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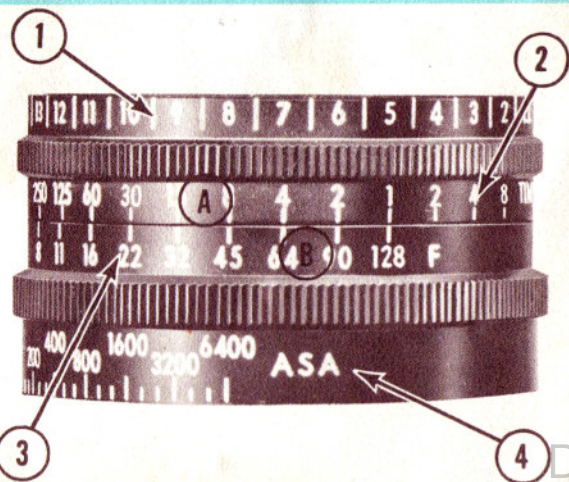
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lens, and will therefore give you an inaccurate measurement based on the overall lighting conditions. Your exposure will often be calculated from broad areas of bright snow or sand which will not be included in the area "seen" by the long lens, leaving the subject badly underexposed; or from broad areas of deep shadow, leaving the subject overexposed. With the 3/21 Meter you can zero-in on the selected area for a perfect exposure . . . even at a distance. Theater performances and sports activities are vividly captured from your seat in the balcony or bleachers without guesswork!

And for the best results in color photography, where the lightest areas of exposure should be no more than four times brighter than the darkest, the 3/21 Meter is invaluable! Every shadow and highlight in your picture can be checked to insure proper balance with utmost accuracy.



Easy to use? You bet . . . simply view your subject through the viewing lens, press the button for high or low intensity, and take your reading from the EVS scale located on the viewing lens. The "High" or upper scale is used in bright light, while in subdued light, the "Low" or bottom scale is used. Set the ASA rating of your film with the index mark, line up the EVS reading with its index mark, and choose a suitable combination of shutter speeds and f/stops which coincide on rings A and B. Ring A is marked with EVS numbers from 2 to 18 (1) and shutter speeds from Time to 1/18000 sec. (2), while Ring B contains f/stops from f/1 to f/128 (3) and ASA film ratings from ASA 3 to ASA 6400 (4). That's all there is to it: . . . fast, simple, and—most important—extremely accurate and selective.

The 3/21 Exposure Meter is precision-built to exacting standards by the same craftsmen who make the famous Honeywell Pentax cameras and lenses. The 3/21 Meter will retain its extreme accuracy with an absolute minimum of attention and will operate for one full year on one 1.3v mercury battery and one 22.5v dry cell. Every 3/21 Meter is fully guaranteed against defective materials and workmanship by Honeywell.

Ask your Honeywell dealer for a demonstration of this superb new exposure meter soon. Discover for yourself what a difference this jewel-like instrument can mean to you in making photography more rewarding than ever before!

