



Mel Baker, Store Manager

Hi there! Glad to make your acquaintance! Come on down to our newly decorated store. We've just finished our sixth expansion in four years. Don't be frightened, we didn't get all fancied up; just made more room for our new and more complete stock of cameras, projectors and accessories. We're expanding our camera department so that we can serve you more completely. Come in and see the new Super 8mm Instamatic Movie cameras and projectors. Use your BankAmericard, lay-away, or contract terms as little as 10% down. PRICE?? The best buys are here.

SERVICE — is our motto. We're here to help you pick the camera and equipment most suitable for your purpose - to service your equipment - and from the years of our experience, give you the help you may need, so that you can derive more pleasure from your photos.



FUN IN THE SUN — and now is the time to think "Photography"! What better way to record those precious moments of outdoor activity than with your camera? **REMEMBER** though! Unless you like your pictures fried. . . please don't put your camera and films in the glove compartment or the rear deck of your car. The heat will spoil both your film and camera. **IMPORTANT** — bring your film to us for developing as soon as possible after exposing. Film deteriorates much more rapidly after exposure, than before.

TAKE CARE — It's important to remember that your photos will last as long as you take care of them. Don't let them lie around loose in a drawer, or shoe box. Keep them in an album. this way they will be in good condition. It's also important to file your negatives so they won't get damaged



We are at 1945 Lomita Blvd., in Lomita, conveniently located just two blocks west of Western Ave. Plenty of free parking. Hours 9 a.m. to 6 p.m. daily except Sunday.

EUROPE? TRAVELING? "How much film can I take to Europe?" is the most often asked question. We have a booklet, "Photo Travelers Abroad". It's FREE. Just come in and ask for it.

WORTHWHILE PHOTO TIPS

"Always stand with your back to the sun when taking pictures." This is an old adage that is not true with modern flash cameras. Just pop in a flash bulb and shoot. The flash will bring out the shadow detail.