

AUSTRALIAN CHILD & FAMILY WELFARE (QUARTERLY)

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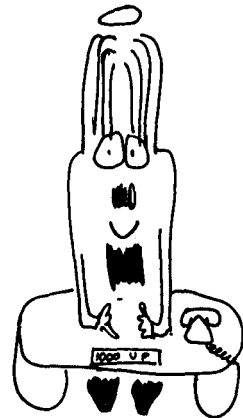
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FROM THE BUSINESS MANAGER'S DESK

Dear Readers,

Our last edition for the year is in your hands and it is pleasing to report that we are still in good shape with around 1,000 subscribers on the lists and another 10 coming in consistently each week.

We are looking forward to consolidating our position under our new Editor, Mr. Cliff Picton, in 1977.

A rough breakdown of our present subscription list is as follows:

Individuals	500
Schools and	
Tertiary Inst.	120
Hospitals	47
Agencies	160
Gov. Depts.	120
Libraries	22
Miscellaneous	22

We are looking forward to being around 2,000 subscribers by the end of 1977 and you can help by taking advantage of our "Get Four and Get Four Free" promotion.

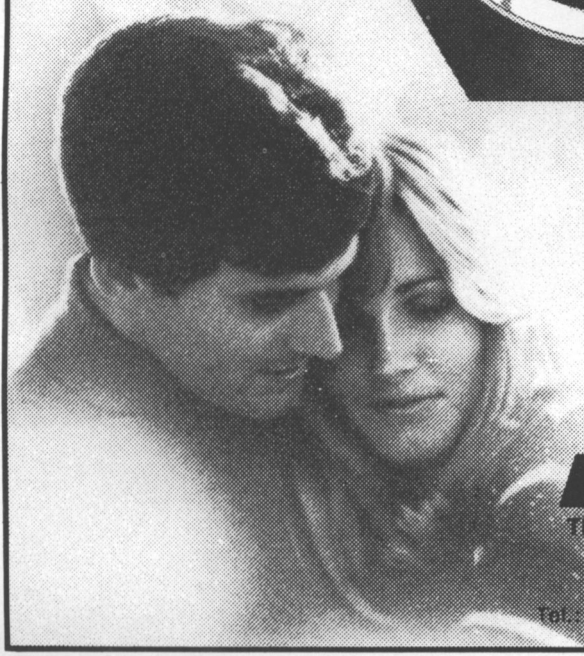
The Journal Committee offers to all readers Christmas Greetings and best wishes for a happy and successful New Year.

B.M.

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~the quality is guaranteed



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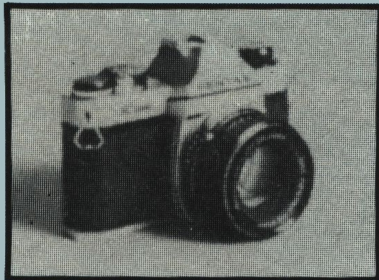
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Top fashion and advertising photographer Peter Gough, reflecting on the new Pentax K1000.

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.

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