

# BALDA

## CAMERAS AND

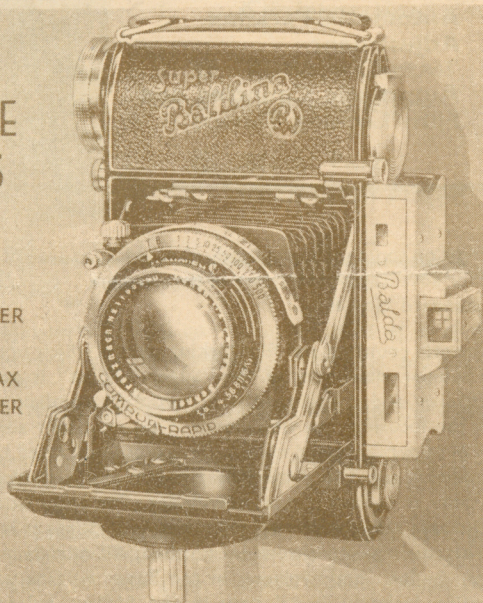
# NORCO

### PHOTOGRAPHIC ACCESSORIES

MODERN  
MINIATURE  
CAMERAS

With

- BUILT-IN  
COUPLED RANGE-FINDER
- BUILT-IN PARALLAX  
CORRECTING VIEW FINDER
- BUILT-IN  
BODY RELEASE
- CHROME FINISH

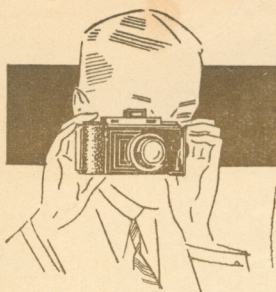


## SUPER BALDINA

THE NORSE TRADING CO.  
(LONDON) LTD.

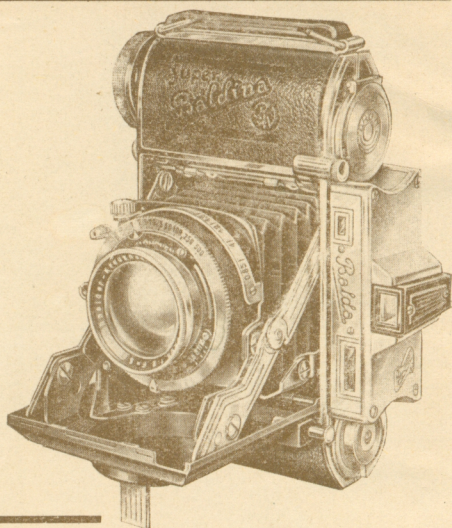
15-16, NEWMAN STREET  
LONDON, W.1





# Super BALDINA

- 36 pictures 24 x 36 mm. on standard Cine Film
- Coupled Rangefinder
- Built-in Body Release
- Automatic Parallax Adjustment
- Automatic Counting and Film Locking Device



In addition to its small and handy size and light weight the Super Baldina has the further advantage of economy of negative material giving 36 pictures 24 x 36 mm. on standard cine film.

Automatic counting and film-locking device which operates after each exposure. The tubular viewfinder of the "Super Baldina" is connected with the focusing mechanism and is equipped with automatic parallax adjustment. Simultaneously with the focusing, the view-finder is automatically adjusted whereby the optical axes of camera lens and viewfinder are both directed to the same point on which the sight is set. The picture on the film will, therefore, turn out to be exactly the same as is seen in the view-finder. The automatic parallax adjustment is of inestimable value, especially when taking pictures at short range. All metal body, leather covered and chromium finished. All models are now fitted with smooth action, built-in body release. In the Super Baldina you find the precision construction hitherto found only in the highest priced miniatures.

Dimensions: 5 x 3 $\frac{1}{4}$  x 1 $\frac{1}{8}$  inches. Weight: 17 ozs.

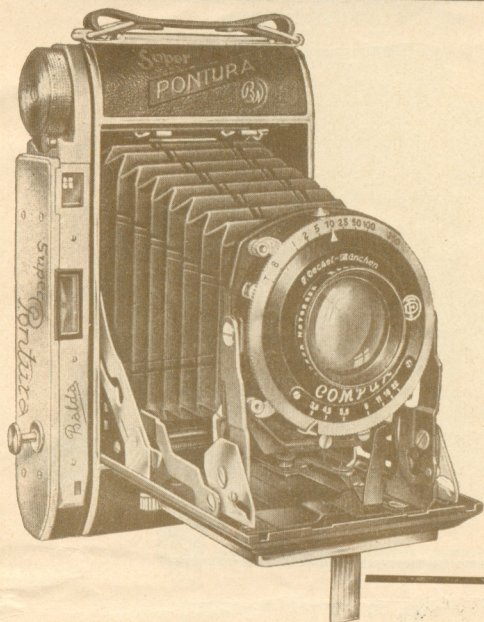
Meyer Trioplan f/2.9 Anastigmat, Compur Shutter	...	... £14 10 0	X
Zeiss Tessar f/2.8 Anastigmat, Compur Shutter	...	... 19 15 0	
Schneider Xenon f/2 Anastigmat, Rapid Compur Shutter (1/500th sec.)	22	5 0	X

## Accessories

Ever-ready solid leather case	...	...	1 5 0
Yellow or Green Filter, Portrait Attachments, etc., from	...	...	8 6



# Super PONTURA



- 8 or 16 pictures on  $3\frac{1}{4} \times 2\frac{1}{4}$  Roll Film
- Coupled Range Finder
- Automatic Parallax Compensation
- Remote Control Shutter Release
- Metal Parts Chromium Plated

8 pictures  $3\frac{1}{4} \times 2\frac{1}{4}$  ins. or 16 pictures  $2\frac{1}{4} \times 1\frac{1}{8}$  ins. on any standard  $3\frac{1}{4} \times 2\frac{1}{4}$  film. The Super Pontura is the very latest in "two-in-one" cameras and has the following outstanding features:

Coupled Range Finder accurately calibrated and synchronised with the focusing of the lens.

Automatic Parallax Compensation accurately covering the field angle of the lens at all distances, completely built-in and part of the exceptionally brilliant optical finder.

Remote Control Shutter Release conveniently situated on the camera body next to the range finder and ensuring rock steady exposures.

Sturdy Die-cast Body covered with fine grain morocco leather, metal work chromium plated.

All controls including film winding lever situated on one side of the camera ready for split second action and giving an exceptionally neat and compact appearance. Trigger release and focusing lever return automatically into position when the baseboard is closed. The Super-Pontura camera is of outstanding merit and of finest precision construction incorporating every desired refinement.

Dimensions:  $6\frac{1}{4} \times 4 \times 1\frac{5}{8}$  inches. Weight:  $26\frac{3}{4}$  ozs.

