### The

# 'Soho' Reflex Camera

. The Aristocrat of the Camera World



Made in  $4\frac{1}{2} \times 6$  c/m.  $3\frac{1}{2} \times 2\frac{1}{2}$  ins.,  $\frac{1}{4}$ -plate,  $5 \times 4$  ins., Post-card  $\frac{1}{2}$ -plate sizes, and in  $9 \times 6\frac{1}{2}$ ,  $9 \times 12$ .  $10 \times 15$ , and  $12 \times 16\frac{1}{2}$  c/m.

# SOHO LIMITED

Soho Square

London, W.1

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Telephone Gerrard 6277

# The Reputation of the 'Soho'

A justifiable pride may be taken in the fact that the British-Made 'Soho' Reflex has reached the pinnacle of world-wide popularity on its merits. Some special movements, the wonderful quality of the materials and the perfection of workmanship have all contributed to lift the camera to its present eminence. Every instrument passes through the hands of skilled and highly-paid craftsmen. Each camera is individually tested. It would be possible to cheapen production by taking less pains; but it is precisely this thoroughness in building which has resulted in such a marked success for the camera. The time, care and skilled labour employed add a pound or two to the cost of the camera, but this extra cost makes all the difference between an instrument that works well to begin with and continues to give full satisfaction and pleasure, and one which may work well for a little time, but soon requires and continues to need repairs and adjustment. Photography is a hobby adopted for pleasure, and real pleasure comes from the use of the 'Soho,' because the camera is simple, always reliable and leaves the mind free from those anxieties which arise from the use of cameras fitted with many adjustments which are often traps for the unwary beginner. The Soho ' will also last a life time.

# The 'Soho' Reflex Explained

TO THE EXPERT.—The high efficiency of the Shutter fitted to the "Soho" enables the photographer to secure fully exposed negatives with very short exposures under bad conditions of light. Being able to follow and focus a subject right up to the moment of exposure is an invalvables aid in high-speed anap-short and press work. With the special four-way awing front litted, architectural and other subjects are easily secured. The rightly of precision of the "Sobo" Reflex eliminate should and uncertainty vite. The reliability and construction of the instrument has earned for it a remarkable reputation for withstanding wear and tear.

TO THE BEGINNER—It is possible with a "Subo" Reflex to do all the work which can be done with a box is folding, or stand cannera. And frequently is can be done with be camera beld in the hand when others would require a stand. The image is seen right way up on the focusing serence, full size, exactly as it will be on the plate. The movements of the camera are few, and can be understood in ten minutes. The instrument is of such high quality and so well made that it will last at life-time.

THE REFLEX PRINCIPLE.—For the information of the readers, it may be stated that in the rellex pattern the view is first projected by the lens on to a mirror, which is inclined at an angle in the body of the camera, and is then reflected up, on to the full-are focusising screen in the top of the camera. When the exposure is made, the mirror flees out of the way so that the lens on pass its image on to the sensitive plate which the shutter uncovers. In cameras of in-

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different workmanship or quality, these movements are liable to become quickly disorganized, and no confidence can be placed in them, since one never knows when they will or will not work properly. The utility of a reflex camera depends upon the sensitive and prompt action of mirror and shutter. Special attention has been devoted to making the "Sohi mechanism of mirror and shutter." Special attention has been devoted to making the "Sohi mechanism center of the property of the state of the state

THE MAKING OF A 'SOHO —Three are three kinds of wood employed in making the bodies of 'Soho' Reflex Cameras. These woods are Mahogany. Test, and Blackwood, Mahogany is employed for the bodies of ordinary models, which are sent out covered with first st Morcoco leather. Tesk, grown in Burnas, is used for the 'Tropical 'Models, camera intended for use in the tropics, where damp and heat would quickly cause other woods to warp work. The Blackwood is employed for external parts, such as the lens panel, difficult to work. The Blackwood is employed for external parts, such as the lens panel, difficult to

SEASONING THE WOOD.—Nothing but the very choicest seasoned wood is bought in the first place. But even then it is not ready for use. It is placed in special racks, in rooms that at an even temperature, and re-seasoned. The greatest care is needed to carry out the operation, and the whole process of seasoning occupies several years. Here is where those ledge and skill first commence in the making of a "Sobo" and they operate at every subsequent states.

