

SEARS

CAMERA CATALOG

with photographic reference guide



50¢

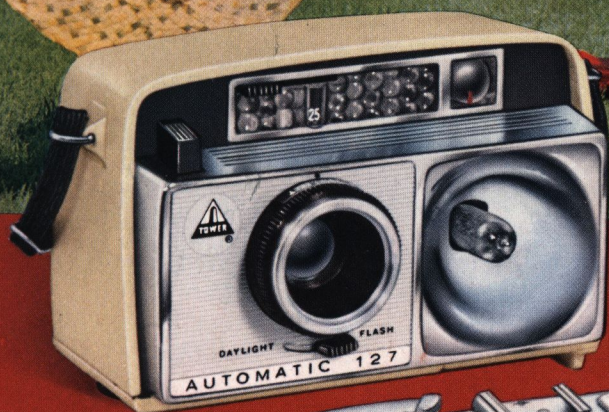
Index on page 71 . . Reference Guide begins on page 72

SEARS, ROEBUCK AND CO.

Prices in this book subject to change without notice
Satisfaction guaranteed or your money back

TAKE IT WITH TOWER..

Preserve precious moments . . . no guessing. TOWER cameras help you shoot like an expert every time. Buy TOWER . . . get the latest at Sears low prices



Fully automatic electric eye

The TOWER Automatic 127 is a camera that thinks for itself. All you do to get a perfectly exposed outdoor shot is aim, focus and push a button. It has a built-in flash *and* it gives you automatic flash exposure too. See it on page 17. Exceptionally low priced at only \$17.95

Coupled rangefinder for perfect focus

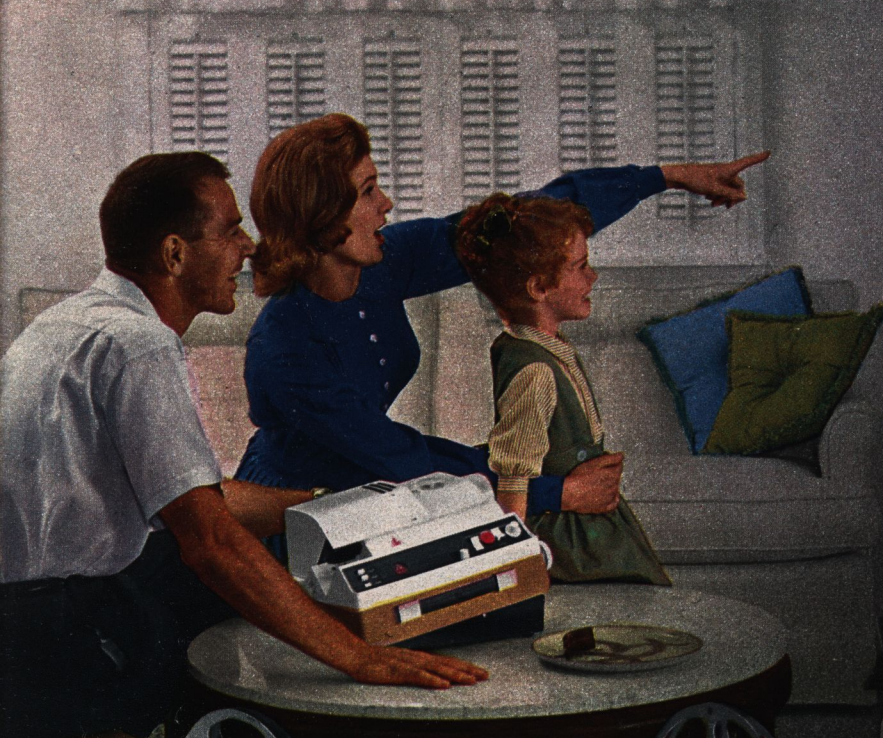
Sharp pictures are just the beginning. The 35mm TOWER 57A also has a built-in exposure meter that tells you how to set the camera, and it has a fast f:2.8 lens. This means you can shoot in dim light . . . take shots you never thought possible. See the rest of the details on page 5. . . Only \$34.95

Fully automatic for perfect movies

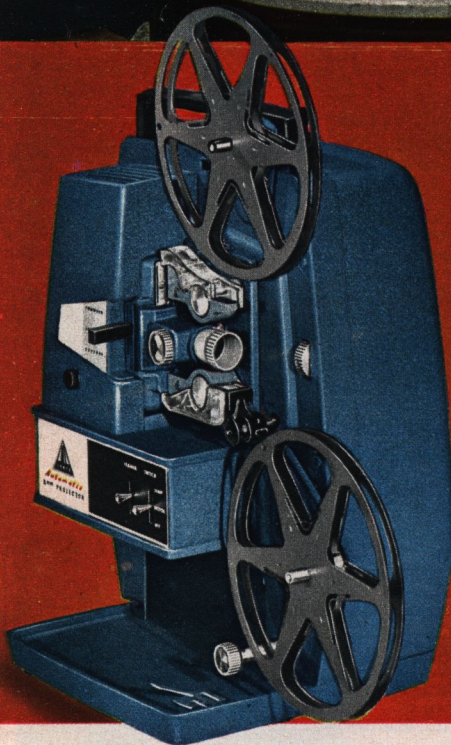
The Tower 8mm camera has an established record of success. Its mechanical dependability, foolproof electric eye system and fast, sharp lenses have provided reel after reel of professional quality home movies. Read about all its features on page 31. Only \$89.95

