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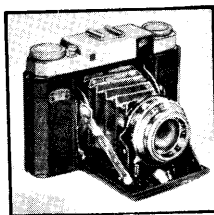
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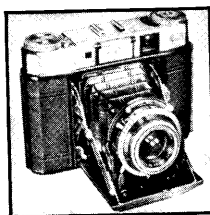
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ZEISS SUPER IKONTA III

Versatile
Precision-Built,
German-Import



ZEISS SUPER IKONTA IV

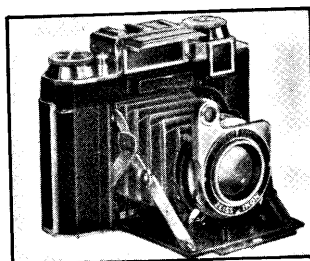
Precision-Built,
Latest Model,
German-Import

This precision-built, imported roll-film camera in the popular 2 1/4 inch square size, takes 12 exposures on economical 120 film. Features Synchro-Compur shutter, with speeds from 1 second to 1/500 second and bulb. The shutter is synchronized for standard and electronic flash and has a built-in delayed action release. The film can be loaded in the dark with no red window to bother about. The camera is self-erecting. The lens moves into taking position after you press a button. Lens coupled rangefinder is combined with the viewfinder.

Brand New, with Coated f3.5 Novar Lens	89.00
Used	55.95
Eveready Carrying Case	10.50
Flash Unit	7.95
Filter Kit	14.50

This superb new, precision-made camera is similar to the Ikonta III, but features a built-in photoelectric exposure meter. Specially calibrated in light values. Takes 12 exposures, 2 1/4 x 2 1/4 inches. Self-erecting hood is always ready for instant action. You press a button and the lens moves into taking position. Coupled rangefinder/viewfinder. Film transport is coupled to film counter. Synchro-Compur shutter is coupled with light value scale. Shutter offers speeds to 1/500 second. Synchronized for flash and strobe. Built-in delayed action self-timer. All-in-all, here is a versatile new model that will provide a lifetime of picture-taking enjoyment!

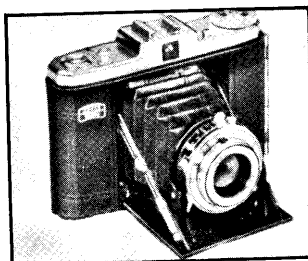
Brand New, with 75mm Coated f3.5 Tessar Lens	124.00
Eveready Carrying Case	10.50
Flash Unit	7.95
Filter Kit	14.95



ZEISS SUPER IKONTA BX

This precision roll-film camera takes 12 exposures, 2 1/4 x 2 1/4 on economical 120 film. Features Synchro-Compur shutter, with speeds from 1 second to 1/500 second, and bulb. Synchronized for standard and electronic flash. Coupled rangefinder/viewfinder. Built-in exposure meter. Double exposure prevention device . . . plus a host of other features to make it one of the world's most popular cameras.

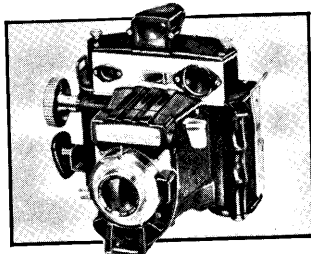
Brand New, with coated f2.8 Zeiss Tessar Lens	163.00
Used	99.95
Eveready Carrying Case	12.00
Synchro Flash Unit	7.95
Filter Kit	17.50



ZEISS SUPER NETTAR IIB

Takes either 12 exposures in the 2 1/4 inch square format, or 8 exposures 2 1/4 x 3 1/4 on economical 120 roll-film. Features Pronto shutter, with speeds up to 1/200 second, and bulb. Built-in flash synchronization. Delayed action self-timer. Waist-level finder. Built-in tripod socket. Double exposure prevention device. Signal for preventing blanks. Red dot settings and self-erecting mechanism make the camera always ready for action!

Brand New, with Coated f4.5 Novar Lens	33.00
Used	24.95
Eveready Carrying Case	6.00
Synchro Flash Unit	7.95
Filter Set	7.95



OMEGA 120 ROLL-FILM CAMERA

Here is an amazing new roll-film camera that takes 9-2 1/4 x 2 3/4 exposures on economical 120 film. Features a Rapax XFM shutter, speeds 1 to 1/400 second, and bulb. Synchronized for flash and strobe. Enlarged coincidence-type image coupled rangefinder. Optical magnifying eye-level viewfinder with automatic parallax compensation at all distances. Automatic film advance, coupled to shutter cocking. Double exposure prevention. Depth-of-field scale.

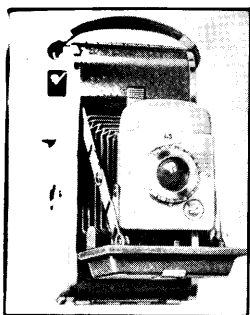
Brand New, with 90mm Coated f3.5 Omicron Lens	239.50
Used	149.50
Brand New, with Fully Synchronized Shutter and 90mm coated f3.5 Omicron Lens	258.50
Used	159.50

Tan Saddle Leather Case—
Holds Camera and Accessories. 32.50

Filter and Sunshade Combination—
Protects Lens, prevents glare. 7.50

Adapter Ring for Sunshade 1.65

OMEGAFLASH ATTACHMENT — Permits six automatic flash exposures in Rapid sequence; synchronized to both shutter and film transport
Brand New 49.50



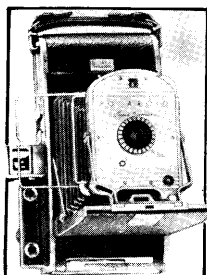
The Amazing, Pocket-Size, New Low Cost POLAROID HIGHLANDER-80 PICTURE-IN-A-MINUTE CAMERA

This versatile model gives you all the fun and excitement of making beautiful, finished pictures in 60 seconds. Compact size permits carrying in pocket or purse — just 7½" long, 4½" wide, and 2½" thick. Takes 8 — 2¾" x 3½" wallet size prints on low cost Polaroid film. Built-in flash synchronization. Automatic lens and shutter setting.

Brand New 69.95

Used 35.95

POLAROID MODEL 700

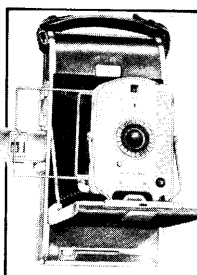


JUST OUT! ALL-NEW!

This is the rugged new leader of Polaroid cameras! One dial for lens and shutter settings. Synchronized for flash and strobe. New super-imposed rangefinder takes all the guesswork out of focusing! Other features include: heavy-duty shutter, lifetime bearings and sharp, coated lens.

Brand New 125.00

POLAROID MODEL 95A



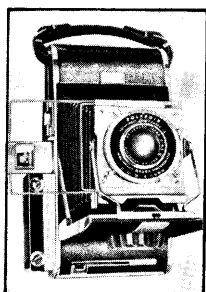
SPEEDLINER

Takes 8-3¼x4¼ prints on Polaroid film. Develops its own pictures in 60 seconds. Single dial selects lens and shutter settings. Shutter speeds to 1/60 second. Synchronized for standard and electronic flash. Combination optical and press-type viewfinder. Lens is a coated anastigmat.

Brand New 89.75

Used 47.50

POLAROID MODEL 110



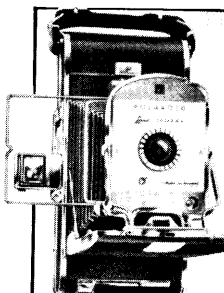
PATHFINDER

Takes 8-3¼x4¼ prints on Polaroid film. Develops its own pictures in 60 seconds. Wollensak Rapax shutter, speeds to 1/400 second plus T & B. Synchronized for flash and strobe. Coupled rangefinder. Eye-level viewfinder with parallax correction settings.

Brand New, with Coated
14.5 Rapax Lens 249.50

Used 143.95

POLAROID MODEL 100



INDUSTRIAL CAMERA

First picture-in-a-minute camera designed for industrial use. Outstanding features include: Heavy duty shutter; die-cast construction; self-lubricating rollers; sealed-in bronze fittings; synchronization for flash and strobe; combination optical & press-type viewfinder. Coated anastigmat lens. Takes 8-3¼x4¼ prints on Polaroid film.

Brand New 97.75

BRAND NEW ACCESSORIES FOR POLAROID CAMERAS

POLAROID FILM

Type 31	Model 80	95A & 700	Model 110	Model 100
Type 32, Polapan "200"	\$ 1.29	—	—	—
Type 41	1.53	—	—	—
Type 42, Polapan "200"	—	1.75	1.75	1.75
Type 44, Polapan "400"	—	1.98	1.98	1.98
Type 43, Prof Pan Land	—	2.19	2.19	2.19
	—	2.95	2.95	—

POLAROID CASES

DeLuxe Compartment Case	19.95	—	—	—
Master Compartment Case	—	29.75	—	29.75
DeLuxe Carrying Case	—	33.50	33.50	33.50

POLAROID EXPOSURE METER

Polaroid-GE Meter	13.95	14.25	14.25	14.25
Case for Meter	1.50	1.50	1.50	1.50

POLAROID FLASH UNITS

Capacitor Gun	12.95	13.95	13.95	13.95
Kodak BC Ektalux Gun (Special! List \$29.95)	—	9.95	9.95	9.95

POLAROID FILTER KITS

Filter Kit	5.95	5.95	—	5.95
Filter and Lens Shade Kit	—	—	10.95	—

INTRODUCING THE

SAMOCA

RANGEFINDER 35 CAMERA

only 29.95

- Coupled Rangefinder • Single Rangefinder-Viewfinder Window • Fully Color Corrected Coated f3.5 Lens — Click Stops • Shutter Speeds — Bulb — 1/10 to 1/200th • Full MX Synchronization • Built-in Depth of Focus Scale • Film Advance Automatically Cocks Shutter and Counts Exposure • Body Shutter Release • Fully Removable Back • Satin Chrome Trim • Fully Anodized Body, Compact, Light, Rugged

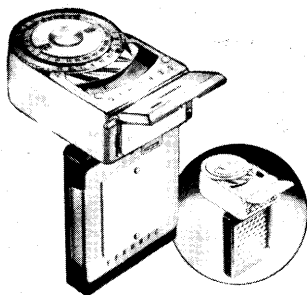


INTRODUCING THE NEW

SEKONIC 'LEADER DeLUXE'

EXPOSURE METER

only 8.45



WITH LEATHER-CASE, INCIDENT-LIGHT ATTACHMENT, AND NECK STRAP!
Light Amplifier Attachment . . . 3.50 Add'l.

- Easy to Read Dial for Speedy Operation
- Wide Range of Apertures (f1.4 to f22)
- Range of Shutter Speeds 4 min. to 1/1000
- Direct Light-Value Scale (LVS) Readings
- ASA Readings 6 to 1600 • Small, Compact and Lightweight

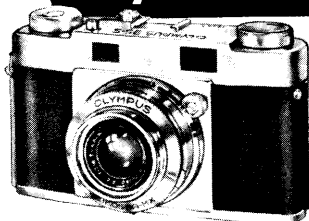
INTRODUCING THE

OLYMPUS

RANGEFINDER 35 CAMERA

only 69.95

- Coated and Corrected 5-Element f2.8 Lens • Click Stops to f16 • Film advance Automatically Winds Film, Counts Exposure and Cocks Shutter • Double Exposure Prevention • Special Button for Trick Double—or Triple Exposures • Fold-Down Lever Quickly Rewinds • Shutter Speeds 1 to 1/500 • Synchronized for Flash & Strobe



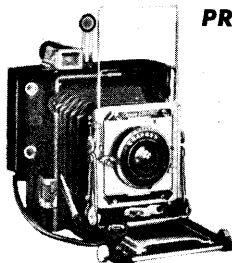
... FEATURE GROUNDGLASS FOCUSING AND VIEWFINDING. OFFER LENS INTERCHANGEABILITY. LONG BELLOWES EXTENSION PERMITS EXTREME CLOSE-UPS. CAN BE ADAPTED FOR A WIDE VARIETY OF SPECIAL USES!

PRESS & VIEW CAMERAS

SPECTACULAR PEERLESS OFFER! SAVE \$142.95! BRAND NEW!

4x5 Pacemaker Crown Graphic Outfit

IF YOU'VE BEEN SHOPPING FOR A GREAT PRESS OUTFIT — HERE IT IS!



149.50

List Price
\$292.45!

Complete Outfit Includes:

- Camera, with 135mm coated f4.7 Wollensak Raptar lens
- Precision Rapax synchronized shutter • Kalart rangefinder—installed
- Shutter speeds from 1 to 1/400 second, plus time and bulb
- Built-in synchronization • Graphic back
- Optical viewfinder • Tilting front with vertical and lateral shifts
- Drop bed • Double extension bellows • Folding infinity stops
- Rising front • Interchangeable film attachments for sheet film, packs or roll-film
- Discontinued

Another Great Peerless Offer! 2 1/4 x 3 1/4 Anniversary Speed Graphic Outfit

With f4.5 Kodak Lens
Outfit Includes:

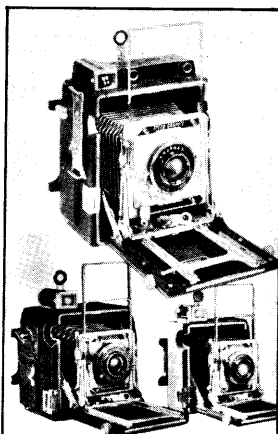
- Focal-plane Shutter, speed to 1/1000 second
- Coupled Kalart Rangefinder
- Synchronized Flashgun



Special!

