



**YOUR INDEX  
TO BIGGER PROFITS!**

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**KEYSTONE**

**FALL-CHRISTMAS**

SEPTEMBER 1 thru DECEMBER 31, 1959

**MERCHANDISING GUIDE**

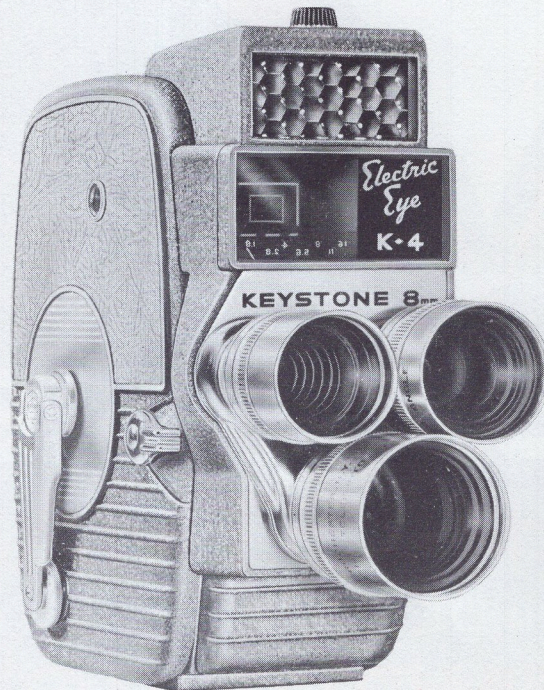
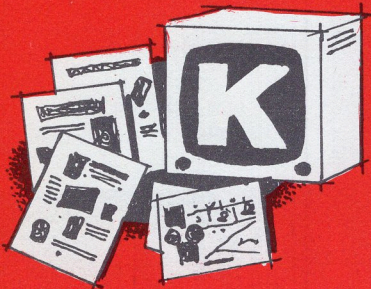
**GET *MORE* THAN YOUR SHARE . . . GO KEYSTONE!**

# Today's best buys in fully automatic

## THE LOWEST PRICED ELECTRIC EYES WITH ALL THESE IMPORTANT FEATURES!

- **FASTEST CHANGING ELECTRIC EYE SYSTEM** — adjusts instantaneously as light changes to give continuously perfect lens settings — eliminates frame loss
- **APERTURE READING IN VIEWFINDER** — red warning when light is insufficient
- **BUILT-IN "A" AND HAZE FILTERS**
- **ADJUSTMENT FOR ALL POPULAR FILM SPEEDS** — ASA 10, 16, 20, 25, 32, 40
- **NEW GOVERNOR-CONTROLLED, LONG-RUN MOTOR**
- **MANUAL AND FADE CONTROL, THREE-WAY TRIGGER**

**BACKED BY  
KEYSTONE'S  
BIGGEST  
ADVERTISING  
PUSH EVER!**



**NEW**  
KEYSTONE K-4 Deluxe  
Rollfilm

Retail **\$139<sup>50</sup>**

complete with 3 fast f1.8 lenses: 7½mm wide-angle, 12.5mm standard, 25mm telephoto. Handsome two-tone gray vinyl with chrome trim. Snap-on lens covers.

**40%**  
**PROFIT**

# GET MORE THAN YOUR SHARE

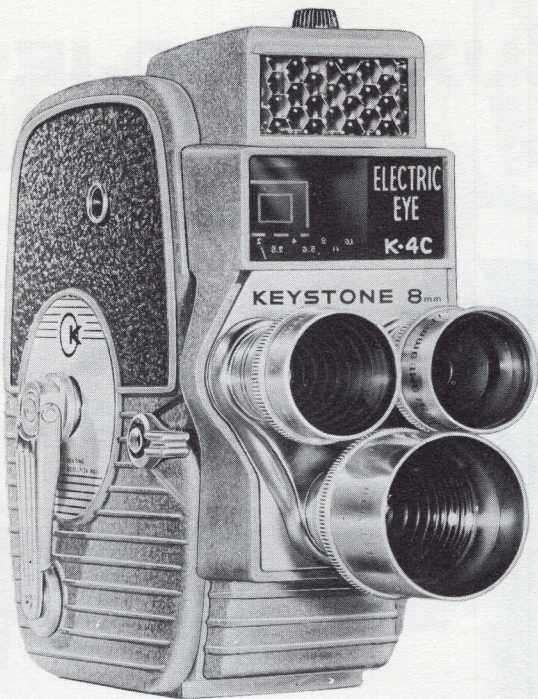
# electric eye movie cameras

**NEW**  
**KEYSTONE K-4C**  
Rollfilm

Retail **\$109<sup>50</sup>**

complete with three f2 lenses: 9mm wide-angle, 12.7mm standard and 25mm telephoto. Color-coded viewfinder. Two-tone gray finish.

**38%**  
**PROFIT**



**FREE**

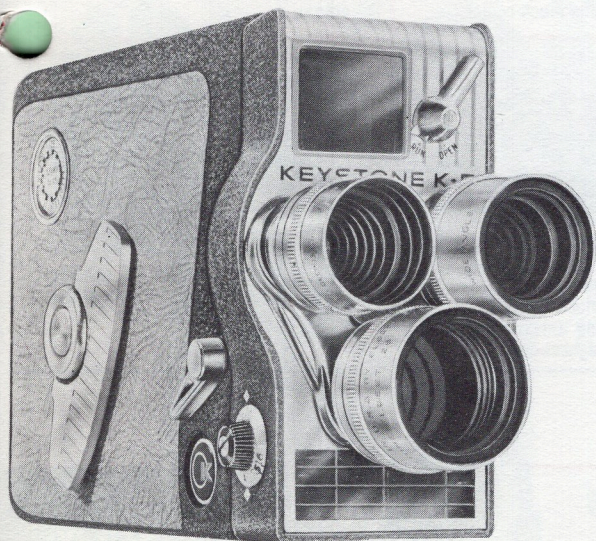
**ELECTRIC EYE  
SALES AIDS!**



Electric Eye  
Counter  
Display



Full-line  
Product  
Brochure



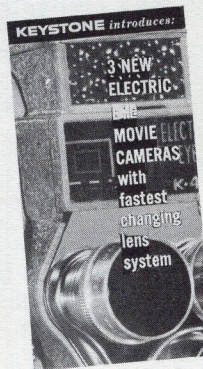
**NEW**  
**KEYSTONE K-5**  
Magazine

Retail **\$149<sup>50</sup>**

complete with 6-second magazine loading. Three fast f1.8 lenses: 7½mm wide-angle, 13mm standard, 25mm telephoto. Hooded "zoom" viewfinder frames only the picture being taken.