SHOW IT WITH TOWER

As full of life and color as the day you took the picture. No finer automatic projection . . . every model designed and lab tested by Sears

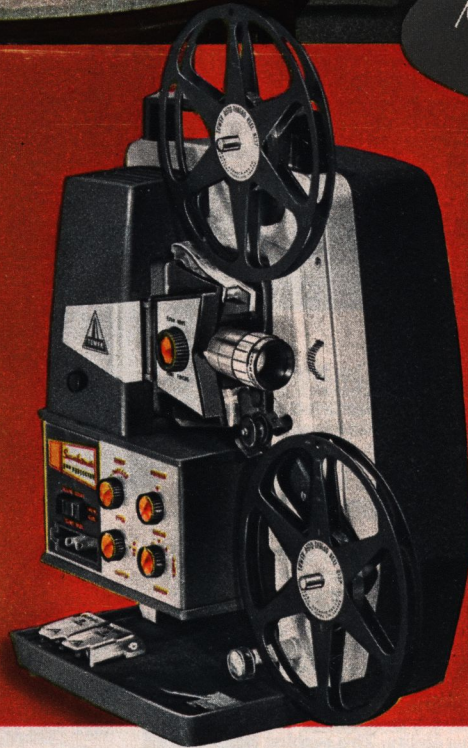


*Made famous by reputation
Made possible by Sears*



3 second semi-automatic threading

Threads film through the projector. Then you simply insert film onto take-up reel, turn projector back on. You can stop the action to linger over a favorite frame or reverse the action. Power rewind takes only a few seconds. *Turn to page 40.* A lot for your money at only \$99.95



Automatic threading plus zoom lens

Run movies . . . even old movies . . . through the Super Automatic and get crisp, flicker-free projection. Threads film through projector *and onto take-up reel.* Has features of projector at left plus Varizoom lens . . . you change picture size without moving projector or screen. *See page 41.* \$159.95

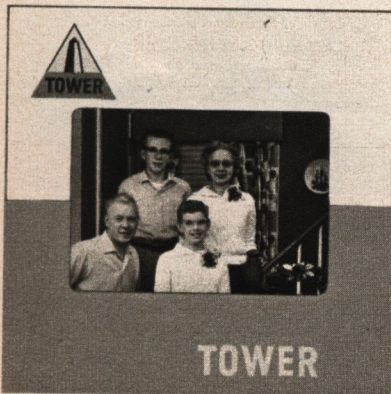
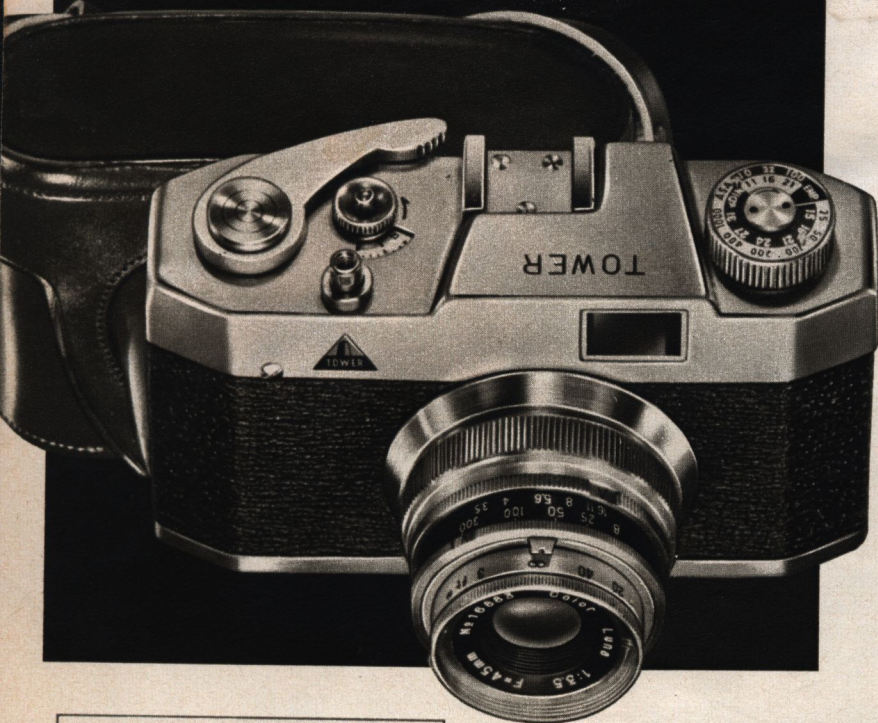


