

# Grand Opening

THURSDAY - FRIDAY - SATURDAY

MARCH 14 - 15 - 16

## SOUTHWOOD CAMERA SHOP

### ROLLEICORD

Brand New ... Latest Model  
SPECIAL OFFER

**\$89.50**

Regular Price \$124.50

WE CARRY A COMPLETE LINE OF ROLLEI CAMERAS  
and ACCESSORIES

### FEATURING

The Finest Quality Custom Photo Finishing  
in Our Own Plant . . . A 24-Hour Service  
Designed to Meet the Most Exacting Re-  
quirements of Amateurs and Professionals  
Who Wish the Best.

We Operate Our Own Black & White  
and Color Laboratories

### FILM -- FLASH BULBS

- Verichrome Pan 127, 120, 620 . . . . . 3 for 1.00
- Kodacolor 127, 120, 620 . . . . . 3 for 2.79
- 8mm Kodachrome Movie . . . . . each, 1.69
- 8mm Kodachrome Mag. Load . . . . . each 2.85
- 35mm Kodachrome, 20 exposures . . . . . each 1.45
- 35mm Kodachrome, 36 exposures . . . . . each 1.95
- No. 5 Flash Bulbs, per sleeve of 12 . . . . . 98c
- M-2 Flash Bulbs, per sleeve of 12 . . . . . 81c
- 5-B Flash Bulbs, sleeve of 12 . . . . . 1.29

## 200 ORCHIDS TO THE LADIES!

AND GIFTS FOR ALL  
MAYOR ISEN TO GREET OUR PATRONS

# \$500 in FREE PRIZES

BOLEX MOVIE CAMERA - BELL & HOWELL MOVIE CAMERA - 6 LEATHER GADGET BAGS - ANSCOFLEX CAMERA OUTFIT -  
MOVIE TITLERS - 4 TRIPODS - 3 GLASS BEAD TRIPOD SCREENS SUPER RICOH FLEX - OPTAVIEWER - TECHNICOLOR COLOR PROCESSING BAGS

PLUS MANY OTHER GIFTS

DRAWINGS HELD EVERY NIGHT DURING THIS GRAND OPENING SALE

WINNERS WILL BE NOTIFIED  
AND NAMES POSTED

COME IN and  
REGISTER

NO PURCHASE  
NECESSARY

**COUPON**

THIS COUPON ENTITLES  
BEARER TO ONE FREE  
5x7 ENLARGEMENT  
OF YOUR FAVORITE BLACK &  
WHITE NEGATIVE

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
THIS OFFER EXPIRES MARCH 31, 1958

**CAMERAS**

Yashicamat  
REFLEX AUTO  
FILM TRANSPORT  
Complete with Case  
**\$59.95**  
(Reg. \$85.50)

**Voigtlander**

Vito Bl. W. f:3.5  
COLOR SKOPAR  
Built-in Lite Meter  
**\$49.50**  
(Reg. Price \$77.50)

**Argus C-44**

Complete with Case  
and Flash - Latest  
Model  
**\$81.95**  
Reg. Price \$117

**CUT ME OUT  
AND BRING ME IN FOR  
FREE DEVELOPING &  
PRINTING**

of Any Roll of Black & White Film  
(Limit One Roll per Person)  
THIS OFFER EXPIRES MARCH 17, 1958  
... So Don't Delay

**TDC  
Slide Trays**

Also Fits B & H  
Keystone, AD, Etc.  
**\$2.88**  
doz.  
Reg. Price \$7.20 doz.

**PROJECTORS**

Brownie 300  
Movie Projector  
**\$44.95**  
(Reg. Price \$64.95)

**Realist 620**

For 2 1/4 x 2 1/4  
& 35mm Slides  
**\$29.95**  
(Reg. Price \$39.95)

**DE JUR**

Eldorado 750  
8m mMovie Proj.  
Latest Model  
**\$122.50**  
(Reg. Price \$174.50)

**SCREENS...**

Deluxe Beaded on Sturdy  
Tripod-Type Stand  
40x40 (Reg. \$18.50) ... \$11.95  
50x50 (Reg. \$24.50) ... \$14.95

**TRIPODS...**

HOLLYWOOD FAIRFAX  
3-Section, Elevator-type  
(Reg. \$14.95) ... \$9.95

STAR D MARK III  
3-Section, Elevator-type.  
Very finest made. Reg. \$26.95 ... \$19.95

**SOUTHWOOD  
CAMERA  
SHOP**

22242 Palos Verdes Blvd. FR 8-4482  
IN YOUR SOUTHWOOD SHOPPING CENTER  
CORNER OLD SEPULVEDA AND PALOS VERDES BLVD.