THE LEATHER.—As already stated, the leather-covered models are covered with real Morocco. That chosen is very carefully selected with an eye to its withstanding wear, and always looking smart. For the bellows, special skins are chosen, and from these only selected portions are used. The bellows of a camera must be absolutely light-light. Consequently, skins with even the thines prin-holes are rejected. The pieces used for 'Soho bellows are as elected to be considered to the control of the control

THE SHUTTER BLIND.—The shutter is what is known as a 'focal-plane.' That means it travels in the focal-plane of the lens, i.e., does to the surface of the plate. It consists of a blind which runs on rollers. The material for this blind in 'Soho' Cameras is specially woven and dyed. After year of experiment and research, a metal is a most exacting specification has been coded. The material is thin, flexible, tough, light-proof, and will withstand the Cameras, and is guaranteed to withstand the bardest work.

MAKING THE BODY.—The shell of the "Soho" Reflex takes about eight weeks to make. During that time it passes through the hands of many skilled worknem. The insides mirror box is quite separate from the outside shell. The worknem are equipped with the most modern tools, and neither time nor expense is spared to secure absolute accuracy and perfection of finish. Those parts which are to be poished are handled by a separate department. The polish is not a superficial glose, but a high finish designed to be leating.

THE METAL WORK.—The various smaller parts of the camera, such as screws, small plates, etc., are produced by machinery. But the shutter gear and other important metal parts are hand finahed, and it is in the finishing of these that so much time and skill are required, for the whole camera will be subjected to swere tests before it deves the works, and any slackness or carelessness in finishing is sure to be detected. After being finished, the metal is black or, for tropical models, gold lacquered.

THE MIRROR.—The mirror and its movement are special features of the 'Soho.' The mirror is made of very thin optically worked glass. It is silvered on the surface so as to avoid double

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reflecion, which would prevent the formation of a sharp image on the focusing screen. The silver surface is chemically deposited, and is only about one two-thousands they are of thick. As can be imagined, the polishing of such a thin deposit is a matter of the greatest delicacy. It is a difficult and redous process. When a compliable, the surface is content with a very thin and transparent process. The compliance of the content of the co

THE MIRROR MOVEMENT.—This is one of the strongest points in the "Soho". In many patterns of relies, the mirror is just himself at the back and like up and down in fixed position. The result of this us that if the unwarp photographer uses a very short-focus lens, the mirror sharp for the property of th

AM MERORTANT POINT.—When the mirror of a reflex camera is up, all extraneous light should be excluded. The severest tests are applied to the "Sobo" in this connection. The top of the camera is light-tight when the mirror is up; and when it is down a perfect dark chamber is formed, in which all shutter adjustments can be made in addry with plate uncovered. No self-capping shutter or similar device in needed. No locking device linguing about mind the camera.

ASSEMBLING AND TESTING.—When the sub-stages have been concluded, the camera is finally assembled and submitted to very severe tests. First for possible light leader. Then the mirror and shutter release is tested, and is not passed until it works with absolute assontheses and absence of jar. Unlike other reflexes, the "Soho' shutter and mirror release, although operated by a single pressure on one lever, are quite separate, and the shutter cannot be released until the mirror is fully up.

The shutter is carefully tested for speed. A special machine has been constructed for this purpose. And it may be worth mention that the method of testing 'Soho' shutters has been adopted for shutter tests at the National Physical Laboratory. Nothing is left to chance three separate testers register the readings, and the speeds of every shutter sent out can be taken as entirely reliable.

