

SEARS

CAMERA CATALOG



VARIZOOM

THE MOST COMPLETELY AUTOMATIC 8MM CAMERA BUILT

- Push-button power zooming
- Automatic backlight control
- Coupled zoom viewfinder
- High-speed f:1.8 focusing lens
- Full-time automatic electric eye
- Normal and slow motion operation

THIS CAMERA SOLD ON PAGE 5 • INDEX ON PAGE 3

SEARS, ROEBUCK AND CO.

Prices in this book guaranteed until January 26, 1962
Satisfaction guaranteed or your money back

8mm Camera shoots dramatic zoom movies . . . projector shows them normal or slow motion

Buy Outfit Save \$10.50

3-pc. Outfit . . . Separately \$144.95

\$134.45 cash **NO MONEY DOWN**

TOWER Reflex Zoom Camera zooms in to capture intimate close-ups . . . out again to cover the whole scene. Through-the-lens viewing lets you see exact zooming action. High speed f:1.8 lens focuses as close as 5 ft. Sure-grip trigger handle. Built-in direct reading exposure meter for fast, accurate exposure settings. Spool load. Footage indicator. Single frame for animation and trick effects. Die-cast aluminum body.

TOWER 87 Projector lets you show normal speed movies in slow motion (approximately half speed). Study your golf swing or swimming form . . . analyze any action. Just twist variable speed knob from normal to slow-motion. No loss of brightness or sharpness. High efficiency Tru-flector lamp gives brilliant projection.

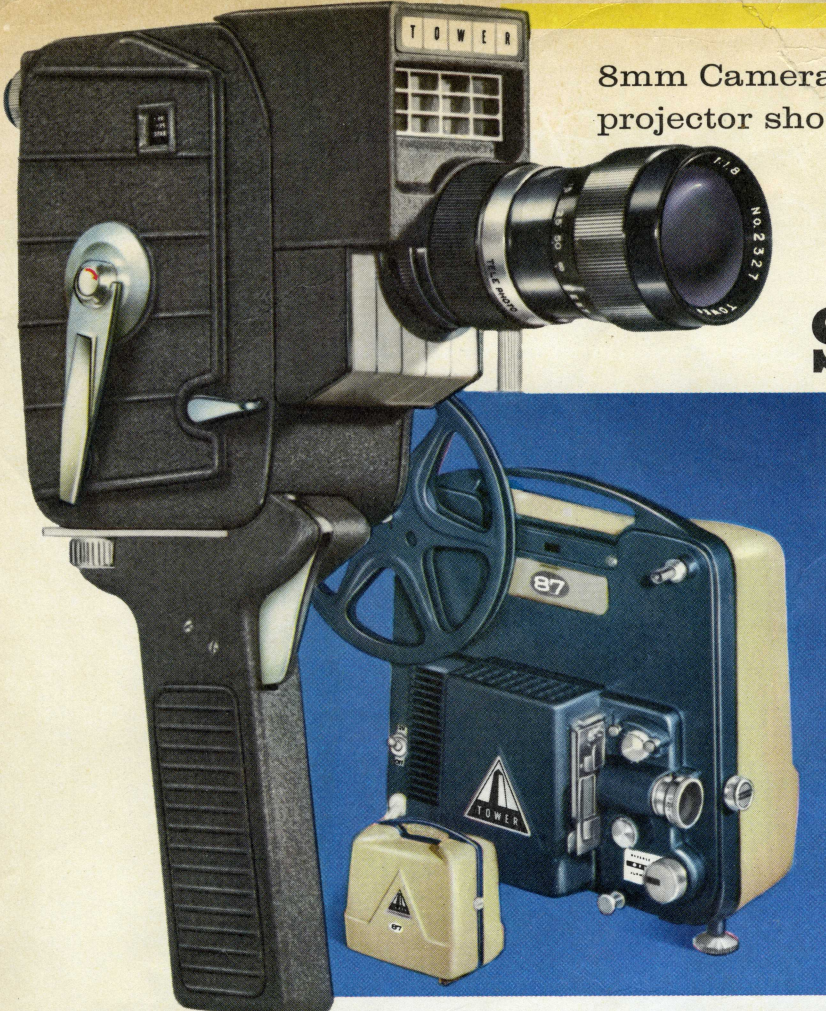
Big-picture 3/4-in. f:1.6 lens. Variable forward speed, reverse and rapid power rewind. 400-ft. reel (1 incl.) capacity. 110-120-volt, 60-cycle AC. Metal. Light gray and blue.

3 CA9538C2—3-pc. Outfit: camera, projector, case. Wt. 18 lbs. \$134.45

3 CA9112C—8mm Camera with handle. From Japan. Wt. 5 lbs. 78.00

3 CA 9113—Vinyl Plastic Camera Case. Shpg. wt. 2 lbs. . . . 8.95

3 CA9287C—8mm Projector. UL listed. Shpg. wt. 11 lbs. . . . 58.00



Only 10 seconds from snap to snapshot with Polaroid Cameras Each camera with automatic electric eye that sets the lens for perfect exposures every time

Automatic Polaroid . . . even at this low price

“J66” Camera, case, accessories **\$99.43** cash **NO MONEY DOWN**

Automatic “J66” . . . easy to use as a box camera . . . priced lower than former non-automatic models taking large 3 1/4 x 4 1/4-in. photos. Fixed focus lens keeps pictures sharp from 4 ft. to miles away. Lets you shoot as close as 32 in. for portraits. Bright viewfinder clearly frames subject. Camera signals when flash is needed. Built-in flash takes tiny AG1 bulbs.

Range 30 ft. Swivels for soft bounce flash. Remarkable shutter . . . speeds up to 1/1000 sec. . . “freezes” fast action. Diecast aluminum body, vinyl trim.

3 CA9710C—Polaroid “J66” Outfit: Camera, top-grain cowhide case, two rolls 3000 film, 12 AG1 flash bulbs. Wt. 9 lbs. . \$99.43

3 CA 9569C—Polaroid, “J66” Camera only. Shpg. wt. 6 lbs. . . . \$83.93

Every shot guaranteed* perfect with a “900”

Complete Outfit **\$158.83** cash **NO MONEY DOWN**

Automatic electric eye exposure control plus all the extras that extend the range of picture possibilities. Viewfinder is parallax corrected to prevent accidental picture cropping on close-ups. Rangefinder assures you of critically sharp pictures; automatic shutter has speeds up to 1/1000 sec. Wink-light takes 1000 pictures with one set of batteries, has flash bulb adapter too. Shoot indoors up to 15 ft. with 3000 film

and Wink-light. Coated 3-element lens. Aluminum body. Gray simulated leather cover. Gives 3 1/4 x 4 1/4-in. prints.

3 CA 9732C—Outfit: “900” camera, case, Wink-light, AG1 booster, 2 write-in albums (hold 16 prints each), 25 Postcards, 2 rolls type 47 (3000) film. Wt. 11 lbs. . . . \$158.83

3 CA 9568C—“900” Camera only. Shipping weight 6 pounds. . . . \$125.93

3 CA 9579—Fitted Leather Case for camera and accessories. Shpg. wt. 3 lbs. 8 oz. . \$19.73

***GUARANTEE:** Send 8 unsatisfactory prints to Polaroid with coupon packed in outfit. Each roll will be replaced at no extra cost . . . up to 2 years from camera purchase date.

NO MONEY DOWN on Easy Terms . . . see page 63

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2 SEARS CPBK AEDSL





Complete Photographic Shopping Guide

This index represents over 1200 items carefully chosen by Sears Photographic Buyers from domestic and foreign markets

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How to.. take better pictures
make home movies
make color prints

Turn to page 58 and find these and dozens of other important photographic topics in our special selection of photographic reference books and guides for professionals, camera fans, beginners.

You'll find practical handbooks that explain photographic techniques in simple terms, such as: Modern Color Photography, How to Photograph Your Child, Lighting Techniques, Photography for the Traveler, Color Movies for Beginners and many more.

How to keep up with current events in photography? What's new in photographic equipment? See the magazine subscription offers for Modern Photography, U.S. Camera and Popular Photography.

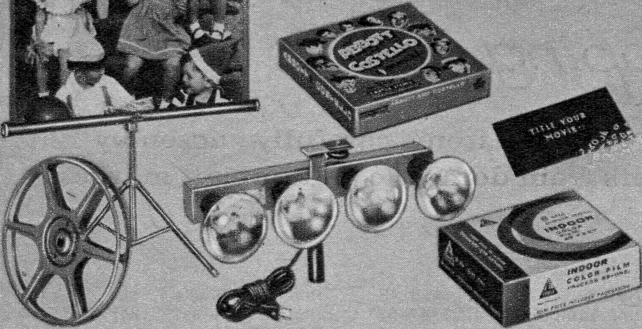
Write us.. if you don't
see what
you want..

Want to know how to buy or how much to pay for a camera, flash gun, enlarger or other photographic equipment not listed in this catalog? Simply write Sears Personal Service Department. Our buyers are constantly studying the photographic market both here and abroad and will probably know about the item. We will try to answer your questions as quickly as possible.

Baffled with a gadget on your camera? Have a lighting problem or a darkroom puzzler? Whatever your problem, Sears photographic experts are at your service. Just write Sears Personal Service Department. If you wish, send sketches to help describe your problem. We will try to answer your questions as soon as possible.



ALL THESE ACCESSORIES



Included with each complete 8 mm outfit on this page . . . TOWER color film, screen, light bar, reel and can, silent movie *plus exciting film offer*

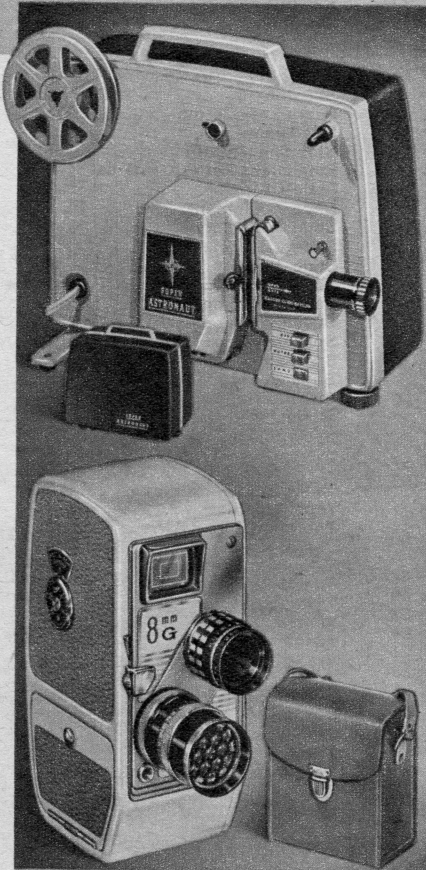
TOWER 8mm Color Movie Film with processing. Just mail in exposed film. For shooting indoors. Gives faithful, lifelike color reproduction and sharp projection. Titling kit included when film ordered with camera outfit. To order film separately, see page 67.

TOWER 30x40-inch Tripod Screen. Hy-Flect glass beaded, mildew-resistant. Round metal case. Metallic silver color. Sets up quickly. Height of the screen is adjustable.
3 CA 8504C—Shpg. wt. 9 lbs. . . . \$5.95

TOWER Reel and Can Set. 8mm 300-ft. size. All steel. Shpg. wt. ea. 12 oz.
3 CA9306-77c; 3 for \$2.17; 6 for \$4.17

TOWER 4-light Bar. Camera attaches to top of bar. Light shines where you point camera. Four 300-watt bulbs. 8-ft. cord, cardboard carrying case. 110-120-volt, 60-cycle AC-DC. UL listed.
3 CA 8811—Gray. Steel. Wt. 11 lbs. \$6.75

Silent 8mm Black and White Movie. Delightful 3-minute comedy.
3 CA 9751—50-ft. reel. Wt. 4 oz. . . \$1.79



Even at this low price you get clear, sharp movies

Save \$970 ^{8-pc. Outfit} \$7988 ^{cash}
NO MONEY DOWN

Mamiya Battery-drive Camera shoots up to 10 rolls film on one set of 3 penlight batteries . . . no winding ever. Direct reading attached light meter assures correct exposure.

Has fixed-focus, 13mm f:1.9 lens. Takes telephoto and wide angle lenses (not included) with standard "D" mount. Spool loading. Film footage indicator. Continuous lock-run lets you get into picture. Ivory and gray finish. Die-cast aluminum body. Made in Japan.

Super Astronaut Projector has sprocketless threading. Tru-flector lamp gives 500-watt brilliance. 1-in. f:1.6 lens. 300-ft. capacity (100-ft. reel incl.). Rapid power rewind. Die-cast aluminum case. 110-120-volt, 60-cycle AC.

