

Forget to take your exposure meter on your next job. You may get more accurate exposures.

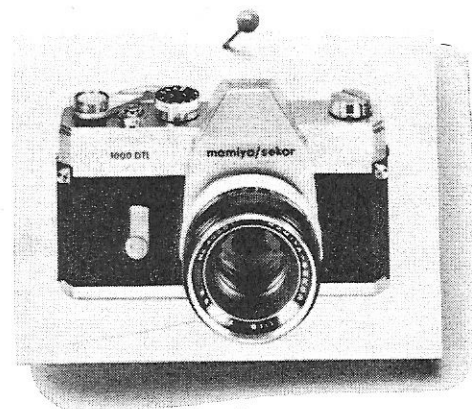
We're asking you to use the remarkable new *Mamiya/Sekor DTL* camera. This is the world's first 35mm SLR camera with two separate meter systems. One for averaging. One for spot. And it will produce more accurate exposure readings, more consistently, than any combination of camera and exposure meter. Here's why:

1. Independent exposure meters measure the light from a predetermined angle. If the lens you use has a wider or narrower angle, the meter does not actually read what the lens records.
2. The independent meter measures the light on the scene and then calculates the percentage of this light transmitted through the lens, i.e. the F.stop. But these calculations are based on the assumption that all lenses transmit the same amount of light at the same F.stops. This simply is not true as any textbook on optics will affirm.
3. On some scenes where you are using long lenses you simply cannot get the meter to measure the same angle as the lens because the area is inaccessible.
4. Most meters average the exposure. Some meters take a spot reading. But the photographer doesn't always know whether he will need an

averaged or a spot reading. No one meter can do both. SLR cameras with behind the lens meters have the same limitation; some take "average" readings, others "spot" readings. None offered both systems until the introduction of the *Mamiya/Sekor DTL*.

In addition to being more accurate, the meter system in the *Mamiya/Sekor DTL* is more convenient. When the light changes, you see the needle move in the viewfinder and you can change your F.stop or shutter speed immediately.

Ask for a demonstration of the *Mamiya/Sekor DTL* at your dealer or write for an illustrated folder. Prices start under \$180. Ponder & Best, 11201 West Pico Blvd., Los Angeles, California 90064.



mamiya/sekor DTL

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