

1960 CATALOG

TORONTO
CAMERA
EXCHANGE

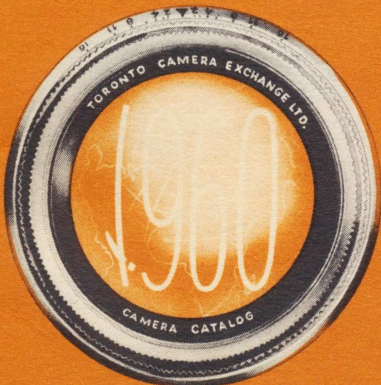
INDEX

| | |
|-------------------------------------|---------------|
| BINOCULARS | 46 |
| BOOKS | 29 |
| CAMERAS | |
| 8mm Movie | 15-20 |
| 16mm Movie | 22-23 |
| 35mm | 2-7 |
| Budget | 1 |
| Folding Cameras | 4 |
| Reflex, 35mm single lens | 2-7 |
| Reflex, 2 1/4 sq. single lens | 10 |
| Reflex, twin-lens | 8-9 |
| Press & View | 30-33 |
| Sub-Miniature | 11 |
| Polaroid | 12 |
| DARKROOM EQUIPMENT | 40-44 |
| DRYERS | 42, 43, 44 |
| ELECTRONIC FLASH | 35-38 |
| ENLARGERS & ACCESSORIES | 29, 40-44 |
| EXPOSURE & COLOR METERS | 27 |
| FILTERS & ADAPTER RINGS | 29 |
| FLASH GUNS | 35 |
| GADGET BAGS | 28 |
| LENSES | |
| 8mm Movie | 25 |
| 16mm Movie | 25 |
| 35mm Cameras | 2-7 |
| Press & View | 30-32 |
| Enlarging | 41 |
| LIGHTING EQUIPMENT | 39 |
| MOVIE ACCESSORIES | 28-29 |
| MOVIE LIGHTING EQUIPMENT | 25 |
| PRINT WASHERS | 43-44 |
| PROJECTORS | |
| 8mm Movie | 16, 19, 20-21 |
| 16mm Movie | 24 |
| Slide | 13-14 |
| REELS & CANS | 28 |
| SLIDE ACCESSORIES | 29 |
| TAPE RECORDERS & TAPE | 45 |
| TRIPODS | 34 |

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TORONTO CAMERA

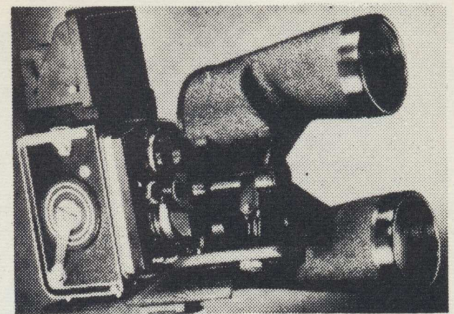
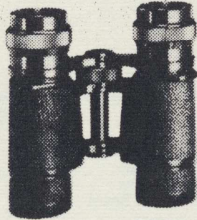
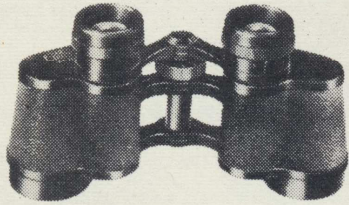
EXCHANGE LTD.

293 CHURCH ST. (ABOVE DUNDAS)

EM. 6-6223

BINOCULARS, MONOCULARS

BINOCULARS. "Which model shall I choose?" It depends upon the use to which you plan to put it. For extreme long-range use, the 8- and 9-power glasses are recommended; for general use, the 6- or 7-power glasses are preferred. The binoculars listed on this page have been selected to give you the greatest choice possible, quality considered. All binoculars plus 10% Federal Tax.