87.00

Used



PACEMAKER SPEED GRAPHIC CAMERAS

Latest Models—With Ektalite Field Lens and Graflok Back!

(4 x 5 Model Features New Graphic Coupled Rangefinder with Built-in Rangefinder and Parallax-Correcting Optical Viewfinder)

Take sheet film, packs or roll-film. Interchangeable lensboard. Dual control rack-and-pinion focusing. Double extension bellows. Focal-plane shutter, synchronized for flash to 1/1000 second.

	Brand New	Used
4 x 5 MODEL (Body Only)	255.95	—
3 1/4 x 4 1/4 MODEL (Body Only)	218.00	129.50
2 1/4 x 3 1/4 MODEL (Body Only)	192.50	125.00

Pacemaker Crown Graphic Cameras

Same features as above but without the Focal-plane shutter.

	Brand New	Used
4 x 5 MODEL (Body Only)	206.95	—
3 1/4 x 4 1/4 MODEL (Body Only)	169.00	105.00
2 1/4 x 3 1/4 MODEL (Body Only)	155.00	99.50

CENTURY GRAPHIC PRESS CAMERAS

2 1/4 x 3 1/4 Graphic camera with Graflok back. Accepts cut film holders and film pack adapter. Similar to the Pacemaker Speed Graphic cameras but without the Focal-plane shutter.

Brand New (Body Only)	105.00
Used but Like New	49.50

ACCESSORIES FOR GRAPHIC CAMERAS

GRAFLEX ROLL HOLDERS

2 Models: 2 1/4 x 2 1/4 and 2 1/4 x 3 1/4	List	Special
Model 23	21.50	17.20
Model 34	23.95	19.16
Model 45	23.95	19.16

CUT FILM HOLDERS

LISCO: 2 1/4 x 3 1/4	3 for	8.95
3 1/4 x 4 1/4	3 for	9.39
4 x 5	3 for	9.69
GRAPHIC: 2 1/4 x 3 1/4	3 for	11.19
3 1/4 x 4 1/4	3 for	11.40
4 x 5	3 for	11.52

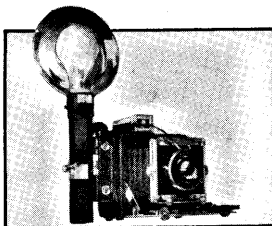
GRAFMATIC FILM HOLDERS

Hold 6 sheets of film. List	Special
2 1/4 x 3 1/4	17.95 14.36
4 x 5	24.95 19.96

OTHER ACCESSORIES

Graphic Customcase, for 2 1/4 x 3 1/4	34.50
Graphic Compact Carrying Case, for 3 1/4 x 4 1/4 and 4x5	21.95
Vulcanized Cases: 2 1/4 x 3 1/4	21.95
3 1/4 x 4 1/4	22.95 4x5 24.50
Filter Kit, for 3 1/4 x 4 1/4 & 4x5	17.50
Filter Kit, for 2 1/4 x 3 1/4	14.50





B & J 4x5 PRESS

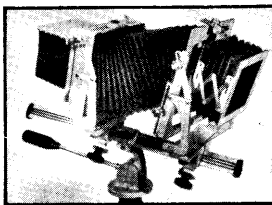
Takes sheet film and packs. Interchangeable lenses. 14" bellows extension. Eye-level finder. Revolving back. All swings and tilts on lensboard. Calibrated groundglass with focusing hood. Drop bed. Focusing scale.

Brand New (Body Only) 99.50

Used **59.50**

135mm ctd. f4.5 Lens in Compur X Synchro shutter, speeds to 1/400 sec. 49.50

8" Ctd. f7.7 Ektar Lens in Kodak Flash Supermatic shutter, speeds to 1/400 92.50



GRAPHIC VIEW II

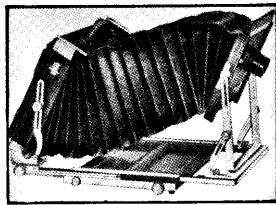
Takes sheet film, pack and plates. Choice of backs with Ektalite Field lens installed. Interchangeable lensboard. 16" bellows extension. V-section aluminum bed. Camera bed combined with pan-tilt head. With case and one film holder.

Brand New, with 4 x 5 Graflok Back 189.50

Used **99.50**

Brand New, with 4 x 5 Graflex Back 180.00

Used **89.50**



DEARDORFF VIEW

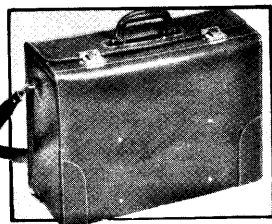
Available in three models. Front board is square and reversible all around. Bed is made in four sections. Tongue - and - groove construction with grain in two directions. Supplied complete with lensboard and reversible back.

4x5 Special Double Swing Front Model, Brand New **250.00**

Above 4x5 Model with Revolving Back, Brand New **273.00**

5x7 Double Swing Front Model, Brand New **250.00**

8x10 Double Swing Front Model, Brand New **350.00**



PEERLESS EXCLUSIVE VALUE! SAVE \$25.00! BRAND NEW!

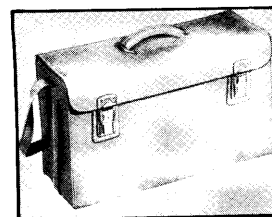
'New Yorker' Press Bag

This luxurious new, all-purpose bag for 4x5 press cameras is made of the finest quality top-grain cowhide. Manufactured to rigid specifications, it offers a maximum of utility and durability. Saddle locked stitched. Solid brass hardware. Available colors: Russet or Ginger. Size: 17½" x 7" x 11½".

Regular List Price 49.95

Peerless Price-Slashed to Only

24⁹⁵



PEERLESS EXCLUSIVE VALUE! SAVE \$30.00! BRAND NEW!

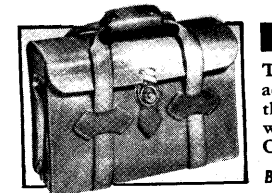
'LAS VEGAS' PRESS BAG

This beautifully styled, well constructed bag for 4 x 5 press cameras and accessories is crafted of the finest top-grain cowhide. Saddle locked stitched. Snap-out partitions for accessories. Aniline dyed for all weather use. Available in Russet. Size: 19" x 7" x 11".

Regular List Price 49.95

Peerless Price-Slashed to Only

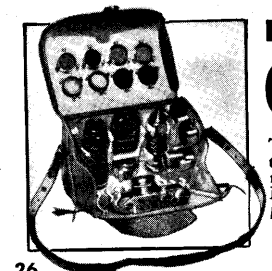
19⁹⁵



PERRIN PRO PRESS BAG

This is an exceptionally well constructed bag for 4 x 5 press cameras and accessories. Crafted of the best top-grain cowhide. Saddle locked stitched throughout. Steel reinforced at points of hardest wear. Solid brass hardware. Aniline dyed for all-weather use. Available in four colors: Tan, Oak, Maple, and Sequoia.

Brand New **49.95**



DESIGNED TO HOLD A COMPLETE OUTFIT!

OMNICA Convertible Case

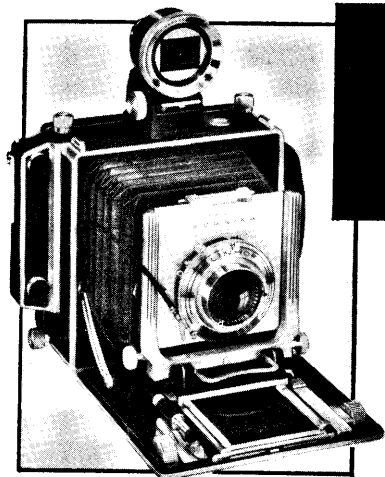
Through the use of interchangeable fittings and clamps, this custom bag permits you to arrange your miniature or reflex, with all accessories, to meet your personal needs. Made of top-grain cowhide-lined with chamois.

Brand New, Complete with Camera Clamps. Now Only

49⁵⁰

Please Specify Camera When Ordering.

THE WORLD RENOWNED... INCOMPARABLE



Linhof SUPER TECHNIKA

With Long-Base Multi-Focus Rangefinder

There isn't a single photographic situation which a Super Technika cannot meet and handle. Multi-focus Rangefinder can be coupled to as many lenses as desired. Triple Extension Bellows permits extreme close-ups and use of long focus lenses. Back swings and tilts for control of perspective and depth-of-field. Revolving back permits composition selection without disturbing the camera. All-metal, lightweight construction provides rigidity and durability.

NEW 4x5 SUPER TECHNIKA

WITH UNIVERSAL BACK
and EKTALITE FIELD LENS

Universal Back permits use with Polaroid back, enlarger back, and wide variety of film adapters. Ektalite Field Lens provides brilliant groundglass image.

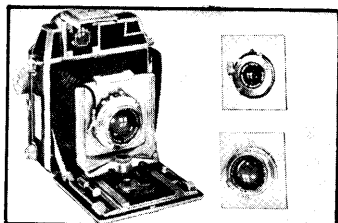
Complete with 3 lenses, all coupled to rangefinder: 127mm f4.7 Press Xenar; 90mm f6.8 Angulon; and 240mm f5.5 Tele-Xenar — all in fully synchronized Compur MX shutters.

Brand New

634³⁵

NEW 4x5 SUPER TECHNIKA—With 135mm f3.8 Xenar lens in Press Compur shutter. Brand New..... **469.45**

NEW 4x5 SUPER TECHNIKA—Body Only. Brand New..... **369.50**



"23" SUPER TECHNIKA

SUPERLATIVE 2 1/4 x 3 1/4 CAMERA

Features a built-in Multi-Focus Rangefinder/Viewfinder. Tri-Cam Disc couples the rangefinder to three lenses. Automatic distance indicator. Two-position body shutter release. Can be adapted for use with roll-film.

Complete with three lenses, all coupled to rangefinder: 105mm f3.5 Xenar; 65mm f6.8 Angulon; and 180mm f5.5 Tele-Xenar — all in fully synchronized Compur Rapid MX shutters.

Brand New

589³⁵

"23" SUPER TECHNIKA — With 105mm f3.5 Xenar lens in Press Compur shutter. Brand New..... **444.45**

"23" SUPER TECHNIKA — With 100mm f2.8 Carl Zeiss Planar lens in fully synchronized Press Compur-Rapid MX shutter, and Automatic Self-Timer. Brand New..... **599.25**

5 x 7 Super Technika — With 210mm f5.6 Symmar lens in Compur-Rapid MX shutter. Brand New..... **619.25**

BRAND NEW LINHOF SUPER TECHNIKA ACCESSORIES

4 x 5 SUPER TECHNIKA ACCESSORIES

Rolleiflex 2 1/4 x 3 1/4 Roll-Film Holder — For 8 exposures on 120 film	59.95
Lisco Double Cut Film Holders	3 for 9.69
Multi-Focus Optical Viewfinder	84.00
Sports Finder	13.95
Imported Shoulder Bag — Top-grain cowhide. Holds Camera; Three lenses; and Accessories	69.95
DeLuxe Press Case — Top-grain cowhide. Holds Camera; Three lenses; and Accessories	44.95
Cold Lite Enlarging Attachment — Complete with Transformer for AC	79.50

"23" SUPER TECHNIKA ACCESSORIES

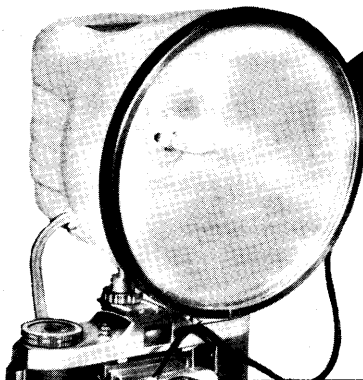
Rolleiflex 2 1/4 x 2 1/4 Roll-Film Back — For 12 exposures on 120 film	59.95
Imported Attache Case — Top-grain cowhide. Holds Camera; Three lenses; and Accessories	59.95
Deluxe Press Case — Top-grain cowhide. Holds Camera; Three lenses; and Accessories	44.95
Linhof B.C. Flash Unit	24.00
Cold Lite Enlarging Attachment — Complete with Transformer for AC	79.50
Linhof Compendium Lens Shade and Filter Holder — For 105mm and 180mm lenses	7.95

WRITE TO PEERLESS FOR A COMPLETE LINHOF BROCHURE

ELECTRONIC FLASH

NO MORE BULBS TO FUSS WITH! A MODERN STROBE UNIT PERMITS YOU TO TAKE A LIFETIME OF FLASHES FOR JUST PENNIES! FOR COLOR OR B&W!

SENSATIONAL PEERLESS EXCLUSIVE! BRAND NEW!



EVA-LITE

**Synchronizes To All Types of Cameras!
As Easy To Use As Any Flashgun!**

**Engineered
Exclusively
for
PEERLESS!**

Here's What The Experts Say . . .