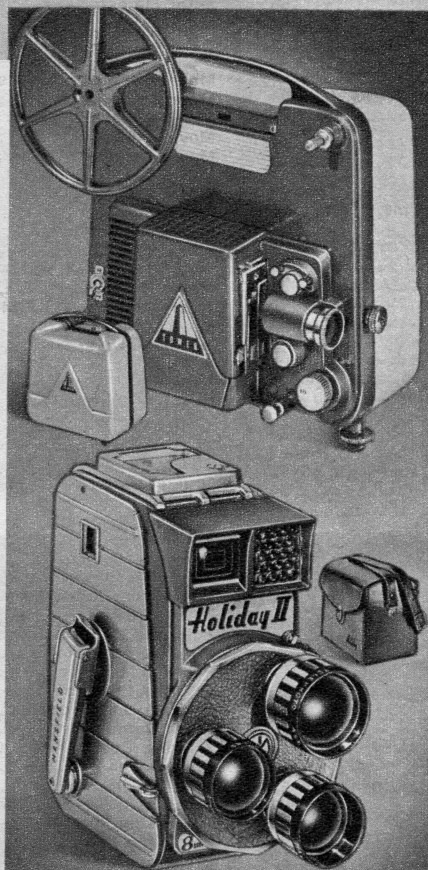
3 CA 9539C3—Complete 8-piece Outfit: camera, projector, case, 5 items above, filter plus exciting black and white film offer on facing page. Wt. 38 lbs. *Separate prices total \$89.58 . . . \$79.88*

3 CA 9090—Camera only. Shpg. wt. 3 lbs. 24.88

3 CA 9092—Type A filter. Shpg. wt. 3 oz. 1.39

3 CA 9091—Camera Case. Shpg. wt. 1 lb. 2.79

3 CA9278C—Projector. UL listed. Wt. 13 lbs. 38.87



Show normal or slow motion movies with this outfit

Save \$706 ^{8-pc. Outfit} \$11888 ^{cash}
NO MONEY DOWN

Mansfield 3-lens Turret Camera. Dial the lens . . . vary the view . . . add interest to movies. Wide angle, normal, telephoto f:1.8 prefocused lenses. Direct reading built-in exposure meter. 10-ft. run per wind. Film footage indicator. Economical spool load. Built-in haze and type A filters. Die-cast aluminum body. From Japan.

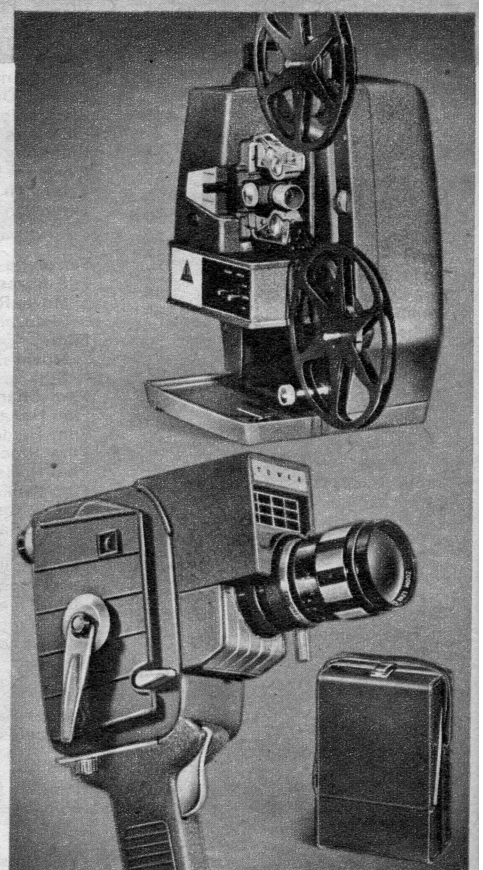
New TOWER 87 Projector lets you show normal speed movies in slow motion. Study your golf swing or swimming form . . . analyze any action. Just twist variable speed knob from normal to slow-motion speed of 8 frames per second. No loss of brightness or sharpness. Low voltage Tru-flector lamp gives brilliant projection. Big-picture 3/4-in., f:1.6 lens. Variable speed, reverse and rapid power rewind. 400-ft. reel (1 incl.) capacity. 110-120-v, 60-c AC. Metal. Lt. blue with ivory.

3 CA9545C3—Complete 8-piece Outfit: camera, projector, case, 5 items above plus exciting black and white film offer on facing page. Shpg. wt. 30 lbs. *Separate prices total \$125.94 . . . \$118.88*

3 CA 8145—Camera only. Shpg. wt. 5 lbs. 44.50

3 CA 9457—Camera Case. Shpg. wt. 2 lbs. 5.79

3 CA9287C—Projector. UL listed. Wt 10 lbs. 58.00



Shoot dramatic ZOOM movies

Save \$1406 ^{8-pc. Outfit} \$17804 ^{cash}
NO MONEY DOWN

TOWER Manual Zoom Camera. Zoom in to capture intimate close-ups . . . zoom out to cover the whole scene. Enjoy this thrilling "change of pace" that only a zoom camera gives. Through-the-lens viewing lets you see exact zooming action. High-speed f:1.8 focusing lens. Shoot sharp movies as close as 5 ft. Sure-grip trigger handle. Built-in direct reading light meter for quick exposure settings. Spool load, footage indicator. Single frame for animation and trick effects. Die-cast aluminum body. From Japan.

TOWER Projector threads film automatically in 3 seconds. Low voltage, low heat Tru-flector lamp gives brilliant projection. 400-ft. capacity for half-hour shows. Power rewind. One 400-ft. reel incl. Forward, reverse or still. Constant speed. Permanent lubrication. 1-inch, f:1.6 lens. Die-cast aluminum. Lt. gray, blue trim. 110-120-volt, 60-cycle AC.

3 CA 9544C3—Complete 8-piece Outfit; camera, projector, case, 5 items above plus exciting black and white film offer on facing page. Shpg. wt. 46 lbs. *Separate prices total \$192.10 . . . \$178.04*

3 CA 9112C—Camera with handle. Wt. 6 lbs. 78.00

3 CA 9113—Camera Case. Shpg. wt. 2 lbs. 8.95

3 CA 9292C—Projector. UL listed. Wt. 18 lbs. 87.50



TOWER Varizoom Camera
 combines improved automatic
 electric eye, push-button zoom
and in slow motion

But it's only **\$148⁵⁰** cash **NO MONEY DOWN**

- Even with bright back-lighting behind your subject, you still get a perfect exposure *completely automatically*
- You simply press a button for smooth, steady zooming. Lens focus from 6 feet to infinity
- You can switch from normal speed to slow motion as you shoot . . . *another remarkable feature at this low price*

Fast f:1.8 focusing lens zooms in for exciting close-ups or out to capture the full view. See it all, too . . . as you shoot, in brilliant coupled zoom viewfinder. Automatic electric eye plus full-time automatic back-light control assures perfect exposure. Signal warns when light is too dim for good shots.

Extra-long 15-ft. film run. Rapid crank wind. Spring won't overwind. Constant speed governor-controlled motor. Indicator shows remaining spring power. Get into picture with lock run. Shoots all popular films . . . even shoots indoor film outdoors with built-in type A filter. Accurate film footage indicator. Manual lever to vary zoom speed. Manual exposure control. Spool load. From Japan.
 3CA9125C-8mm Varizoom Camera. Black die-cast aluminum body. Wt. 5 lbs. \$148.50
 3CA9124C-8mm Manual Zoom Camera. Same as above, except . . . manual zooming, lens fixed focus, no slow motion, no type A filter, no backlight control. Shipping weight 5 pounds. . . . \$128.50



TOWER Varizoom Outfit

Get everything you need for zoom movies . . . Varizoom camera and projector *plus* screen, light bar, 2 rolls color film, movie, camera case, exciting film offer

All for only **\$329⁹⁵** cash **NO MONEY DOWN**

Complete Outfit includes power Varizoom Camera (3CA9125C) above, all 8 items listed below plus exciting black and white film offer described below at right.
 3 CA 9505L3—Shipping weight 51 pounds. \$16 a month. . . . Cash \$329.95

TOWER Light Bar. Straight or bounce for natural lighting effect. Switch for 2 lights or 4 lights. Four 300-watt bulbs. 10-ft. cord. Metal case. 110-120-volt, 60-cycle AC-DC.
 3 CA 8822—Steel. Wt. 8 lbs. . . . \$10.50

TOWER Super Automatic Projector threads 8mm film onto take-up reel in 3 seconds. Zoom pictures in or out with f:1.2 Varizoom lens. Cool, low-voltage Super Tru-flector lamp gives brilliant projection. Variable speed control. Outlet for room lamp control. Forward, reverse, still. Power rewind. Built-in tape splicer.

400-foot Auto-Thread reel. Die-cast aluminum body. Retractable power cord. Black and silver color. 110-120-volt, 60-cycle AC. UL listed.
 3 CA 9282C—Shpg. wt. 19 lbs. \$138.88

400-ft. 8mm Reel and Can Set.

3 CA 9302—Steel. Shpg. wt. 12 oz. .65¢

40x40-in. Lenticular Screen shows the best picture to the largest audience. Black steel case, end caps. Leg-leveler. Toe-touch opening.

3 CA 8549L—Shpg. wt. 16 lbs. . \$27.50

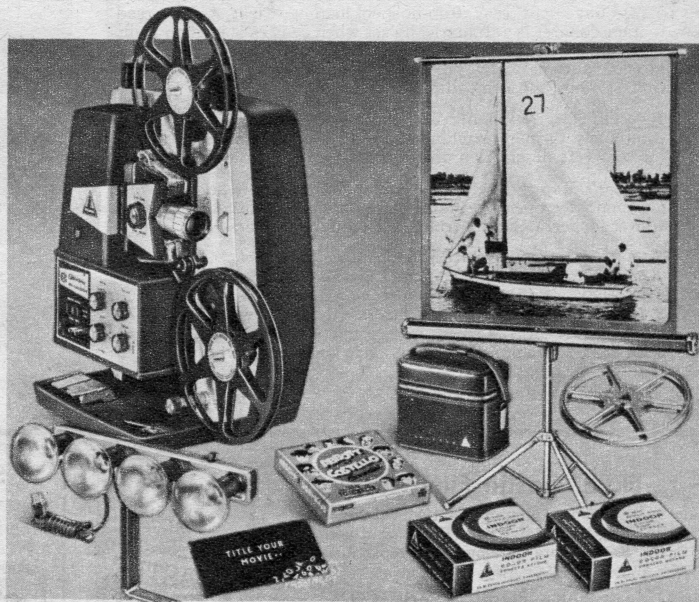
Camera Case with shoulder strap. Black pebble grain cowhide.

3 CA 9127—Shpg. wt. 2 lbs. . . . \$15.50

8mm Black and White Movie. Three-minute comedy. 50-ft. reel.

3 CA 9751—Shpg. wt. 4 oz. . . . \$1.79

2 Rolls TOWER 8mm Color Film with processing. Indoor type. 200-ft. reel and titling set included when ordered with outfit. To order film separately, see page 67



Buy complete outfit on either page and get coupons good for 50 rolls of film. You pay only \$1.75 per roll for processing.

Each complete outfit has 25-ft "starter" roll of Kodak black and white Plus-X film and 50 coupons. Shoot pay only \$1.75 for processing. We return developed roll plus new roll.

See Special Easy Terms on page 63

ZOOM

take exciting close-ups,
wide, sweeping scenes
.. without moving a step!

- Get extra sharp focus with f:1.8 Varamat zoom lens through entire zoom range: wide angle-normal-telephoto
- See zoom action through lens-coupled viewfinder . . . know exactly what the camera's shooting all the time
- Perfect exposure with full-time electric eye that automatically sets correct lens opening. Signal light in viewfinder warns you not to shoot if it's too dark.

Save \$20.75

Bell & Howell 8mm Zoomatic
Electric Eye 3-piece Movie Outfit

Sold separately \$310.65 **\$289.90** NO MONEY DOWN
cash

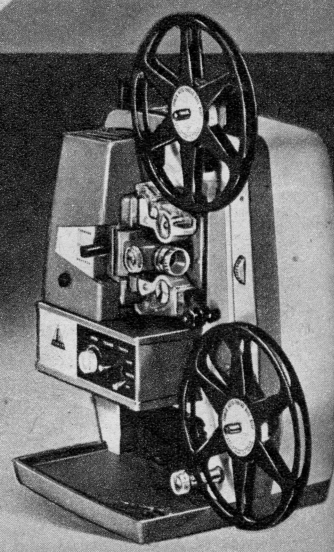
See what you get in this high-quality zoom movie-making outfit. Zoomatic camera with extra-fast f:1.8 lens in focusing mount. Self-threading projector shows movies in breathtaking color. 37x50-inch Radiant screen . . . glass beaded for bright projection.

Bell & Howell 8mm Zoomatic Camera. Lever-operated Varamat lens zooms from 9mm wide angle to 27mm telephoto. Simplified operation with universal focus lock for most shooting; fine focus control adjusts for more precise distance settings from 6 ft. to infinity. One-button control for normal, slow motion or animation (single frame) shooting. One dial combines adjustment for film speed (ASA 10 to 40) plus lens setting for manual operation. Convenient, easy drop-in spool loading. Clear, easy-to-read footage counter is automatically set when camera is loaded. Built in Type A filter allows use of indoor color film outdoors. Haze filter is automatically provided by optical system of camera. Long 15-foot film run. All-metal body.

