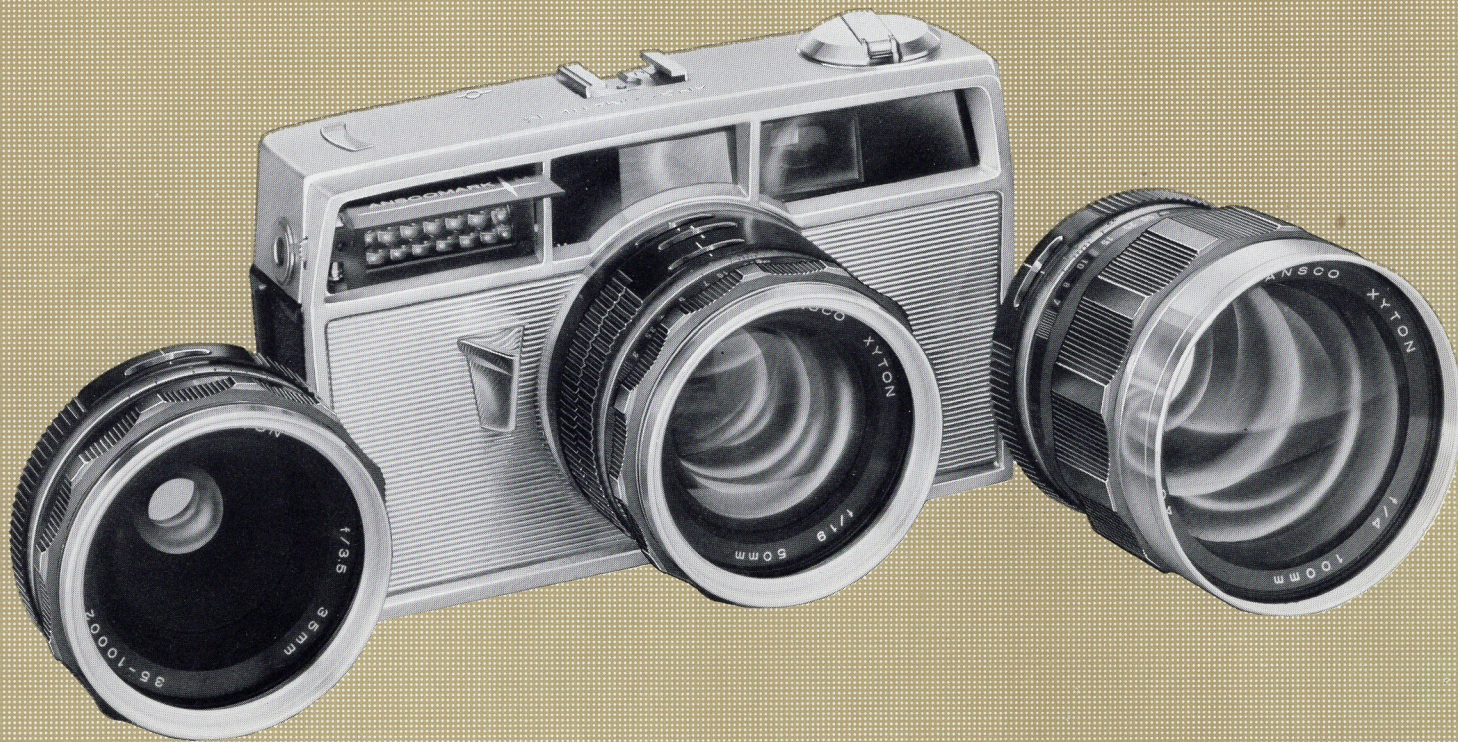


*new!*

# ANSCOMARK M

35 MILLIMETER AUTOMATIC CAMERA



**BUILT WITH PRIDE BY CAMERA CRAFTSMEN**

**... FOR FLAWLESS SERVICE TO DISCERNING PHOTOGRAPHERS**

- “Match needle” photoelectric exposure selection *plus* complete lens coupling for normal, telephoto, and wide angle coverage.
- All lenses couple to rangefinder . . . All lenses couple to exposure control!

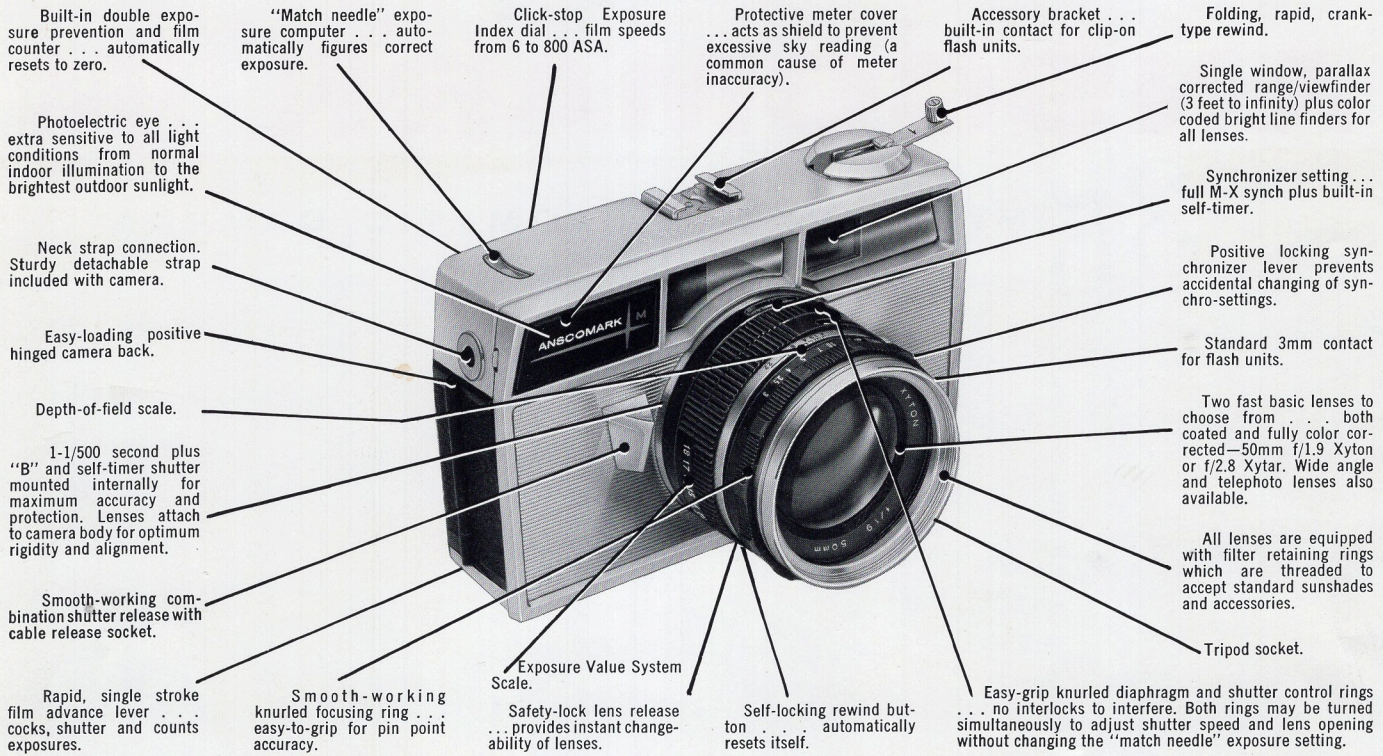
- Big single window, parallax corrected range/viewfinder with color coded bright line finders for all lenses.
- Precision fully synchronized MXV shutter . . . 1 to 1/500 second plus “B”!

with 50mm f/1.9 Xyton lens  
**\$159.50**

Anscocomark M with Xytar f/2.8 50mm lens	<b>\$134.50</b>
Genuine leather camera case	<b>\$12.50</b>
Xyton 100mm f/4 telephoto lens and case	<b>\$79.50</b>
Xyton 35mm f/3.5 lens and case	<b>\$59.50</b>

New **ANSCOMARK M**

**"MATCH NEEDLE" EXPOSURE SELECTION PLUS INSTANTLY INTERCHANGEABLE COUPLED LENSES!**

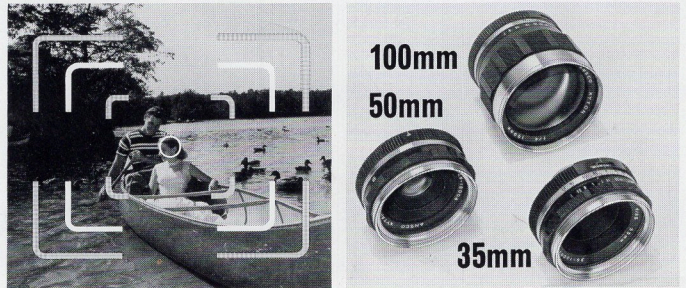


**VERSATILE "MATCH NEEDLE" EXPOSURE CONTROL BY 1/STOP OR SHUTTER SPEED!**

New highly advanced meter controls offer automatic exposure computation by preselection of either shutter speed (ring "A") or lens opening (ring "B"). Exposure settings are then balanced by turning the remaining ring ("A" or "B") until the red exposure meter needle is surrounded by the white circle indicator "C." Both rings may be turned simultaneously (no annoying interlocks to interfere) to adjust shutter speed and lens opening without changing the "match needle" exposure setting.