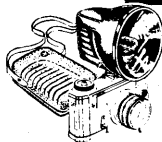
"When they get electronic flash units down to the price of a case of bulbs, that's news to the camera fan. In tests the Eva-Lite proved light and easy to handle and gives adequate lighting with no hot-spots."

— Photo Editor: N.Y. *Telegram & Sun*

"... one piece unit designed and priced to reach the average photographer." — Jacob Deschin: N.Y. *Times*

19⁹⁵
VALUE
\$34.95!

FEATHERLIGHT BATTERY PAK

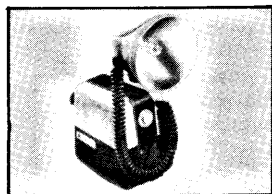


Adds complete versatility to the Eva-Lite! Made of molded, unbreakable plastic. Equipped with built-in ready-light. Highly economical — uses just 4 flashlight batteries. Complete with Shoulder Strap and Belt Hook.

PEERLESS PRICED AT ONLY **13⁹⁵**

CHECK THESE FEATURES:

- Compact and Portable AC Unit Complete with Mounting Bracket
- Fast Five Second Recycle Time
- 1/1000 Second Flash Duration
- Sprague Condensers
- No 'Hot-Spots'
- Color Guide: 50-55
- Complete with G.E. Flash Tube — Guaranteed for Life



GRAFLEX Strobflash II

100 watt-second unit. Operates on dry battery. 1/1000 second flash duration. Recycling time: 5 seconds. For 0 or X delay.

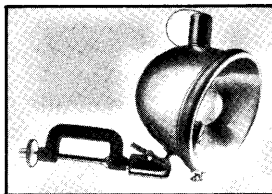
Brand New, with Batteries 119.40

Used 59.95

STROBFLASH IV — Four-way power selector provides 3/4, 1/2, or 1/4 light output. Flash duration varies from 1/400 to 1/1200 second. Variable recycling time due to absence of resistors.

Brand New, with Batteries 185.85

Used 82.95

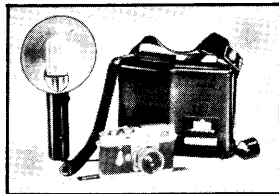


GRAFLEX TELEFLASH

Photoelectrically controlled flash lamp synchronizer. Automatically synchronizes the firing of the flashbulb inserted into it with the flash lamp on the camera, without connecting cords. Turns itself off after firing. For standard bayonet base flash lamps. Teleflash can best be utilized as a B-C powered slave unit. For use with flash or strobe.

Brand New, Complete with C-Clamp 66.00

Used 34.45



BRAUN HOBBY Automatic

E. Leitz imported push-button model. Wide angle and normal beam. 100 watt-second, reducible to half power. 1/1000 sec. flash duration. Recycling time: 6-10 sec. Guide number, Color: 50, 0 or X delay.

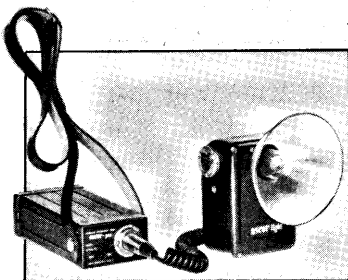
Brand New, (less cord with battery) 106.00

Used 53.00

BRAUN HOBBY 100 — Similar to above, but not automatic.

Dry Battery Unit with Battery. Brand New 88.95

AC Unit, Brand New 84.00



ASCOR-LIGHT A-201

Portable 75 watt-second unit weighing just 2 pounds, 2 ounces. Input can be doubled with a booster unit. Operates on dry battery, 1/1300 sec. flash duration. Recycling time: 3 seconds. Guide number, Pan film: 220; Color: 45. For use with 0 or X delay shutters. Complete with reflector, dry battery pack, strap, and 'L' bracket.

Brand New **89.50**

MODEL A-203 — Same features as Model A-201 but with press-type dry battery pack for solenoid use. Complete with reflector, dry battery pack, strap, and sync. cord.

Brand New **120.00**

MODEL A-204 — Same features as Model A-201 but with nickel-cadmium battery pack. Complete with reflector, battery pack, built-in charger, nickel-cadmium battery, strap, and 'L' bracket. Battery guaranteed for 10 years.

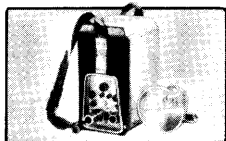
Brand New **149.50**

MODEL A-205 — Same features as Model A-201 but has light-weight head. Uses same power sources. Mounts with standard battery case type clamps. Head only, reflector and tube.

Brand New **54.50**

VERSATILE ASCOR ACCESSORIES

Dry Battery Pack	19.50
Press Type Pack	49.50
AC Pack	39.50
Nickel Cadmium. Pack	59.00
Battery for A-201	15.95
Battery for A-203	17.00
Nickel Cadmium Battery; 4-volt	22.00



ASCOR-LIGHT MODEL AA-405

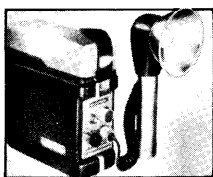
Superlative new 200-watt unit. Operates on acid free nickel cadmium battery and AC. Battery gives 300 flashes per charge, lasts over 15 years. 1/2500 sec. flash duration. Recycling time: 8 sec. Guide number, Pan film: 400; Color: 78. 0 or X delay. Complete with battery pack, cord.

Brand New, with Nickel Cadmium battery **289.00** Close-up Ring Light 45.00
Battery Condition Meter 6.75 Case for Unit and 2 Lights 19.00

COMPLETE ASCOR HOME PORTRAIT OUTFIT

Complete 150 watt-second, AC operated unit. 1/1500 second flash duration. Recycling time: 5 seconds. Guide number, Pan Film: 110. Complete with 3-lights with built-in modeling lamps, AC power supply, and carrying case. **Brand New** **335.00**

ASCOR-LIGHT A-406

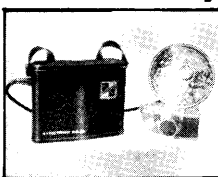


New 100 watt-second high-speed unit. Light weight head with interchangeable reflectors and flash tubes. Flash duration 1/2500 sec. Recycling time 10 sec. Uses rechargeable nickel-cadmium battery or AC. 150 flashes per charge.

Brand New, with Battery Pack, Light Unit, 4-volt Nickel-Cadmium Battery, Power Cord **169.00**

Control Light Unit with M-105 Photo Tube Assembly	64.00
Standard Auxiliary Modeling Light Unit	54.00

Dormitzer Syntron DB-1B



60 watt-second unit, weighs 5 pounds. "Miracle-Prism" reflector gives more light. 1/2000 sec. flash duration. Recycling time: 5 sec. Guide number, Pan film: 250; Color: 50. For 0 or X delay. Complete with battery and sync cord.

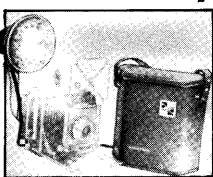
Brand New **89.50** **Used** **39.50**

Eveready #482 Battery Replacement **2.75**

Extension Unit **37.50**

Time Delays — Permit use of DB-1B with all types of shutters. 5, 13, or 20 milliseconds each **12.00**

Dormitzer Syntron 200-B



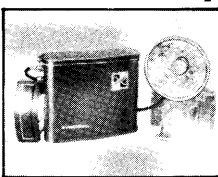
200/125 watt-second unit. Operates on Dynaseal (nickel-cadmium) battery and AC. "Miracle-Prism" reflector. Flash duration to 1/2500 sec. Recycling time: 7 to 15 sec. 100/200 flashes per charge. Guide number, Pan: 500; Color: 90.

Brand New, with Battery and Charger **275.00**

Used **99.50**

Photo-Cell Unit	15.00
Sidelight	37.50

Dormitzer Syntron 208-B

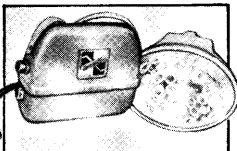


125 watt-second unit. Operates on Dynaseal (nickel-cadmium) battery. "Miracle-Prism" reflector. 1/2500 second flash duration. Recycling time: 7 sec. 125 flashes per charge. Guide number, Pan: 400; Color: 70. For 0 or X delay.

Brand New, with Battery and Charger **190.00**

Used **65.50**

Photo-Cell Unit	15.00
Sidelight	37.50

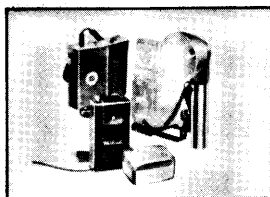


DORMITZER SYNTRON 260 'ZEPHYR'

The only pocket size speedlight with full light output. Measures only 5 7/8 x 2 1/4 x 5 3/8". Weighs 2 1/4 pounds. Light output: 60 watt-seconds, 2650 lumen sec. at every flash. Dynaseal battery (guaranteed 5 years), stores without attention. Flash duration: 1/2000 sec. Recycling time: 10 sec. Guide number, Pan: 220; Color: 70. For X and 0 delay.

Brand New, with Dynaseal battery and charger **99.00**

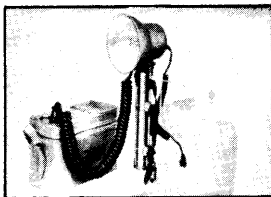
AC Accessory **18.00**



HEILAND Strobonar VII

Latest model with choice of power packs. 1/2000 second flash duration. Recycling time: 2-6 seconds. Guide Number, Pan film: 220; color: 30. For 0 or X delay shutters. Pro-Pack uses one 510 volt battery; D-Pack uses four size D-Pack batteries. Detachable coiled cable.

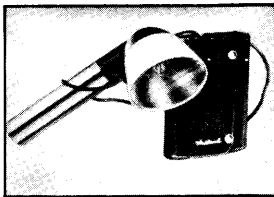
Brand New, with Pro-Pack (less battery)	55.95
Brand New, with D-Pack (less battery)	69.50
AC-Pack	28.50



HEILAND Strobonar VI

100 watt-second portable unit. Operates on dry battery. 1/650 second flash duration in "high" position; 1/200 second in "low" position. Recycling time: 3-5 seconds. Guide number, Pan film: 320; Color: 50. For 0 or X delay shutters, adaptable for Focal-plane shutters. GE FT-118 flashtube. 10,000 flashes per tube.

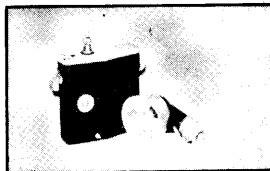
Brand New, with Battery Pack (less batteries)	124.05
Used	59.95
Set of Batteries	15.90



HEILAND Strobonar 61A

Portable, 50-watt-second unit. AC and dry battery operation. Use with 0 or X delay shutters. Guide number, Color: 50. Flash duration 1/2000 sec. Ready light.

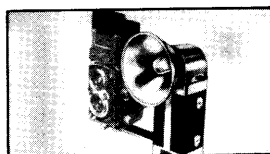
Brand New, with 10 ft. cord, less Batteries	55.95
Used	27.98
Set of 4 Batteries	.80
HEILAND 62A—Similar to above, but with condenser in battery case instead of in the head.	
Brand New, less Batteries	59.95
Used	29.95



HEILAND STROBONAR Model 71A

This powerful, compact and lightweight electronic flash 75 watt-second unit, weighs 5 pounds. Powered by one 510-volt battery, which gives an average of 500 flashes without loss in light output. Recycling time is 5-7 seconds. Ready light. Guide number, Pan film: 220; Color 70. For use with 0 or X delay shutters.

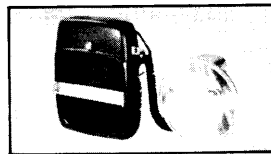
Brand New, with Battery	99.50
Used	49.75
A.C. Pack	28.50



SUN-LITE 500

Self-contained speedlight, operating on 1 dry battery in gun, eliminating separate power pack. Flash duration 1/700 second. Gives more than 500 flashes. Guide number, Pan film: 120; Color: 50. For 0 or X delay shutters. Weighs only 32 oz.

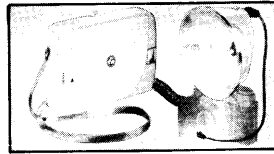
Brand New, (less Battery) 44.50	
Eveready Battery #491	7.95



R.I. STROBE

Versatile new 50 watt-second unit. New, color-graded, exposure calculator dial. Uses 4 flashlight batteries or AC. Converts from AC to batteries without removing them. Guide number, Pan film: 220; Color: 50-60. Use with 0 or X delay. Tube lifetime guaranteed.

Brand New, (less batteries)	54.95
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FR Electronic Flash

60-watt second unit. Uses 4 size D batteries. Flash duration 1/500 sec. Recycling time 5 sec. Guide number, color: 50. Head clips to battery case for easy carrying. For 0 or X delay shutters. Weighs 2½ pounds.

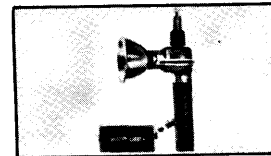
Brand New, with Bracket	54.95
Used	34.95
Set of Batteries	.80



MIGHTY LIGHT

Portable unit, uses different power sources. Flash duration 1/1000 sec. Guide number, Pan 160; Color: 50-56. Head with mounting bracket and flash tube.

