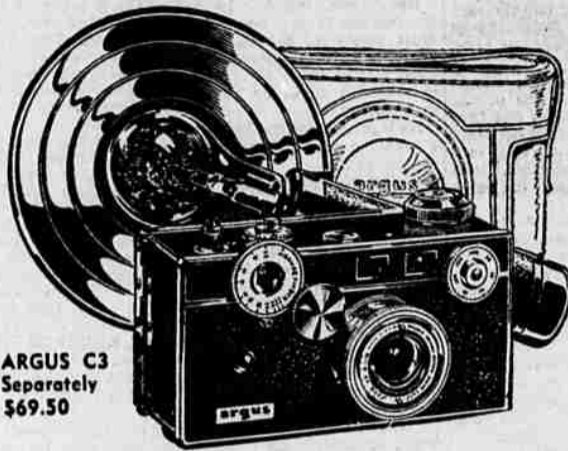


ANNOUNCING THE OPENING... OF OUR NEWLY ENLARGED PHOTO DEPARTMENT!

Come in, today, and see the completely new stocks of outstanding photographic equipment on our shelves. Meet our new camera salesman and let him help you with your photographic problems. Ask him to explain our liberal credit purchase plans.

Take advantage of the many specials which we can offer this week only. Get a complete movie or still camera and projector outfit at a tremendous savings. Take it home without paying a single penny down. That's right, all equipment is available on easiest terms.

OPENING SPECIAL No. 1



ARGUS C3 Separately \$69.50

YOU SAVE \$15.80 ON ARGUS 35mm OUTFIT

Now you can own America's favorite still camera, the Argus C3, complete with flash and carrying case—plus, a 300-watt blower-cooled projector and all the accessories you need to take and show exciting color slides indoors or outside. A perfect outfit to take with you on vacation. You'll capture scenic beauty, family fun, and colorful portraits all with one versatile camera.

COMPLETE OUTFIT INCLUDES:

	Reg.	NOW
• Argus C3, Flash and Case	\$69.50	\$69.50
• DeJur 5B Light Meter and Case	13.95	9.95
• 10 Photo Flash Bulbs	1.30	1.30
• Midget Bulb Adapter	.80	.80
• Sturdy Tripod	13.75	9.95
• Roll of 20 Ex. Color Film	3.50	3.50
• Argus 300 watt Projector and Case	49.95	49.95
• 40x40 Deluxe Tripod Screen	23.00	15.00

COMPLETE OUTFIT REGULARLY \$175.75
NOW ONLY \$159.95

SAVE \$15.80



ARGUS 300 Separately \$49.95

No Down Payment
ONLY \$2⁰⁰ A WEEK

OPENING SPECIAL No. 2

BUY NOW AND SAVE \$21.80 On This Complete Keystone Outfit 13-PIECE OUTFIT INCLUDES:

	Reg.	NOW
• Keystone 8mm Movie Camera	79.95	79.95
• Gadget Bag Carrying Case	9.95	4.95
• Light Meter and Case	13.95	9.95
• Deluxe Tripod	13.75	9.95
• Roll of 8mm Color Film	3.95	3.95
• Flex-o-lite Attachment	9.95	7.95
• 2 Photo Flood Lamps	2.60	2.60
• Handbook on Making Movies	1.00	1.00
• Keystone Projector and Case	159.50	159.50
• 30x40 Deluxe Beaded Screen	21.00	14.00

REGULARLY \$315.60
THIS WEEK ONLY \$293.80

BUY NOW AND SAVE \$21.80



Keystone "Olympic" Separately \$79.95



Keystone "109" and Case Separately \$159.50

TAKE YOUR OUTFIT HOME, TODAY
**PAY NOTHING DOWN
ONLY \$3⁷⁵ A WEEK**

OPENING SPECIAL No. 3

SAVE MORE THAN \$35.00 ON ALPENFLEX OUTSTANDING TWIN - LENS REFLEX CAMERA & CASE



A specially-imported reflex camera with all the most-wanted features, the precision craftsmanship and the superb focusing refinements usually found in cameras twice this price. Regular \$125 value, now only \$89.50.

**NOTHING DOWN
ONLY \$1.25 A WEEK**

Free!

**8MM
MOVIE CAMERA
(FAMOUS BRAND NAME)**

... will be given away as a door prize to one of our customers. It's absolutely free!

**DRAWING
AUGUST 1st**

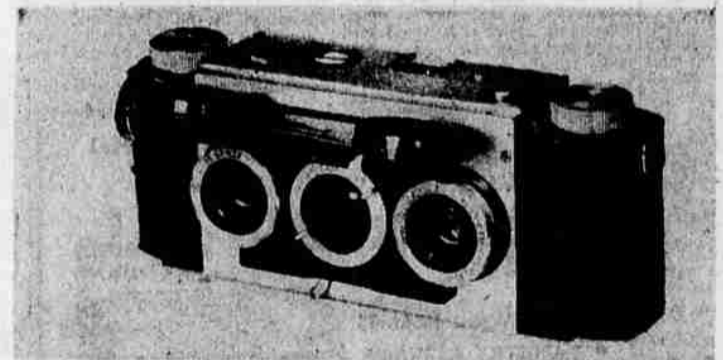
**NOTHING TO BUY...
NOTHING TO DO!**

**JUST REGISTER AT OUR
CAMERA DEPARTMENT**

You do not have to be present at the drawing to win.

OPENING SPECIAL No. 4

Now Available on Easy Payment Terms NEW 3-DIMENSION STEREO-REALIST!



Here's a camera that takes breath-taking three dimensional pictures in color or black and white on 35mm or stereo-film. Matching f3.5 coated lens, built-in rangefinder, speeds from 1 second to 1/150th second, built-in exposure guide and complete flash synchronization. Complete with viewer only \$178.75.

**TAKE EXCITING 3-DIMENSION SLIDES TODAY!
NOTHING DOWN, \$2²⁵ A WEEK**



INTRODUCING... Mr. Dal Swoager, experienced photographer and photo salesman will be in our Klamath Falls store permanently to help you with your photo problems and to fill your requirements for any photo equipment. Please drop in at your earliest convenience and meet Dal. You'll find him most friendly and helpful.

COMPLETE STOCKS OF ALL NATIONALLY-ADVERTISED BRANDS

- ANSCO
- ARGUS
- BELL & HOWELL
- BOLEX
- DEJUR
- EASTMAN
- EXACTA
- GRAPHLEX
- KEYSTONE
- KODAK
- POLAROID
- REVERE
- ROLLEIFLEX
- STEREO-REALIST
- VOIGTLANDER

Standard
Optical Company

715 MAIN STREET IN KLAMATH FALLS