The absence of a tension spring adjustment results in permanent accuracy in the speeds. The change of speed is made by alteration in the width of slit, and the mechanism is therefore always driven at a uniform and not a varying speed.

Altogether a "Soho" Reflex passes through forty or fifty different hands in its progress from timber and metal to the finished article. Enough has been said to show that time, skill and high technical knowledge are expended in the making of the "Soho" Reflex Camera, which has sarned for its the title of

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#### INSTRUCTIONS

Remove the back focussing screen and insert the dark slide containing the plate.

The bood is erected by pressing the small lever at the back of the camera and opening the lid. The hood is hinged to allow of cleaning the focussing screen. Height of hood on ‡-plate, 8 in. Reversing on new model 1-plate, if desired. The lens shade having been raised.

THE MIRROR is brought into position by pressing down the lever A until it catches at the bottom of the slot. The subject can now be observed by looking down the

FOCUSSING is effected by turn-ing the milled head at the trost of left-hand side of the camera. The screen shows the amount of view which would be included in either a horizontal or a vertical picture. The focussing screen at the back can be employed for focussing with the camera on a

the camera. About two full turns only are necessary. The shutter only are necessary. The shutter need not be wound very tightly; M. simply wind until the resistance indicates that the blind is taut, The plate may now be uncovered in the camera ready for exposure. It can, if desired, be uncovered as it can, it desired, be unco-seed as soon as the mirror is set; but it is usually best to wind the shutter first before uncovering the plate. TO RELEASE the shutter press the knob B towards you steadily and firmly. This releases both mirror and shutter. Each acts independently, the mirror flying

ALTERING SPEEDS .- Wind knob D until white spot is opposite arrow on plate. Pull knob C arrow on plate. Pull knob C left or right to decrease or increase size of slit. The dial M on left side of camera shows the speeds in side or camera shows the speeds in fractions of a second. When adjusting speeds care should be taken to oush knob C right home. For table of speeds see page 6.

THE SHUTTER is set by turning the winder D towards the front of

TIME EXPOSURES.—First set shutter to slowest speed. Then move the knob E to 'Time.' The shutter is then wound and released as before. The first pressure exposes the plate. A second pressure at the end of the exposure causes the shutter to close and cover the plate.

REVERSING BACK.—This is operated by preasing on the button F, and turning the camera back in a circular RISING FRONT.—The lens is raised or lowered by means of the lever G. Pressing lever down raises, and raising lever lowers, the front. In ordinary cases the rise is about 1 in.

CLOSING.—Fold the hood and press lid down until the click of the catch indicates that it is fastened.

SKY SHADE.—Fitted to shield Lens on all but P.C. and 10×15 cm.

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# The Tropical Model

Special apparatus is required for use in the tropics, and in subtropical countries. Heat and damp combined Special apparatus is required for use in the topics, and in sucropical countries. Fract and clamp community every quickly cause warping and loosening of the joints in ordinary apparatus. A camera which, in a temperate climate, would last many years, soon falls to pieces in the tropics. I eak, on account of its hardness, closeness of orain, and natural oil, which render it impervious to damp, is the best material for building cameras for use in the

gains, and natural oil, which restore it impervious to damp, is the best material for building converse for use in the regions, and in construct where the apparatum ansat withstand sweet enfinest conditions, somewhat the properties of the contract of the

Table of 'Saho' Shutter Sasad

Cam	444				rause or	Dono	Juni		opeer			Ratio	of Se	reds.		
No. 2 ' D									18	30	60	100 75 36 70 36	200	800t	h sec.	
1-plate					**				16	24	36	75	150 75 140	300	800th sec.	
5 × 4	and the same	**	2.5	**	1.0		**		14 18 10	16	24 35 24	30	12	150	300 800th	sec.
	(51×34)		**	**	10.5	4.5	**	**	10	16	22	70	75	150	300 800th	
2-plate	9.5	2.5	2.5	**	**		**	77			-4	20	15	130	300 800th	sec.
				S	ОНО	SHUT	TER	SI	EE	os						

Focal plane shutters are often graded with uniform speeds for different sizes of Cameras. Since the shutter must travel a different distance in the case of each size, this is obviously inaccurate. As will be seen from the table given above, the speeds in the case of each of the 'Sohos' are different, and we may add they are entirely accurate and reliable.

