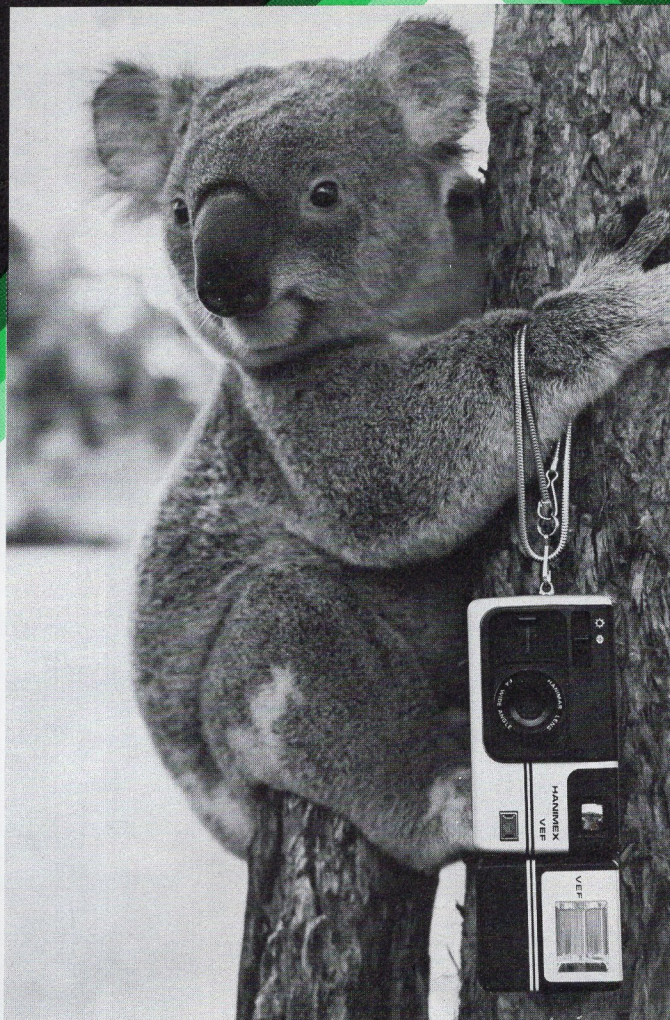


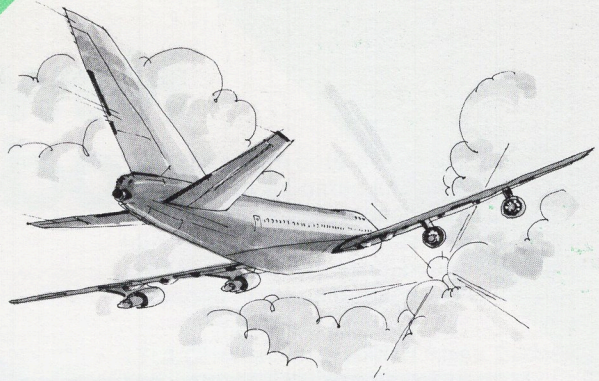
The House of Hanimex Presents



- **New Vertical Pockets**
- **Down-Under Sweepstakes**
- **Super Spring Values**

MARCH 27, 1977 THROUGH JUNE 30, 1977.

The Down-Under Sweepstakes



Win a trip-of-a-lifetime for two to Australia and New Zealand.

Hanimex wants to share with one of its lucky dealers the excitement and breathtaking beauty of a part of the world that few Americans ever see. Therefore, we are offering a Down-Under Sweepstakes for Hanimex dealers only. The prize is a grand one. A 17-day expense paid trip for two, this summer, to Australia and New Zealand,* highlighted by participation in the South Pacific Photo Conference.

These 17 days promise to be among the most memorable of your life. And you'll enjoy the finest of accommodations and service. As the guest of Hanimex, you will receive all transportation and transfers, deluxe hotels and three superb meals each day. And because Australia is Hanimex's corporate headquarters, we've arranged a very special tour of our facilities there by our top management.

