

AUSTRALIAN CHILD & FAMILY WELFARE (QUARTERLY)

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DISCOUNT
 VOUCHER
 PAGE 11

Dear Reader,

In the last issue we asked for bright ideas to help finance the printing of this magazine.

Well, we've had two bright ideas of our own. The first one is to sell more advertising space.

We have appointed an advertising representative and set modest (if I may be so modest) advertising rates. They are

	CAS. 2 TIMES 4 TIMES		
F.P.	\$90	\$80	\$50
H.P.	\$55	\$50	\$30
1 col.	\$35	\$30	\$20

Classified \$2 per single column centimetre minimum 5 centimetres.

Our second bright idea is to offer a 20% discount to any of our readers who wish to advertise with us. So that we will know you are genuine, we have inserted a coupon which you should cut out and mail with your advertising material. Which means that for about \$44 you can insert a half page ad. which will be seen by over 2,000 readers . . . or an ad. the same size as the coupon for \$8.

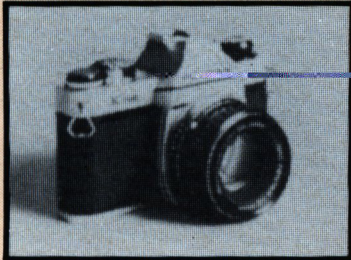
So go to it . . . if you want to sell new cars, furniture, insurance, electrical appliances, travel or even your old second hand bike, contact our advertising representative now.

Advertising enquiries to
 GEOFF GOULLET
 SUITE 2, 65 QUEENS ROAD,
 MELBOURNE 3004
 PH. 51 6238



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.