**COMPLETE LENS COVERAGE FOR ALL PICTURE-TAKING SITUATIONS!**

Thanks to smart designing; unique quick-action, safety-lock lens release; big, brilliant single-window parallax corrected viewing; and precision finger-tip focusing, the new Anscomark M and its system of fast, fully coated and color corrected lenses offers an unexcelled value in the precision 35mm field.

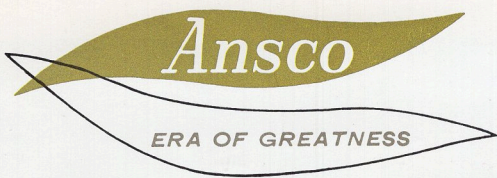


All Anscomark M lenses are color coded to correspond with the bright line finders in the single window range/viewfinder.

**ORDER A STOCK OF ANSCOMARK M CAMERAS AND LENSES TODAY!**

- JN268 — Anscomark M with f/1.9 Xyton lens  
Camera case \$159.50  
\$12.50
- JN269 — Anscomark M with f/2.8 Xytar lens  
Camera case \$134.50  
\$12.50
- JN270 — 35mm f/3.5 wide angle lens and case \$59.50
- JN271 — 100mm f/4 telephoto lens and case \$79.50

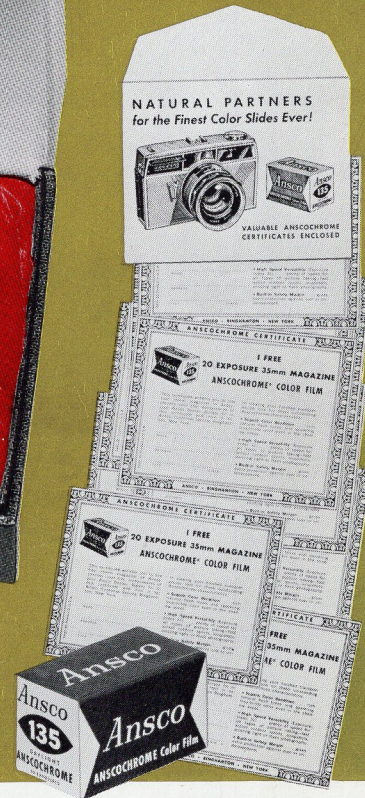
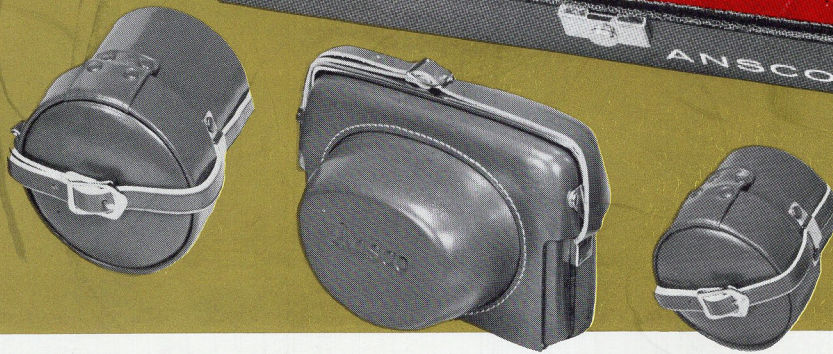
**AnSCO**  
BINGHAMTON • NEW YORK  
All prices subject to change without notice and include Federal Excise Taxes.



# ANNOUNCING THE NEW ANSCOMARK M PRESENTATION KIT!

*An Exciting New Concept in Camera Merchandising*

Sell the Anscocomark M as you would fine jewelry. Use this luxurious presentation kit to display, demonstrate and deliver the quality Anscocomark M camera.



## Anscocomark M f/1.9 Presentation Kit

**SUGGESTED RETAIL \$299.50**

Anscocomark M f/1.9 camera	...	\$159.50
Anscocomark M leather camera case	...	12.50
Xyton 100mm f/4 telephoto lens and case	...	79.50
Xyton 35mm f/3.5 lens and case	...	59.50
10 Anscochrome Certificates*	...	20.50
Anscocomark M deluxe presentation case	...	N. C.

**TOTAL RETAIL VALUE \$331.50**

## Anscocomark M f/2.8 Presentation Kit

**SUGGESTED RETAIL \$274.50**

Anscocomark M f/2.8 camera	...	\$134.50
Anscocomark M leather camera case	...	12.50
Xyton 100mm f/4 telephoto lens and case	...	79.50
Xyton 35mm f/3.5 lens and case	...	59.50
10 Anscochrome Certificates*	...	20.50
Anscocomark M deluxe presentation case	...	N. C.

**TOTAL RETAIL VALUE \$306.50**

## SPECIAL ANSCOCHROME CERTIFICATES\*

**10 Certificates for 20 exp. 35mm Anscochrome included with each Presentation Kit.**

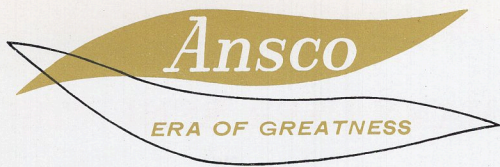
**RETAIL VALUE \$20.50**

The extra value provided in the Anscocomark M Presentation Kit and the certificates for Anscochrome® color film are sure to stimulate consumer interest!

**ORDER NOW . . . SUPPLIES ARE LIMITED !**

All prices subject to change without notice and include Federal Excise Taxes.

**AnSCO**  
BINGHAMTON, NEW YORK



NEW

# ANSCOSET

35 mm one-step automatic camera



IT'S THE NEWEST CONCEPT IN SIMPLIFIED PRECISION CONTROL

- Just turn the "single ring" exposure control . . . it automatically sets its own exposure!
- New simplified control for flashlamps . . . calculates settings automatically!
- Fast f/2.8 lens and new full-range shutter . . . 1/8 to 1/1000 second *plus* "B"! M-X Synchronization, self-timer.

Precision cameraship for devotees of automatic photography at a medium price

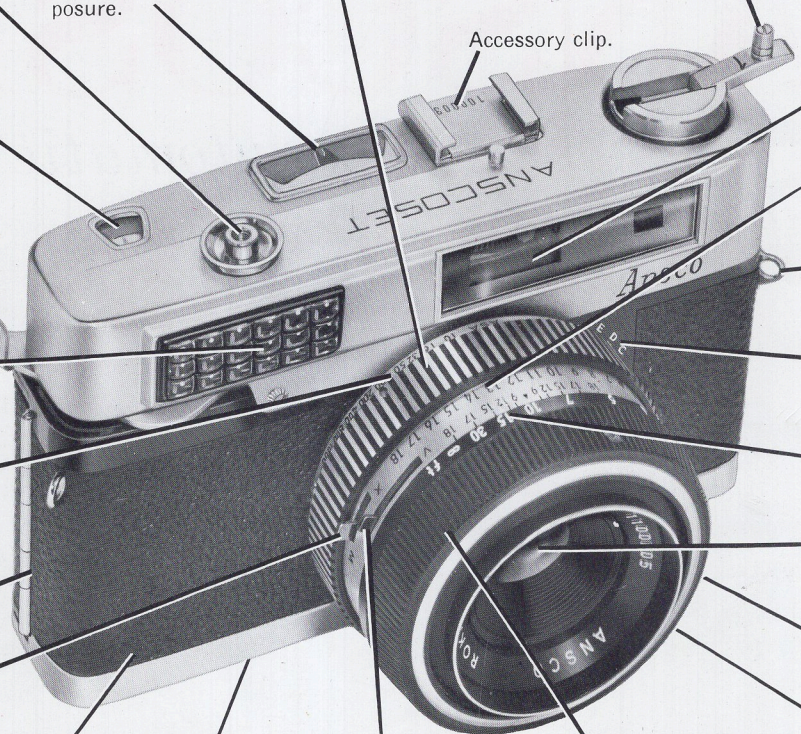
\$69.95  
RETAIL

Genuine Leather case \$9.95 retail

Featuring . . . . .