ZEISS LIGHTWEIGHT BINOCULARS

Light-as-a-feather, yet sturdy binoculars from the world-renowned Zeiss works in Germany. Optics coated for image brilliance. Leather case included.

BINOCULARS

| | |
|---|----------|
| 6 x 30 Central Focusing, complete with neck-strap and Standard Leather Case "N"..... | \$139.00 |
| 8 x 30 Central Focusing, complete with neck-strap and Standard Leather Case "N"..... | 157.00 |
| 7 x 50 Individual Focusing, complete with neck-strap and Standard Leather Case "N"..... | 199.00 |
| 8 x 50 Central Focusing, complete with neck-strap and Standard Leather Case "N"..... | 251.00 |
| 10 x 50 Central Focusing, complete with neck-strap and Standard Leather Case "N"..... | 281.00 |

MONOCULAR

| | |
|-------------|-------|
| 8 x 30..... | 64.00 |
|-------------|-------|

LEATHER CASES

Standard Leather Case "N" or Sports Leather Case

"S" for binoculars:

| | |
|---------------------------------|-------|
| 6 x 30 and 8 x 30..... | 13.00 |
| 7 x 50, 8 x 50 and 10 x 50..... | 13.00 |



CARL SCHULZ BINOCULARS

Among the finest in the world. Once you own a Carl Schulz binocular you are equipped for a lifetime of service! Advanced mono-mold construction of light-weight magnesium alloy combines sleek, easy-to-handle design with rugged strength. New hi-trans prisms, created from the latest formula optical glass. BaK4 — make possible a 40% increase in light transmission with no increase in size or weight. Buy Carl Schulz, buy quality and security, every Carl Schulz binocular is covered by a life-time guarantee. Prices from \$49.00 to \$115.00.

7 x 35 CARL SCHULZ SPORTLUX

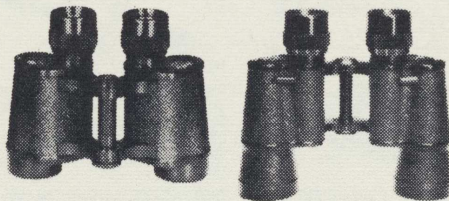
Typical of fine Carl Schulz design, the 7 x 35 Sportlux Deluxe model is rapidly becoming Canada's favourite binocular. Featherweight Mono-mold construction makes it universally popular for all-round use. High luminosity, critical definition, and true colour reproduction are invaluable for nature study and birdwatching. The sportsman appreciates too, the easy handling and light weight of this fine instrument. Focusing to extremely close range it covers almost every situation. Ideal balance of power and light transmission, recommended by foremost naturalists and sportsmen. Field of view 395 feet at 1,000 yards. Relative luminosity 25. Height 5 1/4", weight 19 oz. (1102).....

| | |
|--|---------|
| Standard model also available, weight 23 oz. (1114) Price..... | \$60.00 |
| 6 x 30 Lumalux..... | \$52.50 |
| 6 x 30 Unilux..... | \$49.50 |
| 8 x 30 Unilux..... | 57.00 |
| 7 x 35 Fieldmaster (W.A.)..... | 89.50 |
| 7 x 50 Navylux..... | 72.50 |

LEITZ BINOCULARS

Everywhere and at all times Leitz glasses afford a welcome, unforgettable experience of holidays, racing and other events. All lightweight, of maximum stability and handy, expedient shape. 6x24 gives 41% wider field of view, ideal for hunters. Complete with leather case and carrying strap.

| | |
|------------------------|--------|
| 4x20 "Bitur"..... | 90.00 |
| 6x30 "Bidoxit"..... | 125.00 |
| 8x30 "Binux"..... | 125.00 |
| 8x30 "Binuxit"..... | 130.00 |
| 10x40 "Campar"..... | 170.00 |
| 10x40 "Camparit"..... | 175.00 |
| 10x60 "Decimar"..... | 165.00 |
| 10x60 "Decimarit"..... | 170.00 |
| 7x50 "Marsept"..... | 165.00 |
| 7x50 "Marseptit"..... | 170.00 |