Continuous shows with hook-up trays

The last word in automatic slide projection . . . now you can plan a show of any length without interruption when you use hook-up trays on a Tower 500-watt projector. Automatically projects 2x2-in. mounts . . . also projects other popular slide sizes. *See it on page 27.* . . . Only \$89.95

Even our lowest-priced Tower 35's give you

TOWER 55 with f:3.5 coated lens...easy and simple to use...ideal for beginners in 35mm photography



What you should know about 35mm photography

Take slides or snapshots. Darken the room... flood the screen with big lifelike scenes in full, breathtaking color. No wonder color slides are so popular with so many people. Above is an actual size slide as it comes from the laboratory. See pages 86 and 87 for fine Tower color processing. Kodachrome, Ektachrome, Anscochrome and Super Anscochrome are familiar types of films. For color prints, use Kodacolor film or reproduce from slides. Take black and white pictures with Tower panchromatic, Kodak Plus-X, Ansco Super Hypan and Agfa fast panchromatic. Print your own if you like from developed film. See page 85 for details on Tower black and white photo service.



Carry camera with ease. Light and compact... some so small you can take many pictures without your subject knowing it. Some fit in your palm, and won't weigh you down during an all-day excursion. Stays with you and ready to catch that "never again" picture. An eveready case keeps camera comfortably at your side... protects it, too, from possible damage. Damage seldom happens, however, for these compact cameras are ruggedly built.

Take sharp, clear pictures with ease. 35mm lenses have great depth of field (sharp focus) and rarely require critical focusing. Widest lens openings are usually f:3.5 or better, giving them great light-transmitting ability. This enables shooting pictures in dim light. You can take fine pictures with a 35mm camera and instructions for getting them, come with your film.

Take prize pictures—all kinds of pictures. You're a versatile photographer with a 35mm camera. Try taking informal portraits by window light only, using fast film. Shoot by candlelight too—easier with a fast lens and a slow shutter speed setting as on Tower 57A. Stop children in the middle of vigorous play with a shutter speed of 1/100 second or faster. Count on a rangefinder to help make the finished picture sharp—no guesswork about distances... none about correct exposure, either, with a built-in light meter.

Amazing low price for this quality

Camera only \$18⁹⁵

Look at all it does:

Even takes low light pictures. Just open lens wider—openings from f:3.5 to f:16. Synchronized for flash, too.

Stops fast action. Gives you 4 shutter speeds: 1/25, 1/50, 1/100 and 1/300 second, plus "bulb" time setting.

Won't double-expose. Rapid-wind lever advances film before cocking shutter. Counts pictures taken, too.

Correct film exposure. ASA film speed reminder dial lets you know speed of film in camera at all times.

Look through optical viewfinder, press the button... got it! Simple to work as a box camera. But once you get used to all its features you wouldn't be without them. Saves the day when the sun is in, making beautiful pictures a matter of course, not chance.

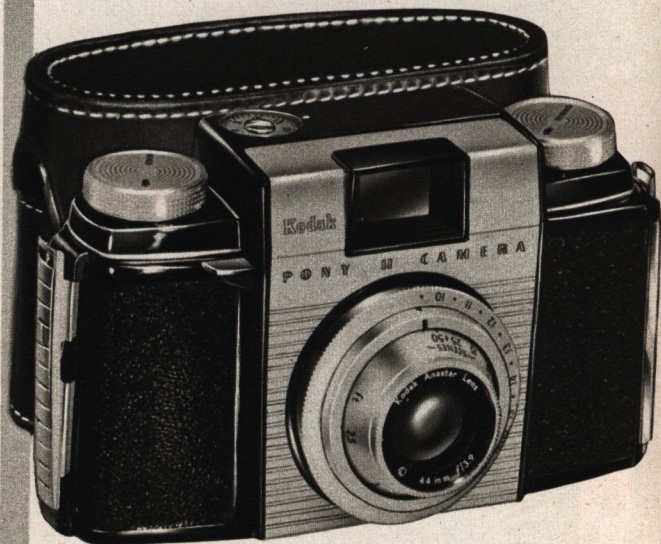
Lens adjusts from 3 feet to infinity. A little red signal tells you when shutter is cocked. Sturdy all-metal body with handsome leather covering. Takes series 5 filters. Use screw-in type filter adapter listed below. Expertly made in Japan.

