

A Hundred-and-One ways to . . .

Sharpness—that pin-point fidelity of definition—is still the hallmark of a good photograph. Nowadays, sharpness is doubly necessary, since none of the negative sizes in common use permit making really satisfactory contact prints. Whenever we take a picture, we must remember that it will have to stand up to enlargement.

Don't blame your camera!

Photography with a hand-held camera is temptingly easy—but there are limits. Ultra-fine grain film makes better enlargements, but it is slower; stopping down improves definition and depth of field; you can't always rely on bright sunshine—in fact, rainy weather has its own peculiar attractions. In all these cases, you'll soon find yourself needing exposures of $\frac{1}{25}$ second—the critical point when camera shake begins to take the edge off the sharpness of your negatives. At shutter speeds of $\frac{1}{10}$ or $\frac{1}{4}$ sec., you may be able to cope with some degree of subject movement—but not with the almost imperceptible vibrations caused by your own nerves and pulse beats. Naturally, taking time exposures freehand is absolutely impossible. What is the point of using the fine lenses and high quality films available today, when in the end you have nothing better to show than blurred and unsatisfactory negatives? There is only one remedy: stop working with a hand-held camera! Only when your camera is firmly supported can you be really sure of perfect definition and correct framing.

UKV—compact, light and functional

The conventional three-legged tripod has been proving its value for years—but often its bulk and weight make it very cumbersome to use. The UKV, which packs away neatly into a small shouldercase, is a much more convenient and versatile companion.

For use everywhere

As long as the ground is level, the normal tripod is quite efficient, but "rough country" brings out all its shortcomings. Indoors even, it can be an unwieldy encumbrance; it can fail to support the camera at a low viewpoint, or when the picture must be taken from an awkward corner. In such cases, the UKV comes into its own. It can be assembled in innumerable combinations; even in its most compact form it is an invaluable aid, and can be adapted to suit almost every conceivable situation—a truly universal stand!

The novel approach

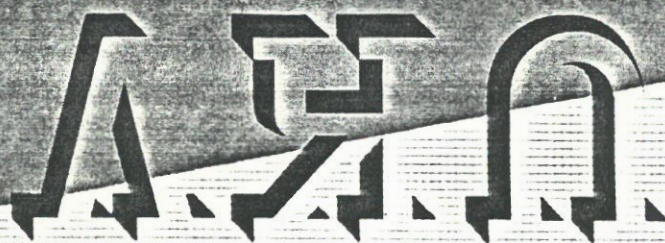
Both indoors or out, there will always be a place for the UKV stand, since it needs the barest minimum of space. Yet the UKV stand always provides a very firm support for the camera and every possible taking angle can be utilized thanks to its strong ball-and-socket head. It is really a most versatile and practical camera stand.

But the UKV is by no means just a substitute; it is a completely new idea—this is why many of its combinations look nothing like the conventional type of camera support. They are the result of a revolution in technical thinking: the new concept of functional design. No hinged joints, but only streamlined, inflexible built-up units.

For amateurs, professionals and technicians

You cannot fail to be fascinated by the UKV. From a dozen build-up components, of simple but carefully contrived design, innumerable combinations can be assembled to cater for every requirement—no matter whether it is an everyday assignment or something quite out of the ordinary. Because you can now approach these unusual jobs from a completely new angle, you will very soon be able to master them. It won't be long before you see the potentialities of the UKV in every situation you come up against. In a very short time you'll find out how to utilize all its possibilities by choosing the most suitable combination of components and we are confident that you will discover more and more uses for this incredibly versatile stand.

