

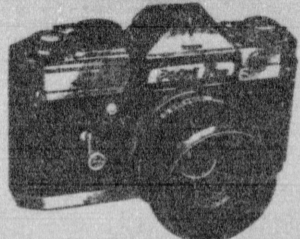


WE'VE MOVED!



PERIFLEX V — 35mm

Single Lens Reflex



Complete with case, Ultra-sharp f2.0 lens of 4 element rare earth glass, 10 shutter speeds. Fully interchangeable lenses available. Wide-angle to high-powered telephoto.

Reg. 145.00 SALE **\$99.95**



Famous 35mm. Argus camera complete

ONLY **\$29.95**

EXA II — 35MM

Single Lens Reflex



COMPLETE WITH LEATHER CASE

Bright, built-in eye-level Pentaprism viewfinder. Shutter—2.2 auto. Trip. 5 shutter speeds. 1/2 sec. to 1/250 sec. One stroke, rapid advance.

Reg. 119.45 SALE **\$69.95**



KODAK Instamatic

READY! Outfit. Instant loading at an amazingly low price.

Reg. 17.95 SALE **\$12.95**



KEYSTONE 430

8MM. CAMERA

STAND IN ONE SPOT...

ZOOM IN TO BIG CLOSEUPS!

COMPLETE WITH PISTOL-GRIP

Takes brilliant color movies at the touch of a button. It's electric-powered—no winding ever, no missed shots. So convenient, can be taken anywhere. Tucks easily away in handbag or briefcase. Packs with features found in cameras twice the size—twice the cost. Perfect exposures with Cds-Electric Eye!

Reg. 149.95 SALE **\$99.95**

COME TO OUR

GRAND OPENING

CELEBRATION



VICTOR

Movie Light Sale

\$7.49



BINOCULARS

	REG.	SALE
7x35	34.95	18.88
7x50	42.95	24.88
8x40 W.A.	59.95	32.88
10x50	47.95	27.88



TRIPODS—VALUES

— GOLD CREST —

	REG.	SALE
#903	29.95	18.88
#703	22.95	14.88
#603	16.95	9.95



GADGET BAG SPECIALS

UP TO 40% OFF!!

ANSCO MOVIECHROME

FILM

\$1.98

PROCESSING INCLUDED



New Polaroid Color Pack Camera. One-half the Price!

Polaroid has just introduced an economy model of the famous Color Pack Camera. It's called the Model 104.

Same great film. Same fast loading. Same electric eye. Same big color prints in 60 seconds (black and whites in just 10). Yet Polaroid has figured out a way to bring it to you for only about half the price of the original model.

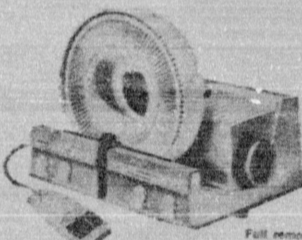
When you invent something that's this much fun, you've just got to find a way to put it in the hands of a lot of people.

Come on in. We love to show it off.

See the new Polaroid 104 camera demonstrated at our store. Come in and have your picture taken by our Polaroid representative Saturday, April 3rd.

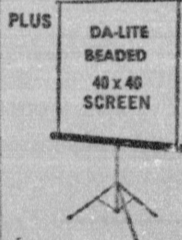
ONLY **\$59.95**

Everything For Your SLIDE SHOW



SAWYER'S "500"R PROJECTOR WITH REMOTE CONTROL AND 100 SLIDE ROTOTRAY*

Full remote control of slide change, reverse and focus. 500 watt brilliance. Takes many popular trays.



PLUS **DA-LITE BEADED 40x40 SCREEN**

Fine grain, glass bead surface for the best in definition and brilliance.



PLUS **HPI SLIDE SORTER**

Clear free illuminated screen for sorting your slides and editing your show.

\$79.95

7.95 DOWN REG. \$117.80

ALL FOR ONLY



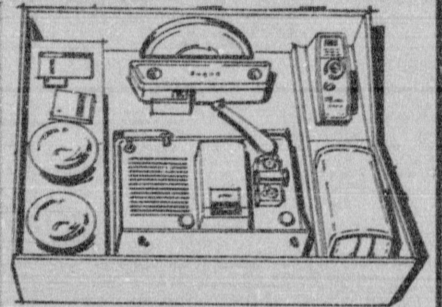
AMAZINGLY EASY TO OPERATE!

argus SHOWMASTER 462

8mm MOVIE PROJECTOR

- Automatic Reel to Reel Film Loading
- Microscope 1:1.5 Zoom Lens
- Franklin Speed Control
- 500 Watt Brilliance

\$89.95



— Complete Argus 8mm Outfit —

Includes Argus electric-eye camera, Argus 8mm, self-threading projector and many accessories for enjoyable picture taking!

REG. 154.50 SALE **\$99.95** 8.85 DOWN

Gala Opening Specials

	REG.	SALE
35MM. SLIDE TRAYS		
● Sawyer's Roto	2.95	1.99
● Carousel	2.95	2.19
● Airquip	2.25	1.59
● Bausch & Lomb	1.25	.89
● Argus	1.95	1.69
FLASH BULBS	REG. DOZ.	SALE
● AG-1	1.44	.89
● AG-1B	1.68	1.09
● IN-2	1.56	.99
● IN-2B	1.80	1.19
● 5	1.80	1.19
● 5-8	2.16	1.39
8MM. REEL CHEST	REG.	SALE
● 200 Foot	3.25	2.29
● 300-400 Foot	3.95	2.95
35MM. Slide Files	2.95	1.99
H-D 1 Slide Sorter	4.95	2.79
Recording Tape, 1200 Ft.	2.95	1.19
Gold-Crest Sr-30 Electronic Flash	24.95	14.95
Opemus Enlarger	79.95	59.95
2 1/2 x 2 1/4, 35mm., f 45 lens condensers.		
PB Folding Flash Unit	5.95	2.88
CLOSE-UP LENS SET — Set of 3 Lenses in leather pouch. Perm's focusing to 4". Sizes for Nikon, Pentax, Minolta, Yashica, Petri, Fujica, Ricco and many others	14.95	9.95
Polaroid Filters and Lens		
Shades	SAVE UP TO 40%!!	
Sekonic CD-S-L-136 Exposure Meter	REG. 19.95	SALE 13.95



DA-LITE Projection Screens

SCREENS

TRIPOD-SEALED	REG.	SALE
30x40	10.95	6.95
40x40	13.95	7.95
50x50	21.95	12.95

LENTICULAR DELUXE	REG.	SALE
40x40	27.95	18.95
50x50	34.95	24.95



8MM EDITORS

	REG.	SALE
Vernon 8mm. editor—large	39.95	26.88
P-8 8mm. editor	29.95	14.95



New argus 570 Color-Slide Projector

Reg 134.50—SALE **\$104.95**

LOGAN

Projector Table...

Reg. 16.95



SALE **\$9.98**

Come In And Register For Our Grand Opening Drawings!!

MANY VALUABLE PRIZES TO BE GIVEN AWAY!!

TORRANCE CAMERA

New Address: 1330 Sartori Ave. • DOWNTOWN TORRANCE • FA 8-3154

1/3 BLOCK DOWN FROM OLD LOCATION OPEN FRIDAYS 'TIL 9 P.M.

Bank-American Or Use Our Own Credit Terms