

# *The Gift* OF HIS DREAMS



**WESTON**

*Exposure  
Meter*



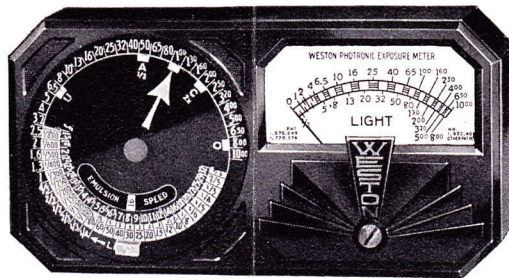
# FOR BETTER PICTURES - Today - TOMORROW - ALWAYS

A gift that makes a dream come true, is not only an eloquent expression of a beautiful thought but a practical manifestation that will be indefinitely appreciated. The Weston Exposure Meter is just such a present. It helps preserve, with the aid of a camera, the treasured memories of loved faces and places.

## *Eliminates Poor Exposures!*

Better pictures are no longer a matter of guesswork. Modern cameras and faster lenses overcome some of the difficulties in making better pictures. Correct exposures of these pictures are another matter. They are made consistently possible through the use of a Weston Exposure Meter.

Gone are the vague, fuzzy, indistinct prints which result from either under - or over-exposure. Instead, clear pictures with sharp detail and contrast will be obtained through the use of a Weston. And the "cameraddict" will appreciate the assurance - and relish the feeling of confidence which comes



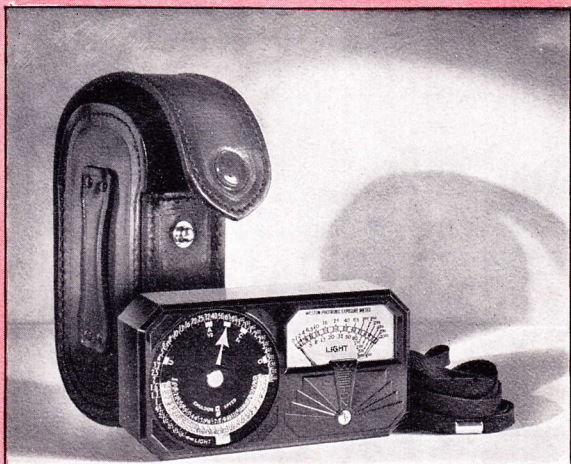
MODEL 650 EXPOSURE METER

## *So Simple to Use!*

when he knows he'll get the pictures he wants - clear and sharp.

What the compass is to the navigator, so the Weston Exposure Meter is to the photographer. The compass need only be looked at - and the direction of the ship is learned. So, too, with the exposure meter. Merely point the meter at the scene to be photographed. Note the reading on the instrument. A quick flip of the exposure dial - and for any f stop, the dial shows the proper shutter speed ... as certain and sure as the compass. The Weston is fool-proof; every serious photographer should have one!

# USE A WESTON EXPOSURE METER



Model 650 Exposure Meter    \$22.50  
Leather Carrying Case    . .    \$ 1.75

### *For Movie and Still Cameras*

The Weston Exposure Meter gives the correct camera settings for both still and movie cameras. It matters not whether black and white or color film is used. The pictures can be taken indoors or outdoors, winter or summer. The "electric eye" in the meter never guesses. It tells instantly and accurately the light conditions that determine just what the camera setting should be under any and all circumstances.

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The Weston Exposure Meter is made by the Weston Electrical Instrument Corporation, Newark, N. J., U. S. A. - - internationally famous for almost half a century, for the highest quality electrical measuring devices.

ABE COHEN'S CAMERA EXCHANGE  
124 Fulton Street  
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