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...AND FOR *Movie* FANS



THE *Master Ciné* **MODEL 720**

DO YOU experience a thrill of satisfaction every time you project your movie films? Are your pictures crystal clear . . . are color results true to life? If not, you are wasting money . . . money which would be well invested in the Master Ciné Exposure Meter. For with a Master Ciné every frame will be perfectly exposed . . . every color sequence will match the beauty and brilliance of the original scene.

The new Master Ciné is designed especially for movie camera users. You simply take a brightness reading and the exposure guide tells you the correct *f* stop to use. That's all there is to it . . . no calculations, no confusion. Read the complete description of the WESTON Master in this booklet. The Ciné model is essentially the same, with the exception of the exposure guide which is pre-set for greater convenience in the field.

Exposure of color film must be critically exact for best results. The remarkable sensitivity of the Ciné Master, plus its *narrow* acceptance angle, are features which assure superior color rendition under all photographic conditions. Your investment in a Master Ciné will repay itself in the film you'll save.

PRICES

| | |
|---|---------|
| WESTON Master, Model 715 | \$24.00 |
| WESTON Master Cine, Model 720 | 24.00 |
| Soft Leather Case for Model 715 or 720 | 1.25 |
| Lined, Sole Leather Case for Model 715 or 720 | 2.00 |
| WESTON Junior, Model 850 | 15.50 |
| Sole Leather Case for Model 850 | 1.00 |

WESTON ELECTRICAL INSTRUMENT CORP.

Newark, New Jersey, U. S. A.

EACH SHOT... *Like this*



IT'S EASY...
WITH A WESTON
EXPOSURE METER





... the meter points the way to correctly exposed pictures, every time!

THINK of the greater pleasure and satisfaction you would get from photography if every picture you took was correctly exposed—as brilliant and as rich in detail as the picture on the cover.

Practically every picture failure is caused by incorrect exposure of the film. You can eliminate these failures . . . you can get perfectly exposed still or movie pictures, in black-and-white or color, every time you use your camera. And best of all, you can do it very easily. All you need is a WESTON Exposure Meter.

The operation of the WESTON Exposure Meter is sim-



It's easy when you use a WESTON. Simply take a close-up light reading. Select your lens and shutter

settings according to the meter. Wait for a characteristic expression . . . and shoot.

licity itself. All you do is point this pocket-size meter at the scene or subject you wish to photograph. The meter accurately measures the light reflected from each scene, and instantly determines the correct *f* stops and shutter speeds to use. It doesn't matter whether you are taking pictures indoors or out; in deep shaded woods, or on a bright, sunny beach. You simply set your lens and shutter according to the meter reading and take your picture in the *ordinary* manner.

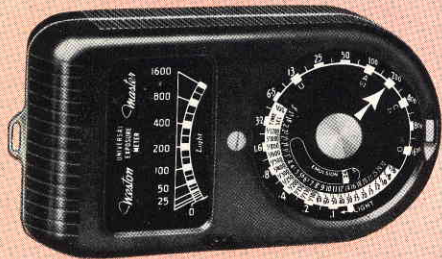
Your pictures, however, will not be of the *ordinary* variety; for each shot will have been correctly exposed, based on scientific light measurement. There will be no over or under exposed negatives . . . no spoilage of



expensive movie film. There will be no disappointments when you have your vacation or travel pictures developed. Instead, every picture will be the kind you've always hoped to get.

All leading photographic dealers carry WESTON Exposure Meters in stock. Ask your dealer to give you a demonstration. There will be no obligation and you'll see how *simple* they are to use. And you'll learn how *easy* it is to get perfect exposures every time, with a WESTON.

THE WESTON *Master*



The Ultimate in Exposure Meters

IN selecting an exposure meter, consider first the type of meter which best suits your need. If you do movie work exclusively, the WESTON Cine model, described on the back cover, is the ideal instrument; although all WESTON models can be used with cine cameras. If you require a simplified, more moderately priced model, the WESTON Junior described on page 10 offers the utmost in convenience and economy.

