



SO HURRY, IT'S GETTING LATE!



OPEN FRIDAY 'Til 9 p.m. WEEK DAYS 'Til 6 p.m.

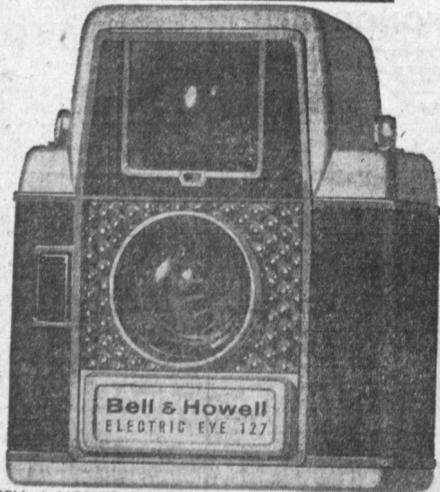
SOUTHWOOD CAMERA

22242 Palos Verdes Blvd. FR 8-4482 Corner Sepulveda—Opposite Thriftmart—Southwood Shopping Center "We Do Custom Black and White and Color Finishing in Our Own Plants"

AMAZING NEW CAMERA

NEVER LETS YOU SPOIL A SHOT!

The INFALLIBLE



By BELL & HOWELL. SETS its own lens for perfect exposures! You just can't miss. Every time you press the button you take a perfect picture! The automatic electric eye sets the lens for you. If the light is too dim, a red flag pops up and says "Don't Shoot." Use No. 127 film for slides or prints, color or black and white. It's the perfect family camera!

Only \$39.95

Complete INFALLIBLE kit with leather case and flash attachment

\$59.85

Fine grain leather carrying case with removable neck strap; compact, matching flashgun for indoor pictures.

FOR THE CAMERA BUG ON YOUR LIST

LAST MINUTE GIFT IDEAS

- GADGET BAGS MOVIE BAR & LITES SLIDE FILES SLIDE VIEWERS EXPOSURE METERS FLASH GUNS TRIPODS SCREENS

Up to 40% OFF

Complete Darkroom Outfits

FOR THE BEGINNER From \$10.95

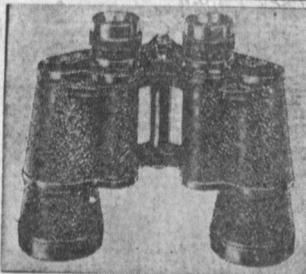
INTRODUCING THE BOLEX

COMPUMATIC



See it at Southwood Camera Today

The Compumatic eye works behind whatever lens is in shooting position. It gives exposure for exact area the lens covers. You can't make an exposure mistake. The Compumatic gives you a perfect reading for every lens, every speed and every film you use. The Bolex Compumatic is now on display and sale at Southwood Camera. Ask us about it.



Magnification 7x Diameter of Front Objective 35mm Prisms and Lenses Hard coated, achromatic optics Field of View 372 feet at 1000 yards Diameter of Exit Pupil 5mm Height 5 1/4 inches Weight 23 oz.

KALIMAR BINOCULAR See the Beautiful 7x35 KALIMAR

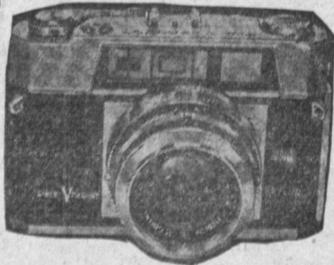
Complete With Genuine Leather Carrying Case and Shoulder Strap

Regular \$49.50

\$27.50

And as our Christmas gift to you for the \$22.50 entire family we will save you

USE YOUR



The Distinguished AIRES VISCOUNT Regular \$69.95 \$55.95

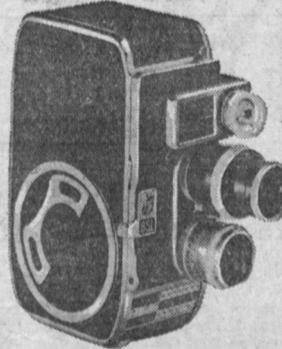
Here are the unusual features for this new very low price:

- 1. Combined Range-Viewfinder with Bright Frames for 45mm Normal and 80mm Auxiliary Telephoto lenses. 2. 45mm 6 element H-Coral f1.9 lens closes down to f1.6. 3. Minimum focusing distance 32 inches. 4. Between Lens Shutter with 1 to 1/500 second speed—B, Self-Timer, FMX Synchro. 5. Single-Stroke Lever Advances Film and Exposure Counter, Also Winds Shutter. 6. LVS Settings.

Leather Case, Regular \$12.50 Only \$10.00

for perfect exposures

BOLEX B-8SL COMPUMATIC "PICTURE TIME" SPECIAL



- B-8SL Compumatic with two lenses Telephoto Lens 36 mm F/2.8 f.m. Normal Lens Lytar 13mm f/1.9 f.f. Priced separately, camera and lenses total \$172.00 This Bolex "Picture Time" Special, only \$149.50

Save \$22.50

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