Meyer-Trioplan f/4.5 Anastigmat, Compur D.A. ... .. £16 5 0  
Meyer-Trioplan f/3.8 Anastigmat, Compur Rapid D.A. Shutter 1/400th £18 10 0

## Accessories

Ever-Ready solid leather case ... .. £1 5 0  
Yellow or Green Filters, Portrait Attachments, etc., from ... .. 8 6

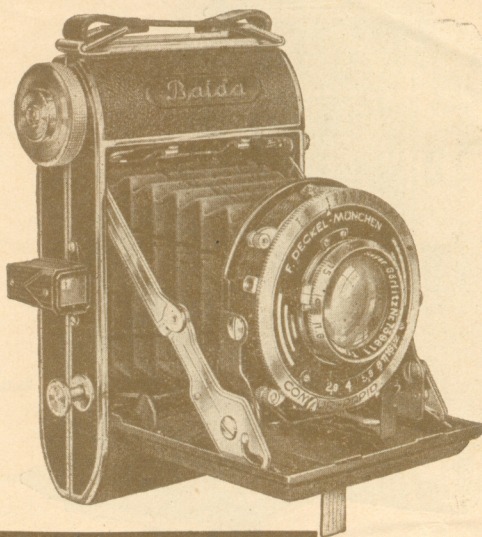
*Plus 20%*





# BALDAX

- 16 pictures  $1\frac{1}{8}$ " x  $2\frac{1}{4}$ " on standard  $2\frac{1}{4}$ " x  $3\frac{1}{4}$ "
- 8 exposure Roll Film
- Conveniently placed Body Release
- Ideal for Quick Action
- New Tubular View-finder



Roll film camera for 16 pictures,  $1\frac{1}{8}$  x  $2\frac{1}{4}$  inches, on standard 8 exposure  $2\frac{1}{4}$  x  $3\frac{1}{4}$  inch roll film.

A very compact and pocketable camera, the precision mechanism and design combine to produce perfect pictures. Rapid in use: you just press a button and the camera front springs into position. All metal body, leather covered, nickel fittings and new Tubular View Finder. Pressure plate holds film in exact focal plane during the exposure. All models with the exception of f/4.5 Vidanar, Vario Shutter are fitted with a conveniently situated release on camera body ensuring steady, vibrationless exposures.

Dimensions:  $5\frac{1}{4}$  x  $3\frac{1}{2}$  x  $1\frac{3}{4}$  inches. Weight: 16 ozs.

Vidanar f/4.5 Anastigmat, Vario Shutter (no body release)	...	£4	7	6
Vidanar f/4.5 Anastigmat, Pronto II. D.A. Shutter	...	5	19	6
Meyer Trioplan f/3.5 Anastigmat, D.A. Compur Shutter	...	8	10	0
Meyer Trioplan f/3.5 Anastigmat, D.A. Compur Rapid 1/400th	...	9	10	0
Meyer Trioplan f/2.9, D.A. Compur Shutter	...	9	10	0
Meyer Trioplan f/2.9, D.A. Compur Rapid 1/400th	...	10	10	0
Zeiss Tessar f/3.5, D.A. Compur Shutter	...	11	2	6

## BALDAX SIX-SIX with body release

A similar camera to the above and with all the special features, but for 12 pictures on  $3\frac{1}{4}$  x  $2\frac{1}{4}$  inch 8 exposure film.

Dimensions:  $5\frac{1}{4}$  x  $3\frac{1}{2}$  x  $1\frac{3}{4}$  inches. Weight: 16 ozs.

Meyer Trioplan f/3.5 Anastigmat, D.A. Compur Shutter	...	£8	10	0
Meyer Trioplan f/2.9 Anastigmat, D.A. Compur Shutter	...	9	10	0
Zeiss Tessar f/3.5, D.A. Compur Shutter	...	11	2	6

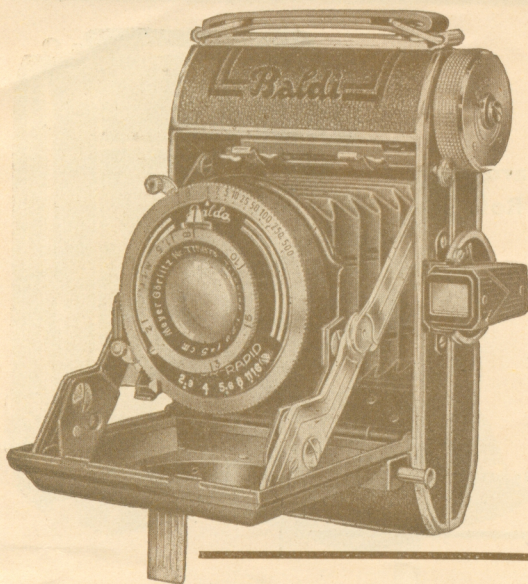
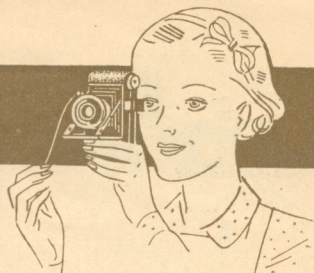
### Accessories

Ever-ready solid leather case	...	1	1	0
Solid leather case, velvet lined, with lock and key	...	7	6	
Yellow or Green Filters, Portrait Lenses, etc., complete with mount from	...	8	6	

*Plus 20th*



# BALDI



- 16 pictures 1-3/16" x 1-9/16" on usual 8-exposure vest pocket roll film
- Body Release
- Parallax Compensation
- Patent Film Transport

The Baldi when closed is but a mere handful and can be easily carried in a jacket pocket or a lady's handbag without being noticed. It can be instantly brought into action and then becomes a handful of efficiency. The extremely smooth action Body Release is invaluable on such a small camera, as it absolutely prevents movement of the camera when the shutter is released. It is of the automatic drop-head self-erecting front type with spring extended struts and folding bellows. Tubular View-finder with parallax compensation. Patent film transporter with automatic catch which stops the film at the right position for successive exposures. No need to watch the number through the red window. Constructed of metal, leather covered.

Dimensions:  $4\frac{1}{4} \times 3\frac{1}{4} \times 1\frac{1}{2}$  ins.

Weight: 12 ozs.

