

# HOME PHOTO TIMES

VOL. 1—NO. 1

Spring 1959



## HOLLYWOOD CAMERA STORE

4039 N.E. Sandy Blvd., Portland AT. 4-2060



*Charge it... Use your Hollywood Credit Card*

# SPRINGTIME IS PHOTO FUNTIME!

## WIN \$50 In Big, Easy Photo Contest

Is it the kind of picture folks like to look at?

If it is, it may be worth \$50! Just enter it in our big, easy photo contest, then sit back and wait for the judges' decision.

### What kind of picture can win?

What will the judges look for, in picking a winner? Just an interesting photo—one that catches the eye and the imagination. It might be a cute baby, or a couple of puppies, or the view from a mountain top, or an old man reading the paper. It doesn't matter what kind of a camera was used, or if it has an "arty"

look, or whether it was carefully composed or just snapped "off the cuff." All that counts is, is it the kind of picture folks like to look at?

### Here are the rules:

It's easy to enter the contest, too—no entry fee—nothing to buy—nothing to write—no box tops to send in. Enter as many photos as you like, on any subject under the sun (or under flash bulbs or flood lights, for that matter). Each entry—whether it is one photo or a dozen—must be accompanied by a completed entry blank. You can get the blanks at our store—pick one up the next time you are in the neighborhood. Entries must be received here at the store before noon, May 16, 1959.

Anyone can enter, except professional photographers, or employees of this store or any affiliated organization, and members of their families. In case of a tie, duplicate prizes will be awarded, and in any case the decision of the judges is final. All entries become our property, and no photos or prints can be returned.

## Free! Analysis of Your Prints

We will be happy to offer suggestions on how to improve your pictures. Are your shots overexposed? Underexposed? Out of focus? Let us analyze your prints to see how we can help you get better pictures.



### "DADDY, TAKE MY PICTURE NOW, I'M GROWING AWFULLY FAST!"

KIDS DO GROW up all too soon, and those precious moments are gone forever. Take this youngster's advice—get plenty of snapshots of your kids. These pix will be priceless, some day.

## 'TOP OF THE WORLD' DECOR POSSIBLE WITH SPECIAL HEAD

Panorama views provide striking and unusual decor for den or family room. When you have taken the photographs yourself, the enjoyment is doubled. It's easy to do, with a panorama head for your Rollei camera.

The panorama head attaches to a standard tripod, holds the Rollei firmly, and permits taking photos over the entire 360 degree circle. The head is divided into ten sections, with click stops for

positive positioning. Adjoining pictures have a slight overlap, so they may be joined neatly and exactly. A sensitive spirit level affords perfect horizontal leveling.

When you have your pictures, they may be blown up to whatever size is appropriate, then mounted around the walls. The effect is like standing on a mountain top, or in the middle of a plain, and enjoying the view.

## "Goldilocks and The Three Bears," Starring Your Own Little Girl

Here is your chance to produce your own slide-film story... starring your own daughter!

With a minimum of equipment, a few simple props, and a little ingenuity, you can have your own "Academy Award winning" film of *Goldilocks and the Three Bears*... a color slide film, with sound! Here's what you will need:

Still camera, with color film, for 35 mm slides (or whatever size you wish).

Projector.  
Tape Recorder.  
Props:

Three teddy bears, in appropriate sizes for Poppa Bear, Momma Bear, and Baby Bear. Three chairs, one for each bear. Table and three chairs. Three bowls of porridge. Three beds, one for each bear.

One moppet, age five or so. And here is how you proceed: First, plan the story... the sequence of scenes, the set-up of props, the action.

Then take the pictures. Don't rehearse too much... most

(Continued on Page 2)

## Picture Taking Without Film— Latest Miracle

Taking pictures without film! This modern miracle is made possible through video-tape, a newly developed companion to magnetic sound recording tape.

Like the magnetic tape that has become so familiar these last few years, video-tape requires no processing of any kind. Both sound and picture can be played back immediately, just by running the tape through the playback machine.