3 C 7414—Camera only. Shipping weight 1 pound 8 ounces... \$18.95

3 C 7416—Leather Eveready Case. Shipping weight 1 pound... 2.95

3 C 7420—3-piece outfit. Includes TOWER 55, Leather Eveready Case and Folding B-C Flash Unit. Shpg. wt. 3 lbs... \$22.95

3 C 8182—Screw-in Type Filter Adapter. Shpg. wt. 3 oz... 2.40



35mm Kodak Pony II with f:3.9 lens

Camera only \$29⁵⁰ \$3 cash down

Simple to operate. No shutter speed to change. There's one fixed speed—1/45 second. No question about exposure. For each type of Kodak film you get a little card that tells correct exposures. Slips into frame on back of camera. Check brightness of surroundings, refer to card, dial exposure and shoot.

Taking fine photos will almost become a habit with this camera! Can't double-expose and automatically stops film for each new shot. No watching film through red window. Counts exposures for you. Loads fast and requires no threading. Focuses for close-ups, groups and scenes. Lens adjusts from 2½ feet to infinity. Synchronized for flash bulbs and electronic flash. Takes series 5 filters with Ednalite 528 slip-on type filter adapter (Catalog No. 3 C 8036), page 60. Plastic body with metal trim.

3 C 7411—Camera only. Shipping weight 2 pounds... \$29.50

3 C 7412—Leather Eveready Case. Shipping weight 1 lb... 5.95

3 C 7413—3-piece outfit. Includes Pony II, Flash Unit, Leather Eveready Case. Shipping weight 5 pounds... \$37.40

sharp color slides, prints

TOWER 57A...an easy-to-use advanced camera
You just read meter...set lens and shutter...aim and shoot



TAKE IT WITH A
TOWER 35mm



Be sure when you shoot! **TOWER 57A**
with f:2.8 lens cuts guesswork... has
light meter and coupled rangefinder

Camera only \$ **34⁹⁵** \$3.50
cash down

See your picture. Bright lines in viewfinder outline the shot. Lower top lines outline close-ups—prevent cropping off part of subject. Center diamond shows double image until focus is *perfect*.



▶ **Light meter.** Just align 2 needles... choose from whole set of correct pairs of "f" stops and shutter speeds. For film speeds 10 to 800.

No other 35mm camera we know of offers all these refinements at such low cost. Not only does it save you hit-or-miss figuring of light and distance... this camera does much more.

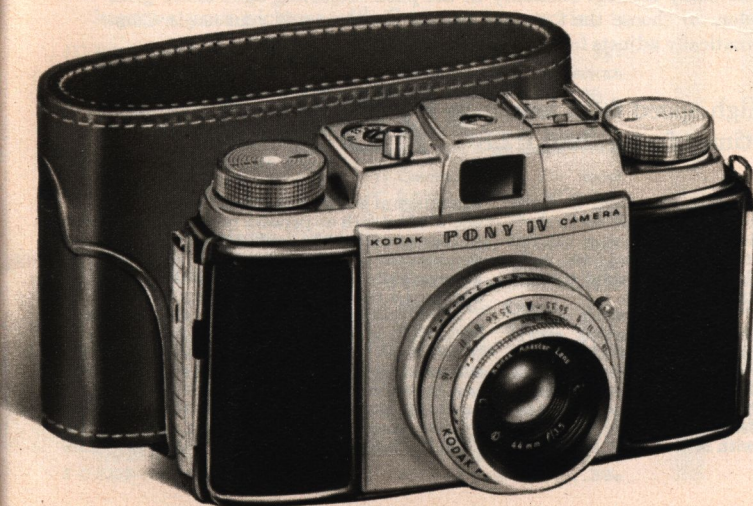
Takes pictures in dimmer light than cameras with slow lenses. That's especially important with color film—not as sensitive as black and white. Has a fast lens with openings from f:2.8 to f:22. Equipped to take action shots too... as readily as dramatic still lifes. Offers 8 shutter speeds: 1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/300 second. Focuses on subject from 3 feet to infinity with just 1/2 turn of the focusing knob. Depth of field scale tells range of sharp focus.

No winding after each shot... just one stroke on the rapid film lever smoothly advances film, counts pictures taken, cocks shutter and prevents double exposures—four jobs at once. Hinged back makes for quick, easy loading and unloading. "Memory" film speed dial and rewind knob.

Rugged metal body with leather cover. Camera expertly crafted in Japan to Sears rigid specifications. Synchronized for flash bulbs and for electronic flash. See flash units on pages 56 and 57. Takes series 6 filters. See filters on page 60. Use screw-in type filter adapter listed below.

