



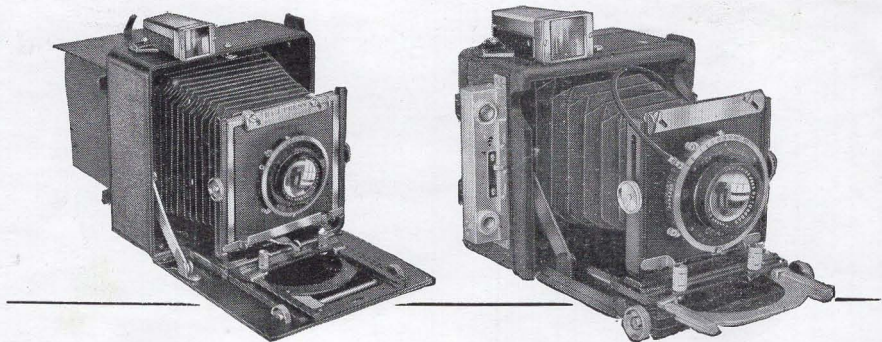
**B&J**

**WATSON**

# PRESS CAMERAS

*for MODERN PRESS PHOTOGRAPHY*





## THE B & J PRESS CAMERAS

**F**OR ALMOST 50 years the house of Burke & James has been supplying the requirements of professional and amateur photographers. It is only natural that this great fund of experience should culminate in their production of two cameras—the **B & J Press and Watson Camera**, which embodies all the skill and all the knowledge of these many years of close contact with the growing profession.

The **B & J Press Camera** offers a combination of adjustments never before available in such a camera at any price. This in itself is an accomplishment; but Burke & James have done more; for this camera includes all the best-by-test of lightweight construction. It is as modern as tomorrow! Also offered is the new **2 1/4 x 3 1/4 Watson Miniature Press Camera**. This is a sturdy, compact, attractively priced unit.

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**MEETS EVERY PHOTO NEED**

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# for- ★ The **PRESS PHOTOGRAPHER**, ★ The **PROFESSIONAL WORKER** and ★ The **ADVANCED AMATEUR**

## MEETING THE HIGH STANDARDS DEMANDED BY TODAY'S "SPOT NEWS" PRESS PHOTOGRAPHY

**I**N the new **B & J Press Camera** the newspaper photographer has the ideal camera for his work. Newspaper work requires speed of handling — the **B & J Press** has it. All the adjustments are instantly reached with perfectly normal motions; and once set, they stay set. Newspaper work demands ruggedness — the **B & J Press** is beautifully engineered of lightweight, aeroplane metals. The negatives from the **B & J Press** are 4" x 5" — big enough for the speediest processing to meet the demands of a deadline and still be sharp, clean and grainless.

## IN COMMERCIAL AND PORTRAIT PHOTOGRAPHY

**T**HE **B & J Press Camera** has remarkable flexibility — enough to turn out architectural pictures with perfect perspective. Industrials, publicity shots, portraits, natural history studies, commercial records, close-ups, fashions—these, too, are "naturals" for the **B & J Press** with its tilting, shifting, rising front. The removable lensboard makes it convenient to shift quickly to the proper lens for the work at hand. The double-extension bellows gives close-ups without requiring extras. The ground-glass, revolving focusing back makes it easy to get just the right composition.

## THE WIDE AND VARIED REQUIREMENTS OF THE ADVANCED AMATEUR

**T**HE man who makes photography a hobby, who takes pictures for the love of doing it, who demands the best obtainable — this man too, finds his ideal in the **B & J Press**. The camera's versatility, its thorough design, its precision workmanship — these excite the advanced amateur's respect, his admiration. And its capabilities open up new fields to him.





ROUTINE SHOT WITH 4X5 B & J PRESS CAMERA - BY FELLIG, N. Y.

## FOR SUCCESSFUL PICTURES IN BOTH PRESS AND AMATEUR FIELDS

**T**HE camera that meets the needs of the press photographer must measure up to the highest standards in adaptability, versatility and durability. On the go 24 hours a day, it is called upon to produce successful pictures under the widest possible range of conditions. Action pictures at night! Portraits! Candid! Shots in cramped interiors! Architecturals! Pictorials! — in fact, every type of picture found in our modern newspapers must be made in his stride by the press photographer. He must know his camera thoroughly — as its many adjustments must be brought into play to meet the needs of the picture problem at hand. **The B & J Press Camera** has been designed to meet these ever changing needs of the press photographer. It is stripped of all needless gadgets, yet, fitted with every essential adjustment — with all controls easily accessible — to meet the rigid demands of the press photographer. The advanced amateur and professional worker will find the **B & J Press Camera** ideally suited to their needs.

## THE SPEED REQUIRED FOR SPOT NEWS PICTURES PLUS VIEW, PORTRAIT and COMMERCIAL FEATURES

**T**HE **B & J Press Camera** meets the crying need for speed in operation. No need to miss the fleeting expression or the split second picture opportunity that must be caught at the moment. In addition to meeting these exacting press requirements, it also serves as a view and portrait camera. In one compact instrument you get all the needed features for successful picture work in Commercial, Illustrative, Pictorial, View and Portrait photography. The advanced and amateur worker who must of necessity limit their camera equipment to one instrument will find in the **B & J Press Camera** the answer to successful picture making in every field.



## ACE NEW YORK PRESS PHOTOGRAPHER USES B & J PRESS CAMERA

• Mr Arthur Fellig, ace New York Free Lance Photographer, has earned an enviable reputation for his successful news photographs. His many years of experience in press photography has given him the proverbial "nose for pictures" — which enables him to instantly recognize suitable picture material for publication. Mr. Fellig has selected a **B & J 4x5 Press Camera** which is with him constantly — always ready for a picture as the news breaks.



## FREE LANCING with the B & J PRESS CAMERA — by ARTHUR (Weegee) FELLIG

"I use a B & J Press Camera in my work as a free lance Press Photographer. It will photograph anything from a crying baby to a roaring 5 alarm fire. It's the best all-around camera I know of — and I ought to know as I've tried them all."

"If you too want to make money free lancing with a camera, get a B & J Press Camera — and after you get it, study it thoroughly at your leisure. When you are at the scene of a story you have to work fast and furiously — and sometimes at a fire at night, while people are screaming and being rescued, the best shots are made the first few minutes. That is why you must know your camera and be able to work it in the dark or by sense of feel. I find the B & J Camera wonderful for working in a hurry as it has no useless gadgets to get in the way."

"Here's how to get tips when a good story is breaking. One of the best sources of information nowadays is a midjet radio tuned to the police alarms . . . also I would go around to the press room at police headquarters. That is where all the police reporters wait around for a story to break. They're a good bunch of fellows and will welcome you . . . and besides, they can always use an extra hand at their card games. When a story breaks, they'll take you along with them. The newspapers are always short of cameramen and will welcome a free lancer to give them coverage — especially at night when their staff men are home. They'll always be glad to use you, rather than wake up their own men and break the next day's schedule."

"Here are some helpful hints which I hope you'll find useful:

Don't take a picture of someone just looking into the camera. Editors don't like stiff, posey shots. Catch your subject doing something to give it the human touch.

At auto smash-ups don't throw lighted cigarettes near the scene of the wreckage. It's apt to ignite the spilled gasoline and start a fire or explosion.

At fires, don't drive over the stretched hose lines, as you may break them.

If you promise a cop or a fireman personal prints, keep your promise. This will make everlasting friends.

At the scene of a story, don't wait around for something to happen with your camera in its case . . . have it out and all set. You never know when something will happen.

If one of the crowd asks you a question, don't give them a wise crack flip answer. By being polite you'll be tipped off to good exclusive pictures.

Play ball with the other cameramen. If they should miss a shot, offer them one of yours. This will make friends.

After you sell the photo to the local paper and if you think it has more than local interest, offer it to the big syndicates like Acme Newspictures, etc., and also send a copy to Life Magazine as they pay well.

On pictures with lots of property damage, offer them to the trade magazines also.

And in conclusion, always act like a gentleman. Don't worry about a press card. Your B & J Camera will get you through any police or fire line. That's what the boys on the papers use and you will be one of them."



# PHOTOS FOR THE PRESS

by

ARTHUR FELLIG

•  
ACE NEW YORK  
FREE LANCE  
NEWSPAPER  
PHOTOGRAPHER

## PICTURES THAT TELL A STORY

The ability to find and recognize good picture material is as important as the ability to successfully process your own negatives. Train yourself to recognize good picture material.



- A picture of gripping interest and real story telling value. Note particularly the absence of posed effect. Made with a **B & J Press Camera**. Speed flash shot at 1/200 second exposure.
- A human interest picture. Scenes such as this may be found on any crowded beach. By having your camera ready, interesting pictures like this are always available to the alert cameraman.
- This picture tells its story without words. Its gripping, human interest appeal makes it readily salable.



# SPOT NEWS AND HUMAN INTEREST PICTURES with the B & J 4x5 PRESS

## SPLIT SECOND SPEED IN SHOOTING

**T**HE B & J 4x5 Press Camera meets every need for speed in operation. The alert cameraman who has his camera set and ready need only to focus — sight the subject in the big telescopic view finder — and trip the shutter. The focusing scale on the bed of the camera is accurately calibrated to match the camera lens — and dual focusing controls permit the use of either right or left hand in making the adjustment. The use of a coupled-rangefinder, which is available as an accessory, is recommended in press photography. With this accessory mounted on the camera three accurate methods for quick focusing are provided.

