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POPULAR PHOTOGRAPHY IS DUBLISHED TO THE POPULAR PHOTOGRAPHY IN THE POPULAR PHOTOGRAPHY IS DUBLISHED TO THE POPULAR PHOTOGRAPHY IN THE POPULAR PHOTOGRAPHY IS DUBLISHED

# Spiratone Values Can't Be Beat

## SPIRATONE



BLACK AND WHITE COLOR SERVICES

for films taken with Argus, Leica, Mercury, Bolsey, Clarus for films taken with Argus, Leica, Mercury, Bolsey, Clarus and similar cameras, are known and used the world over. Spiratone Ultra-Fine-Grain Processing is unexcelled and individually made enlargements on finest bromide paper are of the highest quality. Despite low cost. Spiratone-made enlargements are not the result of mass-production, but are made with extreme care by highly skilled 35MM technicians, trained to give you maximum details and maximum brilliance on your prints, yet bringing out the subtle halftones which make the enlargement a 'picture'. The charge for Spiratone 35mm services includes fine grain processing—prices listed apply to undeveloped as well as to already developed (uncut) rolls.

#### "STRIPPRINTS"

are ideally suited for filing and selecting reprints. Each negative is individually exposed and printed on a continuous roll of paper. 20 exp. 55c 36 exp. 75c 65 exp. \$1.20

#### "EXCELSIOR"

31/4 x41/4 glossy enlargements. 20 exp. 95c 36 exp. \$1.50 65 exp. \$3.00

#### "SUPERB"

 $3\frac{1}{4}$  x½ double weight velvet enlargements. 20 exp \$1.10 36 exp. \$1.75 65 exp. \$3.50

#### "MASKOSPOT"

The 'most highly perfected' 35mm service—luxurious work within every 35mm fan's reach. Each enlargement is not only individually timed and judged for proper contrast paper as in the 'Superb' and 'Excelsior' services, but also masked for best composition. Minor blemishes are removed by spotting on the finished prints. The 'Maskospot' is available on glossy or velvet paper, and in three sizes.

India an Bree	20 exp.	36 exp.	65 exp.	
31/4 x 41/2	\$1.60	\$2.50	\$5.00	
31/2 x5	2.00	3.00 3.50	6.00 7.00	
4x6	2.25	3.50	7.00	

INTRODUCTORY OFFER to new customers only. Clip out this ad and receive a 36 exposure reload FREE with your initial order over \$1.00.

#### SAVE ON GUARANTEED SPIRATONE

## 35MM RELOADS

Spiratone reloads in metal cartridges are clearly labeled with brand, number of exposures and expiration date. Your choice of Kodak Panatomix X, Plus X, Super XX, Ansoo Supreme.

EDGENUMBERED: 36 exp. 65c 20 exp. 45c UNNUMBERED: 36 exp. 50c 20 exp. 35c

EXCLUSIVE WITH SPIRATONE: Factory-fresh Anscocolor, both Daylight and Tungsten Types, 20 exp. \$1.50 Post paid



This film is unconditionally guaranteed to be in every respect equal to facand is not to be confused with reloaded motion-pic-ture emulsions generally sold at a lower price Exyear from date of purchase.

#### "ANSCOCOLOR PROCESSING" \$1.00

20 exp. roll-incl. mounting-72 hour service.

July, 1949

## **SAVE \$43.01**

## CIROFLEX SLIDE **PROJECTOR**

OUTFIT



Here is your chance to obtain the popular Ciroflex Model D camera with Alnhay Synchro shutter, plu the famous Diamant Maste the famous Diamant master Projector for 2/4 x2/4 and 2x2 (35mm) slides, com-plete with triple condenser system, 200 watt bulb, 1:4.5 hairline - focussing

coated lens at a tremendous saving! Reg. \$143.00.