## The Post-card 'Soho'

THE POST-CARD 'SOHO' takes plates regulation post-card size, 54×34, and is one of special interest to professional photographers. For making post-cards of local events, such as Sports, Bazaars, etc., it is invaluable. In addition, the dimensions are admirably adapted for panel prints,

either horizontal or vertical, of local views, etc. possesses all the good features of the other models and is a very convenient size as regards portability. The mechanism of the camera works equally well whether it is used right way up or turned. A reversing back ie not fitted

## Stereoscopic 'Sohos'

THE STEROSCOPIC 'SOHO' gives the user all the advantages of the Stereoscopic Camera without in any way interfering with its use with a single lens in the ordinary way. The charm and reality of many a 'Reflex' picture will be enhanced greatly by being taken and viewed stereoscopically. We fit to the 5½×3½ Reflex special removable screens and divisions, permitting the use of two paired lenses. The Stereo division is so constructed as to work with the movement of the mirror, while it can be removed in a moment when desired.

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## The Baby 'Soho'

A Miniature Reflex Camera for plate or film pack.  $2\frac{5}{16} \times 1\frac{3}{4}$  in.  $4\frac{1}{2} \times 6$  c/m.

This exquisite little camera brings all the advantages of a Reflex to those photographers who prefer to work with a small plate.

Provision has been made, in designing the Baby Soho, for fitting the modern extreme operative lenses, and the front, even when extended to its limit, will carry without the lest vibration, the f2 and f2.9 lenses, now so popular with Reflex workers.

There is a wide selection of lens equipment from which to make a choice, and this, combined with the many advantages offered in the Soho Reflex Cameras, makes it the most practical of all Miniature Reflex Cameras.

Price of Camera and 3 Double Block-form Slides.

Price of Camera and 3 Double Block-form Slides ... £24

Lenses to Ouotation

#### THE FOUR-WAY SWING FRONT



The Soho Reflex can be supplied fitted with a Four-way Swing Front, as the illustration above. Details and prices regarding this, upon application.

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## The 'Soho' Changing Box



The 'Soho' Changing Box is of best English make, best quality mahogany, covered in real Morocco. The Box carries twelve plates or twenty-four Flat Films, and either may be used in the same box. The method of changing is extremely simple and efficient. The Box is placed on the Camera. The Roller Blind Shutter is drawn away by means of the leather tab at back; this exposes the plate. The act of closing the shutter pushes the exposed plate into the leather bag, whence it is placed at the back of the box. The numbers on the sheaths can be seen through window at back of boy

 $31 \times 21$ 1-plate .. 51×31×2 51×4×21 71×48×21 13 ozs. 18 ozs. 21 ozs. Dimensions, ins. Weights 5 v 4 4-plate 21×7×41 24×84×51 26 ozs. 38 070

Box complete with 12 sheaths

## The 'Soho' Film Pack Adapter

British made in finest quality Ebonised Mahogany, with nickel fittings. Will take any standard Daylight Loading

Film Pack

May be obtained for any 'Soho' Reflex Camera.



#### FOCUSSING MACNIFIERS

The 'Soho' Stereoscopic Focussing Magnifiers fit the top of the hood on the 'Soho' and other Rellex Cameras, permits of focussing being effected with the greatest exactness



while at the same time nearly all extraneous light is excluded. The attachment consists of two paired magnifying lenses in a neat mount with folding side wings, with folded ends which catch over the edge of the hood. Invaluable to those anxious to secure the greatest amount of fine detail and extreme exactitude in focussing. Of great assistance in dark interiors and under had conditions of light.