Brand New	29.95
AC Box	15.00
Flashlight Battery Pack	30.80
Nickel Cadmium Pack (rechargeable type)	47.00



MIGHTY LIGHT Photocell

Portable unit. 1/1000 second flash duration. Same as Mighty Light, but with photocell. Uses same power sources. With mounting bracket, tube.

Brand New	49.95
MIGHTY LIGHT DeLUXE Photocell—Same but 4 inch longer handle-doubles light output. Uses same power sources.	
Brand New	64.95



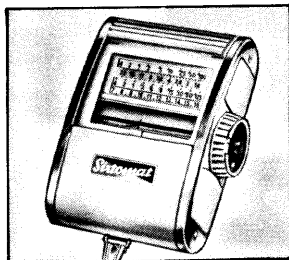
HERSHEY 600

New, small featherweight speed-light. Uses dry battery. Flash duration 1/700 sec. Recycling time: 4 sec. Guide number, Pan film: 110; Color: 50.

Brand New, less Battery	49.50
Battery	7.95
HERSHEY 700—Similar to above. Doubles output with extension.	
Brand New, less Batteries	54.95
Batteries	.80

NATIONALLY-FAMOUS EXPOSURE METERS

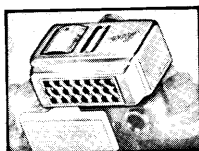
A BASIC ACCESSORY FOR ANY CAMERA-OWNER WHO DESIRES WELL EXPOSED PICTURES IN BLACK-AND-WHITE OR COLOR, INDOORS OR OUT!



The New, Sensational, Triple-Purpose GOSSEN SIXTOMAT X-3

Here is a superbly engineered instrument designed to give you faithful color reproduction as well as correct exposure. The new X-3 is one meter with three uses — measures reflected light, incident light and indicates color temperature. Built-in "Color Finder" enables you to see if the color balance of the light matches the film. Features a light value scale and shutter speed scale for use with Synchro-Compur shutters. Coated honeycomb lens matches field to camera lens. Cross-hair indicator.

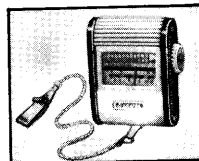
Brand New, with Gold-Plated Neck Chain 29.95
Carrying Case 2.95



PRECISION GOSSEN SIXTI

Automatic high-low sensitivity meter with adjustable shoe for mounting on accessory clip of 35mm cameras. Measures both incident and reflected light. Lens and shutter setting automatically calculated and held. Honeycomb lens matches field to camera lens. Calibrated ASA 6 to 400; 30 to 1/500 second.

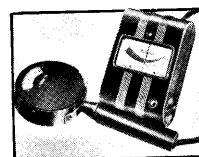
Brand New, Complete with Leather Carrying Case 24.95



FAMOUS GOSSEN DUAL SIXON

Photo-electric meter for both reflected and incident light measurement. Honeycomb lens matches field of meter to camera lens. Calibrated for ASA 6 to 400; 8 seconds to 1/500 second and cine speeds 8 to 64. Reads direct from f1.4 to f45.

Brand New, with Chrome Chain and Clip 13.95
Carrying Case 2.75



Professional-Type GOSSEN KELVILUX

Outstanding, professional-type color temperature meter featuring a built-in zero-galvanometer connected with a measuring head by means of an extension cable. The measuring head incorporates two photo-electric cells. The Kelvilux permits measuring in the range of all practical lighting intensities between 300 and 100,000 lux.

Brand New, Complete with Carrying Case 75.00



SUPERB ZEISS IKOPHOT IIA

Compact photo-electric exposure meter for stills and movies. Measures incident and reflected light. Calibrated in ASA readings from 3 to 800. Reads direct from f1.5 to f22; from 60 seconds to 1/1000 second. Size: 3/4 x 2 1/4 x 3". Available with conventional or linear scale.

Brand New, Complete with Carrying Case 25.00
Used 14.95

SPEED VALUE CONVERSION TABLE

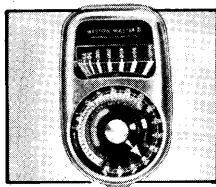
Since various methods in arriving at the different speed value systems are employed, it is obvious that conversion tables should be regarded as being only approximate. The following table will serve as a guide in transposing one system into another with reasonable accuracy.

A.S.A.	Din	Weston	USA Scheiner	European Scheiner	A.S.A.	Din	Weston	USA Scheiner	European Scheiner
2.5	6	2	10	16	40	18	32	22	28
3	7	2.5	11	17	50	19	40	23	29
4	8	3	12	18	64	20	50	24	30
5	9	4	13	19	80	21	64	25	31
6	10	5	14	20	100	22	80	26	32
8	11	6	15	21	125	23	100	27	33
10	12	8	16	22	160	24	125	28	34
12	13	10	17	23	200	25	160	29	35
16	14	12	18	24	250	26	200	30	36
20	15	16	19	25	320	27	250	31	37
25	16	20	20	26	400	28	320	32	38
32	17	24	21	27	500	29	400	33	39

LATEST MODEL WESTON MASTER III

The latest achievements in photographic exposure control are combined in the new, ruggedized Master III. Ideally suited for still and movie work. Easy to read exposure control dial instantly and simultaneously provides correct exposure settings for all cameras, including Polaroid, and cameras with the new Light Value System. Calibrated for ASA specifications with ratings up to 3200. Fully cushioned movement and spring-back jewels to absorb shock.

Brand New, Complete with Carrying Case 32.50



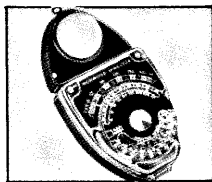
NORWOOD DIRECTOR COLOR-MATIC

An outstanding model featuring the new "Color-Matic" control. Simply set the camera at 1/50th - point the Photosphere - and the needle indicates the proper "f" stop for perfect color exposures. Calibrated in ASA. Indicates settings from 120 to 1/1200 second. Reads from f1.4 to f4.5.

Regular List Price 32.95

Peerless Price, Brand New 21.95

Carrying Case 2.98



BROCKWAY M-3

Economical new model, for still and movie, color or black-and-white, and Polaroid. Photosphere light collector. Light is measured in direct "f" stop readings.

List Price 16.95

Peerless Price, Brand New 5.95



WESTON DR-853

Photo-electric model for direct readings. Can be used with still and movie cameras, including Polaroid. Rotary film speed plate.

Brand New, Complete with Leather Carrying Case 16.95

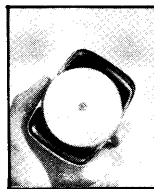
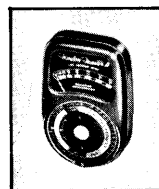
Used 8.95

WESTON CINE 736

Ideally suited for movie work. Double range for low and high light intensities. Reads direct in half stops from f1 to f22; from 6 frames to 96 frames.

Brand New 31.50

Used 14.95



G.E. COLOR PC-1

Color temperature meter for indoors and outdoors. Reads from 2700K to 20,000K. Interchangeable scales. One-hand operation.

Brand New 49.95

Used 29.95

Carrying Case 3.50

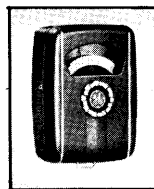
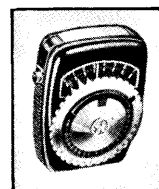
G.E. TYPE PR-1

For use with still and movie cameras. Measures both incident and reflected light. ASA calibrated from .2 to 1600; 120 to 1/3000 sec.

Brand New 27.50

Used 14.95

Carrying Case 1.89



G.E. MASCOT PR-30

For stills and movies. Reads direct in full stops from f1.4 to f32. ASA calibrated. Pointer indicates correct "f" stop - no calculations.

Brand New 14.95

Used 8.95

Carrying Case 2.00

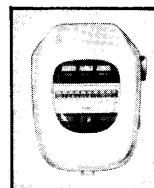
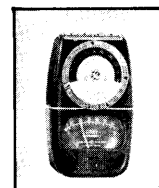
G.E. DW-68

All-purpose meter for incident and reflected light. ASA calibrated from 1.2 to 800. Reads from f1 to f45. Speeds 120 to 1/800.

Brand New 24.95

Used 12.95

Carrying Case 1.89



BEWI AUTOMAT 'A'

Features light value scale for use with Synchro-Compur shutters. Correct shutter and lens settings by simply pressing a button.

Brand New 29.50

Used 14.95

Carrying Case 2.95

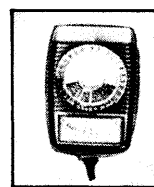
ARGUS MODEL L-3

Reads stills, f1.4 to f22; 120 to 1/1000 sec; and movie speeds 8 to 64 frames. Brand New, with Case 16.95

Used 8.95

ARGUS L-44 - Same but 1/3 size, for shoe mounting.

Brand New, with Case.... 17.50



DeJUR PROFESSIONAL

For stills and movies. Measures incident and reflected light. ASA calibrated from .8 to 800. Reads from f1 to f45; from 120 to 1/800.

Brand New 26.95

Used 12.95

Carrying Case 2.25

ENLARGERS

NO BIGGER THRILL THAN MAKING YOUR OWN ENLARGEMENTS! CHOOSE FROM PEERLESS' UNLIMITED SELECTION OF TOP-NAME BRANDS!

A GREAT AUTOFOCUS ENLARGER!

AUTOMEGA D-3

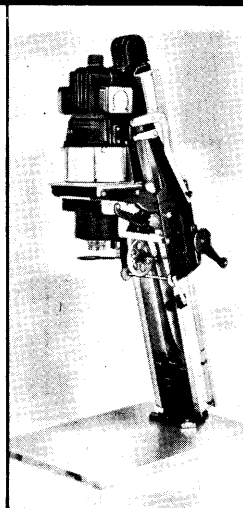
Takes negatives from 35mm to 4 x 5. Condenser or fluorescent Omegalite illumination. 75- or 150-watt opal lamps. Interchangeable lenses. Automatic focusing. Rack-and-pinion control. Rapid-shift glass filmholder.

Brand New Condenser Model, without Colorhead	222.50
Brand New Condenser Model, with Colorhead	229.50
Brand New Omegalite Model	212.75

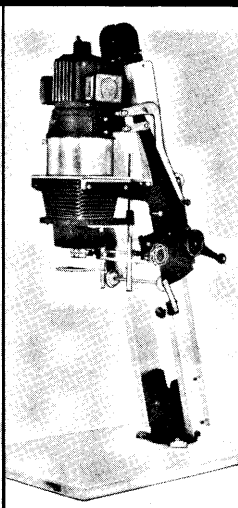
OMEGA D-2

Features rack-and-pinion control for negatives from 35mm to 4 x 5. Interchangeable lenses and condensers. Uses 75-, or 150-watt opal lamps. Glassless filmholder.

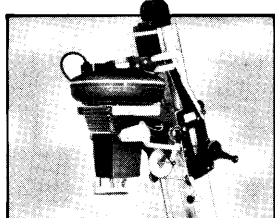
Brand New Condenser Model, without Colorhead	192.50
Brand New Condenser Model, with Colorhead	199.50
Brand New Omegalite Model	182.75



Automega D-3



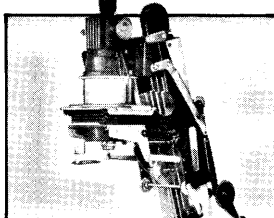
Omega D-2



AUTOMEGA E-5

Accommodates negatives from 2 1/4 x 2 1/4 to 5 x 7. Features true automatic focusing — once in focus the enlarger stays in focus for any size print. Lenses are interchangeable, with sizes from 3 1/2" to 7 1/2" available. Equipped with Omegalite housing that combines even light distribution with high light output. Rack-and-pinion movement provides convenient magnification control. Supplied with glass filmholder.

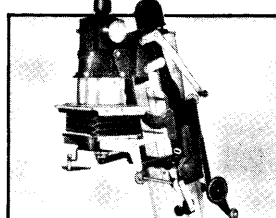
Brand New	297.50
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AUTOMEGA B-7

Accommodates negatives from 35mm to 2 1/4 x 3 1/4. True automatic focusing — once the enlarger is in focus it stays in focus for any size print you want. Interchangeable lenses, with sizes from 2" to 3 1/2" available. Rack-and-pinion control. Condenser illumination system. Uses 75-watt opal lamp. Provides up to 15X magnification on baseboard. Supplied complete with rapid-shift glass filmholder.

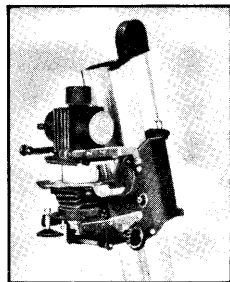
Brand New	146.50
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OMEGA B-8

Accommodates negatives from 35mm to 2 1/4 x 3 1/4. Features "twist-of-the-wrist" manual focusing that assures maximum operating ease. The double condenser illumination system can be adapted to use any lens from 2" to 3 1/2" Equipped with large rack-and-pinion handwheel for complete magnification control. Uses 75-watt opal lamp. Up to 13X magnification on baseboard. Supplied complete with glassless filmholder.

