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No 4



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Within the Rentacamera *emporium* is to be found not only an enormous variety of photographic machinery & sundries but also many USEFUL ITEMS of Production Stores viz. aerosol sprays, camera tape, changing bags, eyepiece covers, film cans, filters, pens, special stationery, stop-watches, technical manuals &c., &c., a selection of which could become a

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Nº 8



MRS. BARBARA JOYNSON

SECRETARY to Mr. G^m ANDERSON

'Necessity is the mother of Invention', and with the growing use of *Audio-Visual machinery* viz: 16mm cinematographic projectors, 35mm slide projectors & ancillary equipment, magnetic recorders and P.A. equipment of *all kinds* came the inauguration of the Rentacamera Co's redoubtable **AUDIO-VISUAL DIV.** dealing in all the stock-in-trade of the modern *Audio-Visualist*.

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