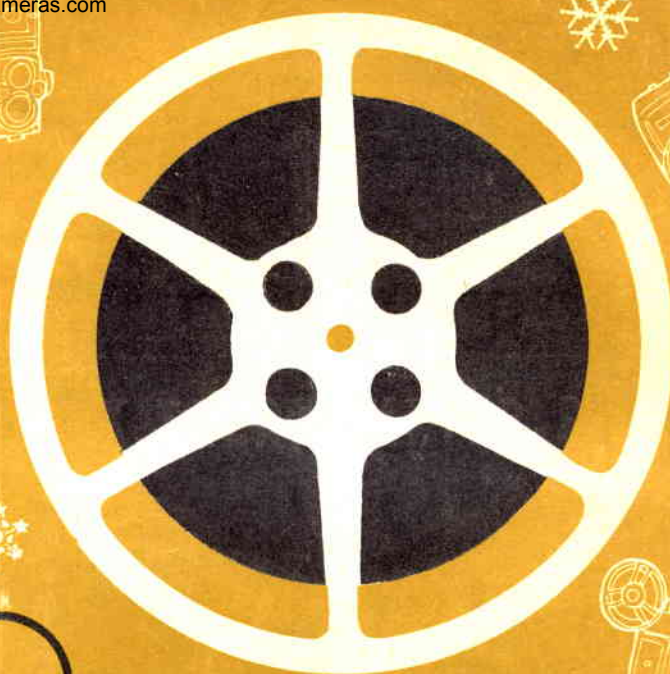
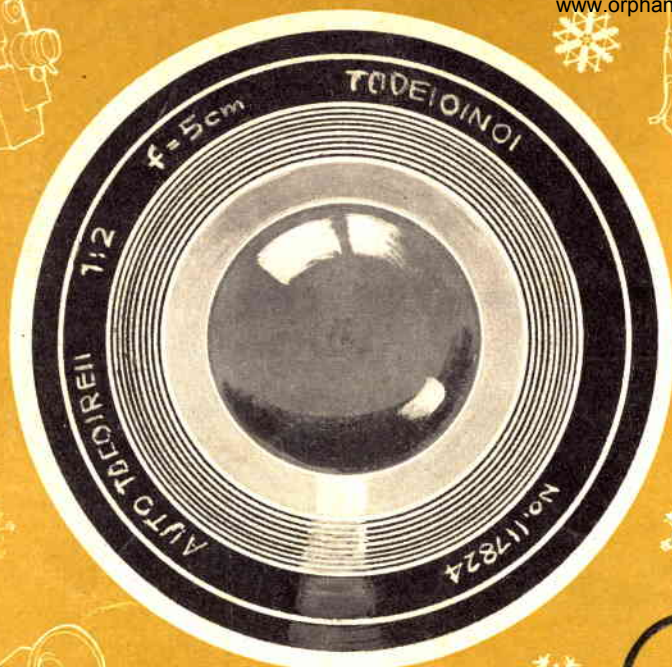


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PHOTOGRAPHIC GIFT GUIDE

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Everything Photographic

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	56 "Valley Fair"	248-4500
Palo Alto.....	479 University Ave.	322-2191

4 Store Buying Power Saves You Money

*here's a gift that will
click with photo fans...
from teenager to adult!*

KODAK INSTAMATIC CAMERAS...easier than ever to take good pictures

Load instantly,
automatically
with 126 Kodak
cartridges...

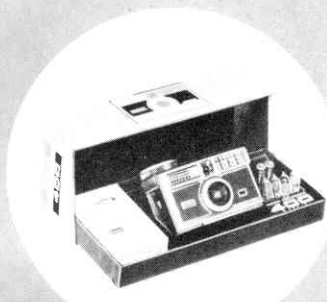


Negative size 28x28mm. 12 exposures in Kodapak Cartridges for color or black-and-white snapshots. Standard oversized 3½x3½" prints. 20 exposures Kodapak Cartridges for color slides—standard 2x2" mounts. No threading or fumbling—load anywhere. Just drop the film cartridge into the camera. It's instant, it's automatic! Seven models—all take three kinds of pictures—color slides, color snapshots and black-and-white.



KODAK INSTAMATIC 150 OUTFIT (illus.)—New budget priced motorized model. The compact camera incorporates a spring motor which automatically positions the first exposure, advances as many as 12 exposures on one full winding, and automatically winds off trailer after last exposure. If desired a picture-a-second. **LENS:** 43mm f/11, Lumenized, preset for sharp range from 4' to Inf. Two speed shutter with auto. shift; flash holder in (1/90 sec.) for outdoors, flash holder out (1/40 sec.) Built-in pop-up flash holder for AG-1 bulbs. Optical eye-level viewfinder. Vinyl-clad metal exterior; approximate size, 4 x 2¼ x 2¼", weight 13 ozs. Supplied as complete outfit with: camera, wrist strap, flashguard, two batteries, four flashbulbs, Kodapak Cartridge of Verichrome Pan Film, in fitted carry-all case. less than \$30

KODAK INSTAMATIC 100 OUTFIT—Same as 150 but has rapid action lever film advance with automatic exposure positioning instead of motorized film advance, also display carton instead of fitted case. Camera measures 4 x 2 x 2½" and weighs 11 ozs. Outfit includes camera, wrist strap, two batteries, four flashbulbs, flashguard, and a cartridge of Verichrome Pan Film, less than \$18. Field case, less than \$4.55



KODAK INSTAMATIC 400 OUTFIT (illus.) Medium-priced model. Motorized Film-Handling—automatic film advance permits making 10 exposures in 10 seconds. Automatic Exposure Control—built-in electric eye measures light & sets lens opening with film speeds ASA 64 & 160. Notch on film cartridge adjusts electric eye for speed of film. Auto. low-light signal in finder tells when to use flash. **LENS:** Lumenized Kodar 41mm f/8. Pre-set for range of 5-ft. to inf. **SHUTTER:** Two-speed with automatic shift—1/60 sec. for outdoors, 1/40 for flash. Built-in, pop-up flash holder for AG-1 bulbs. Optical eye-level viewfinder. Complete outfit with camera, wrist strap, 2 batteries, 4 flash bulbs, flashguard, one Kodapak cartridge with Verichrome Pan Film, less than \$60. Case, less than \$5

KODAK INSTAMATIC 300 OUTFIT is similar to the "400". The basic difference is in the method of advancing film. The "300" is manual film advanced by a quick-action lever. Complete outfit as described above, less than \$50



KODAK INSTAMATIC 500 CAMERA Slim, continental-styled... made with same precision as the Kodak Retina. Has retractable lens-shutter unit for compactness. **LENS:** Fast 38mm Xenar f/2.8, close focusing—2½ ft. Also click-stop zone focusing; automatic electric-eye exposure control; special Compur shutter, speeds 1/30 to 1/500 and "B"; rapid-action; single stroke lever film advance; double exposure prevention; 2 flash contacts (or outlets); large-image, projected-frame viewfinder; exposure-meter needle and 1 ± stop exposure indication in finder, less than \$95. Field case, less than \$15. Pouch case, less than \$6. **KODABLITZ** (cordless) flashholder, less than \$7



KODAK INSTAMATIC 800 CAMERA (illus.) The most automatic camera ever! Motor-driven, fast-action, combining fine camera features with maximum convenience for rapid making of quality pictures. Automatic spring motor drive, unique pull-tape concealed on bottom of camera—no winding knob; advances film after each shot to enable scene-per-second shooting—also winds off leader & trailer automatically, 20 exposures on one complete winding. Coupled, super-imposed type combined range/viewfinder, plus scale & zone focusing. Lens aperture automatically set by electric-eye for films with speeds from 25 to ASA 800. Insufficient light signal in finder; auto. flash exposure control; built-in, pop-up flashholder for AG-1 bulbs. **LENS:** 38mm f/2.8 focuses from 3 ft. to inf. **SHUTTER:** speeds from 1/30 to 1/250, less than \$130. Field case, less than \$10

KODAK INSTAMATIC 700 CAMERA is similar to the "800". The basic differences are in film advancing and focusing. In the "700" the film is advanced by a single-stroke lever, and lens is focused either by a scale or zone-focus symbols. Less than, \$110

ALBUMS & OIL COLORS



FUL-VU PHOTO FILE is the ideal way to store your snapshots and negatives at your fingertips for instant viewing. Two prints are slipped into each crystal clear flip-up holder. Negatives are stored between the prints. Maximum capacity is 100 prints. Soft, padded covers come in 6 smart, attractive colors—Hunter Red, Forest Green, Saddle Brown, Aqua, Valley Blue, Ivory. 4 popular sizes. #751-23 (2¼ x 3¼") \$5.75; #751-33 (3½ x 3½") \$5.75; #751-325 (3¼ x 4¼") \$6.50; #751-35 (3½ x 5) \$6.50
* Polaroid size.

FUL-VU MINI ALBUMS are a treasured gift for very personal possessions when titled or personalized in genuine gold. Goldmark strip furnished with each album. Mini albums hold 16 prints and are made in all print sizes for color, B-&W, and polaroid prints. Colors: blue, green, red, ivory, brown and tan.

Stock Number	Print Size	Price
55K-252	2¼x3½	\$.80
55K-33	3½x3½	.80
55K-3X	3¼x4¾	.80
55K-35	3½x5	.80
55K-405	4x5	.80



Copr. 1964 Edwin M. Phillips



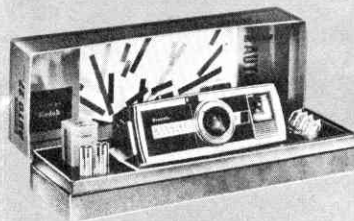
BROWNIE SUPER 27 OUTFIT. Versatile, "new look" Brownie camera. Built-in flash holder with hinged lid. When flash door is open, "auto-shift" shutter automatically sets flash speed, closing door sets shutter for outdoor shots. Streamlined shape allows user to get extra-firm grip, for steadier shots. Shutter release button provides jar-free operation. Takes 12 b&w or color pix on 127 film. Sharp 55mm f/8 lens for brilliant snapshots. Double exp. prevention; easy loading; extra-large optical finder. Brownie Super 27 Outfit includes camera, 1 roll of film, 4 flashbulbs, flashguard, 2 batt., neckstrap, less than \$22. Case, less than \$4.80



BROWNIE FLASHMITE 20 combines advantages of big pictures (2 1/4 x 2 1/4") with economy of operation. Built-in 2" reflector enables use of low-cost AG-type flash bulbs. 12 exposures on roll of 620 B&W or color film for snapshots or slides. **LENS:** f/11; 3 exposure and focus settings; auto. film metering; click stops for close-ups, groups, scenes. Precision flash shutter sets automatically as film is advanced. Double exp. prevention; eye-level optical finder, less than \$18. Case, less than \$5.30. **BROWNIE FLASHMITE 20 OUTFIT** includes camera, strap, 6 flash bulbs, 2 batteries, film, instructions, less than \$19



BROWNIE AUTO 27 OUTFIT. Features Brownie Auto 27 "electric-eye" camera. Fully automatic daylight-exposure control selects proper lens opening (between F8 and F22) by new type of "electric-eye" that incorporates a photoconductive (CdS) cell powered by same batteries as the flash holder. Insufficient light signal in finder. Focus-linked flash-exposure control; built-in flash holder for AG-1 bulbs. Kodar f/8 lens has 2 position focus; shutter operates at 1/80th in daylight, at 1/40th with flash. Large optical finder; body release w/double exp. prevention. 12 exp. on b&w or color films. Outfit includes camera, 1 roll of film, 2 batt., 4 bulbs, neck strap, less than \$35



BROWNIE FIESTA CAMERA . . . Kodak's easiest to use, and lowest priced camera for b&w & color snapshots as well as color slides. Shutter is synch'd for flash; fixed focus lens is factory focused & set for sharp pictures at 5 ft. and beyond. Direct optical finder provides clear and distortion-free view of subject. Makes 12 exposures on 127 film; simplified loading. Attractively styled in two-tone grey and silver. With clip-on strap, less than \$6; Flashholder, less than \$2.55. Outfit consisting of camera, flashholder, flashguard, neckstrap, film, 4 flashbulbs, batteries & manual, less than \$10. Case, less than \$2.80



BROWNIE STARMITE II — Compact & versatile; takes b&w & color snapshots, and color superslides—indoors & out. Built-in, ultra-small flash holder (1 1/8" x 1 1/4") uses AG-1 flash lamps. Makes 12 exposures on 127 b&w, Kodachrome-X & Ektachrome-X films; standard enlarged prints 3 1/2 x 3 1/2". Fast f/11 universal focus lens; bright, distortion free optical eye-level finder; double exposure prevention. Weighs only 8 oz. Less than \$12. Case, less than \$2.80. **BROWNIE STARMITE II OUTFIT** contains camera, neck strap, flashguard, 4 AG-1 flashbulbs, batteries, roll of film & instructions, less than \$14

BROWNIE STARMETER offers photo-electric metering at a budget price. 12 pictures, 1 1/8 x 1 1/8" on 127 B-&W or color film, snapshots or super-slides. Built-in meter lets you aim and quickly set correct exposure. 5 EV readings; 7 film speed settings. **LENS:** Kodar f/8, pre-adjusted universal focus. Shutter sets automatically as film advances. Double-exp. prevention; synch'd for all popular flash bulbs. Optical eye-level finder, less than \$23. Case, less than \$2.80; flash holder, less than \$4.55. **BROWNIE STARMETER OUTFIT**, with camera, flash holder, 4 bulbs, 2 batteries, roll of film, neck strap, instructions, less than \$29



BROWNIE REFLEX 20 CAMERA . . . a reflex-type camera with brilliant, extra-large reflex finder. Takes black-and-white and color snapshots and color slides. Finder marked for super-slides. Double exposure prevention. Automatic film advance stop. Fast adjustable lens. Makes 12 exp. on 620 film. Standard enlarged prints 3 1/2 x 3 1/2" less than \$20; case, less than \$5.30; Kodalite Midget flash holder, less than \$4.55. **BROWNIE REFLEX 20 OUTFIT** includes: camera, flash holder, 6 flash bulbs, 2 batteries, 2 rolls VP620 film, less than \$27.

