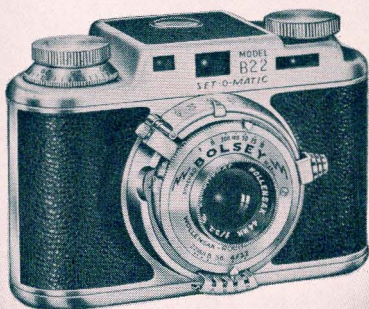


**NEW  
LOW PRICES!**

**BOLSEY**



***SET-O-MATIC***

**CAMERAS and ACCESSORIES**

*"A milestone in Photography"*

**FREE**  
**EXPOSURE GUIDE**  
SEE CARD INSIDE



**BOLSEY CORPORATION OF AMERICA**

*One of the Finer Names in Photography*

118 EAST 25th STREET NEW YORK 10, NEW YORK



# THE PRECISION BOLSEY

Bolsey is the camera that gives you picture quality formerly thought possible only with the most expensive foreign makes. The secret of such performance is in the exceptional design of the camera and its optical system, plus manufacturing and engineering techniques that set new higher standards of excellence in the reasonably priced 35mm field.

## EXAMINE THIS LIST OF IMPORTANT B22 and C22 FEATURES

1. SET-O-MATIC Automatic Diaphragm Computer for perfect flash pictures automatically.
2. SET-O-MATIC CHART in back of camera quickly gives SET-O-MATIC letter for all film-midget bulb combinations.
3. Fast f:3.2 Anastigmat lens all surfaces coated; color corrected.
4. Coupled Rangefinder — Military precision, split-image type built-in and sealed, assures smooth, sure-sharp focusing permanently.
5. Internally synchronized shutter for flash with any standard or midget base flashbulb.
6. All wiring internal, carefully insulated.
7. Special 44mm lens gives wider picture taking area, increases depth of field.
8. Accurate shutter speeds 1/10 to 1/200, T and B.
9. Exclusive "No-Double-Exposure" Device prevents accidentally taking two pictures on the same frame, but you can do so if you wish.
10. Helical mounted lens and shutter for smoother focusing action. Always ready. No pulling out. Prevents lens rotation — important with Polaroid filters and attachments.
11. Unusually close focusing up to two feet with rangefinder.
12. Optical eye-level viewfinder, set close to rangefinder for fast operation.
13. New film lead catch saves 10% or more of film ... get 2 to 4 extra pictures per roll. Think of the saving in color.
14. Properly placed finger-tip controls for fast, accurate shooting.
15. New-design Flashgun Mount, two-prong, one-screw, attaches flashgun quickly, easily and firmly.
16. Frame counter automatically returns to Zero after 36 frames.
17. Small enough to fit pocket or purse, and so comfortable to use.
18. Winding knob tells when camera is not loaded ... turns without stopping.
19. Rapid loading. Entire back of camera removable. Take-up spool permanently in camera. New safety film lead catch, lead cannot escape accidentally.
20. Practically no parallax. Viewfinder very close to lens.
21. Takes standard 35mm film cartridge. Gives standard double frame negative size, 1 x 1½ inches.
22. Leatherette covering countersunk into body and protected by metal rims.
23. All Aluminum high precision die-cast body.
24. Takes beautiful black and white or brilliant natural color.
25. Distinctive design ... beautiful, modern lines.

### ADDITIONAL FEATURES OF MODEL C22

1. Fool-proof twin-lens reflex focusing on ground glass.
2. Reflex finder lens and taking lens perfectly matched f:3.2.
3. Parallax correction indicator on reflex ground glass viewer at 2 ft.
4. Flip-up disappearing magnifying lens.
5. Side screws allow strap-carrying without case.