And, we've made it easy to enter the Down-Under Sweepstakes. Just place an order for \$750 or more by May 31, 1977 and you'll be eligible. The winning entry will be drawn on June 6, 1977 by the Australian Consul in Chicago, so you'll have a month to get ready. And remember, your chances of winning are better than most sweepstakes because only Hanimex dealers who place qualifying orders are eligible. And there's only one entry per dealer, regardless of the number of orders placed.

So set aside July 8-24, 1977 until June 6, when the winning dealer will be notified. And, in the meantime, think a little about the long white beaches, unexplored mountains, and mind-shattering beauty that you may be lucky enough to enjoy this summer.

Good luck to all!

Robert L. Lewis
Vice President & General Manager

HANIMEX (U.S.A.) INC.

Program for Profits

A full line of popular products at No-Nonsense prices.

The Hanimex product and pricing program for Spring of 1977 continues to bring you the basic ingredients of successful retail sales. First, there's a logical selection of popular products geared to market demand. Fine quality products that customers will respond to.

Second, the price is right. We call it No-Nonsense Pricing. Or "NNP." It gives you extra-low nets for better-than-average margins. And you don't need a computer to figure them out.

And third, we give you meaningful advertising support at both national and local levels.

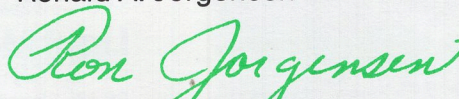
Here's how easy it is to qualify for our Spring program.

Place an order for \$750 or more between March 27, 1977 and June 30, 1977 and receive:

- 1) **No-Nonsense Prices (NNP)** on all products listed in this folder.
- 2) **Special terms of 4% 10 EOM**, or 2% 10 EOM plus 30 days.
- 3) **3% co-op.** This co-op can be used to advertise any Hanimex or Praktica product, according to conditions of the Hanimex Co-op Advertising Program.
- 4) **Extended Co-op.** You have nine months from date of invoice to use your co-op.

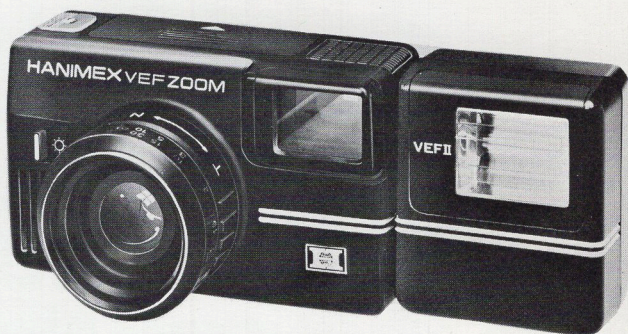
These are four very good reasons to place your order now. Just use the self-mailing order form inserted in this folder. You'll be off to a good start for the Spring selling season. And you'll be entered in our Down-Under Sweepstakes that could win you the most exciting 17 days of your life.

Ronald A. Jorgensen



National Sales Manager

New vertical pockets... and more



108. Fast-turn Hanimette. With f/11 lens, wheel film advance, FlipFlash.

118. Feather-lite, f/9.5 lens, 2 shutter speeds. Flip or Electronic Flash.

218. The Mini! Easy push/pull operation. f/9.5 lens, 2 shutter speeds, FlipFlash.

PF228. 3-element glass f/8 lens, 2 shutter speeds. Flip or Electronic Flash.

PF628. The Tele! 25mm normal and 42mm tele lenses. Flip or SFX 40 Electronic Flash.

PF428. Auto exposure with electronic shutter from 1/30 to 1/300 seconds. f/6.3 lens, fixed focus, flip or electronic flash.

PFX33. Electronic flash for pockets except HX 128, HX 628 and EK 48.

SFX40. High-output electronic flash for most pockets with FlipFlash socket.

