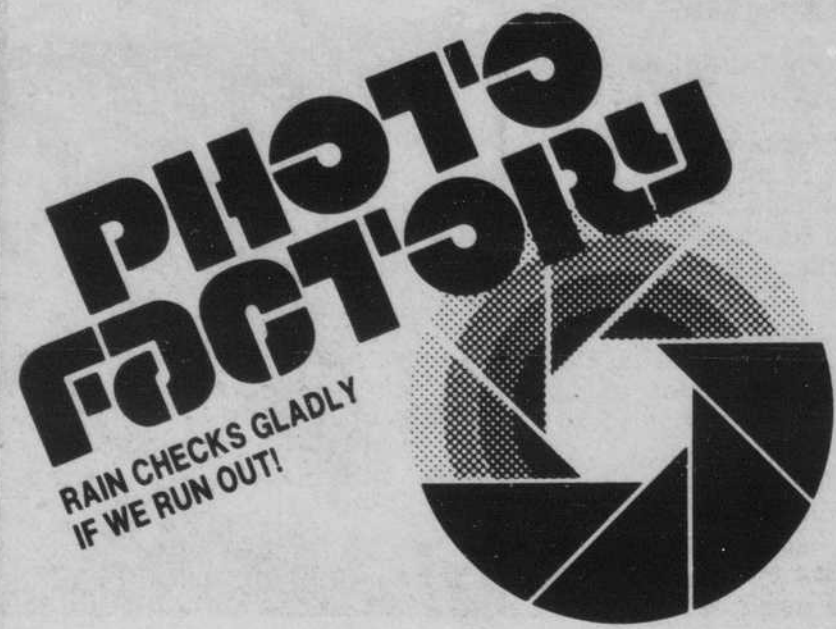




SPRING INTO PHOTOGRAPHY

NIKON

Canon

Let us plant some great Ideas in Photography and Savings with YOU this Spring!



**JUST OUT...
SPECTACULAR
NEW
AI-NIKKOR
LENSES
FOR ALL NIKON
AND NIKKORMAT
CAMERAS**



Smaller, lighter, sharper... with better-than-ever handling ease! There will be more than 30 new AI-Nikkors, ranging from 6mm Fisheye to 600mm Ultra-Telephoto—all with the legendary Nikon sharpness and Nikon's exclusive multi-layer Integrated Coating for crisp contrast and color fidelity. They couple to all the automatic controls of the latest Nikon system cameras, and operate perfectly with all previous Nikon and Nikkormat SLR F-mount cameras, too! The AI-Nikkors are exciting news for every Nikon system photographer, and one of the best reasons for buying a Nikon system camera in the first place! Come in and see them now!

50mm f2 AI	\$75 ⁰⁰
50mm f1.4 AI	\$155 ⁰⁰
24mm f2.8 AI	\$229 ⁹⁵
105mm f2.5 AI	\$229 ⁹⁵
55mm f3.5 MICRO AI	\$198 ⁰⁰

SPECIAL EXTRA DISCOUNTS ON ALL NIKON LENSES
Special Order Gladly Accepted

**WE HAVE IT...
INCREDIBLE
NEW NIKON FM
THE ONLY COMPACT
WITH NIKON QUALITY**



**NEW NIKON FM
CHROME
BODY ONLY
\$249⁹⁵**

Amazingly compact and light... yet packed with uncompromising Nikon precision and quality. The Nikon FM gives you advanced Gallium Photo Diode metering for fast and accurate response, easy to see LED exposure readouts, split-second lens interchangeability, multi-exposures and more. Accepts a new, economical Nikon MD-11 Motor Drive for high-performance automatic firepower at speeds to 3.5 frames per second... and more than 55 matchless multi-coated Nikkor lenses for unrivalled versatility. All at a price you'll find hard to believe, but not hard to afford.