Vidana f/4.5, Vario Shutter, without Body Release	...	...	£4 7 6
Meyer Trioplan f/4.5, Prontor II, with Body Release	...	...	6 10 0
Meyer Trioplan f/3.5, Compur Shutter	"	"	7 12 6
Meyer Trioplan f/3.5, Compur Rapid	"	"	8 12 6
Zeiss Tessar f/3.5, Compur Shutter	"	"	10 17 6
Meyer Trioplan f/2.9, Compur Shutter	"	"	8 12 6
Meyer Trioplan f/2.9, Compur Rapid	"	"	9 12 6

## Accessories

Solid leather case, velvet lined, with lock and key	...	...	7 6
Yellow or Green Filters, Portrait Lenses, etc., complete with mount, from			8 6

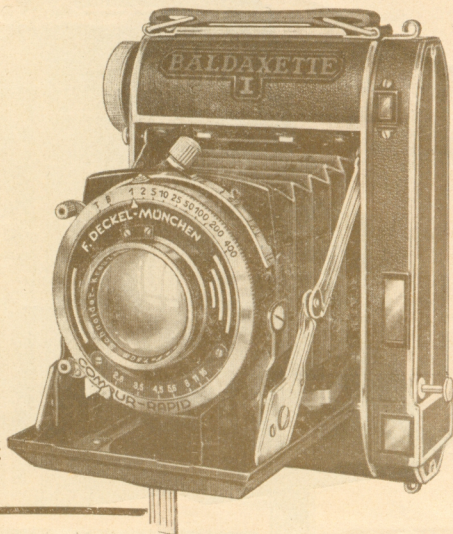
*plus 20%*





# BALDAXETTE

- 16 pictures on Standard 8 exposure  $2\frac{1}{4} \times 3\frac{1}{4}$ " Roll Film
- Body Release
- Coupled Rangefinder
- Parallax Adjustment
- Automatic Film Transport



Pressure on the release button causes the camera to open instantly in operating position, ready for use.

Automatic focusing by completely built-in split-field range-finder with large, brilliant field and internal sighting guide.

The Body Release, situated for quick action, eliminates camera movement and ensures success for every shot, however difficult.

Automatic parallax compensation. Exact coincidence of finder and camera fields at all distances, controlled by focusing adjustment. Completely built-in and part of the exceptionally brilliant optical finder.

The film transport is automatic—just one turn to the left and back to the right winds the film into the proper position for the next exposure. The use of the troublesome film window is eliminated.

The lens is mounted on a helical mount, and when focusing, the entire lens is advanced smoothly and accurately. All metal parts chromium finished.

Dimensions:  $5\frac{1}{8} \times 4 \times 1\frac{1}{8}$  ins. Weight: 23 ozs.

Meyer Trioplan f/2.9 Anastigmat, D.A. Compur Shutter ... £18 15 0

## BALDAXETTE II.

For 12 pictures, size  $2\frac{1}{4} \times 2\frac{1}{4}$  ins. on standard 8 exposure  $2\frac{1}{4} \times 3\frac{1}{4}$  inch roll film. A companion camera to the Baldaxette I., but designed for those who prefer the new square format. The square picture eliminates the necessity of turning camera on its side to make horizontal pictures.

Dimensions:  $5\frac{1}{8} \times 4\frac{3}{8} \times 1\frac{1}{8}$  inches Weight: 23 ozs.

Meyer Trioplan f/2.9 Anastigmat, D.A. Compur Shutter ... £18 15 0

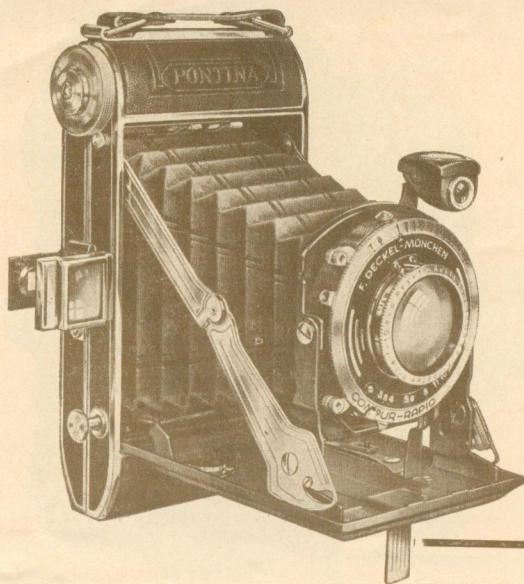
### Accessories

Ever-Ready solid leather case ... 1 5 0  
Filters complete in holder, from ... 8 6

*plus 20%*



# PONTINA



- 8 pictures  $3\frac{1}{4} \times 2\frac{1}{4}$ , or 16 pictures  $2\frac{1}{4} \times 1\frac{1}{8}$  on standard  $3\frac{1}{4} \times 2\frac{1}{4}$  roll film.
- Self Erecting
- Body Release
- All controls conveniently situated
- Metal parts chromium finish

This is the ideal camera for the serious amateur photographer of modest means. It offers so much at a reasonable price. Its  $f/4.5$  lens will give sparkling results even in dull and indifferent lights. It is also economical to run since it will give 16 pictures on a roll film costing 1/-, or 8 pictures for those who prefer the larger size negative. Every requirement is amply provided for, and amongst its attractive features are the following:

**Self-erecting.** By pressing a button the camera springs instantly into picture taking position.

**Remote Control Shutter Release.** Conveniently situated on camera body next to the View-finder, permitting slow shutter speeds without movement of the camera.

**Direct-vision optical and brilliant waist level finders.**

**Body of light metal construction, leather covered.**

**All metal parts, chromium plated.**

All controls including film winding lever situated on one side of the camera and this combined with its Etui shaped body, gives it a compact and elegant appearance.

Dimensions:  $6\frac{1}{2} \times 3\frac{1}{2} \times 1\frac{1}{2}$  ins.      Weight: 18 ozs.

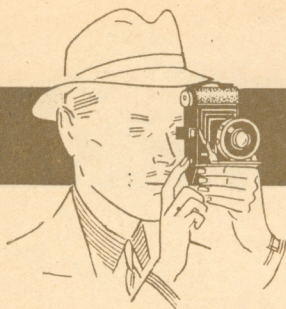
Meyer Trioplan $f/4.5$ Anastigmat, Prontor II. D.A. Shutter	...	£5 10 0
Meyer Trioplan $f/4.5$ Anastigmat, D.A. Compur Shutter	...	6 10 0

## Accessories

Solid Leather Case, velvet lined, with lock and key	...	10 6
Yellow or Green Filters, Portrait Lenses, etc., from	...	8 6

