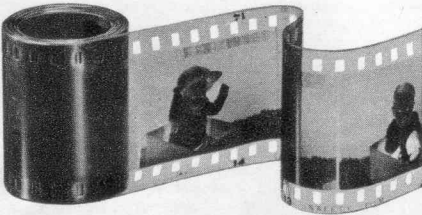


The story of the 35mm Camera

35mm photography began with film used in Hollywood



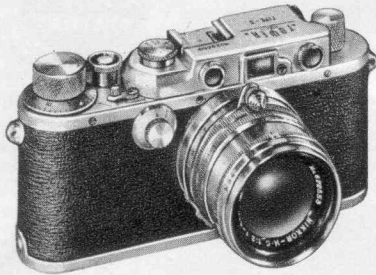
The 35mm camera, today's popular miniature camera, was designed in Germany around 35mm motion picture film ... the same film used in Hollywood and European motion picture studios.

The early owner of this camera could boast that the picture of little Stevie in the high chair was taken on the roll used to film the leading Hollywood star of the day.

Some black and white Hollywood film, unused in the movie cameras, was packaged and sold to the 35mm camera owner. Because so much of this film was bought by the movie studios, it could be produced very economically. Small negative size of the film also helped lower its cost to the 35mm camera owner.

This camera was welcomed by photo fans for other reasons than low cost of film. . . .

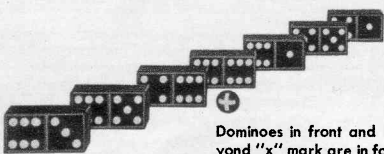
Compact size and fast lens makes it easy to take pictures almost anywhere



Stops fast moving action

"If I only had my camera!" is a lament often voiced when a perfect picture-taking situation unexpectedly presents itself. The 35mm camera, because of its compactness, is ideal to carry along for those fleeting picture opportunities.

In the early days of the 35mm camera it became famous as the "Candid Camera." Enthusiasts snapped pictures everywhere, often without the subject knowing his picture was being taken. Newspaper cameramen sometimes carried this type camera beneath their coat on a neck-strap to take candid pictures. Such "candid" shots are possible with the 35mm camera for several reasons: Fast lenses make it possible to shoot in unfavorable light, fast shutters stop subject movement, compact size keeps camera from being very noticeable, and film winding mechanisms move and stop film in position for the next picture automatically. Then, too, the 35mm camera gives. . . .

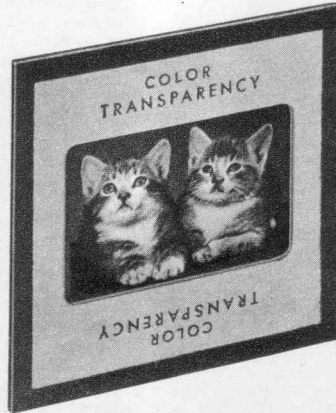


Dominoes in front and beyond "x" mark are in focus

Tremendous depth of field

The 35mm camera gives great depth of field which simply means the area of sharp focus in a photograph. If you focus the lens on the domino next to the "x" mark, several dominoes in front and beyond this domino will also be in sharp focus. The depth of field becomes still greater by closing the lens, for example, from f:5.6 to f:8, f:11, etc. All of the dominoes are then in sharp focus.

Today 35mm photography means color to thousands



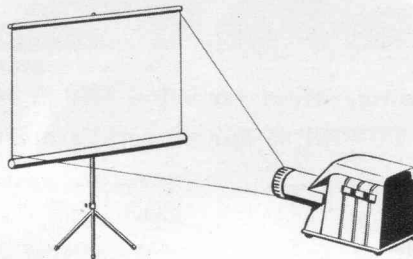
Slides record nature's colors

If you have ever seen a color slide you know why thousands of beginners as well as experienced fans are so enthusiastically turning to color photography. For with 35mm color film you easily record in life-like beauty the radiant hues of a flaming sunset, the brilliant red of a rose, the wheat yellow braids of that special little girl.

Just as appealing as the color itself, is the ease of using this film and its small cost when you consider the pleasure slide transparencies give you and friends who see them. The color is right in the film and you take the picture as you would an ordinary black and white scene . . . giving it a little more exposure as explained on the directions with each roll. The cost of a full color slide, including developing, is little more than 17c. Although the slide itself is small, the picture you view can be as big as life . . .

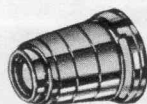
Several ways to view your color slide transparencies

Your 35mm color film is returned from the developing laboratory with each scene mounted separately in a 2x2-inch cardboard frame. Unlike a black and white film negative, images on color transparencies are positive instead of negative. You enjoy them in a viewer or projected on a screen . . .



Big as life itself!

. . . that's how a **Slide Projector** shows your transparencies. The scene you took last week is before you again in all its natural color. The brighter the lamp in your projector, the larger you can project the picture. A beaded screen makes scenes sparkle.



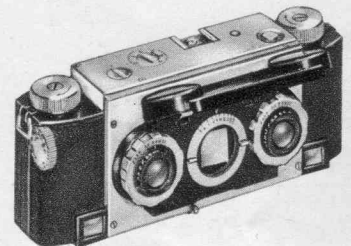
Want to see your slides in daylight or show them to your friends at work? Slip them into an **Eye Viewer** and the scenes are magnified . . . in full color, too.

Or see your slides in a **Table Viewer** that magnifies the scene . . . view them with room lights on, if you wish. Convenient for personal or business use. See following pages for 35mm cameras and slide equipment.

And now 35mm stereo! (Remember the old stereoscope?)



When Grandmother brought out the stereoscope with its collection of scenes, we were transported around the world by its magic. Now the stereoscope is back in the form of stereo scenes anyone can easily take himself. The every-day life of family and friends can be recorded in true color and realistic stereo three-dimension depth.



The camera with two "eyes"

When you look at your first stereo picture you'll likely find yourself exclaiming, "It's so real I feel I'm actually there! . . . Seems like I can reach right into the picture!"

Taking stereo pictures is as easy as picture-making with a regular 35mm camera. All you need is one of the stereo cameras on page 22. One set of controls adjusts both lenses and shutters and you use standard 35mm color film.

Here's why you see third dimension depth in stereo pictures. Two lenses are spaced on the camera about the same distance as your eyes. Each lens takes its own picture. When you view these pictures together they merge to form one scene. You see it exactly as it was when you took the picture.

A wonderful thing about stereo is how it separates a mass of objects putting each object in its proper place in depth . . . for instance, in a mass of flowers each flower stands out by itself.



Scenes look real as life viewed in the stereoscope

When you place your stereo pictures in the viewer and take your first look, it's just as if the clock is turned back and you're standing again in the same spot you took the picture. Your left eye sees the picture taken with the left lens, your right eye sees the other picture . . . they merge in your vision forming one color scene in true-to-life realism. Foreground objects actually appear close, with middle-ground and background objects taking their proper place in space.

Manufacturers of stereo cameras mount these pictures for you for a reasonable price or you can mount them yourself. Stereo-Realist and Iloca pictures can be projected with TDC Stereo Projector for viewing in three dimensions.