**38%**  
**PROFIT**

**DESIGNED  
AND PRICED  
TO REALLY SELL  
... BIG PROFIT  
MARGIN**



4-Page  
Folder



Colorful Streamers  
and Pennants

**...GO KEYSTONE!**

# Today's best buys in Movie

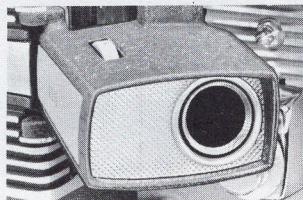
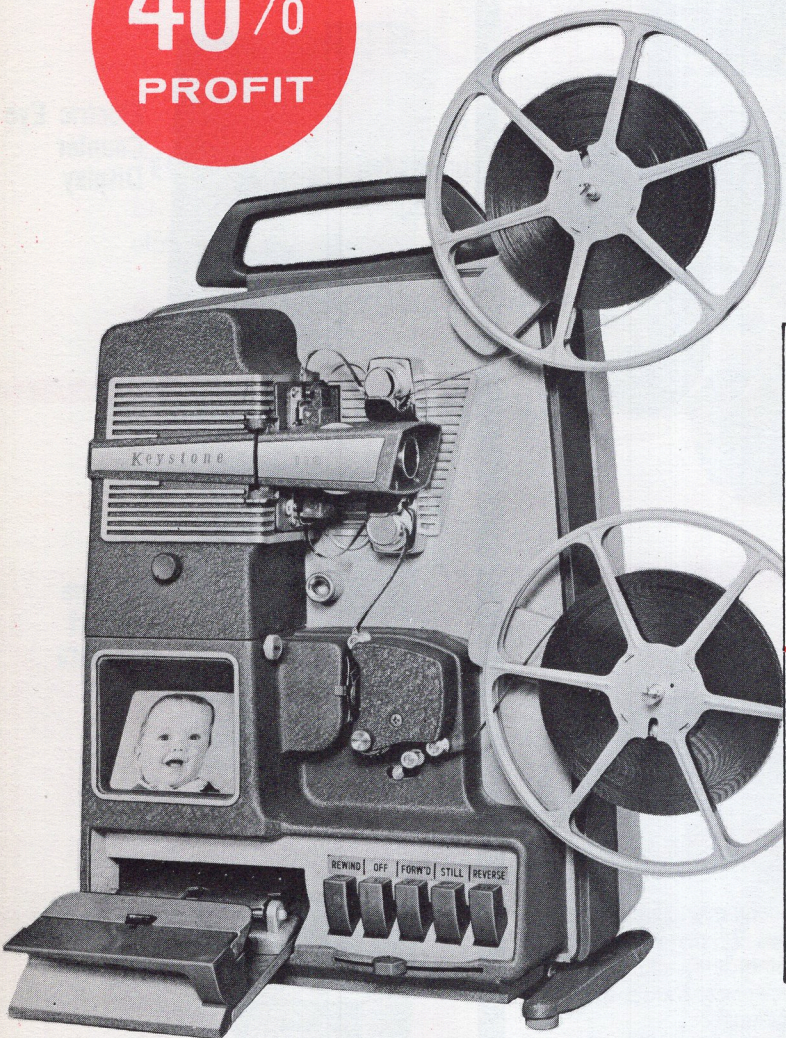
## DELUXE PROJECTORS

**40%**  
PROFIT

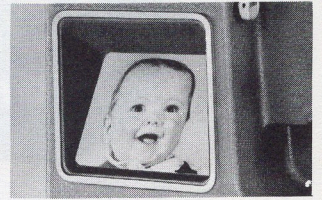
### INCOMPARABLE!

K-110 8mm Projector with Motorized Action-Editor and Built-in Splicer.  
Retail **\$199<sup>50</sup>** with case

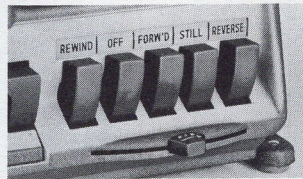
No other projector will seem good enough once your customers see the K-110. No other projector, at any price, gives them so many new features, so much quality, so much convenience. Shown here are just a few of the many outstanding features.



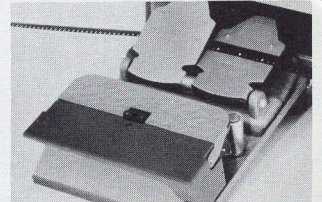
17% brighter picture. Super Tru-Flector lamp, f1.4 lens produces brighter image than 750-watt projector, yet machine runs much cooler.



Editing screen. Bright 6 sq. in. area for previewing and editing. Action-Editor powered by motor or hand cranks.



Push-button controls. Illuminated panel. Fast, silent, finger-touch shifting: off, forward, reverse, still, fast rewind. Safety interlock prevents rewind from operating unless rheostat control is set for highest speed.



Built-in Splicer. Latest in splicing techniques — instant permanent dry butt splices with Mylar tape.

K-109V 8mm projector. Built-in single-frame editor-viewer. f1.6 Magnascope lens. Geared film wind, forward and reverse. Built-in Mylar tape butt splicer. Rheostat speed control. 400-foot reels. Room light switch.

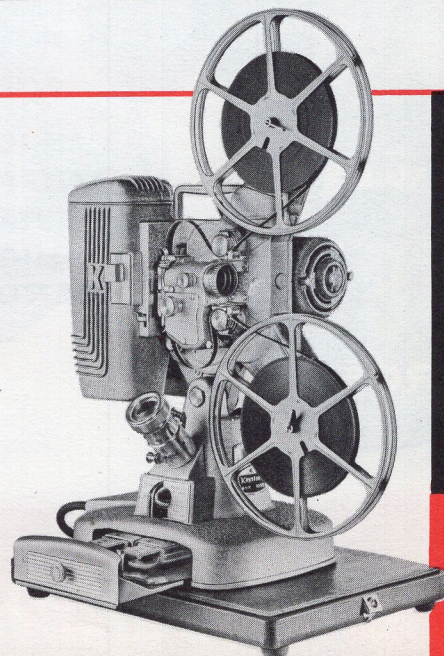
Retail **\$174<sup>50</sup>** with case

K-109S 8mm projector. Same as above, but without built-in editor-viewer.

Retail **\$159<sup>50</sup>** with case

**43%**  
PROFIT

**41%**  
PROFIT



BACKED BY  
KEYSTONE'S  
BIGGEST  
ADVERTISING  
PUSH  
EVER!

GET

# Projectors

**\$100 PRICE RANGE**

**REMARKABLE**

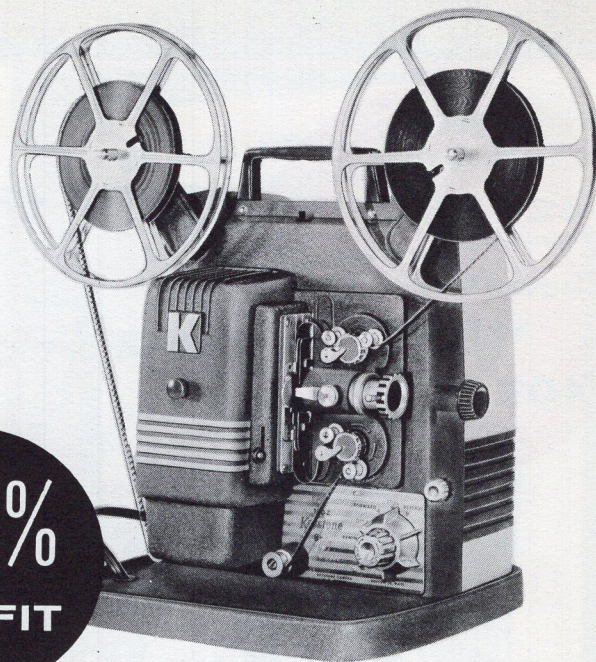
## **ZOOM LENS**

**K-100Z 8mm projector.** Tell your customers they don't have to move the projector or the screen. Now they can fit the picture to the screen from 11 to 20 feet away with a turn of the lens. Stays in focus even while zooming. Super Tru-Flector lamp brighter, yet cooler, than conventional 750-watt projectors. One-knob control: forward, reverse, still, stop, fast rewind. Fully geared throughout. 400-foot reel capacity. Mylar tape splicer.

Retail **\$119<sup>95</sup>** with case

**AN EXCLUSIVE AT THIS PRICE!**

**K-100G 8mm projector.** Same as K-100Z but with f1.6 Magnascope lens. (Mylar tape splicer optional extra)  
Retail \$99.95



**39%  
PROFIT**



### **← UNDER \$80**

**LOW-PRICED PROJECTOR WITH REVERSE**

**KEYSTONE K-90 8mm projector.** New Tru-Flector lamp brighter, cooler than 500-watt projectors. f1.6 Magnascope lens fills 30" x 40" screen at only 13 feet. Controls for on-off, reverse.

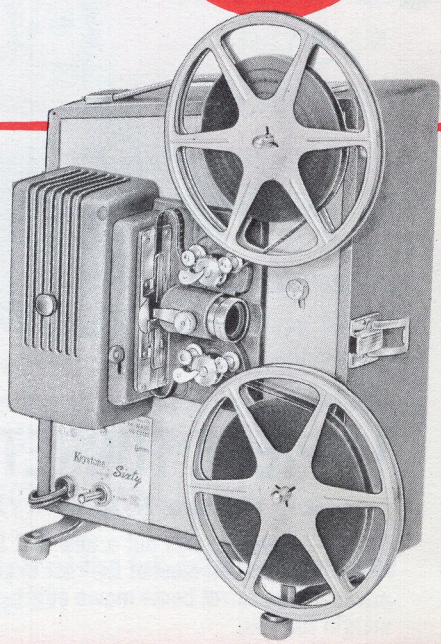
Retail **\$79<sup>95</sup>** with case

**36%  
PROFIT**

### **BUDGET-PRICED STARTER PROJECTOR →**

**KEYSTONE K-60.** Only a foot high, weighs 10 pounds, but its f1.6 Magnascope lens fills 30" x 40" screen from just 13 feet away. 500 watts. Fast, push-button rewind. Precision focusing knob. 300-foot reel.