## SPEED IS ESSENTIAL IN FOCUSING

**Y**OU will quickly learn how to operate the B & J Press Camera by sense of feel. The motions covering the necessary adjustments and operations will become practically automatic. With a coupled-rangefinder accurate focus may be secured almost instantly — and when real speed is desired, the vernier focusing scale on the bed of the camera, may be set for any desired distance in the wink of an eye. The viewfinder is properly masked to accurately cover the field of the lens and proper placement of the subject in the picture area is accomplished with almost automatic simplicity. Wide tapered ears on the spring back of the camera permit the instant insertion or removal of film or plate holders.

## THE "HUMAN INTEREST" ANGLE

**B**ECAUSE the B & J 4x5 Press Camera is designed for eye level use, the resulting pictures retain a natural perspective — shows the subject matter as the eye normally sees it. This gives your pictures a natural appearance — yet, distorted or unusual perspective may be easily secured by raising or lowering the camera position when making the exposure. Pictures of people in their every day tasks take on all the value of unposed candid shots — yet, you are able to swing from a close-up portrait to a pastoral vista or city street scene and bring in perfect negatives of each.

## MANIPULATION OF THE CAMERA

**O**PERATION of the B & J 4x5 Press Camera is simplicity itself, and the novice with a minimum of experience need find no difficulty in bringing home pictures that compare favorably with the experts. The full hooded ground glass enables the novice to leisurely study the image on the focusing screen. Perspective as influenced by camera position may be arranged to secure any predetermined effect within the capacity of the lens being used. A conveniently placed focusing lock on the camera bed enables the operator to lock the focusing adjustment at any desired position, when a series of pictures are to be made with the subject matter at a fixed distance from the camera.

## GOOD ACCESSORIES ARE ESSENTIAL

**I**N PRESS work the use of proper accessories is recommended. A flash gun permanently attached to the camera will prove indispensable — makes you sure of your picture regardless of light conditions. A coupled-rangefinder will also prove a worthwhile investment. Properly calibrated to the lens it provides an auxiliary means for accurate focusing at any distance. A lens shade should always be used to assure negatives of sparkling snap and brilliance. A wide angle as well as a long focus lens will often prove desirable as the occasion for their use arises . . . and an ample supply of film or plate holders should always be handy.





A KALART SYNCHRO DAYLIGHT SHOT -- BY NATHANIEL FIELD

## FLASHLIGHT PHOTOGRAPHY

**M**ODERN photoflash bulbs have made today's photographer independent of light conditions. They have replaced the smoky, dangerous flashlight powder of yesterday — and give you instead a clean, easy-to-handle, powerful light source. Used with modern flashguns and synchronizers, they make possible successful action shots at night or in dimly lit interiors. They may be used in conjunction with daylight to soften shadows and to add brightness and sparkle to our otherwise drab subject.

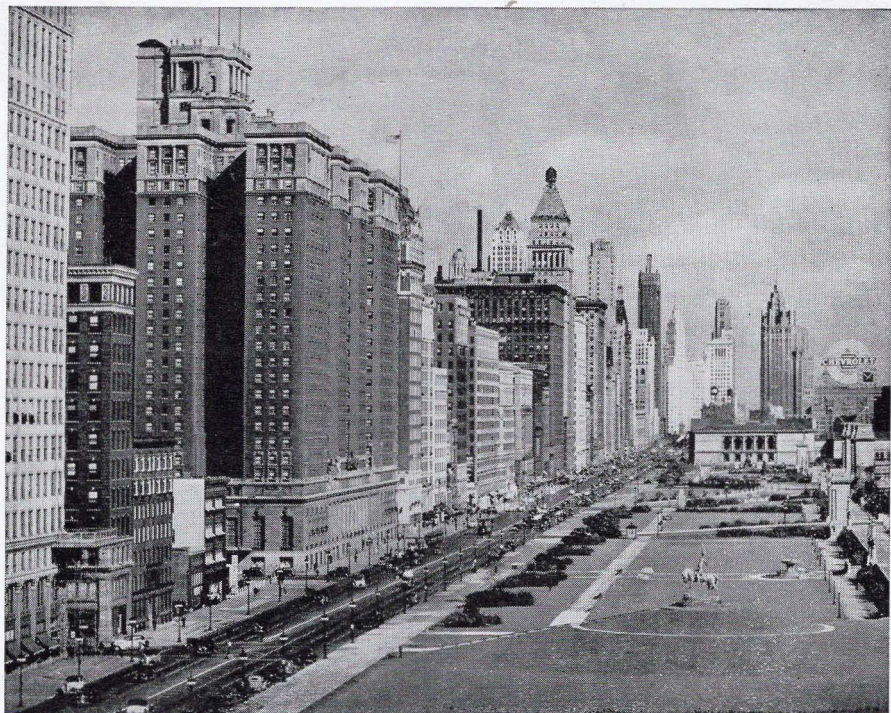
## SUCCESSFUL ACTION PICTURES AT NIGHT

**T**HE B & J 4x5 Press Camera with its all metal body permits rigid mounting of any of the standard types of flash guns. Sufficient rigidity is secured to permit you to use the battery case as an auxiliary handle for the camera. The synchronizer unit, which attaches to the lens shutter, provides an accurate means of firing the flash bulb in synchronization with the action of the shutter. Modern flash bulbs emit their effective light over a measurable duration of time — and the synchronizer unit on your lens shutter times the shutter action to coincide with the flash of the bulb, assuring you of a properly exposed negative, even on exposures up to 1/200 of a second, which is ample to stop all normal action. Thus, successful negatives may be made with fast exposures of sporting events and other subjects.

## MAKES YOU INDEPENDENT OF LIGHT CONDITIONS

**W**ITH a flash gun attached to your B & J Press Camera you are independent of light conditions. Outdoors in good light you snap your pictures in the regular way. If your picture problem is one of stopping action, and the prevailing daylight is not bright enough to permit you to stop down the lens for sufficient depth-of-focus, you can use a flash bulb to augment the daylight. The illustration above shows the result of such an exposure. The sky area was bright enough to register properly on the plate. Added illumination was placed on the foreground with a flash bulb, resulting in a well balanced picture.





KAUFMANN & FABRY CO., CHICAGO

## ARCHITECTURAL PHOTOGRAPHY

**THE B & J Press Camera** is ideally adaptable to the exacting requirements of architectural photography — from close-up detail studies to long sweeping skylines. The tilting lensboard with its rise and fall adjustments enable the operator to maintain the camera back in a parallel position to the building or architectural subject being photographed. Thus, the lines of the building are maintained in true parallel position on the film. When working in narrow streets or cramped quarters the rising and falling front adjustments may be used to bring in the top of the building while reducing the foreground or to lower the skyline and bring in more foreground. For close-up pictures of architectural details, the hooded ground glass permits such accurate focusing that the texture of the stone or brick can be reproduced in the finished print. For normal, true-to-life street scenes the camera may be used at eye level with the ease and convenience of any snapshot camera.

## PHOTOGRAPHING INTERIORS

**ARCHITECTURAL** interiors and indoor scenes of all types are easily handled with the **B & J 4x5 Press Camera**. In most instances the normal lens will cover a sufficient angle of view to provide a satisfactory picture. If a greater angle of view is desired and you cannot get back far enough with the camera to cover the desired area, a wide angle lens should be used. Because of the wide angle covered by such a lens, a much larger area of the subject matter is included in the picture from a closer camera position. When photographing interiors it is essential that the camera back be retained parallel to the walls of the room to avoid distortion. The lens may be adjusted up or down or even tilted, but as long as the camera back is in a perfect upright position, the natural, distortion free, perspective of the room will be retained. The full focusing hood proves its value in exposures of this type by cutting off unwanted top and side light from the ground glass, providing a more brilliant image for accurate focusing.





## PICTORIAL PHOTOGRAPHY

**B**ECAUSE the **B & J 4x5 Press Camera** combines in one instrument all the desirable features of a Commercial View and Portrait Camera — as well as a Press Camera, it is ideal for use in producing those fine "prize winning" pictorial shots that rate as exhibition prints in our current photographic salons. The revolving back of the camera enables the operator to switch over instantly from vertical to horizontal composition — while the full hooded ground glass focusing panel permits detailed study of the subject in actual picture size. The compositional arrangement of the subject matter may be rearranged as necessary until the operator is satisfied with the composition as shown on the ground glass.

## NO RESTRICTIONS IN SUBJECT MATTER

**T**HE **B & J Press Camera**, having practically all of the adjustments found on both Commercial View and Portrait Cameras, is instantly adaptable to the widest possible range of subject matter. The removable lens board in conjunction with the long, double extension bellows permits the use of long focus or wide angle lenses when necessary. Lens extension tubes may be employed to secure actual magnification of image size when desired. Extreme wide angle lenses may be used as the bellows telescope compactly to bring the lens into close proximity to the film.

## ADVANTAGES OF THE LARGER NEGATIVE

**I**N NEWSPAPER work, where speed in processing the negative is so essential, the large 4x5 negative size of the **B & J Press Camera** will be appreciated. These larger size negatives are easy to handle — and in the processing, the exacting care required for extreme fine grain is not necessary, as an 8x10 inch print requires only a 2 time enlargement. This advantageous feature is, perhaps, of more importance to the amateur pictorialist, not only from the point of processing convenience, but also in the fact that these larger negatives may be retouched when necessary.



## COMMERCIAL SUBJECTS

• • •

## CATALOG ILLUSTRATIONS

• • •

## STILL LIFE PICTURES

• • •

The Professional Studio operator, the home portrait photographer and the advanced amateur will find the **B & J 4x5 Press** ideally suited to their needs.