BLACK BODY Add \$15⁰⁰

**OPTIONAL
MD-II WINDER
NOW ONLY
\$188**

**AI-NIKKOR
LENSES
with Nikon quality**



**NEW
NIKON F2A**
Choice of professionals the world over



**\$459⁹⁷ chrome
Black, \$474⁹⁷ Body Only**

In the history of photography, never has one camera so totally dominated the art and the profession as has Nikon for the past two decades. This is the camera... incredibly rugged, supremely versatile, the focus of the most complete system in 35mm photography. Totally modular, with interchangeable finders, screens, backs, lenses. If you're serious about photography, settle for nothing less.

**LOOK FOR THE
NEW
NIKON F2-AS**

THE ULTIMATE IN SENSITIVITY AND CAPABILITY **Body Only**
F2-AS CHROME \$579⁹⁷
F2-AS BLACK \$595⁹⁷
NOT AVAILABLE AT ALL STORES

**IT'S HERE! NOW!
THE AMAZING
NEW NIKON EL2
THE ONLY AUTOMATIC
WITH NIKON QUALITY**



**NEW NIKON EL2
\$339⁹⁷
Body Only**

What makes the new EL2 the automatic choice in automatic SLR's? Practically everything... from its fast acting and accurate Silicon Photo Diode metering to the electronically-accurate all-metal shutter. Enjoy the certainty of automatic exposure precision through more than 55 multi-coated Nikkor lenses and virtually any accessory. Then, slip on the optional, cordless Nikon Auto Winder for high-performance automatic firepower as fast as two shots per second! With the Nikon EL2, fine photography is faster, surer than ever before—come in and see for yourself!

BLACK BODY Add \$13⁰⁰

**OPTIONAL
AW-1 WINDER
NOW ONLY
\$115**

**You're guaranteed
a better buy
at Photo Factory**

That's right. Photo Factory does guarantee you a better buy in the way we sell our cameras and photo equipment to you—our customer!

FIRST, we demonstrate. We compare. We explain product features. We recommend the right equipment and accessories to suit every need. And we sell only brand name products at Photo Factory everyday discount prices. All Photo Factory products come with a manufacturers guarantee.

SECOND, if you buy a camera, we add a FREE subscription to LENS Magazine.

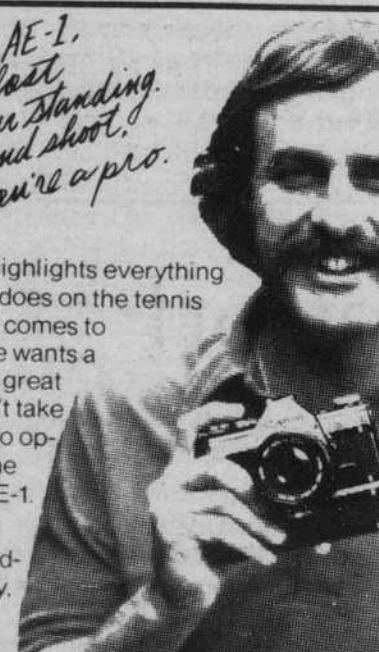
THIRD, if you're not completely satisfied with your camera purchase, return it

within 30 days, in new condition, and we'll exchange it for any other camera in stock. This privilege applies to flash accessories and lenses, too. Sorry, no refunds.

FOURTH, if within 30 days from the date you buy a camera, you see an ad for an identical camera, in a regularly scheduled and audited Oregon newspaper, dated within that 30 days period, at a lower cost—present that ad to us and we'll refund the difference in cash! Excluding one of a kind or limited sales items. We assure our customers service, quality, exchange privileges, factory guarantees and a Photo Factory better buy at everyday discount prices.

*With the AE-1,
I've lost
my amateur standing.
I can shoot like a pro.*

Professionalism highlights everything John Newcombe does on the tennis court. But when it comes to taking pictures, he wants a camera that gives great results, but doesn't take a degree in math to operate. That's why he likes the Canon AE-1.



