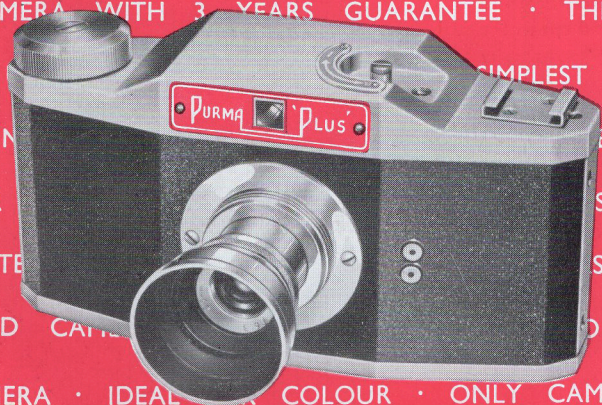


SIMPLEST HIGH-SPEED CAMERA IN WORLD · CHEAPER TO USE
THAN BOX CAMERA · IDEAL FOR COLOUR · ONLY CAMERA WITH
3 YEARS GUARANTEE · THE AMATEURS' CAMERA USED BY
PROFESSIONALS · SIMPLEST HIGH-SPEED CAMERA IN WORLD
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PURMA
O
'PLUS'

PHOTOGRAPHS

WITHOUT FUSS



... WITH THE SIMPLEST HIGH SPEED CAMERA IN THE WORLD

 Many people require a camera capable of taking good pictures with the minimum of bother. They demand the simplicity of the box camera, the ability to take action shots at high speed and a flexibility enabling the camera to be used all the year round. This is a tall order, but it is met by the PURMA PLUS.

The PURMA PLUS is an all-metal miniature focal-plane camera, taking 16 pictures $1\frac{1}{4}$ in. \times $1\frac{1}{4}$ in. (32 mm. \times 32 mm.) on standard V.P. films (Nos. 27 or 127). The design is developed from the very successful Purma Special and the PURMA PLUS incorporates those improvements which experience has dictated, but which do not impair the simplicity of operation.

The PURMA PLUS is the simplest high class camera made. There are two controls only,—(1) the film wind, which also sets the shutter so that double exposures are impossible,—(2) the release button. Selection of shutter speed is effected by the method of holding the camera. No focusing nor setting of the lens aperture is necessary. Everything from 12 ft. to infinity is in focus. The lens aperture, f/6.3, with the shutter speeds provided, covers a wide range of subjects,—from the Pyramids to racing cars—and allows for variations of light, from overcast winter skies to brilliant summer seascapes.

As with all miniature cameras, the negatives require enlargement, but by making use of the enlarging services available, the cost of the film and prints of useful size—say $3\frac{1}{2}$ in. square—is less than that of films and contact prints of equivalent size.

The PURMA PLUS has a special appeal to the novice; yet its advantages will be appreciated by the experienced amateur and professional. Where a picture can only be obtained by sheer speed in “going into action,” the ever-ready PURMA PLUS is unequalled. It also finds many applications with surveyors, architects, engineers and other professional men who require good photographs, easily taken.

The scope of the new model has been widened by a setting to give “brief-time” exposures. There is also a socket for a cable release for long time exposures and a shoe to carry a flash gun, available as an extra. A range of accessories has been designed especially for the PURMA PLUS. The use of these fitments greatly enhances the pleasure of using the camera, without necessitating a wide knowledge of technicalities.

THE ONLY CAMERA WITH 3 YEARS GUARANTEE

PURMA
O
PLUS

Using the "fast" speed of 1/500th with a high speed panchromatic film, this picture was taken in September, in good, but not brilliant, light conditions



CHEAPER TO USE THAN BOX CAMERA
Developing and printing cost less with PURMA PLUS and you get 80% larger pictures

Taken in April on a medium speed panchromatic film, at the "medium" speed of 1/150th, using supplementary lens No. 5 (for subjects at 5-7½ ft.)

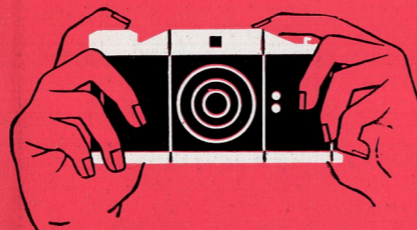


IDEAL FOR COLOUR
the slow speed of the PURMA PLUS-1/25th second —is recognised speed for perfect colour photography

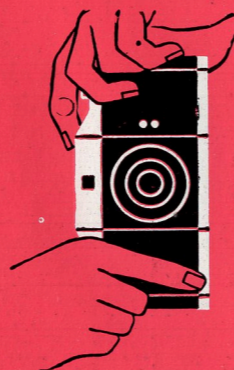
By using a combination high speed film and a "slow" shutter speed of 1/25th sec., good results are obtained even on a wet day in mid-winter



FAST Held like this, the PURMA PLUS has a shutter speed of 1/500th second for brilliant seascapes, beach scenes, open landscapes and high speed action pictures.