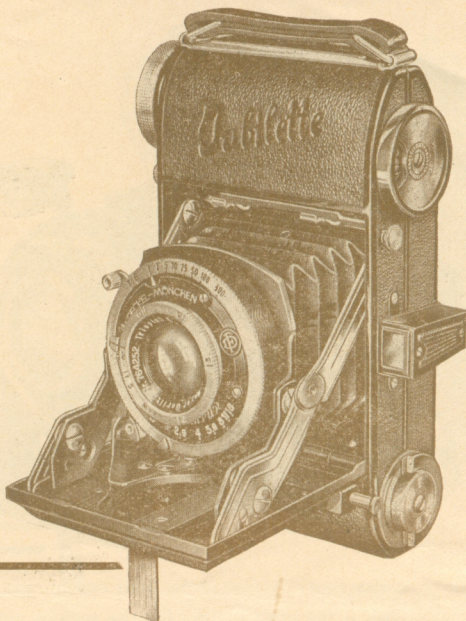
*Plus 20%*





# JUBILETTE

- 36 exposures on standard cine film 24 x 36 mm.
- Tubular Viewfinder
- Body Release
- Automatic Counting and Film Locking Device
- Metal Body, Fine Grain Leather Covered



The latest miniature camera taking 36 exposures, 24 x 36 mm. on standard cine film. In spite of its low price this miniature is fitted with a  $f/2.9$  Hugo Meyer lens and Compur Shutter giving exposures up to  $1/300$ th second. It will be seen therefore, that with its fast lens and fast shutter speeds this camera is capable of speed subjects in poor light, an advantage not usually found in cameras so modestly priced. A slight pressure and the camera opens (at infinity) for instant use. The tubular viewfinder gives a clearly defined view. The release is conveniently situated on the camera body and a slight pressure of the forefinger releases the shutter, both hands are free to hold the camera rock steady. The superb lens guarantees sharply defined negatives and perfect pictures with colour, emphasizing the complete range of work capable with the Jubilette. Automatic counting and film locking device is incorporated and a glance at the indicator gives the number of exposures taken. The metal body is covered in fine grain leather giving a handsome appearance and durable finish.

Dimensions: 5 x 3 x  $1\frac{1}{2}$  ins.      Weight: 15 ozs.

Meyer-Trioplan  $f/2.9$  Anastigmat, Compur Shutter      ...      £8 10 0

## Accessories

Solid Leather Case      ...      ...      ...      ...      ...      7 6

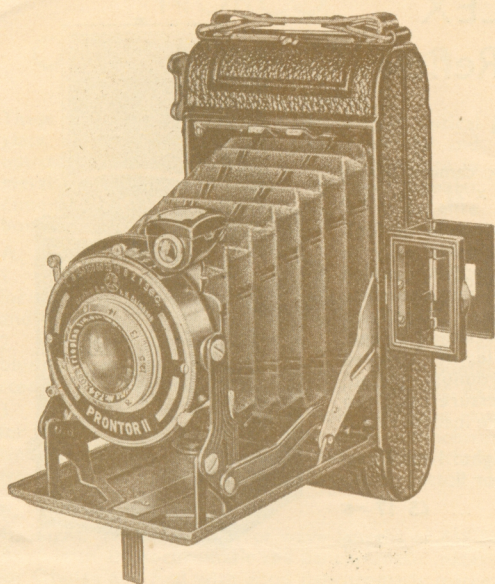
Zipp Fastener Leather Pouch      ...      ...      ...      ...      ...      4 6

Yellow or Green Filter, Portrait Attachments, etc., from      ...      8 6

*plus 20p*



# NORCO and JUWELLA



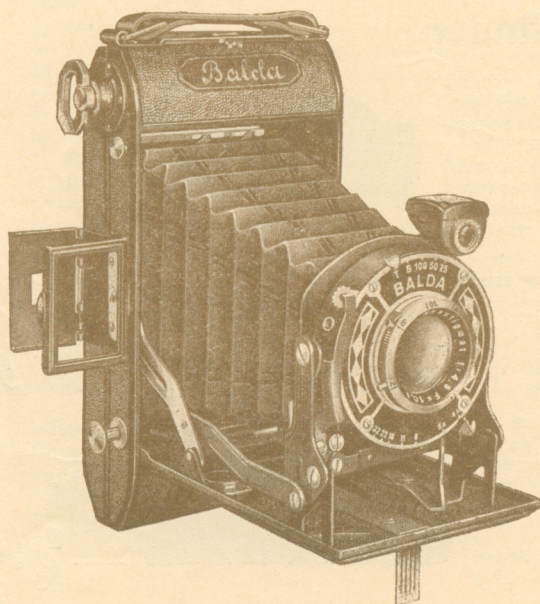
## NORCO The People's Folding Roll Film Camera

For  $3\frac{1}{2} \times 2\frac{1}{4}$  Films

Fitted with f/4.5 Anastigmat and 3-Speed shutter, besides time and bulb. Apertures varying down to f/32. Frame view-finder as well as crystal finder. Window cover for panchromatic films. Compact and neat appearance.

All for the price of:—

£3 3 0



## JUWELLA The Popular Folding Roll Film Camera

For  $2\frac{1}{2} \times 3\frac{1}{2}$  Films with  
Body Release

The metal body is covered with fine-grain leather and fitted with f/4.5 Anastigmat and 3-Speed shutter. Apertures varying down to f/32. Frame view finder as well as crystal finder. Window cover for panchromatic films. In spite of the modern built-in BODY RELEASE this camera is offered at the popular price of:—

£3 15 0



# NORCOFLEX and RANGEFINDERS

## NORCOFLEX Twin Lens Reflex Camera

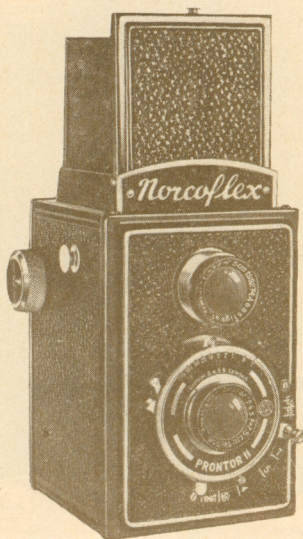
A low priced roll film Reflex camera giving 12 pictures  $2\frac{1}{4}$ " square on  $3\frac{1}{4}$ " x  $2\frac{1}{4}$ " roll film.

This camera embodies the principle of fool-proof focussing generally obtainable only in high-priced instruments. Dual-matched coupled lenses make easy focussing by simply operating a lever at the side of the shutter. Magnifying lens assists definition on the focussing screen. The camera body is all-metal, leather covered and all metal parts are chromium plated. A depth of focus scale, film pressure plate and shield for super-sensitive film are incorporated.

Dimensions: 5 x 3 x 3 ins. Weight: 1 lb. 7 ozs.  
F/4.5 Triolar Anastigmat, Prontor II.