Brand New	126.50
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OMEGA A-2 PORTABLE

Precision-engineered model that accepts negatives from Minox to 35mm and Bantam. Dismantles easily and stores in its own case. Ventilated condenser lamp house with built-in Colorhead. Accurate "twist-of-the-wrist" focusing—improved, gearless friction drive. Interchangeable lenses. Uses 75-watt lamp. 12" x 20" baseboard. Permits print sizes to 8" x 10". Supplied complete with glassless filmholder.

Brand, with Condenser and Colorhead	96.50
Carrying and Storage Case	19.70

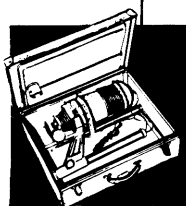
OMEGA A-2 PROFESSIONAL

Non-portable model similar to above but slightly taller. Its baseboard is 16" x 20", permitting prints to 11" x 14".

Brand New, with Condenser and Colorhead	99.50
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SEE PAGE 63 FOR COMPLETE LISTING OF LENSES FOR OMEGA ENLARGERS

POPULAR PRICED FEDERAL ENLARGERS



FEDERAL MODEL 269

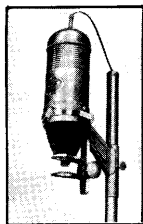
This compact model accommodates negatives from 35mm to 2 1/4 x 3 1/4. Can be quickly disassembled for storage in accessory case. Interchangeable lens board. Groundglass opal diffusion illumination. 75-watt lamp. Convertible shift carrier. List Price, with 3 1/2" f6.3 Decar anastigmat lens..... 43.95

Peerless Price, Brand New..... 28.95

Store-Away Case for Model 269..... 7.25

MODEL 269-CL—Same as above but with Cold-Lite Reflector.

List Price..... 57.95 **Peerless Price, Brand New..... 39.75**



FEDERAL 279

Takes sizes from 35mm to 2 1/4 x 3 1/4. Disassembles for storage. Combination single element condenser and sand-blasted light distribution plate. 75-watt lamp. Interchangeable lenses.

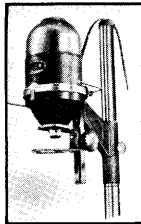
List Price, with 3 1/2" f6.3

Decar anastigmat lens..... 51.95

Peerless Price,

Brand New..... 34.95

Store-Away Case..... 7.25



FEDERAL 135

Takes 35mm and 828 sizes. Two-element condenser system. 50-watt lamp. Interchangeable lens board. Built-in red filter. Convertible dustless metal negative carrier. Steel baseboard.

List Price, with 2" f4.5

Decar anastigmat lens..... 54.95

Peerless Price,

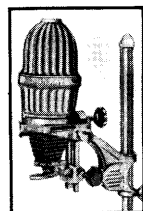
Brand New..... 37.45

Store-Away Case..... 7.25

OTHER BRAND NEW FEDERAL MODELS AT GREAT SAVINGS

MODEL	Film Size	Lens	List	Special
240	2 1/4 x 3 1/4	3 1/2" f7.9	\$29.95	\$22.45
311	2 1/4 x 3 1/4	3 1/2" f4.5	75.95	52.95

MODEL	Film Size	Lens	List	Special
450	4 x 5	5 1/4" f4.5	119.95	83.95
450 Cold-Lite	4 x 5	5 1/4" f4.5	125.95	87.95
470	4 x 5	5 1/4" f4.5	142.95	99.95



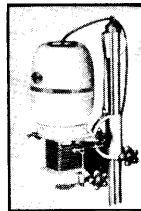
SUN RAY D

Accepts negatives from 35mm to 2 1/4 x 3 1/4. Features combination two-element condenser and opal diffusion system. Uses 75-watt lamp. Interchangeable lens board. Built-in distortion control. Metal negative carrier.

Brand New, with 3 1/2"

f4.5 Ilex lens..... 87.50

Used..... 56.00



SOLAR "HIDE-A-WAY"

Takes 35mm negatives. Disassembles quickly and easily for storage. Double finish optical condenser. Steady rack-and-pinion focusing. Dustless 35mm negative carrier; supports for roll-film; provision for color filters. 150-watt bulb.

Brand New, with 2"

coated f3.5 lens and

Carrying Case..... 79.50

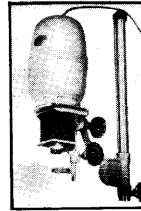


SOLAR 57

Accepts negatives from 35mm to 5 x 7. Bi-plane diffusion light system. Uses 150-watt lamp. Interchangeable lens board. Rack-and-pinion focusing. Lamp housing may be swung to horizontal position for oversize negatives. Equipped with red filter.

Brand New..... 86.50

Used..... 49.50



SOLAR 120

Accepts negatives from 35mm to 2 1/4 x 3 1/4. Two-element condenser illumination system. Uses 150-watt lamp. Rack-and-pinion focusing. Interchangeable lenses. Dustless negative carrier. Lamp housing swings to horizontal position. Built-in red filter.

Brand New..... 79.50

Used..... 39.00

BRAND NEW COATED LENSES FOR OMEGA ENLARGERS

AUTOMEGA D-3 LENSES

With Lens Mount and Autofocusing Track:

2" f4.5 Wollensak Raptar.....	\$37.90
2" f4.5 Kodak Ektar.....	60.90
3" f4.5 Wollensak Raptar.....	41.75
3" f4.5 Kodak Ektar.....	68.25
3 1/2" f4.5 Wollensak Raptar.....	43.25
5 3/8" f4.5 Wollensak Raptar.....	61.85
6 3/8" f4.5 Wollensak Raptar.....	75.95

AUTOMEGA E-5 LENSES

With Lens Mount and Autofocusing Track:

3 1/2" f4.5 Wollensak Raptar.....	\$43.25
5 3/8" f4.5 Wollensak Raptar.....	61.85
5 3/8" f4.5 Kodak Ektanon.....	61.85
6 3/8" f4.5 Wollensak Raptar.....	75.95
7 1/2" f4.5 Wollensak Raptar.....	110.20
7 1/2" f4.5 Kodak Ektanon.....	106.00

AUTOMEGA B-7 LENSES

With Lens Mount, Autofocusing Track and

Supplementary Condenser:

2" f4.5 Wollensak Raptar.....	\$40.60
3" f4.5 Wollensak Raptar.....	44.45
3 1/2" f4.5 Wollensak Raptar.....	41.90

OMEGA D-2 and B-8 LENSES

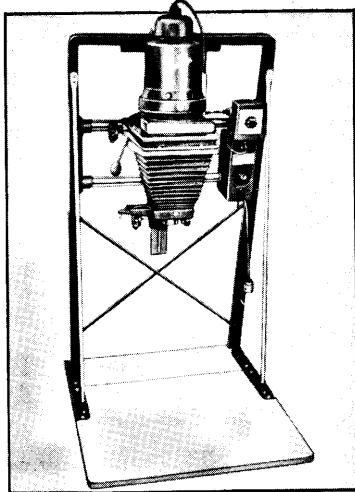
On Lens Disc Only:

2" f4.5 Wollensak Raptar.....	29.50
2" f4.5 Kodak Ektar.....	52.50
3" f4.5 Wollensak Raptar.....	31.00
3 1/2" f4.5 Wollensak Raptar.....	32.50

OMEGA A-2 LENSES

On Lens Disc Only:

2" f4.5 Wollensak Raptar.....	29.50
2" f4.5 Kodak Ektar.....	52.50



BESELER MODEL 45 MCR

Amazing new model accommodates negatives from 8mm to 4x5—without changing condensers. Push-button lamphouse control—an electric motor raises and lowers the housing. Features Resistol Unit, which permits simple control of voltage into lamphouse up to maximum line voltage. Rigid framework assured by reinforced triangular truss. Projects vertically or horizontally. Two-element condenser. Tilting lens stage. Bellows extends 13 inches. Uses 75- or 150-watt Opal Lamp. Convection cooled. Dustless negative carrier. Built-in filter drawer.

Brand New **269.75**

MODEL 45 MC—Similar to Model 45MCR, but without Resistol.

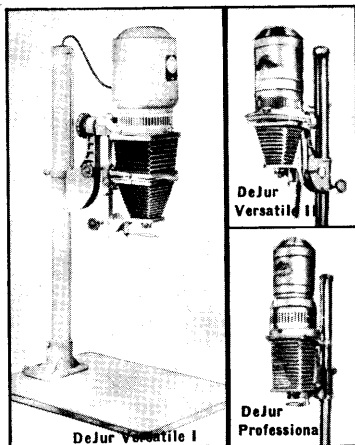
Brand New **259.75**

COATED ENLARGING LENSES FOR BESELERS

Mounted in Beseler 4 x 4" Aluminum Lensboard

KODAK LENSES		WOLLENSAK LENSES	
2" f4.5 Ektar	58.45	2" f4.5 Raptar	34.50
3" f4.5 Ektar	63.45	3" f4.5 Raptar	36.00
4" f4.5 Ektar	68.45	3 1/2" f4.5 Raptar	37.50
5 3/8" f4.5 Ektanon	55.45	4" f4.5 Raptar	42.50
6 3/8" f4.5 Ektanon	65.45	5" f4.5 Raptar	51.00
		5.5/16" f4.5 Raptar	54.50
		6 3/8" f4.5 Raptar	67.50

Glassless Negative Carriers — All Sizes each 7.95



DeJUR VERSATILE I

Accepts negative sizes from 35mm to 2 1/4 x 3 1/4. Two-element condenser illumination system. 75-watt lamp. Interchangeable lens board. Double bellows and full distortion control. Equipped with metal negative carrier.

Brand New, with 3 1/2" coated f4.5 lens 136.50 **Used** 89.95

KOOLITE I — Same as above but with cold-cathode light source in place of standard lamphouse.

Brand New, with 3 1/2" coated f4.5 lens 126.50 **Used** 89.95

DeJUR VERSATILE II

Accepts negative sizes from 35mm to 2 1/4 x 3 1/4. Two-element condenser illumination system. 75-watt lamp. Interchangeable lens board. Rotating metal negative carrier.

Brand New, with 3 1/2" coated f4.5 lens 114.50

Used **69.50**

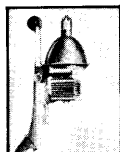
DeJUR Professional

Accepts negative sizes from 35mm to 4x5. Two-element condenser illumination system. 75-watt lamp. Interchangeable lens board. Full distortion control. Metal carrier.

Brand New, with 5 1/2" coated f4.5 lens 172.50

Used **119.00**

ELWOOD S-2



A Versatile Model that Accepts Negatives from 35mm to 5x7

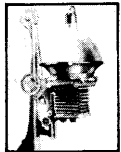
This well-constructed, all-metal enlarger features a 12-inch diameter, plated condensing reflector. Interchangeable lens board, with a wide variety of accessory lenses available. Takes 100-watt opal lamp. Rack-and-pinion focusing. Tilting, counterbalanced head. Equipped with glass negative carrier. Built-in red focusing screen.

Brand New **79.00**

Used **49.50**

64

ELWOOD SP-25



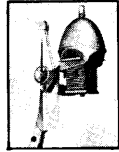
Professional-Type Model for All Negative Sizes from 35mm to 5x7

The new SP-25 enlarges or reduces and projects vertically or horizontally. Silvered and polished condensing reflector gives prints that match the negative in gradations perfectly. Interchangeable lens board. Uses 200-watt lamp. Metal negative carrier. Rack-and-pinion focusing. Equipped with adjustable, enclosed roller masks.

Brand New **165.00**

Used **99.50**

ELWOOD C-2



Ideally Suited for Commercial Work — Takes All Sizes from 35mm to 8x10

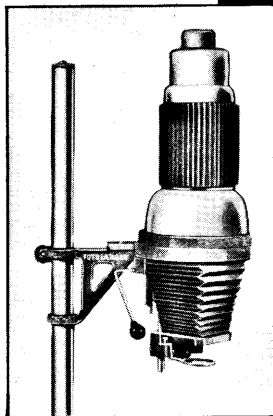
This truly outstanding enlarger is adapted to all classes of commercial and portrait work, including color. Semi-diffusion silvered reflector uses opal enlarging bulbs from 200 to 500-watts. Equipped with 30" bellows, permitting use of 6 to 16" focal length lenses. Rack-and-pinion focusing. Glass negative carrier. Built-in red screen.

Brand New **399.00**

Used **279.50**

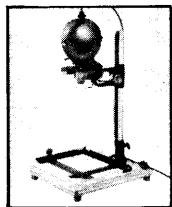
Great Values! Brand New! Latest Models!

PEERLESS EXCLUSIVE FAMOUS-MAKE ENLARGERS



	Regularly	Special
MODEL D — For Sizes up to 2¼ x 3¼. Diffusion System. Without Lens.....	\$ 29.95	\$20.95
MODEL D — with 3½-inch Coated f4.5 Lens.....	48.20	\$33.79
Set of Condensers for Model D.....	7.50	5.25
Extra Negative Carriers for Model D.....	3.50	2.45
MODEL 100-D — For Sizes up to 4 x 5. Diffusion System. Without Lens.....	59.95	41.95
MODEL 100-D — With 5¼-inch Coated f4.5 Elgeet Click-Stop Lens.....	93.95	65.79
Set of 6½" Condensers for Model 100-D.....	23.00	16.00
MODEL 100-C — For Sizes up to 4 x 5. Condenser System. With 5¼-inch Coated f4.5 Elgeet Click-Stop Lens.....	110.50	77.35
Extra Negative Carriers for Model 100-C.....	5.50	3.85
JUNIOR — For sizes from 35mm to 2¼ x 3¼. Diffusion System. Without Lens.....	16.95	11.89

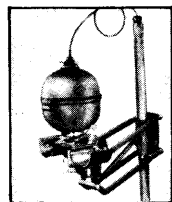
LEITZ VALOY II



Latest model! Accepts 35 mm negatives. Easily adapted as a copying stand. Can be dismantled for convenient storage. Removable condenser illumination system. Uses 75 or 150-watt opal lamps. Interchangeable lens mount. Equipped with metal negative carrier.

