



Copyright ©1968 by Ziff-Davis Publishing Company. All rights reserved.

SPECIAL 35 ISSUE

- 35 Today: An Entirely New Ballgame **67** An old film-pusher turns in his Promicrol/by Bob Schwalberg
 Gradation & Tonality **68** Let the tones tell you how to print the picture
 by Wallace Hanson and David Vestal
 Instant-Loading Cartridge Cameras **74** The new breed brought pleasure to Mr. 35/by Bob Schwalberg
 Are You a Nut on Sharpness? **80** It's not the mirror-kick, Brutus—it's you/by Al Francekevich
 Soften Those Sharp Lenses **84** Too much resolving power may be dangerous/by Norman Rothschild
 Available Light Color—It's 35 All the Way **86** One rule is this: the warmer they are, the better/by Bill Pierce
 Marti Felbinger: From 8x10 to 35 **92** He started with a view camera, then went mini
 Mighty Macro—Ace Problem Solver **96** For larger-than-life-size views, use it backwards/by Norman Rothschild

EQUIPMENT AND MATERIALS

- Here's How **10** A Real Switched On Lunch Box/by Robert Jacquot
 First Look **82** Fujica Compact Deluxe camera, Solid Cat telephoto lens, Sekonic
 Apex exposure meter, Spiratone +20 Macrostigmat close-up attachment
 Laboratory Reports **98** Canon FT-QL camera; Minolta SR-T 101 camera, page 100

PHOTOGRAPHY TODAY

- Photo Educators Meet in Washington **24** by David Vestal
 The Hattersley Class **59** Look Ma—No Camera!; Student Pictures: In the Name of Love, page 63
 Critic's Choice: Henri Cartier-Bresson **72** Surreal or universal, a great picture will live on/by Charles Reynolds



Merch.com
Gift Quality Vintage Magazines
MOVIES

- Sound without Synch **102** There are simple tricks, like turning your head away/by W. L. Broecker
 Add Masterpieces to Your Movies **105** Put a Rembrandt or Renoir in your film library/by John Neubauer

DEPARTMENTS

- Letters to the Editor **4** ... Our readers write us
 Help! **8** Our readers want to know ...
 Newsfront **13** Latest reports from the photo world
 Color Clinic **20** On Using Pictures off the Screen/by David B. Eisendrath
 Just Out! **26** Product listings
 Focus on Sound **27** Media and Messages/by Tony Schwartz, Inside Track, Tape Tips; Testing
 1-2-3: Norelco 22RL962 Radio Cassette Recorder; Just Out, page 47
 Viewpoint **28** Teaching That's Balm for the Pro/by Jacob Deschin
 In the Darkroom **34** Do You Need a Printing Meter?/by Al Francekevich
 Tools & Techniques **38** Keep Your Cool on Batteries/by Cora Wright Kennedy
 Travel **48** 'Woman'—Nothing Like a Dame/by Les Barry
 Offbeat **54** New Filters for Fluorescents/by Norman Rothschild
 Aids to Better Photography **147**
 POPULAR PHOTOGRAPHY's Travel Service **154**
 Advertisers' Index **160**
 I Want to Buy ... **166** ... and where can I get it?

POPULAR

PHOTO - GRAPHY

AUGUST • 60 CENTS

8/68



35 SPECIAL ISSUE: CAMERAS, LENSES, COLOR

Is there a 126 cartridge in your future?
Available light color: make it (or fake it)
Sharpness & tonality—how to get them



MereMart.com®
Gift Quality Vintage Magazines

Give your lens
absolving power
The greatness of
Cartier-Bresson

MINNEAPOLIS MN 55421
R LOW
2120 ARGONNE DR NE
6
P0769 490684LDM2120A0R68

PAPER CONSTRUCTION BY TORA