Now used chiefly to record television programs for later re-broadcast, magnetic video tape for home movies may be some years away... but you can be sure it will be available in our store when it does come.

Until then, drop in any time for news of the latest developments in photography. We're always glad to show you what's new.

We judge ourselves by what we feel capable of doing, while others judge us by what we have already done.—Henry Wadsworth Longfellow.

## Springtime Events And Activities Provide Many Photo Subjects

Here in the West, spring is a favorite time for photo taking, for beginner and expert alike. Big reason is that the whole world is beginning to stir, after its long winter nap, and there is always something going on. Whether you use a simple box camera or the most complex equipment, you can find many shots to treasure through the years.

You don't have to go far from home, either. The garden is bursting into bloom... Dad may be building a boat, or putting in a barbecue, or sprucing up the old homestead... the teen-agers will be going on picnics and

## WESTERNER'S FAVORITE SPRING PHOTO SUBJECTS

The back yard garden  
Dad—whatever he is doing  
Teen-age picnics, dances, barbecues

Kite season  
Marble games  
Hopscotch  
Baseball  
THE BABY  
Domestic animals and pets  
Wild animals  
Wild flowers  
Western scenery

having dances... the kids will be flying kites, playing baseball, jumping rope... and of course one of the best uses for any camera is to keep track of the baby's doings.

Children, big or little, provide an unending source of wonderful snapshots and movies. Kite season offers a rare opportunity to combine action shots with unusual composition... kids, kites, and clouds. A marble game, with all the boys intent on Shorty's next shot—a game of hopscotch—activity at the Little League park or on the sandlot diamond—it's enough to make anyone run for his favorite camera!

In the animal world, what could be cuter than new-born lambs, kittens, puppies? There is no limit to the opportunities in field and forest—watching for just the right moment to snap mother robin feeding the babies, catching a startled doe and (Continued on Page 3)

# BIG MONEY SAVING SPECIALS... SEE PAGE 4!

**"My Favorite Recipe"**

**SWEDISH-STYLE  
MEAT BALLS**

2½ lbs. ground chuck  
4 slices white bread  
¾ cup milk  
2 eggs (lightly beaten)  
2 tsp. salt  
¼ tsp. black pepper  
½ tsp. nutmeg  
1 onion (minced)  
2 cups bouillon or consomme  
Butter or other fat, for frying

Soak crumbled bread in milk until mixture can be stirred to a smooth consistency. Add eggs, seasonings and onion; combine with the meat until well blended. Shape into one-inch balls; spread out to "dry" for at least half an hour. Brown thoroughly in hot fat, turning carefully to get entire surface done. Drain off excess fat, add HOT bouillon or consomme, and simmer (closely covered) until done (about 15 minutes). If preferred, finish in the oven, in a large, shallow, uncovered pan—bake at 350 degrees until broth is absorbed (about half an hour).

They claim it is only the old-timers who can remember when every household had a bread knife.

**Electric Eye for Mother**

(Continued from page 4) already set for the right distance. The lens is set to the right opening—automatically. There is nothing to calculate, nothing to forget.

Mom, you can take movies any time you want—whether Dad is home or not. You can be sure your pictures will be properly exposed, and in focus. Where family movies are concerned, you can be the "professional."

Life was never so wonderful—memories never so easy to preserve "the easy way."

**\$1 For Recipes**

Everyone has a favorite recipe—so good it's the delight of friends and family. Bring us yours—if we print it, we will send you a crisp, new \$1 bill.

**"Versatility Plus" . . .  
Describes New Models of  
Exakta 35mm Cameras**

Twenty-seven shutter speeds, a vast array of lenses, three types of viewfinders, adaptors for a wide variety of special purposes—these are some of the features that make the newest Exakta "the most versatile camera in all the world."