3 C 7424—Camera only. Shipping weight 3 pounds..... \$34.95
3 C 7425—Camera with leather case. Shpg. wt. 4 lbs. 39.95
3 C 8184—Screw-in Type Filter Adapter. Shpg. wt. 3 oz. . . . 2.85

USE SEARS EASY TERMS for your camera purchases. See page 82



35mm Kodak Pony IV with f:3.5 lens

Camera only \$ **43⁹⁵** \$4.50
cash down

Very easy to set—almost nothing to forget. Secret: exposure value system. One number from this tells you both shutter speed and lens opening. Get the number right off card on back of camera. Six lens openings, from f:3.5 to f:22. Four shutter speeds: 1/30, 1/60, 1/125 and 1/250 second plus time. Exposure value system cards furnished for all Kodak films.

Easy to set for distance too. Just adjust for close-up, group or scene. Lens focuses from 2 1/2 feet to infinity. Depth of field scale helps assure you a sharp focus. Synchronized for flash bulbs and for electronic flash. Rapid loading, no threading required. Knob wind and rewind. Plastic body with metal trim. Takes series 5 filters. Has built-in filter holder.

3 C 7472—Camera only. Shipping weight 2 pounds 6 ounces..... \$43.95
3 C 7473—3-piece outfit. Includes Camera, Eveready Leather Case, Flash Holder (takes No. 5 or M2 bulbs). Shipping weight 4 pounds..... \$49.95

Want more photographic know-how? See section starting on page 72. Tells about cameras, developing, printing, flash and modern accessories.

TAKE IT WITH A
TOWER 35mm



Adjust lens and exposure
meter in the same motion..
take pictures like an expert

Get sparkling, full-color slides and prints... perfect permanent records of good times you've had, places you've been. Crisp, sharp, black and white pictures capturing every detail for prints that are proudly shown.



TOWER

Close-up slides of children



Color prints of family groups



TOWER

Scenic slides on trips



Action shots of sports events



TOWER 18A: Shutter and f stops are coupled to exposure meter. Set meter... lens and shutter are set automatically. Camera corrects for changes in f stops or shutter speeds... *focus, aim, shoot*

- ▶ Enjoy match-the-needle ease and get accuracy of exposure so necessary in color photography. Meter has film speed settings ASA 8 to 800 covering popular color and black and white films.
- ▶ Forget the many settings necessary in the past. Adjusting light meter gives you freedom to choose the f stop or shutter speed to suit your needs. Camera automatically adjusts for changes you make.

High speed f:1.9 lens
2½ times faster than f:2.8 **\$75.00** ^{\$5} _{cash} ^{down}

Here's easy, confident picture taking! A single motion moves film to the next frame, cocks shutter, and advances film counter. Shutter has full range of speeds—1 to 1/500 second plus bulb. Needle-sharp 48mm lens gives beautiful enlargements in color and black and white.

High speeds allow "freezing" of many moving subjects—children playing, fast-moving sports events, etc.—when taken at proper angle and distance. Take perfectly exposed indoor shots of still subjects without flash at slow shutter speeds.

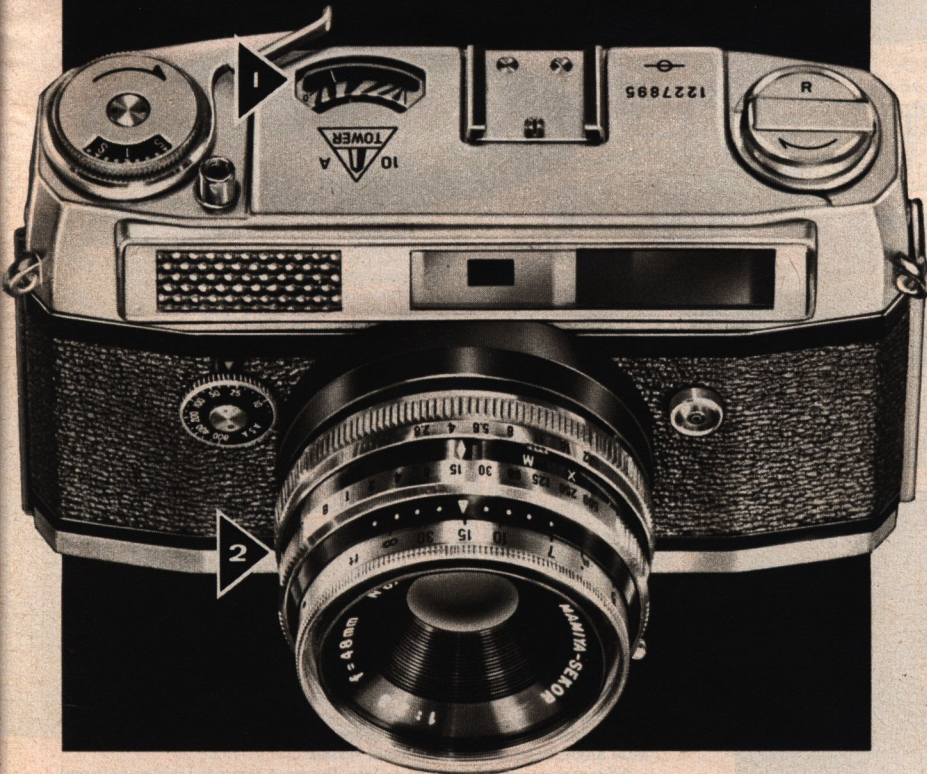
Full electronic flash and flash bulb synchronization. Uses 3C8900 flash, see page 57. Shoot at speed of your choice with MX shutter, taking full