MINI 110 EF. Push-Pull, Click—Push-Pull Slide, Flash. F/5.6 lens, Built-in Electronic Flash. Push it closed and all optics and flash are protected.

IEF WIDE. 20% wider view gets more in the picture. F/5.6 20.5mm lens and 1/200 second shutter speed with detachable Electronic Flash.

IEF TELE-WIDE. 20% wider view and telephoto too! Both lenses f/5.6—20.5mm wide and 40mm telephoto. 1/200 second shutter speed with detachable flash.

IEFES. Correct Auto exposure with detachable flash. Electronic shutter to 1/300, f/5.6 lens, 3-position zone focus.

VEF WIDE. Looks, feels and shoots like a 35mm. 20.5mm f/4.0 lens with Close-Up attachment for pictures to 12 inches. Detachable flash and close distance finder Wrist Strap.

VEF ZOOM Vertical format with 26mm to 42mm f/5.6 Zoom lens. Focus from 4 ft. to infinity. Fast action 90th of a second shutter speed with detachable flash.

110 RONDETTE. Revolutionary jam-free 110 slide projector. Shows 120 slides in under 35 seconds. Remote control, remote focus, weighs only 9 pounds.

88X. A big buy in still popular 126. Uses Magicubes.

FlipFlash Models	STD. PACK	REG. NET	NNP
108 w/Film & Array	12	\$ 9.48	\$ 8.75
118 Camera only	12	9.90	8.91
*218 w/Film & Array	5	15.63	14.98
*228 w/Film & Array	10	18.21	15.97
*628 w/Film & Array	10	22.77	18.97
*428 w/Film, Array & Battery	5	33.45	29.97
Electronic Flash For FlipFlash Models			
PFX 33	10	9.90	8.91
SFX 40 w/Delay	5	14.97	13.77
Pockets With Electronic Flash			
*110 EF w/Flash, Film & 4 "AAA" Batteries	5	30.18	27.77
*IEF WIDE w/Flash	5	31.32	27.47
*IEF TELEWIDE w/Flash	5	38.16	35.07
IEF ES w/Flash	5	45.87	39.78
Vertical Pocket Cameras			
VEF WIDE w/Flash	5	40.17	35.85
VEF ZOOM w/Flash	5	59.97	53.97
110 RONDETTE	1	97.00	79.60
88X w/Film & Magicube	12	6.65	6.25

*Supplied in see-thru display gift box.

Electric lens SLRs that focus to 13."



Praktica offers outstanding value in a quality SLR. The f/1.8 Coated and Multi-coated lenses focus to 13 inches, closer than any standard lens on any SLR. Plus steel bladed shutter to 1/1000, 1/125 flash sync, built-in Hot Shoe and universal Praktica threaded lens mount.

LTL3. Chrome with coated f/1.8 lens. Budget price SLR with stop down metering. Focuses to 13 inches.

LTL3 S. In chrome or black with Pentacon multi-coated f/1.8 lens. Full-featured SLR with self-timer, stop down metering. Focuses to 13 inches.

PLC2. Wide-open metering with unique Pentacon electric f/1.8 MC lens. Improved CdS center-weighted meter. In lustrous black finish.

VLC2. Removable pentaprism for maximum SLR versatility. A complete system camera, with wide-open metering, electric f/1.8 MC lens. Chrome finish.

CASE. For all "L" models. Protective everready case. **29mm MC** wide angle Pentacon electric f/2.8 lens for LLC, PLC and VLC.

135mm MC telephoto Pentacon electric f/2.8 lens for LLC, PLC and VLC.