Automatic diaphragm lenses, for example, are made especially for Exakta cameras by practically every major lens maker in the world. Wide-angle lenses have focal lengths as short as 24 mm—less than one inch! Telephoto lenses make it easy to take close-ups of action at the other end of a football field.

A dramatic use of the Exakta is for "stop-action" photos in the theater, during a play or musical show. Shots of wild life, even at a considerable distance, have

become almost routine for Exakta photographers with the proper selection of lenses and accessories.

The Exakta can be adapted for copy work—books, documents, photos. There are adaptors for medical photography, photomicrography, and similar fields, that make the camera ideal for scientists, scholars, teachers.

On top of all this, the Exakta takes a wonderful picture!

**"READ AND LEARN"**

There are books and magazines in abundance for the photo fan—beginner or expert—who wants to increase his knowledge of his "favorite sport."

Public libraries, bookstores, magazine counters—and camera stores—offer a big selection of helpful literature. You can read for hours, on any subject in the photographic world. Nearly every major camera manufacturer publishes several books on the use of his particular equipment, not to mention the little booklets, pamphlets and brochures. There are at least half a dozen monthly magazines published in this country alone.

If you hanker to improve your reading acquaintance of photography, stop in the store next time you are in the neighborhood, and we will be glad to recommend some good literature.

**Question Corner**

This corner will be reserved, each issue, for readers' questions on things photographic; we will try to answer all those which are of sufficiently wide interest. It doesn't matter whether your question pertains to lighting, or how to tell a quality camera from an inferior imitation, or home movies—bring them along. Of course, we will be delighted to give you an answer in person, any time you come into our store!

**SAVE FURNITURE  
WITH CORK DISCS  
FROM BOTTLE CAPS**

The little cork discs that line the caps of beverage bottles are just right to use as protective pads on the bottoms of ash trays, lamps, book ends, or other objects that might scratch table tops.



**HERE'S  
THE  
ELECTRIC  
EYE  
FOR  
MOTHER!**

**Wollensak**

**Electric EYE-MATIC 8mm Camera**

Just aim . . . and shoot! The camera sets its own exposure . . . automatically . . . without figuring, without guesswork. The electric eye does it all . . . indoors or outdoors.

from \$89.50 As little as \$8.95 down!

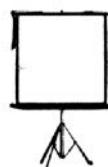
**WOLLENSAK  
PROJECTOR**



Worthy companion to the remarkable EYE-MATIC camera. Push button controls . . . automatic on-off control of room light . . . With deluxe splicer. A brilliant choice for 8mm fans.

Only \$16.25 Down

**RADIANT  
SCREENS**



The ultimate for perfect movies! Don't lose the pleasure of your films with inferior screens . . . see our big selection of Radiant screens, featuring the revolutionary Lenticular surfaces.

# Exakta Photography . . . VERSATILITY . . . PLUS!

The Exakta is famous for its single-lens reflex viewing . . . for its versatility . . . for its amazing picture quality. Here are just a few of the reasons why Exakta Photography is in a class by itself!

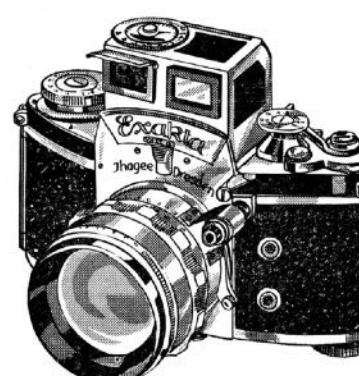
**THE IDEAL CAMERA  
FOR ANY AND  
EVERY KIND OF  
PHOTOGRAPHER:**

**Amateur  
Professional  
Photo Journalist  
Commercial  
Photographer  
Portraitist  
Doctor  
Dentist  
Ophthalmologist  
Scientist  
Teacher  
Photomicrographer  
Traveler**

- The famous Exakta single-lens reflex principle. You capture on film exactly what you see in the viewfinder. The same lens forms the image for viewing and for taking the picture . . . what you see, you get!