MARSHALL'S PHOTO-OIL COLORS. It's easier than you think to hand color your own photographs with truly beautiful results because Marshall's colors are transparent, thus you can always see the photo on which you are working. You can do-it-yourself at home, just like the professional in his studio with these fun-packed sets. No special drawing ability or artistic training is needed. The only complete photo coloring system with 55 beautiful permanent colors guaranteed not to fade. Complete sets from \$1.78 to \$29.98

MARSHALL'S PHOTO PAINTING PENCILS. These unique Photo Pencils make it easy, quick and fun to color snapshots, Polaroid Land prints and all small areas. Complete sets from \$1.98 to \$4.98

MARSHALL'S PHOTO RETOUCH COLORS are specially made for retouching, spotting, and correcting Ektacolor prints. Polaroid prints, all direct color prints, transparencies, films and slides. Complete kits \$4.98 to \$14.98

MARSHALL'S SPOT-ALL LIQUIDS are specially made for retouching black and white prints and negatives, and all toned prints. Complete kits \$1.85 to \$3.65

MARSHALL'S PRE-COLOR SPRAY. Designed to permit coloring of Polaroid and glossy photos, magazine and newspaper pictures with Marshall's Photo-Oil Colors and Pencils. 6 oz., \$1.50; 16 oz., \$2.50



Now there are

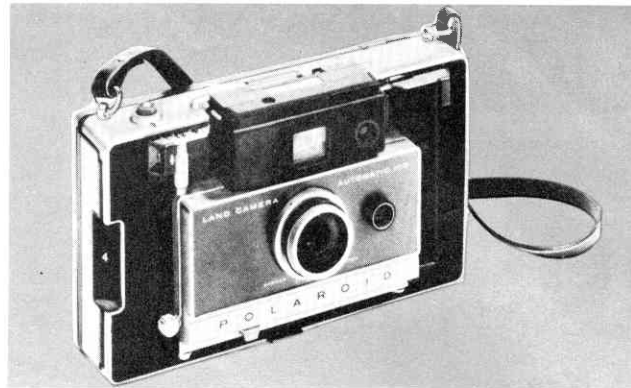
POLAROID

Color-Pack Cameras

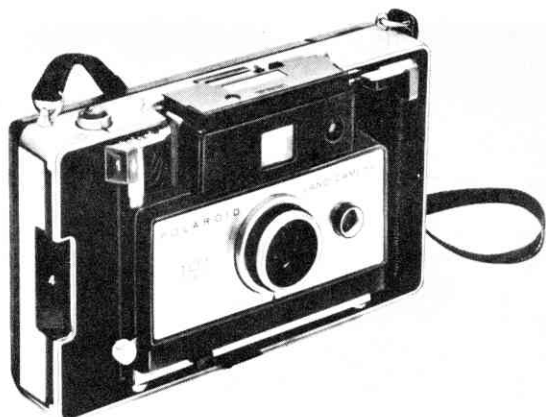
Both produce

Color pictures in 60 seconds

Black and white in 10



The **NEW** budget-priced Color Pack II

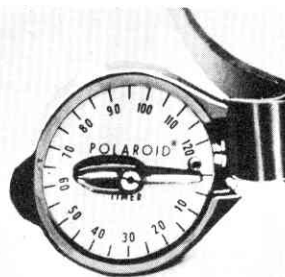


The original Color Pack Land Camera

ACCESSORIES for the Color Pack Cameras



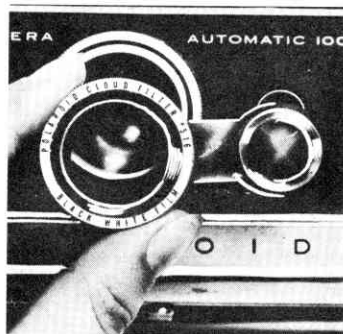
POLAROID #268 FLASHGUN clips right to the camera and fires automatically whenever you press the shutter. It has a blue safety shield and uses M3 (clear) flashbulbs.



POLAROID #128 DEVELOPMENT TIMER attaches to the camera strap and ensures accuracy in timing picture development. Just set the dial to the desired time and press the button. When the buzzer stops, the picture is ready. It will time up to two minutes. (Model 120 Timer fits roll film cameras.)



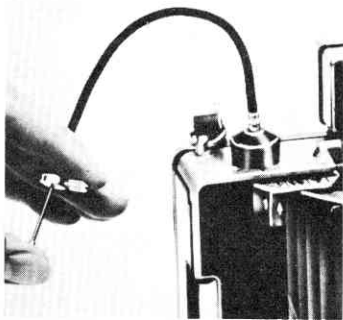
#324 and #322 CASES are made of top grade black vinyl that looks like leather wears even better. The #324 is a fitted case with a designated place — elastic band or pocket — for every accessory. The #322 is smaller; has three main compartments which hold camera, flash, film, bulbs and several accessories dropped in loosely.



POLAROID #516 CLOUD FILTER is for use with black-and-white Type 107 film. An orange filter, it improves the contrast in pictures showing an expanse of sky and emphasizes cloud formations. This filter fits over the lens and electric eye.



CLOSE-UPS ARE EASY with the clip-on lens Polaroid has designed for these cameras. **#581 Portrait Lens** lets you get within 19" of your subject with either color or black and white film. With color film and the Automatic 101, there is less depth of field and greater care is needed in using it. **#583 Close-up Lens** has a range within 9" of the subject. Use with the Automatic 101 is limited to black and white film. Each lens has a view-focus adapter that fits over the viewfinder and solves parallax problems automatically.



POLAROID #191 CABLE RELEASE fits over the shutter button and allows the shutter to be tripped without any danger of moving the camera. It's especially useful for making automatic time exposures. The camera should be on a table or other stable surface.

The original Polaroid Color Pack Camera, the Automatic 100, now has a lower-priced companion, the Automatic 101. It has most of the features of the original Polaroid Color Pack Camera, but costs substantially less.

These cameras produce beautiful color pictures in 60 seconds and sharp black and whites in 10 seconds. The transistorized shutter is capable of things no camera could ever do before.

The Color Pack Camera can read the light and make the correct setting **during** the flash of a flashbulb. (Even the most expensive electric-eye cameras respond too slowly to do this; they must be set mechanically.) At the other extreme, it can measure very low light levels and automatically make the correct setting for a time exposure — up to one second.

Focusing is fast and easy for the Polaroid Color Pack Camera. A sliding fingertip control adjusts the image in the precision-coupled rangefinder. The image moves in the direction of the user's fingers — push left, push right, until one image covers the other and the camera is focused.

A revolutionary new design in camera and film makes it easy to load in 7 seconds. Both black and white and color film come in plastic packs (8 shots to a pack).

The Polaroid Color Pack Cameras are the lightest Polaroid has ever made, even though they give the large-sized ($3\frac{1}{4}'' \times 4\frac{1}{4}''$) pictures made with earlier models. They are actually $1\frac{1}{2}$ pounds lighter than the most popular previous model. And they are lighter than many well-known 35mm cameras.

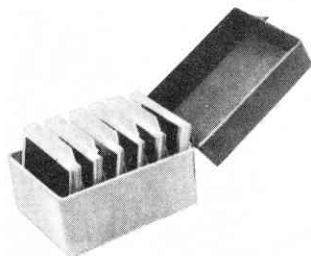
The Automatic 101 differs from the Automatic 100 camera in two respects. It handles only two film speeds with two settings, one for color and one for black and white. The Automatic 100 provides for four film speeds with two settings each for black and white and color film. The shutter housing of the Automatic 101 is black with a sturdy nylon neck strap. The Automatic 100 is the deluxe model. The body and shutter housing are finished in rich-looking brushed chrome. An adjustable, genuine leather neck strap gives a perfect finishing touch.



POLAROID #192 SELF-TIMER lets you put yourself in the picture. It can be pre-set to any time from 5 to 15 seconds. Simply attach it to the camera, set the release and walk into the picture — the shutter snaps automatically.



Type 108 film is the new Polaroid color film in pack form. It produces full-color pictures outside the camera in 60 seconds. The pictures do not need coating — as do black and white. **Type 107** film is the famous Polaroid 3000-speed black and white film pack form. Development time is 10 seconds. Both color and black and white film packs make eight $3\frac{1}{4}'' \times 4\frac{1}{4}''$ prints per pack.



#1501 PRINT FILE is a convenient and inexpensive box for storing Polaroid Land prints. It is made of high-impact styrene and holds up to 150 pictures. Tabbed separations let you date and identify your pictures.

**CHECK WITH US
FOR LATEST PRICES**

POLAROID ROLL FILM CAMERAS MAKE COLOR PICTURES IN 60 SECONDS, TOO!



Even a Polaroid Land Camera made 16 years ago can give you a **finished** color picture in 60 seconds!

This amazing film produces color pictures **inside** the camera in a one-step operation that takes only 60 seconds. What's more, the pictures are **completely** finished when they are removed. They don't even need coating. The surface quickly hardens by itself to a glossy finish with the image permanently sealed in a layer of tough plastic.

Polaroid film can be used immediately in all existing Land cameras accepting Series 40 roll film.

Color temperature is balanced for 6250° Kelvin. Pictures made indoors

require direct flash lighting and blue flashbulbs should always be used unless the flashgun has a blue safety shield.

Type 48 ($3\frac{1}{4}'' \times 4\frac{1}{4}''$ pictures) for all Polaroid Land Cameras taking Series 40 film, 75 ASA equivalent, 6 exposures per roll.

Type 38 ($2\frac{1}{2}'' \times 3\frac{1}{4}''$ pictures) for all J33 cameras and the Models 80, 80A and 80B after factory conversion, 75 ASA equivalent, 6 exposures per roll.

COLOR ACCESSORIES FOR ROLL FILM CAMERAS

Polaroid Color Adapter Kit includes an electric eye adapter, an ultraviolet filter and a J-5 flash reflector — accessories which **must** be used for color pictures with the J33 and J66 cameras. The adapter and flash reflector snap off in a jiffy for black-and-white pictures. The filter is a permanent accessory, not to be removed.

#660 Kit for J66 Cameras

#330 Kit for J33 Cameras

Polaroid Cutter Bar Attachment snaps onto cutter bar of camera and has "teeth" which make it easier to tear off used negative after pulling color film tab. #274/#274L for cameras using Series 40 film. #274 for cameras without locking cutter bars. #274L for cameras with locking cutter bars. #273L for J33 Cameras.

BLACK-AND-WHITE FILM FOR ROLL FILM CAMERAS

POLAROID 3000 SPEED LAND PICTURE ROLL This extraordinarily sensitive black-and-white film is especially recommended for the 850 and 900 Polaroid electric eye cameras and is the **only** black-and-white film that should be used in the Models J33 and J66. It develops in 10 seconds.

Type 37 ($2\frac{1}{2}'' \times 3\frac{1}{4}''$ pictures) for J33 cameras and Models 80, 80A and 80B, 3200 ASA equivalent, 8 exposures per roll.

Type 47 ($3\frac{1}{4}'' \times 4\frac{1}{4}''$ pictures) for all other models, 3200 ASA equivalent, 8 exposures per roll.

POLAROID POLAPAN LAND PICTURE ROLL is a medium speed black-and-white film that offers great range and latitude for outdoor photography. Development time is 10 seconds. It is virtually grainless with excellent detail over widest tonal range of any Polaroid Land film type.

Type 32 ($2\frac{1}{2}'' \times 3\frac{1}{4}''$ pictures) for Models 80, 80A and 80B, ASA equivalent of 400, 8 exp. per roll.

Type 42 ($3\frac{1}{4}'' \times 4\frac{1}{4}''$ pictures) for all models taking Series 40 film except the J66, ASA equivalent of 200, 8 exposures per roll.

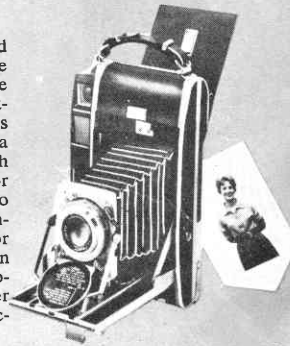


POLAROID EXPOSURE METER

#625. This ultra-sensitive meter, designed especially for Polaroid Land Cameras, is recommended for all non-electric eye models especially when using the new Polaroid film. It clips right to the camera and gives accurate readings in all situations. You can use it with films having an ASA equivalent speed from 12 to 12,000. (Not needed with electric eye models)

MODEL 110B LAND CAMERA

A non-automatic camera, it is designed for the individual who prefers to create his own pictorial effects through the skillful use of lens and shutter settings. Four-element, German-made lens has apertures from f/4.7 to f/45 plus a lens cap aperture of f/90 for extra depth of field — from 20" to infinity. Pronitor shutter speeds from one second to 1/300th and bulb. Other features include self-timer, full synchronization for flash, an electronic flash connector, an EV number interlock system, a projected frame viewfinder and rangefinder combined in a single large window. Pictures are the large $3\frac{1}{4}'' \times 4\frac{1}{4}''$ size.