Brand New **\$4.00**
2" f4.5 Focotar lens 49.50

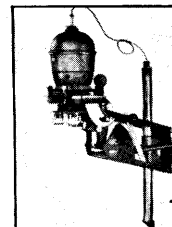
LEITZ FOCOMAT IC



Accepts negative sizes from 1 x 1½" to 40 x 40mm. Single-element condenser illumination system. Uses 75 watt opal enlarging lamp. Interchangeable lens mount—accepts standard Leica camera lenses. Manual and automatic focusing. Metal carrier.

Brand New 138.00
Used 89.95

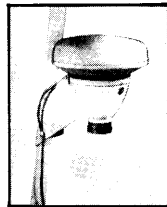
LEITZ FOCOMAT IIA



Accepts negative sizes from 35mm to 2½x3½. Double element condenser illumination system. Uses 75-watt opal enlarging lamp. Features a two-lens turret. Built-in light switch. Distortion control. Supplied with glass and glassless carriers.

Brand New, with 50mm coated f4.5 Elmar & 95mm coated f4.5 Focotar lenses **\$453.00**

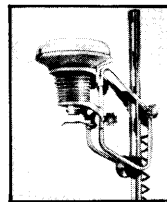
KODAK HOBBYIST



Accepts negative sizes from 35mm to 2¼x3¼. Light without heat circular lamp provides even light distribution and excellent contrast. Rotating negative carrier permits loading with one hand. Can be easily dis-assembled and stored.

Brand New, with 89mm f6.3 Ektanon lens..... 57.50
Used 39.95

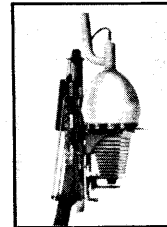
KODAK FLUROLITE



Accepts negative sizes from 35mm to 2¼x3¼. Features a circular lamp housing with fluorescent lamp. Interchangeable lens board. Circular bellows with built-in tilting device for distortion control. Rotating negative carrier permits loading with one hand.

Brand New 99.50
Used 59.50

KODAK AUTO-FOCUS 'E'



An outstanding self-focusing model that accepts all negative sizes up to 5x7. Groundglass and sandblasted diffusion illumination system. Uses 500-watt opal enlarging lamp. Combination glass and metal negative carrier. Equipped with mechanical foot-switch.

Brand New, with 7½" coated f4.5 Ektanon lens and 17 x 20" enlarging easel **\$25.00**

BRAND NEW FAMOUS-MAKE ENLARGING LENSES

WOLLENSAK ENLARGING LENSES

2" Coated f4.5 Raptar.....	\$29.50
3" Coated f4.5 Raptar.....	31.00
3½" Coated f4.5 Raptar.....	32.50
4" Coated f4.5 Raptar.....	37.50
5" Coated f4.5 Raptar.....	46.00
5½" Coated f4.5 Raptar.....	49.50
6½" Coated f4.5 Raptar.....	62.50
7½" Coated f4.5 Raptar.....	82.50

EASTMAN KODAK ENLARGING LENSES

2" Coated f4.5 Ektar.....	\$52.50
3" Coated f4.5 Ektanon.....	21.50
4" Coated f4.5 Ektar.....	26.50
5¾" Coated f4.5 Ektanon.....	49.50
6¾" Coated f4.5 Ektanon.....	59.50
7½" Coated f4.5 Ektanon.....	83.30
10" Coated f4.5 Ektanon.....	139.50

For only a little more...

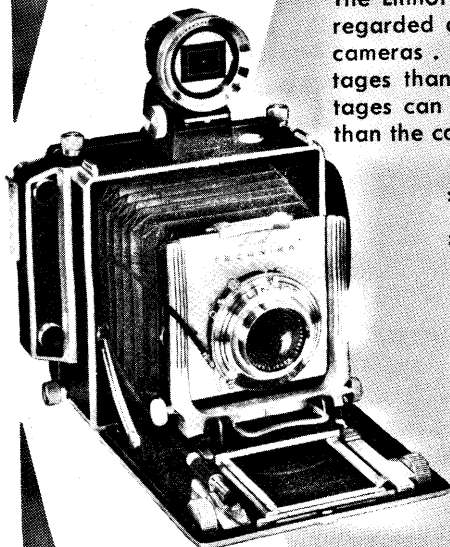


YOU CAN
ENJOY THE
ADDED ADVANTAGES* OF A

Linhof

SUPER TECHNIKA $2\frac{1}{4} \times 3\frac{1}{4}$; 4 x 5; 5 x 7.

The Linhof Super Technika has always been regarded as the finest of the large negative cameras . . . because it offered more advantages than any other. These added advantages can now be yours for very little more than the cost of ordinary equipment.



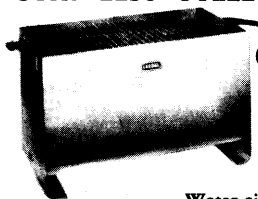
there's a
Linhof for
every photo
need!

- * Built-in Multifocus rangefinder with optical prism for maximum brilliance...
- * Couples to as many lenses as desired simply and easily by interchanging coupling cams.
- * Each coupling cam is extra large for more precise plotting of focusing curve.
- * 3-section track assembly and triple extension leather bellows allow extreme closeups and use of longer tele lenses.
- * Revolving back permits choice of vertical or horizontal format without altering camera position or removing from tripod.
- * Back swings — horizontal, vertical and diagonal — together with rising, falling, tilting lens standard — gives more complete control of perspective distortion.
- * Rapid lens interchangeability — the world's finest lenses to choose from.
- * All-metal construction — precision tooled and luxuriously finished.

FOR COMPLETE DESCRIPTION AND PRICES
OF LINHOF CAMERAS SEE PAGE 27

LEEDAL

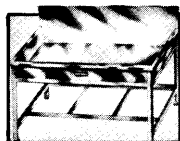
STAINLESS STEEL EQUIPMENT



CYCLONE FILM WASHER

Water circulates in a vertical swirl between each negative, until it reaches the opposite end, then flows out through holes that direct the water current.

#857 For 5 x 7 and smaller\$4.70
#810 For 8 x 10 and smaller\$6.90



UTILITY SINKS

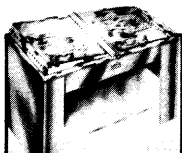
Sturdy, satin finish stainless steel. Double seamed joints. Coated underside. 1 1/2" Stainless drain. 38" high. Complete with stand.

Priced From\$168.20

Rocker Print Washer

Constant print agitation. Water spray alternately fills 2 compartments.

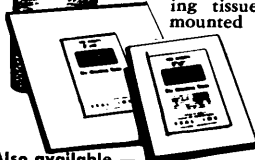
#1114\$212.00
#2024\$278.00



SEAL

Dry Mounting Tissue For Use With All Presses

The modern dry mounting tissue that requires only 10 seconds in the press. Fastest of all dry mounting tissues. Prints remain mounted permanently.



8" x 10" —
100 sheets 2.45
8" x 10" —
500 sheets 11.65

Also available —

- FOTO FLAT DRY MOUNTING TISSUE. Requires low mounting temperature.
- CHARTEX DRY MOUNTING CLOTH. Provides cloth backing for prints.

SEAL JUNIOR AUTOMATIC DRY MOUNTING PRESS

Mounts 8" x 10" prints in one operation, 16" x 20" in sections. Thermostatic control. Pilot light shows proper temperature. Adjustable pressure control.\$58.95

Standard\$122.95

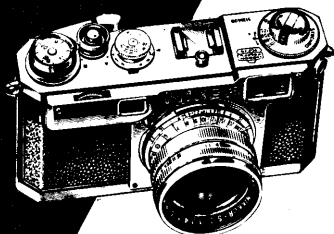
Jumbo\$146.95

Commercial\$192.95



NIKON S-2

The Fastest Handling '35' in the Field



- Life-size (one-to-one) finder
- Single-stroke film transport
- Rapid film rewind crank

with 50mm Nikkor f:1.4 \$34.50 down

with 50mm Nikkor f:2 29.95 down

NIKKOR LENSES

For Nikon cameras, Leica thread-type and Contax cameras

16 high speed, high resolution lenses — from 25mm to 500mm — with speeds as fast as f:1.1 — and resolution as high as 300 lines per mm.



... and the full line of NIKON ACCESSORIES

Nikon-quality accessories for Nikon owners — or owners of any fine 35mm camera.

Write for Complete Details

YOU'LL FIND HUNDREDS OF VERSA-
TILE USES FOR A TAPE RECORDER —
AT HOME, OFFICE, OR SCHOOL!

TAPE RECORDERS

Peerless Exclusive! Save \$59.55! Two-Speed, Dual Track



PEERTONE '415'

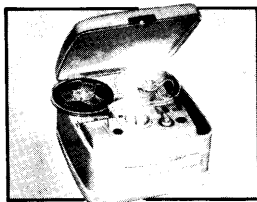
Brand
New!
A \$139.50
Value!
NOW
ONLY

79⁹⁵

With
2 High-Fidelity
Speakers!

Complete With Microphone, Handsome Carrying Case and Roll of Pre-Recorded Tape!

Features Include: Fast Forward and Rewind Speeds; Microphone, Radio Input; External Speaker Output; Ultra — Modern Design



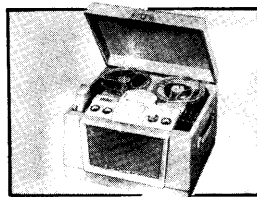
REVERE MODEL T-1100

Features single-knob control. Records and plays back at 2 speeds — $3\frac{3}{4}$ " and $7\frac{1}{2}$ " per sec. Records 2 hours on a 7" reel. Exclusive index counter. Turning power "off" automatically returns control knob to "Stop" position. Perforated case provides 360° distribution of sound. $5\frac{1}{2}$ " speaker coupled with Revere's exclusive Balanced Tone Control.

Brand New, Complete with Microphone, Radio Cord; 2-Reels (one with tape); and Carrying Case 169.50 Used 89.50

REVERE T-900 — Same, with 2 matched speakers and 1 speed of $3\frac{3}{4}$ " per sec.

Brand New 199.50 Used 124.50



REVERE MODEL T-700-D

Portable, dual-track model. Records and plays back at speeds of $3\frac{3}{4}$ " and $7\frac{1}{2}$ " per sec. Records 2 hours on 7" reel. 6 x 9" Alnico speaker. 2 Neon lamps give recording level settings. Fast forward, reverse.

Brand New, Complete with Microphone, Radio Attachment Cord; 2 Reels (one with tape); and Carrying Case 225.00

Used 127.50

REVERE T-700 — Same as above but with single speed of $3\frac{3}{4}$ ".

Brand New 235.00 Used 135.00



REVERE MODEL T-10

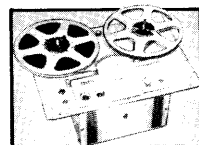
Portable model that records and plays back at speed of $7\frac{1}{2}$ " per sec. Records one hour on a 7" reel. Balanced tone control and exclusive index counter. Two neon lamps for accurate level setting. 6 x 9" speaker. Fast forward and rewind.

Brand New, Complete with Microphone; Radio Attachment Cord; 2-Reels (one with tape); and Carrying Case 245.00

Used 141.00 Revere Console Speaker 49.50

REVERE TR-20 — Same as above with powerful built-in radio.

Brand New 297.50 Used 172.50



REVERE HIGH-FIDELITY T-11

Superlative new high fidelity tape recorder. Records 2 hours at speed of $7\frac{1}{2}$ " per sec. — 3 hours with long-play tape. Features $10\frac{1}{2}$ " reel hubs, accepts 3", 5" 7" reels. Mounts on 19" vertical or horizontal rack. Other features include: 1-volt cathode follower pre-amplifier output; monitor amplifier with $2\frac{1}{2}$ -watt output; frequency response 40 to 16,000 cps; keyboard control.

Brand New, Complete with Cord and Plug 284.50



TDC-Bell & Howell Stereotone

Outstanding high fidelity model featuring a 10" full-round permanent magnet speaker, mounted in a hinged back panel for instant conversion from rear position to front-facing position atop the case. High-fidelity amplifier with 8-watt push-pull output. Records and plays back at speeds of $3\frac{3}{4}$ " and $7\frac{1}{2}$ " per sec. Electronic push-button controls. Tape position indicator. Super-speed forward and rewind.

