15}$ th to $\frac{1}{30}$ th.    | Portraits and groups under trees, or in shadow, interior pictures where light is extremely good, and full aperture can be used. Not fast enough for moving objects. |
| $\frac{1}{60}$ th to $\frac{1}{150}$ th.   | Objects moving comparatively slowly, snap-shots in a good light, where aperture of $f/8$ or $f/11$ is desirable to obtain definition all over the plate.            |
| $\frac{1}{350}$ th to $\frac{1}{1000}$ th. | Sports pictures, and all fast moving objects. Largest aperture should almost invariably be used.  |

N.B.—When taking pictures of objects moving very rapidly, try to avoid taking up a position directly at right angles to the direction in which the object is moving. Endeavour to place yourself, either in front, or behind the object.

Do not approach nearer to the object than is absolutely necessary, as movement becomes relatively faster, the nearer the camera is to the object.

## ALDIS-BUTCHER ANASTIGMAT LENSES, F/4.5 AND F/3.4

These lenses are thoroughly recommended for all classes of work, for reflex cameras.

Each lens is supplied with the personal guarantee of Mr. H. L. Aldis, and is accompanied by a photographic test chart, in support of this guarantee.

It is confidently claimed that these lenses are absolutely first-class in every respect, give brilliant and even illumination over the entire surface, are entirely free from "flare" and distortion, and give crisp definition at full aperture, right into the corners of the plate for which they are listed.

## PRICES

### QUARTER-PLATE MODEL

#### Equipment A.

Includes three single metal plateholders with name-plate fitted with detachable cut film sheaths, back focussing screen with deep leather covered hood, neck strap, and 16-page booklet.

#### Equipment B.

Includes three double book form mahogany plateholders, fitted with detachable cut film sheaths, back focussing screen with deep leather covered hood, neck strap, and 16-page booklet.

Fitted with following Lenses :—

	A.			B.		
	£	s.	d.	£	s.	d.
<b>Aldis-Butcher Anastigmat</b> 6 $\frac{1}{4}$ " f/4.5						
<b>Aldis-Butcher Anastigmat</b> 6 $\frac{3}{8}$ " f/3.4						
Ross Xpress No. 3 .. 6" f/4.5						
Cooke Aviar .. 6" f/4.5						
Dallmeyer Serrac .. 6" f/4.5						
Zeiss Tessar .. 6" f/4.5						
Dallmeyer Pentac .. 6" f/2.9						

Fitted with following Telephoto Lenses :—

Dallmeyer Dallon Series 6	12"	f/5.6
Ross Teleros ..	12"	f/5.5
Camera and 3 plateholders only		

## POSTCARD MODEL

### Equipment.

Includes three single metal plateholders, with name-plate, fitted with detachable cut film sheaths, back focussing screen with deep leather covered hood, neck strap, and 16-page booklet. (This model cannot be supplied with Double Plateholders.)

Fitted with following Lenses :—

				£	s.	d.
<b>Aldis-Butcher Anastigmat</b>	$7\frac{1}{4}"$	f/4.5	..			
Ross Xpres .. ..	$6\frac{1}{2}"$	f/4.5	..			
Cooke Aviar .. ..	7"	f/4.5	..			
Dallmeyer Serrac .. ..	$6\frac{1}{2}"$	f/4.5	..			
Dallmeyer Pentac .. ..	$6\frac{1}{2}"$	f/2.9	..			

Fitted with following Telephoto Lenses :—

Dallmeyer Dallon .. ..	14"	f/5.6	..			
Ross Teleros .. ..	13"	f/5.5	..			
Camera and 3 plateholders only			..			

## ACCESSORIES

$\frac{1}{4}$ -plate Post-card

**Leather Case**, first quality black hide, velvet lined with lock and key, for camera and 12 plateholders, or camera, 9 plateholders, and film pack adapter ..

**Film Pack Adapter**, leather covered ..

**Film Pack Adapter**, for double plateholder model .. .. .

**Single Metal Plateholders** .. ..

**Double Mahogany Book Form Plateholders** .. .. .

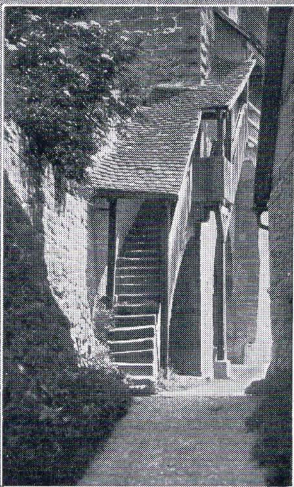
**Cut Film Sheaths** .. .. .

**Swift Wheeler Photo-Micrographic attachment**, complete with interchangeable panel .. .. .

**W. BUTCHER & SONS LTD.**  
CAMERA HOUSE, FARRINGDON AVENUE  
LONDON, E.C.4



What you can do  
with a  
**POPULAR  
PRESSMAN**  
Reflex  
Camera



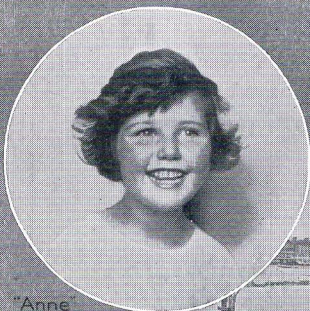
An old Landmark  
EXP. 1/60 SEC.



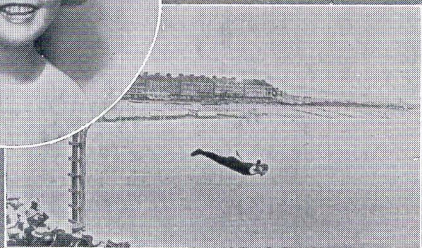
"Gossip" EXP. 1/100 SEC.



Gull Alighting  
EXP. 1/500 SEC.



"Anne"  
EXP. 1/30 SEC.



Diving EXP. 1/1000 SEC.

The Popular Pressman Reflex camera is made by W. Butcher & Sons, Ltd., in London, under expert supervision. Nothing but the finest materials are used throughout. Aldis-Butcher  $f/4.5$  and  $f/3.4$  lenses, are guaranteed personally by Mr. H. L. Aldis.