	STD. PACK	REG. NET	NNP
LTL 3 f/1.8 CH	1	\$113.97	\$107.13
LTL 3 S f/1.8 MC CH	1	\$125.97	\$115.89
LTL 3 S f/1.8 MC BK	1	\$131.97	\$121.47
PLC 2 f/1.8 MC E BK	1	\$140.97	\$129.63
VLC 2 f/1.8 MC E CH	1	\$161.97	\$148.95
Everready case for "L" models	1	\$ 6.00	\$ 5.58
29mm MC E Lens	1	\$ 80.97	\$ 76.92
135mm MC E Lehs	1	\$ 83.97	\$ 79.77

Note: cameras sold less case.

S = Selftimer E = Electric Lens
 CH = Chrome Finish MC = MultiCoated
 BK = Black Finish

Lenses

Model	STD. PACK	REG. NET	NNP
28mm f/2.8 P & M	1	\$ 54.12	\$ 48.71
28mm f/2.8 N,C,K,O	1	\$ 59.82	\$ 56.23
35mm f/2.8 P & M	1	\$ 48.42	\$ 43.57
35mm f/2.8 N,C,K,O	1	\$ 54.12	\$ 49.79
135mm f/2.8 P & M	1	\$ 51.27	\$ 44.86
135mm f/2.8 N,C,K,O	1	\$ 56.97	\$ 52.41
200mm f/3.3 P & M	1	\$ 68.37	\$ 61.53
200mm f/3.3 N,C,K,O	1	\$ 73.82	\$ 67.91
300mm f/4.0 P & M	1	\$ 88.32	\$ 83.02
300mm f/4.0 N,C,K,O	1	\$ 94.02	\$ 89.31
400mm f/6.3 P & M	1	\$ 99.72	\$ 89.75
400mm f/6.3 N,C,K,O	1	\$105.42	\$ 96.99
80-200mm f/3.5 P & M	1	\$128.22	\$115.40
80-200mm f/3.5 N,C,K,O	1	\$133.92	\$123.21
2X auto converter	1	\$ 10.98	\$ 9.88
MACRO Models			
135mm f/2.5 P & M	1	\$ 82.62	\$ 76.01
135mm f/2.5 N,C,K,O	1	\$ 91.17	\$ 85.70
35-105mm f/3.5 P & M	1	\$165.27	\$152.05
35-105mm f/3.5 N,C,K,O	1	\$173.82	\$163.39
80-200mm f/3.5 P & M	1	\$142.47	\$129.65
80-200mm f/3.5 N,C,K,O	1	\$151.02	\$141.96
P = PRAKTIKA-PENTAX C = CANON FD-EF M = MINOLTA K = KONICA N = NIKON O = OLYMPUS			



Seven Hanimex prime lenses plus 3 MACRO focusing prime lenses and a converter are offered for Spring in the most popular focal lengths. Each of these HMC automatic multi-coated lenses is a true custom-quality, computer-designed optic. Each is pre-tested at the factory to assure superb performance. All have new diamond-grip focusing, easy-to-read numbers, and the filter size engraved on the lens barrel. Front and rear lens caps and a deluxe zipper case are included with every model.



Flash

	STD. PACK	REG. NET	NNP
Manual Models			
X 130	10	\$ 8.97	\$ 7.14
X 333	10	10.17	8.99
Auto Models			
CX 228	10	17.97	14.97
CX 333	10	19.17	17.64
CX 440	5	22.17	19.95
CBX 350	5	29.97	26.97
Thyristor Models			
X 540	5	32.97	29.67
BX 550	5	41.97	35.67