- Fully electronic automatic exposure single-lens reflex camera
- Handsome, light weight, compact and easy to use
- Compact Power Winder A for action shooting
- Speedlite 155A for perfect flash exposures
- Accepts many Canon interchangeable lenses and accessories
- Unbeatable performance at an unbeatable price

**CHROME BODY \$209⁹⁷
Black Body \$226⁹⁷**



So advanced, it's simple.
Canon AE-1

Canon AT-1

Winder and Flash pictured above optional extras

- FULLY ELECTRONIC OPERATION
- HANDSOME, COMPACT, LIGHTWEIGHT
- ACCEPTS POWER WINDER A FOR ACTION SHOOTING
- AND SPEEDLITE 155-A FOR PERFECT FLASH EXPOSURES
- ACCEPTS MANY CANON INTERCHANGEABLE LENSES AND ACCESSORIES

**Body Only
Canon AT-1 \$179⁰⁰**

F-1, AE-1, AT-1 ADD \$70⁰⁰ for 50 1.8 LENS
F-1, AE-1, AT-1 ADD \$117⁰⁰ for 50 1.4 LENS

Canon F-1
A classic redefined



Body Only \$384⁰⁰

How do you improve on a classic? Very carefully. In the case of the famous Canon F-1 system camera, we did something unusual—listened to what photographers wanted, and then incorporated these improvements into the camera. Now, more than ever, the fantastically versatile F-1 system camera is even more convenient to use and versatile. See it soon.

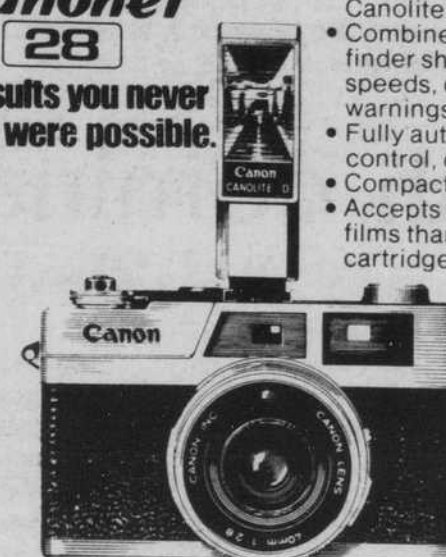
- Improved winding lever with contoured tip, shorter stroke
- Fast, easy double exposures; ASA range expanded to 3200
- Improved, brightened focusing system; memo holder for film box end
- Screw-in type terminal for extra security
- Central spot metering measures only the center 12% of the finder area
- Accepts more than 40 Canon lenses for any application
- Accessories available for any photographic challenge

FD 20mm f2.8 SSC w/CS	\$239 ⁰⁰
FD 24mm f2.8 SSC w/CS	\$189 ⁰⁰
FD 35mm f3.5 SC w/CS	\$96 ⁰⁰
FD 100mm f2.8 SSC w/CS	\$149 ⁰⁰
FD 200mm f4.0 SC w/CS	\$186 ⁰⁰
FD 135mm f3.5 SC w/CS	\$109 ⁹⁷
FD 100-200mm f5.6 zoom	\$196 ⁰⁰

Canon FD Lenses



Canon Canonet 28
For results you never thought were possible.



Canonet 28 w/CS \$79⁰⁰

- Fast, sharp Canon F2.8 lens
- Automatic flash with Canonite D
- Combined range/viewfinder shows shutter speeds, exposure warnings
- Fully auto exposure control, day or night
- Compact and lightweight
- Accepts a wider range of films than available in cartridge cameras

Canon TX
Real value in a GREAT camera!



- Canon quality in an economical price range
- Center-weighted through-the-lens metering
- Hot shoe for cordless flash photography
- Accepts nearly 40 Canon FD and FL series lenses
- Exclusive breech-lock lens mount

TX w/50mm 1.8 LENS, \$169⁰⁰

**Power Winder A for AE-1 & AT-1 .. \$79⁰⁰
Motor Drive MF Set .. \$398⁰⁰
Bellows FL .. \$78⁰⁰
Case for Canon EF .. \$15⁰⁰**

**CANON PALMTRONIC 85 \$12⁸⁸
CANOLA L-813 Calculator \$26⁷⁹
NOT ALL ITEMS AVAILABLE AT ALL STORES**



MAIL ORDERS WELCOME
... ADD \$1.50

SALE ENDS SATURDAY NIGHT
Rain Checks gladly if we run out



EUGENE
1004 Willamette
485-4181
SPRINGFIELD
Springfield Mall
2090 Olympic
746-8721