#### PRICES

77.0	Dainty 3½×2½	‡-plate	P.C. 5½×3½	5×4	½-plate
The "Soho" Focal Plane Reflex HandCamera without lens, including 3 double block-form backs	£ s. d. 25 17 0	£ s. d. 25 17 0	£ s. d. 29 14 0	£ s. d.	£ s. d.
Reversing Hood, extra, fitted to new models only	1 10 3	1 10 3	_ :	2 4 0	2 17 9
Aldis, F/4.5, 3½×2½ 5½°, ½-pl. 5½° 5×46½°, P.C. 6½°	32 9 0	32 15 0	38 2 0	41 8 0	
Aldis, F/3.4, 3½×2½ 5¼", ¼-pl' 7"	33 19 0	36 7 0	-		-
Cooke, Aviar, Series II, F/4.5, 3½×2½ 1-pl. 6", 5×47", ½-pl. 8½" focus	_	36 9 6	43 9 0	46 15 0	62 2 6
Cooke Series X F/2.5, 3½×2½ 5½", ½-pl. 6%", 5×47½", ½-pl. 9½" focus	47 14 6	52 2 0	-	70 10 0	91 10
Cooke Series IIa, F/3.5, 3½×2½, i-pl. 6½", P.C. and 5×47½"		41 15 9	49 14 0	53 0 0	_
Dallmeyer Serrac, F/4.5, 3½×2½ 5.3" i-pl. 6", 5×4 6½", ½-pl. 8½" focus	31 0 0	32 0 0	37 0 0	40 0 0	54 10
Dallmeyer Pentac, Series XIX, F/2.9. 14×2½ 5", ½-pl. 6", 5×4 and P.C. 8", 1-pl. 10" focus	37 10 0	38 10 0	49 0 0	52 0 0	72 0
Dallmeyer Dallon ; Tele F/5.6	36 10 0	37 10 0	44 0 0	47 0 0	63 0
Dallmeyer Dalmac F/3.5, 3½×2½ 5″, t-pl. 6″, P.C. 7½″, 5×4 7″, ½-pl. 10″ ocus	33 10 0	35 10 0	41 10 0	43 10 0	64 0
Ross Xpres, F/2.9, 3½×2½ 5¾", ¼-pl. 5½", P.C. and 5×4 8½", ½-pl. 10"	44 12 6	47 0 6	59 19 0	63 5 0	86 7
Ross Xpres, F/3.5, 3½×2½, 5¾", ½-pl. 6½", P.C. 6½", 5×4 7½", ½-pl. 10"	39 15 6	42 14 3	46 12 9	52 7 6	80 6
Ross Xpres, F/4.5, 3½×2½ 4½", ½-pl. 6" P.C. 6½", ½-pl. 8½" focus	34 6 6	36 2 9	41 16 0	45 12 0	61 11
Ross Teleros, F/5.5	42 16 0	44 6 9	49 19 9	53 5 9	77 5

An additional charge is made from 15/- to 25/- where necessary in the fitting of Lenses into Sunk Panels.

#### PRICES

### The 'Soho'

#### in Centimetre Sizes

					9	×I	2	10	)×	15	12×16½		
TI "C I " D "	£	s.	d.	£	s.	d.	£	s.	d.	£	s.	d.	
The "Soho" Reflex with 3 block-form	25	17	0	33	0	0	35	15	0	44	0	0	
Extra Double Back form		0	16	6	1	0	4	1	10	3	1	10	3
Ditto, book-form		1	13	0	2	4	0	2	15	0	2	15	0
Changing Box		4	13	6	5	10	0	6	8	3	6	8	3
Film Pack Adapter		1	18	6	2	6	9	3	3	3	3	3	3

## The 'Soho' Reflex Camera

Weight, Extension and Dimensions of Soho Reflex Cameras

	Baby	Dainty :	Plate	Postcard	5×4	1 Plate
Size of Camera C	osed. Width 51	53	$6\frac{1}{2}$	8	71	94 ins.
,, ,,	" Depth 5½	51	7	61/2	73	101
	Height 6	63	71	65	83	103
Wght. of Camera	without lens 33lb.	43lb.	5lb.	5lb.	6lb.	9lb.
Extensions	8	9	101	10	12½	16 ins.