But if photography is a hobby, and you require a meter that will meet *all* critical exposure demands, such as extreme high sensitivity, high brightness range, selective viewing angle, extreme readability, etc., you need the WESTON Master—the ultimate in exposure meters.

Separate, Automatic, "High-Light, Low-Light" Scales ... Available **ONLY** in the WESTON Master.



Because of the difficulty of accurately reading light measurements when only one short scale is used, the Master has been designed with two separate long scales; one for use in dim or low light, and a separate one for use in bright or high light. By

No. 1
Low Light Scale



thus doubling the scale length, all necessity for crowding the light spacings and numbers onto one congested scale has been eliminated. Instead, the divisions and numbers on the Master's scales are large and readily visible; easy to read accurately at any time.

No. 2
High Light Scale

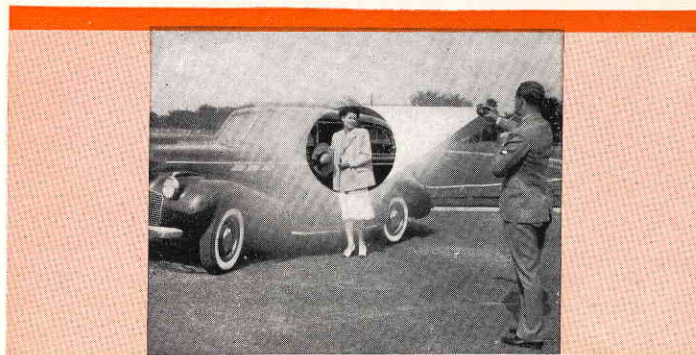
The operation of these scales is automatic, too. For example, when photographing in low light, the swinging louvre is placed in position "B" (illustration 3). The low light scale as shown in illustration 1 automatically appears in the scale opening. When photographing outdoors, the louvre is simply snapped into position "A" (illustration 3); and the high-light scale (No. 2) automatically appears.



No. 3
Operation of louvre

THE MASTER'S VIEWING ANGLE MEASURES ONLY THE LIGHT THE CAMERA SEES

In order to give accurate exposure data an exposure meter should have a cone-shaped viewing angle similar to the viewing angle of the camera. In addition to being cone-shaped, the angle of light acceptance should be *narrow* so that only the light reflected from the principal objects being photographed will be "seen" by the photo cell. If the meter were not restricted as to its "seeing ability", brightness readings would only serve as rough indications rather than accurate measurements.



Note in the illustration that the important part of the scene, the girl, is the only part that is included in the brightness measurement. The narrow acceptance angle of the Master eliminates the influence of the bright sky and foreground areas which otherwise would inflate the brightness reading and underexposure would result. Exposure of color film must be critically exact for best results. With the Master you can take direct reflected brightness measurements from even the darkest colors. By so doing you can "shoot color" with greater fidelity than ever before.

THE MASTER'S READABLE HIGH SENSITIVITY IS IDEAL FOR INDOOR WORK

In the Master, WESTON has achieved a new order of readable sensitivity for accurate exposure measurement indoors or elsewhere under adverse light conditions. For example, the picture at the lower left was made by a Master reading. In this picture, the reading taken close to the face was five candles per square foot. The Master, however, will give accurate readings in light as low as 1/10th of a candle per square foot. In other words, it has over fifty times the sensitivity required for these indoor shots. Best of all is the fact that these extremely low light measurements can be made with certainty; because the wide spacing and lack of congested numbers on the Master's scale makes accurate reading easy.



Not only extremely sensitive—but easy to read . . . that's the WESTON Master.

Ideal for commercial photographers. Above illustration WESTON exposed.

WESTON Exposure Meters measure the light reflected from the object or scene being photographed. The light shining on a scene has no constant relation to the light reflected from the scene. The color and light reflecting qualities of an object are very important factors, whether you are using black-and-white or color film. It is therefore logical that reflected brightness readings be taken at all times.

It is never necessary to point the meter at the source of light in order to obtain readable indications. The remarkable responsiveness of the WESTON Master permits *reflected brightness* readings. Your WESTON measures the light reflected to the film, not the light on the scene.