Retail **\$59<sup>95</sup>**



**37%  
PROFIT**

**MORE THAN YOUR SHARE... GO KEYSTONE!**

# Today's Best Buy in Movie Outfits

RETAIL

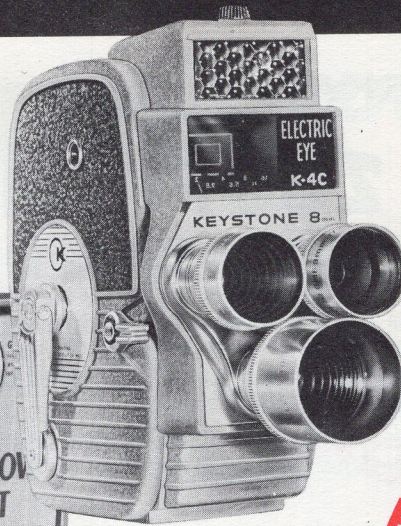
**\$196<sup>90</sup>**

**42% PROFIT**

Suggested Promotional Price

**\$189<sup>95</sup>**

**40% PROFIT**



**CP-7** — Fully automatic K-4C Electric Eye camera features fastest changing electric eye system, 3 f2 lenses: wide-angle, tele-photo and standard, 2 built-in filters. (full story on page 2)

**ALL NEW!**

## 14-Pc. ELECTRIC EYE OUTFIT

*featuring the new fully automatic K-4C*

**PLUS:** Compact, 500-watt K-60 Projector, Leather Camera Case, Light Bar with 4 Lamps, Mylar Splice Kit, Projector Case, Reel, Reel Can, Movie Scene Record Book. (dealer supplies screen)

RETAIL

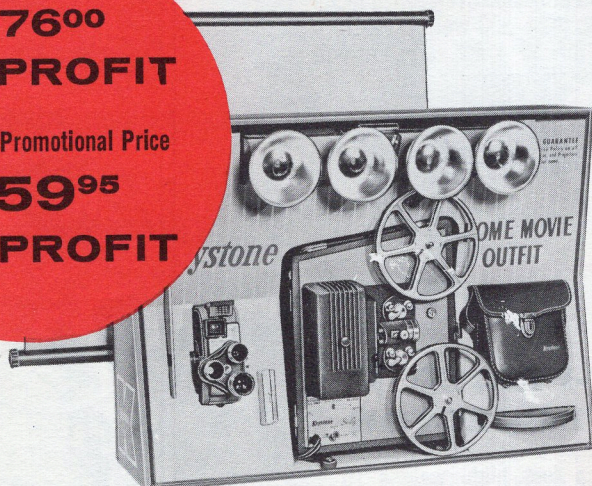
**\$176<sup>00</sup>**

**45% PROFIT**

Suggested Promotional Price

**\$159<sup>95</sup>**

**40% PROFIT**



**ALL NEW!**

## 14-PIECE TURRET OUTFIT

*featuring the new K-26 with f1.8 lens system*

**CP-14** — Keystone has put a new fast lens system in the K-26 and absorbed most of the cost to give you the lowest-priced 3-lens turret home movie outfit . . . with a big profit margin for you.

Direct-reading lock-on light meter. Color-coded viewfinder. Built-in "A" filter.

**PLUS:** 500-watt K-60 Projector, Projector Case, Leather Camera Case, Light Bar with 4 Lamps, Mylar Splice Kit, Reel, Reel Can, Movie Scene Record Book and Screen.

**NEW**

## 15-PIECE SINGLE LENS OUTFIT

*featuring the K-25 camera with lock-on light meter*

**CP-3S** — Perfect movies every time. K-25 camera with f2.3 lens, Lock-on light meter.

**PLUS:** 500-watt K-60 Projector, Projector Case, Leather Camera Case, Light Bar with 4 Lamps, Mylar Splice Kit, Reel, Reel Can, Movie Scene Record Book and Screen.

RETAIL

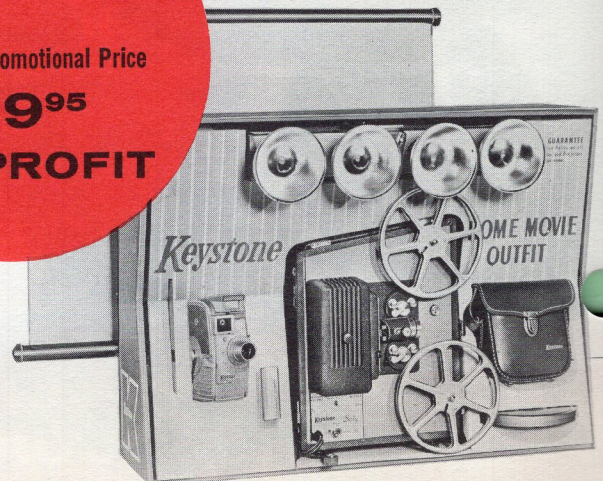
**\$149<sup>95</sup>**

**49% PROFIT**

Suggested Promotional Price

**\$119<sup>95</sup>**

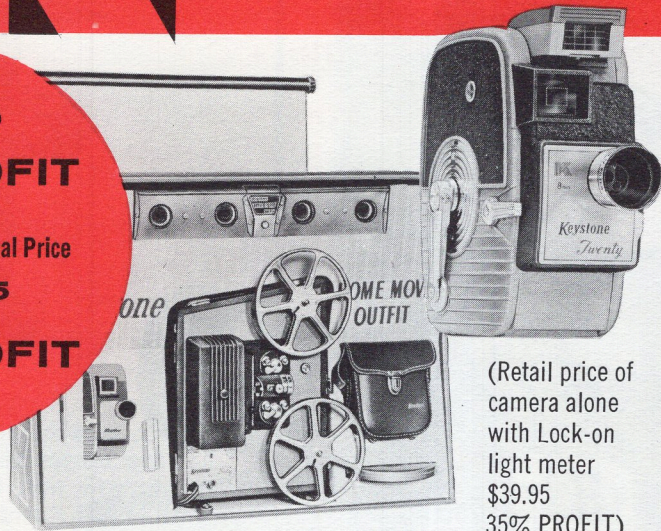
**37% PROFIT**



**FAST TURNOVER • HIGH MARK-UP  
• EASY TRADE-UP**

**RETAIL  
\$114.00  
42% PROFIT**

Suggested Promotional Price  
**\$99.<sup>95</sup>**  
**34% PROFIT**



(Retail price of camera alone with Lock-on light meter \$39.95 35% PROFIT)

**LOW BUDGET — HIGH VALUE HOME MOVIE OUTFIT**  
**10-PIECE CP-2 OUTFIT**

Priced for the tightest customer budget . . . yet your margin is long. Features K-20 Camera (Lock-on light meter extra) with f2.3 lens. Optical glass viewfinder, drop-in loading.

**PLUS:** 500-watt K-60 Projector, Projector Case, Leather Camera Case, 4-Light Bar, Mylar Splice Kit. Reel, Reel Can, Movie Scene Record Book and Screen.

All Outfits packaged in colorful carry-all cartons . . . easy to stock, easy to display . . . easy to sell!

**BACKED BY  
KEYSTONE'S  
BIGGEST,  
ADVERTISING  
PUSH EVER!**

**PROFIT FROM VERSATILITY...**

Now, you choose the Keystone camera you want to complete the new, flexible CP-9 14-piece Outfit.