advantage of bulb light output. Compose, focus in one window with no parallax problems (accidental picture cropping). As double image rangefinder is adjusted for sharpness, movable frame markings automatically show exact picture area. Shoot as near as 3.5 feet for close-ups.

Loads quickly and easily with hinged camera back. Built-in rewind knob takes up film smoothly. Self-timer lets you get into picture. Takes filter adapter below and series 6 filters (page 60). Leather covered metal body. From Japan.
3 C7442C—Camera only. Shpg. wt. 3 lbs. . . . \$75.00
3 C7443—Leather Camera Case. Wt. 1 lb. . . . 7.95
3 C8132—Screw-in Filter Adapter. Wt. 3 oz. . . . 2.85

TOWER 10A: Built-in coupled exposure meter

One twist and you've set exposure... then focus, aim, shoot



1 Assures perfect picture exposure with extra-sensitive light meter. To use it just set speed of film, line up needles in meter window.

2 Gives you more time for composing because it takes less time to set. A single turn of lens or shutter ring gives correct camera exposure.

35mm Camera has sharp, coated f:2.8 lens

\$55.00 \$5 down
cash

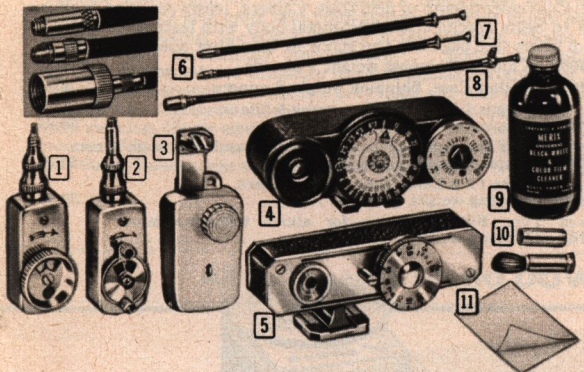
So easy to use almost anyone can take beautiful color slides, sparkling black and white prints. 10 shutter speeds to choose from . . . 1 to 1/500 second plus bulb for still or action photos. Built-in self timer releases shutter automatically . . . lets you get into picture.

Fully synchronized for flash bulbs and electronic flash . . . takes 3C8900 flash on page 57. Double-image coupled rangefinder ends distance guessing. Assures a sharp picture every time . . . close as 3.5 feet without extra close-up attachments. Helps prevent accidental cropping of picture with parallax markings in bright-line frame viewfinder. Single-stroke film advance lever . . . in just one motion you cock shutter, count exposures, move new frame into position. Rapid rewind lever smoothly returns film to cartridge, saves time in changing films.

Light meter has wide range of film settings . . . ASA 8 to 800 . . . for popular films in color and black and white. Color-coded depth of field scale. Hinged back won't separate from camera, prevents damage while loading. Built-in shoe for quick mounting of flash to camera without brackets. All-metal body, leather trim. From Japan. Use series 6 filters.

3 C 7441C—Camera with meter. Shpg. wt. 3 lbs. \$55.00
3 C 7443—Leather Carrying Case. Wt. 1 lb. . . . 7.95
3 C 8132—Screw-in Filter Adapter. Wt. 3 oz. . . . 2.85

