

# Intimidated\*

# by 35mm

# Photography?



Here's a Real "Do-It-Itself"-er!

\* **in-tim-i-date** (in-tim'i-dāt), *v.t.* [*p.t.* and *p.p.* -dated, *p.pr.* -dating], [*< L.L. intimidare (-atus), to make timid < Lat. in, into + timidus, timid*], to make afraid; overawe.

**Don't Know** an "F" stop  
from a short stop?

**Don't Know** a lens setting  
from a table setting?

**You Don't have to Know**  
with these two new .....

**35** MM

**Balda**<sup>®</sup>

**AUTOMATICS**

[ Famous cameras from camera famous West Germany ]



# BALDESSAMAT

MODELS  
**F**  
AND  
**RF**

Automatic 35mm Camera

featuring **COLOR-GUIDE** *matic* focusing and built-in **FLASHGUN**

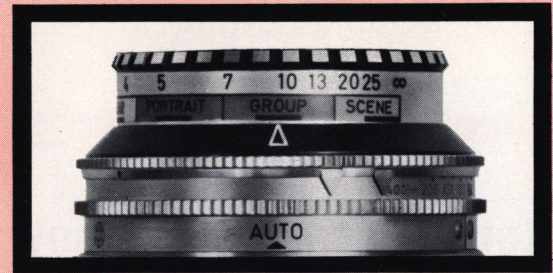


**BALDESSAMAT-F** (Illustrated)  
with 45mm f2.8 Baldanar Lens ..... **\$69.95**  
and built-in Flashgun  
Deluxe Eveready Case **\$10.50**

**BALDESSAMAT-RF**  
with 45mm f2.8 Baldanar Lens,  
built-in Flashgun and Built-in ..... **\$79.95**  
Coupled Rangefinder  
Deluxe Eveready Case **\$10.50**

**PLUS ALL These Features that Make YOU the Master of 35mm Photography:**

- AUTOMATIC EXPOSURE** — Camera “Thinks for Itself”... does all necessary computing for breathtakingly beautiful pictures. Just click the shutter—and you’re an expert!
- BUILT-IN FLASHGUN**—Finger-flick snaps up a built-in flash unit that uses low-cost AG-1 bulbs (clear or blue). You’re always ready for exciting flash photography!
- EASY FOCUSING**—Simple Color-coded “Zone” settings for sharp, sharp pictures: **Scene, Group, Portrait** or **Near** photography. An exclusive **Baldessamat-F** feature!
- AUTOMATIC ZONE SIGNALS or COUPLED RANGEFINDER**—The “F” Model verifies, in the viewfinder, whether you are properly set for the type of picture you want. On the “RF” Model, a built-in, coupled rangefinder provides critical focusing.
- DROP-IN FILM LOADING**—Simplified loading system makes handling easy. Keymatic winder moves next frame into position, winds shutter for next exposure and keeps count of exposed pictures... no double exposures ever!
- BUILT-IN LENS SHADE & FILTER HOLDER**—Built-in “screw-out” Shade keeps glare out, helps you get clearer, more brilliant pictures. Also accepts Series 5 filter. No attachments to lose!
- ACCESSORY SHOE** for electronic or alternate flash unit.



## COLOR-GUIDEMATIC FOCUSING

**EASIEST FOCUSING EVER!** Sharp pictures are a snap, with the Baldessamat F Color-Coded “Zone” Settings! For the type of picture you want: SCENE, GROUP, PORTRAIT or NEAR, just turn the lens to the colored “Zone”—Skyblue for SCENE, Green for GROUP, Pink for PORTRAIT, Neutral for NEAR — and you’re correctly focused! You **know** you have made the setting properly when the NAME of the zone (GROUP for example) appears in the large, luminous Viewfinder. When the name is there — **you’re in perfect focus!**

“Aim” and “Frame”...  
perfect pictures always!

(With the Baldessamat-RF, critical focus and composition is assured by a coupled, built-in rangefinder, and automatic parallax correction.)



Ask your Photo Dealer to show you the Baldessamat F or RF today ... open the door to thrills and satisfaction you could never experience before!



## HATE TECHNICAL DETAILS?

Do you **thrill** to the beauty of 35mm Color Slides, Prints and Enlargements, and delight in crisp, sparkling Black-&-White photos . . . but detest the computing, fidgeting and dial-setting that takes away all the fun? Well, take heart! Famed Balda engineers have perfected two new, exciting, "thinking" 35mm cameras, the **Baldessamat F** and **RF**. You'll take pictures like an expert with these fabulous "automatics."

## IT'S ALL AUTOMATIC!

Simple dialing of the proper film ASA number on your Baldessamat activates a coupled photo-electric exposure meter that sets proper lens opening and assures perfect exposure every time! Shoot all day—get picture after picture, **automatically** and **perfectly!**

## FLASH PHOTOGRAPHY FUN!

Indoors or outdoors, if there is insufficient light, this amazing camera **warns** you by showing a red "stop sign" in the Viewfinder. Then all you do is set the camera to "Flash." Pop the miniature built-in flashgun out of the camera body with a flick of your finger. Using economical, tiny AG-1 flashbulbs, clear or blue, your **Baldessamat-F** or **RF** is ready to carry on. No calculating, no guessing . . . nothing but perfect pictures . . . **every** time!



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