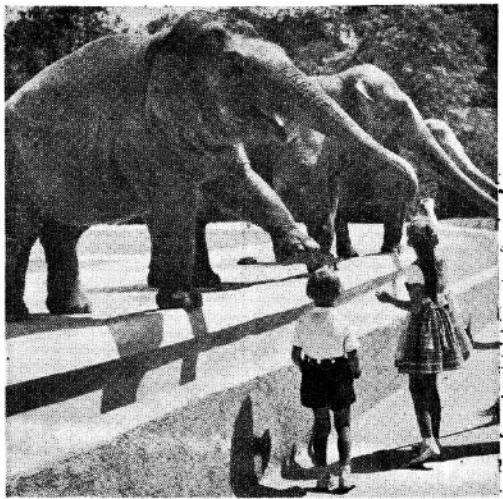
- A vast array of lenses is available, from 24 mm to 800 mm. Fully automatic lenses . . . wide angle lenses . . . telephoto lenses . . . high speed lenses. The specially designed bayonet mount makes it easy to change lenses, in seconds.

- 27 shutter speeds.
- Three flash contacts—M, F, X.
- Eye-level viewfinder, with or without light meter.
- Waist-level viewfinder.
- Split-image rangefinder.
- Provision for intentional double exposure.



- Adapters for photomicrography.
- Adapters for medical photography.
- Adapters for copying books, documents, photos.

**AND MANY MORE!**



SPRINGTIME AT THE ZOO . . . taken with a Rollei Xenotar f2.8 lens; f8; 1/100 sec; green filter.

## WHAT IS THE CIRCLE OF CONFUSION?

What kind of camera is best for the average family?

What does focal length mean?

How much should you spend for your camera?

If you know the answers to questions like these, read no further! But, if you have never heard of the circle of confusion, or are not sure what kind of a camera you should buy, see us first!

Photography, fascinating subject that it is, is also a complex one. There are more kinds of cameras than you can shake a stick at—and each kind is better than other kinds in certain ways and for particular purposes. To take two very obvious examples: a ten-year-old should probably have a simple box camera, while a professional portrait photographer needs a large view camera. But in between are many other kinds of cameras: 35 mm, twin lens reflex, 4x5 view,

single lens reflex, to name a few. And with each type, there is a wide choice of lenses and accessories.

So most people, even though they have been photo hobbyists for some time, can benefit from the experience and know-how of camera shop specialists... people who have been in the business for a good many years, who know cameras, and whose interest is to serve their customers over a long period of time—not merely to sell one expensive camera and then never see the man again.

Yes, buying from us will help you get more fun out of photography. And in the long run you will save money, by buying equipment that is suited to your needs.

### SPRINGTIME IS PHOTO FUNTIME

(Continued from Page 1)

fawn, the salmon fighting their way upstream to spawn. With a flash gun, you can get some grand nighttime pictures—two shining eyes under pointed ears, roosting birds in fascinating poses, a marauder caught in the act.

Trees and flowers, too, yield many fine pictures. A field of wild flowers in full bloom—or the vista of distant hills framed

in a leafy opening. And our Western scenery is another source of joy to camera fans. The blue Pacific—Yosemite—the majestic Sierras—Mount Rainier—the Grand Canyon—and so many more! With just a little care, and attention to detail, anyone can take photos to be proud of, even with the simplest equipment.

The possibilities are endless—the results are most rewarding.

### "My Favorite Recipe"

#### CREAM CHEESE PIE

20 single graham crackers  
 $\frac{1}{4}$  lb. melted butter  
 4 tbbsp. powdered sugar  
 $\frac{1}{4}$  lb. cream cheese  
 $\frac{1}{4}$  cup granulated sugar  
 $\frac{1}{2}$  tsp. vanilla  
 2 eggs (beaten)  
 1 pt. sour cream

Line pie tin with mixture of graham crackers and melted butter; sprinkle 2 tbbsp. powdered sugar on top. Combine the cream cheese, granulated sugar, vanilla and eggs, stirring until smooth; pour into the graham cracker shell. Bake in 375-degree oven for 20 minutes. Combine the sour cream and 2 tbbsp. powdered sugar; spread over the baked pie, then return to 500-degree oven for five minutes. Serve thoroughly chilled—but eat sparingly; it's rich!