FILTERS

YOUR PICTURES CAN BE IMPROVED ...BY TIFFEN FILTERS

TIFFEN FILTERS are made of finest ground and polished optical glass, to the same high standards as quality lenses. **PHOTAR** filters are thermo-bonded and mounted in Anolite rim. **HI-TRANS** filters are T-coated, thermo-bonded and mounted in Colorim, the rim showing the filter color at a glance. **TIFFEN POLARIZING®** filters eliminate glare and reflections from non-metallic surfaces, reveal hidden detail, improve color quality, darken sky without affecting other colors. Tiffen filters are available in all colors to improve results with all types of black-and-white and color film. Ask us for further details. New **TIFFEN DECAMIRED** filters offer a simplified system for color perfection.

Size	Photar	Hi-Trans	Polarizing Filters	N.D.*	85N4**
#C.#4	\$2.25	\$2.75	\$3.50	\$2.75	\$3.15
#4.5	2.75	3.50	5.50	3.25	3.75
#5	2.75	3.50	5.50	3.25	3.75
#5.5	3.50	4.25	6.00	3.75	4.50
#6	3.50	4.25	6.00	3.75	4.50
#7	5.50	6.50	7.75	6.95	8.25
#8	10.75	13.75	12.00	12.25	14.75
#9	13.95	18.25	15.00	16.25	19.50

All filters in plastic case.

* N.D. 0.4 (neutral density) converts all old type electric eye cameras to Kodachrome II film, set at ASA10

** 85N4 is single filter combining #85 with N.D. 0.4. Use with Kodachrome II Type A. In daylight set at ASA10

We carry a complete line of screw-in mounted filters to screw directly into your camera lens.



TIFFEN "SR" POLARIZER

TIFFEN "SR" POLARIZERS. For all popular 35mm Single-lens Reflex Cameras. Screws into lens mount. Rotate outer ring until you see effect you want. View and shoot directly thru the filter itself; no glare or distortion . . . penetrate haze without diluting colors; eliminate reflections, get rich blue skies in your color shots. **\$18.75 to \$24.75**

TIFFEN POLARIZING ROTO-SCREEN and FLASH-POL — Accessories to help solve problem of haze, glare and reflection & improve color quality. Permits shooting thru glass, glare or water. Rotoscreen universal attachment fits any standard adapter ring to give controlled polarization effects with all films. Available in Series #5, 6 & 7, **\$19.75 to \$26.25** for complete unit, including viewer & Rotoscreen with filter. **FLASHPOL** — A shield that slips over reflector. Eliminates glare and reflections when used with Roto-screen or Polarizing filters. Available in 3 sizes to fit all flash reflectors, **\$3.75 to \$5.50**

NEW TIFFEN E-Z SYSTEM LETS YOU "SIZE" YOUR OWN LENS



Simply lay this millimeter scale across the diameter of your lens and note the number. The identical number is engraved on every Tiffen filter and screw-in accessory. For example, if your lens is 40.5mm in diameter, the corresponding Tiffen filter is 40.5. The screw-in adapter ring for that filter is also marked 40.5, followed by "M" or "F" for thread pitch as shown below. Conventional series numbers are also included.

M (medium pitch)

F (fine pitch)



TIFFEN ANOLITE ADAPTER RINGS AND LENS ACCESSORIES

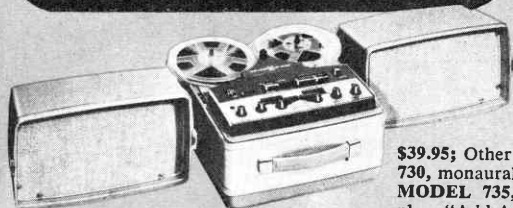
are made in sizes to fit any camera and lens, handsomely finished in optical black with easy to read white markings. **LENS SHADES** are scientifically shaped to match the angle of view of the lens, eliminate glare and stray light, have anti-reflection baffles. **ADAPTER RINGS**, complete with retaining rings, are made in slip-on, screw-in, set-screw and bayonet types. **STEP-UP RINGS** permit use of 2 filter sizes with same adapter ring or of 1 filter with different size

adapter rings. **RETAINING RINGS** allow use of several filters in combination.

Size	Adap- ter Rd.	Step- Up Ring	Step- Down Ring	Retain- ing Ring
#C.#4	\$1.95	\$1.95	\$1.95	\$1.25
#5	2.75	3.50	2.75	2.25
#6	3.50	3.95	3.50	3.25
#7	5.50	6.25	5.50	4.50
#8	8.25	8.75	6.95	6.00
#9	13.25	—	9.95	6.00

*Special Lens Shades are available for wide angle and telephoto lenses, with cutouts to clear view-finder windows.

TAPE RECORDERS



V-M 'FIDELIS' MODEL 741 (illus.) is portable, stereophonic tape record and playback system with exclusive "Add-A-Track". Consists of **MODEL 740**, Recorder and two speakers, **\$299.95**; recorder only, **\$269.50**; speakers, set,

\$39.95; Other V-M Recorders: **MODEL 730**, monaural record and play, **\$169.95**; **MODEL 735**, monaural record, stereo-play, "Add-A-Track", **\$199.95**; **MODEL 736**, same, plus remote control microphone or accessory foot switch, **\$225**. All feature: push-button controls; index counter; auto. shut-off; monitor switch; pause button; input & output receptacles.

NEW V-M MODEL 738 (illus.) is portable, lightweight, self-contained stereophonic record and playback unit in single, attractive case with high-performance speaker built into each side. Separate treble, balance and loudness controls. 3 speeds . . . 1½, 3¾, and 7½ ips.; with twin record level indicators, twin microphones and "Add-A-Track", **\$199.95**. Also features: push-button controls; index counter; auto. shut-off; monitor switch; pause button; input and output receptacles. **MODEL 725** is new, lightweight, 3-speed monaural recorder. Features: pushbutton controls, lock-down pause button,

"Tone-O-Matic" compensated loudness control, **\$89.95**. **MODEL 726** includes all features of Model 725 plus V-M's "Add-A-Track", and 4-track monaural record/playback, **\$109.95**



MIRANDA MIRANDETTE TRANSISTORIZED TAPE RECORDER is 7½ lb. portable using 4 flashlight batteries or 110 VAC. Push-button operation; threads in seconds. "Fast Forward" feature for easy location of recordings. 2 speeds — 3¾ & 1½ ips; digital counter; remote control microphone with built-in stop-and-go; record level indicator doubles as battery life indicator. Uses 3¾" reel; instant playback. 200-6000 cps response; 2¾x4" dual speaker; 9½x8½x3¼". Complete with remote control microphone, 3" reel of tape, 3¾" take-up reel, leather carry strap w/shoulder grip and AC cord, less than **\$170**

PHONO TRIX 88B SOUND SYSTEM & TAPE RECORDER

Transistorized. weighs only 2¾ lbs. including batteries. Plays 70 minutes on standard ¼" tape. 1½ ips. Push-button operation plus remote start/stop switch located on hand microphone. Can record and amplify at same time. Compact, can be carried in palm of your hand. 1½x4¼x7½". Uses 3 penlight & 3 "C" Batteries. Many uses — at home, in classroom, in the office. Includes reel of tape, take-up reel, earphone & remote microphone, desk top amplifier, telephone adapter and case, **\$99.95**. **PHONO TRIX EXECUTIVE 88B RECORDER.** Includes reel of tape, take-up reel, earphone & remote microphone. (Weight & description same as above), **\$69.95**

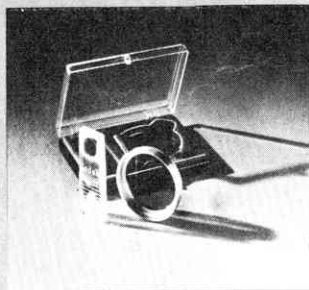


EDNALITE POLARIZERS. Exclusive dual retainer mount with positive lock spring, permanent caribrated markings for fixing position, made with genuine POLAROID® material. Complete with viewer so that filter need not be removed from lens for viewing. Series 1-4 thru 7, \$9 to \$12.95; Series 8 & 9, \$16.95 & \$21.

EDNALITE FILTER HOLDERS have dual retainers, feature solid metal Duralumin with "instrument finish". Rings to fit any camera. Series 1 thru 9, \$2.10 to \$9.95. **EDNALITE "NO GLARE" LENS-SHADES.** Series 1 thru 9 in standard, W.A., panoramic and mini-shade, \$1.95 to 15.

EDNALITE RETAINING RING KIT FOR BROWNIE TURRET MOVIE CAMERAS, f/1.9 and f/2.3. Each kit contains 3 retaining rings, \$2.95 per kit.

EDNALITE GOLD HERITAGE FILTERS. One-piece, optical glass, hard-coated on both sides; non-slip, shock-proof rims; lifetime g'td. For all color and b-&w films. Series 1 thru 7, \$2.60 to \$6.50; Series 8, \$14.95; Series 9, \$19.95. **EDNALITE MOUNTED FILTERS FOR POPULAR MOVIE CAMERAS.** Available in Chroma and Chrome-Haze Skylight for Brownie f/2.3, f/2.7; Bell & Howell 220 & 252; De-Jur Elgett 1/2", Keystone Capri and Bolex with standard lenses. \$3.50 each. **EDNALITE MOUNTED FILTERS FOR POPULAR STILL CAMERAS.** Available in ChromB (85B), ChromF (85C), Chrome-Haze Skylight, 80B, CTB-2 (82A), Y-2 (medium yellow) and Close-Up. For Agfa, Canon, Leica, Pentax, Minolta, Retina, Contax, etc. from \$5.95 to \$16.95 each. **EDNALITE 3-FILTER KITS FOR BROWNIE MOVIE TURRET CAMERAS.** Each kit contains 3 of the same type filters. Available in ChromA, Chrome-Haze and 80B. \$9.40 per kit.



KODAK POLA-SCREEN AND VIEWER COMBINATION is packaged as one unit for convenience and economy, in a plastic case with transparent cover. Pola-Screen is used to control sky tone without changing other color values and to soften glare in color or b&w photography. Effects on film can be varied by turning Pola-Screen as viewer shows visually the effect being produced. Available in sizes to fit most still and movie camera lenses. Series 4, less than \$11; Series 5, less than \$12; Series 6, less than \$13; and Series 7, less than \$19



GELOSO ATTACHE CASE (illus.) for secret recording. Concealed sensitive microphone & start/stop switch built-in. Sound-proof compartment houses Gelo Model TR-711 miniature transistorized battery Sten-O-Tape. Records sound 25 ft. away up to 2 hrs. **MODEL ASC-10** attache case only less Sten-O-Tape, \$79.95. **MODEL ASC-12** with attache case & Sten-O-Tape TR-711, \$264.95 plus F.E.T. **GELOSO UNICORDER 61 TAPE RECORDER** — transistorized miniature unit, operates on penlights or built-in A.C. Precision built; 2 Dynamic Hi Fi speakers; up to 128 min. play; capstan drive; dual speed; 70 to 8,000 cps. Safety record lock; single knob control. With case, mike, earphone, cord & batts., \$149.95



KODAK SOUND RECORDING TAPE — Highest quality and uniformity 1/4" tape. Choice of 2 bases: DUROL-triacetate and Polyester, both with new extra smooth high-performance oxide layer. All 5" and 7" rolls on Kodak Thread-Easy Reel with built-in splicers.

1 1/2-mil DUROL Base	1,200'	\$2.95
1 1/2-mil DUROL Base	600'	1.80
1 1/2-mil DUROL Base	150'	.60
1 -mil DUROL Base	1,800'	4.25
1 -mil DUROL Base	900'	2.50
1 -mil Polyester Base	1,800'	4.95
1 1/2-mil Polyester Base	2,500'	7.95
1 1/2-mil Polyester Base	1,250'	4.50
1 1/2-mil Polyester Base	400'	2.00
1/2-mil Polyester Base	3,600'	9.95
1/2-mil Polyester Base	1,800'	5.95
1/2-mil Polyester Base	600'	2.50

EXPOSURE METERS

GOSSEN PILOT EXPOSURE METER (only 1 1/2 oz.) has wide sensitivity for indoor and outdoor critical readings for films from ASA 6 to 6400; exclusive built-in conversion for reflected or incident light; f/stops from 1.4 to 22; shutter speeds from 1/1000 sec. to 1 min.; Exposure Value scale EV 1 to 18; for still and movie cameras. Simple one-hand operation; large, legible computer scale; rugged, shock resistant, jewel bearings. Handsome charcoal gray finish, matching neck strap and high impact resistant eveready case, \$17.90

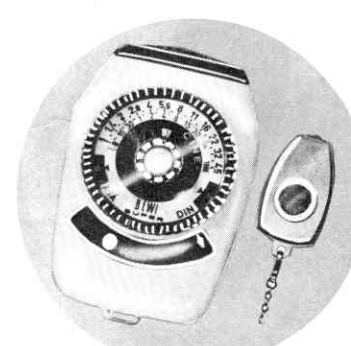


GOSSEN EXPOSURE METERS

GOSSEN LUNASIX ELECTRONIC EXPOSURE METER — New model "stepped-up" sensitivity meter gives readings for any light condition short of complete darkness; exposure range 1/4000 sec. to 8 hrs., with any film & lens aperture. Large scales for reflected & incident light; narrow 30° angle for critical reading of small areas. "See-Saw" range selector-push forward to measure low-light range, push back to measure high/normal range. Relevant scale panels — you see only one applicable scale. ASA range 6-25,000; top foot-candle sensitivity 32,000. Compactness, & many new features make it outstanding for pro & advanced amateur. With 2 mercury batteries, Eveready leather case and neckstrap, \$63



BERTRAM BEWI CADMIUM-SULPHIDE EXPOSURE METER . . . Bewi Super Meter, powered by long life cadmium sulphide cell — so sensitive it is equipped with tiny flashlight for measurements in all but complete darkness. Accurate exposure readings for films ASA 12-3200 and DIN 12-36. Aperture range: f/1 to f/45; exposure range: 1/1000th sec. to 1 hour; movie speeds: 8-128 fps; EV settings: minus 3 to 20. May be used for both reflected & incident light. Easy-to-read scales (in half stops) in a single range eliminate need for high-low selection. Built-in battery tester. Bewi Super, \$49.50. Other models include Bewi Automat B, \$29.50; Bewi Automat C, \$22.50; Bewi Quick, \$16.45. Case and neckstrap included.