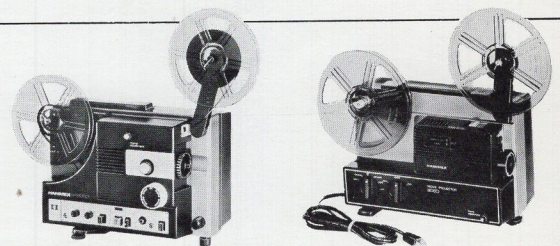


X130. Super small, lightweight manual with hot shoe. Guide #30 with ASA 25. Up to 150 flashes from two "AA" alkaline batteries.
X333 Manual low-silhouette mini with 55 degree horizontal coverage. Guide #33 with ASA 25. Recycles in less than eight seconds on two "AA" alkaline batteries. Hot shoe and detachable PC cord.
CX228. Budget priced automatic with Guide #28 with ASA 25. Hot Shoe, 2 "AA" batteries. Recycles in less than nine seconds.
CX333. Same as X333, plus 2-16 feet auto and manual.
CX440. Powerful two-position auto, plus manual with sleek vertical styling. Guide #40 with ASA 25. Up to 20 feet auto at f/4. Hot shoe, detachable PC cord, uses four "AA" batteries.
CBX350. Six-position internal bounce, two-position automatic and manual modes. Flash tube and reflector covered with rolled diffusion screen. Guide #50 with ASA 25. Up to 25 feet auto at f/4. Hot shoe, detachable PC cord, uses four "AA" alkaline batteries.
X540. Same as CX440, plus auto thyristor circuit.
BX550. All fine features of the CBX350, plus thyristor. Recycles to 1/2 second when shooting close to subject. Up to 1,500 flashes on auto with 4 "AA" alkaline batteries.

Super 8

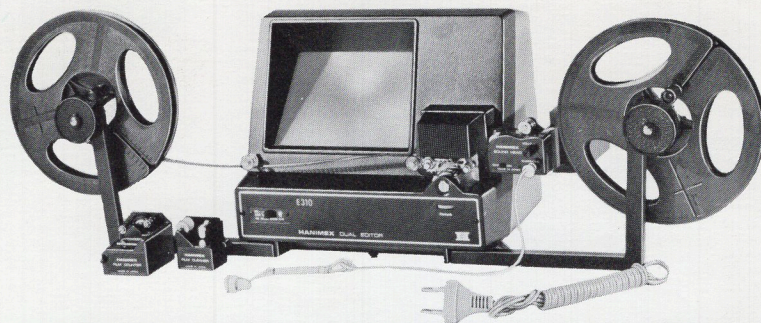
Value-packed Hanimex projectors designed for easy operation with all wanted features.

808-D. Dual/8 value. Fine features include reverse, still, zoom lens, auto loading, and variable speed control.
SR9000. Sound! Complete control over sound editing with built-in auto recording level control, auxiliary input and output for external speaker, plus mike and earphone. With 15-25mm f/1.3 zoom lens, 2 speeds, 600 foot reel capacity.



	STD. PACK	REG. NET	NNP
808-D w/lamp	1	\$ 82.62	\$ 69.81
SR9000 w/lamp	1	\$191.97	\$176.61

Movie Accessories



E310. Dual 8 editor with large 4 x 5 inch screen. Fresnel lens, geared rewind with 600-ft. spool capacity. Sound attachments available.

300 Splicer. Compact Splicer for regular and super 8 film. "S" shaped cutting blade prevents film slipping. Complete with supply of both regular and super 8 splicing tapes.

400 Splicer. All the features of the 300 but in a larger size.

600 Splicer. Illuminated Splicer for regular and super 8 film. Lighted film plane for frame by frame inspection and easier splicing. Operates on batteries for use anywhere. Complete with supply of regular 8 and super 8 splicing tapes.

200 & 400 ft. Reel & Can Sets. With automatic film take-up for both regular 8 and super 8 spindles. Three-pack shrink wrapped for easy display.

8mm/Super 8mm Tapes. Display cubes containing 36 packages of either Super 8 or Regular 8 splicing tape.