Brand New, Complete with Microphone and Case.... 249.50

Used 179.50



Bell & Howell 'Miracle' 300M

Superb new double-track model featuring four separate high fidelity speakers. Records, and plays back at speed of $3\frac{3}{4}$ " and $7\frac{1}{2}$ " per sec. Simplified push-button control. Speaker selector permits choice of four different speaker combinations. Response at fast speed, 50 to 10,000 cps. Fast forward and rewind. 8-watt amplifier. Equipped with 3 separate heavy duty motors. Dynamic braking. Luxury mahogany cabinet.

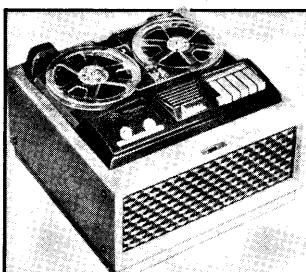
Brand New, Complete with Microphone; Radio-phonograph Cord; and Take-up Reel 299.50



Bell & Howell Specialist 300S.I.

Professional rugged, portable model. Superb tone is produced by 4 speakers, 2 of them electronic. 8-watt amplifier. Push-button controls are interlocked, so they can not be pushed in the wrong sequence. Safety lock prevents accidental erasure. 3-motor drive system assures constant tape speed. Records and plays back at $7\frac{1}{2}$ " or $3\frac{3}{4}$ " per sec. Takes reels up to 7". Record level indicator. Input jacks for microphone, TV, and radio.

Brand New, Complete with Reel, Microphone, Case, and Patch Cord 299.50



AMPRO 758 "HI-FI 2-SPEED"

This high-fidelity model features an electronic "piano key" control system for operating, play, rewind, fast forward, and stop. Records and plays back at $3\frac{3}{4}$ " or $7\frac{1}{2}$ " per sec. Frequency response at $7\frac{1}{2}$ " per sec. from 40 to 15,000 cps. Automatic tape transport shut-off. Automatic selection locator. Electronic record level eye. Amplifier bypass for high fidelity systems output. Provision for remote control. Equipped with two speakers. Speaker grill is brass plated, steel basket weave design.

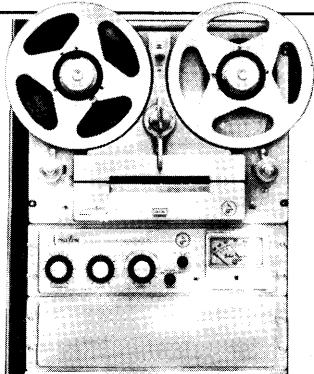
Brand New, Complete with Microphone and Case 249.95

Used 144.95

Ampro Remote Foot Control 19.50

CONCERTONE TAPE RECORDERS

TRULY OUTSTANDING HIGH FIDELITY TAPE RECORDERS WITH EVERY FEATURE OF THE MOST EXPENSIVE PROFESSIONAL EQUIPMENT.



Model		Brand New
22	Half Track Recorder: $7\frac{1}{2}$ and 15 ips. Complete, consisting of separate drive mechanism and amplifier. Vertical or horizontal mounting, 3 half track heads. (without cases)	495.00
23	Stereo Recorder: Same but 4 heads, 2 of them half track erase heads. 1 stereo record and 1 stereo playback head, 2 record amplifiers.	795.00
24	Full Track S-O-S Recorder: Same but 4 heads. 2 half track playback heads, separate full track record and erase heads. 1 record amplifier, 1 playback amplifier. For sound on sound recording.....	695.00.
25	Half Track S-O-S Recorder: Same, but 4 half track heads.	695.00
27	Full Track Playback Tape Phono: Same, but 1 full track playback head, 1 playback amplifier.	459.95

SEE PAGE 78 FOR OUR EXCLUSIVE RECORDING TAPE!

Prices Slashed on PENTRON Tape Recorders!

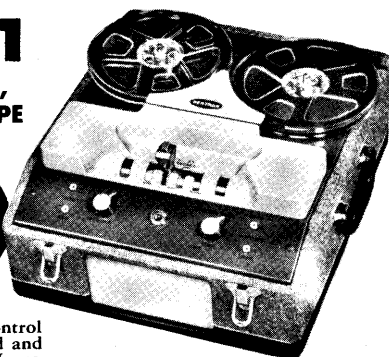
SAVE \$54.55 OFF REGULAR LIST PRICE! 2-SPEED, DUAL-TRACK

PENTRON CT-1

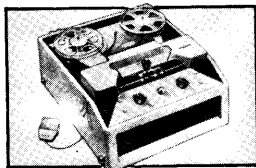
COMPLETE WITH MICROPHONE,
CARRYING CASE, REELS AND TAPE

A \$129.50
Value!
Peerless
Price,
Brand New!

74⁹⁵



- Simplified 'Monomatic' Single — Knob Control
- Radio — TV — Phono Input • Fast Forward and Rewind Speeds • Records and Plays up to 2 Hours.

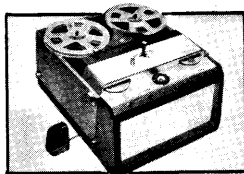


Pentron 'RWN'
With Microphone, Carrying
Case, Reels and Tape

Portable dual track model, featuring 'Monomatic', single knob control. Operates in any position, horizontally, vertically, even upside down. Records and plays back at $3\frac{3}{4}$ " and $7\frac{1}{2}$ " per sec. 4x6" oval speaker.

List Price 139.95
Peerless Price,
Brand New

94⁷⁵

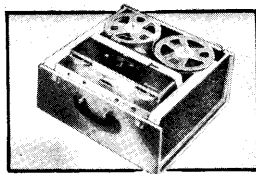


Pentron 'T-90'
With Microphone, Carrying
Case, Reels and Tape

Superior dual — track, two speed model. Records and plays back at $3\frac{3}{4}$ " and $7\frac{1}{2}$ " per sec. 'Unimagic' Control lever. Automatic index counter. Magic eye recording indicator. 2 Alnico speakers. Automatic braking.

List Price 199.95
Peerless Price,
Brand New

139⁵⁰

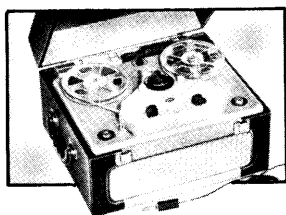


Pentron 'HF400'
With Microphone, Carrying
Case, Reels and Tape

Dual-track model featuring 'Unimagic' single lever control. Records and plays back at $3\frac{3}{4}$ " and $7\frac{1}{2}$ " per sec. 2 built-in speakers plus 'roving' speaker mounted in lid — can be placed anywhere in the room. Illuminated meter.

List Price 249.50
Peerless Price,
Brand New

169⁵⁰



FME 37-C TAPE RECORDER

Two-speed portable model that records and plays at $3\frac{3}{4}$ " and $7\frac{1}{2}$ " per sec. Separate volume and tone control. Fast forward and rewind. 5 x 7" Oval PM speaker. Radio-TV-phono input jacks.

Brand New, Complete with Microphone; 2-Reels (one with tape);
and Two-Tone Carrying Case

139.95

Used

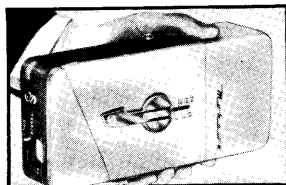
79.50

FME MODEL 47D—Same, plus footage counter, monitor, Hi-Fi output.
Brand New

159.50

Used

89.95



AMAZING MOHAWK MIDGETAPE

One of the smallest pocket-size, battery operated recorders. Records and plays back at $1\frac{1}{8}$ " per second on a special cartridge. Response at $1\frac{1}{8}$ " per sec. is 200 to 5000 cps. Plays and records a full hour. Fast forward and rewind speeds. Visually calibrated timing.

Brand New, Complete with Batteries; Earphone;
Microphone; Tape

249.50

AC-DC Amplifier

35.00

AC-Power Converter

33.50

SEE PAGE 78 FOR OUR EXCLUSIVE RECORDING TAPE!

Exclusive! RIVAL Sound Recording TAPE

HIGH-FIDELITY! PLASTIC-BASE!

Manufactured to the rigid requirements of recording engineers, Rival Tape insures output uniformity, lower distortion and improved high frequency response throughout the recording cycle. Because of an exclusive buffing process, Rival Tape guarantees better head contact; less friction.



3 ROLLS OF 7" TAPE,
A \$16.50 Value **5.95**

3 ROLLS OF 5" TAPE,
A \$10.50 Value **3.90**

RIVAL EXTENDED PLAY TAPE

Records and Plays 50% Longer than Standard Tape!

3 ROLLS OF 7" (1800' per roll), A \$23.10 Value **8.45**

3 ROLLS OF 5" (900' per roll), A \$13.50 Value **5.45**



SOUNDCRAFT MAGNETIC RECORDING TAPE RED-OXIDE — PLASTIC BASE

3-inch PLASTIC REEL (150 Feet)	Peerless Price, Only 1.00
4-inch PLASTIC REEL (300 Feet)	Peerless Price, Only 1.75
5-inch PLASTIC REEL (625 Feet)	Peerless Price, Only 3.50
7-inch PLASTIC REEL (1250 Feet)	Peerless Price, Only 5.50



REK-O-KUT Challenger Deluxe

This versatile and compact professional 13 1/4" disk recorder cuts either standard or Micro-groove disks. It is equipped with a heavy duty synchronous type motor. Any transmission of motor vibration is prevented by suspension of the motor in shock mounts. This recorder cuts master records from 6" to 13 1/4" in size. Control-board features simple fingertip control for instantaneous selection of speed desired, either 78, 45, or 33 1/3 revolutions per minute. Double cutting is prevented by locating the recording mechanism overhead. The stylus is protected from damage by the cutter being raised automatically when center of disk is reached. Well designed 16" pickup arm. Features a powerful 8" magnet type speaker which is mounted in the cover.

Brand New, Complete with Plywood Case **499.95**

Micro-Groove Leadscrew, M12-120 **19.95**

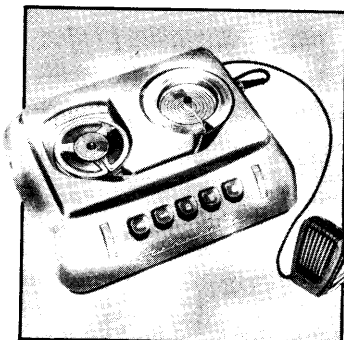
Idler and Adapter for 45 rpm, interchangeable with 33-1/3 rpm idler **8.00**

Amazing DeJUR STENOIRETTE

The Ultimate in Push-Button Dictation!

Here is the perfect automatic dictating machine for use either at the office, or at home . . . anywhere! Compact, easy to carry, the new Stenorette is designed for dictation and transcription. Uses magnetic tape — the finest recording medium in existence. It is simple to operate — features automatic push-button controls to either record, listen, start or stop. Records 30 minutes of dictation. High-fidelity tape can be used and re-used indefinitely. Offers compact portability — measuring only 11 1/2 inches x 9 1/2 inches x 4 1/4 inches; weighs 11 pounds, 10 ounces. Built-in speaker. Powerful microphone.

Brand New, Complete with Accessories for Dictation or Transcription **169.50** (plus 11.30 F.E. Tax)



FILM AND FLASHBULB PRICE LIST

KODAK 35mm & ROLL-FILM

The type of film is indicated by the letter preceding the film number: VP-Verichrome Pan; XXX-Tri-X; PX-Plus X; K-Kodachrome; CU-Kodachrome; E-Ektachrome; M-Micro-Film; FX-Panatomic.

No. and Type	No. of Exposures	Price 3 for:
XXX135	20	\$2.70
	36	3.45
FX135	20	2.70
	36	3.45
PX135	20	2.55
	36	3.30
K135	20	5.55
	36	7.80
K135F	20	5.55
	36	7.80
E135	20	5.55
M135	36	3.15
K828	8	3.00
K828F	8	3.00
CU828	8	3.00
E828	8	3.00
VP127	8-12-16	1.35
FX127	8-12-16	1.65
XXX127	8-12-16	1.65
CU127	8-12-16	3.30
VP620	8-12-16	1.35
FX620	8-12-16	1.65
XXX620	8-12-16	1.65
CU620	8-12-16	3.75
E620	8-12-16	3.75
VP120	8-12-16	1.35
FX120	8-12-16	1.65
XXX120	8-12-16	1.65
CU120	8-12-16	3.75
E120	8-12-16	3.75
VP616	8-16	1.80
CU616	8-16	5.25
VP116	8	1.80
CU116	8	5.25
VP130	6	2.40
VP118	6	2.40
VP124	6	2.40
VP122	3-6	2.70

KODAK 35mm BULK FILM

PLUS X	
27 1/2-feet	each 2.15
50-feet	each 3.50
100-feet	each 6.00

ANSKO & KODAK CUTFILM

Panchromatic or Orthochromatic
(Packed 25 Sheets per Box)

Size	Price 3 for
2 1/4 x 3 1/4	4.80
3 1/4 x 4 1/4	6.80
4x5	9.06
5x7	14.25
8x10	30.36

(Packed 100 Sheets per Package)

Size	Price Each:
4x5	11.51
5x7	18.06

CINE-KODAK 8mm FILM KODACHROME

Type	Footage	Price Each:
K459-Daylight	25' roll	1.92
K460-Daylight	25' mag.*	3.10
Type A	25' roll	1.92
Type A	25' mag.*	3.10

*Includes 50¢ deposit for magazine

CINE-KODAK 16mm FILM BLACK-AND-WHITE

No. and Type	Footage	Price Each:
PXR449		
Plus-X-Reversal	100' roll	3.88
PXR447		
Plus-X-Reversal	50' mag.*	4.01
TXR449		
Tri-X-Reversal	100' roll	3.88
TXR447		
Tri-X-Reversal	50' mag.*	4.01

*Includes 85¢ deposit for magazine

KODACHROME

K449 Daylight	100' roll	5.72
K448 Daylight	50' roll	3.28
K447 Daylight	50' mag.*	4.93
449 Type A	100' roll	5.72
448 Type A	50' roll	3.28
447 Type A	50' mag.*	4.93

*Includes 85¢ deposit for magazine

KODAK FILM PACKS

(12 Exposures)

No. and Type	Neg. Size	Price 3 for:
XXX520	2 1/4 x 3 1/4	5.85
VP520	2 1/4 x 3 1/4	5.40
XXX518	3 1/4 x 4 1/4	7.80
VP518	3 1/4 x 4 1/4	7.35
XXX541	9x12cm	8.10
VP541	9x12cm	7.65
XXX523	4x5	8.85
VP523	4x5	8.25

ANSKO ROLL-FILM

Type of film is indicated by the letter preceding the film number: PL - Plenachrome; S - Supreme; SPP - Super Pan Press; AC - Anscochrome Color.