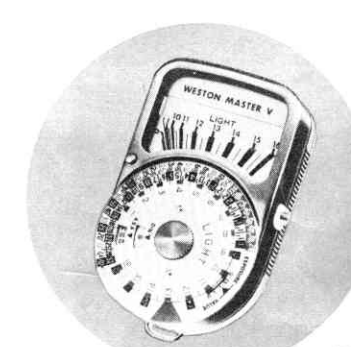
SEKONIC L-98 MICRO-LEADER METER. A major advance in CdS meters. Ultra thin — Ultra light — Ultra sensitive. Reflected light range from ASA 6 to 12,000; LV scale — 2 to 19; shutter speeds from 8 sec. to 1/2000 sec.; f/stops f/1 to f/32; movie scale: 8 to 64 f.p.s. High/low light level switch; push button operated; mercury battery assures accuracy in long, continuous use; built-in battery test switch. With neck cord and carrying case . . . \$24.95. Other Sekonic Meters: L-136 Compact CdS, \$21.95; LC-2 Clip-on, \$10.95; L-38 Auto-Leader, \$13.95; L-86 Auto-Lumi, \$8.95; L-28 Studio Meter, \$32.50; L-96 Super Micro-lite, \$54.95



WESTON MASTER V UNIVERSAL EXPOSURE METER . . . Latest, most advanced model of this famous line.

- Provides reliable measurement in any usable light conditions without "boosters" or batteries.
- Longest scale length available—low light — high light scales from .05 to 1,600 candles per sq. ft.
- Incident light measurements with snap-in light converter.
- Rugged "spring-suspended" jewel movement protects meter against shock — insures long, accurate life.

These and other features make this the perfect meter for the critical camera user. Complete with cases and incident light converter, less than \$37



REFLEX CAMERAS



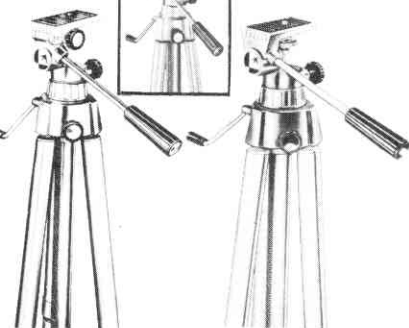
YASHICA-MAT EM (illus.) fully auto. with uncoupled exp. meter. Crank film advance and shutter wind; double-exp. prevention. 80mm f/3.2 viewing, f/3.5 taking lenses. MXV Shutter 1 to 1/500, self-timer, under \$85. **YASHICA-MAT**: as above, less meter, under \$76. **YASHICA 635**: f/3.5 lenses, converts from 2 1/4x2 1/4 to 35mm. W/case, under \$70. **YASHICA E**: auto. exp. control, built-in AG-1 flash, under \$55. **YASHICA D**: semi-auto., under \$50. **YASHICA A**: speeds to 1/300, under \$36. **YASHICA 44LM**: 4x4 cm; built-in exp. meter; semi-auto. film advance. 60mm f/3.5 lenses, MX sync; 7 to 1/500 shutter, under \$60. **YASHICA 44A**: Simplified version, under \$36

MINOLTA AUTOCORD . . . Precision 2 1/4 x 2 1/4" twin lens reflex with automatic transport and shutter wind. **LENSES**: Taking—75mm Rokkor f/3.5, coated — 4 elements. Viewing — 75mm Rokkor f/3.2, coated — 3 elements. **SHUTTER**: Optiper—MVL with speeds from 1 sec. to 1/500th & B; built-in delayed action self-timer; MX full flash synch. Focusing lens is extended by means of Helicoid lever, focuses from 3 ft. to inf. Reflex viewing — screen with magnifier for critical focusing; crank wind with automatic stop for each frame simultaneously sets shutter; provision for double exposure. 12 exposures on 120 roll. With leather case, \$109.45



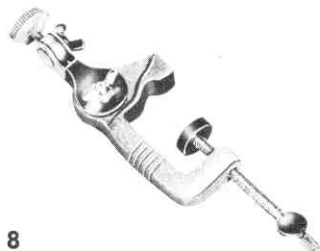
ROLLEI-HONEYWELL ROLLEI-FLEX 3.5F — Ultimate in 2 1/4x2 1/4 camera design & operational efficiency, the Rollei-Flex 3.5F has coupled meter for auto. matched needle-indicator exposure control, or selective over-or-under exposure. Zeiss Planar or Schneider Xenotar 5-element f/3.5 75mm lenses are optical masterpieces. With auto. parallax compensation for all formats, 3.5F also features auto. depth-of-field indicator; auto. film positioning for first exposure; auto. shutter cocking with crank film wind; brilliant Rollei-clear focusing screen; removable focusing hood, optional use of Rollei Pentaprism & optically-flat glass attachment, \$299.50. Top-grade cowhide case, \$22.50

TRIPODS



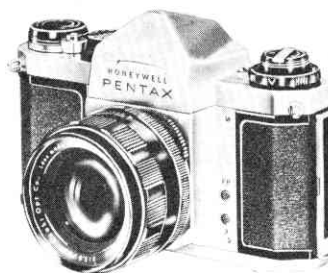
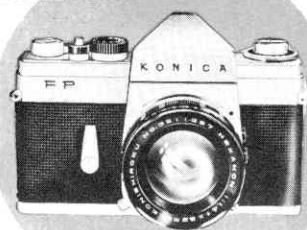
QUICK-SET HOBBY TRIPODS . . . Feature sleek modern styling, longer locking rings, ribbed non-slip camera plates and many other attractive features. **DE LUXE MODELS** have hard chrome-plated elevator volume; **CUSTOM MODELS** have anodized column. **HOBBY DE LUXE TRIPODS** with Side Tilt (illus.) have deluxe vacuum-plated mirror finish and are packed in a transparent display case. **DE LUXE 330** extends 69", telescopes 25", 3-sec. legs, geared elevator, weighs 3.1 lb., \$20.95. **DE LUXE 440** extends 59", telescopes 17", 4-sec. legs, 2-sec. geared elevator, weighs 2.8 lbs., \$25.95. **HOBBY CUSTOM TRIPODS** (without side tilt) have a desert gold metallic finish. **CUSTOM 200** extends 55", telescopes 26", 2-sec. legs, lift column, weighs 2.7 lbs., \$14.95. **CUSTOM 303** extends 69", telescopes 25", 3-sec. legs, geared elevator, weighs 3.1 lbs., \$18.95

KODAK FLEXICLAMP is a camera-holder that does the job everywhere, including odd places and under adverse circumstances — an ideal gift for everybody who owns a camera. Pocket-size, yet it holds amateur movie and still cameras up to 2 1/4x3 1/4 press size. Attaches to flat or tubular surfaces, at any desired angle. Die-cast "C" clamp is padded to protect furniture surfaces, etc. Swivel top. Worth a lot more in practical usefulness, less than \$11



35 MM CAMERAS

KONICA FP 35mm SINGLE LENS REFLEX features Micro-Diaprism focusing. When image is not in focus, center circle shows split fragments, but picture is perfect when focused correctly. Hi-Synchro shutter has vertical travel for maximum efficiency. Speeds 1 to 1/1000 sec. with M bulbs; full sync. at all speeds, to 1/125 with electronic flash. Auto. instant-return mirror; built-in self-timer; auto. "O" reset; manual preview button; one stroke film winding lever. **LENS**: 52mm Hexanon f/1.4. \$229.95; 52mm f/1.8 Hexanon. \$199.95; case, \$16.95. Many automatic and pre-set precision lenses available; full line of accessories.

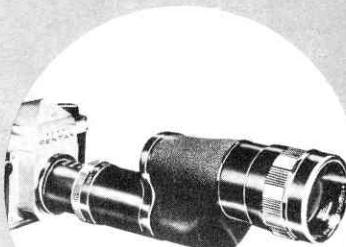
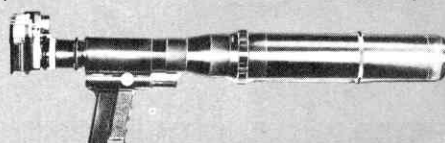


HONEYWELL PENTAX H3v . . . A quality 35mm single lens reflex camera distinctive for its compactness, clean design, handling ease and versatility. **LENS**: 55mm Super-Takumar f/1.8 with fully automatic diaphragm. Instant return mirror, microprism and positive focusing grid, automatic reset film counter, integral self-timer, single stroke film advance, rapid rewind crank, focal plane shutter with speeds from 1 to 1/1000 sec., plus T & B on single non-rotating dial. FP & X flash terminals, threaded lens mount for complete line of 15 interchangeable Takumar lenses, \$229.50. Soft case, \$15

BINOCULARS

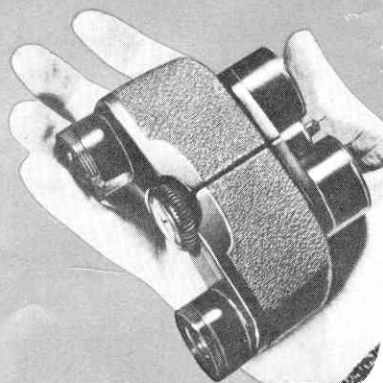
NOVOFLEX FOLLOW-FOCUS LENSES for 35mm and 2 1/4x2 1/4 SLR cameras . . . Imagine long lens focusing without fumbling . . . without even touching the lens itself. With the Novoflex Follow-Focus system you focus just by squeezing the pistol grip. The subject actually pops into focus and—instantly — you're ready to shoot. You've never

focused so rapidly . . . so accurately and smoothly before. You've never had such a well-balanced grip on a long tele lens. The Novoflex Pistol Grip, for use with Novoflex telephoto lens, \$60. Novoflex Follow-Focus lenses available: 240mm f/4.5, \$96.50; 300mm f/5.6, \$96.50; 400mm f/5.6, \$127; 640mm f/9, \$106. Camera adapters extra.



BUSHNELL TELEVAR telephoto gives versatility of zoom to single reflex cameras. 350mm — 650mm in one compact unit. Variable focal length allows you to select subject, size and frame without moving your position. Compose shots as you want them from 12' to inf. Light, compact, attached easily to 35mm, 2 1/4x2 1/4 single lens reflex cameras. Quick, accurate front focusing, color-corrected optics. Doubles as monocular when not attached to camera, \$59.50. For extra long-range telephoto, 750mm — 3000mm ask about Spacemaster, complete single lens reflex unit, \$110

BUSHNELL 6 x 25 CUSTOM COMPACT BINOCULAR . . . Unique new optical system with eyecups that retract instantly — gives same full field with or without sun-or-eyeglasses. Unexcelled for choosing & framing telephoto shots, for vacationing, hunting, sports events, nature study, theatre, all around family use. Only 3" high, fits hand like a glove; travels in gadget bag, jacket pocket or purse; has exceptionally clear, brilliant optics. Center focus model with soft leather zipper case, \$59.50. 7x35 Custom center focus model, complete with case, \$89.50. Choose from 35 Bushnell Binoculars, priced from \$14.50. Ask for free guide "How to Select Binoculars."



KODAK RETINA SYSTEM OF PHOTOGRAPHY

KODAK RETINA REFLEX IV . . . New model featuring improved design and construction. Has a bright, (clear field) unobstructed ground glass viewfinder, improved electric-eye exposure control, simplified flash synch, and other refinements for faster handling of camera and film. Some of the features are: Extended focusing range — as close as 2 ft. — with automatic depth-of-field indication for entire focus range; extra-bright fresnel-type penta prism reflex viewing; two-way focusing accuracy either by full-area ground glass or optical rangefinder; shutter speed, and f/stop used also visible in finder permitting checks and changes while viewing; improved electric-eye exposure control with needle on top of camera, also visible in finder — warning signal at both control points. Synchro Compur-X shutter with speeds from 1 to 1/500 sec. & B. With 50mm Retina-Xenon f/1.9 lens, less than \$278. Case, less than \$18. With 50mm Retina-Xenar f/2.8 lens, less than \$243. Case, less than \$15. Accepts same photo aids as Retina Reflex III.



RETINA PHOTO-AIDS

KODAK RETINA INTERCHANGEABLE LENSES and accessories for Retina Reflex III, Reflex S and IIIS Cameras, supplied in storage case.