functional and versatile

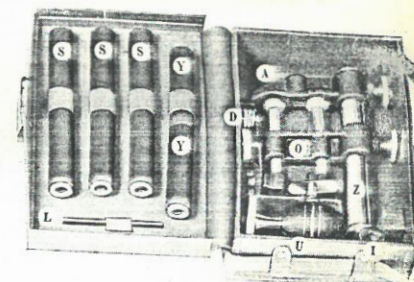


Universal Combination Stand

ROWI

PRICE LIST

- Order No.
- 960 ROWI UKV complete, in box (3 leg sections S, 2 half-sections Y, pin L, clamping tube Z with tree screw B, upper clamp A, lower clamp O, ball-and-socket head U, distribution piece I, 2 cubes W, 1 plain double-threaded connection piece D, 2 double-threaded connection pieces with counter-locking nuts K). Weight approx. 700 gr.
 - 961 Leatherette field case with carrying strap, 7 x 5 x 2 $\frac{2}{3}$ ins., weight 500 gr.
 - 828 Pin L for UKV
 - 829 Ground Support E for UKV
 - 830 Leg-section tube S, $\frac{10}{16}$ x $5\frac{1}{4}$ ins., with ribbed covering and rubber anti-scratch ring
 - 831 Half-section Y, $\frac{10}{16}$ x $2\frac{3}{4}$ ins., similar finish
 - 832 Clamping tube Z, $\frac{11}{16}$ x $5\frac{1}{4}$ ins.
 - 833 Tree screw B, to be screwed into Z
 - 834 Upper clamp A with recessed $\frac{3}{8}$ in. thread
 - 835 Lower clamp O with 2 clamping screws
 - 836 Distribution piece I
 - 846 Cube W
 - 847 Double-threaded connection piece D
 - 848 Double-threaded connection piece with counterlocking nut K
 - 62 Ball-and-socket head U, $2\frac{3}{4}$ ins. high
 - 964 ROWI chestpod, complete
 - 963 Harness for above, adjustable to individual measurements

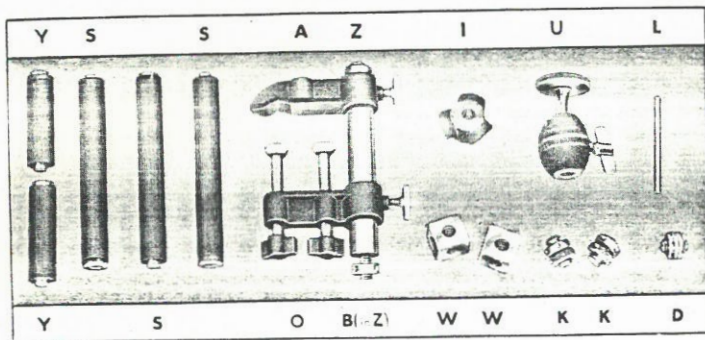


From your photo-dealer:

... good photos

The UKV will be welcomed by both the amateur and professional. In technology and science it will make light work of all manner of tricky photographic tasks. Nevertheless, the normal tripod should still be used, for in many cases the normal tripod and the UKV can be combined to form a most useful partnership. The informative ABC overleaf shows just a few of its almost unlimited uses. You will be surprised to see that the UKV has a multitude of applications in addition to supporting the camera.

Twelve components - a complete system



Here you see all the individual components of the UKV kit. The index letters for each unit will enable you to read the code for the particular assemblies. Three tubular leg sections **S** with durable ribbed covering, rubber-ringed to prevent slipping and scratching of furniture. Two

identical half-sections **Y**. One clamping tube **Z**, on which adjustable clamps **A** and **O** can be slid up and down, and locked in position with locking screws. Inside tube **Z** is concealed tree screw **B** with double-threaded head. This can be reversed for screwing the clamp to trees, planks, etc. Distribution piece **I** with five threaded screw holes. Two cubes **W** with six threaded holes each. Two counter-locking nuts **K**. Double-threaded connection piece **D**. Pin **L** for loosening and tightening screws. Ball-and-socket head **U**. Also included (but not illustrated here): the familiar tripod screw adaptor, for conversion from Continental thread to Anglo American - and three bush adaptors for conversion from Anglo American thread to Continental.

Novelty! A new ground support is available on request (see illustration r inside).

All these components are available individually, in case one or the other should be lost or if a more elaborate outfit is desired. For outdoor work, an elegant little leatherette case with carrying strap is available.

ROWI Chestpod

This new model combines the stability of tripod exposures with the flexibility of freehand snapshooting. The camera is always ready at eye level; being supported by the entire body, it is sufficiently stable to allow exposures in the "danger zone" between $\frac{1}{30}$ - 1 second with perfect safety. When you are not in action both your hands are free, but you are always ready for the next shot. This is why the ROWI chestpod is a prerequisite for candid shots and action photos, especially for cameras with lenses of longer focal lengths.

The chestpod is available as a complete outfit (see price list). However, if you own a UKV kit, you can assemble this chestpod from components Y+Y+I+S+S+D+U and an adjustable strap, available separately.