TOWER 8mm Automatic Self-threading Projector. Film goes completely through machine and onto take-up reel. See page 12 for complete description of projector.

Radiant's beaded screen. 37x50-inch. Sets up in seconds with automatic leg opening. Flame and mildew resistant surface stays whiter longer. Leveler permits use on uneven floors.

- 3 CA 953413—3-piece Outfit. Shipping weight 40 lbs. . . . \$289.90
- 3 CA 8562L—37x50-inch. lenticular Screen. Ppd. (Wt. 18 lbs.) 29.95
- 3 CA 9290C—Projector only. Shipping weight 19 lbs. . . . 118.00
- 3 CA 9034C—8mm Zoomatic Camera only. Shpg. wt. 4 lbs. 162.70
- 3 CA 9035—Leather Camera Case. Shpg. wt. 2 lbs. 4 oz. . . . 14.50
- 3 CA 8633—Extra projector Lamp. Code DCA. Shpg. wt. 6 oz. 4.72



FREE! Castle Film Catalog

Send coupon or pick up a catalog at your Catalog Sales Office or at your Retail Store Catalog Sales Department

SEARS, ROEBUCK AND CO.

Please send me Castle Film Catalog 39CA6360

Print Name, Address, paste on back of 3c Post Card



Name _____
 Rural _____ Rural _____ P.O. _____
 Route _____ Box No. _____ Box No. _____
 Street Address _____
 Post Office _____ Zone _____ State _____

6 SEARS CPBKM AEDSLG

39CA 6360

Show Fun-filled 8mm Castle Films at home!



- COMEDIES**
- 851—Hollywood and Bust
 - 850—Have Badge, Will Chase
 - 849—Abbott and Costello Meet Frankenstein
 - 848—Zippy's Beach Adventure

- STORY CLASSICS**
- 1015—Finder's Keepers
 - 1009—The Three Musketeers
 - 838—The Little Match Girl

- ADVENTURE AND ANIMAL**
- 655—Alaskan Adventure
 - 630—Circus at the Zoo
 - 618—Lion-Tiger Fight
 - 1011—Attila the Barbarian

- CARTOONS**
- Woody Woodpecker
 - 520—The Piano Tooner
 - 519—A Beat Beatnik
 - 518—Bali Ho
 - 517—Secret Agent F.O.B.

- FAIRY TALES**
- 765—Jack and the Beanstalk
 - 760—Big Bad Wolf
 - 540—The Fearless Flea
 - 539—The Piggy That Stayed Home
 - 531—The Dog Who Cried Wolf
 - 759—Sinbad the Sailor

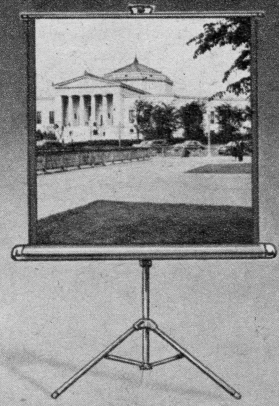
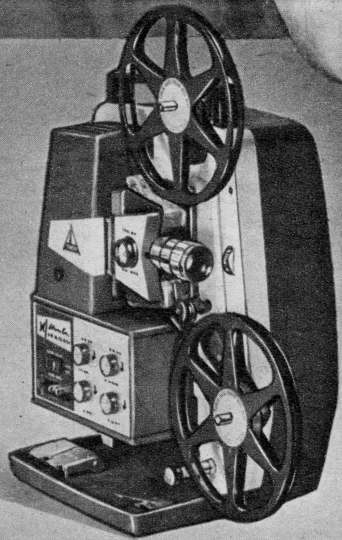
Castle films listed above are 8mm, black and white, silent. State catalog No., title No. and title wanted.

- 3 CA 9752—Headline (50-ft.) Edition. Shpg. wt. 4 oz. . . . \$1.79
- 3 CA 9753—Complete (180-ft.) Edition. Shpg. wt. 6 oz. . . . 5.65

PUSH-BUTTON ZOOM

You'll take 8mm movies with smooth, controlled push-button zooming action!

- Go from wide angle to normal to telephoto . . . smoothly, silently . . . at the mere touch of a button!
- Keep perfect, sharp focus through entire zoom range
- See zoom action through lens-coupled viewfinder
- Electric eye automatically sets correct lens opening
- Feature-packed outfits include camera, projector, screen



Finger-tip lens control from wide angle . . .

. . . to intimate, close-up telephoto shots!

Save
\$20

Spool-load Outfit

Separately \$375.73
\$355.73 cash **NO MONEY DOWN**

Save
\$24

Magazine-load Outfit

Separately \$405.23
\$381.23 cash **NO MONEY DOWN**

You get everything you need to take and show thrilling zoom movies in these complete outfits: Camera with finger-tip zoom control! Self-threading projector for brilliant movies. 50x50-inch lenticular screen for sharp pictures.

The Bell & Howell 8mm Camera does all the figuring! Push-button zoom control provides zooming from 9mm wide angle to 27mm telephoto. Lens is 9-element high speed f:1.8.

Electric eye assures perfect exposures . . . "judges" the light, sets lens instantly, automatically. Colored indicator beacon lets you know if there's enough light to shoot. Universal focus lock on lens for most shooting, fine focus control for precise focusing—sharp movies as

close as 6 feet! 3-way button: normal, slow motion speeds; single frame. Changes from normal speed to slow motion instantly and back again without interruption of sequences with automatic exposure correction. Adjustable film speed setting, ASA 10 to 40. Built-in Type A filter. All-metal body. *Spool-load* camera uses economical roll-type film; *magazine-load* camera features 3-second loading.

Super Automatic Projector threads itself in 3 seconds, has Varizoom lens which zooms to fit the room. See page 13 for full description.

Radiant's best 50x50-inch lenticular Screen . . . shows your movies in bright glowing colors.

Spool-load Outfit. 8mm camera, projector and Radiant's best 50x50-inch lenticular screen.

- 3 CA 9535L2—3-piece Outfit, Shpg. wt. 40 lbs. . . . \$355.73
- 3 CA 9100C—Camera only, Shpg. wt. 6 lbs. 184.90
- 3 CA 9282C—Projector only, Shpg. wt. 19 lbs. . . . 138.88
- Radiant's best 50x50-inch lenticular movie screen.
- 3 CA 8563L—Postpaid (Shpg. wt. 21 lbs.) 51.95

Magazine-load Outfit. 8mm camera, case, projector and 50x50-in. Radiant lenticular screen.

- 3 CA 9514L2—4-piece Outfit, Shpg. wt. 39 lbs. . . . \$381.23
- 3 CA 9101C—Camera only, Shpg. wt. 6 lbs. 199.90
- 3 CA 9282C—Projector only, Shpg. wt. 19 lbs. . . . 138.88
- 3 CA 8563L—Radiant 50x50-in. screen. Ppd. (Wt. 21 lbs.) 51.95
- Genuine cowhide leather case for either camera.
- 3 CA 9035—Shipping weight 2 lbs. 4 oz. 14.50

WHY WAIT? Use Sears Special Easy Terms . . . see page 63

8mm ZOOM Movie Cameras

One lens does it all . . . wide angle . . . to normal . . . to telephoto



Elmo Zoom . . . you see what the camera sees

Spring wound \$ **159⁵⁰** NO MONEY DOWN
cash

When you look through the reflex focusing viewfinder of the Elmo 8mm Zoom, you see exactly what the picture will look like.

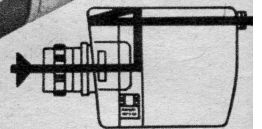
You get sharp zoom pictures from wide angle (10mm) through normal to telephoto (30mm). When not in use, zoom lever folds flat against the lens. The lens is a fast f:1.8, focuses to five feet.

The fully automatic electric eye exposure control is coupled to a viewfinder needle. The needle indicates the relative lens aperture and its limits. This extra safety check assures that pictures aren't spoiled by faulty exposure.

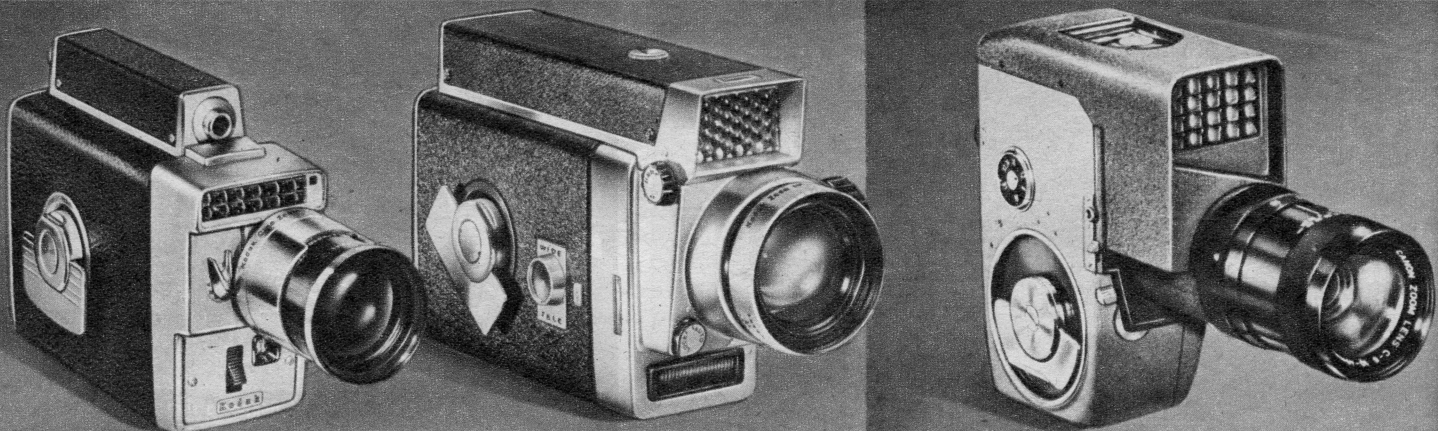
Four motor speeds: 12, 16, 24 or 48 frames per second. Plus single-frame.

Five film speeds: 10, 16, 20, 32 and 40. 10-foot film run. Set the exposure manually too. Red signal in finder tells "no film in camera" or "film has been completely exposed." Spool load. Metal body. Imported from Japan. All postpaid.

- C3 CA 9193C—Elmo 8mm. (Wt. 5 lbs.) \$159.50
- C3 CA 9194C—Elmo 8mm. Electric. As above but battery powered. Uses 4 ordinary penlight batteries (included). Reverse film run switch, frame counter, 16 frames per second only. (Shipping weight 5 lbs.) \$179.50
- C3 CA 9195—Leather Case. (Wt. 2 lbs.) . . . 18.50
- C3 CA 9462C—Zoom Grip. (Wt. 2 lbs.) . . . 14.95
- C3 CA 9463—Fader. (Shpg. wt. 1 lb.) . . . 24.95
- C3 CA 9464—Set of Elmo Proxar Lenses No. 1 and No. 2 (close-up). (Wt. 12 oz.) . . . \$12.50



Focus and view with through-the-lens finder. Single-lens half-mirror reflex system eliminates parallax



Kodak 8mm Zoom Movie Cameras

\$ **109⁵⁰** NO MONEY DOWN
cash

Kodak Zoom 8. Zoom from wide angle to telephoto by simply sliding lens barrel back and forth. You never have to take your eye away from the viewfinder.

Electric eye automatically sets correct exposure. Indicator tells when there isn't enough light to shoot. Manual control for special light effects.

f:1.9 lens calibrated for 9mm wide angle, 13mm normal, 24mm telephoto. Finder shows field. Spool load.

- 3 CA 9163C—Zoom Camera. Metal body. Shpg. wt. 4 lbs. \$109.50
- 3 CA 8358—Leather Case. Wt. 1 lb. 10.95
- 3 CA 8029—Series 6 Filter Retaining Ring. Shipping weight 3 ounces. \$1.10

Kodak Push button Zoom 8. Take zoom shots at the touch of a button. Push button zoom operates from wide angle through normal to telephoto. You can use manual zoom if you wish.

Electric eye controls lens opening. Can also be set manually for unusual light conditions. "Insufficient light" signal in finder.

Through-the-lens viewing, even while zooming. Fast f:1.9 lens with two focusing positions . . . for close-ups and scenes. 15-foot film run. Film speed settings from ASA 10 to 40. Automatic footage reset indicator, spool loading. Sturdy metal body.

- 3 CA 9159C—Kodak Power Zoom. Camera only. Shipping wt. 4 pounds. \$149.90
- 3 CA 9158—Leather Case. Wt. 1 lb. 4 oz. 12.88

Canon Zoom 8mm Camera

\$ **239⁹⁵** NO MONEY DOWN
cash

Canon zoom combines a powerful zoom system with an extremely fast f:1.4 lens. Zoom from wide angle through normal to telephoto, from 10mm to 40mm. Zoom has 4X magnification range.

View right through the lens. Single-lens reflex system gives you parallax-free viewing. Split-image focusing. You bring split image in viewfinder together for sharpest picture.