#### NEW . . . ROLLEILUX

##### Combination Exposure Meter and Lens Hood

For Rolleiflex and Rolleicord 2 $\frac{1}{4}$  x 2 $\frac{1}{4}$ " or 1 $\frac{1}{2}$  x 1 $\frac{1}{2}$ " cameras with Tessar, Xenar, or Triotar lenses.

Measure incident or reflected light, while camera is in normal shooting position. Simple, one-hand operation.

(Not illustrated)

Rollei Cameras from \$99.50

As Little As \$9.95 down!

## NEARLY FOOLPROOF PICTURE TAKING WITH NEW TWIN LENS REFLEX CAMERAS

The newest models of twin lens reflex cameras have many features that make picture taking more nearly foolproof than ever before. Built-in exposure meter, automatic depth-of-field indicator, brilliant viewing screens are some of the features found on the new Rolleiflex 3.5F, for example.

So automatic is the Rolleiflex 3.5F that only two simple steps are necessary before shooting: set the shutter speed, then line up the pointer with the exposure meter needle. And once the shutter

speed is set, all that is needed to take shot after shot, is to make sure the pointer and the needle line up; the camera does the rest.

Another new Rolleiflex is the T model, the lowest-priced Rolleiflex available. It features one-lever operation for all exposure settings, automatic parallax correction, and a revolutionary new viewing screen that is super-sharp and brilliant right down to the edge. The new screen, only recently developed by Rollei, consists of millions of tiny lenses

ground into the screen surface. The T model is available in two versions, one with built-in exposure meter, one without. In the latter, the user can install the exposure meter himself, at any time, and with little effort.

Among newly developed accessories for older Rolleiflex cameras is the Rolleilux, a combination exposure meter and lens hood. It is used for both incident and reflected light, and is designed to be used while the camera is in normal shooting position. The exposure meter fits inside the lens hood for carrying, swings out on hinges for use.

## "taken with a Rollei"

### . . . THE MOST WIDELY USED CREDIT LINE IN THE PHOTOGRAPHIC WORLD

With Rollei cameras and accessories, you expect . . . and get . . . outstanding photographs. The famous Rollei twin lens "Visual Photography" system . . . the many automatic features . . . the high quality optics and precision construction . . . all combine to make Rollei unique.

#### NEW Rolleiflex T

Revolutionary viewing screen gives super-sharp, brilliant image . . . right down to the edge. Years ahead . . . and only Rollei has it!

Removable hood for complete parallax correction even with Superslides. Exposure meter can be added at any time . . . you can do it yourself. New, improved Zeiss Tessar f3.5 lens.

#### NEW Rolleiflex 3.5F

Introduces a new concept in automatic photography—just two simple steps to perfect pictures . . .

1. Set the shutter speed you want . . .
2. Line up the pointer with the exposure meter needle . . .

That's all there is to it!

#### ROLLEICORD Va

Takes pictures in five sizes. A rugged, simplified companion to the Rolleiflex . . . the Rolleicord gives you the same high level of photographic quality. An outstanding value in twin lens reflex photography!



# Electric Eye For Mother



Remember the time Dad wanted to take movies of the family? What preparations! First he had to use an exposure meter, to get the right lens opening. Then he had to march down the room, measuring the distance foot by foot. Then he had to make some mental calculations. By the time he was ready, the kids—and the picture—were gone.

**Times Have Changed!**  
But now—not only Dad, but Mother too, can take the Wollen-sak EYE-MATIC movie camera, drop in a roll of color film, see the picture she wants in the finder, press the button—and get perfect movies! The camera is

(Continued on page 2)

◀  
**THE FIRST CROCUS**  
Taken with a Rollei.