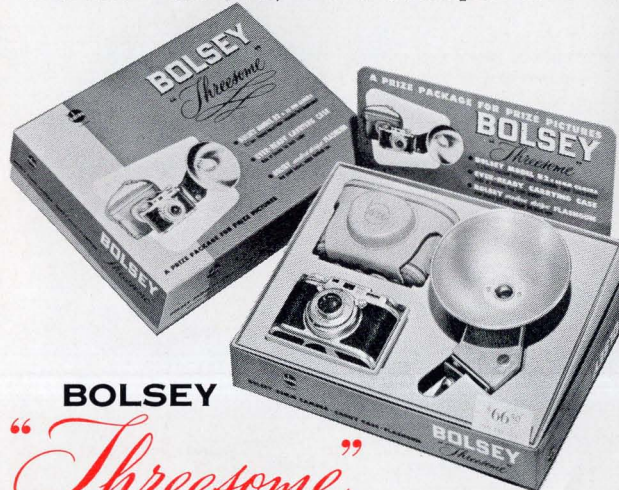
# BOLSEY SET-O-MATIC CAMERAS

AUTOMATIC DIAPHRAGM COMPUTER

## WORLD'S FIRST AND ONLY 35mm CAMERAS THAT GIVE YOU PERFECT FLASH PICTURES ... AUTOMATICALLY!

The most important photographic advance in 22 years! Now anyone, with one single, simple setting, can take perfect color or black and white flash pictures — shot after shot — and never, never a wasted picture. You set

the SET-O-MATIC slide . then range find and shoot . that's all. SET-O-MATIC calculates, measures, interprets for you — automatically.



### BOLSEY "Threesome"

"A Prize Package For Prize Pictures"

- MODEL B2, 35MM CAMERA
- EVEREADY CARRY CASE
- MODERN DESIGN FLASHGUN

Your complete Bolsey outfit camera, case, and flashgun Masterfully designed and skillfully made, this popular picture-taking package is one you'll be proud to own to use to give as a gift!

~~\$79.50~~  
Only ~~\$79.50~~ Fed. tax incl.

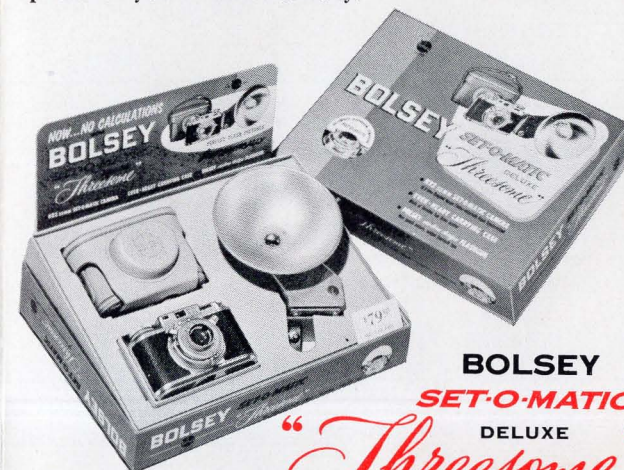
**NOW ONLY \$66.50**



### BOLSEY SET-O-MATIC MODEL B22

See features on opposite page

MODEL B2 All features except Set-O-Matic **NOW \$58.50**



### BOLSEY SET-O-MATIC DELUXE "Threesome"

"Automatic Flash Pictures

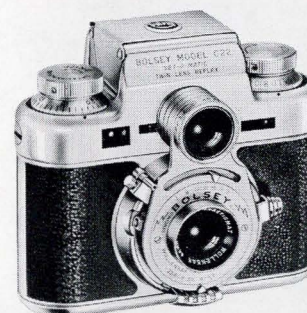
Brilliant Daylight Pictures"

~~\$99.75~~  
Only ~~\$99.75~~ Fed. tax incl.

**NOW ONLY \$79.50**

- SET-O-MATIC MODEL B22 35mm CAMERA
- MODERN DESIGN FLASHGUN
- TOPGRAIN CARRY CASE

No calculations One simple setting of Set-O-Matic automatic diaphragm computer for entire roll then range-find and shoot that's all! Gorgeous color slides, crisp black and whites An exclusive picture-taking ensemble with the world's first and only camera that gives you perfect flash pictures AUTOMATICALLY!