**New**  
**35mm ANSCOSET**

**NO OTHER 35mm AUTOMATIC OFFERS SO MANY USER BENEFITS!**



Smooth-working shutter release with cable release socket.

**Built-in** double exposure prevention and film counter . . . automatically resets to zero.

**Rapid**, single stroke film advance lever . . . cocks shutter and counts exposures.

**Photoelectric Eye** . . . extra sensitive to all light conditions from normal indoor illumination to the brightest outdoor sunlight.

**Exposure Index** settings from 10 to 1600 . . . ample provision for super-speed films of the future.

Easy-loading positive hinged camera back.

**Synchronizer lever** . . . shutter fully synchronized for flashlamps and electronic flash units.

**Sturdy die-cast** aluminum construction.

**Match-needle** exposure computer . . . automatically figures correct exposure.

**Single ring** exposure control . . . automatically selects optimum combination of shutter speed and lens opening.

**Folding**, rapid, crank-type rewind.

**Single window**, bright line range-viewfinder eliminates guesswork . . . provides precision focusing accuracy from three feet to infinity.

Accessory clip.

Newest exposure value lens and shutter calibrations.

Neck strap ring.

**New simplified** automatic flashlamp exposure calculator.

Depth-of-field scale.

Fast 4 element f/2.8 Rokkor lens . . . fully color corrected.

Standard 3mm contact for flash units.

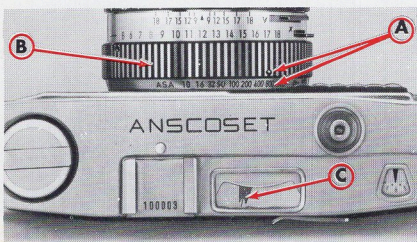
Tripod socket.

**Self-timer** . . . allows 10 seconds for photographer to get in the picture.

**Smooth-working** knurled focusing ring . . . easy-to-grip for pin point accuracy.

Rewind release button.

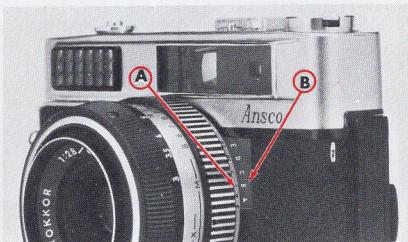
**New "Single Ring" Exposure Control . . .**



**for Daylight and Existing Light Indoors!**

No more lens openings or shutter speeds to fool with . . . the new Anscoset does your thinking for you. Just set scale "A" for the speed of the film used (10 to 1600 ASA), then turn the single ring exposure control "B" until exposure meter indicators "C" are matched. . . the Anscoset automatically computes the correct exposure.

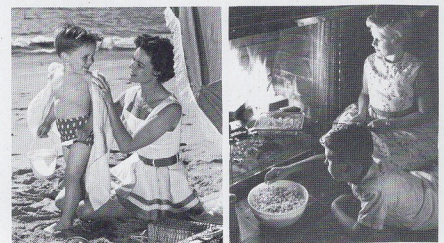
**New Simplified Control for Flashlamps**



**. . . Automatically sets exposure!**

No "mathematics" involved. Just focus to establish the distance from the flashlamp to subject . . . then set the distance mark on the single ring exposure control "A" next to the flashlamp being used "B." And you're ready to shoot. The Anscoset is synchronized for flashlamps and electronic flash units.

**Extra Sensitive Photoelectric Eye**



**plus Wide Range Exposure Control!**

The Anscoset's new extra sensitive photoelectric eye, full range shutter (1/8 to 1/1000 second plus bulb) and fast 4 element f/2.8 lens give the greatest range of exposure control of any automatic meter controlled camera of its type (ASA 10 to 1600). Its built-in photo-electronic brain automatically selects the optimum exposure under all light conditions.

**Anscoset Camera**  
**Eveready Camera Case**

**\$69.95** Retail  
**\$ 9.95** Retail

**AnSCO**

Binghamton, New York  
All prices subject to change without notice and include Federal Excise Taxes.

**ORDER JN267 TODAY FOR EARLY DELIVERY!**

For exciting pictures in  
**COLOR** and **BLACK-and-WHITE**

ADVANCED PHOTO PRODUCTS  
**AnSCO**

FOR EVERYONE WHO TAKES PRIDE IN HIS PICTURES

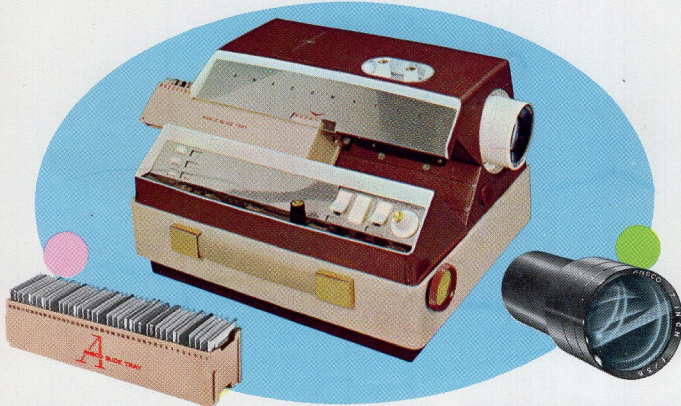
**NEW!** **ANSCOSET... 35mm**  
One-step automatic camera



Simple as 1, 2, 3! 1) Turn "single-ring" control for perfect exposure. 2) Aim and focus. 3) Shoot the picture. For Flash shots, simply match distance scale to flash-lamp symbol and shoot! Fully synchronized • Single window bright-line range/viewfinder • f/2.8 lens, 1/8 to 1/1000 shutter plus Film Speed settings 10 to 1600 for widest range exposure control.

**Anscoset Camera JN267** \$69.95 Retail  
**Eveready Camera Case JN267** \$9.95 Retail  
(Camera must be purchased in combination with case.)

**NEW!** **ANSCOMATIC® PROJECTOR**  
Sit back and enjoy the show!



Fully automatic for 2 x 2" slides . . . also handles 2 3/4" square and single stereo frames. Intermixes all type mounts. Auto-time, Automatic and Manual Controls. New 500W. Proximity Reflector Lamp, Super cooled. Illuminated control panel. Even turns room lights off and on. Includes integral case, remote control cord and slide tray.

**JN276** \$119.50 Retail

**NEW! ANSCO "TAG-ALONG" SLIDE TRAY JN281**

Exclusive design, couples to tray ahead for uninterrupted slide shows. Holds 40, 2 x 2" slides in standard mounts! Fits all projectors using trays of the TDC type!

**SINGLE TRAYS WITH INDEX COVER** \$1.00 Retail  
**HANDY 4-PAK WITH FILE CONTAINER** \$4.00 Retail

**NEW! ANSCOMATIC 7" PROJECTION LENS JN280** \$24.95 Retail

Same brilliance as standard 5" lens. For long throw projection . . . lets you place projector above and behind audience.

**NEW!** **ANSCOMARK M... 35mm**  
Auto-coupled meter . . .  
interchangeable lens camera

Features "match-needle" photoelectric exposure control by pre-selection of either shutter speed or f/stop. All lenses automatically couple to big single window, parallax-corrected range/viewfinder and "match-needle" exposure control, 1 to 1/500 sec. fully synchronized shutter. Unique lens mount assures precise optical alignment and maximum shutter protection.