CURTAGON LENS, 28mm f/4. Extreme wide-angle lens. 7 elements. Coated. Focusing range: 3' to "Inf." Less than \$87. (Optical finder for IIIS model in leather case. Less than \$14)

CURTAGON LENS, 35mm f/2.8 — Moderate wide-angle lens. 5 elements. Coated. Focusing range: 3' to "Inf." Less than \$75

TELE-ARTON LENS, 85mm f/4 — Telephoto lens. 5 elements. Coated. Focusing range: 6' to "Inf." (Add Tele Auxiliary Lens T I/32 for closer range.) Less than \$79

TELE-XENAR LENS, 135mm f/4 — Long telephoto lens. 5 elements. Coated. Focusing range: 14' to "Inf." (Add Tele Auxiliary Lens T I/60 or T II/60 for closer range.) Less than \$88

TELE-XENAR LENS, 200mm f/4.8 lens kit (for Retina Reflex III . . . Reflex S) 7 element lens which provides 4 times image obtained with standard lens. With leather case, lens hood and 3 filters. Less than \$226

TELE AUXILIARY T I/32. Coated. Screw-in mount. Extends range of 85mm f/4 lens from about 6' to 3¼'. Less than \$6.55

TELE AUXILIARY LENS T I/60. Covers focusing range of the 135mm f/4 lens from 6½ to 4¾'. Less than \$14

TELE AUXILIARY LENS T II/60. Extends range of 135mm f/4 to cover film-to-subject distance from 12¼ to 6½'. Less than \$14

CLOSE-UP LENS SET, TYPE N/32 (for Kodak Retina Reflex III and Reflex S. 50mm f/2.8 Cameras). Covers picture-taking range from 38¼ to 12", film-to-subject distance. Less than \$11. **Type N/60 Set,** fits 50mm f/1.9 lens. Less than \$22

CLOSE-UP LENS SET, TYPE R (for Kodak Retina Reflex III and Reflex S, 50mm f/2.8). Contains R1:4.5, R1:3, and R1:2 auxiliary lenses. Covers picture-taking range from 11-3/16 to 5-15/16" film-to-subject distance. Less than \$23

1:1 COPYING KIT . . . (for Kodak Retina Reflex III and Reflex S and IIIS f/2.8 Cameras) for making 1:1 pictures, and duplicates from 2x2 slides. Includes stand, Close-Up Lens R1:2, and holder with diffusion screen. Less than \$40



MICROSCOPE ADAPTER KIT, MODEL D (for Kodak Retina Reflex IIF, III, IIIS and Reflex S, f/2.8, Automatic III and IIIC Cameras) — For making photomicrographs. Fits nearly all microscopes. Includes microscope adapter, clamping ring, light value diaphragm locking ring, and lens mount extension. Less than \$63

RIGHT-ANGLE FINDER (for Kodak Retina Reflex IIF, III, IIIS, Reflex S, and IIIC Cameras) — For low-angle views, copying and similar subjects. Fits over the eye-piece of the camera. Held in place by bayonet lock. Adjustable ocular. Supplied in leather case. Less than \$20

KODAK RETINA CAMERA PLATFORM, MODEL C (for Kodak Retina Automatic III, Retina IIIS, Reflex S, Reflex IIF, III, Reflex IIIC, and IIC Cameras) — Fits bottom of camera providing tripod socket in center of camera base. Lens than \$5.80

Ask us for additional special Retina Photo-Aids, such as lens hoods, field cases, fitted cases, filters for black and white, and color photography.

KODAK RETINA CLOSE RANGE and VIEW FINDER KIT MODEL C (for Kodak Retina IIF, Automatic III and Retinette 1A Cameras) — Parallax-correcting viewfinder combined with superimposed-image type rangefinder. Set of two type N/32 close-up lenses and fitted leather case. Picture taking range from 37½ to 12¼" film-to-subject distance, less than \$37

KODAK RETINA CLOSE-UP KIT, MODEL C (for Kodak Retina Automatic III, Retina IIIS f/2.8, IIIC, and IIC Cameras) — Measures close distances (11½ to 6¼"). Includes field guide holder, 4 pairs of field guides, and 3 close-up lenses. Fields covered: Maximum — 3¼ x 5¾"; minimum — 1¼ x 1¼" (Automatic III, about 2x3"). Kodak Retina Camera Platform, Model C, required, less than \$43



KODAK RETINETTE 1A. Precision 35mm camera that operates with snapshot ease & sells at budget price. An ideal first-camera for the beginner, ideal second camera for the hobbyist who already has a deluxe "35". **LENS:** 45mm Schneider Reomar f/2.8 focuses from 3½ ft. to inf. **SHUTTER:** Prontor 250 S, with speeds from 1/30 to 1/250, synch'd for flash with contact in accessory shoe and on camera body. Quick action focus for close-ups, groups, scenes; brilliant luminous-frame viewfinder; rapid single-stroke film advance; built-in self-timer, less than \$49. Field Case, less than \$10



KODAK RETINA IIF . . . Precision full-frame 35mm camera featuring automatic controls and a built-in flash holder with pop-up reflector. Unique flash circuit is transistorized & uses a button-sized mercury battery to fire AG-1 flash bulbs; single post flash contact also is provided for other powered flash sources, synchronizing flash bulbs up to 1/30th & electronic flash at all shutter speeds. **LENS:** 45mm Xenar f/2.8. **SHUTTER:** Compur with 10 speeds from 1 to 1/500 sec., "B" & self-timer. Other features include: Electric eye exposure control; coupled rangefinder; rapid-action, single stroke lever film advance with auto. double exposure prevention; large-image, bright, projected-frame viewfinder with parallax marks; exposure needle centering in finder, less than \$125

KODAK MOTORMATIC 35F . . . Precision 35mm automatic camera. Features include: built-in flash holder with pop-up reflector. Power drive film advance, provides spring power for 10 fast shots at one winding. Two auto. exposure controls — one for available light, the other for flash. Flash holder folds down when not in use, gives flat uniform light. Photoelectric meter controls lens opening. **LENS:** 44mm Ektanar f/2.8 focus from 3 ft. to inf. Also zone focusing — "Close," "Group," and "Scene" appear in finder. **SHUTTER:** Four-speeds 1/40 to 1/250-sec. at "daylight" setting flash speed 1/40, less than \$120. Case, less than \$13



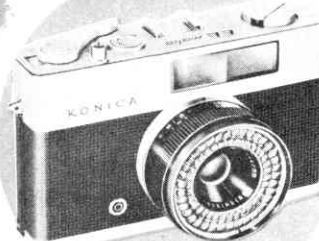
KODAK AUTOMATIC 35F . . . Precision 35 mm camera, completely automatic to make picture-taking easy. Features: built-in flash holder with pop-up reflector; fully auto. electric-eye daylight & flash exposure control. Compact flash holder accepts thrifty AG-1 bulbs. Outlet connects other flash sources such as electronic flash. **LENS:** 44mm Ektanar f/2.8 with scale focusing 3 ft. to inf., plus "Close," "Group" and "Scene" settings visible in finder. **SHUTTER:** Two-speed auto. flash shutter provides 1/80 sec. exposure at "daylight" setting, 1/40 sec. for flash, less than \$100. Field case, less than \$13

35 MM CAMERAS



KONICA "AUTO S" 35mm CAMERA — Dual-range cadmium sulphide photocell . . . full LV range from 3-17; ASA range 10-400. Fully automatic exposure — correct lens aperture selected for desired shutter speed when shutter is released. Speeds from 1 sec. to 1/500, plus B. Manual exposure control available. Bright-frame range/viewfinder automatically corrects for parallax & field of view. Automatic film loading — just place film on sprockets. Single stroke film advance; foldaway rewind crank; M & X synch; built-in self-timer. With 47mm f/1.9 5-element Hexanon lens, \$99.95. Case, \$12.95

KONICA 35MM CAMERAS



KONICA "EE matric" . . . Fully automatic electric eye 35mm camera. Coupled Electric Eye is ring-mounted around lens, has ASA range 10-200, LV range 8-17. Programmed shutter & lens apertures. Press and shoot! . . . correct combination of shutter speed & lens opening is selected automatically. Guards against waste — red signal shows, shutter locks when light is insufficient. Bright-frame range/viewfinder; signal shows when camera is set for auto. operation or flash synch. Single stroke advance lever; foldaway rewind crank. With 40mm f/2.8 Hexanon lens, \$59.95. Case, \$9.95. **"EE matric" GIFT KIT** . . . Camera, case, flash unit, 12 AG-1 bulbs, film & battery, less than \$85

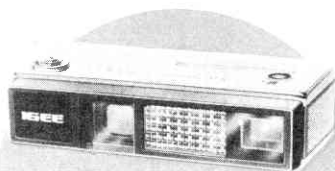
make this a happy holiday!

Give that lucky someone on your gift list a versatile 35mm camera. This handy, compact piece of equipment will give sparkling black-and-white prints or superb color transparencies. Stop in today and make your choice from a wide selection of domestic and imported models.

YASHICA 35 EE — Fully auto. exp. Round-the-lens elec. eye. 45mm f/1.9 lens; shutter speeds to 1/500. Can be used manually, under \$100. **YASHICA LYNX 5000 (illus.)** — You need never remove eye from finder . . . just compose, focus, align needle, shoot. 45mm Yashinon f/1.8 lens, speeds to 1/1000 sec., under \$95. **YASHICA MINISTER D** — "2-in-1" CdS exp. meter for precise back-lighted readings. 45mm f/2.8 Yashinon lens; shutter speeds to 1/500 sec., under \$70

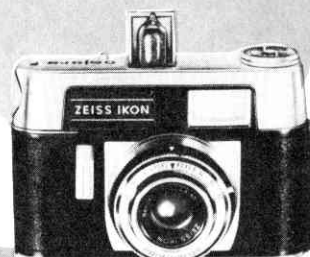
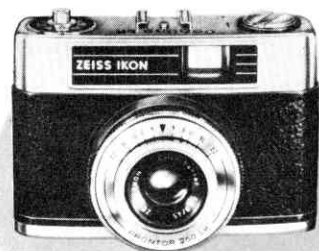
YASHICA 35MM CAMERAS

YASHICA MINIMATIC C — Programmed shutter auto. selects shutter speed & opening; just focus, compose, press button. Warning signal in finder; f/2.8 lens, under \$70. **YASHICA MINISTER II** — Uncoupled light meter; shutter speeds to 1/500 sec., under \$61. **YASHICA YJ GIFT KIT** — Has YJ camera, clip-on AG-1 flash, case, under \$60. **YASHICA "FLASH-O-SET" II** — Fully synch. AG-1 flash built into camera. Auto. exp. control. Just point & shoot! 40mm f/4 fixed lens; single speed 1/60 sec., under \$55. **YASHICA "72-E"** — Half-frame "35", yields 72 slides or prints from standard 36 exp. roll. Lens-circling uncoupled elec. eye; rapid wind film advance cocks shutter, prevents double exp. 28mm f/2.8 lens; shutter speeds 1/8 to 1/250 sec. plus B, under



\$45. **YASHICA MIMY** — Half-frame "35" with auto. lens-circling elec. eye. 28mm f/2.8 lens; rapid film advance cocks shutter; prevents double exp.; insufficient light warning signal in finder, under \$45. **YASHICA 16 EE (illus.)** — Fully auto. subminiature taking 20 exp. cartridges of 16mm b/w or color film. Weighs under 11 oz.; 25mm Yashinon f/2.8 fixed focus lens; permits enlargements to 8x10" or better. Programmed shutter to 1/250 sec. Rapid film advance w/double exp. prevention, under \$65

ZEISS IKON CONTINA LK (illus.) — lowest priced model with built-in, match-needle type exposure meter. With Color Pantar f/2.8, 45mm lens in Pronto shutter, speeds 1/30 to 1/250 sec. Bright, luminous-frame viewfinder, indication of shutter speed and f/stop in viewfinder. Rapid film advance lever, collapsible rewind crank, completely removable camera back, flash synchronized, \$74.95. Case, \$8. **CONTINA L** — same features as CONTINA LK, except for built-in but uncoupled exposure meter, no indication of shutter speed and f/stop in viewfinder, \$59.95. Case, \$8. **CONTINA** — compact, manually operated 35mm camera with Color Pantar f/2.8, 45mm lens in Pronto shutter. Speeds to 1/250 sec. Self-timer, X-type synch., extra bright viewfinder with luminous frame, \$54. Case, \$8. **ZEISS IKON CONTESSA LKE (illus.)** — compact 35mm camera with Carl Zeiss Tessar f/2.8, 50mm in Pronto LK shutter. Speeds B, 1/15 to 1/500 sec., selftimer, X-type synch. Built-in rangefinder for critical focusing. Built-in exposure meter is interlocked with f/stop scale (match-needle type) adjustable at waist-and-eye-level. Extra bright viewfinder with luminous frame, direct-contact flash socket, \$109. Case, \$12.50. **CONTESSA LK** — same features as CONTESSA LKE, except for built-in rangefinder, \$94. Case, \$8. **ZEISS IKON COLORA F (illus.)** — with built-in, pop-up flash gun for low-cost AG-1 bulbs. A quality camera at a very low price, featuring: Novicar f/2.8, 45 mm lens in Pronto shutter; speeds up to 1/125 sec. Extra-bright luminous-frame viewfinder, rapid film advance lever, \$39.95. Case, \$4.95. **COLORA** — same features as COLORA F, but without built-in flash gun. X-type flash synch., \$35. Case, \$4.95