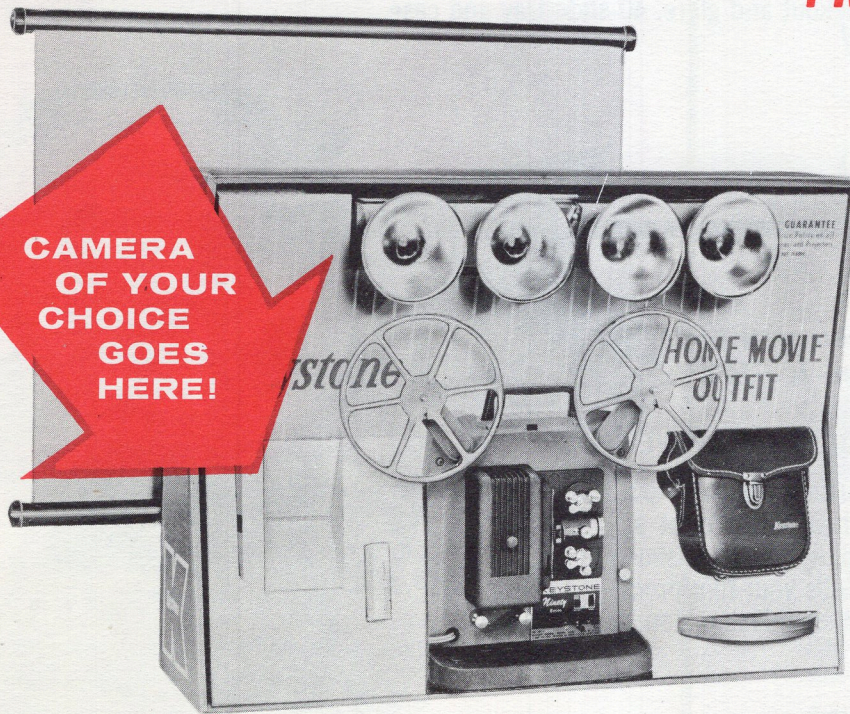
Just add camera and screen to make the 14-piece Outfit you want to sell. CP-9 is especially designed to merchandise the K-4C, K-4 De Luxe, K-5 and K-26 Cameras. Outfit features the ultra-bright K-90 Projector (see page 5) and all the accessories shown in the CP-7 Outfit. You purchase Keystone camera of your choice with each CP-9 Outfit — one for one. (Camera is not packed in CP-9 package.) Dealer supplies screen.

List \$107.10\*

(Read about the full-color Outfit roto ad on page 17)

\*Retail price and profit determined by camera selected

**CAMERA  
OF YOUR  
CHOICE  
GOES  
HERE!**



**GET MORE THAN YOUR SHARE... GO KEYSTONE!**

# YOU CAN'T SELL A FINER SLIDE PROJECTOR

## The KEYSTONE K-511 Dual-Automatic Slide Projector

*A new price that gives your customers  
"best buy" value . . . that gives you  
a bigger profit!*

**44%**  
PROFIT



Built-in timer with intervals pre-set. Also 15-foot, remote control, push-button cord. Super-slide condenser gives peak corner-to-corner brilliance to all 2" x 2" slides. Eye-ease filter eliminates blackout and glare. 40-slide tray and case.

Retail **\$119<sup>50</sup>** with case

**FREE** *When you order  
three K-511's*

### ILLUMINATED COUNTERTOP SLIDE VIEWER

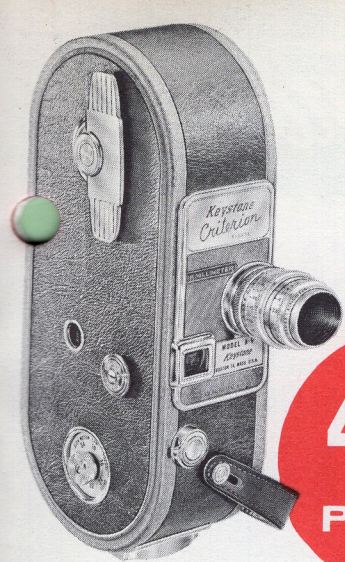
Watch your photofinishing business boom! Now your customers can study their slides right at your counter. Toggle switch lights up 5-slide ground-glass viewing area. Sells your film processing as well as the K-511. In handsome blond, natural wood. A \$25 value.



BACKED BY KEYSTONE'S BIGGEST ADVERTISING PUSH EVER!

GET

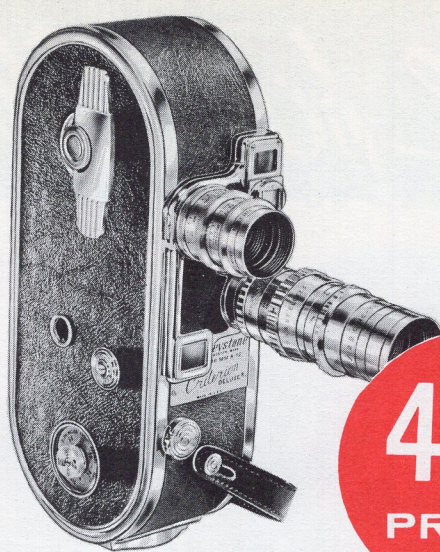




**41%**  
PROFIT

**A-9 CRITERION.** Lightest, most compact 16mm 100-foot rollfilm camera with f2.5 coated lens, optical glass viewfinder, 7 governor-controlled speeds (from 10 to 64 frames per second), 3-way trigger.

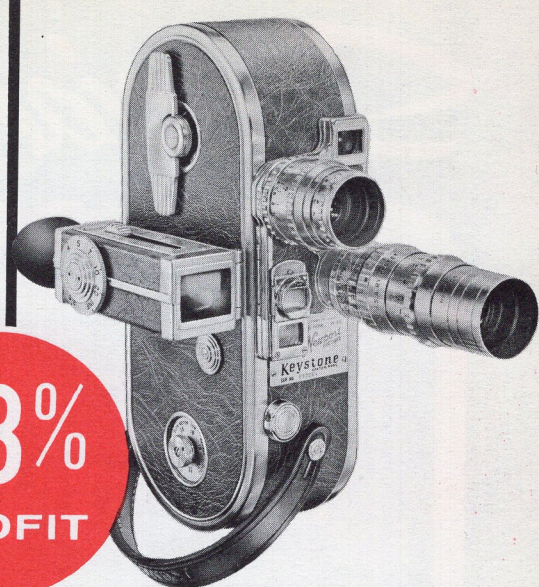
Retail **\$119<sup>50</sup>**



**43%**  
PROFIT

**A-12 CRITERION.** 16mm Rollfilm Turret with fast f1.9 lens. Light, small, precision-built. Twin turret shifts easily, matched finders rotating with turret. Viewfinder frames exactly what camera gets.

Retail **\$169<sup>50</sup>**



**A-15 NEWPORT.** 16mm Rollfilm Turret with ultra-fast f1.5 lens. Adapts instantly for normal, wide-angle and telephoto shots. Zoom viewfinder corrects parallax from infinity to 2½ feet. 7 speeds. 100-foot capacity. Unusually long run.

Retail **\$209<sup>50</sup>**

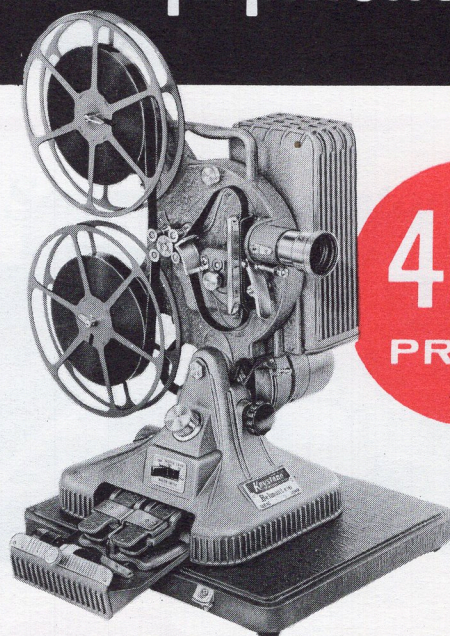
## "BEST BUY" 16mm Movie Equipment . . .