### BOLSEY SET-O-MATIC MODEL C22

Twin Lens Reflex See features on opposite page

MODEL C All features except Set-O-Matic **NOW \$89.50**



# BOLSEY FLASHGUNS

## FLASHGUN #2

Can be used with camera case on or off. New design makes gun attachment quick, easy so secure you can even use gun as carrying handle. Built-in bulb ejector. Uses 2 standard photoflash batteries.



**\$9<sup>95</sup>**

## B/C FLASHGUN #3 (Battery Capacitor)

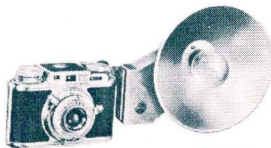
Utterly New, different! Uses a high capacity condenser (capacitor) charged by a 22½ volt hearing aid type battery. Lasts for more than 10,000 high-powered flashes or 2 to 3 years of hard use. Built-in test light, bulb ejector. Exclusive Bolsey mount for quick, easy, secure attachment. No dangling wires.



**\$15<sup>50</sup>**

## FLASHGUN #5

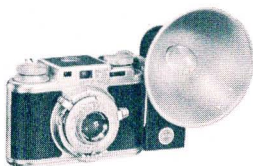
A beautifully finished grey plastic flashgun with attached reflector. Uses 3 pencil batteries and accepts all midget bulbs. Exclusive Bolsey easy-attach mount sets you up for flash in seconds. No dangling wires. Built in bulb ejector.



**\$9<sup>95</sup>**

## FLASHGUN #6

Smallest flashgun in Bolsey history! Specially designed for new M2 sub-midget bulbs. Accepts 2 pencil batteries. Exclusive easy attach Bolsey mount. Built in bulb ejector. No dangling wires.



**\$5<sup>95</sup>**

## B/C FLASHGUN #7 (Battery Capacitor)

Specially designed for new M2 sub-midget bulbs. Built in test light and bulb ejector. Battery-condenser circuit provides high-powered flashes for years of constant use. Exclusive Bolsey easy attach mount. No dangling wires. Top performance for perfect flash pictures. A complement to your Bolsey Set-O-Matic Camera.



**\$10<sup>95</sup>**

## MINI-FLEKTOR

A combination adapter-reflector for best results with new M2 sub-midget bulbs. Fits all horizontal type flashguns by simply inserting into socket with original reflector on or off. All aluminum. Fits pocket or purse.



**\$1<sup>69</sup>**

# BOLSEY ACCESSORIES

## BOLSEY EVER READY CARRYING CASES

Handsome, top grain cowhide cases expertly stitched for long wear.

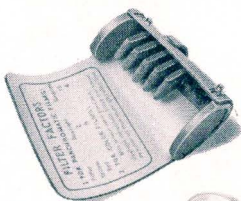
**FOR MODELS B, B2, B22 \$7.95**

**FOR MODELS C, C22 \$10.50**



## BOLSEY FILTER KIT

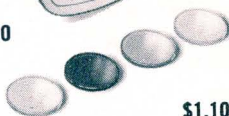
Made of genuine leather. Snaps on carrying strap. Contains four series V optically correct and color correct filters. Yellow, Red, Haze and Type A Conversion. Guaranteed against defects for life!



**\$7.50**

## BOLSEY ADAPTERS

Accepts Series V filters and standard sunshade. Satin finish.



**\$1.10**

## BOLSEY SUNSHADES

Will not vignette or interfere with viewfinder. Satin finish.

**\$1.90**



## BOLSEY CABLE RELEASE

Fits all Bolsey Cameras.

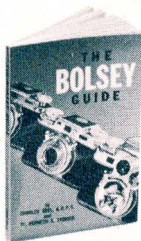
**\$1.40**



## THE BOLSEY GUIDE

A compact, complete and easily used reference book, equally informative for serious amateur and beginner. 124 pages, semi hard color cover. 70 illustrations, numerous charts and tables, packed with photographic instruction in easy to understand, down-to-earth language.

**\$1.95**



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