**Anscomark M with 50mm f/1.9 Xyton lens JN268** \$159.50 Retail  
**Anscomark M with Xytar f/2.8 50mm lens JN269** \$134.50 Retail  
**Genuine leather camera case** \$12.50 Retail  
Camera must be purchased in combination with case.  
**35mm f/3.5 wide angle lens and case JN270** \$59.50 Retail  
**100mm f/4 telephoto lens and case JN271** \$79.50 Retail

**ANSCOMARK M PRESENTATION KIT**



Either f/1.9 or f/2.8 model available in deluxe presentation kit including wide angle and telephoto lenses.

**USE THESE ANSCO A+ FILMS**  
for outstanding pictures everytime!

**ANSCOCHROME® DAYLIGHT TYPE** The standard color film for all popular cameras. Its high speed Exposure Index of 32 is ideal for shots in daylight or with blue flash.

**MOVIECHROME®-8 COLOR FILM** Finest quality high-speed 8mm daylight color film. Exposure Index 20 . . . twice as sensitive to light as ordinary 8mm color. Lets you take pictures from sunrise to sunset . . . even when light is less than perfect.

**SUPER HYPAN®** The world's finest-grain super-speed film. (ASA 500 Daylight, 400 Tungsten). Designed for all types of black-and-white picture-taking with adjustable cameras . . . existing light candid, scenic and stop-action sports photography.

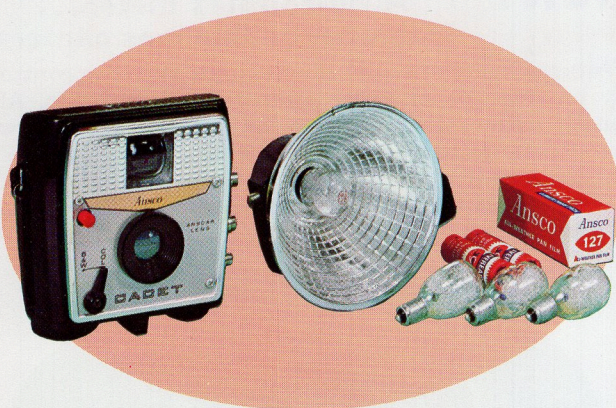
**ALL-WEATHER PAN** Finest quality All-Weather black-and-white snapshot film . . . guaranteed to take better pictures rain or shine! ASA Speed 125 Daylight, 100 Tungsten.

# AnSCO **A+** CAMERA OUTFITS

## ANSCO CADET® CAMERA OUTFIT

JN252

\$10.75 Retail



Bright clear snapshots or color slides and prints at the touch of a button. Large, optical viewfinder . . . double exposure prevention. Takes 12 exposures on popular 127 size film. A complete picture-taking kit . . . includes camera, flash, film, batteries and bulbs.

## ANSCO CADET FLASH CAMERA OUTFIT

JN279

\$10.95 Retail



Features compact built-in flash and uses new economy AG bulbs for maximum convenience! Built-in double exposure prevention . . . brilliant optical viewfinder. Effortless to use day or night for 12 sparkling color or black-and-white pictures on 127 size film. Outfit includes camera, film and flashlamps.

## ANSCO CADET REFLEX CAMERA OUTFIT

JN255

\$15.95 Retail

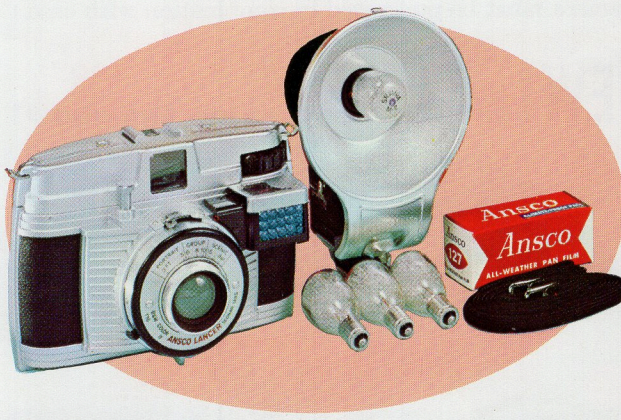


Big, bright reflex viewer shows you the actual picture before you snap it. Flawless performance . . . built-in double exposure prevention. Makes 12 exciting color or black-and-white pictures on 127 roll film. Outfit contains 2 rolls of film, camera, flash unit and bulbs.

## ANSCO LANCER®-LG CAMERA OUTFIT

JN274

\$24.95 Retail



New—extra-sensitive photoelectric eye measures the amount of light . . . tells you how to set camera for color or black-and-white snapshots. Adjustable zone focusing (as close as 3 ft.). Double exposure prevention. All-metal construction. Outfit includes camera, BC flash unit, neck strap, flashlamps and 1 roll 127 size All-Weather Pan film.



The All-Weather black-and-white snapshot film.

Buy the 3-Roll Pak and Save!

The standard color film for all popular cameras.

The super-speed color film for adjustable cameras.

Fine-grain super speed b & w film.

Fast new 8mm color film.

ANSCO • Binghamton • New York • All prices are subject to change without notice and include Federal Excise Taxes where they apply.

AnSCO

ERA OF GREATNESS

new

# CADET \* FLASH



CAMERA OUTFIT



ELITE MEMBER OF THE CORPS OF CADETS  
...FIRST CAMERA WITH BUILT-IN FLASH  
TO USE NEW ECONOMY AG BULBS

- Effortless to use day or night for sparkling color or black-and-white pictures .
- Delivers 12, 2 x 2" slides or album sized prints on 127 roll film .
- Can't waste film because it can't double expose.

JN279 • COMPLETE CADET®  
FLASH OUTFIT, INCLUDING CAMERA,  
FILM, AND FLASHLAMPS . . . ONLY

**\$10.95**  
PLUS BATTERIES



## \* UNCONDITIONALLY GUARANTEED

for satisfactory performance or camera will be replaced. The AnSCO Cadet Camera 100% Assurance Policy accompanies every Cadet Flash, Cadet Reflex and Cadet Camera AnSCO delivers . . .

### AnSCO CADET ASSURANCE POLICY

AnSCO is so sure that this camera will give continued satisfactory performance that we unconditionally guarantee each Cadet, Cadet Reflex or Cadet Flash camera. This guarantee covers any camera failure, including accidental damage, which occurs during the first year of ownership, if the attached registration card is mailed within 10 days of purchase.

This guarantee is effective March 15, 1960 and continues in effect until notice of cancellation is provided by AnSCO. This warranty supersedes any previously published warranty.

Mail the attached card today—to be sure!

(Date Purchased)

\*If manufacturing defect appears in first 90 days after purchase, the 50¢ may be omitted.

While your dealer is not authorized to replace the camera (in case of trouble) we suggest you have him check to see if it is defective. If so, pack it carefully and return it to the AnSCO office to which your registry card has been mailed. Include this card and 50c\* to cover postage and handling, and a new camera will be sent to you by return mail.

This warranty does not cover the flash unit for Cadet or Cadet Reflex cameras. Please do not return the flash unit with your camera.

ANSCO

- 1001 N. LaBrea Ave., Los Angeles, Calif.
- 4255 W. Touhy Ave., Chicago, Illinois
- Binghamton, New York
- 1450 Queensway, Toronto, Canada



# AnSCO

# CADET

## (A+) CAMERA OUTFITS



## CADET\* REFLEX

### (A+) CAMERA OUTFIT

Big, bright reflex viewer shows the picture "full size" before it's snapped. Flawless performance that prevents double exposures. Makes 12 exciting color or black-and-white pictures on 127 roll film. Complete outfit including camera, flash, film and bulbs . . .

JN255 • ONLY **\$15.<sup>95</sup>**

PLUS BATTERIES

## CADET\*

### (A+) CAMERA OUTFIT

*Leading candidate for foolproof snapshots and endless fun!*

Bright clear snapshots or color slides and prints at the touch of a button. Large, clear viewfinder . . . double exposure prevention. Complete outfit including camera, flash, film, batteries and bulbs . . .