Built-in exposure meter. Just match the needle in the viewfinder for perfect exposure. Seven speeds from 8 to 64 frames per second. Also has single-frame exposure. Spool loading. Metal body. Made in Japan. Camera and accessories shipped postpaid from factory warehouse in New York.

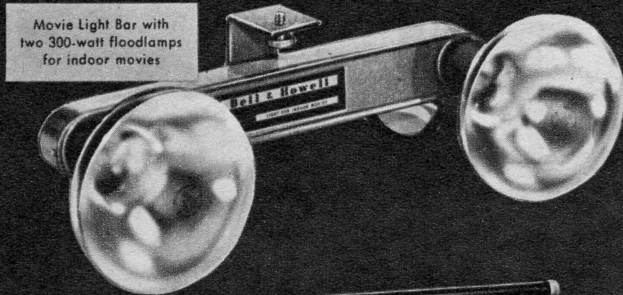
- F3 CA 9094—Canon Zoom 8 Camera. (Shipping wt. 6 lbs.) . . . \$239.95
- F3 CA 9095—Leather Case. (Shipping weight 3 lbs. 8 oz.) . . . 19.50
- F3 CA 9434—Trigger Grip for camera. (Shpg. wt. 1 lb. 8 oz.) . . . 10.55
- F3 CA 9435—Type A Conversion Filter. (Shpg. wt. 4 oz.) . . . 5.50
- F3 CA 9436—Sun Shade for camera. (Shpg. wt. 5 oz.) 4.00

WHY WAIT? Buy now on Sears Easy Terms . . . see page 63

You get everything on this page for only **\$144.00** NO MONEY DOWN
CASH

Bell & Howell 8mm Movie Outfit

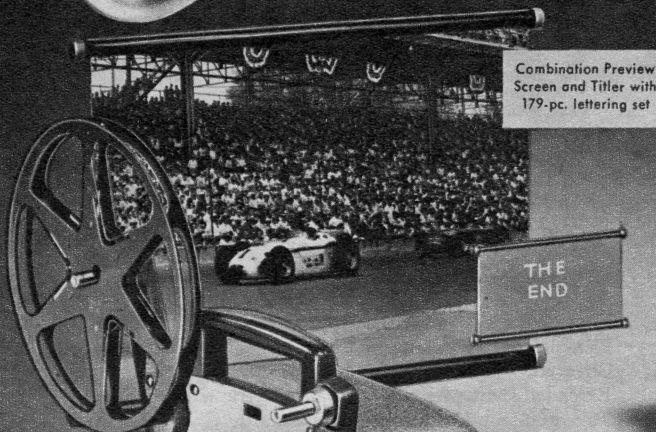
.. everything you need to take and show home movies



Movie Light Bar with two 300-watt floodlamps for indoor movies



Triple-lens Turret Camera with photo-electric meter for perfect movies... no guessing



Combination Preview Screen and Titrer with 179-pc. lettering set



Monterey 253AX Projector shows bright movies 6 ft. wide. Half-hour showing



Vinyl Plastic Gadget Bag holds camera and accessories



Two 25-ft. rolls of Kodachrome Film. One for daylight... one for indoors. Processing included.

The Camera. Switch from wide angle to normal to telephoto lens with a simple turn of the turret. Take perfect movies even on your first try with the Sunometer to help you. Just read a number indicated on meter and dial this number on the Sun Dial... the only setting you make!

10mm f:1.9 normal lens takes in 56% more picture area than standard 13mm lenses. 25mm telephoto lens magnifies subject 2½ times. 6.5mm wide angle lens takes in 125% more area than normal lens. Lenses are fixed focus... no adjustments necessary. Three-way button for regular movies, single-frame shots or lock run that lets you get in your own movies. Viewfinder marked for fields-of-view of all three lenses. Speed 16. f.p.s. Uses economical 8mm spool-load film. Metal body finished in tan and brown. Sun-shades, filter retaining ring included.

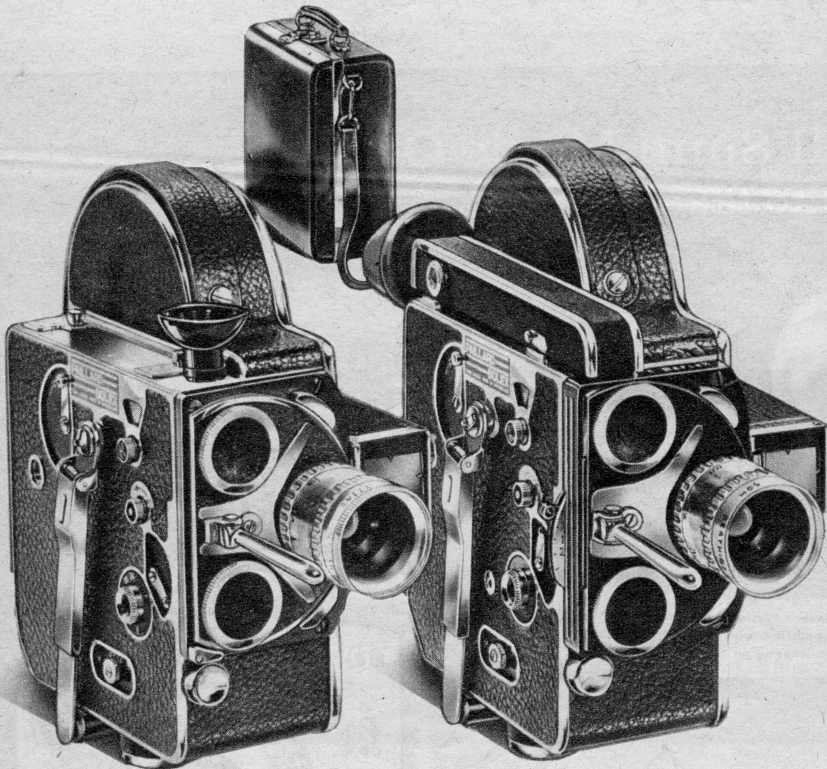
The Projector. High-efficiency, low-heat lamp gives 500-watt brilliance, yet draws only 150-watt current. Coated 1-inch f:1.6 lens. Straight-line optical system has all elements coated for sharp, true color transmission. Swing-out

lens mount makes threading easy and fast. Tilt control... framer. Separate switch for lamp and motor. Gear-driven internal mechanism with enclosed drive reel arms. One 400-ft. reel included. Fast power rewind. All moving parts lubricated for life. Made of rugged, die-cast aluminum. Built-in carrying case. Operates on 110-120-volt, 60-cycle AC only. UL listed.

The Accessories. Take indoor movies with the light bar. Attach the camera to the bar and your subject will always be brightly lit. 110-120-v., 60-cycle AC-DC. UL listed. Combination preview screen and titler is glass beaded on showing side... black on titling side... measures 13x18 inches. Durable brown Miraton (vinyl plastic) gadget bag includes processing at no extra charge. Just put film in mailer bag (included) and drop in nearest mail box. 3CA9511K—Complete Bell & Howell Movie Outfit. Shpg. wt. 30 lbs.... \$144.00

World Famous Bolex 16mm Movie Cameras

Swiss craftsmanship at its finest



Here is why Bolex 16mm Cameras are first choice with many professionals

Autoloading—drop spool over spindle . . . insert film end into camera . . . press trigger release button and your film's threaded Frame and footage counters help insure accurate overlap exposures, indispensable to filming animation, titles, etc.
Full 16-ft. run on single winding . . . audible footage counter
Unlimited forward, reverse hand cranking for lap dissolves

Your choice of camera speeds . . . 12 to 64 frames per second
Flexible operation . . . single frame, time, continuous lock run
Governor controlled motor has instant shutoff feature
Extended shaft with provision for electric motor hookup
Take 100-foot 16mm spools . . . standard "C" mount lenses
Metal body with tough, genuine Morocco leather cover

Bolex H-16T with through-the-lens focusing . . . see the exact subject

Camera only **\$25000** NO MONEY DOWN
cash

3-lens turret for instant change from normal, telephoto or wide angle . . . turret lever allows changes without disturbing settings. Zoom-type Pre-view viewfinder, parallax corrected down to 18 in., matched for 16, 25 and 75mm lenses. 3-lens turret mount with one 1-inch f:1.8 Lytar focusing lens only. See Bolex accessories below.
C3 CA 9203C—Postpaid. (Wt. 9 lbs.) . . . \$250.00
C3 CA 9204C—Leather Case for Bolex H-16T and H-16 Rex cameras. Postpaid. (Wt. 7 lbs.) . \$45.00

Bolex H-16 Rex . . . variable shutter for creative, professional movies!

Camera only **\$45000** NO MONEY DOWN
cash

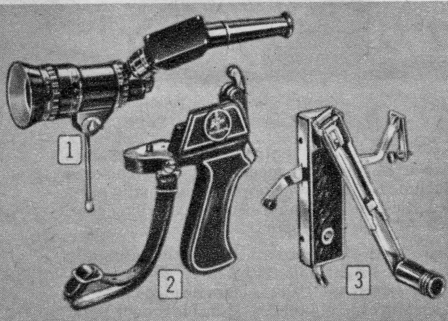
Now you can control shutter opening, film exposure without changing filming speed . . . allows fades and lap dissolves of true professional quality! Eye-level reflex viewing. Octameter viewfinder shows view for 8 lenses. One 1-in. f:1.8 Lytar focusing lens supplied. Built-in filter slot with 5 filters. See Rexofader below, case C3CA9204C at left. Postpaid. (Shpg. wt. 9 lbs.)
C3 CA 9200C—Bolex H-16 \$450.00
C3 CA 9201C—As above, but 1-inch f:1.4 RX Switar focusing lens only \$566.00

Bolex H-16M with Pan Cinor Zoom Lens, coupled through-the-lens viewing

Camera only **\$40750** NO MONEY DOWN
cash

The most versatile camera! You get all the advantages of a multiple lens system . . . plus "dolly-in-and-out" zooming. All with direct reflex viewing and sureness, no parallax ever! You see the exact image of subject as seen by the lens at all focal lengths and shooting distances. f:2.4 Pan Cinor "70" zoom lens has focal length of 17.5 to 70mm. Lens made in France.
C3 CA 9202C—Postpaid. (Shpg. wt. 9 lbs.) . . . \$407.50
C3 CA 9205C—Omnibolex Leather Case for above. Postpaid. (Shipping weight 4 lbs.) \$89.50

Bolex Pan Cinor Zoom Lenses and Accessories for 16mm movie cameras



1 Pan Cinor Zoom Lenses for Bolex 16mm movie cameras above, and all other standard "C" screw mount cameras. With a single movement, you zoom from normal to a close-up, wide angle or telephoto view as you shoot. Reflex viewfinder. All 3 models below made in France.

Pan Cinor "70" . . . f:2.4, 17.5 to 70mm. Focuses down to 6½ feet. C3 CA 9407C—Postpaid. (Shipping weight 4 lbs.) \$269.50
Pan Cinor "100" . . . f:3.4, 25 to 100mm. Focuses down to 6½ feet. C3 CA 9408C—Postpaid. (Shipping weight 4 lbs.) \$329.50

Pan Cinor "85" with built-in rangefinder. f:2, 17 to 85mm. Most accurate and easiest to use zoom type lens. Allows sharp setting of distances and follow focus on moving subject. Image in finder remains bright, even when lens is stopped down. Focuses 6 feet to infinity.
C3 CA 9402C—Postpaid. (Shipping weight 4 lbs.) \$420.00

Yvar Focusing Lenses (not shown). For standard "C" screw mount.
C3 CA 9410C—16mm f:2.8 Wide Angle Lens. Postpaid. (Wt. 8 oz.) . . . \$59.50
C3 CA 9411C—75mm f:2.8 Telephoto Lens. Postpaid. (Wt. 14 oz.) . . . 69.50

2 Trigger Handle. Provides support when filming sporting events and scenes where tripod would be impractical. Trigger release. For all Bolex "H8" and "H16" models. Postpaid.
C3 CA 9421—(Wt. 7lbs.) \$16.00

3 Rexofader for Bolex H-16 Rex. Automatically operates closing and opening of variable shutter. Get fades, lap dissolves with absolute uniformity.
C3 CA 9404—Ppd. (Wt. 8 oz.) . \$37.50

Be sure to see page 46 for additional accessory lenses!

WHY WAIT? Order on Easy Terms . . . see page 63

Take perfect movies every time..no more guessing

Bolex 8mm Compumatic Cameras measure light exactly

Most ordinary "eye" cameras can be "fooled" by light . .