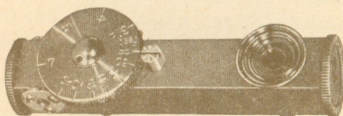
D.A. shutter ... .. £5 17 6

Ever-Ready Leather Case ... .. 7 6



## ENTEE Rangefinder

Indispensable accessory for accurate focussing. The mechanism of this precision instrument works on the double-image principle, the subject being sighted and the milled wheel turned until the subject becomes sharp and free from overlap. Exceptionally neat and compact in finish, measuring only  $2\frac{1}{4}$  x  $\frac{3}{4}$  x  $\frac{3}{4}$  ins. Wide field of measurement from  $2\frac{1}{2}$  to 300 feet.



Price, complete with mounting attachment	...	...	...	21/-
Leather Pouch	...	...	...	2/6

## BALDAMETER Rangefinder

This Range Finder is operated on the same principle as the Norco, but is fitted with a micrometer screw for covering all distances from  $1\frac{1}{2}$  feet and therefore is very advantageous for close-up work.

Price, complete with Leather Pouch and mounting attachment 29/6



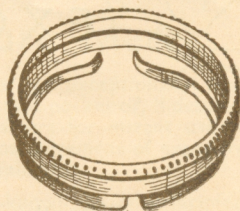


# NORCO ACCESSORIES

## NORCO Optical Glass Filters

### Spectroscopically Tested

These high-class Filters are made of pure optical glass, coloured in the mass, ground parallel and optically polished. They are supplied complete in metal slip-on mounts to fit all the most popular cameras, and are conveniently packed in bakelite box and cardboard container.



### A. Yellow Filters

1. Light. Absorbs ultra-violet, violet, dark blue, subdues medium blue. Fit for all kinds of exposures in daylight, in high mountains, with dark blue sky and clearest distance. No increase in exposure necessary.
2. Medium. Absorbs ultra-violet, dark blue and medium blue, cuts down light blue. Used in landscape photography, high mountains with clear distance, snow scenes in strong sunlight, near marine views, etc. Exposure Factor about  $1\frac{1}{2}$  times.
3. Dark. Absorbs ultra-violet, violet, all blue rays, subdues blue-green. Used for correct colour rendering with good orthochromatic material in all kinds of landscape photography, on high mountains with hazy distance, snow scenes in weak sunlight, marine views. Exposure Factor about  $2\frac{1}{2}$  times.

### B. Green Filters

1. Light. Transmits light of wave lengths of 435 to 700 millimichrons; use as A—1 with orthochromatic and panchromatic material. Correct colour rendering for Orange and Red with good panchromatic material. No increase in exposure necessary.
2. Medium. Transmits wave lengths of 440 to 700 millimichrons. Use as A—2 with orthochromatic and panchromatic material. Correct colour rendering for Orange and Red with good panchromatic material. Because it more strongly subdues blue light, adapted also for mountain and tele-photography in light haze. Portraiture with Mazda light on panchromatic material. Exposure Factor about  $1\frac{1}{2}$  times.
3. Dark. Transmits wave lengths of 460 to 650 millimichrons. Good colour rendering with good quality panchromatic material. Used for all kinds of landscape photography, mountain and marine views with hazy distance, distant views, etc., especially with panchromatic material. Exposure Factor about  $2\frac{1}{2}$  times.

Price of Filter, complete with slip-on mount and bakelite box.

To fit lenses of diam. mm.

19-22	23-26	27-30	31-33	34-37	38-40	41-44
6/-	7/-	8/-	8/-	9/-	9/-	14/-

Price of Filter only:

2/6	3/-	3/-	3/-	4/6	4/6	6/6
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For Red, Blue, Orange and Universal Filters, please apply for separate price list.

### NORCO Supplementary Lenses

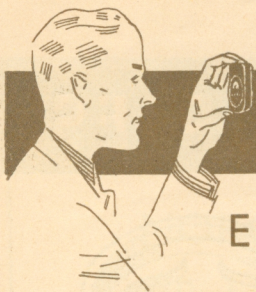
These Portrait Lenses are made of finest quality optical glass, ground and polished with exact precision. Mounted in slip-on metal mounts, neatly packed in bakelite box and cardboard container. With the help of these Portrait Lenses, the object to be photographed may be approached to within 20 ins.

To fit diam. mm.

19-21	22-23	24-25	26-27	28-30	31-33	34-35
8/6	9/-	9/6	10/-	10/6	11/-	12/-

11 Plus 25%

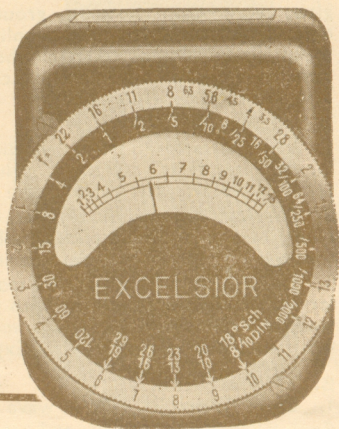




# EXPOSURE METERS

## EXCELSIOR Photo Cell Exposure Meter

Really  
Sensitive  
and  
Thoroughly  
Reliable



Although the Excelsior Meter is supplied at a very reasonable price, it's construction is based on extensive experience under all conditions of daylight and artificial illumination and with all films of the most varying speeds as well as with colour and cine stock. The photo cell in the Excelsior Meter is well shielded to prevent side lighting reaching it which would otherwise cause interference with the accuracy of the Meter. One adjustment only is required to read off the speed setting for still cameras or the necessary stop for cine cameras. An auxiliary scale is provided for bad lighting conditions.

The Excelsior Meter is extremely sensitive and gives reading from 120 seconds down to  $1/2,000$ th second. It is supplied in a neat ever-ready leather case suitable for instant use.

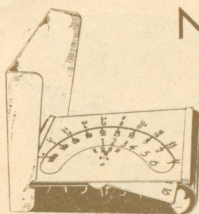
Price, including ever-ready leather case complete

£3 3 0

*Less 33 1/3%  
only.*



# EXPOSURE METERS



## NORCO Exposure Meter

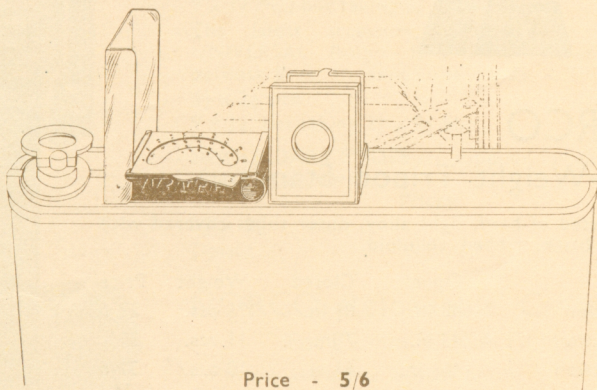
This novel Exposure Meter of exceptionally neat design can be carried in the vest pocket or, if desired, can be mounted on the camera for instant use at any moment to give exact measurement of exposure in daylight or artificial illumination.