WHY WAIT? See page 82 for Sears Special Easy Terms on Photographic Equipment

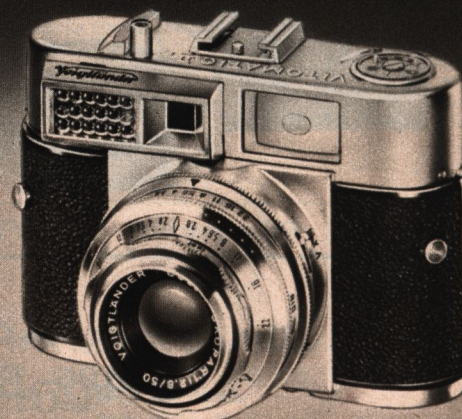


Improve your pictures with Camera Accessories

- 1 Kopil Self-timer. Fits Leica, Rolleiflex. Won't fit Argus C3, C4, C44. Delays shutter up to 12 seconds. Metal. From Japan. 3 C 8254—Shpg. wt. 6 oz. \$2.69
- 2 Kopil Self-timer. As above but fits Argus C3, C4, C44. 3 C 8255—Japan. Wt. 6 oz. \$2.69
- 3 Kodak Auto Release. Trips cable release at delays up to 10 seconds. Metal. X3 C 8286—Shpg. wt. 6 oz. \$5.50
- 4 Ideal Combination Range-finder-Flashmeter. Focuses 2½ ft. to infinity. Match guide number, distance for f-stop. 3 C 8252—Shpg. wt. 6 oz. \$3.95
- 5 Accura Range-finder. From 2½ ft. to infinity. With clip. 3 C 8253—Shpg. wt. 6 oz. \$3.59
- 6 Kodak-type Cable Releases. For American cameras. Shpg. wt. ea. 1 oz. 3 C 8287—Metal. 7 in. \$1.60
3 C 8293—As above but cloth covered and 6 in. long. . . .49c
- 7 Compur-type. For most foreign cameras. 10 in. 3 C 8294—Shpg. wt. 1 oz. . . .49c
- 8 Leica-type. Fits most twin-lens reflexes. 10 in. 3 C 8295—Shpg. wt. 1 oz. . . .95c
- 9 Merix Lens Cleaner. Prevents lens fogging. 4 oz. 3 C 6888—Shpg. wt. 12 oz. 69c
- 10 Delta Camel's Hair Lens Brush. Carries easily. 3 C 8281—Shpg. wt. 3 oz. . . .98c
- 11 Lens Tissue. Pad of fifty 4x6 sheets. Shpg. wt. 3 oz. 3 C 8282—2 pads for. . . .39c



You'll have complete camera control conveniently in one big, bright line viewfinder. One look shows you Magic Circle and meter pointer . . . line them up and you've got perfect exposure. Focus rangefinder and you've got perfect sharpness. Release shutter you'll get a perfect picture.