JN252 • ONLY **\$10.<sup>75</sup>**



PROTECTED BY THE

## ANSCO 100% CADET CAMERA ASSURANCE POLICY

See Other Side for Details

## ANSCO • BINGHAMTON, N. Y.

All prices subject to change without notice and include Federal Excise Taxes.

# NEW! Improved 35mm ANSCOCHROME EASY-LOADER



- Loads 35mm magazines in daylight
- Contains 8-20 exposure lengths of Anscochrome® Daylight color film
- Sturdy metal-clad construction
- Customers save over 30%

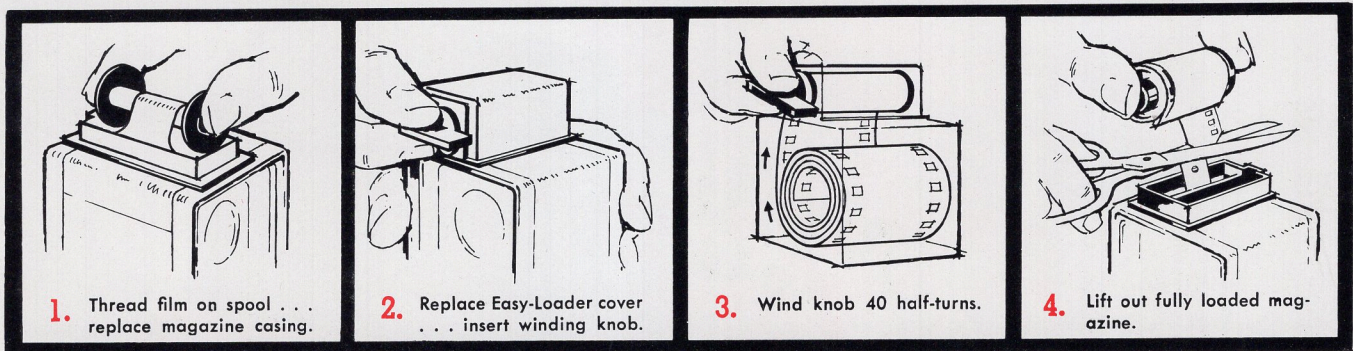
*only*  
**\$10.75**  
retail

# Offer your customers famous **Ansochrome** in this money-saving daylight loader only \$10.75<sub>retail</sub>



Here's the new improved model of the popular Anso 35mm Easy-Loader. Customers love it...it's the new modern way to film economy! They get 8 twenty exposure rolls of high-speed Ansochrome for about the price of five . . . and always have plenty of film on hand for all occasions. No need for costly daylight loading equipment . . . it's a self-contained "pocket darkroom."

**LOADS 35MM MAGAZINES IN DAYLIGHT  
... TAKES ONLY SECONDS**



## World's finest color films... for all color-full occasions

### ANSCOCHROME E. I. 32

*the standard color film for all popular cameras*

Regular Ansochrome is the standard color transparency film for any camera when the exceptional speed of Super Ansochrome is not required . . . just right for simple snapshot type cameras too!

Its exposure index of 32 is fast enough to stop lots of action in daylight or with flash—and its ability to render rich, natural color, even in dim light and shadows, remains unmatched.

#### Ansochrome Daylight Type

Sizes	Prices
127, 120 and 620	\$ 1.35
828	\$ 1.00
135 — 20 exposure	\$ 2.05
135 — 36 exposure	\$ 2.85
Ansochrome Easy-Loader	\$10.75

### SUPER ANSCOCHROME E. I.

*the world's fastest color film* **100**

The new premium color film which inherits all the exciting color characteristics of popular Ansochrome plus an amazingly fast exposure index of 100! (Not available in the Anso Easy-Loader.)

Cameras loaded with Super Ansochrome are ready for anything... action-stopping color in bright or poor daylight . . . indoor pictures with existing light . . . even instantaneous exposures by candle light! Its unheard of speed adds amazing new depth and sharpness to transparencies by permitting the use of smaller lens openings than ever possible before.

#### Super Ansochrome Daylight & Tungsten Types

Sizes	Prices
120	\$1.75
135 — 20 exposure	\$2.35
135 — 36 exposure*	\$3.30

\*Daylight type only.

All prices subject to change without notice and include Federal Excise Taxes where they apply.

**Order now, the busy picture-taking season is just ahead!**

**ANSCO • BINGHAMTON • NEW YORK**

# NEW! *AnSCO* MOVIECHROME<sup>®</sup>·8



*Fast*

*8mm*

*Color*

*Film*



offers a wonderful  
new world of color  
and action to all  
8 mm roll movie  
camera owners

# E.I.20

DAYLIGHT TYPE

# NEW! *Anso* MOVIECHROME<sup>®</sup>•8

DAYLIGHT TYPE



Now, from the Anso research laboratories that developed famous Ansochrome<sup>®</sup> high-speed color films, comes this remarkable new high-speed film for all 8mm roll movie cameras.

Anso Moviechrome-8 commands all the outstanding color qualities and fine grain characteristics you'd expect Anso scientists to devise . . . plus a speed bonus exposure index of 20! Here's the promise come true for a new faster high-quality color film to help you profit from the growing 8mm market. Order your supply now in generous helpings for the fast moving picture season just ahead!

## DESCRIPTION

Anso Moviechrome-8 is a fast 8mm color film for use in daylight. It is also possible to expose Moviechrome indoors with the use of photofoods and an 80B filter over the camera lens. Its superb color characteristics and exceptional speed make it an ideal color film for every outdoor scene. Its extra sensitivity also provides the means to make excellent exposures in poorer than normal daylight and to achieve slow motion and other special effects which heretofore have been difficult with slower films.

## CHARACTERISTICS

- 1. High Speed.** Anso Moviechrome • 8 Daylight Type is rated at E. I. 20 for use with ASA calibrated exposure meters. This means smaller lens openings for greater depth-of-field, higher shutter speeds for effective slow motion scenes and excellent exposures in less than ideal daylight.
- 2. Accurate Color Reproduction.** Moviechrome-8 records color with lifelike faithfulness throughout the full tonal range.
- 3. Grain.** Moviechrome-8 exhibits fine-grain characteristics equal to any film of its type on the market.
- 4. Versatility.** Aside from the versatility offered by its speed, Anso Moviechrome-8 will obtain satisfactory exposures indoors with photofood illumination and the use of an 80B filter over the camera lens.

## EXPOSURE INDEXES

Daylight 20 Tungsten 10 (with 80B filter)

## DAYLIGHT EXPOSURE GUIDE

The following table for outdoor exposures is based on Average Subjects front lighted. Side lighted subjects require about ½ stop wider lens opening. Back lighted subjects require ½ to one full stop wider lens opening. Additional exposure compensations should be made for the following:

*Light Subjects* (nearby people in marine, beach and snow scenes, distant scenery, etc.) about ⅔ stop smaller lens opening. Beach, marine and snow landscapes— one stop smaller lens opening.

*Dark Subjects* (People in dark clothing, dark foliage, flowers, animals, buildings, etc.) ⅔ to one stop wider lens opening.

## ANSCO MOVIECHROME • 8 FILM DAYLIGHT TYPE @16 Frames Per Second

Light Conditions	Lens Opening
Bright Sun – clear sky, strong shadows	f/11
Hazy Sun – soft shadows	f/8
Cloudy Bright – bright sky, no sun, no shadows	f/5.6
Cloudy Dull – or open shade on sunny day	f/4
Deep Shade	f/2.8

## PROCESSING

Fast processing service is available through most commercial finishing laboratories handling present 8mm color films.

**Anso Moviechrome • 8**  
is available now!

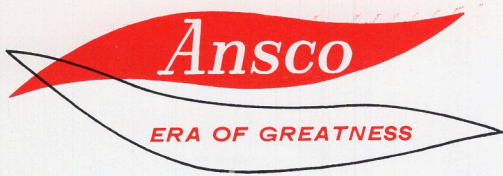
**25 Ft. Roll • \$2.85\*** Retail  
Suggested wholesale including tax \$2.20

**ORDER YOUR SUPPLY TODAY!**

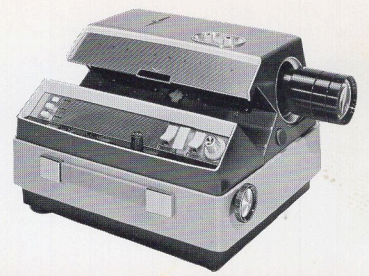
\*Processing Not Included

**ANSCO • BINGHAMTON • NEW YORK**

All prices subject to change without notice and include Federal Excise Taxes where they apply.