HIGH BRIGHTNESS RANGE FOR ALL OUTDOOR SHOTS

High sensitivity for all indoor work, plus extremely high brightness range for all outdoor work, makes the Master the ideal exposure meter for use under any and all photographic light conditions.

Note that the "high light" scale (page 4) has a top reading of 1600 candles per square foot. With this extremely high reading, the most brilliant, sunlit scenes are well within the Master's brightness range.



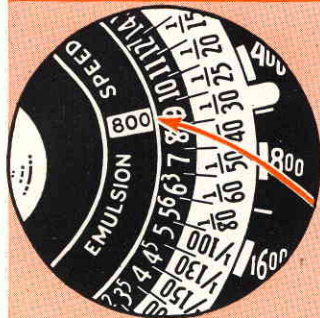
COMPARE THE SIZE OF THE MASTER

You'll like the *size* and *feel* of the Weston Master. It's "hefty" outer case of *sturdy* bakelite protects the instrument movement. With reasonable care, your Weston will give years of satisfactory service.



In building the Master, the internal design has not been stinted in order to achieve the smallest possible size. Instead, the Master was built with but one thought in mind—to provide consistently accurate exposure measurements over the longest period of time.

That's why, if you were to examine the "inner works" of the Master, you'd find every part big enough so that it can be made *precise*, and made to *stay* precise. It's a meter that will *stand up* in active service.



Naturally, you can use the Master with any film being sold today. But you will also be able to use the Master with tomorrow's film, even though speeds be increased many-fold. The Master's dial provides for WESTON film speed ratings up to 800. Thus the Master will remain up-to-date for many years—will not become obsolete should faster film be made available.

A LOOK "INSIDE" THE MASTER

When purchasing an exposure meter, you naturally will examine and compare all visible features to make sure that it furnishes those most desirable for your use.

Remember, however, that such an examination cannot tell you whether those features will prove practical or usable in service . . . it cannot give any indication as to the accuracy and dependability of the meter.

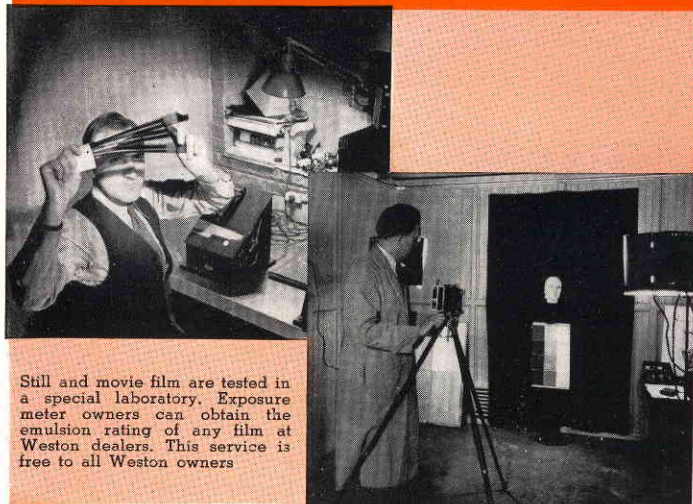
For these qualities depend entirely on what's *inside* the meter . . . plus the experience and reputation of the meter manufacturer.

THE WESTON INSTRUMENT MOVEMENT

The instrument movement used in an exposure meter must be sensitive enough to measure, and measure accurately, extremely minute quantities of electrical current. The movement used in a WESTON requires but 1/200,000 of the energy used to operate an average electric clock. It measures in terms of microamperes . . . a microampere being but one-millionth part of one ampere.

Obviously, to build an instrument capable of accurately measuring such minute energy, yet rugged enough to give dependable service year-in and year-out, requires not only the highest degree of engineering skill but also years of manufacturing experience.

In WESTON Exposure Meters you get a time-tested instrument movement; the product of the world's oldest and largest electrical instrument manufacturer. WESTON instruments, because of their proved performance, have long been standard the world over . . . that's why WESTON Exposure Meters are first in the minds of photographers.