The Meter is made on well-known optical principles, the advantages of which, however, have been exploited in the construction in a manner not previously achieved. The translucent scale is recessed so as to shield it from extraneous light. In this way, the angle of acceptance is limited to approximately the dimensions of the object to be photographed and therefore does not include light from other sources, which would otherwise tend to interfere with the accuracy of the setting. To ensure a clearly defined negative, the exposure has to be measured principally on the half-tones of the object. The translucent scale of the Norco Exposure Meter fully covers this essential detail. In addition, it is worked in a very simple manner and is confined to only four short operations, viz.:

1. The protective cover is raised.
2. The light value of the translucent scale is found.
3. The light value is adjusted to the speed of the film being used.
4. The time of exposure for any aperture is read off the scale.

To obtain the light values, hold the Meter at normal reading distance from the eye, pointing towards the object to be photographed and look through the lateral opening. The first clearly visible figure indicates the light value to be chosen.

The translucent scale gives its best reading after it has been allowed to face the object to be photographed for 3-5 seconds. With artificial illumination the exposure should be doubled.



Price - 5/6





# TRIPODS

## NORCO

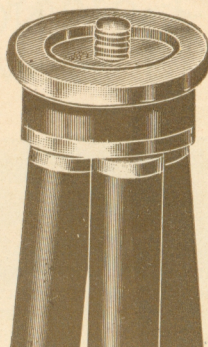
### Tubular Tripod Stands

Brass tubes, black enamelled, automatic closing with nickelled top.

	Open	Closed	Weight	Price
A/3-Section	42 in.	15½ in.	16 ozs.	6/6
A/4-Section	48 in.	15½ in.	18 ozs.	8/6
A/5-Section	49 in.	14 in.	20 ozs.	10/6

NOVEL ! STEEL TUBES, ensure rock-steady stand.  
Finish as above.

	Open	Closed	Weight	Price
C/3-Section	44 in.	15 in.	18 ozs.	8/-
C/4-Section	50 in.	14½ in.	21 ozs.	10/-
C/5-Section	52½ in.	13½ in.	25 ozs.	12/-



Stiff leather case 4/6

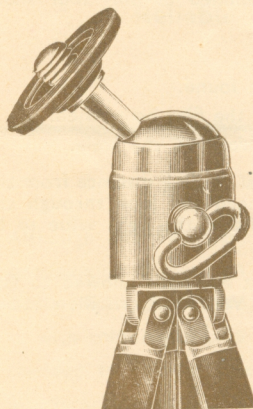
## NORCO

### Triangular Tripod Stands

Special triangular construction of the legs makes these tripods absolutely rigid in use. Quality best-drawn brass, black enamelled, with nickelled top.

	Open	Closed	Weight	Price
E/4-Section without Ball & Socket head	48 in.	15½ ins.	20 ozs.	10/6
F/4-Section with Ball & Socket head	50 in.	17½ in.	23 ozs.	12/6

Stiff leather case 4/6



## NORCO

### Light-Weight Tripod Stands

Constructed of hard, light alloy, outer tubes covered with durable black, ribbed celluloid.

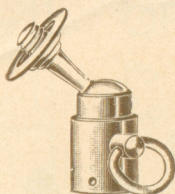
	Open	Closed	Weight	Price
H/7-Section	48 in.	8¾ in.	9½ ozs.	22/6
H/10-Section	45 in.	7 in.	11 ozs.	25/-
H/11-Section	46½ in.	6½ in.	10 ozs.	32/6

Zip leather case 4/6





# NORCO ACCESSORIES

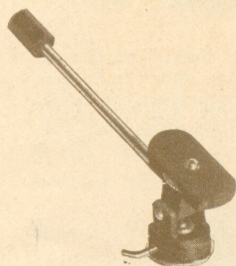


## NORCO Universal Ball and Socket Head

Strongly made and neatly finished. Can be fitted to any Tripod with standard English thread. Permits the camera to be rotated through a complete circle and tilted to a full vertical position. The ball can be locked at any angle.

Midget model - 2/6

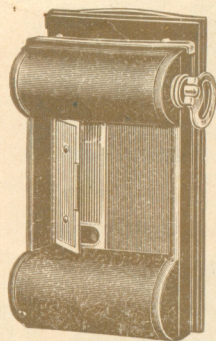
Standard model 3/9



## NORCO Pan and Tilt Head

This very useful accessory can be fitted to any Tripod with standard English thread and provides for tilt and panoramic movement. For panoramic work the full circle of 360 degrees can be covered, whilst the tilt attachment provides for a full swing from horizontal to vertical. Both movements can be locked at any angle. The Head is attractively finished in black crystalline lacquer and the handle is nickel-plated.

Price - 13/6



## ROLLEX Roll Film Holders

With a Rollex Roll Film Holder any plate camera can be converted into a roll film camera. The accessory is fitted to the camera in the same manner as a slide. When ordering, state make of camera to ensure correct fitting.

$3\frac{1}{2} \times 2\frac{1}{2}$  size ... .. 17/6

$\frac{1}{4}$ -plate size, but taking  $3\frac{1}{4} \times 2\frac{1}{4}$  roll film ... 17/6

9 x 12 cm., but taking  $3\frac{1}{4} \times 2\frac{1}{4}$  roll film ... 21/-

The latest accessory in this line is the UNIVERSAL Rollex Roll Film Holder which permits 8 or 16 exposures on  $3\frac{1}{4} \times 2\frac{1}{4}$  films.

$3\frac{1}{2} \times 2\frac{1}{2}$  size ... .. 23/6

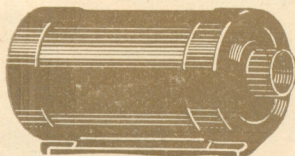
9 x 12, but taking  $3\frac{1}{4} \times 2\frac{1}{4}$  film ... .. 23/6

SINGLE DARK SLIDES are supplied for all leading makes of Cameras.

Prices:

$3\frac{1}{2} \times 2\frac{1}{2}$  ... .. 1/6

$\frac{1}{4}$ -plate ... .. 2/-



## NORCO Reloadable Cassette

For 35 mm. LEICA FILMS

All-metal, attractive lacquer finish. Price 3/-

*plus 15% 50%*





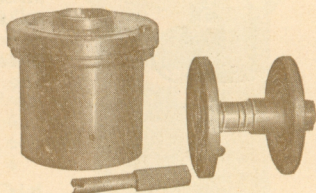
# DEVELOPING TANKS

## PERPLEX I.

The popular priced Universal Developing Tank for all sizes of film, 35 mm. Leica (24 exposures), 4 x 6.5 cm. ( $1\frac{5}{8} \times 2\frac{1}{2}$  in.), 5 x 8 cm. (2 x 3 in.), 6 x 6 cm. ( $2\frac{1}{4} \times 2\frac{1}{4}$  in.), 6 x 9 cm. ( $2\frac{1}{4} \times 3\frac{1}{2}$  in.) 6  $\frac{1}{2}$  x 11 cm. ( $2\frac{1}{4} \times 4\frac{1}{4}$  in.)