*New*



# ANSCOMATIC 7" LENS



**precision engineered for long-throw projection . . . maintains the screen brilliance of standard 5" lens**

This new coated and color corrected 7" lens is the perfect accessory to the Anscomatic® projector for use at home or by professional speakers. Because of its extra focal length, this lens allows the projector to be inconspicuously placed behind and above the audience . . . off and away from the screen as in a professional theater. Yet, even at this greater distance, its special lens formula maintains all the screen brilliance of the standard 5" lens originally equipped with the Anscomatic.

**ANSCOMATIC 7" LENS TO SCREEN PROJECTION DISTANCE (FEET)**

Screen Size	Half Stereo	35mm	Super-slide	2 3/4" Square
40" x 40"	26	18	16	13 1/2
50" x 50"	32	22 1/2	20 1/2	16
60" x 60"	38 1/2	26 1/2	24	19 1/2
70" x 70"	45	31	28	22 1/2
84" x 84"	53	37	33 1/2	27 1/2
96" x 96"	61	42	38 1/2	31
108" x 108"	68 1/2	47 1/2	42 1/2	35
120" x 120"	75 1/2	52 1/2	47 1/2	38 1/2

**\$24.95**

RETAIL JN280

**Anscocom**

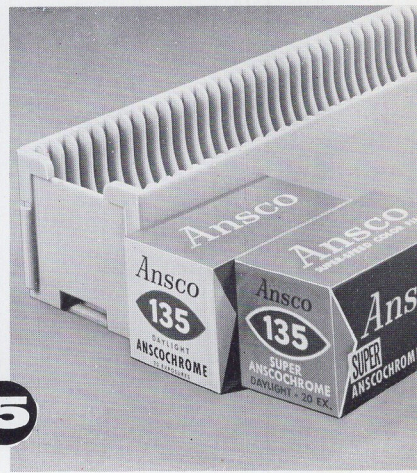
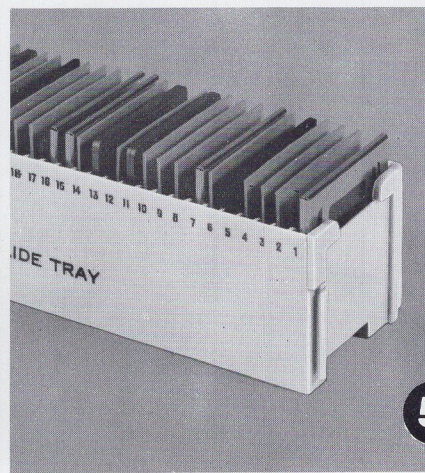
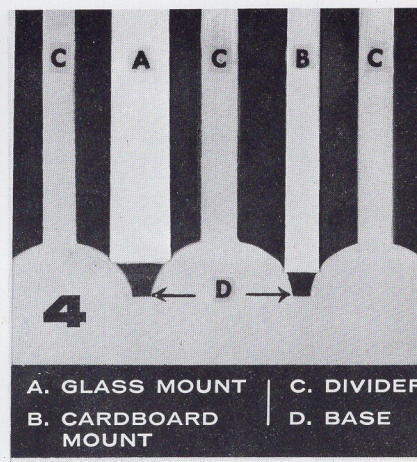
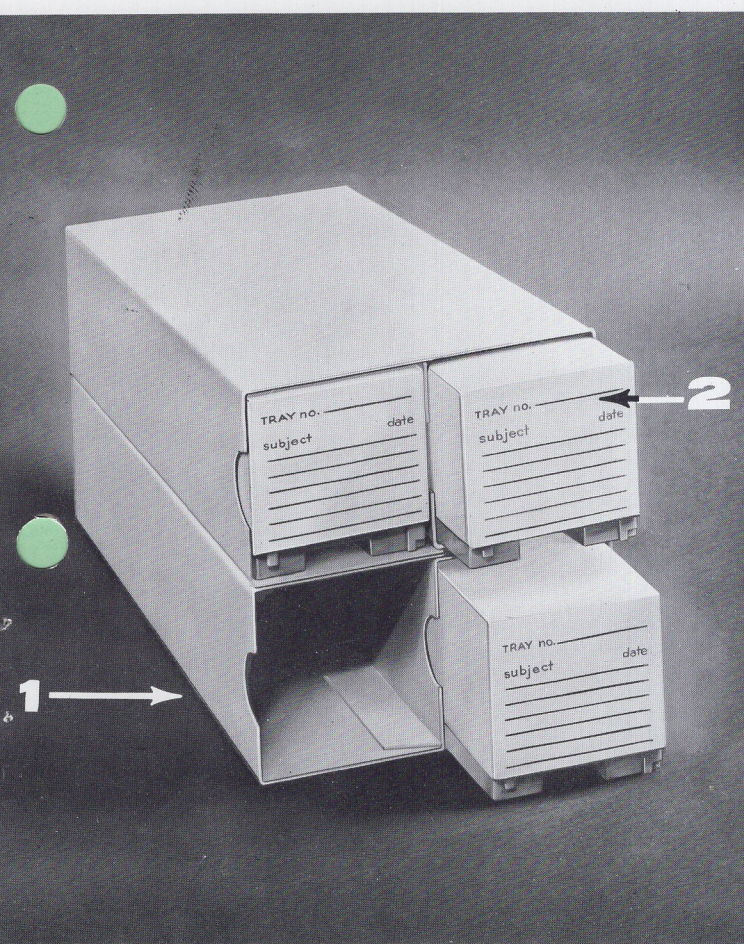
Binghamton • New York

PRICE SUBJECT TO CHANGE WITHOUT NOTICE AND INCLUDES FEDERAL EXCISE TAX



**new**

# ANSCO "TAG-ALONG" TRAY



**OFFERS EXCLUSIVE FILE CABINET CONTAINER... COUPLES TO THE TRAY  
AHEAD FOR UNINTERRUPTED SLIDE SHOWS... HOLDS 40, 2 x 2" SLIDES!**

Here's how the AnSCO "Tag-Along" Tray adds to all the benefits of *truly* automatic projection:

- 1. Exclusive Cabinet Container** with each 4-pak of trays makes storage and selection especially neat and efficient.
- 2. Index Cover.** Each tray also has its own index cover for easy slide identification.
- 3. New Tray Coupler** permits tray to tag-along to the tray

ahead. Next tray can be added when first tray is half through for indefinite, uninterrupted showings.

- 4. Contoured Corners,** specially designed, end problem of slides clinging to dividers. Each slide passes from the tray without a hitch and in perfect alignment.
- 5. Holds 40, 2 x 2" Slides** in any assortment of mounts.

*Fits all projectors using trays of the TDC type.*

Precision made of durable styrene plastic for a lifetime of rugged use.