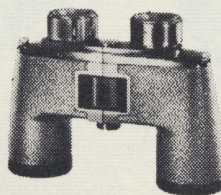


UNIVERSE BINOCULARS

Extremely lightweight, yet sturdily constructed and covered with genuine leather. Prismatic, with coated optics. Complete with leather case and carrying strap.

| | |
|----------------------|---------------|
| | Central Focus |
| 6x30..... | \$25.00 |
| 8x30..... | 28.00 |
| 7x35..... | 28.00 |
| 7x35 Wide Angle..... | 45.00 |
| 7x50..... | 35.00 |
| 10x50..... | 39.50 |

ALL PRICES
SUBJECT TO CHANGE
WITHOUT NOTICE



BUSHNELL CUSTOM BINOCULARS

New 7x35mm binoculars feature first totally new design in 27 years to provide 124% more viewing area for eyeglass wearers. Field of view, 404 feet at 1000 yards. Have retractable eyecups for instant convertibility from eyeglass to non-eyeglass wearers. Exclusive Sight Guardian filters eliminate harmful glare from sand, snow and water. Concealed tripod adapter. Includes handsome leather case.....\$89.50

BUSHNELL BINO-FOTO BINOCULAR UNIT

Now you can take detailed shots of scenes miles away! Brings distant images 7 times closer; magnifies your subject 7 times larger. Distortion-free! For black and white or color. Light, compact, easy to use!

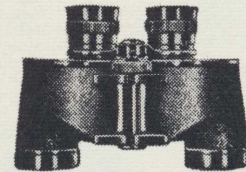
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| TWIN LENS REFLEX UNIT..... | \$124.50 |
| 35mm UNIT..... | 139.50 |
| 8mm or 16mm MOVIE UNIT..... | 144.50 |

SINGLE LENS 35mm Reflex Camera unit monocular instead of binocular.....\$84.50

BINODAPTERS. Brackets let you use your own binoculars with Reflex, 35mm or movie cameras.....\$19.50

ACCESSORIES:

| | |
|---|----------|
| Ground Glass Viewer. For focusing 35mm cameras..... | \$15.00 |
| Extra Rubber Light Shields..... | pr. 1.00 |
| Combination Sunshade and Iris Diaphragm, f stop scale..... | 14.50 |
| Follow Focus Eyepiece interchanges with clear viewing eyepiece for continuous follow focus. Brilliant ground glass image assures sharp focus. Complete with dust cap..... | \$15.00 |
| Ground glass viewer attaches to viewing eyepiece of conventional binoculars for quick, sure ground glass focusing..... | \$15.00 |
| Near Focus Lens Set extends focusing range to as close as 3 1/2 feet for use with single-lens reflex camera. Set of 3..... | \$15.00 |



OTHER BUSHNELL BINOCULARS

Bushnell binoculars are rigidly triple-tested and approved by U.S. Optical Laboratory, Inc. for optical quality and critical adjustments. The firm offers 20-year free parts and service guarantee to original registered owner.

| | Individual Focus | Central Focus |
|---|------------------|---------------|
| The Rangemaster.....7x35..... | \$135.00 | \$135.00 |
| All-Purpose Magnesium.....7x35..... | 69.50 | 74.50 |
| All-Purpose Aluminum.....7x35..... | 59.50 | 64.50 |
| Day & Night Magnesium.....7x50..... | 84.50 | 89.50 |
| Power Plus Magnesium.....8x40..... | 84.50 | 89.50 |
| Power Plus Magnesium.....9x35..... | 79.50 | 84.50 |
| The Broadfield Extra Wide.....6x25..... | 44.50 | 49.50 |
| The Broadfield.....7x18..... | 24.50 | 29.50 |
| The Broadfield.....6 Power..... | 19.50 | |
| The Broadfield Gold Finish.....6 Power..... | | 28.50 |
| Featherlight Power.....8x30..... | 64.50 | |
| Featherlight Power.....6x30..... | 54.50 | |
| 3.5 Power Folding Vu-ette..... | | 9.95 |
| 3x30 High Fashion Field Glasses..... | | 14.50 |
| 4x30 Sportsvue..... | | 14.50 |
| 2.5 Power Opera Glass..... | | 19.50 |

