

AUSTRALIAN CHILD & FAMILY WELFARE (QUARTERLY)

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FROM THE BUSINESS MANAGER'S DESK

Memo P.M.

Dear Mal,

Sorry to be a nuisance but Phil's latest plan hasn't worked either. 6% was a little more than we'd all bargained for and your predictions about reduced inflation aren't shared by our printers.

Vern.

My dear Readers,

Despite a soaring circulation in recent months, I'm afraid that it really is only a matter of time before we must ask you all for a bit more bread.

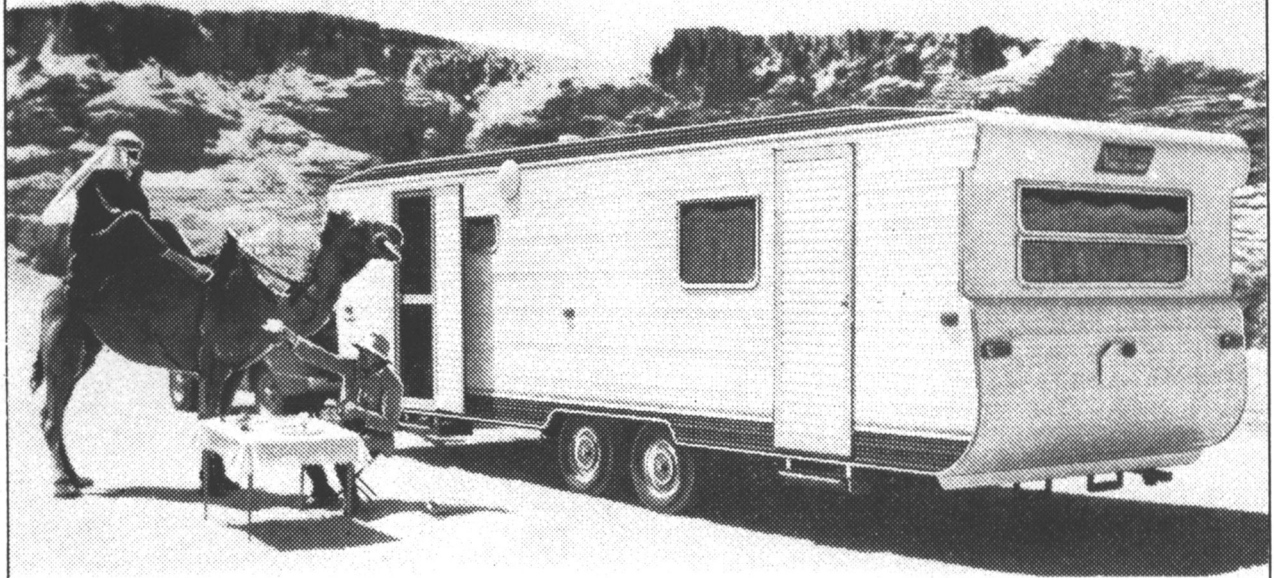
You see the only other alternative is to reduce the size of the publication and with so many people wanting an opportunity to publish material we feel this would be a retrograde step.

If you have a really bright idea drop us a line, if you have any for Phil he would be pleased to hear from you too.

Regards
B.M.

P.S. Please check to see you have renewed your subscription for 1977.

*A "Newlands" van
I presume, Mr. Rollingstone?*

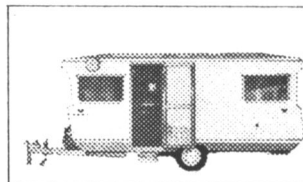


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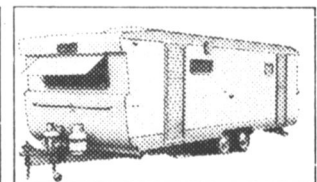
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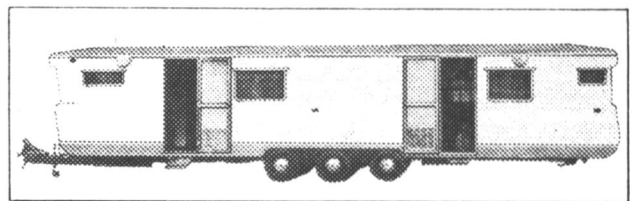
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5 great single axle designs from 15 to 17 feet in two, three and four berth concepts.



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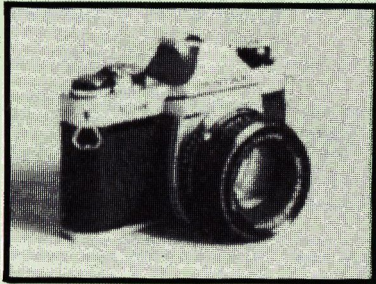
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Top fashion and advertising photographer Peter Gough, reflecting on the new Pentax K1000.

Peter Gough shoots himself to see what it's like.



We asked Peter Gough to give us his impressions of the new Pentax K1000.

He chose his favourite subject and blazed away.

This is how he felt.

"My first reaction was that nothing much has changed. It's a Pentax — I like Pentax equipment — and that's that. When I used it though, I noticed they've been doing some thinking. About the

little things. For a start, they've eliminated the meter switch. Switching meters on and off is one of those little things that get on your nerves, especially when you're taking a lot of pictures".

On the K1000, the meter switches itself on when you take the lens cap off. One less switch to fiddle with.

"Another thing is the metering system itself. The lens stays at full aperture when you're taking a reading".

On the K1000, Pentax have incorporated an open aperture metering system. To save you squinting through a darkened image.

"What else is new? A bayonet mount lens. Obviously a lot faster to change than a screw mount set up. And a hot shoe for flash. Not just a bracket, a live hot shoe".

On the K1000, you get an f/2 55mm SMC Pentax lens with bayonet mount. And as a special introductory offer, you also get a screw mount adaptor for your screw lenses and accessories.

"If I had to sum it up, I'd say it's a camera that makes taking pictures just a little bit easier. And that's important. Taking pictures is what photography's about, not fiddling with equipment.

"The best point however, is simply that it's made by Pentax. And Pentax make fine cameras".

For a free colour brochure write to
C.R. Kennedy (Sales) Pty Ltd,
7 Union Street, Brunswick, Victoria, 3056.

The New Pentax K1000.

A professional's camera at an amateur's price.

¹Asahi Pentax¹ 'Spotmatic' and 'Takumar' are guaranteed quality products of Asahi Optical Company Limited., Japan.