## MEETS EVERY NEED IN COMMERCIAL WORK

**I**N commercial work and straight record photography, catalog illustrations, etc., the **B & J 4x5 Press Camera** will quickly demonstrate its value. Interchangeable lenses, long bellows, a drop bed plus the usual front adjustments of rise and fall, lateral shift and tilt, provide an operating flexibility that meets practically every picture problem. This flexibility not only takes care of all straight away subjects but also provides the means for securing those unusual angle shots which are now so popular.

## PICTURES THAT COMMAND GOOD PRICES

**S**O called catalog illustrations or still life pictures of commercial subjects are always in demand . . . and command good prices. While many pictures of this type have the background blocked out — many others are used with compositional backgrounds. Effective lighting of the subject matter to provide interesting shadow patterns enables the photographer to give free play to his pictorial and artistic ability . . . and such pictorial renderings of commercial subjects are usually preferred for catalog and advertising illustrations.

## ADAPTABILITY TO VARYING NEEDS

**W**ITH the **B & J 4x5 Press Camera** the photographer has at his command an instrument that is practically universal in its application to fine photography. Engineered to the highest precision standards and fitted with every essential adjustment to meet the needs of the press photographer, it can be depended upon to bring home perfect negatives under the widest possible range of conditions. It will be found just as applicable to the varying needs of the amateur as to the press photographer.



# DISTINCTIVE PORTRAITS

WITH THE



## PRESS CAMERA

**P**ICTURES of people, whether formal portraits or the candid type showing them about their everyday tasks, forms a most important branch of press photography — and one in which every amateur should strive to become proficient.



## SOCIETY PAGE PICTURES

**O**N the society pages of our daily press we find a never ending array of pictures of people. Formal portraits of the new bride, the college graduate — people on outings — social gatherings, etc. Such pictures when timely or associated in any way with current events are always in demand by editors . . . and such pictures are easy to produce with the **B&J Press Camera**. In the portrait type of picture, outdoor gardens and similar styles of backgrounds enable you to work outdoors with the advantage of daylight for making the exposure. Indoor portraits may be made with flash bulbs or where time and conditions permit regular photoflood bulbs may be used to secure unusual effects in lighting.

## PICTURES OF PEOPLE

**A**S a rule, editors will always be found receptive to unusual pictures of townspeople about their daily tasks. Such pictures are rich in human interest. Do not overlook the value of group pictures covering outings and special occasions of all kinds. Such pictures are made to order for the **B & J Press Camera**. Those natural unposed effects of groups are as easy to make as snapshots — and when you strive for both formal and informal types of portraits, the **B & J Press Camera** with its ground glass focusing panel provides you with every essential feature and adjustment to assure negatives of outstanding merit.

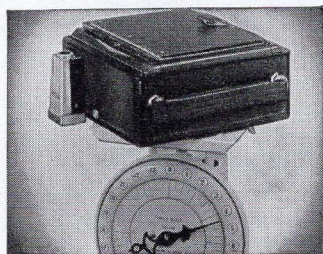


# THE 4x5 B & J PRESS CAMERA MEETS EVERY NEED — IN EVERY BRANCH OF PHOTOGRAPHY INCLUDING . . .

- NEWS PHOTOGRAPHY
- FLASH PHOTOGRAPHY
- PORTRAITURE
- PICTORIAL
- COLOR WORK
- WIDE ANGLE WORK
- ARCHITECTURAL
- TELEPHOTO
- CLOSE-UP WORK
- COPYING
- AERIAL PHOTOGRAPHY
- PHOTOMICROGRAPHY

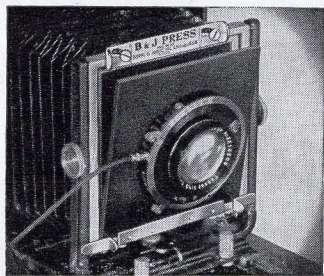
## OUTSTANDING FEATURES—

### RUGGED AEROPLANE METAL BODY (Weight 4 lbs. 9 oz.)



**B**ENEATH the genuine black tooled leather covering is a rugged body of light weight aeroplane-alloy. This means that the **B & J Press Camera** will take the hardest use and come up smiling. This construction removes all worry about shrinkage that might disturb alignments. Blows that would damage weaker methods of building glance harmlessly from this modern design. Accessories are given a rigid, trouble-free foundation.

## INSTANT INTERCHANGE OF LENSES

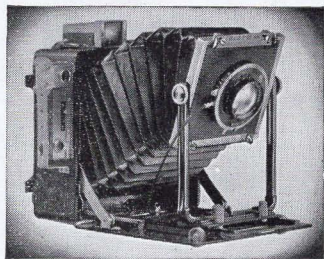


**T**HERE is no need to have another camera for a different lens. The 4 x 4" removable lensboard makes it possible to change quickly to the focal length lens that suits the job. It is possible to use a speedy, large aperture lens for poor light conditions; or a long focal length lens for a large image of a distant object; or a wide angle lens to obtain the necessary field in cramped quarters. Extra lensboards are available for mounting these special lenses.



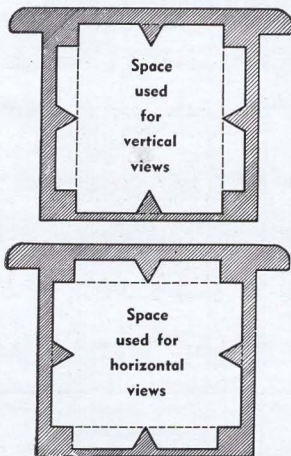
## RIISING, FALLING — TILTING FRONT ADJUSTMENT

**T**HERE is no need to worry about retaining parallels on the negative — merely raise the front to reduce the foreground; it isn't necessary to tilt the camera. There is a full 2-inch rise — enough to give view-camera versatility. And the front is held perfectly parallel to the back, or tilted at will in a split-second by shifting two neat slide-locks. This wide range of adjustability provides a practical solution to every picture problem.



## DOUBLE-POSITION VIEWFINDER MASK

**W**HEN the revolving back is swung to vertical position, the viewfinder still gives the exact field covered by the lens. Simply line up the view while using the vertical rectangle. When the long dimension is used horizontally, it is easy to gauge the field accurately by using the horizontal rectangle. Extra masks are available to cover the field of view of both wide angle and long focus lenses. Masks may be interchanged instantly.



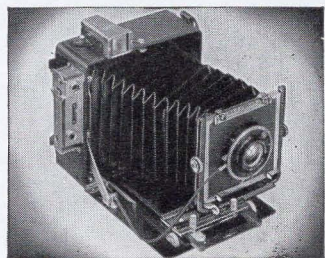
## Parallax Correcting Viewfinder

**T**HE telescopic type viewfinder gives a brilliant and clear field of view. A touch on a conveniently placed button shifts its field of view from far to near objects, and eliminates any need to estimate the correction for parallax. It is equipped to use masks to alter the field of view to match the focal length of the lens used. When you change lenses merely slip out the old and slide in the correct mask.



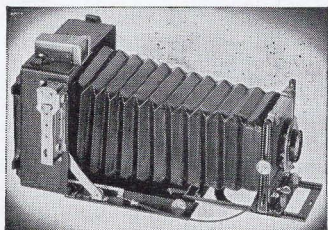
## EXTREME SIDE ADJUSTMENT OF LENS

**W**HEN peculiar problems in perspective require that the lens be shifted sideways, the **B & J PRESS** has the answer — a shift to either side of a full  $1\frac{3}{4}$  inches. This is enough to satisfy the most exacting worker. No matter how small the shift, a lever under the lens can be easily turned to unlock or to lock the front and hold it rigidly. It isn't even necessary to look — so naturally is the lever placed.



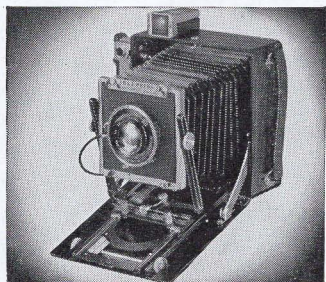


## DOUBLE EXTENSION (Sag Free) BELLOWS



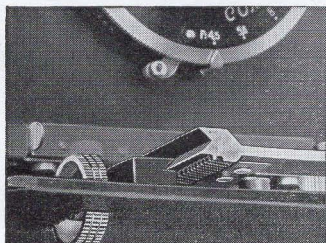
THE 14-inch bellows extension is sufficient to give extreme close-ups with all normally used focal length lenses. It is possible to secure full size image with **Normal Lens**, and with shorter lenses it is possible to obtain direct magnification. This long bellows extension is especially valuable to the copy worker, to the naturalist, to the user of long focus and telescopic lenses. The bellows are of durable construction with extra wide gussets, to permit full use of the camera's adjustments.

## ALL METAL DROP BED



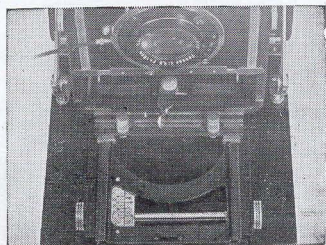
MANY camera users are unable to use wide angle lenses since the bed of the camera projects into the field. This is not so with the **B & J Press**, for the bed drops 20 degrees below the horizontal by depressing the bed braces. In this position the lens may be tilted to a position parallel with the back, and even raised to reduce foreground. When in this position focusing is accomplished as usual with the rack and pinion. The bellows telescope compactly, permitting the use of extreme wide angle lenses.

## SELF ALIGNING FOCUSING TRACK



THE track which carries the front standard is exceptionally sturdy, and travels on the bed in fitted vee-ways. This construction makes the track self-aligning and reduces wear to a minimum. Accurate machining and fitting makes for smooth operation over entire length of track. Also there is exceptional rigidity even when track and bellows are extended past camera bed. Provides smooth tracking with perfect alignment — eliminates all play and backlash.