No. and Type	No. of Exposures	Price 3 for:
AC828	8	3.00
PL127	8	1.02
S127	8	1.35
SPP127	8	1.35
PL120	8	1.17
S120	8	1.50
SPP120	8	1.50
AC120	8	3.75
PL620	8	1.17
S620	8	1.50
SPP620	8	1.50
AC620	8	3.75
PL116	8	1.47
S116	8	1.80
SPP116	8	1.80
PL616	8	1.47
S616	8	1.80
SPP616	8	1.80

ANSKO 35mm B & W Mag.

Type	20 Exp. 3 for:	36 Exp. 3 for:
Ultra-Speed	2.55	3.30
Supreme	2.55	3.30
Supreme 24 exposure Memo Magazine	3 for 3.15	

ANSKOCHROME 35mm COLOR FILM

20 exposure	each 1.85
8-20 exposure Notched Bulk Film (Darkroom Loading, Complete with Loader)	each 9.95

ANSKO 16mm MOVIE FILM

No. and Type	Footage	Price Each:
Anscochrome	50' mag.	7.20
Hypan Reversible	50' roll	4.20
Hypan Reversible	100' roll	7.25
Ansco Color Day-light & Tungsten	100' roll	10.65

ANSKO FILM PACKS

Supreme & Superpan Press
(12 Exposures)

No.	Neg. Size	Price 3 for:
520	2 1/4 x 3 1/4	5.85
518	3 1/4 x 4 1/4	7.80
541	3 1/2 x 4 3/4	8.10
523	4x5	8.25

FLASHBULBS

G. E. & WESTINGHOUSE

(120 BULB CASE)

Lamp #	List Price:	Peerless Price:
PH/M2	12.00	9.00
PH/SM	18.00	13.50
PH/5	15.60	11.70
PH/58	19.20	14.40
PH/6	18.00	13.50
PH/11	20.40	15.30
PH/22	22.80	17.10
PH/228	30.00	22.50

(60 BULB CASE)

PH/31	15.60	11.70
PH/50	14.40	10.80
PH50B	18.00	13.50

WABASH FLASHBULBS

Lamp #	No. of Bulbs	Price:
25	120	15.60
25B	120	19.20
SF	120	18.00
O	120	20.40
FP26	120	18.00
40	120	20.40
40B	120	25.20
2B	60	15.00
2A	60	15.60
2	60	11.40
3	60	14.40
3B	60	18.00

HOW TO ORDER**MINIMUM ORDER \$5.00**

USE THIS HANDY PEERLESS RUSH ORDER BLANK; additional blanks will be sent on request. Write clearly, in ink, or type, not more than **ONE** item to a line.

GIVE COMPLETE DESCRIPTION, size, etc.; when ordering accessories, state name, model, etc., of the equipment on which accessories will be used.

SPECIFY HOW WE SHALL SHIP by checking preferred square "Parcel Post," "Express," etc. We'll be guided by your instructions unless another means of shipping is to your better interest. Be sure to include sufficient money for postage and insurance for items not shipped postpaid. Use Parcel Post or Express tables on this form to figure the shipping rates. Estimate the approximate shipping weight, if necessary — we'll refund every penny not used.

ENCLOSE PAYMENT WITH YOUR ORDER. Post Office and Express Money Orders, or checks, are the safest and best way to send money. Send Cash by **REGISTERED MAIL** only.

C. O. D. orders will be accepted, provided a deposit of at least 10% is sent with your order. The Post Office does not accept C. O. D. shipments for A. P. O., F. P. O., or overseas shipment.

**IT'S EASY TO SHOP BY MAIL FROM
AMERICA'S PHOTOGRAPHIC DEPARTMENT STORE!**

USE THIS GUIDE TO ESTIMATE YOUR SHIPPING COSTS

If exact weight or shipping distance for your order is not shown here, allow charges for next higher weight or distance. We'll refund any overpayment promptly.

PARCEL POST

Postal Zone	1-2	3	4	5	6	7	8*
Distance from New York, N. Y.	up to 150 miles	150-300 miles	300-600 miles	600-1000 miles	1000-1400 miles	1400-1800 miles	Over 1800 miles
up to 1 lb.	\$.23	\$.23	\$.24	\$.26	\$.28	\$.30	\$.32
3 lbs.	.31	.34	.38	.45	.52	.61	.69
5 lbs.	.39	.44	.52	.63	.76	.91	1.05
10 lbs.	.59	.70	.87	1.10	1.36	1.67	1.95
15 lbs.	.79	.96	1.21	1.56	1.96	2.43	2.85
20 lbs.	.99	1.21	1.56	2.02	2.56	3.19	3.75
25 lbs.	1.18	1.47	1.90	2.48	3.15	3.95	4.66
30 lbs.	1.38	1.73	2.25	2.95	3.75	4.71	5.56
40 lbs.	1.78	2.24	2.94	3.87	4.95	6.23	7.36
50 lbs.	2.17	2.76	3.63	4.80	6.14	7.75	9.17
70 lbs.	2.96	3.79	5.01	6.65	8.53	10.79	12.78

AIR PARCEL POST

First Pound	.60	.60	.65	.70	.75	.80
Each additional Pound	.48	.48	.50	.56	.64	.72
PARCEL POST — WEIGHT LIMIT — To First Class Post Offices						
Zone 1 and 2	40 lbs.	Zone 3, 4, 5, 6, 7, 8	20 lbs.			
TO ALL OTHER POST OFFICES, Rural Routes, Military			70 lbs.			
AIR PARCEL POST			70 lbs.			

All Parcel Post charges subject to change by U. S. Post Office.

When in doubt — ask your Postmaster.

*Zone 8 includes Alaska, Hawaii, Puerto Rico, and U. S. possessions.

APO and FPO . . c/o Postmaster, New York, N. Y. — Use Zone 1-2

San Francisco, Seattle — Use Zone 8

RAILWAY EXPRESS (add 3% Federal Tax)

Distance from New York, N. Y.	150	300	500	1000	2000	3000 miles
up to 5 lbs.	1.80	1.80	1.80	1.87	2.11	2.32
10 lbs.	1.80	1.87	2.01	2.25	2.73	3.16
20 lbs.	2.00	2.26	2.53	3.01	3.98	4.83
35 lbs.	2.39	2.84	3.32	4.16	5.86	7.34
55 lbs.	2.90	3.62	4.37	5.70	8.36	10.69
75 lbs.	3.42	4.40	5.41	7.23	10.86	14.03
100 lbs.	4.06	5.37	6.72	9.14	13.98	18.22

U. S. Post Office — **WEIGHT LIMITS** — If in doubt, ask your Postmaster.

AIR PARCEL POST — To APO or FPO addresses _____ 2 lbs. #

To other addresses in U. S. Postal System _____ 70 lbs.

REGULAR PARCEL POST — To First Class Post Offices

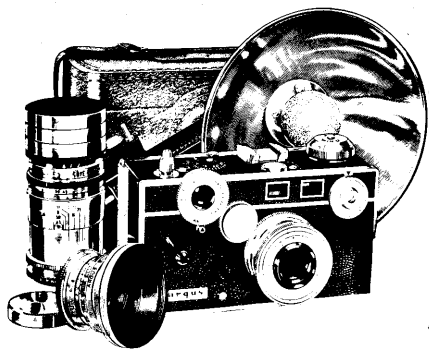
1st and 2nd Zone _____ 40 lbs. All other Zones _____ 20 lbs.

TO ALL OTHER POST OFFICES, Rural Routes, Military Addresses _____ 70 lbs.

#For fast service to APO or FPO addresses on shipments over 2 lbs, specify **FIRST CLASS MAIL** (Limit 70 lbs.). Rate: 48c per pound.

PEERLESS CAMERA STORES, INC.

415 LEXINGTON AVENUE • NEW YORK 17, N. Y.



Graduate to color slides without a single lesson!

argus c-3

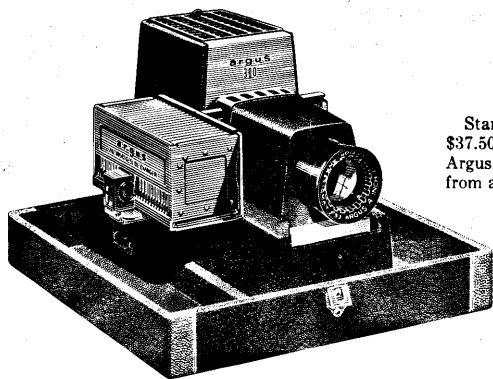
COMPLETE WITH
CASE AND FLASH... **\$69⁵⁰**

The C-3 is the world's favorite 35 mm camera because it takes the "complications" out of color-slide photography.

Right from the start, tremendous picture-taking power goes to work for you the easy way. When the weather's average bright, you just line up the Color-matic settings and take your picture. Matter of fact, sparkling color slides are actually as easy to make as the simplest black-and-white pictures.

And to make sure you get beautiful results, the fast f 3.5 Cintar lens is coupled to the range-finder for accurate focusing. A precision-engineered shutter gives you the speeds you need to "freeze" fast action, and for pictures indoors or at night, you simply plug the flash unit into the camera.

Why don't you graduate to color-slide photography? Peerless Camera has the C-3 and other fine Argus color-slide cameras from \$32.50.



Standard model, with non-automatic operation, \$37.50. New Remote-Control Power Unit for any Argus Automatic, runs the show by push-button from anywhere in the room, \$24.50.

NEW ARGUS AUTOMATIC PROJECTOR

complete with carrying case, automatic slide changer, slide editor and 36-slide magazine **\$59⁵⁰**

You've photographed the big moments of your life in color. Now relive them again and again—big as life and just as colorful—with this all-new Argus Automatic Projector!

A new, advanced optical system delivers more light through the wide-angle lens to give you

pictures uniformly bright and clear, from corner to corner. No dimmed-out edges or "hot" spots.

And your slides are so easy to show. A quick push-pull of the operating handle positions each slide for perfect viewing, returns it to the magazine in order, and automatically advances the next slide.

Minolta CAMERAS

designed for
PERFECTIONISTS
*who are
not afraid
of saving
money*



MINOLTA CAMERAS are not for those who must spend a fortune to feel that they have bought the best. MINOLTA cameras are for the discerning photographer who is not influenced by the price tag... who can recognize extraordinary quality even when it goes hand-in-hand with extraordinarily low prices. The 'Autocord', the 'A' and the 'Autocord L' are rewriting the price vs. quality equation of the entire camera industry by offering the kind of performance and reliability found only (if at all) in cameras selling for more than twice their price.

IT'S EASY TO ORDER FROM PEERLESS —
USE THE HANDY FORMS ON PAGES 81-87

Minolta AUTOCORD

Fully Automatic $2\frac{1}{4}'' \times 2\frac{1}{4}''$
Twin-Lens Reflex

Fully Automatic Film Advance and Shutter Cocking • One-Finger, Single-Stroke Helicoid Focusing • 4-Element 75mm ROKKOR f/3.5 Coated Taking Lens • 75mm ROKKOR f/3.2 Coated Viewing Lens • SEIKOSHA MFX Fully Synchronized Precision Shutter (1 to 1/500 sec. & Bulb)

Minolta 'A'

Fully Automatic 35mm Camera

Fully Automatic Single-Stroke Film Advance and Shutter Cocking • Brilliant, Single-Window Coupled Rangefinder/Viewfinder • 4-Element 45mm ROKKOR f/3.5 Coated Lens • Fully Synchronized OPTIPER MX Precision Shutter (1 to 1/300 sec. and Bulb)

Minolta AUTOCORD 'L'

Fully Automatic $2\frac{1}{4}'' \times 2\frac{1}{4}''$
Twin-Lens Reflex

Every feature of the MINOLTA 'Autocord' PLUS: Built-In Exposure Meter • Direct-Reading Light-Value Scale • Super-Simple Diaphragm and Shutter Calibration in Terms of Light Values