OLYMPUS PEN-F CAMERA (illus.). Single-frame single lens reflex with 38mm f/1.8 Zuiko Auto-lens; fully auto. diaphragm; quick return mirror; rotary metal focal plane shutter; 1 sec. to 1/500 plus B. With case, \$151.45. Interchangeable auto. lenses available. **OLYMPUS PEN-EE** — ultra-miniature, aperture & shutter speed auto. set; 28mm f/3.5 lens; programmed shutter, 1/40 & 1/200; luminous frame finder, \$49.95. **PEN-EES** — shutter speeds 1/40 & 1/200 auto. set & programmed; 30mm f/2.8 lens, \$59.95. **PEN-D** — 32mm f/1.9 lens; speeds 1/8 to 1/500, \$69.95. **PEN CAMERA** — (less auto. EE) speeds 1/25-1/200 plus B; 28mm f/3.5 lens, \$34.50. **PEN-S** — 1/8-1/250 plus B; 30mm f/2.8 lens, \$44.50



BALDESSAMAT F — New 35mm camera makes correct exposures automatically. Sharp f/2.8 lens practically focuses itself. Built-in flashgun ready for action at flip of a finger; built-in retractable lens shade. Film speed is set, then exposure meter takes over. "Stop light" in viewfinder advises if light is insufficient. Four color-coded distance zones simplify focusing, and are visible in luminous frame viewfinder. Fast film advance; double exposure impossible; quick sequence shots possible. Drop-in film loading; accessory shoe; built-in filter retaining ring, \$69.95. **BALDESSAMAT RF** — with all features of the "F" plus coupled rangefinder and auto parallax connection for critical focusing and viewing, \$79.95

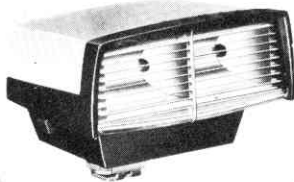


ELECTRONIC FLASH



HONEYWELL 66A STROBONAR —

Versatile electronic flash unit designed primarily for shoe-mounting. Its unique dual-reflectors conserve the light normally wasted by other flash units which results in its highly-efficient operation; Kodachrome II guide No. of 50, 9 sec. recycling with weight of only 16 oz. Just 2.7" high, the 66A Strobolar gives 50 flashes with Permacad rechargeable cells or E-91 Energizer cells plus an unlimited number of flashes for economy operation on ordinary household current. Direct-dial exposure calculator; open flash button; snap-out battery tray; optional accessory lens kit. With 10' AC cord, less batteries, **\$59.95**



METZ MECABLITZ 115 . . . A single unit — lightweight, compact, reliable and versatile electronic flash unit. Fully transistorized, with a rechargeable Nickel-Cadmium battery. Features an all-metal specially designed reflector giving even coverage over a 65° square field. 110/220 Volt A.C. charger. Flash duration: 1/1000 second; 50 flashes per battery charge; built-in battery tester. Has direct-contact flash shoe and PC cord. ECPS 1200, Kodachrome II guide number 40. Weight: 15 ozs. Complete with charger, **\$74.50**



HELIOTRON CC AUTOELECTRONIC FLASH GUNS . . . All-new SUPRA and SPECIAL eliminate bluish cast on Kodachrome prints thru use of built-in color correcting filters; without filter, units are ideal for Kodachrome and other films. Transistorized "Power Miser" automatically maintains full charge while conserving battery; weight w/battery, 14 oz. **HELIOTRON CC SUPRA (illus.)** — small, but powerful unit with interch., rechargeable Nickel Cadmium battery, plus AC. Built-in tester shows power reserve; Kodachrome II; guide #40-50. With battery, charger, tester, bracket & cord, **\$79.95**.

HELIOTRON CC SPECIAL — perfect unit for amateur. Uses 6 E-91 batteries (up to 150 flashes) or N.C. battery or A.C. Kodachrome II; guide #35-45. With bracket & cord, w/o batt., **\$39.95**

ULTRABLITZ ELECTRONIC FLASH offers power, precision and versatility at a low price. **ULTRABLITZ ROCKET II** has Kodachrome II guide # of 40-50; recycling time with batteries 7-9 sec; duration of flash 1/600 sec.; wide angle coverage of 70° horizontal, 45° vertical. Fully transistorized; uses 2 "C" cells. Only 3½x3¾x2¼"; weight, 14 oz. incl. batteries, less than **\$35**. **ULTRABLITZ MONOJET BL** has many exclusive & outstanding features, including rejuvenation of dry batteries. Kodachrome-X guide # 65-75. Flip-up bounce light; up to 150 per set of batts.; transistorized; uses 2 "C" cells or rechargeable nickel cadmium batts. Built-in "f" stop computer. 13½ oz. incl. batts., less than **\$60**



BATTERIES

BRIGHT STAR PHOTO FLASH BATTERIES

BRIGHT STAR — the finest name in photo-flash Batteries! Through continuous research and development, Bright Star has maintained its leadership through the years. These batteries feature amp-volt balance that helps make perfect pictures every time. The exclusive formula of electrolytic manganese dioxide gives higher energy output to every battery in the line. Sustained voltage, long shelf life, high power . . . all yours from Bright Star!

10P—1½ volt standard D size **25c**
11P1½ volt medium C size **25c**
59P—1½ volt penlight AA size **25c**
15P—15 volt—for BC **\$ 1.15**
12P—22½ volt—standard for BC **\$ 1.50**
22P—22½ volt—slim size for BC **\$ 1.50**
45N—67½ volt—for slave units **\$ 3.85**
60N—90 volt—for electronic flash **\$ 4.50**
24P—240 volt—for electronic flash **\$ 7.95**
51P—510 volt—for electronic flash **\$15.95**
30S—4½ volt—for electronic flash **\$ 1.35**
DF2—Dual Flashtester **\$ 2.98**
*47P—45 volt for Wink-Lite **\$ 2.50**
39P—225 volt—for electronic flash **\$ 9.95**
* Includes #428 Wink-Lite bulb



BRIGHT STAR ALKALINE . . . POWER PLANT BATTERIES increases battery performance 3 to 8 times over that of standard batteries. The additional cost is more than justified when used for extreme rapid sequence flash requirements, or when powering motor driven cameras and tape recorders.

#7520 — 1½ volt standard D size **75c**
#7522 — 1½ volt medium C size **60c**
#7524 — 1½ volt penlight AA size **50c**
*#7526 — 1½ volt AAA size **45c**
*#7528 — 1½ volt N size **35c**
* For Kodak Instamatic Cameras



Stock No.	Description	Volts	Price
E90	Alkaline "N"	1½	.35
E91	Alkaline "AA"	1½	.50
E92	Alkaline "AAA"	1½	.45
E93	Alkaline "C"	1½	.60
E95	Alkaline "D"	1½	.75
812	Standard "AAA"	1½	.20
815	Standard "AA"	1½	.25
835	Standard "C"	1½	.25
850	Standard "D"	1½	.25
411	B-C Units	15	1.15
412	B-C Units	22½	1.50
413	B-C Units	30	1.75
504	B-C Units	15	1.15
505	B-C Units	22½	1.50
467	Slave Unit	67½	3.85
460K	WINK LITE Kit	45	2.50
482		45	4.25
489		225	9.95
490	Electronic	90	4.50
*491	Repeating	240	7.95
492	Flash	225	9.95
497		510	15.95
523	Alkaline	4½	1.00
531	Alkaline	4½	1.25
1035		1½	.25
726		4½	1.50
EPX-4	Bell & Howell, 240EE	5.4	1.95
EPX-6	Bell & Howell, 200EE	12.15	3.95
EPX-13	Electric Eye	1.35	.50
EPX-14	Electric Eye	2.7	1.10
E1	Electric Eye	1.4	.65
E9	Motor Drive	1.4	.75
E640	Electric Eye	1.4	.50

*Constructed with dual terminals for either spring loaded contacts or single pin plugs.

"EVEREADY" BATTERIES WITH POWER TO SPARE



FLASH EQUIPMENT



KODAK EKTAMITE FLASHHOLDER is designed for use on Kodak Retina cameras, as well as other cameras with shoe bracket and continental flash connections. Accepts AG-1 lamps only. Compact, measures 2½" wide by 3" high; weighs only 3 oz. Produces flat, uniform lighting. Uses 2 N-size batteries (not supplied) and comes with clear plastic flashguard and carrying case, less than \$6. **BROWNIE FIESTA FLASHHOLDER**, only 1½" high, designed for Brownie Fiesta camera. Accepts AG-1 lamps, and is powered by two AA-size batteries (not supplied). With flashguard, less than \$2.55

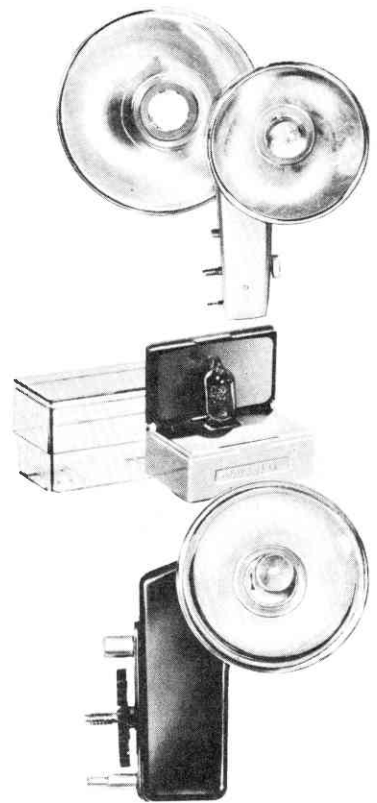
KODALITE MIDGET FLASHHOLDER — Has Kodalite-type fittings. Small, compact; 3-inch Lumaclad reflector; flash exposure guide on back; accepts M2, M3, M5, M25, 5 or 25 lamps. Lamp ejector button. Uses 2 AA-size batteries or Kodalite Midget B-C Flashpack (not supplied), less than \$4.55

KODAK GENERATOR FLASHHOLDER — Generator and built-in condenser assure lifetime freedom from battery worries. Compact for easy storing, folds up to 3¼x3x1¼". Reflector and lamp sockets automatically positioned by opening case cover for insertion of M2, M3, M5, M25, 5 or 25 flash lamp without adapter. Flash calculator on back. Type 1 has Kodalite fittings for Kodak Cameras such as Automatic 35, Motormatic 35, less than \$14

KODALITE SUPER-M 40 FLASH-OLDER — Small, compact flashholder complete with detachable 3-inch and 4-inch reflectors for maximum, even illumination from No. 5, 25, or M2, M3, M5 or M25 flashbulbs. Sliding flash calculator on back. Attaches directly to Kodak Cameras with screw-in Flashholder fittings. Use Kodalite Midget B-C Flashpak or 2 AA batteries (not supplied), less than \$9

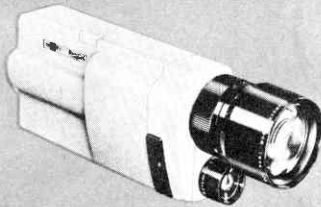
KODABLITZ FLASHOLDER (cordless) — For cameras with direct flash contact in accessory shoe such as Kodak Instamatic 500 and Kodak Retinette 1A (Prontor 250S) Cameras. Uses AG-1 flashbulbs. Extremely compact. Exposure data on back of fold-down reflector. Battery condenser (BC) type. Requires one 15-volt battery (not supplied). Base of plastic carrying case serves as flashguard, less than \$7

KODAK SUPERMITE FLASHOLDER is a tiny new flashgun, designed to give king-size flash power with the small all-glass AG-1 lamps. Only 3½" high, weighs but 3 oz. Provides as much light as an M-2 lamp in a 2" reflector. Fits all Kodak cameras with Kodalite fittings. Exposure guide located on back of holder. 2 AA batteries or the Midget B-C Flashpack with 15-volt battery can be used with this unit, less than \$4.55



8MM CAMERAS

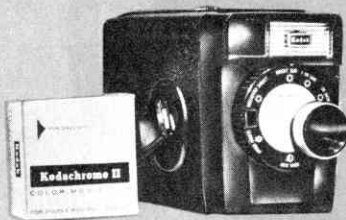
OLYMPUS PEN SEE 8MM S. L. R. ZOOM CAMERA with f/1.8 Zoom lens, 9-27mm; CdS fully automatic electric eye with externally visible f/stop scale; ASA 5 to 400; 16 fps; battery-powered with 4 Penlight AA batteries; CdS operates on PX13 battery. Run and lock position permits shut-off of CdS battery and continuous run; self-resetting footage counter. Push-button release with cable release socket; detachable wrist strap. Zoom lens can be detached and camera then has fixed focus; 13mm f/1.8 lens; lens hood for standard 13mm lens included. Size: 6½x3¼x1¼". Weight: less than 2 lbs. (w/Zoom lens). With Zoom lens, strap & case, \$139.95



KEYSTONE K-825 SENSITRON AUTO-ZOOM CAMERA WITH LOAD-A-MATIC (illus.) Behind-the-lens CdS electric eye is the ultimate in exposure system—"sees" the same lights as lens and sets exposure accordingly. Load-A-Matic film threading ends film fumbling —loads camera automatically. Power control f/1.8 zoom lens always in focus. Operating pistol grip; lens-coupled zoom viewfinder; exposure indicator and weak light warning in viewfinder; built-in "A" filter, under \$140. **K-774L LOAD-A-MATIC ZOOM ELECTRIC EYE CAMERA** with f/1.8 zoom lens, operating pistol grip, zoom cpl'd viewfinder, built-in "A" filter, under \$113



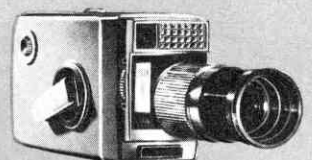
BROWNIE FUN SAVER MOVIE CAMERA. Economy 8mm roll—aim and shoot after one simple setting for top quality movies. Has a sharp f/2.7 Ektanar lens; styled in rich black & chrome; features a bright enclosed optical finder with parallax correction. Fold-away winding handle. Pre-stressed type motor spring assures even speed; easy touch exposure lever on front of camera assures positive, steady picture-taking action. Exposure dial requires one simple setting; simplified loading Camera complete with roll of Kodachrome II film and book, less than \$20