An extremely simple device enables instant adjustment of the spirals to any of the above mentioned sizes. Made entirely of bakelite and therefore acid-proof. Almost unbreakable and easy to clean. The film is loaded quickly and easily in a changing bag or under cover and after the lid has been fixed the Tank is entirely light-proof and the developing process can safely take place in daylight. No apron is employed and there are no parts requiring replacement and additional expense.

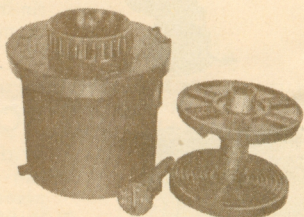
Price complete - 25/-



## PERPLEX II.

The de luxe Universal Developing Tank. In principle similar to the Perplex I., but taking the FULL LENGTH of 36 exposure 35 mm. film, in addition to all the other sizes as specified above. This model incorporates a built-in thermometer and provision for continuous washing with quick draining. An easily read guide giving the amount of solution for the various sizes of film is engraved on the lid. The lid is secured by a special screw-on device. This efficient Tank embodies all requirements for quick and successful development.

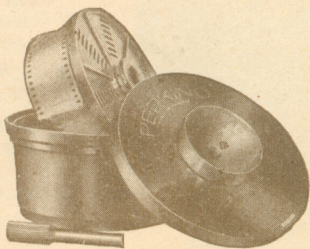
Price complete - 27/6



## PERKINO

The ideal Tank for the 35 mm. camera enthusiast (Leica, Contax, Super Baldina, Jubilette, etc.) for development of the full length of 36 exposures. Loads just as easily as the Perplex Tanks and also permits developing to take place in daylight. Same materials used and therefore equally proof against acid and easy to clean. This model is also complete, requiring no additional spare parts, thus avoiding further expense.

Price complete - 21/-



## JUNOPLEX

The Tank specially designed for Vest Pocket films.  $1\frac{1}{8} \times 2\frac{1}{2}$  ins. (4 x 6.5 cm.). Takes only 12 ounces of developer and therefore ensures the greatest economy for the Vest Pocket film user. Constructed and operated as the Perkino Tank.

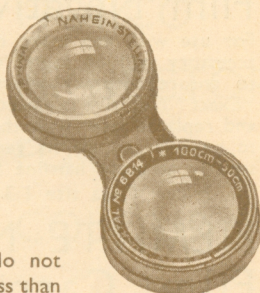
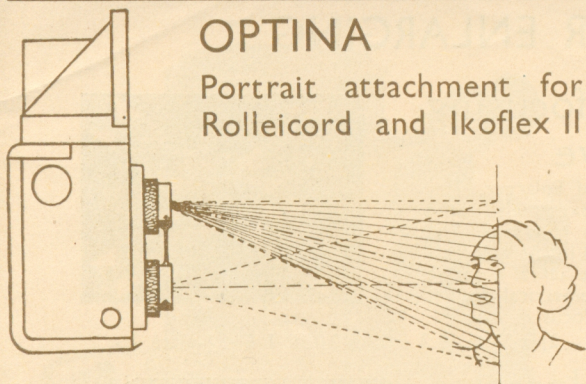
Price complete - 21/-



# NORCO ACCESSORIES

## OPTINA

Portrait attachment for the Rolleiflex, Rolleicord and Ikoflex II Cameras



Without special attachments the above cameras do not permit the photographing of objects at a distance of less than  $3\frac{1}{2}$  feet. Now, however, the Optina Portrait Attachment is available for adapting your lens for close-up portraiture, for copying and enlarging, etc. This Attachment not only does away with the disadvantages of having two separate supplementary lenses, but offers the enormous advantages of PARALLAX COMPENSATION. (The correction of the divergence between the image on the screen and that on the film).

With the Optina, correction of parallax is remedied down to all distances even below  $3\frac{1}{2}$  feet. The taking lens is an original Zeiss Punktal lens and has no detrimental effect on the film or plate. In order to avoid any error, the lens is mounted on a black ring whilst the Finder lens is mounted in a chromium plated ring. The attachment is merely slipped on the two lenses of the camera. No alteration in the length of exposure is necessary, but it is advisable to stop down in order to obtain a greater depth of focus.

Set I. Focusing range from 40-20 ins.

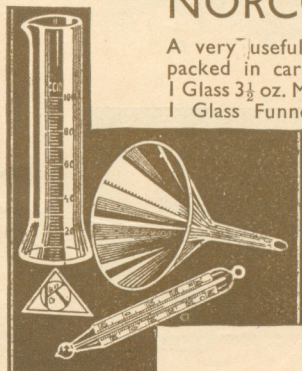
Set II. Focusing range from 20-13 ins.

Price, complete in Leather Pouch ... .. £1 19 6

## NORCO Developing Outfit

A very useful Developing Outfit for every amateur. Conveniently packed in cardboard box and consisting of:

1 Glass  $3\frac{1}{2}$  oz. Measure, provided with English and Metric fluid gradations.  
1 Glass Funnel. 1 Fahrenheit Thermometer. Price, complete 3/9



## EXAX Thermometer

Each temperature point is marked with a coloured strip. This together with the blue spirit, gives a very clear reading in day-light or darkroom. Melting point for gelatine is indicated.

Price - 2/6



# NORCO ACCESSORIES

## FOR ENLARGING

### "EXACT" focusing Film Negative

For use with any make of Enlarger. This accessory will be found extremely useful to ensure accuracy when enlarging. The "Exact" Negative is placed in the enlarger, and replaced later with the actual negative to be enlarged. By its geometrical design, strictly accurate hairline focus is assured.

Prices: Leica size  $1/3$   $2\frac{1}{4} \times 2\frac{1}{4}$  in.  $1/3$

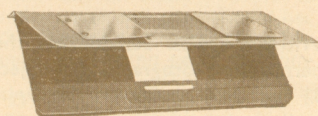


$2\frac{1}{4} \times 3\frac{1}{4}$  in.  $1/6$   $\frac{1}{4}$ -plate 2/-

### FILMITTE Negative Film Carrier for Enlargers

This Film Carrier eliminates all inconvenience with the guidance of film strips through the Enlarger. The film lies absolutely flat and passes with ease through rails in the carrier. There is no risk of scratching the film and full protection from the heat of the lamp is assured. Also cut film can be conveniently placed in the Film Carrier.