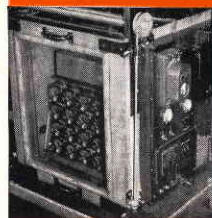
Still and movie film are tested in a special laboratory. Exposure meter owners can obtain the emulsion rating of any film at Weston dealers. This service is free to all Weston owners

THE WESTON PHOTOELECTRIC CELL

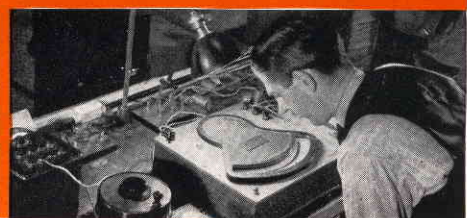
Of equal importance is the photoelectric cell, which converts light into electrical energy to be measured by the instrument.

In the WESTON Exposure Meter, you get a genuine WESTON-made photoelectric cell, renowned for its accuracy and stability. It is the same cell that is used extensively by science and industry wherever light must be accurately measured.

As a further safeguard, WESTON places the photoelectric cell in a hermetically sealed housing which keeps injurious moisture out and gives additional protection to the cell. You don't need to "baby" a WESTON Master, even under adverse weather conditions.



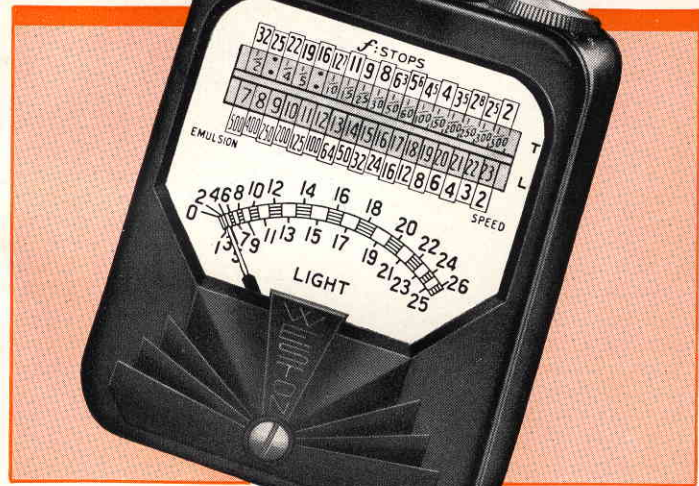
Ice-box-Oven . . . checks Westons at temperatures from -50°F. to 120°F.



In the famous Weston Laboratories, instruments must agree with primary standards of electrical measurement.

THE WESTON *Junior*

•
SIMPLIFIED
•
**MODERATELY
PRICED**
•
EASY TO USE
•



YOUR choice of an exposure meter depends upon your personal requirements. If you wish to obtain the most complete, the most versatile meter available, choose the WESTON Master. If you take movies exclusively we recommend the WESTON Cine described on the last page. However, thousands of camera users have found the moderately priced WESTON Junior ideal for their exposure needs. Model 850 is the easiest to use, the most simplified exposure meter available. It is a true WESTON Exposure Meter . . . uses the same photoelectric cell, and has a standard instrument movement.

This exposure meter was designed specifically to produce a meter of Weston quality, with the utmost in simplicity, and with a minimum of cost. The Model 850 is so simple to operate that it fully meets the requirements of even the occasional picture-taker and yet supplies accurate and reliable exposure information.

Light readings are taken by pointing the back of the meter at the scene, as shown on the opposite page. After measuring the light you simply turn the knurled knob at the top to obtain the correct lens and shutter settings for the camera. Your photographic dealer can explain this simple operation in less than a minute. That's why we say that it's exceptionally easy to use the WESTON Junior.

The WESTON Junior very definitely fills the needs of those who cannot afford, or do not require, the added refinements of the WESTON Master. It is a universal exposure meter . . . can be used with still or movie cameras, with black and white or color film. Despite its simplicity . . . despite its moderate price . . . Model 850 is worthy of the name which is instantly recognized by thousands of satisfied owners. That name is WESTON.