KODAK 8 MOVIE CAMERA, f/1.9 ... Economy 8mm roll-load, one simple setting required. Fast f/1.9 lens with continuously variable diaphragm, sets by rotating lens barrel, no focusing necessary — all subjects a few feet from camera to infinity are sharp. Exposure guide tells you where to set lens — simply check light & rotate lens barrel to make one setting required. Pointer in finder aids in making parallax-corrected close-ups. Quick, fumble-free loading; footage indicator is set when cover is locked for picture-taking. Less than \$35. Field case, less than \$7

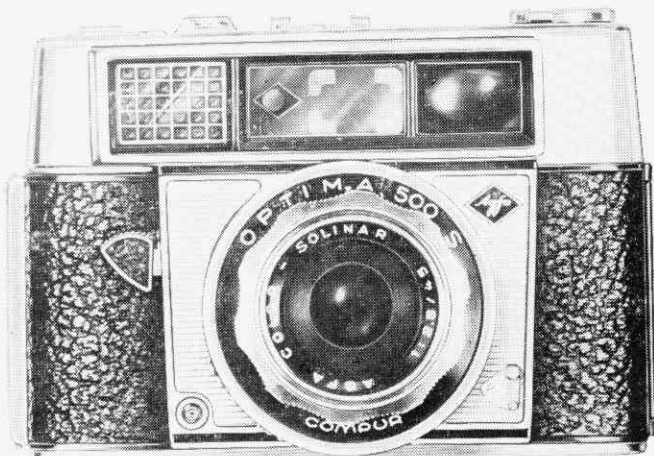


KODAK ZOOM 8 AUTOMATIC CAMERA. Versatile, easy-to-handle, quality 8mm camera. Equipped with a full-focusing f/1.6 lens, which can be zoomed by rotating lens barrel. Bright optical finder zooms with lens, all the way from wide-angle to telephoto. Lens can be used in fixed-focus position, but full-focusing from 6' to inf. is provided. Electric-eye automatically sets lens opening; warning pointer in finder advises if light is insufficient. Built-in "Type A" filter; film-footage counter sets itself automatically. Designed for comfortable holding, has big exposure-release bar for smooth shooting, less than \$120. Eveready case, less than \$6.55



the magic of movies...

Nobody can resist the fascination of home movies ...
nothing else seems to bring the past back to life so vividly and so dramatically. Why not fill a loved one with joy by filling his holiday stocking with a gift of an 8mm camera. We have a wide variety of models.



AGFA 35MM OPTIMA CAMERAS are the "magic lever" way to perfect color and black-and-white pictures . . . easily . . . automatically . . . from dawn to dusk, whenever there is enough light to take photos. The magic lever does everything for you. All you do is press it and the fully automatic exposure control takes over, sets the shutter and lens aperture properly for the light conditions, eliminates guesswork. All Optimas also have Agfa's famous red/green "traffic" signal in the viewfinder; green shows when there is enough light for automatic exposure, red when manual settings for available light, or flash, should be used. There are three Optima models: **OPTIMA 500S** . . . Combines fast Compur-Special shutter (speeds from 1/30 to 1/500 sec.) and four-element 45mm Agfa Color-Solinar f/2.8 lens for automatic exposure control. Viewfinder with bright guide lines and coupled rangefinder and automatic parallax compensation for exact focusing; 3 symbols for quick zone focusing of

close-ups, groups or scenery; self-timer; fast rewind crank. Complete kit includes camera, leather case, compact Agfa Tully flash and a roll of Agfachrome film incl. processing. **\$144.50**

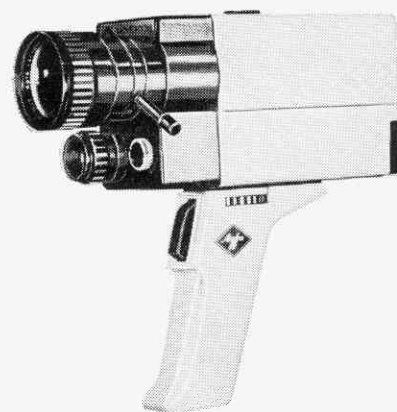
OPTIMA 500 . . . Prontomotor shutter with speeds from 1/30 to 1/500 sec. 45mm Agfa Color-Apotar f/2.8 (3 element) lens. Choose one of three simple zone focusing symbols, and simply concentrate on composing your picture — the camera does the rest automatically. Complete kit includes camera, leather case, Agfa Tully flash, and a roll of Agfachrome film including processing. **\$99.95**

OPTIMA IA . . . Special-Automatic shutter with speeds to 1/160 sec. plus fast Agfa 45mm Color-Agnar f/2.8 lens gives you 8 setting combinations for automatic photography. Symbols above lens indicate portraits, groups or scenery for easy focusing. Complete kit includes camera, leather case, Tully flash and roll of Agfachrome film incl. processing. **\$79.95**. A splendid gift for the family.

AGFA

CAMERAS AND ACCESSORIES

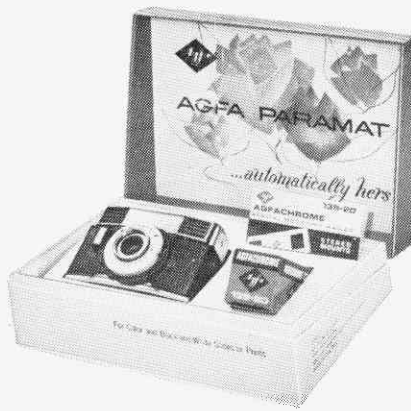
Superb Equipment for gift-giving



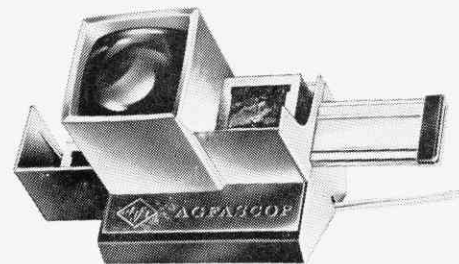
AGFA MOVEXOOM — A fine precision fully automatic 8 mm movie camera from West Germany. The ultimate in movie-making simplicity — the ultimate in modern design. **LENS:** Schneider Variogon f/1.8 Zoom, zooms from 9 mm to 30 mm. Automatic control mechanism with film speed settings of ASA-100; automatic diaphragm control, with lens stop setting visible in viewfinder. For special effects, automatic mechanism is disconnected. Extra large reflex viewfinder; battery check in finder; red signal warning in finder against under-or-over-exposure; electric motor drive; single-frame release. Motor is powered by 5 penlight batteries. For convenient shooting 2 release triggers are provided: one on top of camera with provision for cable release, the other is on pistol grip, **\$179.95**. Pistol grip, **\$13.95**. Gadget bag, **\$24**



PARAMAT KITS . . . In the Paramat, with its fully automatic operation, the shutter speed of 1/125th sec. and the correct lens opening are selected for you. For perfect exposures . . . check the red-green signal in viewfinder, select one of the 3 zone focusing symbols, frame your subject and snap. **LENS:** 30mm Agfa Color-Apotar f/2.8 — gives you sharp pictures every time. Twice the number of pictures on a standard 35mm roll. In a kit for her, "AUTOMATICALLY HERS", with soft black leather case, Agfachrome film incl. processing and mounting mailer, **\$69.50**. In a kit for him, "AUTOMATICALLY HIS", with sturdy leather case and roll of Agfachrome, incl. processing **\$72.50**

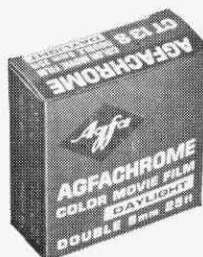


AGFA OPTIMA PARAT is a quality precision-built half-frame 35mm camera. Fully automatic operation controls the Compur shutter speed up to 1/500th sec. and the opening for the fast Agfa Color-Solinar 30mm f/2.8 four element lens. You just focus your subject by using the 3 focusing symbols above the lens (or the footage scale), look through viewfinder to see if light is red or green, and take your picture — with astounding results. With the 18 x 24mm half-frame format you get twice as many exposures from a standard roll of 35mm film. Complete kit including camera, case, flash and one roll of Agfachrome color film, incl. processing **\$129**

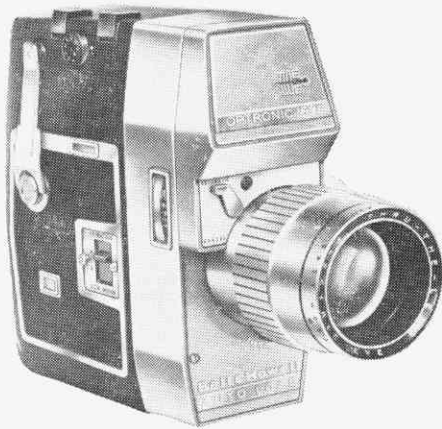


AGFASCOP TABLE VIEWER — A practical and inexpensive way to view 35mm transparencies. Gives a sharp 2½x2½" picture in natural color; evenly illuminated over entire screen area. With 15 watt lamp and a 3 ft. electric cable, **\$12.95**

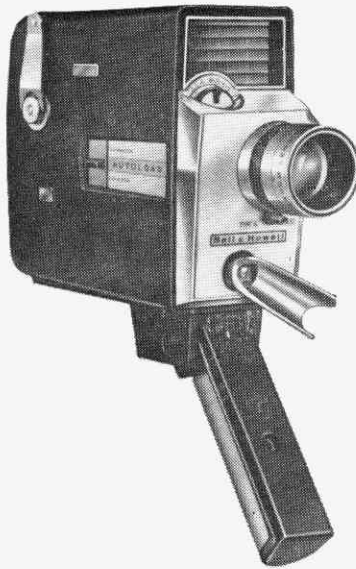
AGFACHROME CT 18 is a fine-grain, color reversal film that provides rich colors without "circus poster" effects, deep rich blacks and brilliant whites, neutral open shadows and life-like flesh tones. Resolving power approximately 80 lines per mm. Designed for daylight (5500°K.), suggested exposure index ASA 50 without filters. Exposure latitude of one stop in either direction, exposure range from ASA 25 to 100. Can be processed anywhere in the world. 35mm rolls: 20-exposures, \$4.20; 36-exposures, \$6.40. 120 and 127 rolls, **\$3.50**. Prices include AGFA'S own processing.



AGFACHROME CT 13 S is an extremely fine-grain, color reversal film for 8mm motion picture cameras. Provides natural color rendition including neutral blacks, grays and whites, brilliant reds, strong blues, full yellows, delicately shaded greens. Has highest acutance, normal gradation, gamma of 1.5, exceptional antihalation characteristics because of a special coating beneath the emulsion layers. Designed for daylight exposure (5500°K.) with a speed of ASA 16. Can be processed anywhere in world. Double 25' roll (50'), **\$3.95** including processing in AGFA'S own laboratories in U.S.A.



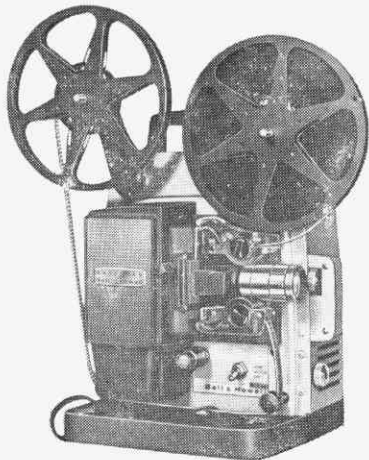
AUTOLOAD CARTRIDGE OPTRONIC EYE CAMERA #418 brings you the incomparable convenience of cartridge loading with the economy of operation of a roll film camera. Just slip a pre-loaded cartridge into the camera and you are ready to shoot! Turning the cartridge over lets you expose the second half of the film. The camera's Optronic Eye, a most precise automatic exposure system, gives you correct exposure through the lens. Through the lens reflex viewing shows you exactly what you get on your film at any position of the lens, from wide angle to telephoto. The Optronic Eye uses through-the-lens sensing for the most exact exposure control. Equipped with an 11 element f/1.8 Varamat Zoom, 9 to 27mm lens. Automatic slow motion switch, from normal 16 fps to slow motion 48 fps and back to normal while shooting. Built-in Type A filter permits you to use the same color film indoors and out. Exposure beacon signals insufficient light for proper exposure. Reserve power indicator shows you when to rewind. Film run, 15 ft. Focusing lens permits zooming from 6 ft. Lock for universal focus position for normal outdoor shooting. Zoom at normal or slow motion. Complete with 1 cartridge, less than \$250. Extra Autoload Cartridges, each, \$4.95. Cable release adapter, \$2.50. Luxury Contour Carrying Case, for camera and film, less than \$25. Holster carrying case, for camera, less than \$20. Pistol Grip, less than \$17



AUTOLOADTM ZOOM REFLEX CAMERAS offer the features of more expensive cameras at a popular price. Convenient cartridge loading — cartridges can be preloaded in seconds, thus combining the convenience of cartridge loading with the economy of roll film. LENS: 9mm to 29mm, 11 element f/1.8 Zoom, focuses from 3 ft. to inf. Reflex "through-the-lens" viewing for exact picture control; viewfinder eyepiece focuses to your individual eyesight. Built-in Type A filter permits using the same color film indoors or out. Electric eye sets the lens automatically; exposure needle visible through the viewfinder, indicates sufficient light. Adjustable film speed dial permits using films from ASA 10 to 40. Single frame for animation. **MODEL 315**, less than \$120. **MODEL 305**, all features as above, but with 13mm f/1.8 fixed focus lens, less than \$90. **MODEL 315PZ**, all features as above plus these: Full 15' film run — negator type spring provides longer filming without rewinding. Reserve power indicator. Built-in pistol grip. Exclusive Finger Control Zoom. Less than \$150