Complete with batteries and leather carrying case...\$99.50

Honeywell
PHOTOGRAPHIC PRODUCTS

SELECTIVE EXPOSURE PHOTOGRAPHY

BATTERIES: DURACELL PX1
1.35V MERCURY 22.5V
EVEREADY 412

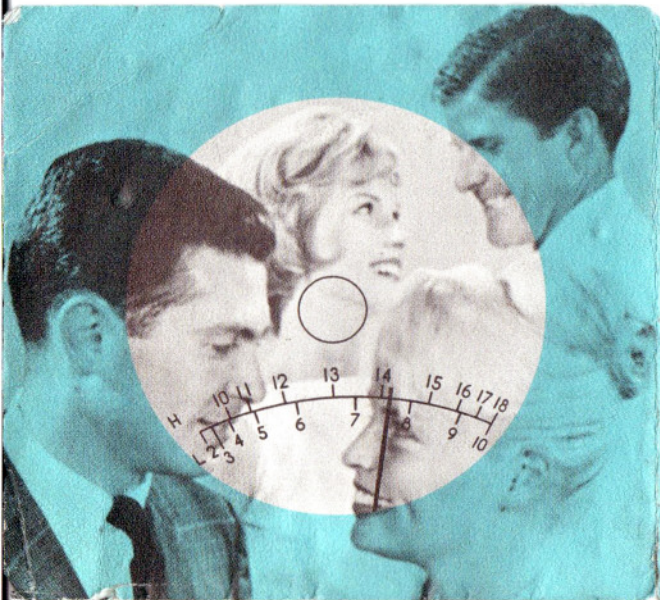


HONEYWELL PENTAX

THREE-TWENTY-ONE METER

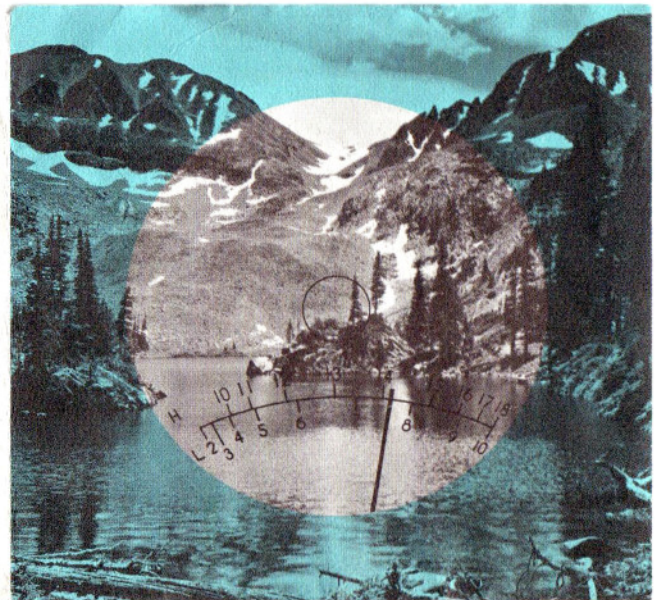


**HOW THE 3/21 EXPOSURE METER
WILL IMPROVE YOUR PHOTOGRAPHY**



Most reflective light meters measure the average light reflected from a relatively wide angle of view. Too often this results in an exposure setting that is calculated from large areas of very high or very low levels of light, instead of from the specific subject itself. Thus, the end product of careful planning most often turns out to be over or under-exposed. The 3/21, with its selective measuring angle of only 3° , allows you to restrict your reading to the specified area or areas of interest, without being influenced by bright backgrounds or heavy shadows. Your subject is always perfectly exposed . . . in even the most difficult lighting situations.

At close range, and for portraits, the 3/21 is unexcelled. Gone are the days when you



Here's an easy-to-use exposure meter that gives you complete confidence in your exposure settings! The Honeywell Pentax Three/Twenty-One Meter brings a fresh approach to exposure problems, assuring you of perfectly exposed pictures under every kind of lighting condition. Its light-sensitive element covers an angle of only 3° in the center of a 21° field of view. This extreme selectivity means you measure only the precise area you want to photograph—gone are false readings and poorly exposed pictures! With the 3/21 Meter, you have *complete* control over every exposure situation, from soft candlelight to dazzling sun. Here's why the 3/21 Meter is superior to conventional exposure meters:



had to wave your meter under your subject's nose! The selective 3° of the 3/21 lets you zoom in on your subject from the camera position and get a true exposure reading unaffected by backlighting, reflecting surfaces or backgrounds. You can even choose specific areas of interest on your subject's face and expose perfectly for flattering highlights and subtle skin tones.

You'll be especially pleased with the 3/21 Meter when you use it with long or telephoto lenses which have a narrower angle of view. Let's take the problem of calculating exposure for a selected portion of a scene you want to record with a long lens. An ordinary light meter, with its wide angle of acceptance, will "see" much more of the scene than your