## DUAL FOCUSING CONTROLS

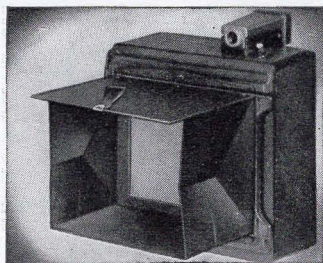


FOCUSING is controlled by conveniently placed knobs on both sides of the bed, so that either left or right hand may be used. The rack and pinions are accurately cut herringbone involute gears with six teeth constantly in mesh to produce a smooth, uniform focusing action without play or lost motion. This makes it possible to obtain a very accurate focus, with the result that negatives are sharper and stand enlargement to a much greater degree. A special locking device enables you to lock the track permanently at any pre-determined distance.



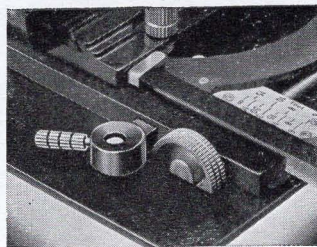
## FULL HOODED FOCUSING PANEL

**T**HE ground glass focusing panel is fitted with a **complete** hood, (especially fine for vertical views) not just a half-hood which allows light to dull the image. All four sides of the ground glass are shielded from unwanted backlight. When not in use hood folds compactly and is protected by a leather-covered metal panel. This makes the use of a sweltering focusing cloth, under all but very rare circumstances, entirely unnecessary. It improves the brilliance of the ground glass image — for ease and accuracy in focusing.



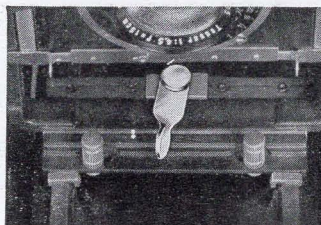
## NEW TRACK CLAMP FOCUSING LOCK

**P**RESS photography — in fact nearly all types of photography, where it is desired to arrest motion, demands that the camera be capable of being locked at a definite focus. This can be done to the **B & J Press** with the certainty that it will remain as focused until it is deliberately changed. Everyone who has had to anticipate action, for a series of exposures, at a predetermined distance from camera to subject, will appreciate this refinement.



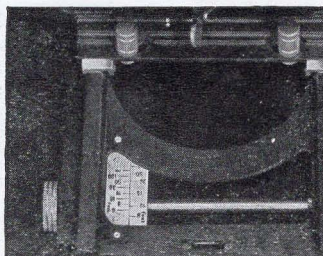
## LEVER LOCKING LENS STANDARD

**T**HE front lens standard is a rigid, U-shaped element of lightweight alloy. It is strong and has the resiliency to withstand the blows of hard usage. When the front is drawn out, and the locking knobs released, two wedges engage the track and hold the lens standard firmly in position. Due to their design, they are self-aligning. This makes it possible to take full advantage of the rapid-opening features. Adjustments may be made instantly and securely locked in any desired position. (1945 model not as shown)



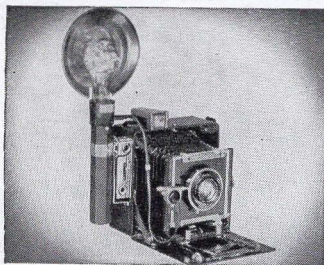
## SLIDE RULE TYPE VERNIER FOCUSING SCALE

**T**HE vernier focusing scale consists of two parts — one fixed on the camera bed, the other on the movable track. The scale is mounted on the end of the camera bed so that the calibrations may be read even when using long focus lenses. Its design is such that, distances not shown on the scale may be easily approximated. The camera is automatically focused for infinity ( $\infty$ ), when the front is pulled out to the infinity stops. The infinity stops on the movable scale are then in line with that on the fixed scale. The vernier scale must match the focal length of the lens being used.



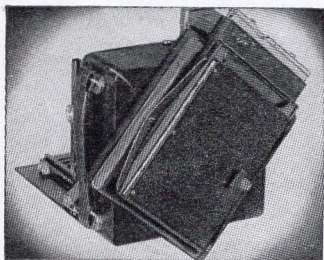


## ACCESSIBILITY TO COUPLED RANGEFINDER



THE design of the **B & J Press** is such that the coupled-rangefinder can be installed with a minimum of difficulty and at the same time provide protection for the moving parts. Not only press photographers, but others who must get their shots on the run find that the coupled-rangefinder is a highly convenient and reliable accessory when it is installed in a rigid camera that affords it the maximum of protection. With coupled-rangefinder installed, three accurate focusing systems are provided — ground glass, vernier bed scale and rangefinder.

## POWERFUL RETAINING SPRING BACK



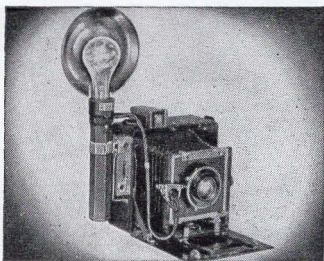
THE back is arranged to accept standard 4 x 5" holders, either cut film or plate. It will also accommodate the standard film pack adapter. The extra heavy retaining springs are full length and of sufficient strength to retain the holder light-tight. The ends of the springs are concealed and present no rough parts to catch on case or clothing. Tapered protruding ears provide for quick insertion or removal of the film holders.

## DURABLE FINISH - LEATHER TRIM



THE outside of the camera is finished in a rich black pebble grain, tooled leather with a lustrous finish on the exposed corners and angles. This feature protects the leather in all ordinary handling. Other parts are finished in keeping with the entire assembly — bright and satin chrome — lustrous enamels — full tanned leather, embossing etc. Its attractive overall finish combines eye value with durability. It will delight even the most fastidious.

## ADAPTABILITY TO FLASH EQUIPMENT

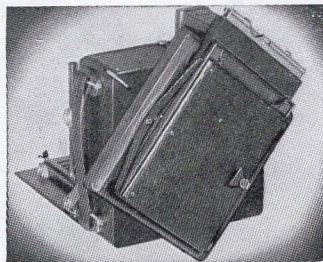


THE utility of the **B & J Press** continues after dark when it is equipped with a flash synchronizer. Here again the camera's all-metal body demonstrates its great usefulness, for it takes and holds very securely all the standard synchronizer battery cases. This rigidity allows the battery case to be used in perfect confidence as a handle, when carrying or when swinging the camera to follow fast action. Its installation on the camera makes you independent of light conditions.



## REVOLVING BACK

WITH the new **B & J Press** it is unnecessary to turn the camera on its side in order to obtain a picture with its greatest dimension in the vertical. With the **B & J Press** the precision back is quickly revolved and the picture made without the necessity of any further change. The holders can be as easily withdrawn in one position as in the other. Switching from vertical to horizontal composition is accomplished instantly.



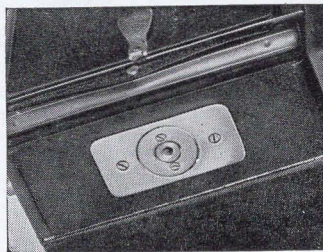
## SIDE CARRYING STRAP STEADIES THE CAMERA

THE carrying strap is on the left side of the camera, which is most conveniently held by slipping the fingers under the strap and grasping the front edge of the body. This position holds the camera securely, and frees the right hand for making all adjustments and steadying and tripping the shutter. The back can be revolved and holders replaced without altering the grip. It is a definite aid in securing rock steady exposures.



## TRIPOD SOCKET FOR MOUNTING ON TRIPOD

THE tripod socket is large and sturdy. It is fully capable of supporting the camera with all accessories, when the tripod is swung over the shoulder. Takes standard tripod screw. Built right thru the camera and its worth will be appreciated by the man who must have a support that can "take it". The wide metal plate protects the camera from scuffs when mounting on the tripod.



## KIT TYPE CARRYING CASE

*We strongly recommend the use of a Carrying Case with the B & J Press Camera*

BESIDES providing convenient means for carrying the camera and accessories, it is a great protection against jars and jolts, taking scuffs that would soon ruin the camera's appearance. A **Deluxe** and a **Standard** case are available. The **Deluxe** case is of sturdy construction attractively covered and furnished complete with strap and key lock. Case will accommodate six 4x5 plate or film holders, camera, flash bulbs, flash gun and other accessories. The **Standard** is a rugged leather-like covered case, size 4 $\frac{5}{8}$ x14 $\frac{1}{2}$ x9 $\frac{1}{2}$  inches deep. Felt lined with space for camera, six 4x5 holders, filters, meters and other small accessories. A very useful inexpensive case.







## IN THE NEWS OF THE DAY —

AS this booklet was being made ready for the press, the letter reproduced at the left was received along with two dramatic pictures of the recent ship fire in New York Harbor.

Arthur Fellig, who is called "Weegee" by his more intimate friends, has produced some really unusual pictures with his **B & J Press Camera**.

Burke & James, Inc.  
Chicago, Illinois  
Gentlemen:

I'm taking the liberty of sending you 2 prints and negatives of A SHIP FIRE last week. All the New York Papers and Syndicates used my shots . . . Needless to add, that I used my B&J Press Camera. On land or sea your camera does the work.

Sincerely,  
ARTHUR FELLIG (Weegee)



## TO OPEN THE CAMERA —

**P**RESS the button (**C**) in the center of the body and lower bed (**G**) by hand until bed supports (**Q**) snap into place.

## EXTENDING THE BELLOWS —

**I**S accomplished by pressing the two knurled knobs (**O-O**) below the lens together, thus, releasing the lens standard, and drawing the front forward until it reaches the stops (**T**). When the knobs are released they automatically align the front.