Prices: Leica,  $3 \times 4$  cm. or  $4 \times 4$  cm. 8/6

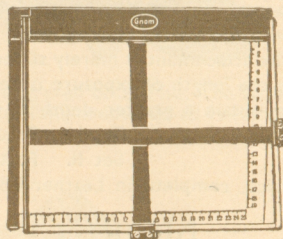


$4.5 \times 6$  cm. or  $6 \times 6$  cm. 9/6

### GNOME Standard Masking Frames

These Frames are constructed entirely of metal and finished in attractive black crystalline lacquer, the baseboard being white enamelled and graduated in inches. The two adjustable metal bands remain at true angles to the Frame at all times, and give a uniform white margin of any desired width.

Sizes:  $8\frac{1}{2} \times 6\frac{1}{2}$  ins.  $10 \times 8$  ins.  $12 \times 10$  ins.  $16 \times 12$  ins.  $20 \times 16$  ins.  
Price: 17/6 19/6 £1/5/6 £2/2/6 £3/5/-

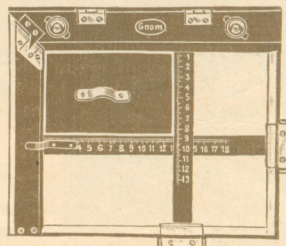


### GNOME Universal Masking Frames

#### For Black or White Borders

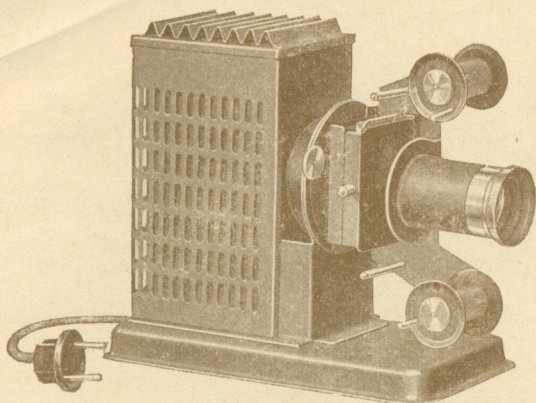
Entirely constructed of metal. Finished in black crystalline lacquer, the baseboard being white enamelled. The frame can be instantly adjusted to give a uniform white border of any width up to  $1\frac{1}{4}$  in. Supplied complete with one post-card size mask for black border. Other sizes upon request.

Sizes:  $10 \times 8$ "  $12 \times 10$ "  $16 \times 12$ "  $20 \times 16$ "  
Price: £1/10/6 £2/5/6 £3/7/6 £5/5/-





# PROJECTORS

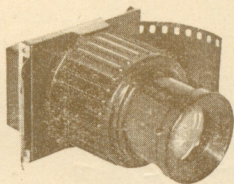


## The NORCO PROJECTOR FOR COLOUR

The Projector is constructed to offer at a reasonable price an efficient instrument for projection of colour film, transparencies and monochrome negatives. It takes 35 mm. Leica film mounted into 2 x 2 in. transparency frames, as well as film strips. The film carrier is reversible for horizontal or vertical negatives. The illumination of the 100-watt projection lamp is well exploited and projects, in conjunction with a high-class Laak-Anastigmat lens 1: 3.5  $f = 3$ -in., well-defined pictures of approximately 5 x 3-ft. at a distance of 10-ft. from the Projector. The Lamp-House is well ventilated.

Price, without Lamp - £4 17' 6 complete

No extra expense involved for film carriers or other attachments.

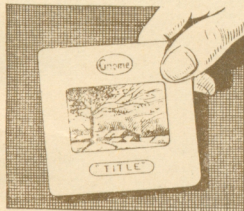


## DIAPLEX

Negative Viewer for colour films or ordinary Transparencies 24 x 36 mm. size (Leica, Contax, Super Baldina), etc.

The Diaplex takes 2 x 2 in. transparency slides, as well as strip film and the achromatic lens gives a 2½ times magnification.

Price - 13/9



## GNOME METAL TRANSPARENCY FRAMES

2 x 2 ins.

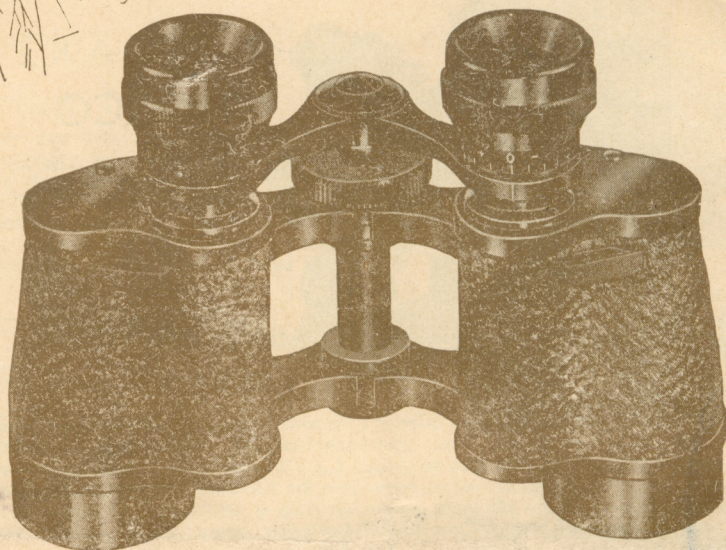
A convenient and simple method of mounting 24 x 36 mm. colour films or positives for projection purposes. Film is easily interchangeable and exact central position is ensured by a patent slip-in mask. For index purposes a slot in the frame will be found useful.

Price, complete per box of 25 ... .. 6/6





# PRISMATIC BINOCULARS



## THE NORSELITE Prismatic Binocular 8 x 25

A glass of exceptional value, with improved optical system, free from errors commonly found in low priced glasses and giving extremely fine definition. Can be recommended with every confidence for Racing, Motor Tours, Sea Cruises or Seaside Holidays.

Magnification X8. Diameter of Object Glass 25 mm. Handy in size and convenient to carry. Supplied with best quality London made Brown Solid Hide Case complete with Shoulder Straps.

Price - £3 12 6

## THE NORSE SUPERLITE Prismatic Binocular 8 x 30

Is a large aperture model and gives very brilliant illumination. Extremely useful for Racing and general purposes.

Magnification X8. Diameter of Object Glass, 30 mm. Handy in size and convenient to carry. Supplied with best quality London made Brown Solid Hide Case complete with Shoulder Straps.

Price - £4 4 0