New AnSCO Tag-Along Tray, with index cover, only... **\$1.00** RETAIL  
In handy 4-Pak, with file cabinet container, \$4.00 retail. ORDER JN 281

**ANSCO**

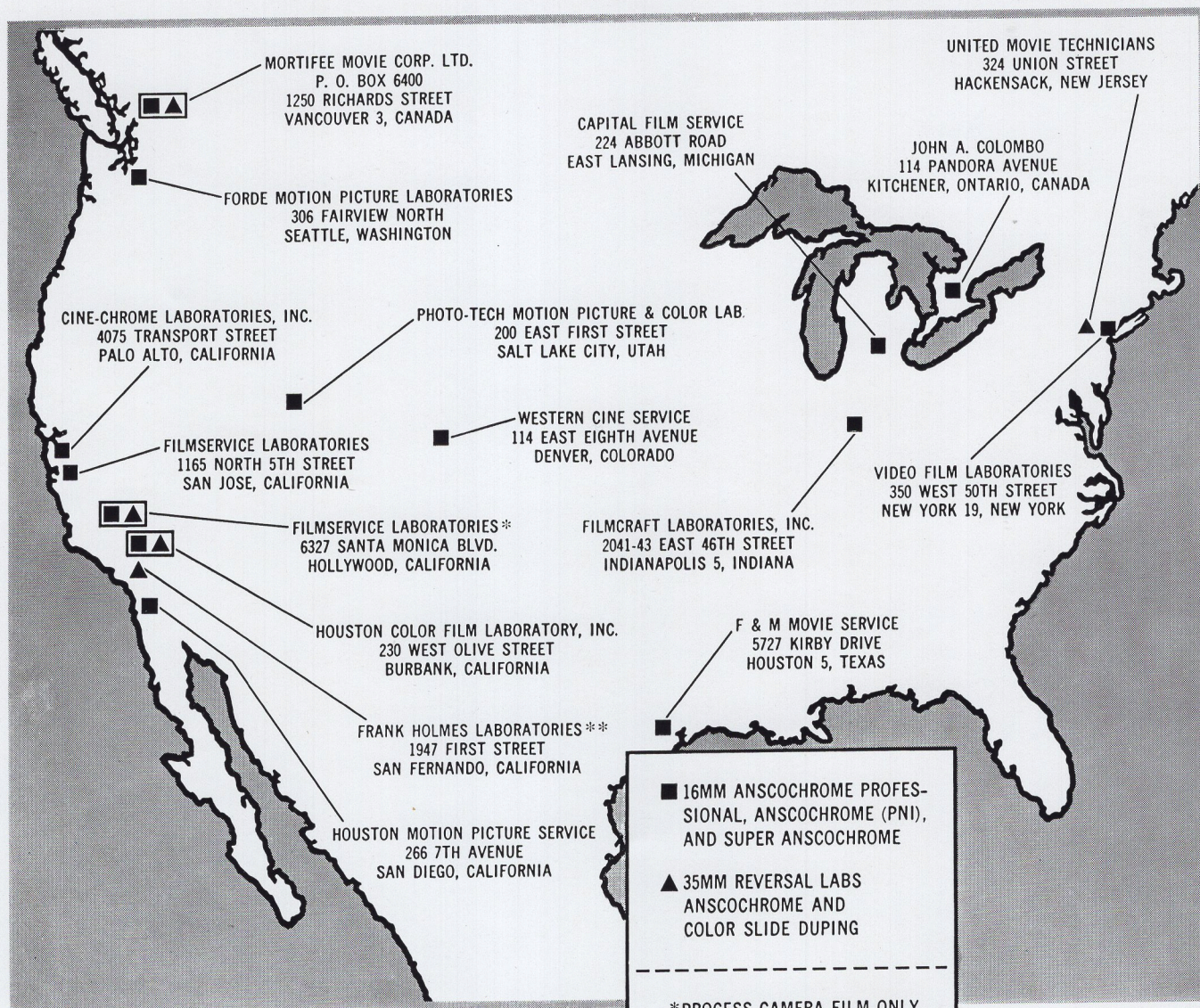
**Binghamton • New York**

Prices subject to change without notice and include Federal Excise Tax.

# NOW!

## Super-speed Ansochrome processing ... Anywhere!

Now you can get all the benefits of the superior color rendition of Ansochrome® 16mm film, the superior speed of Super Ansochrome 16mm (E.I. 100) plus rapid processing service virtually at your back door. These laboratories also offer color duplicating and other services. Use Anso and get quality plus service. Anso, Binghamton, N.Y., A Division of General Aniline & Film Corporation.



**ANSCO 16MM LABORATORIES**  
2299 VAUXHALL RD.  
UNION, N. J.  
247-59 EAST ONTARIO ST.  
CHICAGO 11, ILL.

# Anso

*Professional Motion Picture*



# NEW! *AnSCO* MOVIECHROME-8

→

## PREPAID

→

## PROCESSING

→

## CERTIFICATES

→

This handy time-saver is an easy one-step label that makes AnSCO controlled processing as near as the closest mailbox!

Easy to apply! Customer fills out the front side, and tears off the backing sheet, keeping stub as a receipt. Or you can apply label to box, slip stub inside, and sell film with processing included.

Certificates come ten to a matchlike folder and tear out easily along the perforation. Each folder is attached to a handsome red and white display card that can either be used on the counter or hung on the wall.

These special pre-paid mailers provide customers with speedier AnSCO film processing and free you from the extra cost and bother of record-keeping. It eliminates all the fuss and bother to both you and the customer if you sell him his processing at the same time he buys his film.

The customer has his receipt when you hand him the backing sheet and you have to handle it no further.

*Your customer pays only the regular processing price, \$1.75.*

---

**Net price is \$1.10 per certificate or \$11.00 for each folder of ten labels.**

---

PREPAID PROCESSING CERTIFICATE	
<b>FROM:</b>	This special label entitles holder to processing of one roll Moviechrome • 8.
NAME	PLACE STAMPS HERE
STREET	
CITY	
STATE	<b>TO: ANSCO</b>
	<b>PROCESSING LABORATORY</b>
	(See Reverse Side for Nearest Address)
	STREET
	CITY
	STATE
PREPAID PROCESSING CERTIFICATE	

*Save Time • Fuss!*

## AnSCO

**CONTROLLED PROCESSING OF MOVIECHROME-8 FILM**

DOUBLE 8 mm ROLL

**AnSCO**  
PREPAID PROCESSING  
CERTIFICATES  
CONTAINS 10 CERTIFICATES

RETAIL PRICE PER LABEL \$1.75

TOTAL RETAIL VALUE \$17.50

MOVIECHROME-8

**PREPAID PROCESSING CERTIFICATES**

**\$1.75**  
EACH

**THE EASY ONE-STEP MAILING LABEL — YOUR ANSCO PROCESSING LABORATORY IS AS NEAR AS YOUR CORNER MAIL BOX !**

ANSCO • Binghamton • New York

AnSCO

ERA OF GREATNESS

EXCITING NEW DISPLAYS PUT YOUR

# ANSCO CAMERAS UP FRONT!

## NEW! ANSCOSET-ANSCOMARK • M DISPLAY SET ORDER D554

Use this colorful new display set to help sell more Anscoset and Anscomark M cameras. Features a versatile eye-catching sunburst display (18 x 7 x 18") which has removable die-cut copy panels to quickly convert for displaying either camera. Display set includes: Anscoset and Anscomark M sunburst tabs for window, counter or pocket use, Anscomark M conversion card and smart 10 x 14" Anscoset and Anscomark M easel backed display cards. First display set **FREE** with purchase of any combination of 2 or more Anscoset or Anscomark M cameras. Additional displays \$1.50 each. ORDER D554.

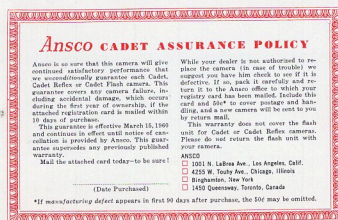


## NEW! CADET® CAMERAS 100% ASSURANCE POLICY DISPLAY SET

### ORDER D567



A complete set of attention-getting colorful display pieces for store wide promotion of the exclusive new Cadet Camera 100% Assurance Policy. (See the enclosed Cadet Camera Broadside for details of guarantee policy.) Set includes: attractive 3-color 11 x 18" window streamer, 10 x 14" easel-backed card for window or camera rack use and a giant 12 x 7 1/2" easel-backed reproduction of the AnSCO Cadet Camera 100% Assurance Policy Certificate. First display set **FREE**. Additional display sets 25¢ each. ORDER D567



## NEW! ANSCOSET COUNTER DEMONSTRATOR MAT ORDER U413



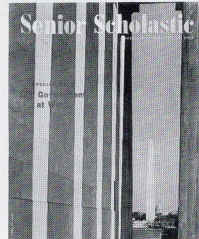
Place this luxurious laminated plastic demonstration mat on your counter to spur customer inquiries about the exciting new Anscoset camera. Use its brief easy-to-read feature listing as a guide for complete consumer demonstrations. Printed in rich gold and black with a soft foam plastic backing, this attractive 11 x 14" mat is ideal for countertop camera demonstrations. First Anscoset Counter Demonstrator Mat **FREE** with order for 2 or more Anscoset cameras. Additional mats \$1.50 each. ORDER U413

Advertising  
Consumer Literature  
Ad Mats

# POWERFUL ANSCO ADVERTISING PRE-SELLS YOUR BEST SPENDING CUSTOMERS!

AnSCO's 1960 advertising campaigns are concentrated in top consumer, advanced amateur and youth magazines to convince millions of customers and prospects to ask for AnSCO A+ Photo Products. These ads will be buttressed by additional newspaper ads and hard sell TV and radio commercials in key areas throughout the nation.