**43%**  
PROFIT

**K-56 EXECUTIVE.** Turret magazine movie camera. Zoom-type viewfinder automatically focuses lens. Four speeds. Three-way trigger. Automatic run-down stop. Safety stop device prevents running with door open. Many more precision features. With f1.9 focusing lens.

Retail **\$200<sup>00</sup>**



**40%**  
PROFIT

**K-161 750-WATT PROJECTOR.** f1.6 Magnascope lens, reversing control, precision focusing knob. Built-in splicer, editor-viewer. Room light switch, fast automatic rewind. Film gate has flat film bed. 4 side-sway eliminators. Rheostat speed control. 400-foot reels. Luggage-type case.

Retail **\$179<sup>50</sup>**

**MORE THAN YOUR SHARE... GO KEYSTONE!**

# Special for Christmas...

## K-26P GIFT PACKAGE

**"BEST BUY" TURRET  
NOW WITH f1.8 LENSES**

**K-26P.** Keystone has put a new fast lens system in its fast-selling K-26 and absorbed most of the cost to give you a complete turret camera outfit at an attractive consumer price, with a wide margin for you.

**K-26** rollfilm camera with 3 fast f1.8 lenses: standard, telephoto and wide-angle. Lock-on light meter. Color-coded, ground glass viewfinder. Built-in "A" filter. Genuine leather carrying case.

**Retail Price of Camera Alone \$84.95**

Retail \$94.95  
complete  
**43%  
PROFIT**

**BACKED BY KEYSTONE'S  
BIGGEST ADVERTISING  
PUSH EVER!**



## K-25P GIFT PACKAGE

**"BEST BUY" SINGLE LENS CAMERA  
WITH LOCK-ON LIGHT METER**

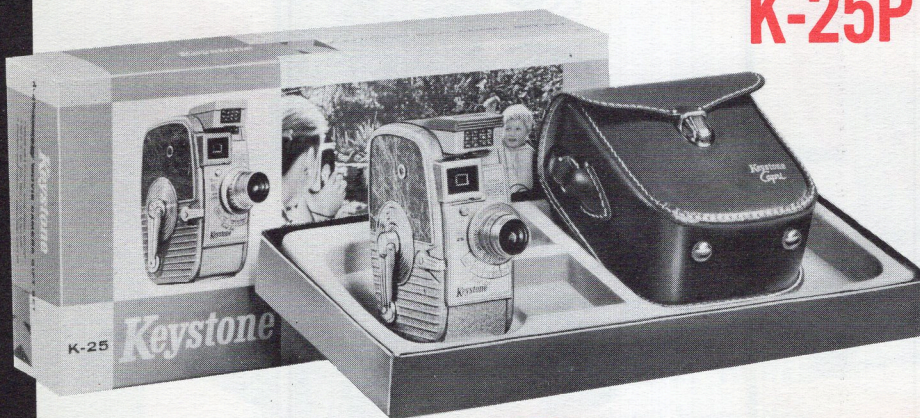
Professional color movie taking at a budget price. K-25 camera has interchangeable lens mount that accepts wide-angle and telephoto lenses. Available with choice of f2.3 or faster f1.9 coated and color-corrected lens. Optical ground glass viewfinder. Lock-on light meter gives direct reading for ASA-10 and 16 film. Genuine leather carrying case.

Retail with  
f2.3 lens  
**\$67.85**  
54% PROFIT

Suggested Promotional  
Price  
**\$49.95**  
38% PROFIT

Retail with  
f1.9 lens  
**\$77.85**  
54% PROFIT

Suggested Promotional  
Price  
**\$59.95**  
40% PROFIT



**GET MORE THAN YOUR SHARE... GO KEYSTONE!**

order your  
**CHRISTMAS WINDOW** now!

*deadline: October 31st*

**RESERVE**

**THE WINDOW OF YOUR  
CHOICE -**

*get your host of free angels...*

*Send postcard to:*

**Sales Promotion Dept.  
Keystone Camera Co., Inc.  
Boston 24, Massachusetts**

 **ORDER YOUR  
MERCHANDISE  
NOW...** 

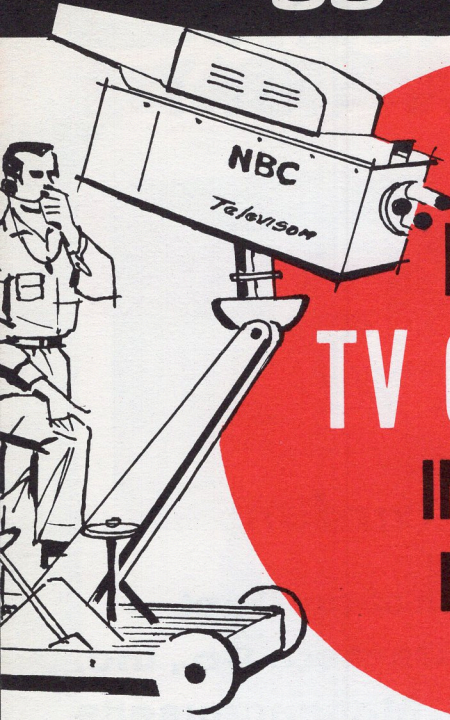
*See your Keystone  
salesman and order  
your qualifying  
merchandise.*

**DON'T WAIT! PLAN YOUR  
CHRISTMAS WINDOW ... GET  
YOUR NATIONALLY ADVERTISED  
TRAFFIC-BUILDING ANGELS, NOW!**

Value of these attractive giveaways is \$25 per  
100. You get them Free.

**YOU'VE SEEN THE LINE, YOU'VE  
SEEN THE CHRISTMAS WINDOWS  
NOW, TAKE A LOOK AT HOW KEYSTONE  
WILL PRE-SELL YOUR CUSTOMERS  
*in your area . . .***

# Biggest Keystone Advertising



**HARD-HITTING  
TV CAMPAIGN  
IN ALL KEY  
MARKETS!**

## DRAMATIC! EXCITING! DIFFERENT!

National traffic builders! A saturation TV campaign of one-minute commercials . . . all nighttime and prime time spots between top-rated shows specifically selected for each of the Key Markets across the nation . . . strategically planned to reach the bulk of the home movie customers in your town and every major town in the nation!

*TV commercials that will sell the new Keystone merchandise you'll be featuring this Fall and Christmas:*

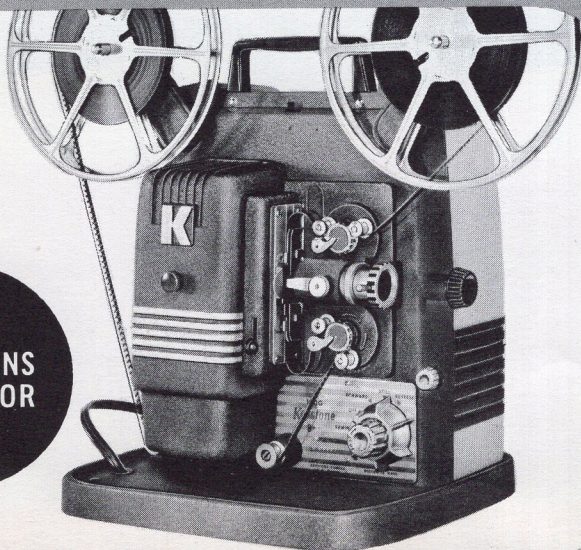
**Powerful pre-selling traffic-building local spot TV**



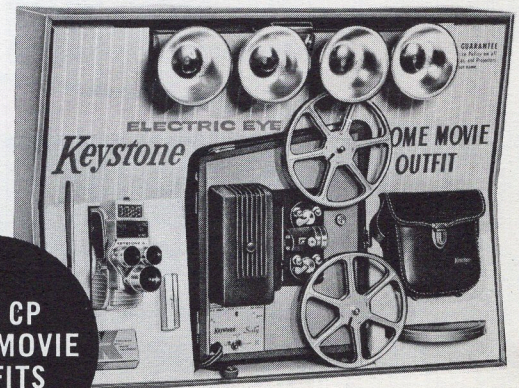
**NEW  
ELECTRIC EYE  
CAMERAS**



**incomparable  
K-110  
PROJECTOR**



**K-100Z  
ZOOM LENS  
PROJECTOR**



**NEW CP  
HOME MOVIE  
OUTFITS**

# Campaign Ever!

YOU ASKED FOR IT...AND HERE IT IS,  
BIGGER THAN EVER!