	STD. PACK	REG. NET	NNP
E-310 Editor	1	\$43.17	\$39.72
300 Splicer	12	\$ 1.35	\$ 1.19
400 Splicer	12	\$ 1.97	\$ 1.49
600 Splicer	6	\$ 4.77	\$ 4.19
200' Reel & Can (3 Pack)	24	\$ 1.54	\$ 1.39
400' Reel & Can (3 Pack)	24	\$ 2.04	\$ 1.79
8mm Tape 36 Pack			
Cube Disp.	1	\$21.60	\$19.44
Super 8mm Tape			
36 Pack Cube Disp.	1	\$21.60	\$19.44

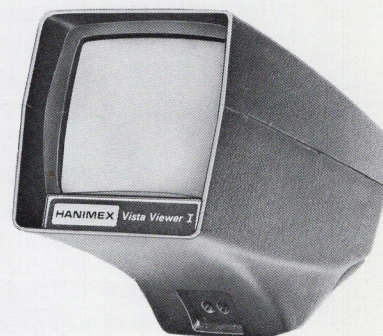
35 mm Viewers

Vistaviewer II. New budget priced, easy to use, hand held lighted slide viewer. 3 in. x 2 1/4 in. lens gives two times magnification.

Hanorama Viewer. Smartly designed available light viewer with unique viewing system. For 35mm, 126 or super slides in either cardboard, plastic, metal or glass mounts.

Auto Vistaviewer. Enjoy slides in sequence— instantly without fuss or setting up screen and projector. Up to 36 slides may be stacked into top compartment for quick and easy viewing on brilliant 7 1/2 square inch screen.

Vistaviewer Zoom. High quality versatile slide viewer for viewing all 2 x 2 in. slide formats— 35mm, 126, super slides. Two position Brightness Control. Zoom Lever for enlarging slide view. Four "C" batteries or optional AC Adapter.

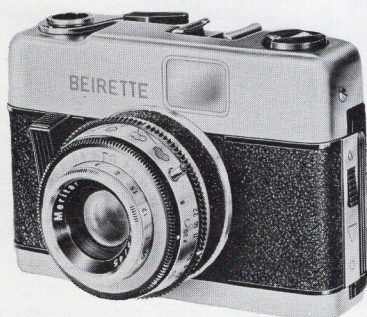


	STD. PACK	REG. NET	NNP
VistaViewer II	12	\$1.97	\$1.69
Hanorama Viewer	24	\$4.77	\$3.99
Auto Vista Viewer	12	\$6.57	\$5.99
VistaViewer-Zoom	12	\$9.99	\$8.98
AC Adapter for Zoom	1	\$2.67	\$1.99

Compact 35

Beirette VSN

Big full-framed 35mm slides and prints from VSN Compact. Easy to use symbols for proper exposure control. Hot shoe, four speed shutter, depth of field scale, rapid film winding, rewind crank, automatic exposure counter, bright frame viewfinder, complete with ever-ready carrying case.



	STD. PACK	REG. NET	NNP
Beirette VSN w/Case	5	\$21.57	\$19.97

Still Accessories

Tripods

	STD. PACK	REG. NET	NNP
Mini Pod 2 Section Table Top Model	6	\$ 3.75	\$ 3.37
4-ST 4 Section Tubular, Lift-type elevation	3	\$14.55	\$13.39
3-D 3 Section Channel, Lift-type elevation	3	\$19.92	\$17.41
3-CL 3 Section Channel, Crank elevation	3	\$22.77	\$19.89
3-VC 3 Section Channel, Braced, Crank elevation	3	\$27.33	\$23.37