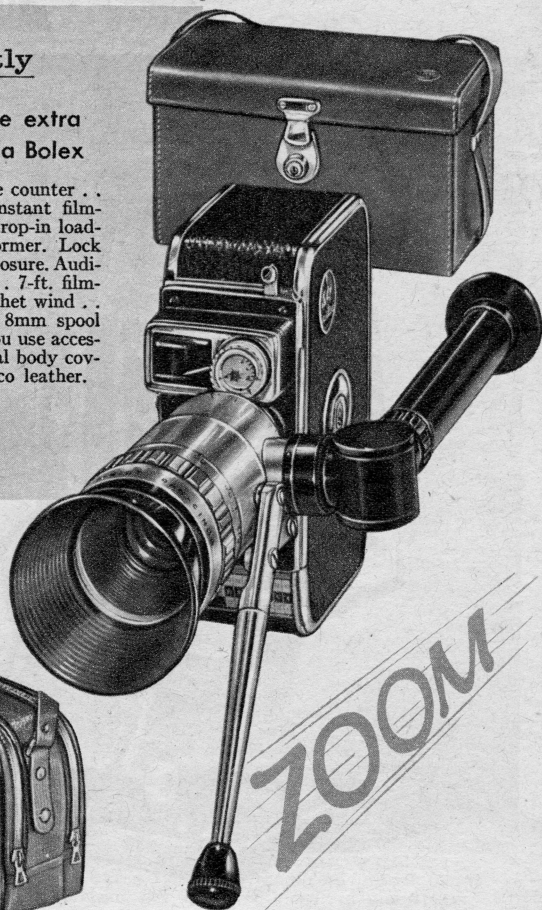
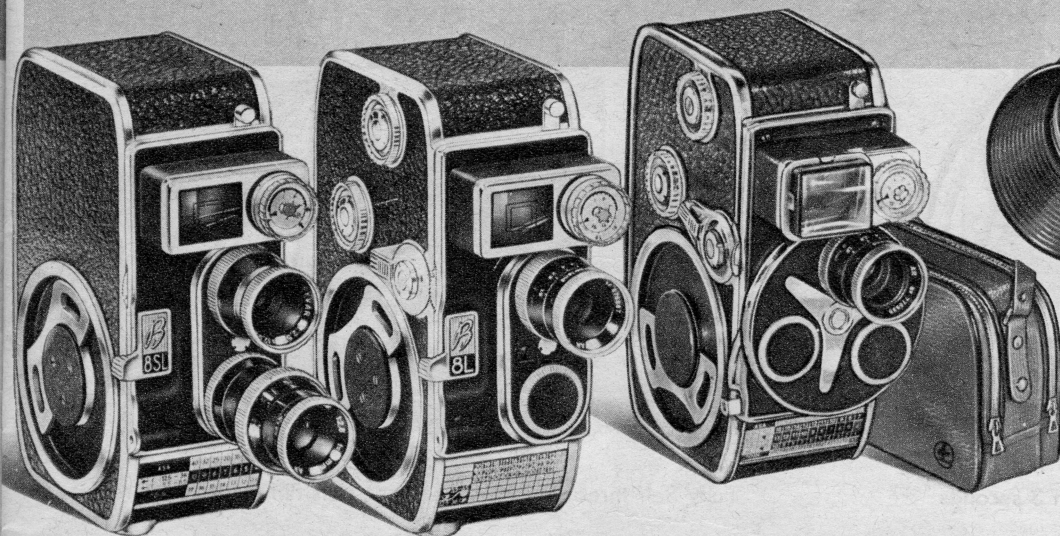
Suppose you are filming a shaded subject. With an ordinary "eye" camera, the light meter will respond to *all* light in front of the camera, not just to the light *on* the subject. The bright, off-scene light between you and the subject can cause the light meter to misjudge the amount of light on the subject. This may result in a lens setting which underexposes your film.

Compumatic "Electric Eye" ignores off-scene light . .

Even if you've never taken movies before, you'll get perfect exposure with a Bolex Compumatic camera. Compumatic system does what no other electric eye can do: measures the light *through the lens* . . just as it reaches the film. Since the light-gathering cell is behind the lens, it sees only the light on the subject. The result . . you get truer color, sharper details . . in every movie!

You get all these extra advantages with a Bolex

Automatic reset footage counter . . governor-controlled, constant filming speeds. Jam-proof drop-in loading, automatic loop former. Lock run and single-frame exposure. Audible film-end indicator . . 7-ft. film-run per winding . . ratchet wind . . take 25-ft. roll double 8mm spool film. "D" mount lets you use accessory lenses. Strong metal body covered with black Morocco leather.



B-8SL . . twin-lens turret

\$119.50 NO MONEY DOWN
cash

Change instantly from normal to telephoto filming. A look through viewfinder tells you when exposure is perfect. Constant 18 f.p.s. filming speed. Viewfinder marked for fields of view with both lenses. Has fixed-focus 12.5mm f:2.5 Yvar lens and 36mm f:2.8 Yvar telephoto lens. C3 CA9020C—Ppd. (Wt. 4 lbs.). \$119.50 C3 CA9023—Twin-zip Leather Case for above. Postpaid. (Wt. 2 lbs.). \$14.50

B-8L . . for special effects

\$149.50 NO MONEY DOWN
cash

Get professional fade-ins and fade-outs . . slow and accelerated motion with variable shutter and seven controlled speeds (from 12 to 64 f.p.s.). Zoom viewfinder previews scenes with different lenses. With 13mm f:1.9 fixed-focus Yvar lens. Order accessory lenses below. C3 CA9022C—Ppd. (Wt. 4 lbs.). \$149.50 C3 CA9023—Twin-zip Leather Case for above. Postpaid. (Wt. 2 lbs.). \$14.50

D-8L . . three-lens capacity

Camera only **\$129.50** NO MONEY DOWN
cash

Every feature you'll want for unusual effects, "trick shots," slow motion—ready when you want them. 7 speeds (12 to 64 f.p.s.), variable shutter, zoom viewfinder with engraved fields as well. One 13mm f:1.9 fixed-focus Yvar lens supplied. Order accessory lenses below. C3 CA9150C—Ppd. (Wt. 5 lbs.). \$129.50 C3 CA9023—Twin-zip Leather Case for above. Postpaid. (Wt. 2 lbs.). \$14.50

New Super-Zoom 40

Camera only **\$235.00** NO MONEY DOWN
cash

Similar in appearance to camera shown above. Take movies with the professional touch. Zoom smoothly from wide angle to telescopic views without moving a step or stopping the camera. Sight and shoot through the same lens with parallax-free reflex viewing. Pan Cinor f:1.9 lens zooms from 8mm wide-angle to 44mm telephoto. C3 CA 9027C—Postpaid. (Wt. 6 lbs.). \$235.00 C3 CA 9028—Leather Compartment Case for above. Postpaid. (Shpg. wt. 3 lbs.). \$23.50

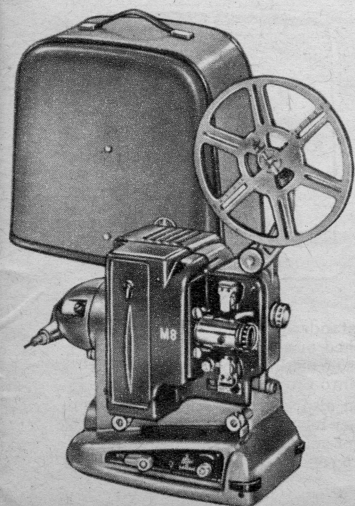
Bolex M8 500-watt Projector . . ideal mate for 8mm cameras

\$169.50 NO MONEY DOWN
cash

Precision craftsmanship throughout, yet this quality projector is so easy to use! Snap-in film threading takes only seconds. 3-position switch starts motor, lights projection lamp and automatically turns off room light. Exclusive "Film-guard" plus blower cooling prevents film damage.

20mm f:1.3 lens plus highly efficient optical system puts extra brilliance into your movies. 400-ft. reel capacity, ultra-fast rewind. Metal alloy construction, two-tone gray finish. Carrying case included. 110-120-volt, 60-cycle AC-DC. UL listed. C3 CA 9275C—Postpaid. (Wt. 20 lbs.). \$169.50 3 CA 8667—Extra 500-watt Projection Lamp. Code CZX. Made in U.S.A. Wt. 6 oz. \$4.59

NOTE: Bolex cameras, projector and accessories, except C3 CA 9409C Pan Cinor lens, made in Switzerland, Pan Cinor lens made in France . . . precision-crafted to satisfy the most critical taste.



1 Pan Cinor 30L f:2.8 Zoom Lens. Zoom from 10mm wide angle to 30mm telephoto. "D" mount. Ppd. C3 CA 9409C—(Wt. 4 lbs.). \$149.50

5.5mm f:1.9 Pizar Fixed-focus 48° Extreme Wide Angle Lens. Fits all "D" mount cameras.

C3 CA 9413C—Ppd. (Wt. 8 oz.). \$79.50

Wide Angle Viewfinder (not shown). Adapts viewfinder to 5.5mm lenses on all Bolex "8L" cameras. Ppd. C3 CA 9400—(Shpg. wt. 4 oz.). \$7.50

36mm f:2.8 Yvar Focusing Telephoto Lens. "D" mount. Ppd. C3 CA 9412—(Wt. 10 oz.). \$40.00

2 13mm f:0.9 Switar Lens. Fastest available! For all "D" mount cameras. Postpaid. C3 CA 9401C—(Wt. 10 oz.). \$189.50

3 "Pistol-grip" Trigger Handle for Bolex "B" and "C" models. C3 CA 9420—Ppd. (Wt. 1 lb.). \$16.00 C3 CA 9405—"Pistol-grip" as above but for Bolex "D" models. \$16.00

Screw-in Filters for Bolex 8mm lenses (except zoom, wide angle, 13mm f:0.9, 36mm f:1.8 telephoto). Shpg. wt. each 3 oz.

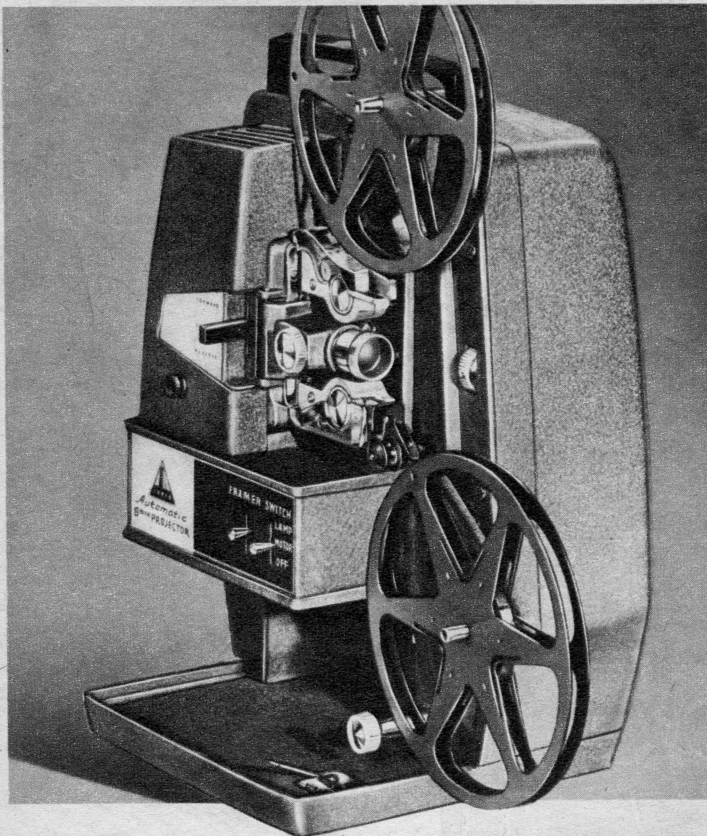
3 CA 8109—Type "A" Conv. \$2.44

3 CA 8110—Haze (skylight) 2.44

Show it with a Tower
Movie Projector



8mm Semi and Fully Automatic Projectors



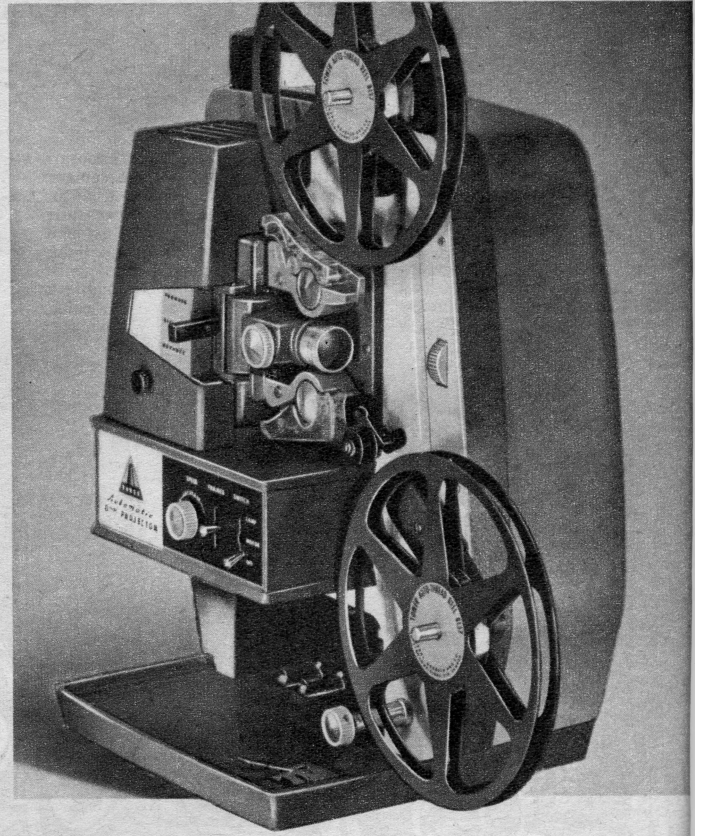
Projector threads film in 3 seconds

\$87⁵⁰ NO MONEY DOWN
cash

Let the projector thread itself . . . and in just 3 seconds! You don't have to spend time putting film through the mechanism, projector does it for you. One 400-ft. reel included. You can show one half-hour of film at a time. Controls: forward, reverse, still.

