

'Talk turkey' approach to equipment sales

# Camera buffs will enjoy this photographer's paradise

By CHRIS AAGAARD  
Herald Staff Writer  
"Hi there! Grab yourself a coffee and relax."  
Relax? The man's daft. I want to get this interview done quickly; I have piles of work on my desk; I missed breakfast and I have to look forward to at least three hours of regional council in the afternoon. No thanks, but maybe I will have a cup of coffee.

The big, bearded fellow with the amiable invitation for a Wednesday morning is Peter Moss, a familiar face for many of Georgetown's amateur and professional photographers. The fellow who once worked for the photography department at the local Zeller's outlet and, more recently, behind the counter of Photorama on Guelph Street, now holds fort at a camera store unique to North Halton.

Halton Camera Exchange opened its doors April 1 across from Mackenzie's Build-All on James Street. As the name suggests, if you have a good 35 millimetre camera you'd like to trade or sell, come on in and let's talk turkey.

"Everything we sell, we warranty," Mr. Moss said over another cup of coffee. "We have things here for the snapshotter or the professional photographer."

A division of PCI Toronto Ltd., Halton Camera Exchange sells a wide variety of Rollei and Voigtlander equipment, as well as Olympus, Canon and Praktica bodies and lenses. While the sales and trades which can be negotiated at the shop are limited to the 35 millimetre and larger format cameras, the store offers other photographic services, ensuring that they're carried out quickly and to the customer's satisfaction. For instance, most cameras



Camera buffs from the passive to the avid photographer will enjoy snooping around the newly opened Halton Camera Exchange on Georgetown's James Street. Managed by Peter Moss (above) the store features trade-in opportunities, new and second hand equipment and even a few classic cameras like this vintage Speed Graphic, a mainstay in photojournalism during the first half of the century.

as well as versatility with their "Adaptall" mounting system for 35 millimetre single lens reflex cameras.

If there isn't enough modern stuff on the walls to catch the eye of the average photographer, there is an interesting showcase filled with "antique" and vintage cameras, including a classic two and a quarter inch format Rolleiflex, and a Speed Graphic, once the photojournalist's main tool of the trade. Some of the first Leica single lens reflex cameras made in the 1920s are also on display. They still take great pictures today.

The trade-in process is simple, Mr. Moss explained.

"The parent company will have a look at your camera and set a value against what you want to bargain for." The same rule of thumb applies for deals on second hand or new lenses.

Many people, Mr. Moss said, enjoy the economic versatility which trade-ins allow because it puts normally expensive, quality equipment within reach of the average pocket-book. Or, the average camera buff may have originally purchased a piece of equipment which turns out to "be more than he bargained for" and he or she now wishes to trade it for something a little less challenging and far more simple.

"We'll try and get what you're looking for," Mr. Moss added. "We can't always promise we'll find it but we'll try."

Eventually, Mr. Moss will have completely stocked the shelves with equipment and he hopes to organize a darkroom and studio in the back.

Meanwhile, there's still lots to see at Halton Camera Exchange, plenty of advice for the asking, the coffee's hot and you may find yourself walking out mighty proud of a trade in you've just arranged.

can be repaired and returned to the customer in about 48 hours. Halton Camera Exchange uses Benjamin labs for photo processing, which Mr. Moss claims produces optimum results "from wallet size to posters". The store offers 16 and eight millimetre projectors for rent the next time you want to dust off a few

favorite home movies. With more equipment to come, the walls are already lined with electronic flashes, opera glasses, binoculars (the Carl Zeiss brand features a radio built into the case which might come in handy at this season's Jays games), telescopes, movie screens, light meters, Nikon enlargers, processing paper and chemicals, (puff puff), and Tamron lenses which boast top quality

(Herald photo)

## Acton Band 'horns' in on new recruits

Hoping to fill a number of vacancies in its membership, the 109-year old Acton Citizens' Band is launching a recruiting drive appealing to music-lovers of most ages.

This brass and reed concert and marching band is a volunteer organization which has been in existence since 1872. The band produces three major concerts each year, in addition to attending parades for various functions. It has won many awards in competition at the Canadian National Exhibition.

Many members have enhanced their contributions to the band through an instructional program for which instrumental tuition is free. Most types of instruments are available on loan. Learners practise every Tuesday evening from 8 to 10 p.m. at the Band Hall in Acton.

The band rehearses each Wednesday at the same time and place. It is not necessary to be an Acton resident to become a member.

If you're interested, please call bandmaster Dr. George Elliot (76 Bower Ave., Acton) at 853-0365 between 6 and 7 p.m.

Toys & Games  
Books, Records  
& Childrens'  
dreams  
at  
**Toy Magic**  
Quality at Competitive Prices  
Georgetown Market Place  
877-8800

**GRAND OPENING**  
Thursday, April 30th

**The Cooking Emporium**

UTENSILS FOR THE CREATIVE CHEF

**COOKING EMPORIUM**  
GEORGETOWN MARKET PLACE  
877-0818

HOURS:  
Mon.-Wed. 9:00-6:00  
Thurs.-Fri. 9:00-5:00  
Saturday 9:00-4:00

## You are invited to the OFFICIAL GRAND OPENING

Wed., April 29

Ribbon cutting ceremony by Mayor Peter Pomeroy.



FREE COFFEE SERVED!

- SPECIALS**
- DERBY MEAT MIX Case of 24 15 oz. tins \$10.25
  - BEEF CHUNKS AND FLAVOUR \$2.95
  - TENNER Kitty Litter 10 kg. 3/\$1.00
  - PEP Dog Food \$3.00
  - TOP CHOICE Beef & Cheese \$3.00

**LIZZIE'S CAT & DOG FOOD DISCOUNT**

HOURS:  
Mon.-Wed. 9:00-6:00  
Thurs.-Fri. 9:00-5:00  
Saturday 9:00-4:00

ENTRANCE THROUGH COCHRANE TRAVEL

MOORE PARK PLAZA 877-0222

# AT Stevenson's MEN'S WEAR

Now is the Time to buy your New Spring & Summer Clothes Because for the next

# 4 DAYS ONLY

We will be selling all our . . . .

**1** AT **2**

**SUITS** **DRESS SHIRTS** **PANTS**  
**TIES** **SPORT JACKETS** **TOPCOATS**  
**KNIT SHIRTS** **SHORTS**  
**SPRING JACKETS**

## OUR REGULAR PRICE

For This Sale we will be open:

Wed. 9:30 a.m. to 9:00 p.m.

Thurs. 9:30 a.m. to 9:00 p.m.

Fri. 9:30 a.m. to 9:00 p.m.

Sat. 9:30 a.m. to 6:00 p.m.

All merchandise to be paid for at time of purchase.  
All alterations extra.

Shop Early for Best Selection

# Stevenson's MEN'S WEAR

Georgetown Market Place

877-6661



Chargex & Mastercharge Welcomed