BUSHNELL MONOCULARS (Leather case included)

| | |
|------------------------|---------|
| 6x30 Featherlight..... | \$29.50 |
| 7x35 Featherlight..... | 39.50 |
| 7x50 Featherlight..... | 44.50 |
| 8x30 Featherlight..... | 34.50 |

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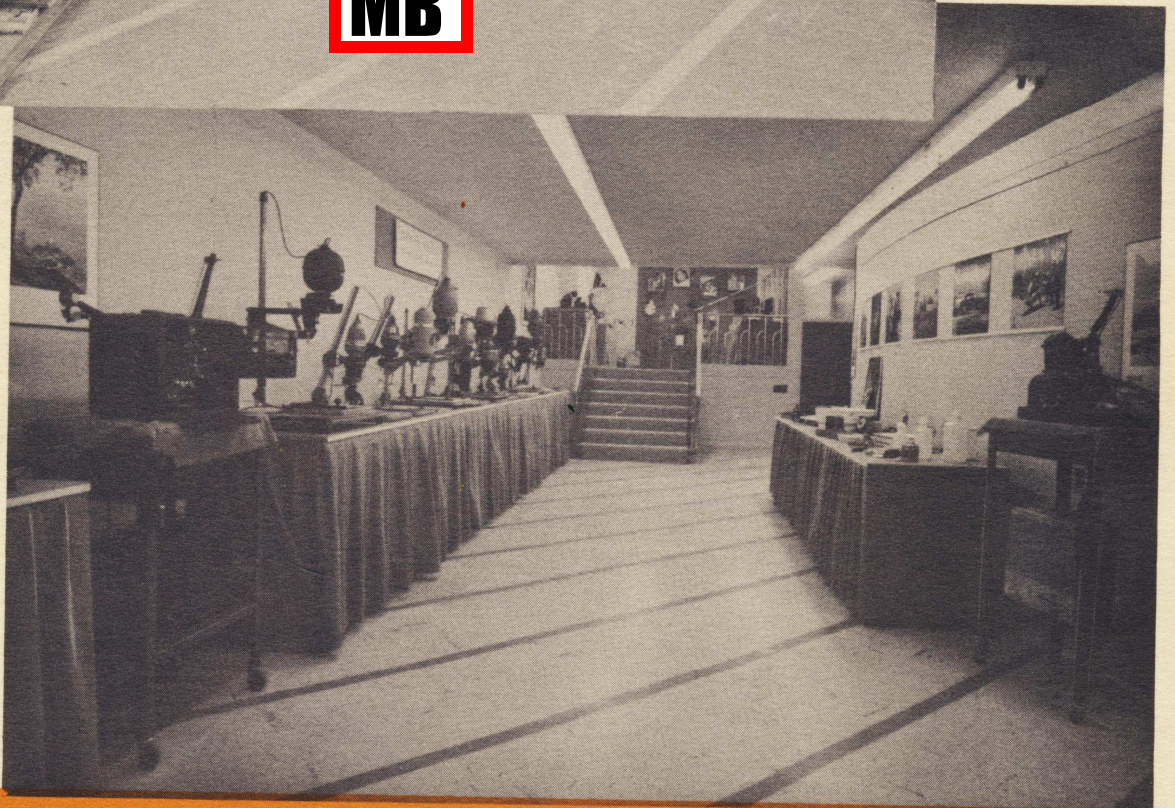
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