### Post Card 'Soho'

### with Stereoscopic division, etc.

The Post Card "Soho," when arranged as a stereoscopic camera, is so fitted that by removing the divisions it can be used as a Full Size Post Card Camera for single pictures.

#### PRICES

# The Tropical 'Soho'

These "Soho" Cameras are made of the best Teak, highly polished and Brass bound.

	1	1-Plate			P.C	31		5×-	4	½-Plate			
Camera only complete wi	ith		d.			d. 0		s. 8		£ 64			
3 block-form backs	33		0	36	17	U	48	8	0	64	/	0	
Extra Double Backs, bloc form		2	0	1	2	9	1	2	9	1	18	6	
Ditto, book-form	2	4	0	2	7	3	2	7	3	3	3	3	
Changing Box	6	12	0	7	14	0	7	14	0	9	1	6	
Film Pack Adapter	2	7	10	2	12	3	2	12	3	3	8	9	

# The Tropical 'Soho'

in Centimetre Sizes

	9	×I	2	10	×	15	12×16½			
The "Soho" Reflex Camera, with 3	£	s.	d.	£	s.	d.	£	s.	d.	
block-form slides	48	8	0	50	- 1	0	64	7	0	
Extra Double Backs, block-form	1	9	9	1	18	6	-1	18	6	
Extra Double Backs, book-form	2	7	3	3	3	3	3	3	3	
Changing Box	7	14	0	9	1	6	9	1	6	
Film Pack Adapter	2	12	3	3	8	9	3	8	9	

PRICES

## ACCESSORIES for 'SOHO' CAMERAS

	4½×6 c/m.			3	Dainty 3½×2½ ins.						P.C. 5½×3½ ins.			5×4 ins.			½-Plate		
Extra Double Backs, block-	£	s.	d.	£	s.	d.	£	s.	d.	£	8.	d.	£	s.	d.		s.	d.	
form	0	15	6	0	16	6	0	16	6	1	0	6	1	0	6	1	10	3	
Ditto, book-form, best quality		_		1	13	0	.1	13	0	2	4	0	2	4	0	2	15	0	
"Soho" Focussing Magnifier		_		1	3	0	1	3	0	1	3	0	1	3	0	1	3	0	
"Soho" Changing Box		_		4	13	6	4	13	6	5	10	0	5	10	0	6	9	3	
"Soho" Film Pack Adapter	1	15	9	1	15	9	1	15	9	2	6	9	2	6	9	3	1	6	
Mackenzie Wishart Day- light Slide			n i		Q	uo	tat	ion	0	nly				i di	1	-			
Envelopes for Ditto, each	-	180	T	0	3	9	0	3	9	0	4	0	0	4	0	0	4	6	
Fourway Swing Front to order				3	15	6	3	15	6	4	2	6	4	13	6	5	4	6	
Antinous Release	0	6	3	0	6	3	0	6	3	0	6	3	0	6	3	0	6	3	
Extra Lens Panel		_	-	0	5	0	0	5	0	0	7	0	0	5	9	0	7	9	
Leather Cases for Camera and 3 Slides	2	15	0	,	17	2	2	2		2				0	2		10		
	-	,	0			1				٠.			Ť	-				-	
Ditto, and 6 Slides		-	1	3	1	6	3	11	6	4	0	3	4	13	6	6	6	6	
Silver Surface Mirrors	0	5	0	0	5	9	0	8	0	0	9	4	0	10	0	0	14	3	