Sales-proven roto ads reaching the  
families in your town!

**IN THE KEY MARKETS...  
FULL-PAGE, FULL-COLOR  
SUNDAY ROTO AD**

with "Free Xmas Angel" offer  
that will drive traffic into  
your store

On Sunday, December 6, in these cities:

Baltimore Sun  
Boston Globe  
Buffalo Courier Express  
Chicago Tribune  
Cincinnati Enquirer  
Cleveland Plain Dealer  
Columbus Dispatch  
Denver Post  
Des Moines Register  
Detroit News  
Houston Chronicle  
Indianapolis Star  
Los Angeles Times  
Milwaukee Journal  
Minneapolis Tribune  
New Orleans Times-Picayune  
New York News  
Philadelphia Inquirer  
Phoenix Arizona Republic  
Pittsburgh Press  
Portland Journal  
St. Louis Post-Dispatch  
St. Paul Pioneer Press  
San Francisco Chronicle  
Seattle Times  
Syracuse Post Standard  
Washington Star

800-line Black and White ad in these cities:

Akron Beacon-Journal  
Atlanta Journal-Constitution  
Birmingham News  
Dallas News  
Dayton News  
El Paso Times  
Fort Worth Star-Telegram  
Hartford Courant  
Kansas City Sunday Star  
Louisville Courier-Journal  
Memphis Commercial Appeal  
Miami Herald  
New Haven Register  
Newark News  
Oakland Tribune  
Oklahoma City Oklahoman  
Peoria Journal Star  
Portland (Me.) Sunday Telegram  
Portland (Ore.) Oregonian  
Sacramento Bee  
Salt Lake City Tribune  
San Antonio Light  
San Bernardino Sun-Telegram  
San Diego Union  
Scranton Times  
Springfield (Mass.) Sunday Republican  
Tribune  
Tulsa Tribune  
Wichita Eagle  
Youngstown Vindicator

Special Christmas Values!

**NEW! DELUXE FULLY AUTOMATIC ELECTRIC EYE MOVIE OUTFIT**  
\$21 DOWN EASY TERM  
\$219.95 DOWN  
KEYSTONE K40

**NEW! ULTRA BRIGHT PROJECTOR WITH REVERSE!**

**NEW! BUDGET PRICED OUTFIT**  
\$16 DOWN EASY TERM  
\$159.95 DOWN  
KEYSTONE K42  
KEYSTONE K60

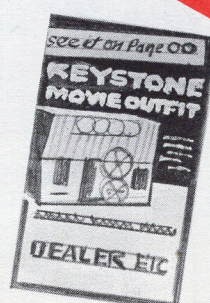
**FREE! GIFT... CHRISTMAS ANGEL FOR YOUR HOME! THIS WEEK ONLY!**

**SEE YOUR KEYSTONE DEALERS FOR DEMONSTRATION AND FREE GIFT TODAY!**

**TIE IN NOW**

with 42 line ads

If you buy any of the Christmas Window Assortments shown on Pages 12-14, you get this tie-in ad under an extra liberal Coop ad offer. Your Keystone salesman has all the details.



With free store displays

- Full-color blowup of roto ad
- Colorful, hard-selling window streamers

**Designed to reach and sell your customers!**

# BIGGEST KEYSTONE

*Special*  
**BIG COLOR AD IN LIFE**  
**October 19th**  
 Featuring the remarkable  
**K-100Z ZOOM LENS PROJECTOR!**  
 The most exciting projection innovation ever!

**AMAZING NEW WAY TO SHOW HOME MOVIES!**

PICTURE TOO BIG?  
 PICTURE TOO SMALL?  
 DON'T MOVE THE PROJECTOR

OR THE SCREEN!  
 OR THE WALL!

**KEYSTONE ZOOM-LENS PROJECTOR FILLS THE SCREEN FROM ANYWHERE! ALWAYS STAYS IN FOCUS!**

**ZOOM THE PICTURE**  
**KEYSTONE**  
**ZOOM-LENS MOVIE PROJECTOR**

with the **NEW**

The projector stays put. Just a turn of the zoom lens fits the picture to your 30" x 40" screen from any spot 11 to 20 feet away. A bright, sparkling picture, too, from Keystone's new Super-Tru-Flector lamp — brighter than 750 watts but so cool. One knob controls forward, reverse, rewind, and still. Gearing film wind. Room light switch. 400-foot reels. Only \$119.95.

**ZOOM LENS**  
 picture stays in focus while you zoom.

**LIFETIME GUARANTEE**  
 Registered in your name.

**KEYSTONE**  
 FREE BOOKLET. Write: Keystone Camera Co., Inc. Dept. A-12  
 Boston 24, Mass. Prices slightly higher in Canada. © 1959

**TIE IN WITH AD BLOWUP, CIRCULARS, STREAMERS...**  
*see page 20*

**YOU'RE LOOKING AT TODAY'S SMARTEST BUYS IN AUTOMATIC HOME MOVIES**

**KEYSTONE**

1  
2  
3  
4  
5

Keystone  
 15-PIECE COLOR MOVIE OUTFIT

• BEST VALUE...  
 • GREAT VALUE...  
 • BEST VALUE...

**FULL PAGE - FULL COLOR**  
**IN LIFE**  
**November 30th**

Featuring:

- Keystone's Great new Electric Eye Family
- 15-Piece Color Movie Outfit — CP-14
- Keystone's K-110 Deluxe and K-100Z Zoom Projectors

**SELLING THE VALUE-PACKED KEYSTONE MERCHANDISE YOU'LL HAVE ON YOUR SHELVES!**

**GET MORE**

# SCHEDULE EVER!



## K-110 CAMPAIGN IN TIME

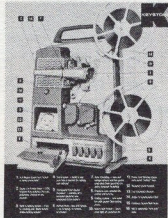
### ... REACHING THE REAL INFLUENTIALS

No projector compares with the fabulous K-110 ... and Keystone is making sure that your customers know it with repeated insertions in Time throughout the Fall and Christmas selling season.

## ...AND TO HELP YOU "CLOSE" SALES



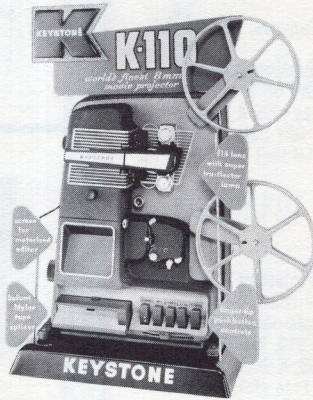
Projector reel card — 2-color. Gives price and main features



K-110 Wall Poster — 2-color



K-110 brochure



K-110 Permanent Display — Rich Plexiglas in turquoise, red and black. Mount projector on lustrous black base.

## SPECIAL ADS TAILORED TO SELECT MARKETS



### NATIONAL GEOGRAPHIC

Reaching those who take pride in their slides ... telling them all the fine features of the great K-511 Dual-Automatic!

## MORE AND MORE ADS IN THE FAN BOOKS

modern  
PHOTOGRAPHY

K-110  
Projector

POPULAR PHOTOGRAPHY

K-511  
Slide Projector

CAMERA 35

K-100Z Zoom Lens  
Projector

Full Line  
Christmas

K-4C, K-4 Deluxe  
& K-5 New Electric  
Eye Cameras



### FULL PAGE IN EBONY

Christmas special featuring new electric eye home movie outfit (CP-7) ... with budget terms.

# THAN YOUR SHARE... GO KEYSTONE!

# Your new, attractive "SILENT SALES

FREE... ORDER FROM YOUR KEYSTONE SALES



**New Full-Line Pictorial Product Brochure**  
2-color, 6-page over-the-counter reference brochure... handy, complete guide to all products and accessories shows list prices only to establish umbrella.

