

HOT DIGGITY SPECIALS

PENTAX™ DEMONSTRATION
FRIDAY NOON TO 9 PM • SATURDAY 10 AM TO 6 PM



**PENTAX®
 ME
 \$197.67**

- Fully automatic 35mm that's easy as 1-2-3! Just set, focus and shoot.
- Large, bright viewfinder with full information LED read-out.
- Smallest, lightest 35mm SLR around.
- Human engineered for ease in handling. Superb Pentax craftsmanship. Before you buy any 35mm camera, compare it to the ME. It'll be love at first touch.
- Accessory auto winder for sequential and action photography.
- Over 40 interchangeable SMC Pentax lenses - fisheye to telephoto - including revolutionary new M-series miniatures.

Chrome body. Cash price when purchased with any Pentax lens.

**SUPER SAVINGS!
 PENTAX ME OUTFIT!**
 Chrome ME, 40mm f/2.8 lens, and winder only **\$367.07**

SPECIAL SAVINGS ON ALL PENTAX ACCESSORY LENSES IN STOCK



TELEPHOTO LENS SPECIAL!

SMC PENTAX 135mm f/3.5 **only \$89.95** with the purchase of the PENTAX ME or any other PENTAX CAMERA

ALL PENTAX ACCESSORIES IN STOCK
20% OFF SUGGESTED LIST PRICE

**PENTAX®
 K1000**

It's a good way to get acquainted with Pentax.

\$119.35

Chrome body. Cash price when purchased with any Pentax lens.



Slide/Movie Processing Special

20 exp. Slides
 Super 8 or Regular 8mm Movies

\$1.49

WITH THIS COUPON
 Limit 1 roll per coupon

36-exposure Slides only **\$2.49**

Colorcraft Processing

Valid through July 31, 1978.

VALID ONLY AT **PHOTOSynthesis**

Polavision

Polaroid's instant movies



Polaroid introduces Polavision.

- Just shoot, drop the Phototape cassette into the player and seconds later you're watching full-color instant movies.
- No knobs to adjust.
- See what you shoot in vivid colors in seconds.
- So easy to use, the kids can do it. Automatic camera. Automatic viewing.

Polaroid's complete Polavision system including camera and player.

SPECIAL SALE PRICE \$499.95 CASH

One Step



\$34.95

The Reporter



\$48.45

HOT DIGGITY SUPER SAVINGS

EPOI MM 7 Color analyzer (1 only)	\$188.95
Beseler dga Colorhead for 23C (1 only)	139.65
Beseler power supply for above (1 only)	68.22
Gepe Developing Tank with loader	5.95
Durst M-601 Enlarger (2 only)	194.95
Durst A-300 Enlarger (1 only - Demo) with 50mm f/2.8 EL Nikkor Lens	250.00
Paterson 35mm Enlarger with Lens	50.00
Leather gadget Bags with Bayonet Mounts	39.95
Bewi 1° Spot Zoom Light Meter, with case	131.95
Gossen Super Pilot Meter	47.97
Coastar TR-5 Tripod	26.95
Amcam Stabilo Tripod	12.95
Linhof Tripods & Panheads priced at	Cost + 10%!!
Assorted Books priced at	30% OFF
Filter Kits: Skylight, Polarizer, Close Up in Case, 49-58mm, Save \$7.00, now	15.96-22.56
Osawa 7x35 Binoculars	29.95
Osawa 7x50 Quick Focus Binoculars	59.95
Osawa 10x40 Roof Prism Binoculars	109.95
Selected Accessories for Vivitar 283 flash	20% OFF
Vivitar 55mm MACRO LENS FOR NIKON AI (2 only)	110.50

UNADVERTISED SPECIALS ON OTHER ITEMS!

Limited quantities. Normally PHOTOSynthesis would be happy to accept your MasterCard, Visa, or American Express card. However, at these special Hot Diggity prices, we can accept only cash or checks. Credit cards will be accepted on sale items at slightly higher prices. No layaways, no returns. Sale prices valid until closing Saturday, July 15.

PHOTOSYNTHESIS

PHOTOGRAPHIC CENTER
 UNIVERSITY MALL • CHAPEL HILL • 929-5555 • OPEN 10-9 MON.-SAT.