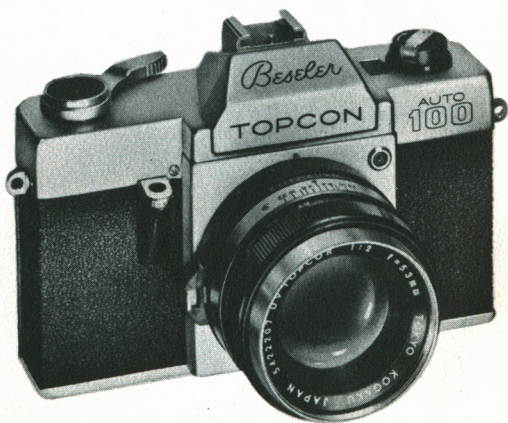


**“How you can
get perfect photos
everytime
from your very first
roll of film”**



Beseler Topcon Auto-100

....here's how:



Going outdoors? See how dynamic you can make a common scene with the Auto-100. The tree and branch in the foreground frame the mountains just right.

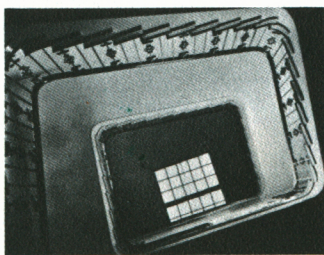
Looking through the Auto-100 viewfinder makes sure of that. This great camera also makes sure that both the close-up subject and the faraway subject are perfectly exposed. Beautiful pictures are yours—from the very first shot—with the Auto-100.

Mr. A. Hopin, L.A.



Miss D. Wayner, L.I.

Is there anything quite like a picture of a pretty girl? Perhaps another pretty girl, especially if it's your own. In close-ups of people there are 3 keys to success: 1) proper composition of your subject, 2) perfect exposure, 3) the just-right moment that you click the shutter. All 3 keys to portraiture success are yours with the Auto-100 ...yours from the very start of your first roll!



Mr. K. Nunes, Chi.

A stairwell makes a dramatic shot when you look straight down or straight up from the center (as this does). Look through your Auto-100 viewfinder, get the composition just the way it looks right to you, then click!...a perfect picture. The shadows and highlights will be in just the right relationship to each other.



Mrs. M. Price, N.Y.C.

Children are so much fun, especially when they try to act grown up. When you use the Auto-100 portrait lens (100 mm) the subject appears just large enough to clearly see that unforgettable candid expression. And of course, with the Auto-100 you can keep looking at the subject until the one right moment arrives.

It's so simple...
just focus,
compose
and shoot with the
Beseler Topcon
Auto-100
for that
"just right"
picture...



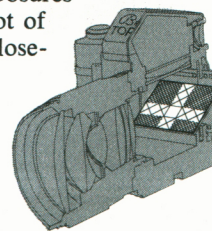
Your pictures are perfectly composed, perfectly exposed... the first time and every time with the Beseler Topcon Auto-100—the 35mm Single-Lens-Reflex that automatically makes you a proficient and proud photographer.

The Auto-100 is a Single-Lens-Reflex, the camera type used most by professionals and press photographers. Perfect for amateurs because you sight through the lens, focus through the lens, compose your scene through the lens... the same lens that takes the picture. Your pictures are always "just right" because you see exactly what you're shooting. No more cut off hats or feet—unless you choose to shoot it that way.



The Auto-100 gives you perfect exposures automatically—under any conditions with any lens. Beseler Topcon invented the behind-the-lens meter principle that measures all the light passing through the lens (and only the light passing through the lens). Beseler Topcon perfected the Meter-inside-the-Mirror and it is now patented. It measures all the light that strikes the film... from corner to corner, from edge to edge. And it sets your exposure automatically with any lens, any filter, any attachment... for automatically perfect exposures from a long telephoto shot of a distant waterfall to a close-up of a delicate flower.

You have the freedom to create your own exposure effects too. Use the behind-the-lens meter as a guide or just forget the meter and make your own settings. However you choose to make your exposures, your pictures will show the unmistakable hallmark of a Beseler Topcon... unusual clarity, a rare depth of quality, the dimensions of excellence.



The Auto-100 provides you with the versatility of changing lenses instantly. Use any of 4 ultra-sharp automatic lenses. Lenses stay wide open for maximum ease in focusing and composition; they close down only at the precise moment of exposure, with the automatic diaphragm internally and automatically coupled to the Meter-inside-the-Mirror. Choose from a 35mm wide angle, 53mm standard, 100mm and 135mm telephotos. Each is a flawless example of the finest optics. Together they offer unmatched versatility in a low priced 35mm single-lens-reflex.



Smooth, effortless and decisive operation of all functions make the Auto-100 a joy to use: Ball-bearing-like focusing with a large, ribbed fingertip ring. Click stops for positive aperture and shutter speed settings. Vibrationless instant return mirror for steady, continuous image viewing. Large viewfinder ideal for people who wear glasses—with corner to corner visibility and the brightest image of any SLR. Unique microprism focusing spot and fine ground glass screen permits sharper, faster focusing.

Other important things you should know about the Beseler Topcon Auto-100

• Shutter Speeds: 1/500, 1/250, 1/125, 1/60, 1/30, 1/15, 1/8, 1/4, 1/2, 1 sec. and bulb • ASA range: 25 to 400 • Built-in flash synchronization for bulbs or electronic flash • Built-in self timer lets you get into the picture • Auto-reset exposure counter returns to "0" when film is removed.

Accessories for the Beseler Topcon Auto-100

Filters, lens hoods, microscope attachment, eyepiece accessory bracket, correction lenses, right angle finder, magnifier eyepiece, plus

Wideangle LensUV Topcor 35mm f/3.5

Telephoto LensUV Topcor 100mm f/4

Telephoto LensUV Topcor 135mm f/4

(All UV Topcor lenses for the Auto-100 have inherent ultra-violet filtration for sharper, crisper slides and black and white photographs.)

Beseler Topcon Cameras

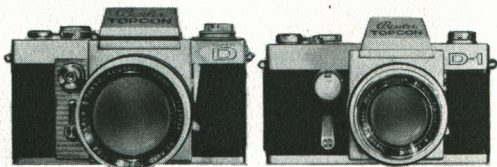
World's finest Single-Lens-Reflexes with the patented Meter-inside-the-Mirror

Beseler Topcon Auto-100

With 53mm f/2 lens \$159.00

Beseler Topcon Super-D

The finest, most versatile camera available for precision scientific, professional and commercial photography. With 58mm f/1.4 lens \$409.00



Super-D

D-1

Beseler Topcon D-1

The single lens reflex for the advanced amateur and professional with Meter-inside-the-Mirror accuracy. With 58mm f/1.8 lens \$269.00