## An Amazing Value PRAKTIFLEX II TESSAR f:3.5 35mm REFLEX

CAMERA BRAND NEW \$75.75 PRAKTIFLEX I WITH VICTAR f:2.9 — \$54.54



The answer to the dream of the color fan: You determine your compostion the groundglass and photo graph exactly what you see!
Uses standard 35mm, b&w
or color film. Has needlesharp world famous Zeiss Tessar f:3.5 (interchange-able) — single lens reflex finder eliminates parallax
—focal plane shutter with
speeds to 1/500th second
—high power magnifier for

tax incl.

accurate focusing—eye level viewfinder—double exposure prevention through automatic film transport.
Suggested accessories: Case \$6.10—Flash \$6.50—Set of three extension tubes for copying \$10.50 — Telephoto

### A \$180.00 Value! COUPLED RANGEFINDER 35mm PERFEX SCHNEIDER f:2 \$89.89

WITH COMPUR RAPID SHUTTER

Look at these features! Coupled rangefinder, Schneider Xenon f:2 T. Call Control accurate perfer

lens in super-accurate Compur-Rapid shutter with speeds from 1/500th to 1 full sec-ond and B. Automatic frame-counter. Uses standard 35mm b&w and color film. Cable release socket built-in.
Same camera available
with Schneider Xenar

with Schneider Xenar f:2.8 at \$59.50 and Kodak Ektar f:3.5 at \$49.95. Suggested accessories: Case \$5.50—Flash \$6.50—Filterkit \$4.95.

## "PROJECTION POSITIVES"

The most thrilling way of presenting your pictures. These transparencies are printed from your 35mm black and white films without changing them in any way. Each negawhite films without changing them in any way. Each nega-tive is individually exposed on a safety fine grain film— you'll enjoy the rich tones which Spiratone Projection Positives will reveal in your pictures. Let us make trans-parencies from your old films, too, so you can relive the happy memories of the past!

20 exp. 60c 36 exp. \$1.00 65 exp. \$1.75



In Genuine \$4.95

A special model for every 35mm, 21/4x21/4 reflex and many 21/4x31/4 cameras.

ARGUS, KODAK 35, CLARUS, CIROFLEX, ARGO-FLEX, BOLSEY, RETINA, KINE-EXACTA, LEICA, CONTAX, TOURIST, PERFEX,, ROLLEIFLEX and all others

An unbeatable Spiratone value: Finest quality combination lens-shade and filterholder, four optical glass filters for black and white (medium yellow, orange, red and green) or three for color (conversion from daylight to tungsten, from tungsten to daylight and white kit, \$4.95.

Kit complete with shade and all seven filters, only \$8.25

## A Typical Spiratone Value NIKKO-BABY \$5.75

An imported midget-camera that has them all beaten! All metal construction, special loading feature, instant and B. Uses standard Mycro film, 10 exp. 20c. Price complete with leather case \$5.75.

PIXIE, an American midget camera, made by Micro-16 Company, so tiny you can wear it on your wrist. Takes needle-sharp color or b&w pictures, 14 on a snarp color of the processing. Case 98c. Wrist strap 69c. Color Viewer 98c.

\$495

### 150 Watt 2x2 MARTON Slide Projector with 5" f:3.5 Ampro Anastigmat Lens





This is the best slide projector value we ever of-fered! A Spiratone Exclu-

sive.

Brilliant 150 watt il-

lumination
5" f:3.5 Ampro Anas-

tigmat lens
Triple condenser system, including heat-absorbing con-

 vent-cooled dual slide carrier centers glass and cardboard slides automatically

• Compact—10"x41/4"x5"—sturdy all aluminum con-

Suggested Screens: Spiratone glass-beaded tripod screens. 30"x40" Reg. \$15.00 — \$8.87. 40"x40" Reg. \$18.00

## **SAVE \$2.00 ON** Diamond KARI-ALL Gadget Bag,

\$4.50 made of lasting deep-buff sun-tan leather—8"x10"x 3"—one large and two

small inside pockets to accommodate camera and ac-



## SPIRATONE

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32-34 STEINWAY ST. Long Island City 3, New York

Please add appr. cost of postage to your remittance. 25% deposit required on C.O.D. orders.