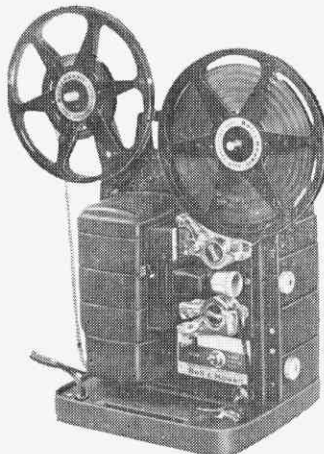
BELL & HOWELL CAMERAS & PROJECTORS

feature
quality equipment
attractively
priced



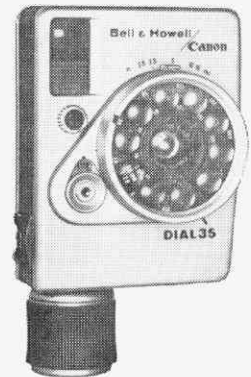
BELL & HOWELL AUTOLOAD® 245PAY PROJECTOR features automatic threading, Filmovara Zoom lens, "new look" design, and a new, drastically low price. This new projector combines convenience and economy to bring you outstanding projector value. Some of the features include: New "Ratchet Sprockets"; f/1.6 Filmovara Zoom lens; automatic threading; forward, reverse, and "still" picture controls; gear-driven reel arms; permanent factory lubrication, 50 or 60 cycle operation 400-foot reel, \$99.95

AUTOLOAD® 256 features automatic threading at a new low price. A high quality economical projector — film loads safely and conveniently every time. Gives bright, clear movies; 400' reel for full half hour shows. Forward and reverse still picture control. Die cast aluminum construction — built-in case. With f/1.6 lens, \$79.95. **MODEL 253 AX** — same as 256 less automatic threading. Forward only, \$69.95



BELL & HOWELL S-L-O-W MOTION PROJECTORS are automatic threading 8mm movie projectors that bring the magic of slow motion to your screen with your present films. A touch of a switch slows your films to just a hint of movement — without the slightest flicker. To review a scene, instant reverse at slow motion is at your fingertips. Instant return to forward "slow-motion." **MODEL 383** has two variable speeds: slow motion (7-10 fps) and normal (15-20 fps). Three-second automatic threading. "Still" picture control. Sharp f/1.2 lens. "Ratchet Sprockets." Built-in Quick-Splice. Instant reverse at normal speed. Room lamp cut-off switch, less than \$190. **MODEL 383Y** with 15mm to 25mm f/1.2 Filmovara Zoom lens to change the size of your picture without moving the projector, less than \$215. **MODEL 266** substantially the same but less some features such as automatic rewind cord reel, etc., less than \$145. **MODEL 266Y** same as 266 but with 17-27mm f/1.6 Filmovara Zoom lens, less than \$165

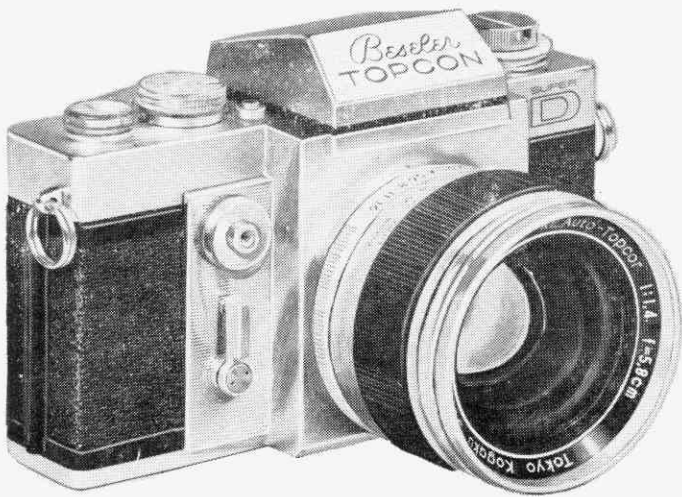
BELL & HOWELL/CANON CANONET 1.9 brings you "push-button" simplicity plus added features and refinements for higher quality, more versatile picture taking. Fully automatic exposure control provides correct exposure with films from ASA 10 to ASA 400. For unusual situations or special effects, manual control is provided. The sharp 45mm f/1.9 lens is semi-wide angle for greater coverage, increased depth of field. Built-in rangefinder for exact focusing from 3 ft. to infinity. Data Center Viewfinder provides full information on exposure correction, lens setting, parallax correction. Between-the-lens shutter provides shutter speeds from 1 to 1/500 sec., B & T. Full MX synch. Trigger lever film wind; self-resetting exposure counter; rapid rewind crank, less than \$113. Eveready carrying case, less than \$12. Canon Quint Flash Gun, holds 5 AG-1 bulbs, less than \$15



BELL & HOWELL/CANON DIAL 35 brings new ease and economy to the sub-35mm field. Retaining all the versatility of the standard 35, the Dial features exclusive "Data-Center" Viewfinder; fast "Zone Focusing"; plus a motorized drive that automatically winds the film, advances frame counter, cocks shutter for the next exposure, and even rewinds the film. Uses any standard 35mm film and delivers twice the number of half-frame pictures. Highly sensitive CdS electric eye; sharp 28mm f/2.8 semi-wide angle lens for greater coverage; shutter speeds from 1/30 sec. to 1/250, synchronized for use with bulbs or electronic flash, less than \$80. Canon Quint Flash Gun, holds 5 AG-1 bulbs, less than \$15. Leather case, less than \$6

BESELER TOPCON SUPER D

Photography Takes A Giant Leap Forward
With This Behind-The-Lens Meter System!
Measures Exactly What The Lens Sees...
With Any Lens, Filter, or Accessory!



BESELER TOPCON SUPER D . . . Everything a 35mm single-lens-reflex should be plus a remarkable CdS light-measuring instrument. Because the CdS meter is on the mirror, it measures precisely what the lens sees — only what the lens sees. Pointer mechanism of built-in exposure meter is visible in the pentaprism viewfinder, a second pointer is on top of camera. Meter can be switched off at your pleasure. Some of the outstanding features: Interchangeable Viewfinder — eye-level pentaprism can be replaced instantly with waist-level finder with full frame magnifier. Interchangeable focusing screens — standard screen is ground glass with fresnel screen, fine-focus ring and split-image rangefinder; other screens are available as accessories. Automatic diaphragm action — automatic lenses stop down to preselected aperture when shutter is released, and open wide when exposure is made. **SHUTTER:** Focal plane, non-rotating single dial with speeds from 1 sec. to 1/1000th. Flash synchronized; single stroke lever transports film, advances counter and cocks shutter. Double exposure prevention with override if desired. Depth-of-field preview; hinged, removable back; self-rising rewind crank. Instant-return mirror virtually eliminates picture blackout. Adjustable self-timer. With 58mm f/1.4 R.E. Auto-Topcor lens, \$420. With 58mm f/1.8 R.E. Auto-Topcor, \$369. With 35mm f/2.8 R.E. Auto-Topcor, \$413. Body only, \$290. Eveready leather case, \$23

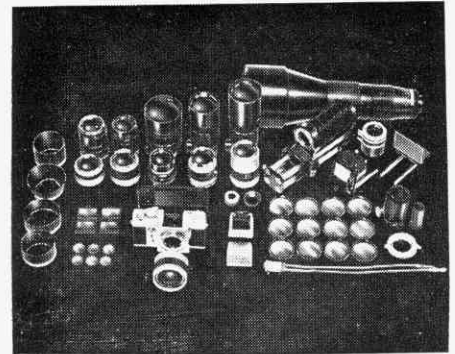
LENSES FOR BESELER TOPCON

TOPCON LENSES — A series of fast, superb-quality lenses ranging in focal length from a 25mm Wide Angle to a 300mm Telephoto. Bayonet lens mount permits instant interchange. All R.E. Auto-Topcor lenses stop down to a preselected aperture when shutter is released and reopen wide after exposure. All R Topcor lenses have aperture preselection but must be stopped down and reopened manually.

25mm f/3.5 R.E. Auto-Topcor	\$275
35mm f/2.8 R.E. Auto-Topcor	150
58mm f/1.4 R.E. Auto-Topcor	191
58mm f/1.8 R.E. Auto-Topcor	106
90mm f/3.5 R. Topcor	114
100mm f/2.8 R.E. Auto-Topcor	150
135mm f/2 R. Topcor	335
135mm f/3.5 R.E. Auto-Topcor	129

ACCESSORIES (partial listing — check with us for other valuable aids)

Extension Tube Set — Three tubes (9, 15 and 30mm)	\$21.50
Extension Bellows, Model III (double rail attachment)	72.50
Auto. Extension Tube — permits auto. diaphragm action with R.E. Topcor lens and double cable release, even when lens is separated from camera body	18.00



Macro — Stand Attachment	9.50
Microscope Attachment	20.00
Slide-Copying Attachment	24.50
Focusing Screens (selection of 4)	9.75 to 12.75
Copy Stand	93.00
Waist-Level Viewfinder	26.00
Double Cable Release	11.00
Halliburton Foamex Fitted Aluminum Case	74.95

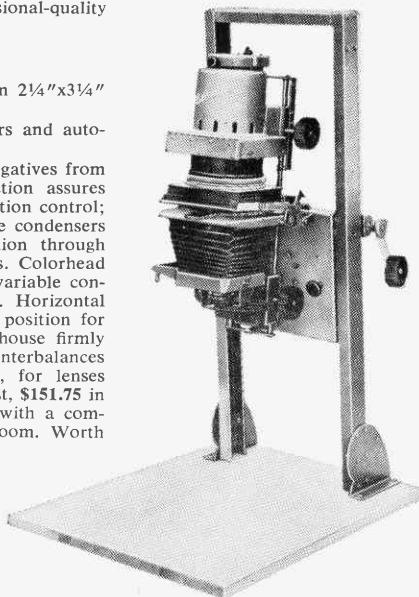
BESELER ENLARGERS

The Ultimate in Precision Workmanship

BESELER MODEL 23C-II ENLARGER — Low-cost professional-quality — for small negative sizes, black-and-white and color.

- **NEW:** Tilting lens stage for distortion control
- **NEW:** Focusing knob on both sides for extra convenience
- **NEW:** Lens extension cone accessory for 1:1 printing from 2 1/4" x 3 1/4" negatives on baseboard
- **NEW:** Turret Wheel accessory for rapid switching of filters and automatic positioning

The 23C-II is the new model of an old favorite. Handles all negatives from ultra-miniature to 2 1/4 x 3 1/4". Double-roost cantilever construction assures rigidity and sharp prints; tilting lens stage permits image distortion control; convection-cooled lamphouse. Unique optical system uses same condensers for all focal length lenses and provides optimum illumination through movable negative stage; matched, optically ground condensers. Colorhead for color printing and heat-absorbing filters; filter drawer for variable contrast filters; sturdy, laminated plywood baseboard, 18x25 1/2". Horizontal projection pivot permits unit to be swung and locked in 90° position for extremely large prints. Locking elevation brake secures lamphouse firmly at any height; concealed, pre-loaded compression spring counterbalances lamphouse for smooth movement. Standard 4x4" lenboards, for lenses from 1" to 4", snap in and out in single motion. \$146.75 in East, \$151.75 in West. **DREAM DARKROOM KIT** includes 23C-II Enlarger with a complete assortment of every accessory needed to outfit a darkroom. Worth \$287 — in East, \$204.95, in West, \$209.95



BESELER 45 AFM AUTOFOCUS ENLARGER

offers every desirable professional feature in a truly precision-made instrument. Provides automatic focusing at all magnifications from 1 1/2 to 16x. Motor raises and lowers enlarger with micro-precision focusing — locks true in any position. Accommodates 3 tracking cams at a time, matched to 50, 90, and 135mm lenses. Unique "pyramid" construction provides utmost rigidity at any position. Matched, optically ground 6 1/2" condensers provide maximum illumination of all negatives up to 4x5". Precision built of extruded aluminum and steel; heavy duty plywood baseboard; aircraft-type steel wire pulley system raises and lowers lamphouse; quickly moves to horizontal position for mural size enlargements. Many other outstanding features — come in for demonstration. In East, \$475, in West, \$484. BESELER 45A same as 45AFM less motor, in East \$395, in West \$404. **MODEL 45MCR-X** an ideal all-purpose enlarger for the advanced amateur or professional. Combines versatility with simplicity of operation at moderate cost. Accepts all negatives from ultra-miniature to 4x5". Uses standard 4x4" lenboards for all lenses from 2 to 6 3/8". Tilting lens stage permits correction; swings to horizontal position for mural size enlargements. Provision for heat absorbing or color printing filters; electric motor moves lamphouse up or down easily. Many other fine features. With voltmeter and rear triangular support, in East, \$332.75, in West, \$342.75. Other 4x5 models from \$259.50. Full line of 5x7 Enlargers, both diffusion and cold light from \$289. Accessories include lenses from 2" to 7 1/4" focal length; lenboards; enlarger tables; camera backs and copying lights, negative carriers, easels and other useful enlarging aids. Check with us for details.