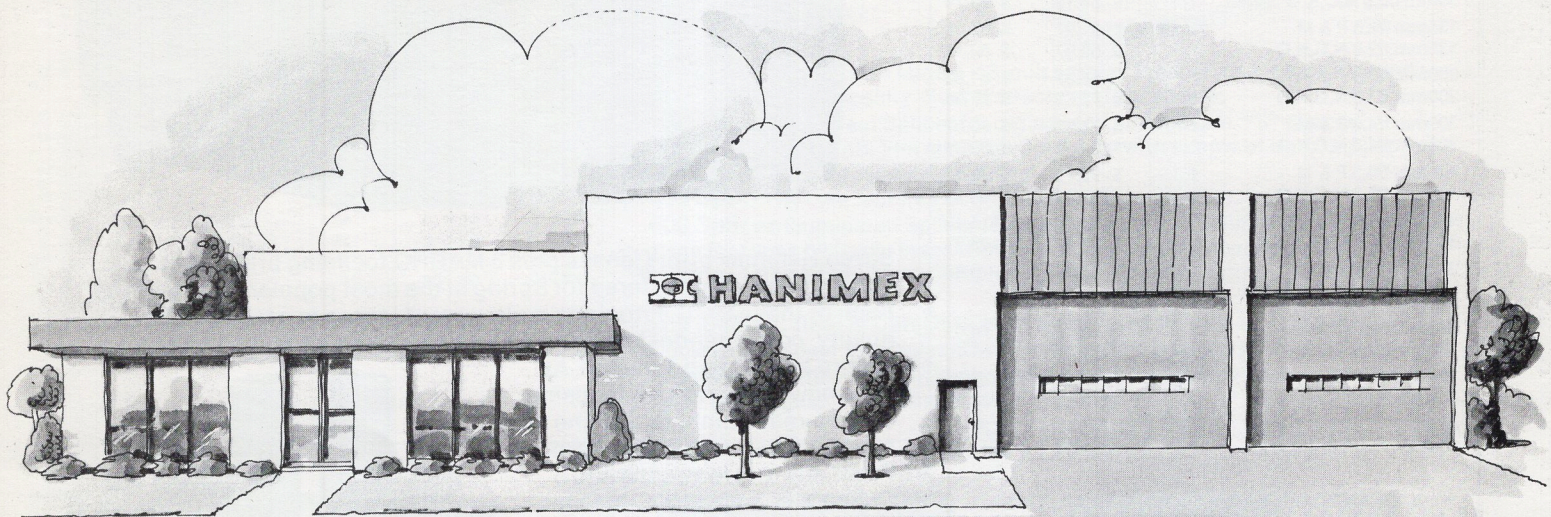
Light Meters (all with case)

PR 115. Selenium cell clip-on fits camera shoe.	6	\$10.17	\$ 9.60
PR 125. Selenium for still/movies, to ASA 12,000.	6	\$11.97	\$11.37
PR 135. CdS cell, auto hi/lo dial, to ASA 12,000.	6	\$13.77	\$12.94
PR 140. CdS deluxe, on/off switch, to ASA 12,000.	6	\$16.17	\$14.94

Slide Trays

100 Slide Rotary (Sawyers, Sears, Wards, Nikkormat, GAF, Minolta, Viceroy & Anscomatic Projectors)	20	\$ 1.77	\$ 1.49
80 Slide Carousel (Kodak Carousel Projectors)	20	\$ 2.07	\$ 1.74

Bigger and better facilities.



In October, 1976, Hanimex expanded its United States headquarter facilities with the acquisition of a modern 52,000 square foot building in Elk Grove, Illinois. This larger space for administrative and warehousing functions was needed to handle recent increases in business and provide for future growth. Located near Chicago's O'Hare Airport, our new facility enables us to place air shipments from sources around the world into U.S. distribution in the shortest possible time.

Our enlarged quarters also have allowed us to expand and improve our service department. Eleven experienced service technicians now have at their disposal the latest

state-of-the-art test equipment and tools, plus a complete inventory of parts for Hanimex and Praktica products. As a result, repair time for 80% of all products returned for service has been reduced to 14 days or less, in and out. And we expect to cut service time even more in the months ahead.

In addition, we have plans to expand facilities at our West Coast Regional Warehouse in Baldwin Park, Calif., to improve service to our West Coast customers. These moves all add up to even better performance from Hanimex. We have the products, pricing, promotions, and sales and service capability, to meet your quality photographic needs.



HANIMEX®

HANIMEX (U.S.A.) INC. 1801 Touhy Ave., Elk Grove, Ill. 60007
(312) 956-7540