## STUFFERS/ CIRCULARS



**New K-511 Slide Projector ST14**, Full-color, 1 page stuffer/circular describing K-511 Dual Automatic Slide Projector at new price of \$119.50.



**New Electric Eye Line ST 50**, 2-color, 1 page stuffer/circular on New K-4C, K-4 Deluxe and K-5.

## STUFFERS



**New CP-3S and CP-7 ST 60**, 2-color stuffer on CP-3S and CP-7 Home Movie Outfits.



**New CP-2 and CP-14 ST 55**, 2-color stuffer on CP-2 and CP-14 Home Movie Outfits.

## CIRCULARS/ MAIL ENCLOSURES



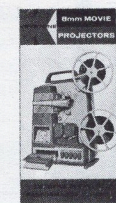
**New New Electric Eyes C-11**, 2-color, 4-page brochure on new K-4C, K-4 Deluxe and K-5 electric eye cameras. Size (folded) 3" x 6"



**New All 5 Home Movie Outfits C-12**, 2-color, 4-page brochure on CP-2, CP-3S, CP-7, CP-14 and CP-9 with K-4C camera. Size (folded) 3" x 6"



**New 8mm Cameras, Camera Gift Set C-15**, 2-color, 4-page brochure on K-20X, K-26X cameras plus K-26P and K-25P Gift Sets. Size (folded) 3" x 6"



**New 8mm Projectors C-20**, 2-color, 4-page brochure on complete line... K-110, K-109V, K-109S, K-100Z, K-90, K-60. Size (folded) 3" x 6"



**New K-511 Slide Projector C-7**, 2-color, 4-page brochure. K-511 Dual-Automatic Slide Projector, at new price. Size (folded) 3" x 6"



**16mm Full-Line C-4**, 4-color broadside on 16mm cameras and projectors. Size (folded) 3 1/2" x 6 3/8"

## WALL POSTERS



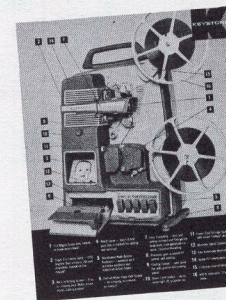
Illustrated Full Line — 3-colors. Size 24" x 36". Handy reference guide gives main features and list prices of all Keystone products.



Full color blowup. Dec. 6 Roto ad.



**K-511**  
2-color, 24" x 36" wall poster on features of K-511 Dual-Automatic at new price.



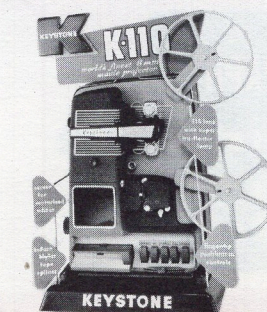
**K-110**  
2-color. Clearly outline the many features of the K-110 deluxe movie projector.



**3-CAMERA PERMANENT DISPLAY**  
Handsome 3-color Plexiglas display mounts 3 cameras on lustrous black base, uses little space. Base size: 6 1/2" x 13". Worth \$10.



**MOVIE PROJECTOR REEL CARDS**  
2-colors. Fits on reel of projector, gives price and main features. One for K-110, K-100Z, K-100G, K-109V, K-109S, K-90, K-60.



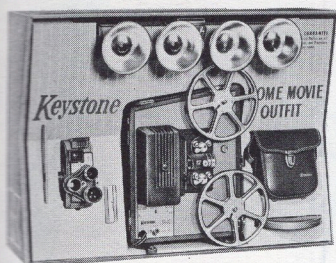
**K-110 PERMANENT DISPLAY**  
"Silent salesman" fabricated of rich Plexiglas in turquoise, red and black. Spotlights features of K-110, mounts projector on lustrous black base. Compact, easily assembled. 11 1/4" x 13" base size. Worth \$15!

A SALES AID TO BRING YOUR CUSTOMERS

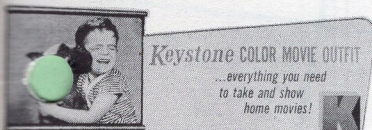




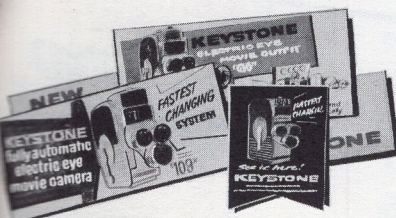
**K-100Z DISPLAY**  
Handsome display points out the remarkable Zoom lens plus other key features of the K-100Z.



**CP-14 3-D PLASTIC MINIATURE**  
Full color scale, model, complete in every detail. Only 15" long, 12" high, 1" deep. Vinyl, easel-backed for window or counter use, gummed for wall use. Ideal where space limits actual package display.



**PACKAGED OUTFIT TOPPER**  
Full color. Fits snugly atop CP-2 or CP-14 pre-packaged home movie outfits. 12" high.



**STREAMERS**  
3 colors; 10" x 20". Hard-selling, attractive window or wall streamers for: K-60, K-100Z, K-4C, K-4 Deluxe, K-5, K-20X and K-26 cameras: CP-2, CP-7, and CP-14 complete movie outfits.

**PENNANTS**  
2 colors. Attractive over-the-wire pennants for in-store display and promotions. Available for the entire Keystone line.



**ILLUMINATED COUNTERTOP SLIDE VIEWER FREE WHEN YOU ORDER 3 K-511 SLIDE PROJECTORS**  
The biggest boost ever to your photofinishing business. Customers study 5 slides at a time on illuminated ground-glass viewing area, right at your counter. Sell your film processing service as well as the fine features of the K-511. In handsome blond wood. A \$25 value.

# KEYSTONE CO-OP

*Still the best deal you can get!*

Keystone's recently liberalized co-op advertising program has been an overwhelming success . . . dealers like it and want more of it!

**Now! Keystone gives you:**

- a full 5%-50-50 allowance on the entire line.
- cumulation of your allowances for the entire 12-month year on the entire line — not just a few months on certain select items.
- wide selection of TV spots, radio, catalogs and newspapers.

**HERE'S YOUR NEW, HARD-SELLING CO-OP ADVERTISING — USE IT! TIE IN! IT COSTS YOU LITTLE!**



**New Open-end TV Commercials**

48 seconds of product sell — 12 seconds for your personalized selling story.

Available for: K-4C, K-5, K-100Z, K-110 and CP-14.

**FORCEFUL NEWSPAPER ADS**

**New full-color comic ad — Featuring CP-7 Movie Outfit with new K-4C Electric Eye, K-60 and all accessories.**

- New 850- and 550-line mat ads**
- K-4C Electric Eye
  - CP-7 Electric Eye Movie Outfit



**Three special 350-line 11-piece Outfit ads**

- Featuring K-20 Camera and K-60 Projector
- or trade up with ad
- Featuring new K-26 Turret and your choice of 3 projectors: K-60, K-90 or K-100G.
- or trade up with ad
- Featuring new K-4C Electric Eye and your choice of 3 projectors: K-60, K-90 or K-100G.



**PLUS A FULL RANGE OF ADS SELLING YOUR COMPLETE KEYSTONE LINE!**

*Ask your Keystone Salesman to set up your ad authorization! TIE IN . . . for bigger profits with Keystone!*

play "SCORE" and win big prizes

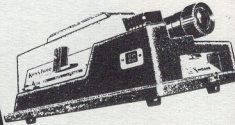
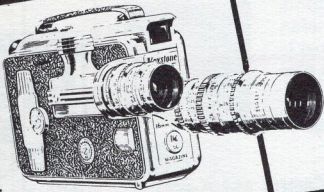
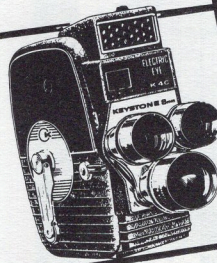
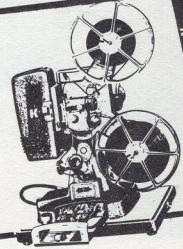
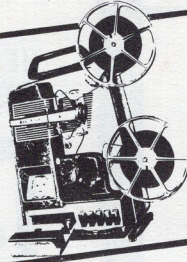
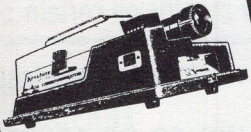
S

C

O

R

E



**Every time  
you or your  
salesmen sell  
Keystone  
you SCORE**

You and your salesmen select your own prizes — hundreds to choose from — golf clubs, radios, TV sets, furniture — you name it.