## THE TELESCOPIC VIEWFINDER —

**I**S used at distances of 20 feet and beyond in its lowered position (indicated by the infinity mark and the button). For nearer objects, press button (**I**) to right, where-upon viewfinder (**B**) will snap into upper position. For vertical pictures, use the vertical rectangle; for horizontal pictures use the corresponding horizontal rectangle in the mask which is found in the front of the viewfinder.

## THE FOCUSING HOOD —

**I**S opened by pulling up on leather tab (**X**). When opened, focusing and composing may be done on the ground glass by racking the lens in and out with the focusing knob (**V**). When folding, be sure that original creases are followed, but this takes care of itself almost automatically.

## FOCUSING THE CAMERA —

**T**O FOCUS the lens for a given distance, release the track lock (**U**), then turn the focusing knob (**V**) until the corresponding numbers on the fixed and movable scales coincide. For example: If the subject is 15 feet from the camera, set the number 15 on the movable scale directly opposite number 15 on the fixed scale. The subject will then be in focus. Distances not shown on the scale may be approximated.

## ADJUSTING THE LENS POSITION —

**I**S accomplished by releasing the knurled nuts (**J-J**) at the side, if the lens is to be raised and then tightening after it is in the proper position. If the lens is to be tilted, very slightly loosen knurled nuts and then draw inward the two winged clamps (**N**) at the lower edge of the lensboard. This will allow the lens to be tilted in either direction. If the lens is to be shifted to either side, move the center lever (**P**) to the left of the camera (when camera points away from operator), shift front, and then lock.

## INSERTING THE FILM HOLDER —

**I**S accomplished by forcing the holder against the two ears (**H-H**) at the open end of the back and then inserting the holder into this space. The springs allow the ground glass back to open to accept the holder.

## THE REVOLVING BACK —

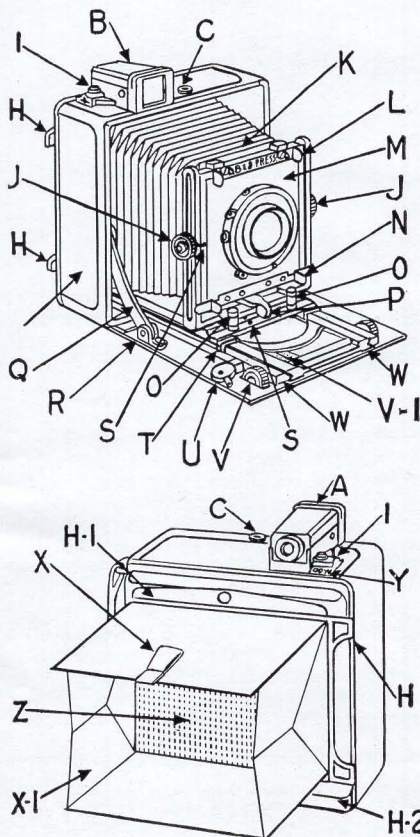
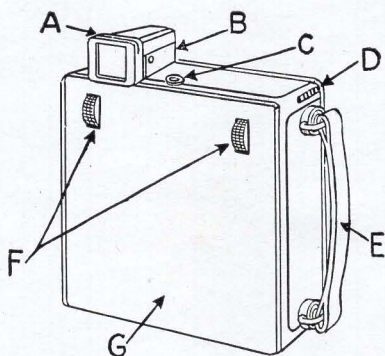
**M**AY be turned by first depressing the button (**D**) on the upper left corner of the body, after which the back may be turned. The back is completely light-tight at all times, as it is accurately machined and adjusted. A feature found only in the most expensive cameras.

## CLOSING THE CAMERA —

**I**S accomplished by returning the lens to normal position, racking the track into infinity position, returning the lens standard to its position within the body, after which the bed may be closed by first pressing down the bed braces (**Q**) to cause them to unlatch. **Do not force any part**, but check over carefully to see that all is in order.



# OPERATING INSTRUCTIONS FOR THE B & J 4 x 5 PRESS CAMERA . . .

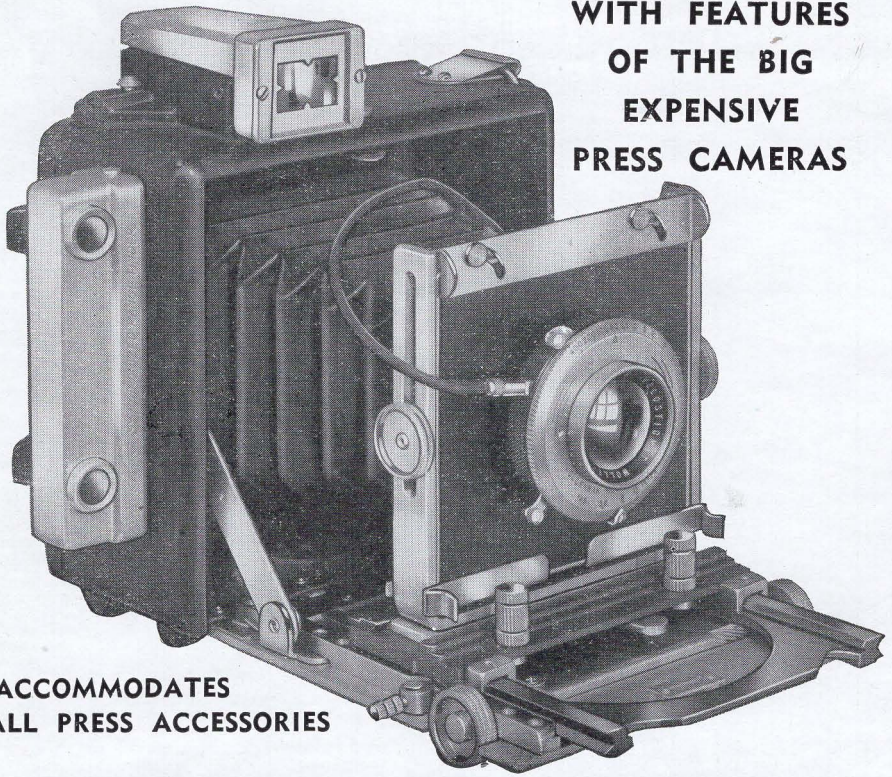


**T**HE B & J Press is sturdily made, accurately fitted, and machined, but like any precision apparatus it must be properly handled if full satisfaction and wear are to be obtained. Open the camera carefully. Handle the various adjustments with reasonable care, and before closing the camera be sure to return the lens to its normal position. Also be sure to rack the lens back to infinity and leave the track unlocked. With such care, the camera will give many years of service. **Never force any adjustment!**

- A** Slot in view finder for Viewing-Mask.
- B** View finder.
- C** Spring catch for holding baseboard closed.
- D** Lock for revolving back.
- E** Leather camera handle.
- F** Right and left focusing knobs for actuating the rack and pinion movement.
- G** Camera baseboard.
- H** Top of spring back.
- H-1** Camera back spring for the retention of the film holder.
- I** Parallax view finder adjustment.
- J** Knobs for vertical adjustment.
- K** Camera bellows.
- L** Name plate and holder of front board in position.
- M** Lens front board.
- N** Lock for holding front board in upright position. These clamps, when drawn towards center, permit the lens to be tilted.
- O** Knobs for pulling out the front carrying the lens. They are drawn to each other.
- P** Clamp for fastening U standard in sliding position. (From left to right)
- Q** Struts or bed braces for locking the opened baseboard — depressing these bed braces permits the bed to be dropped to a fixed position below horizontal.
- R** Strut-Hinge on baseboard.
- S** Reference points for setting lens board in normal position. Check before closing.
- T** Adjustable infinity stops. (Position of lens for taking distant shots)
- U** Double-extension track locking device.
- V** Right Focusing Knob.
- V-1** Vernier Focusing Scale.
- W** Focusing tracks.
- X** Leather tab for pulling out the rear focusing back. Simply pull toward you to open.
- X-1** Focusing Hood.
- Y** Parallax view finder adjustment indicator. ("N" is for shots up to 30 feet,  $\infty$  is for distant shots)
- Z** Focusing ground glass.