MEDIUM With the camera horizontal, the speed is 1/150th second, the best for general use and sufficiently fast to eliminate risk of camera shake.



SLOW The slow speed of 1/25th second gives pictures when the light is weak, as in very overcast weather, in deep shade, in winter or in the light of evening.

The PURMA PLUS Range

The PURMA PLUS Camera and its accessories comprising ever-ready case and extension strap, accessory hold-all, accessory wallets, lens ring, lens hood, supplementary lenses and filters, locking cable release, capacitor flash gun and extension lead with button for manual operation.



SPECIFICATION

BODY All metal, finished matt aluminium and black. Back detached for loading by removal of coin-operated screw in base, which also forms tripod bush. Back carries improved type pressure plate.

LENS Three element f/6.3 anastigmat with all interior surfaces bloomed to reduce internal reflections. Exceptional resolving power gives brilliant negatives, sharp right up to corners and suitable for enlargement to any desired size. Depth of focus: 12 ft. to infinity. Lens holder telescopes into body when camera is not in use and is held in place by lens cap. Lens holder internally threaded to take accessories.

SHUTTER All-metal focal plane shutter of special design gives instantaneous speeds of 1/500th, 1/150th, 1/25th, according to position in which camera is held (see diagrams). The shutter is set by winding on film and released by press button on top of body. To eliminate double exposure, shutter is interconnected with film wind and is also locked when lens cap is in position. Brief time exposures selected by turning release button so that engraved line points to "B". Internal flash contacts built into shutter system enable the automatic open flash technique to be used. With the release button at "B" fully depressed or the cable release used in the non-locking position, the flash operates immediately the shutter is open.

VIEWFINDER Optical direct vision type, giving clear undistorted view of field covered by lens; metal blind cuts off view until shutter is set. Shutter speeds marked round rear window to indicate position of holding.

ACCESSORIES Enable camera to be used for flash photography, long time exposures, close-ups and portraits. (Full range of Filters available.) Carried in the Ever-Ready case the camera is ready for all operations, except loading and unloading.

Capacitor—Flash Outfit. Accessories include 15ft. long extension leads (coaxial or two pin), and manual open flash button.

Combined Lens Hood and Supplementary Lens Holder.

Lens Ring to permit use of Filter with Supplementary Lens.

Colour Filters (yellow, orange, red, green, blue).

Close-up lenses for distances 18", 24", 32", 49", 5' 6" and 10' 0"

Locking Cable Release for long time exposures.

Ever-Ready Case, leather, with long and short straps.

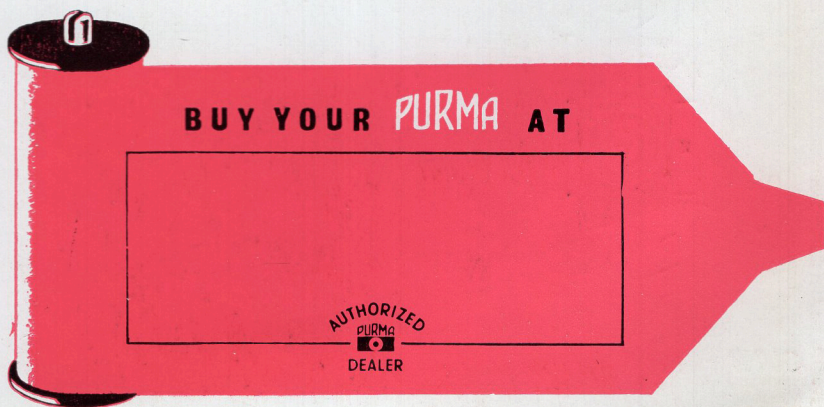
Accessory Wallets to hold 6 Supplementary lenses.

Accessory Hold-all to attach to E-R Case strap; holds accessory wallets, lens hood, lens ring, locking cable release and spare films.

Purma Plus Cameras are produced in Great Britain by

PURMA CAMERAS LIMITED,

Hirwaun Industrial Estate, Rhigos, Aberdare, Glam. Hirwaun 283



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