



THE NEW

Color

CAMERA

... AND MODEL A3 BY ARGUS

The New Colorcamera . . .

- BEAUTIFUL APPEARANCE
- SMOOTH OPERATION
- ADVANCE DESIGN
- AMAZING PRICE

The new COLORCAMERA is the first 35 mm camera to be designed especially for Kodachrome photography. Its amazing value and appearance, its easy operation have already won it thousands of enthusiastic users.

The built-in PHOTOELECTRIC Exposure Meter, fully guaranteed, accurately registers light intensities from 1.4 to 2050 footcandles; a special Exposure Calculating device calibrated for the individual lens, makes it easy for even inexperienced

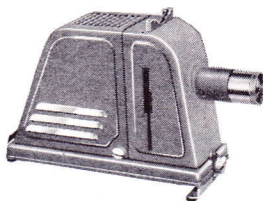


YOU'LL BE SURPRISED to learn that color snapshots cost no more than black-and-white pictures—average less than 16c per shot—and are easy to make with the new COLORCAMERA. No disappointing under-exposed films; the new built-in PHOTOELECTRIC Exposure Meter helps you get every exposure just right. The Color-corrected Argus lens records them sharp and life-like. You haven't had your biggest camera thrill until you've seen your own gorgeous, full-color pictures projected in all their brilliance. See back cover of this folder for Argus Home Projection equipment.



COLOR pictures like this are so easy—and inexpensive—to take that thousands of beginners are turning to this new beautiful method of picture taking.

The ARGUS Colorcamera has every important feature you need for brilliant, life-like pictures in black and white or color. Be sure to see it today.



ARGUS DP Projector for your Kodachrome Slides. Amazing optical efficiency and new principles in ventilation make this famous projector an outstanding value. Brilliant, sharp, cool operating. 100 watt home model \$22.50; 200 watt model \$37.50; 300 watt motor-cooled model, \$57.50.



Guaranteed Beaded Screens for true color projection. Even in partially darkened rooms, these screens reflect brilliant images. Guaranteed against shattering or discoloring. Table models, 30" x 40", \$9.95; 22" x 30", \$5.95, both complete with carrying cases. Deluxe Model, complete with folding metal stand and carrying case, size 36" x 48", \$15.95.



Lens Accessory Kit, neat, compact. Contains Kodachrome Photo flood filter for indoor photography., 4X yellow filter, lens shade and lens cap. Complete in leatherette case, \$5.00.



All-leather Carrying Case Superbly stitched from finest quality brown leather. A smart looking, practical accessory to protect your camera from rain, dust or damage through accidental dropping. Fits both cameras, \$4.50.