**WITH FEATURES  
OF THE BIG  
EXPENSIVE  
PRESS CAMERAS**



**ACCOMMODATES  
ALL PRESS ACCESSORIES**

## **THE WATSON 2 $\frac{1}{4}$ x3 $\frac{1}{4}$ "**

### **MEETS ALL PRESS AND AMATEUR NEEDS**

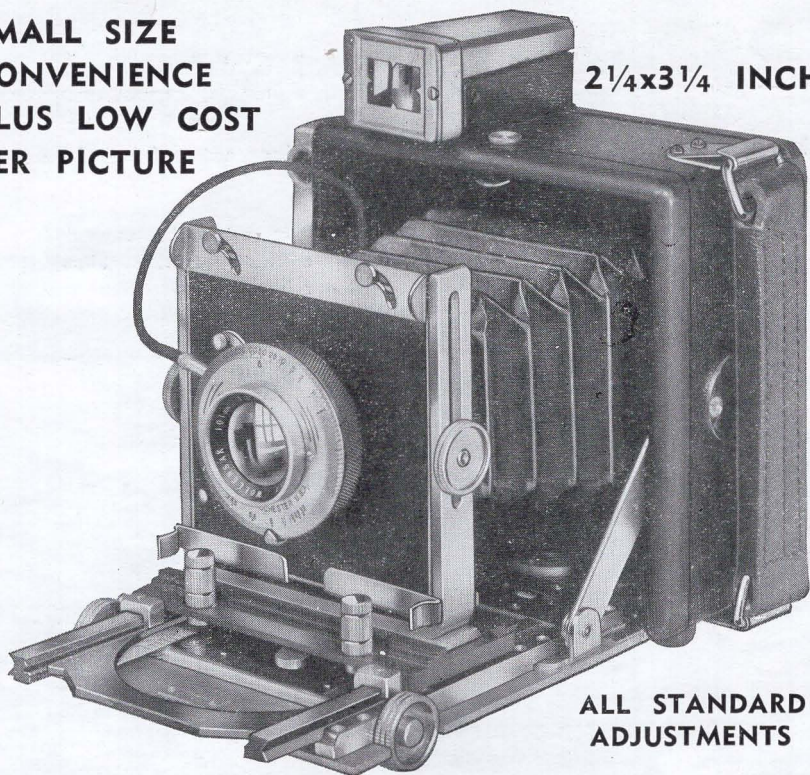
**T**HIS new **Watson 2 $\frac{1}{4}$ x3 $\frac{1}{4}$  Miniature Press Camera** fills a long felt need for the rural and small town newspaper photographer — and for those thousands of amateurs who have searched for a miniature type of camera that offered the features and manipulating ease of the standard types of press cameras. Actually it is a small edition of the larger type of press camera. It has many of the same features and adjustments, and the same adaptability to the widest possible range of work. It differs only in negative size — producing sharp, brilliant pictures 2 $\frac{1}{4}$ x3 $\frac{1}{4}$  inches — providing the operating economy of lower cost per negative . . . plus the economy gained in the use of lenses of shorter focal length. It gives you the added convenience of smaller overall size for easy portability. Its precision construction permits its use in the most exacting types of negative making such as is encountered in technical, laboratory and scientific work. The rugged construction of the camera body permits the installation of all standard types of press accessories, such as flash gun, range finder, etc. It gives you in one small, compact instrument all the fine features of a modern press camera — a commercial view camera and a portrait camera. (Weight 2 lbs. 15 oz.)

**WITH BIG CAMERA FLEXIBILITY**



**SMALL SIZE  
CONVENIENCE  
PLUS LOW COST  
PER PICTURE**

**2 1/4 x 3 1/4 INCH**



**ALL STANDARD  
ADJUSTMENTS**

## **MINIATURE PRESS CAMERA**

### **MINIATURE PRECISION — BIG CAMERA FLEXIBILITY**

**T**HIS new **Watson Camera** will have instant appeal to those advanced amateur workers who want the precision of a small, high priced candid miniature with the advantages of a double extension bellows — the rise, fall, lateral shift and swing adjustments of the professional type of camera, the convenience of plate or film holders — and most important of all, a full size ground glass focusing panel. The 2 1/4 x 3 1/4 inch negative size, while small enough to be classed as a miniature, is at the same time large enough to assure enlargements of 8x10, 11x14 or even larger with contact print quality. Because the enlarging factor is not so great the difficulties encountered and exacting care required in fine grain processing, is correspondingly reduced. The use of plate and film holders enables you to process and finish your pictures at anytime — no need to wait until a specified number of exposures have been made. The negatives you make with the **Watson 2 1/4 x 3 1/4 inch Miniature Camera**, because of the ease in ground glass focusing and the accuracy of the vernier focusing scale, are always razor sharp, and subsequent enlargements retain all the fine detail of contact prints. The more you use this new **Watson Camera**, the more you will appreciate its ability to meet every picture making problem.

**— AND SMALL CAMERA ECONOMY**



# PRICE LIST

**O. P. A. PRICE MAINTAINED.**—The prices quoted herein are in accordance with O. P. A. regulations.

All cameras and accessories are offered subject to revision in design and construction based upon our ability to secure essential materials. Should changes so made not meet with approval our liability shall not exceed full cash refund of purchase price.

## B & J 4 x 5 Revolving Back PRESS CAMERA

**\$59<sup>60</sup>**

Each  
Less  
Lens

## WATSON 2 1/4 x 3 1/4 MINIATURE PRESS

**\$54<sup>10</sup>**

Each  
Less  
Lens

**Additional Excise Tax \$5.13**

A CARRYING CASE IS STRONGLY RECOMMENDED — IT WILL PRESERVE THE BEAUTIFUL FINISH OF THE CAMERA AND PREVENT IT FROM SCUFFING, ETC.

**WHEN ORDERING, SPECIFY FOCAL LENGTH OF LENS TO BE USED, SO THAT PROPER FOCUSING SCALE MAY BE INSTALLED**

Mounting any of the lenses and shutters (listed below) to camera and installing vernier scale to match lens (**When Camera and Lens are Purchased at Same Time**),  
..... **No Charge**

Mounting customer's 4, 4 1/8, 4 3/4, 5 1/4, 6, 6 1/2 or 7 1/8 inch lens, and installing vernier scale to match ..... **Net \$ 3.00**

Mounting other focal length lenses and calibrating special vernier scale ..... **Net 4.50**

Extra Focusing Scale, (4x5, B & J Press and Watson Miniature Cameras)  
For 4 3/4, 5 1/4, 6, 6 1/2 or 7 1/8 inch lenses (specify) ..... **.90**

## RECOMMENDED LENSES FOR THE B & J 4 x 5 PRESS CAMERA

3 1/2" f:6.8 Rapid Wide Angle Anastigmat in Self-Cocking Shutter Speeds, 1/10 to 1/200 sec., T. and B.) (incl. Excise Tax) ..... **55.85**

5 1/4" f:4.7 Anastigmat in Manual Cocking Shutter (Speeds 1 to 1/400 sec., T. and B.) (incl. Excise Tax) ..... **55.55**

6" F:6.8 Goerz Dagor, (Berlin)—Mounted in self cocking (1-1/100) shutter..... **83.50**  
Above mounted in (Old Style) Compur shutter..... **101.50**

6 1/2" F:6.3 Anastigmat—Mounted in (1/2 to 1/100) shutter..... **42.25**

6 3/8" f:4.5 Anastigmat in Manual-Cocking Shutter (Speeds 1 to 1/400 sec., T. and B.) (including Excise Tax) ..... **83.40**  
Same as above but coated to reduce internal reflection ..... **101.40**

10" f:5.6 Rapid Telephoto in Self-Cocking Shutter (Speeds 1/10 to 1/200 sec., T. and B. (Including Excise Tax) ..... **184.40**



**LENSES — Continued from Preceding Page**

**RECOMMENDED LENSES FOR THE WATSON 2 1/4 x 3 1/4 INCH  
MINIATURE PRESS CAMERA**

3 1/2" f:6.8 Perle Wide Angle	
In Self-Cocking Shutter (speeds 1/10 to 1/200 sec., T. and B.)	
(Inc. Excise Tax) .....	<b>55.85</b>
4" f:4.5 Luxor Anastigmat	
In Manual-Cocking Shutter (Speeds 1 to 1/400 sec., T. & B.)	
<b>Lenscoted</b> inc. Excise Tax .....	<b>66.15</b>
4 1/8" f:4.5 Imported Anastigmat	
In Self-Cocking Shutter (speeds 1/25 to 1/100 sec. T-B) .....	<b>24.50</b>
4 1/8" F:6.8 Perle Aplanat	
In (1 to 1/300 second) shutter .....	<b>33.00</b>

**All Lenses Are Offered Subject to Prior Sale**

**RECOMMENDED ACCESSORIES**

Extra Focusing Scale, (4x5, B & J Press, and Watson Miniature Cameras	
For 4 3/4, 5 1/4, 6, 6 1/2 or 7 1/8 inch lenses (specify) .....	<b>.90</b>
View Finder Masks, (4x5 Camera)	
For 5 1/4, 6, 6 1/2 or 7 1/8 inch lenses (specify) .....	<b>1.25</b>
Kolart Prism Range Finder (incl. Excise Tax) .....	<b>38.50</b>
Range Finder installation .....	<b>Net 3.50</b>
4x4 inch lens boards .....	<b>1.00</b>
Kalart Master Automatic Speed Flash (incl. Excise Tax) .....	<b>23.60</b>
Film Pack Adapter, 4x5 Ingento .....	<b>4.10</b>
Additional Excise Tax .....	<b>.39</b>
Standard Carrying Case, Model A, (Specify Camera)	
Accommodates camera and 6 holders .....	<b>6.50</b>
De Luxe Carrying Case Model B, (Specify Camera)	
Holds camera, flash gun, 12 holders, flash bulbs, etc. ....	<b>16.35</b>
Ideal Tripod .....	<b>7.95</b>
Additional Excise Tax .....	<b>.75</b>
Hollywood Pan-Tilt Head .....	<b>5.95</b>
Additional Excise Tax .....	<b>.45</b>
General Electric Exposure Meter (incl. Excise Tax) .....	<b>26.95</b>
Weston Exposure Meter Model 735 .....	<b>\$25.75</b>
Additional Excise Tax .....	<b>3.92</b>

**ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE**



# FOR PERFECT NEGATIVES IN EVERY BRANCH OF PHOTOGRAPHY

## **Extremely Versatile**

Because the **Watson Miniature Press Camera** combines in one instrument all essential features of the modern press camera — plus those of both Commercial View and Portrait Cameras, it is adaptable to an extremely wide range of work. Limited space here does not permit a more comprehensive summary of the types of work it will successfully handle, however, the following classifications will give you a general idea of its versatility.

## **Spot news Pictures**

The camera when fitted with a flashgun and rangefinder answers every requirement of the press photographer. Action shots, spot news pictures, portraits, candid shots of people in their everyday activities, street scenes, in fact, every type of picture we find in the day's news is handled by the **Watson Miniature Press**. It is designed to permit the utmost speed in making exposures. Its adjustments and operating controls are conveniently placed to save time — to enable you to develop that automatic sense of touch operation that assures picture after picture with lightning like rapidity.