High-efficiency Tru-flector lamp throws as much light on screen as conventional 500-watt lamp with far less heat. One-inch f:1.6 lens with fine-focus knob. Fast motor-drive rewind. Folding reel arms. Room to store two 400-ft. reels. Sturdy die-cast aluminum body and self-contained case. Light gray, blue trim. Quiet motor lubricated for life. UL listed.

- 3 CA 9292C—Projector. 110-120-volt, 60-cycle AC only. Shpg. wt. 18 lbs. \$87.50
- 3 CA 8624—Extra Lamp for projector. Code DFC. Shipping weight 8 oz. 4.25
- 3 CA 9284—Varizoom Lens. Lets you vary the size of the picture without moving projector or screen. F:1.6. Shipping weight 10 oz. \$24.95



Fully Self-threading Projector even puts film on take-up reel

\$118⁰⁰ NO MONEY DOWN
cash

Put an end to the fuss of projector threading. Just slip the end of the film into the starting slot and the TOWER automatic takes over . . . completely threads the film in 3 seconds. You don't even have to thread film on take-up reel! 400-ft. Auto-Thread reel included.

Exceptional picture brilliance from high-efficiency low-voltage Tru-flector lamp. Details come out sharp, thanks to 1-in. f:1.6 lens with micrometer focusing. Forward, reverse and still projection, variable speed control; rapid motor-drive rewind.

Folding reel arms. Storage space for 2 reels and cord, clip for dry splicer (sold below). Self-contained blue and silver-gray case. Die-cast aluminum.

- 3 CA 9290C—Projector. 110-120-v., 60-cycle AC only. UL listed. Shpg. wt. 19 lbs. \$118.00
- 3 CA 9286—Extra 400-ft. Auto-Thread Reel. Shipping weight 8 oz. 1.30
- 3 CA 8633—Extra T-12 Tru-flector Lamp. Code DCA. Shipping wt. 6 oz. 4.75
- 3 CA 9264—Dry Splicer for projector. Shipping weight 1 lb. 2.75

Complete Semi-automatic Movie Outfit



Buy a complete home movie outfit, get everything you need to take and show beautiful 8mm movies.

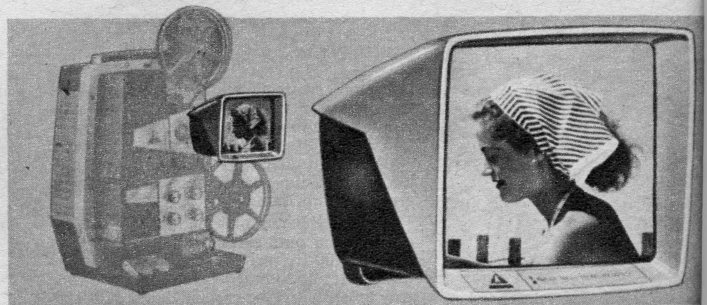
Includes TOWER semi-automatic projector (3 CA 9292C) described above, 30x40-in. beaded screen (3 CA 8504C) on page 42, battery driven camera (3 CA 9090) on page 4. Camera never needs winding, F:1.9 fixed-focus lens. Built-in light meter. Spool loading. Camera from Japan.

- 3 CA 9536C3—3-piece outfit. Wt. 30 lbs. \$119.95
- Case for camera. Artificial leather. Shpg. wt. 1 lb.
- 3 CA 9091 \$2.79

NO MONEY DOWN
on Easy Terms . . . see page 63

12 SEARS CPBKM AEDSLG

Preview or edit movies . . . TOWER Projector-scope



See your movies without darkening the room or setting up a regular screen.

Fine for showing movies to small groups or cartoons to children. Three or four can easily gather around and clearly see the picture on 3½x4¼-in. screen. High quality optical system gives distortion-free picture.

Fits standard 8mm projectors. Can be attached or removed in seconds . . . requires no modification of projector. Just slips into projector lens mount.

Can also be used as an editor. Film notcher included. Simply notch edge of film for splicing later. Plastic body.

- 3 CA 9344—Shpg. wt. 2 lbs. \$11.50

Get automatic self-threading
and VARIZOOM lens..

TOWER Super Automatic
8mm Movie Projector

\$13888
cash

NO MONEY DOWN

Just insert film into starting slot . . . projector threads film through the sprockets and film gate and onto the take-up reel in just three seconds!

Then . . . turn the lens collar . . . your movie zooms to fill the screen without moving projector or screen. Sit back and enjoy the show!

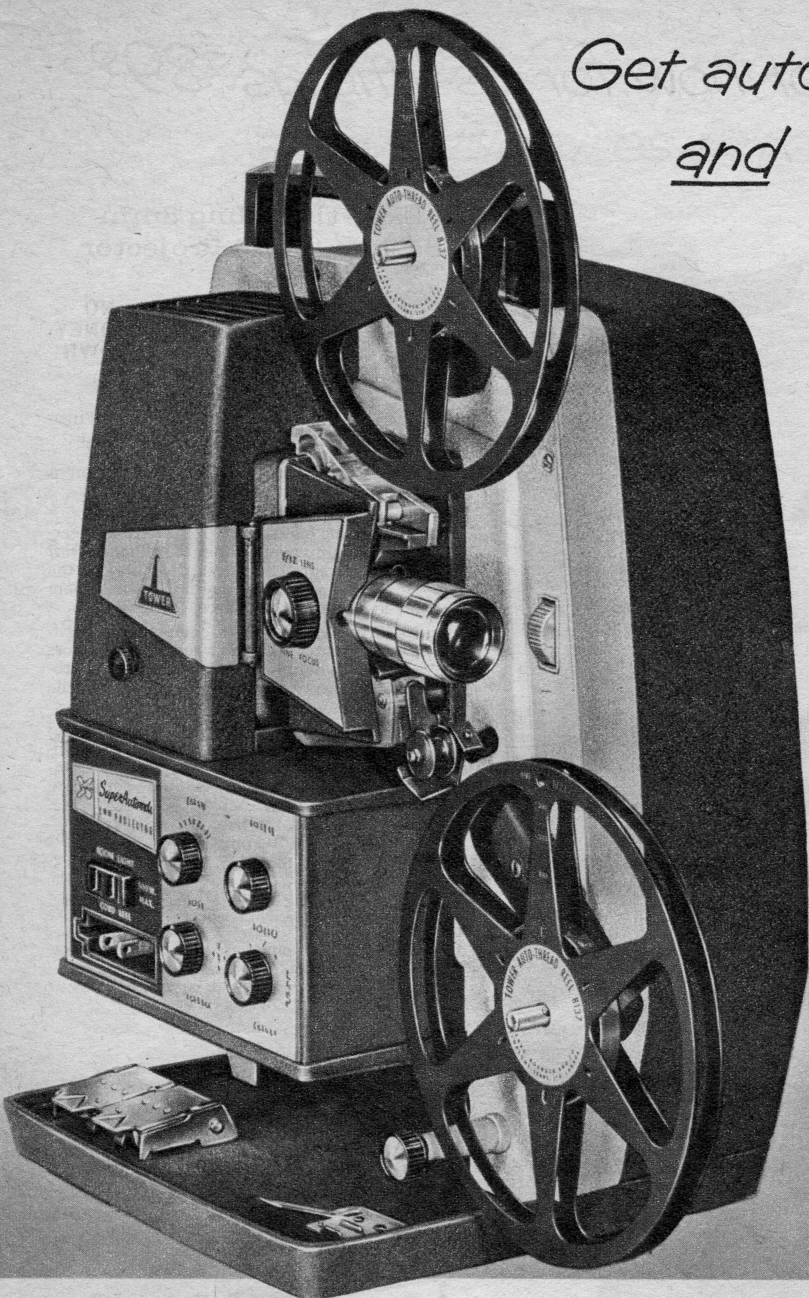
Be set up and rolling in mere minutes. See the brightest 8mm movies ever with the high efficiency Super Tru-flector T-14 lamp that's brighter yet cooler than conventional lamps. Equipped with our finest f:1.2 seven-element Varizoom lens.

So easy to run because all controls are on a single panel. Motor lamp switch turns on projector . . . automatically turns off lamp plugged into room light outlet. Turn off projector . . . room lamp goes on again. Three-position, single-dial clutch lets you stop movie to view a single frame, reverse to repeat a scene or for comic effect, and forward to start movie again.

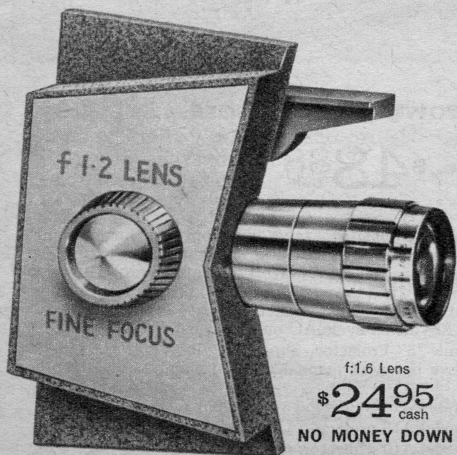
Get proper running speed regardless of variations in line voltage with the variable speed control. Motor-driven rewind. Framar control correctly centers picture on screen. Cord reel rewinds cord into projector. Make clean, dry splices with built-in tape splicer. You get uninterrupted shows . . . a full half-hour long.

Get smooth, quiet operation. Enclosed drive mechanism is lubricated for life. Vital parts are made of sturdy, lightweight, die-cast aluminum. Beautiful black and silver color. One 400-ft. TOWER Auto-Thread reel included. 110-120 volt, 60-cycle AC only. UL listed. Order extra lamp and reels below.

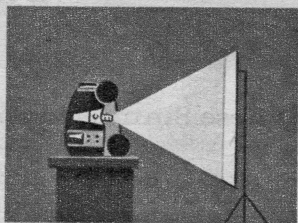
- 3 CA 9282C—Projector. Shpg. wt. 19 lbs. \$138.88
- 3 CA 9280C—Super Automatic Projector with 1-inch f:1.2 normal lens. Shpg. wt. 19 lbs. \$128.50
- 3 CA 9286—400-ft. Auto-Thread Reel. Wt. 8 oz. 1.39
- 3 CA8656—Extra T-14 Lamp. Code DLG. Wt. 6 oz. 5.59



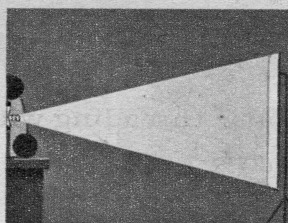
The VARIZOOM story: the easy way to show your movies
to the size you want . . . without moving the projector or screen



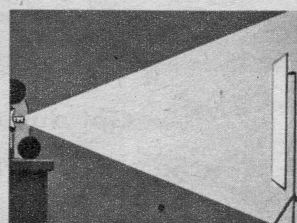
f:1.6 Lens
\$2495
cash
NO MONEY DOWN



Zooms in to fill 30x40-in. screen at about 13 ft. in confined space



Zooms out to fill 30x40-in. screen at 21 ft. when greater projection distance desired



Lets you enlarge image size while projecting to highlight subject

Now you can show your movies from almost anywhere in the room. Slight turning of the lens collar puts your pictures in perfect focus—at the precise distance you want.

Lens has 7 elements . . . magnesium fluoride coated for maximum light transmission. Moving part of lens varies focal length for zoom effects. Bring your projector up-to-date now.