Win Two Ways . . . Price and Service

# LOW, LOW, PRICES

On First Quality Brands . . . with Capable Professional Service.

Prices in effect through May 16, 1959



A complete projection outfit at a remarkable saving! With Eastman Kodak "Readymatic" slide changer . . . takes up to 36 slides—no trays or magazines required—nothing else to buy . . . Show 35 mm slides, 127 SuperSlides, and 828 Bantam Slides without accessory lens!

Projector and Screen Both for \$49.95 Only \$5 Down

## ZADIIX SLIDE VIEWER

The tops for viewing 35 mm slides—on the table, or in your hand! Big optical glass lens gives clearest, sharpest image. See every detail of your slides . . . 35 mm or SuperSlides!

Regularly \$7.95



Now \$5.88

## ACCURA FANFLASH

A pocket size, precision unit, with direct reading dial . . . test button . . . coil cord . . . includes leather case.

List Price  
\$8.95



Now only \$4.88

## RECORDING TAPE

HI-LO By Irish

For studio, home, school, office. 1200 feet of high fidelity. Fully guaranteed!

Regularly \$3.50

**SPECIAL! \$1.88 3 for \$5.29**

FRESH FILMS ALWAYS . . . FINER PHOTO FINISHING

## Foto-Pak

### GADGET BAG

Quality Tolex plastic—a long-wearing beauty for giant-size loads!

This bag is a tremendous value at the regular price of \$4.98.

**NOW at the unbelievably low price of only \$2.49**



### LEATHER GADGET BAG

If you love fine leather, this is for you. Long wearing pigskin. Beautifully detailed.



Regularly \$14.95

A bargain at \$9.88

### MOVIE FAN-FARE

SEKONIC "MOVIE PET" EXPOSURE METER. Perfect movies a cinch! For 8 mm or 16 mm—black and white or color—indoors or outdoors . . .

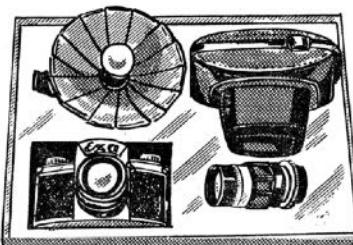
ACCURA TITLER. Your own titles on your own movies—the easy way! . . .

ACCURA SPlicer. Simple to use—gives you permanent splices on 8 mm or 16 mm film. Only

\$4.95

\$6.95

\$5.95



### EXA 35MM CAMERA OUTFIT

Famous Exa 35 mm single lens reflex camera, complete with 12.9 Meritar lens with preset diaphragm. • 135 mm, f4.5 true telephoto lens. • Eveready leather camera case. • Folding BC flash gun and bracket.

Regularly \$136.85 Complete \$89.50 Only \$8.95 Down!



### SEKONIC EXPOSURE METER

Up to 400% more sensitivity—gives accurate readings of reflected light, even under very poor conditions! The hinged, flip-up booster does the trick! With Leather Case.

Regularly \$11.95 Bargain! \$9.48

### FRESH FILM — PRICED RIGHT

See our big selection of cameras—box—35 mm—reflex—view-Movie Cameras—projectors—screens.

COME IN AND BROWSE



### AMPLEX PRE-TESTED

### NO. 5 FLASH BULBS

The ONLY pre-tested bulb!

Regularly 14¢

NOW less than a dime . . . \$1.19  
Dozen

### AVIGO CROWN BOUNCE FLASH

No more harsh shadows! With this deluxe BC bounce flash, you'll get natural pictures. Test button . . . detachable coil cord . . . leather case.

List price \$14.95

Special now \$9.88



### ACCURA ELEVATOR TRIPOD

No more blurred pictures! Hold your camera steady with this B-section, geared elevator tripod; with pan head. Telescopes for easy carrying.

Regularly \$11.50

A real value at \$8.88  
With Leather Case