## **Fine Portraits**

Every requirement for fine formal and informal portraiture is embodied in this new **Watson Miniature**. Exposures by daylight — flashlight or incandescent light may be made with the convenience of ground glass focusing. Time permitting you may study the image on the ground glass — or when time is at a premium, you merely focus by scale — sight the subject in the large telescopic viewfinder and snap the shutter. Swing and tilt adjustments may be employed when special effects are desired.

## **Pictorials**

For fine pictorial photography in still life, outdoor action or scenic effects, you will find in this **Watson Camera** every feature and adjustment necessary to assure perfect negatives. The special drop bed on the camera will prove invaluable for securing unusual angle shots — and the tilt, swing, rise and fall and lateral shift adjustments provide a ready answer to the unusual problems you may encounter in securing special effects.

## **Architectural Subjects**

The accuracy and flexibility of camera adjustments necessary to meet the varied problems of successful architectural photography are provided in the **Watson**. The rise and fall adjustment, coupled with the tilt and swing of the lens as well as the drop bed enables you to maintain the camera back parallel to the subject to assure distortion free pictures. Skyline pictures, bird's-eye views, or detailed close-ups present no problems that this new **Watson** will not meet.

## **Interiors**

Unusual interior pictures may be made with either the regular camera lens or with a wide angle lens. The removable lensboard permits instant interchange of lenses. The drop bed on the camera with the rise and tilt adjustments of the lens board assures freedom from cut-off when working with extreme wide angle lenses. The full hooded ground glass focusing panel shows a brilliant image — permits accurate focusing in dimly lit interiors.

## **Flashlight Pictures**

The installation of a flashgun on the camera makes you independent of light conditions. Indoor action shots at night at high shutter speeds may be made. Outdoor pictures at night with flash bulbs are just as easy. In many instances when daylight is too weak to provide a well exposed negative, a flash bulb may be used to provide the extra foreground illumination necessary to assure a good negative.

## **Action Shots**

The **Watson 2¼x3¼ Miniature Press Camera** handles with all the ease and facility of a folding snap-shot type of camera. Modern high speed films permit you to take full advantage of your highest shutter speeds. Sporting events, races, track meets and all types of action work are successfully handled. The accurately designed telescopic viewfinder enables you to keep the subject properly centered in the film area.



# MEETS ALL REQUIREMENTS FOR BOTH PRESS AND ADVANCED AMATEUR WORK

## **Copy**

### **Negatives**

The accuracy so essential to the production of perfect copy negatives is easily secured with this new **Watson Camera**. The maintenance of parallel planes between the subject, the lens and the camera back provides freedom from distortion. The double extension bellows permits one to one ratio in image size when a  $4\frac{1}{8}$ " focal length lens is used — and even larger images may be had when wide angle or lenses of shorter focal length are used.

## **Group Pictures**

Pictures of groups, including such specialized subjects as auditorium gatherings, banquets, etc., present no unusual problem for the operator of a **Watson Miniature Press Camera**. To compensate for the elevated camera position necessary in a banquet picture you have the drop adjustment of the camera bed. This permits the lens to be tilted to cover the banquet floor while the camera back is maintained in true vertical position.

## **Telephoto Shots**

The double extension bellows on the Watson Camera, and the large  $3\frac{1}{2}$  inch removable lens board permits the use of long focal length lenses for improved perspective on close-ups and larger ground glass images. Regular telephoto lenses may also be used for securing close-up effects of distant subjects. The rigid, substantial design of the lens standard on the **Watson** sustains the weight of these larger lenses without the need of auxiliary bracing.

## **Close-up Pictures**

Close-up pictures in copy work, portraiture, still life, etc., are easily made due to the unusual length of the **Watson** bellows. The accurate focusing so essential in work of this type is easily accomplished on the ground glass panel. While satisfactory close-ups may be made with the normal lens, image size may be readily increased by using a lens of shorter focal length, or a supplementary wide angle lens attachment may be slipped over the regular lens to accomplish this result.

## **Color Work**

Now that color film is available in standard cut film sizes, this interesting branch of photography is also open to the owner of a **Watson Miniature Press Camera**. These transparencies may be mounted as lantern slides for projection work — or in conjunction with color-separation films, they form the master for beautiful large color prints. The precision and sturdiness of the **Watson Camera** is such that even direct color separation negatives may be made for subsequent color printing.

## **Commercial Still Life**

Still life pictures of commercial subjects, catalog illustrations, table top set-ups, etc., are easily made with the Watson. As it embodies practically all the desirable features of a Commercial View Camera, it can readily be used as such. Its many adjustments readily adapt it, not only to straightaway work of that type, but to interesting angle shots as well. Study of the image on the ground glass focusing panel aids in securing proper lighting and composition.

## **Photo Macrography**

Photo-macrography, or direct magnification on the film of such subjects as insects, flowers and other small objects — which are then enlarged, result in dramatic pictures. This type of picture may be readily produced with the **Watson Miniature** by using a wide angle lens and racking the bellows out to secure the desired image size. Lens extension tubes may be constructed to provide an even greater magnification of the image.

## **Photo Micrography**

Photomicrographs as used in scientific research and laboratory work may also be produced with the **Watson**. Any convenient set-up for supporting the camera above the microscope and blocking off unwanted light at the juncture will suffice. As the slide image can be studied on the ground glass, accurate focus is easily secured. When illumination through the slide is not sufficient to show a brilliant image, a test focusing slide may be inserted in the microscope for this purpose.



# IN THE WATSON 2¼x3¼ MINIATURE YOU FIND THESE 'EXPENSIVE' FEATURES

**Hooded Focusing Panel** The ground glass focusing panel is protected by a **full, four sided** folding light hood. Folding compactly against the ground glass it protects glass from breakage in ordinary handling. When unfolded, it effectively screens the ground glass from unwanted top, side or bottom light, and adds brilliance to the ground glass image for easy focusing.

**Focusing Lock** On the bed of the camera, adjacent to the focusing knob, is a special focusing lock. A flick of the finger throws this lever to securely lock the camera focus at any given distance. At sporting events and under all circumstances where a series of exposures are to be made, with the camera at a given distance from the subject, this focusing lock will prove its value.

**Rugged Construction** The **Watson Miniature Press Camera** features an extremely rugged body and drop bed. It is designed to withstand the bumps and scuffs encountered in modern press work. The structural strength of the body permits the secure installation of standard press accessories. The durable overall leather covering is extra heavy to retain its attractive appearance indefinitely.

**Front Adjustments** Front adjustments include rise, fall, tilt and swing — and lateral shift of lensboard. The adjustment range provided permits full advantage to be taken of the covering power of the lens. Large, easily manipulated knobs make for real convenience in setting the controls and locking controls assures the permanence of the adjustment at any desired point.

**Drop Bed** The bed of the camera may be dropped to normal horizontal position instantly where suspension braces hold it securely in position. Depressing these bed braces where they attach to the camera body permits the bed to drop approximately another 30 degrees from horizontal. This extra drop feature eliminates image cut off when working with wide angle lenses.

**Lateral Shift** The lateral shift permits movement of the lens position right or left from the camera back. This control may be used independently of or in conjunction with the tilt, swing and rise and fall adjustments. The lateral shift will prove its value by bringing the image to proper position on the film when working in cramped quarters.

**Eye-Level Finder** The telescopic type eye-level viewfinder shows a brilliant image — making it easy to follow moving objects to keep them properly centered in the film area. The finder is fitted with a compensating adjustment for parallax. Close-ups are centered on the film with the same accuracy as more distant objects.

**Double Extension Bellows** The 8½ inch, double extension bellows are of durable reenforced construction with extra wide gussets. This special construction eliminates the tendency to sag when partially extended — and assures more years of light tight service. The generous size and minimum taper of the bellows permits the full use of all front adjustments without strain.

**Self Aligning Track** The lens standard is supported on a rigid, telescoping all metal track that slides in accurately machined V grooves. The V shaped edge of the movable track dovetails in to the V shaped groove of the stationary bed track. This provides for automatic alignment over the full effective focusing span of the track. Its extra heavy construction gives it a firm smooth action.

**Dual Focusing Controls** Focusing knobs are provided on each side of the camera bed, permitting the use of either right or left hand in focusing. The large knurled knobs fit the fingers for easy liquid like operation. Sufficient resistance to movement is provided by the large bearing surface of the V grooved track to assure freedom from play or backlash.



# THE VERSATILITY OF A BIG PRESS CAMERA IN A SMALL, COMPACT MINIATURE

## **Vernier Focusing**

A slide rule type vernier focusing scale, accurately calibrated to the lens, is mounted on the bed of the camera for focusing by scale. When speed in making the exposure is essential this provides a quick means for securing accurate focus. Be sure to specify what focal length lens is to be used with the camera, so that the proper vernier scale may be installed.

## **Press Accessories**

**The Watson 2¼x3¼ Miniature Press Camera** has been designed to accommodate all standard press accessories. Any standard type of flashgun and synchronizer as well as a coupled-rangefinder may be installed. So equipped the camera is ready for every picture assignment, day or night. The addition of these accessories is recommended as they lengthen the photographic day — and provide an extra means for quick, accurate focusing.

## **Spring Back**

Standard graphic type plate or film holders and film pack adapters are accommodated. Heavy springs on the camera back securely retain the holders light tight in the focal plane, assuring the same critical image on the film or plate as on the ground glass. Protruding tapered ears on the spring back make it easy to insert or remove the holders.

## **Tripod Socket**

Two extra heavy tripod sockets are securely mounted on the camera body, so that the camera may be used for vertical or horizontal shots while mounted on a tripod. They provide perfect balance of the camera on the tripod at normal lens extension. Ample strength is provided to permit the camera to be carried over the shoulder when mounted on the tripod. Has standard tripod thread.