F:1.6 Lens. Zooms from 17 to 27mm. Fits TOWER Projectors: 3-9283C, 3CA9290C and 3CA9292C. Fits Bell & Howell models 254, 255 and all series 253, 363 models.
3 CA 9284—Shipping weight 10 oz. \$24.95

F:1.2 Lens. Zooms from 15 to 25mm. Fits TOWER projector 3CA9280C and all Bell & Howell series 370 projectors.
3 CA 9281—Shipping weight 10 oz. \$29.95

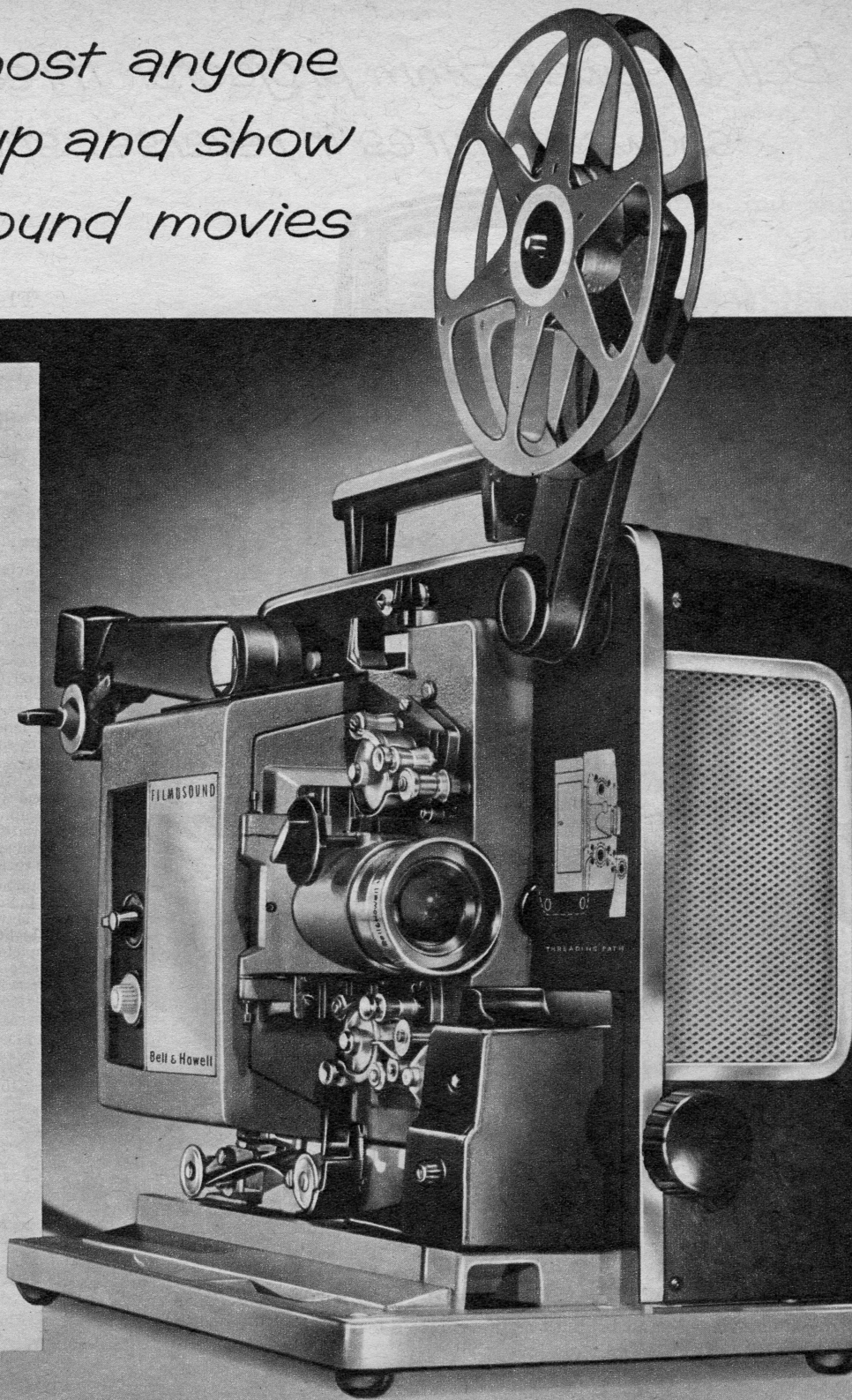
*Now almost anyone
can set up and show
16mm sound movies*

1 **Faster, easier set up.** New design features as retractable arms, simplified controls and easier threading system save you time and effort. Reel arms conveniently fold away for storing.

2 **Easy to focus.** Rack and pinion focusing knob operates smoothly, accurately . . . assures crisp, clear projection through entire show. Film won't jump out of focus during show.

3 **Cuts rewinding time.** You get high speed film rewinding without having to switch reels, arms or change belts. Rewinding is faster, with less need for handling of films.

4 **New lighter construction.** Amazingly lightweight projector weighs just 29 lbs . . . one of the lightest high-quality sound projectors we've seen. Carry it most anywhere you wish.



New 16mm Bell & Howell Filmosound 535 Projector
Light in weight . . . big in sound . . . full 2,000-ft. film capacity

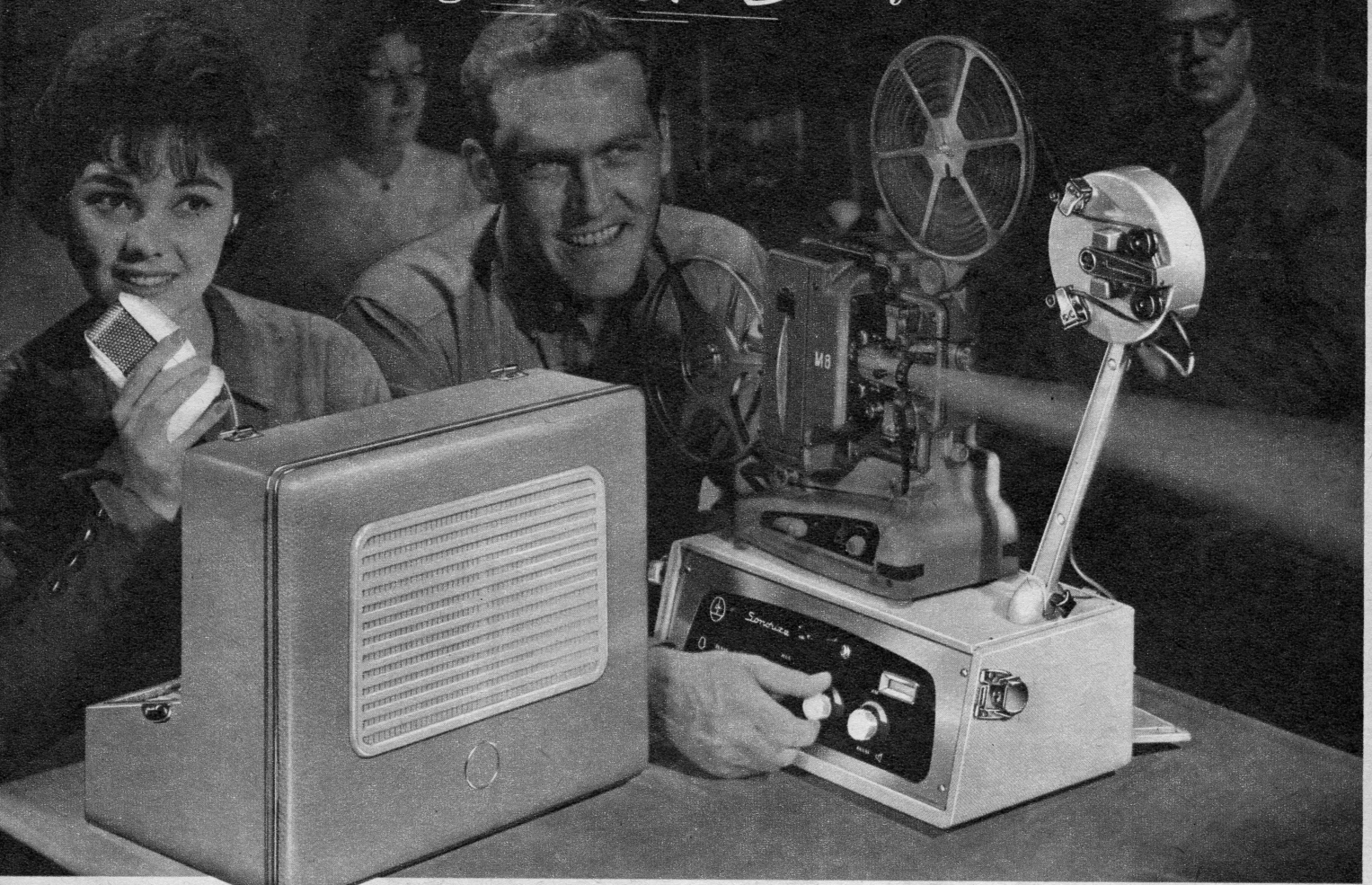
\$509⁹⁰ **NO MONEY**
cash **DOWN**

**This projector only \$25.00 a month
on Special Easy Terms . . . see page 63**

Compact optical sound projector packs power aplenty to deliver clear, beautiful quality sound in your living room, in a large hall or auditorium. You hear full range of sound too, from high quality sound system. 4x6-inch oval speaker conveniently mounted in case . . . no dangling cords or plugs to connect or adjust. Enjoy improved projection brilliance . . . combines the benefits of 1000-watt lamp with built-in reflector and condensers to put maximum light on your screen. Needle-sharp 2-inch f:1.6 projection lens.

Sparkling, flicker-free projection of sound or silent films . . . machine runs 16 frames per second (silent speed) and 24 frames per second (sound speed) 2000-ft. capacity (400-ft. auto-thread reel incl.). New quieter drive mechanism has nylon covered steel gears that never need lubricating. Just push a lever to remove projection or exciter lamp . . . prevents scorched fingers. 110-120-volt 60-cycle AC. UL listed. Sent from factory warehouse near Chicago, Ill.
F3 CA 9248K—Projector with regular 2-in. lens. Shpg. wt. 34 lbs. . . . Cash \$509

Now add thrilling **SOUND** to your 8mm movies



BOLEX SONORIZER lets you record and show perfectly synchronized sound movies . .

\$250⁰⁰ cash **NO MONEY DOWN**

You step into a new dimension of creative movie making with the Sonorizer. Shoot your movies silent, add a magnetic sound stripe (see below). Then, with the Sonorizer and a Bolex M8 or one of many other 8mm silent movie projectors, you add high quality, lifelike sound. By adding sound after your movies have been edited you get continuous, even sound from beginning to end.

Make your sound track as creative as your imagination permits. The exclusive automatic fade-out and overplay device lets you record sound over sound . . each remaining clear and distinct. For example, when you add narration over music, the music fades-out approximately 50% to

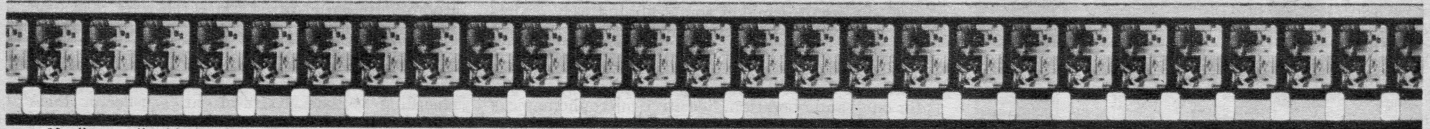
the level of "background sound." Release the fade-out button . . music returns to full volume. Add as many new overplays as you wish. Even add your performers' voices to match their lip movements since you record while watching the movie. Write scripts for Hollywood-type productions!

Complete unit comes in compact, two-piece 10x12x14½-in. carrying case. Recorder-playback-mixer amplifier gives powerful 4-watt output. 110-120-volt or 220-240-volt AC only, UL listed. Recording and erasing sound head has easy, snap-in threading. Large 5x7-in. speaker built into removable case lid, has 20 feet of extension cord, jack. Fully directional dynamic microphone with built-in fade-out control

button for superimposing voice, music, sound effects. Separate 9-ft. "trick" cord with fade-out button allows you to add sound effects from tape recorder, radio, phonograph or other source. Recorded sound can be completely erased and re-recorded as often as you want.

You can also use the Sonorizer as a power mixer-amplifier for tape or disc recorders or as a compact public address system. Made in W. Germany. C3 CA 9406K—Postpaid. (Shipping weight 37 lbs.) \$12.50 month. Cash \$250.00

To learn if the Sonorizer will fit your projector: write to "BOLEX SONORIZER" 100 Sixth Ave., New York 3, N.Y., stating make and model of your 8mm projector.



30-mil magnetic stripe applied to edge of film

Kodak 8mm Sonotrack Film Coating Service

Let Kodak add a tape sound stripe to your processed color or black and white 8mm movies . . you add the sound, change the sound, erase the sound . . as often as you please!

Low as **\$300**

Minimum order: 50-foot roll
Films returned Postpaid
Third Class Mail

Now, by sound striping your silent films, you can add glorious sound with any 8mm magnetic sound movie projector or with a silent projector and the Bolex Sonorizer above.

Reels of film sent in for this service should be wound on a reel, as for projection. To avoid delays and extra charges for remaking poor splices, it is important that all splices be in good condition.

We also recommend that you edit your films thoroughly before sending them to us. You will then be able to use every inch of sound stripe and waste none on the "cutting room floor."

You will save money by splicing together a number of films to fill a 400-foot reel, thereby getting the service at the reduced price-per-foot.

How to Order Sonotrack Service

Wrap reel in packing, as corrugated cardboard. *Print* name and address on package. *No C.O.D.'s or charge orders.* Send film insured with check or money order to:

TOWER Photo Service, P.O. Box 755, Chicago 42, Illinois
Minimum Order: 50 feet at 6c per foot. \$3.00
In rolls less than 400 feet. 6c per foot
In rolls 400 feet or more. 4c per foot

NOTE: If either black and white or color films are lost or damaged by Eastman Kodak Company, they will be replaced with unexposed film. Except for such replacement, films will be accepted for Sonotrack Service without liability of any kind.