Get your prizes as you earn them . . . no waiting. Turn in your entry forms anytime for the prizes for which you qualify. Make up your Christmas list now and start saving.

Everybody wins . . . this is not a contest. Every Keystone sale made in your store earns points and prizes for you and your sales people.

Save all Registration Cards on Keystone Merchandise sold beginning September 1.

Points and prizes are earned immediately. Just submit registration cards with score card.

If you or your salesmen have not received your official entry book and score cards, use the enclosed postage free registration card at once, or see your Keystone salesmen.



*Announcing*  
**SEABOARD FINANCE COMPANY'S  
KEYSTONE BUDGET PLAN**

**EASY CREDIT TERMS FOR YOUR CUSTOMERS  
SMALL DOWN PAYMENT • UP TO 24 MONTHS TO PAY!**

**NO RISK, NO RECOURSE, NO BOTHER  
FOR YOU. *You collect full selling price immediately;  
with no red tape, no further responsibility.***

You can only guess at the countless sales and trade-ups you've missed because your customers lacked immediate cash and hesitated to ask about credit terms. Now you can get those extra sales and trade-ups. The Keystone Budget Plan gives you the kind of credit terms your customers want, with no risk or complication to you. Seaboard Finance Company, with offices across the nation, will purchase the credit contracts from you. You collect fully, immediately. Seaboard takes over completely, there's no recourse whatsoever.

The new plan's simple to set up. Ask your Keystone Salesman about the Keystone Budget Plan . . . the biggest, safest sales booster ever offered dealers or contact the Seaboard office near you — today.

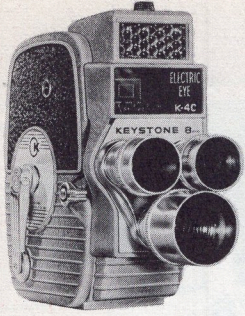
**NOW, IT'S EASY FOR YOUR CUSTOMERS TO GO KEYSTONE**

**KEYSTONE CAMERA COMPANY, INC.**

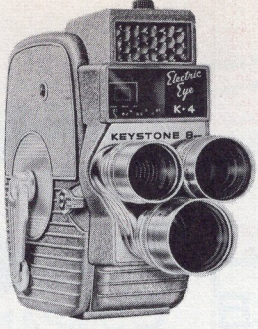


HALLETT SQ., BOSTON, MASS.

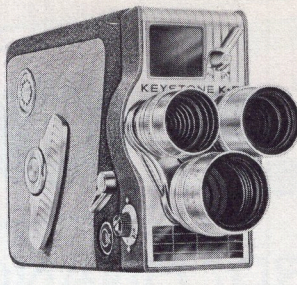
**3 NEW LOWEST-PRICED FULLY AUTOMATIC ELECTRIC EYES**



K-4C



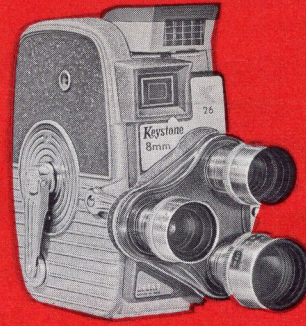
K-4 Deluxe



K-5

**LOWEST-PRICED  
3-LENS TURRET**

**LOWEST-PRICED MOVIE CAMERA  
WITH LOCK-ON LIGHT METER**



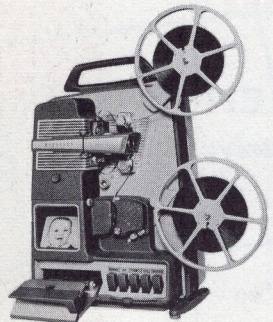
K-26



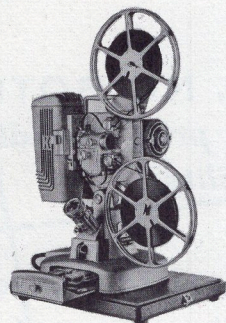
K-20X

**HERE IS THE MERCHANDISE... THIS IS THE YEAR**

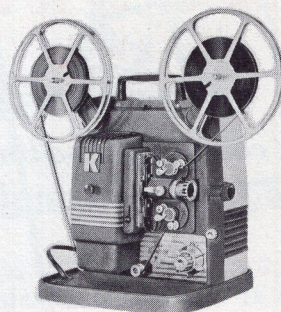
**THE MOST COMPLETE LINE OF FINE PROJECTORS**



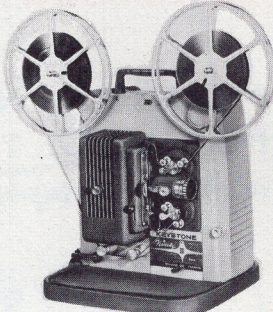
K-110



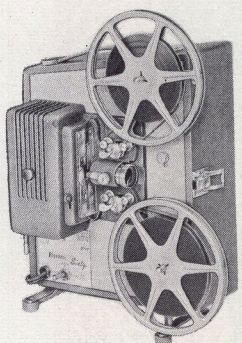
K-109V  
K-109S



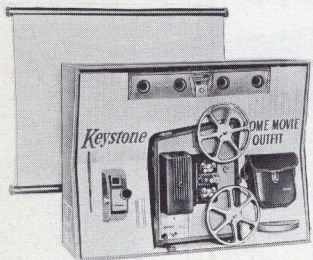
K-100Z  
K-100G



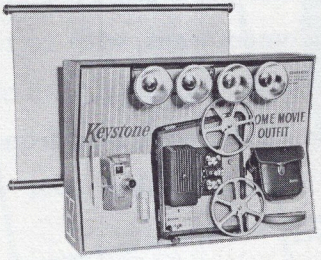
K-90



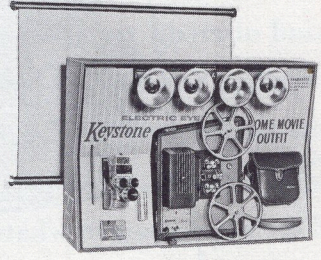
K-60



CP-2

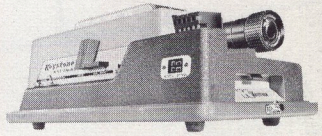


CP-3S

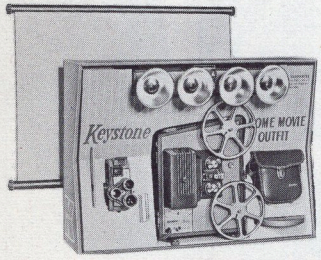


CP-7

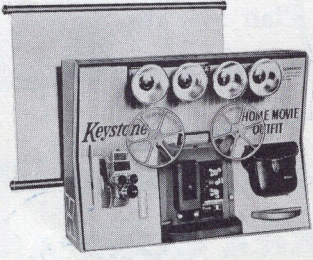
**DUAL AUTOMATIC  
SLIDE PROJECTOR**



K-511



CP-14



And the versatile CP-9,  
shown here with K-4C camera

**5 NEW, COMPLETE  
HOME MOVIE OUTFITS**

**LIFETIME GUARANTEE**  
Registered in your name on  
Keystone Cameras and Projectors.  
Free replacement of parts which do not  
function properly in normal use. Electric  
Eye mechanism guaranteed for one year.  
Guarantee does not cover projection lamp.

**ALL BACKED BY  
KEYSTONE'S FAMOUS  
LIFETIME GUARANTEE  
AND THE BIGGEST  
KEYSTONE  
ADVERTISING AND  
PROMOTION  
PROGRAM  
EVER!**



RIGHT DOWN THE LINE...GO KEYSTONE AND GET MORE THAN YOUR SHARE

**KEYSTONE CAMERA COMPANY, INC.**

Boston • New York • Chicago • Dallas • Denver • Hollywood • Seattle