## **Heavy Duty Handle**

The heavy leather handle, which is mounted on the side of the camera, serves a dual purpose. It provides a convenient means for transporting the camera. It also acts as a steadying brace when making exposures. The operator's hand slips under the handle, permitting the fingers to grip the camera body. This frees the other hand for focusing, etc. It's a real aid in making rock steady exposures.

## **Durable Finish**

Attractiveness and eye value are in keeping with the many fine features of the **Watson Miniature Press Camera**. The leather covered body is attractively tooled. Exposed metal parts are in chrome and durable, black finishes. When folded the camera measures only 3x6¼x6 inches overall. Weight, less lens, slightly under three pounds.

The use of a CARRYING CASE, with the **Watson Miniature Camera**, is recommended. It will protect the Camera from scuffs, dirt, etc., which will in time ruin its appearance.

## OPERATING INSTRUCTIONS FOR THE WATSON 2¼x3¼ MINIATURE PRESS CAMERA

The general operating instructions as given on pages 19 and 20 for the **B & J 4x5 Press Camera** apply also to the **Watson 2¼x3¼ Miniature Press**, with the following exceptions:

**Page 27. "D"** The camera back on the **Watson** does not revolve and the lock illustrated is not provided. **"S"** The lens board may be quickly returned to normal position without the aid of guide marks.

**Page 28.** All instructions appearing on page 19 except those relating to the revolving back apply to the **Watson 2¼x3¼ Miniature Press Camera**.

The precision design of the **Watson Press Camera** provides for easy operation of its many adjustments. **Never use force.** Before closing the camera make sure that all adjustments are returned to normal position. With reasonable care, the **Watson Miniature Press Camera** will provide you with many years of trouble free service.



# TRADE MARK SOLAR ENLARGERS

WHEN big beautiful projection prints, of sparkling brilliance and contrast are wanted from your B & J Press Camera negatives, you can rely on the unfailing performance of these SOLAR Studio Enlargers. They bring out the best in every negative. They respond to every need of the press photographer — the professional studio operator and the advanced amateur.

## FOR RICH CONTRASTY ENLARGEMENTS

Precision engineering in the SOLAR, coupled with perfect design, provides the flexibility and operating ease so essential in producing perfect enlargements from negatives varying in quality and size. Dustless negative carriers and an easily controlled light source, double extension bellows and micrometer accuracy in focusing, facilitate the consistent production of perfect prints.

## EXCLUSIVE FEATURES

SOLAR'S many exclusive features, will quickly make it your most valuable piece of darkroom equipment. It may be used for vertical or horizontal projection. Interchangeable lenses adapt it for use with a wide range of negative sizes. Available accessories include a camera back for instant conversion to a copy camera, or your regular camera may be interchanged with the enlarger head for making copy negatives, table-tops, etc.



## VALUABLE TREATISE ON ENLARGING

Experts on enlarging collaborated in the preparation of this big 32 page book that covers the subject of enlarging from A to Z. Profusely illustrated. Copy sent free upon request.

## RECOMMENDED LENSES

6 3/8" f:4.5 Solar Enlarger Anastigmat in barrel with iris (covers 4x5 inches)	\$51.35
5 1/2" f:4.5 Solar Enlarger Anastigmat in barrel with iris (covers 4x5 inches)	\$47.70
7 1/2" f:4.5 Solar Enlarger Anastigmat in barrel with iris (covers 5x7 inches)	\$76.40
(above lens prices include Federal Excise Tax)	
3 1/2" f:4.5 Solar Enlarging Anastigmat (Lencoted) barrel with iris (covers 2 1/4 x 3 1/4 inches)	\$27.15

FOR NEGATIVES  
from 2 1/4 x 3 3/4"  
to 5x7".



NEW! NON-ACTINIC  
RED  
BASEBOARD

## MODEL 57 5 x 7 INCH

Complete SOLAR Enlarger with SOLAR Tri-Switch, red (non-actinic) baseboard, enlarging bulb and 5x7 inch sandwich type glass negative carrier. This unit is fitted with a bi-plane diffusion type illumination system.

PRICE EACH Less Lens

**\$69.40**

EXCISE TAX ADDITIONAL

**\$6.59**



# PERFECT ENLARGEMENTS COME EASY WITH THIS SENSATIONAL NEW SOLAR

The new post-war Solar! Already acclaimed the outstanding new enlarger of the year. Refinements developed over many years of enlarger building — plus new engineering features give you in this new Solar a practical, positive automatic focusing system — a unique focusing lock that securely locks the lamp house in any desired position — pre-factory lens and cam adjustment that synchronizes bellows extension with lamp house position for peak focus through years of service.

## NEW EASE IN OPERATION

With this new Solar beautiful, big enlargements are as easy to take as contact prints. Just insert the negative — adjust lamp house position for size of enlargement and expose — no fussing with focus — no knob to turn. Focus is automatic and constant regardless of print size.

*The NEW*

# SOLAR AUTOFOCUS

THE ENLARGER THAT IS ALWAYS IN FOCUS

## BETTER PRINTS EVERY TIME

Every necessary feature for the consistent production of pictorially rich enlargements are here in this new Solar. You will marvel at the ease of operation, the simplicity and the unflinching accuracy of the automatic focusing.

## TIME TESTED PERFECTION IN LIGHT AND OPTICAL SYSTEM

The famous Solar Light and Optical system brings you proven and time tested "condenser directed" and concentrated light intensity that streams through the negative to the baseboard with uniform intensity to the very corners of the picture. You'll like this new enlarger — and you'll like the new improved quality of the prints you make with it.

## PERFORMANCE IS THE REAL TEST

This new Solar Autofocus Enlarger has performed with flying colors under exciting laboratory tests. Those fortunate amateur and professional operators who have this new Solar in their dark rooms are lavish in their praise of its performance.

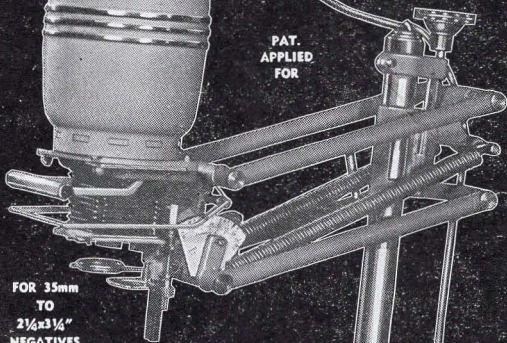
## FOR NEGATIVES: 35mm. to 2 1/4 x 3 1/4 INCHES

Fitted with 3 1/2 in (90mm.) F:4.5 Coated Anastigmat Lens (Sold with Lens only.) including one dustless negative carrier (specify size) and Table top Switch

**\$149.50**

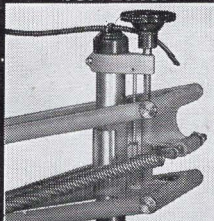
Additional Excise Tax .....\$14.32

INSTANT-ACCURATE  
FACTORY SET FOCUS  
ALL THE TIME

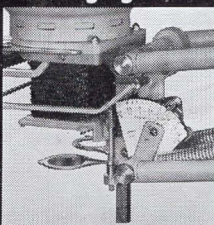


FOR 35mm  
TO  
2 1/4 x 3 1/4"  
NEGATIVES

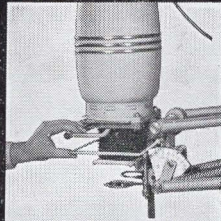
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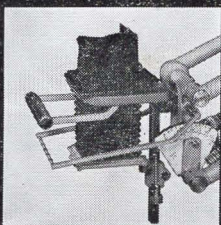
Enlarging Scale



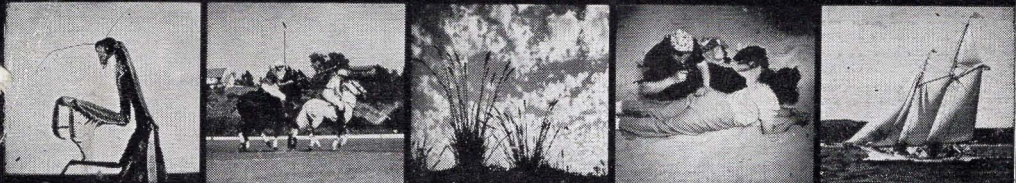
Focus Lock



Camera Back







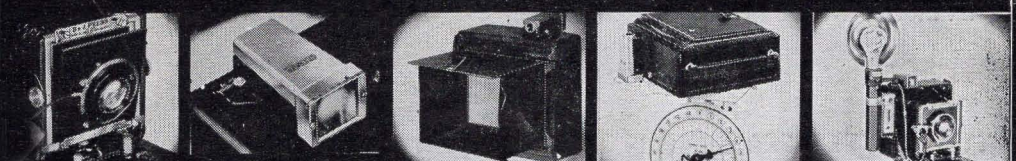
**MEETS EVERY NEED FOR ALL AROUND WORK**



**IT INCLUDES THESE MANY FINE FEATURES**



**YET ITS COST IS SURPRISINGLY LOW!**



**SEE A **BEJ** PRESS BEFORE YOU BUY!**



**4 x 5 IN.  
LESS LENS  
AND ACC.  
\$59.60**

● Only in a Press Camera do you find that all-inclusive combination of features called for in all-around photography. Those extra adjustments, the extra precision, the extra rugged construction are all there for a purpose. They all combine to give you in one instrument a camera that is equal to every picture making task. You can take your cue from the press photographer. His pictures must be good — and his equipment must measure up to the exacting standards you find in the B & J Press.

The story of making perfect negatives for the Press, Professional and Advanced Amateur is FREE. Write today

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