SOUND ..lifelike..exciting..capture it

Your camera hears all it sees . .

Whatever you may do, wherever you may go, you'll have a complete record to relive whenever you wish. Whether it's the first words your children speak, the quiet bubbling of a brook or the roar of Niagara . . they're yours as natural as life, in sight and sound. All the good times your family has . . the parties, the trips, graduations and marriages . . the Fairchild camera synchronizes sound and action on film. No adding of sound is necessary . . the camera itself records the instant it happens, for you to keep and to cherish.



Fairchild 8mm Cinephonic Camera and Projector

Camera \$249⁰⁰
Outfit cash NO MONEY DOWN

Projector \$259⁰⁰
Outfit cash NO MONEY DOWN

Built-in monitor makes sound-filming easy . . lets you hear exactly what the camera hears, the instant it happens . . just the way you'll hear it on playback. While shooting you have freedom to adjust volume louder or softer. All controls conveniently grouped for one-hand operation. Sensitive microphone picks up sounds from every direction up to 9 feet away. Camera needs no winding . . it's powered by a nickel cadmium battery that lasts indefinitely. Fully charged battery will operate camera for up to 400 feet of sound filming. Recharges overnight from ordinary light socket. Takes telephoto and wide angle "D" mount lenses too . . see page 46.

Get more professional looking movies with f:1.8 zoom lens (sold at right). You turn lens handle to zoom in . . bring subject nearly 3 times closer. Turn lens handle all the way back . . you'll zoom out to capture 50% more area than normal lens. Focusing is through lens . . you get exactly what you see. Accurate light meter (sold at right) assures perfect exposure. Automatic footage indicator. Spool load. Order film at right. Metal body.

Projector has clear, powerful sound system, gives you sharp, flicker-free projection. 3-position switch for playback, adding of sound (to old or new films), or erase and record. Runs at 16 and 24 frames per second to show sound or silent movies.

Room-lamp outlet turns lamp (150-watt max.) off as you turn projector lamp on . . also controls room lamp after movie. Removable 6-in. speaker, with 15-ft. cord, can be placed behind screen for natural sound effect. Sound level indicator tells proper recording volume. Extra-bright Tru-flector DFA lamp has low heat output, helps preserve brilliance of colors in your film. Sharp, 3/4-in. f:1.6 lens pulls out for easy cleaning. With zoom projection lens (sold below) you adjust picture size without moving screen or projector. Self-lubricating. 110-120-volt, 60-cycle AC. All items postpaid.

C3 CA 9260C—Camera, with regular 13mm f:1.8 fixed focus lens, microphone, headset, battery, charger cord, filter. (Shpg. wt. 10 lbs.) . . . \$249.00

C3 CA 9014K—Projector with speaker, extension cable, microphone, 400-ft. reel. (Shpg. wt. 31 lbs.) . . \$259.00

C3 CA 9294—Desk Stand for camera microphone. Holds microphone in desired position. (Wt. 1 lb. 8 oz.) \$1.50

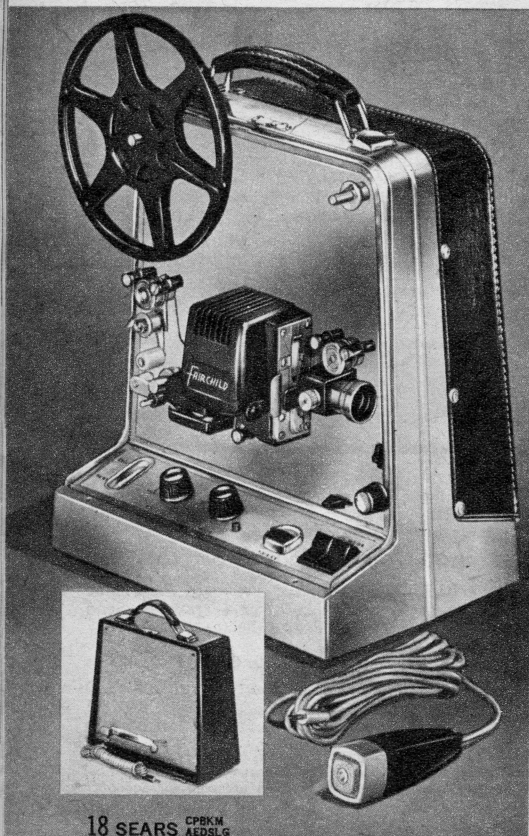
C3 CA 9433—Exposure Meter. (Shpg. wt. 8 oz.) .18.75

C3 CA 9431C—Cinphar f:1.8 Zoom Lens with filter. Zooms 9mm to 36mm. (Shipping wt. 2 lbs.) . . \$89.95

C3 CA 6987—Cinephonic 8mm Color Film, type B (use filter outdoors). 50-ft. roll (100 ft. when finished). With processing. Mailer incl. (Wt. 5 oz.) . . . \$11.00

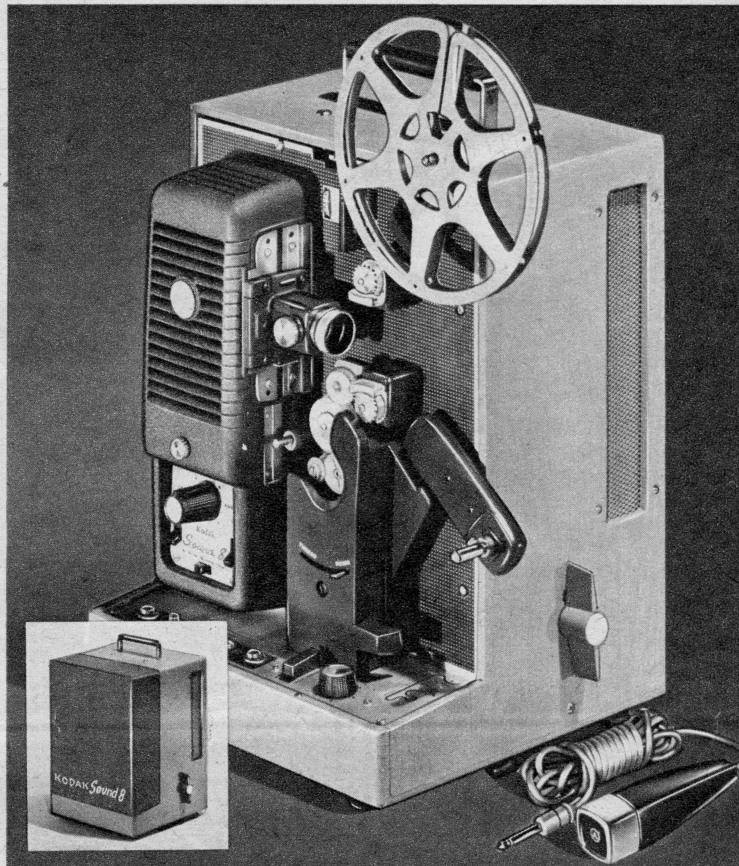
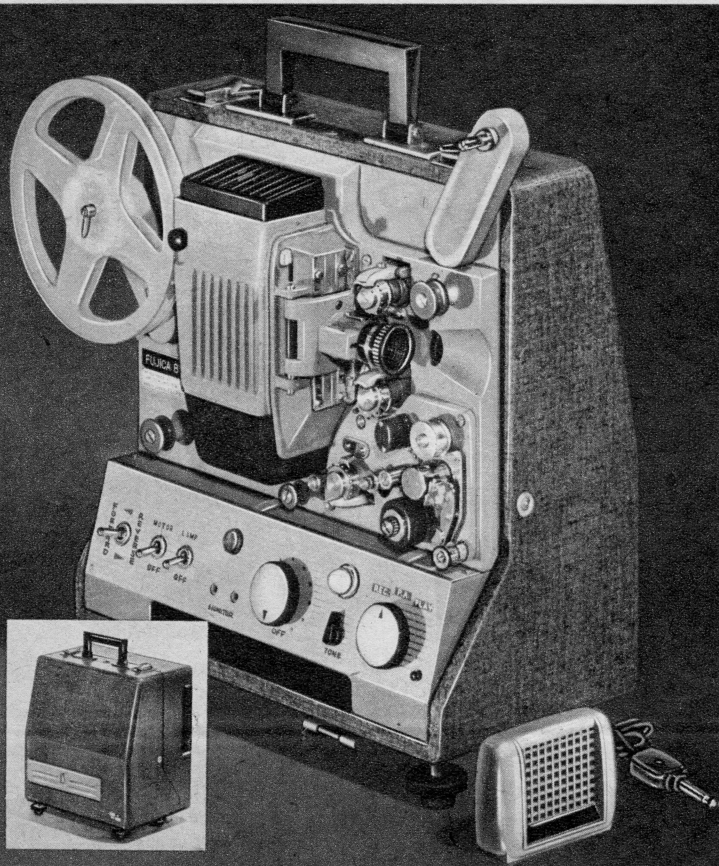
C3 CA 9015—Leather Carrying Case. (Wt. 2 lbs.) 27.50

C3 CA 9265—Zoom Projection Lens. (Wt. 8 oz.) . 18.75



18 SEARS CPBKM AEDSLG

in your home movies..it's quick..it's easy



Fujica 8mm Sound Projector . . your old and new movies come alive with sound

With speaker and microphone **\$349⁵⁰** cash **NO MONEY DOWN**

Hear your recording as you make it . . built-in monitor system lets you adjust sound volume to get perfect sound tracks on every film

Make movies with professional sound quality with ease . . you record sound from three sources . . radio, phonograph and microphone

Now on 8mm film you can record the voices of your family and friends, beautiful background music, comments on travel, parties, vacations . . you'll enjoy movies as never before. Projector records and plays back voice, music, or both, through magnetic sound track right on film.

Sound track may be recorded, erased, re-recorded as often as you wish . . there is no loss of quality. Neon-type indicator shows recording level. No accidental erasing . . record, playback knob has safety lock. Rich, brilliant tones fill your room with powerful high-fidelity amplifier. Oval 5x7-inch speaker conveniently mounted in case . . can be placed near screen with 30-ft. cable.

Sharp, 19mm, super-fast f:1.4 Fujinon lens fills your screen with clear, sparkling movies. High-efficiency projection lamp has built-in reflecting mirror . . is extra bright, yet draws little current. Reel arms swing out to show films . . fold away after use. Threading is sure, easy . . swing out film gate and snap-up sprocket guards hold film fast. Lamp housing removes with single thumb screw for quick bulb replacement. Spring-loaded pressure pad keeps film sound track in positive contact with record, playback head. Level, height adjustment. 110-120-volt, 60-cycle AC only. From Japan. Projector only postpaid from factory warehouse in New York City. (Wt. 30 lbs.)

F3 CA 9259K—Fujica Projector with speaker, microphone, 400-ft. reel . . . \$349.50
3 CA 8633—Extra Projection Lamp. Code DCA. Shpg. wt. 6 oz. 4.72

NOTE: To record sound, your 8mm film must have sound stripe added. See page 17 for details about this service.

Play back your sound films on the Kodak 8mm Sound Projector

With speaker and microphone **\$258⁷⁵** cash **NO MONEY DOWN**

Unique sound drive system coordinates sound and picture. Brings film up to sound speed the instant you start projector

Extra fine sound quality . . amplifier operates at power level balanced to best speaker fidelity . . enough reserve to power extra speaker, too

When you listen to the playback of your film, you'll hear sound so brilliant and clear, it actually compares to 16mm quality. Your recordings will keep their richness indefinitely with specially designed magnetic recording head.

Easy-to-use controls guide you to perfect sound recordings. Red light shows when machine is set in recording position. Blinking white light shows you are recording at correct volume. Self-locking switch prevents accidental erasing of recording. Voice and music can be recorded together or separately with microphone and phonograph inputs.

Oval 10x2-in. speaker is mounted in case . . can be placed near screen. Wide angle 3/4-inch f:1.6 projection lens shows your movies sharp and clear up to 5 feet wide. Two-position lamp switch lowers light output to record, increases brightness to project . . helps increase life of lamp.

Gives you full, uninterrupted half-hour showings with 400-foot reel capacity. Reel arms attached to machine for quick, easy set up. Projects forward, backs up to reshoot a favorite scene, or stops for viewing a single frame. Operates at 16 or 24 frames per second to show sound or silent movies. Easy-to-follow threading diagram on projector. Adjusting knob for raising or lowering. Powerful fan cools film and lamp. Automatic power rewind . . no need to fuss with springs or belts . . no changing of film and takeup reel. Self-lubricating . . no chance of damage to mechanism due to "dry" machine. 110-120-volt, 60-cycle AC. Shpg. wt. 32 lbs.

X3 CA 9257K—Kodak Projector, speaker, microphone, 400-ft. reel . . . \$258.75
3 CA 8711—Extra 500-watt Projection Lamp. Code DHJ. Shpg. wt. 6 oz. . . 5.62

Buy photographic equipment on Sears Easy Terms . . see page 63