## YOUTH



Throughout the year full page ads sell the youth market on AnSCO color and black-and-white films and feature the Scholastic - AnSCO Photography Awards Competition.

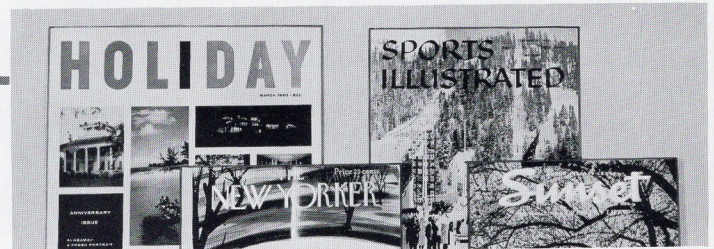
SCHOLASTIC

1,868,151

## CONSUMER

Full page camera and film ads will appear in each of these magazines during the profitable vacation season of May through August. More are scheduled for Fall and Christmas.

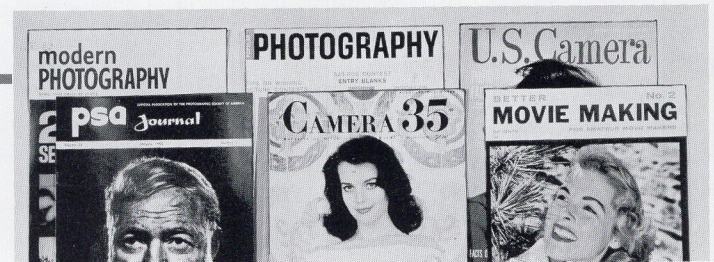
<b>HOLIDAY</b>	<b>900,000</b>
<b>NEW YORKER</b>	<b>438,000</b>
<b>SPORTS ILLUSTRATED</b>	<b>879,809</b>
<b>SUNSET</b>	<b>608,542</b>



## ADVANCED AMATEUR

A complete yearly schedule of full page ads and spreads, many in four color, to bring in customers who will ask for AnSCO merchandise.

<b>MODERN PHOTOGRAPHY</b>	<b>213,060</b>
<b>POPULAR PHOTOGRAPHY</b>	<b>410,083</b>
<b>U. S. CAMERA</b>	<b>264,433</b>
<b>PSA JOURNAL</b>	<b>10,500</b>
<b>CAMERA 35</b>	<b>70,853</b>
<b>BETTER MOVIE MAKING</b>	<b>100,000</b>



## FREE ANSCO FOLDERS and STUFFERS

FREE  
FREE  
FREE  
FREE



Exciting new 4-color stuffers and folders available for the AnSCOMARK M, AnSCOSSET, LANCER®-LG and CADET Cameras. The full line of easy-to-read AnSCO folders and stuffers are listed on the enclosed advertising material order form. Order your supply now for use in mailings, finishing envelopes and literature racks. Dealer imprinting is available at a nominal charge.

## FREE ANSCO AD MAT SERVICE

FREE  
FREE  
FREE  
FREE



Take advantage of AnSCO's powerful national advertising . . . use the handy enclosed order form to order a complete supply of ad mats and product illustrations for your own newspaper campaign. Glossy photographs and copy descriptions are available on request for catalog use.

**ORDER YOUR ADVERTISING MATERIALS NOW  
ON THE ENCLOSED ORDER FORM**

*AnSCO*  
Binghamton  
New York

Smart New Approach to Boost Your Film Sales!

**EXCITING NEW ILLUMINATED MOTION DISPLAY SET**



**SELLS**  
**ANSCO MOVIECHROME®-8**  
 and **ANSCOCHROME®**  
**COLOR FILMS**

You told us and we agree . . . nothing sells like an illuminated display with motion! This eye-catching window set will dress up your store and increase profits by reminding customers to stock up on film for the fun-filled vacation days.

A colorfully printed illuminated moving belt with 6 different messages establishes your store as local headquarters for AnSCO film and "Fast Color Processing and Printing."

Complete display set contains: Illuminated Motion Dis-

play (29 x 22 x 11"); Three 3-Dimensional Slide Cards (15 x 12 x 6") featuring Moviechrome-8, Anscochrome and All-Weather Pan; Giant and Dummy Film Cartons; Transparent "Anscochrome Films — Fast Processing Service" Window Streamer and "Picture it Now . . . See it Forever!" Window Streamer.

**D553**  
**ORDER ~~D553~~ NOW! . . . Supplies Limited!**

\$7.50 per set or **FREE** with any \$145 Combination Color Film Order including Anscochrome and Moviechrome-8.

*New! AnSCO Films*  
**Display Set**

**Compact**  
**3-Dimensional**  
**Design**



A complete set of luxurious full-color display pieces for effective window or in-store promotion. Compact 3-dimensional design (15 x 12 x 6") does a man sized selling job . . . gives added support to build bigger film sales!

Complete display set contains: Moviechrome-8, Anscochrome and All-Weather Pan Display Cards; giant and

dummy film cartons and "Picture it Now . . . See it Forever!" Window Streamer.

**D569**  
**ORDER ~~D569~~ NOW! . . . Supplies Limited!**

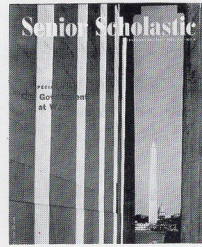
\$1.75 per set or **FREE** with any \$50 Combination Color Film Order including Anscochrome and Moviechrome-8.

# Powerful National Advertising Pre-Sells Your Customers on Ansco Film!

AnSCO's 1960 advertising campaigns are concentrated in top consumer, advanced amateur and youth magazines to convince millions of customers and prospects to ask for Ansco A+ Films, Cameras and Equipment.

## CONSUMER

Full page film and camera ads will appear in each of these magazines during the profitable vacation season of May through August. More are scheduled for Fall and Christmas.



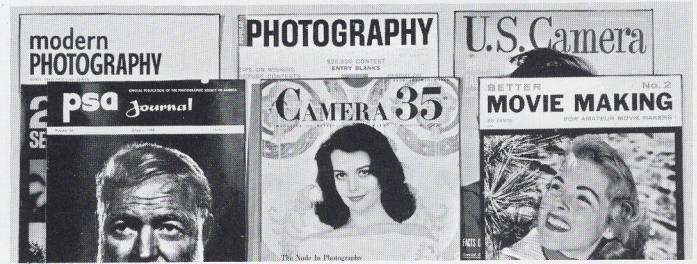
## YOUTH

Throughout the year full page ads sell the youth market on Ansco color and black-and-white films and feature the Scholastic-Ansco Photography Awards competition.



## ADVANCED AMATEUR

A complete yearly schedule of full page ads and spreads, many in four color to bring in customers who will ask for Ansco film and camera merchandise.



## FREE ANSCO FOLDERS and STUFFERS

FREE  
FREE  
FREE  
FREE



Use these colorful folders and stuffers in mailings, finishing envelopes and literature racks to promote increased sales of Ansco's quality line of film products. Use the enclosed advertising material order form to order your supply now. Dealer imprinting is available at a nominal charge.

## FREE RADIO SCRIPTS

Order a complete supply of radio scripts for use on your local stations now. Order by number using the enclosed order form.

## FREE ANSCO AD MAT SERVICE

FREE  
FREE  
FREE  
FREE



Tie-in with Ansco's national advertising . . . use the enclosed order form to order a complete supply of ad mats and product illustrations for your own newspaper campaign. Glossy photographs and copy descriptions are available on request for catalog use.

**Order Your Advertising Materials Now For Early Delivery!**

**AnSCO**  
Binghamton  
New York