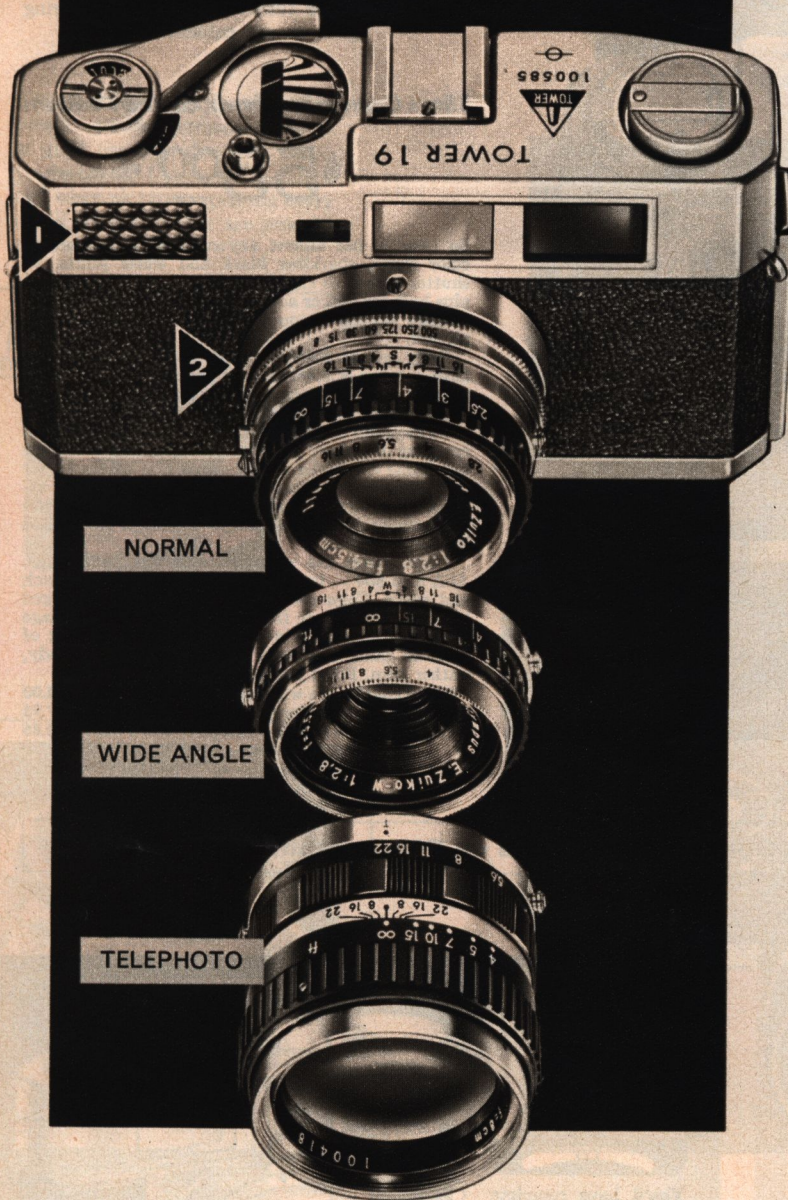


35mm Vitomatic IIA . . . expose, focus, view in one window

With case **\$118.45** \$5 down
cash

Specially ground 50mm f:2.8 Skopar lens gives you sharp, brilliant pictures in color and black and white. Prontor shutter has speeds 1 to 1/500 second plus bulb. Built-in synchronization for flash bulbs and speedlight . . . takes 3C8900 flash on page 57. Cable release socket. Self timer lets you get into picture. One-stroke film advance lever also cocks shutter, counts exposures, prevents double exposures. Metal body, leather trim. From Germany.
3 C 7418C—Vitomatic IIA Camera with leather case. Shpg. wt. 4 lbs. . . . \$118.45
3 C 8183—Screw-in Filter Adapter. Takes series 5 filters. Shpg. wt. 3 oz. . . . 2.40

TOWER 19: a twist locks in new lens!
Lenses bayonet-mounted for rapid interchange.
Rangefinder and handy exposure meter built in.



More exciting photos..

Bring distant scenes right up close ..

TAKE IT WITH A
TOWER 35mm



Higher priced camera features

Camera with normal lens **\$79.95** ^{\$5} _{cash} **down**

1 Tells lens setting instantly. No guessing. Set camera for any shutter speed. Exposure meter automatically points to the correct "f" stop. All you do is set the lens. Change to a new shutter speed and your new "f" stop appears in exposure meter—instantly, correctly.

2 Works for all 3 lenses. Focus until rangefinder shows single image. Then look in viewfinder—three bright gold-color frames, one inside the other, for normal, wide angle and telephoto shots. All automatically compensate for parallax and keep subject centered.

A versatile camera with or without the accessory lenses (sold below). With them, twice the camera! Each is a complete lens in itself—almost unheard of at this low price. Switch lenses and you're not just adding more glass. You're adding an entirely new optical system. You get true wide angle, telephoto and normal results!

All lenses are quick-change artists. Bayonet-mounted wide angle and telephoto lenses automatically couple to camera rangefinder. Takes seconds—and saves seconds—when seconds may save the shot.

Camera itself takes sparkling pictures under a wide range of conditions. Normal 45mm lens opens up to f:2.8 when you've little available light. Focuses from 2½ feet to infinity. You've 10 shutter speeds to pick from, going from 1/500 second—fast enough to use today's super-fast films in full sunlight, slow enough to take creative low-light shots. Bulb setting and self-timer.

Synchronized for flash (see 3 C 8900, page 57). Single-stroke film advance. Convenient depth of field scale. Camera, lenses precision-built in Japan to Sears specifications. All-metal body with leather cover. Uses series 6 filters (see page 60) and screw-in type filter adapter below.

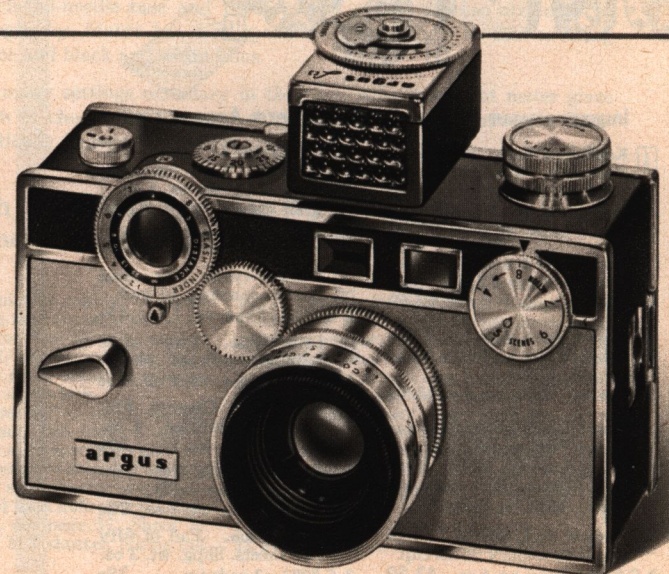
- 3 C 7400—Camera. Shipping weight 3 pounds..... \$79.95
- 3 C 7401—Leather Case. Shipping weight 8 ounces..... 6.95
- 35mm Wide Angle f:2.8 Lens. Uses series 6 filters.
- 3 C 7403—Shipping weight 1 pound..... 39.95
- Screw-in Type Filter Adapter for above normal and wide angle lenses.
- 3 C 8147—Shipping weight 3 ounces..... \$2.85
- 80mm Telephoto f:5.6 Lens. Uses series 6 filters.
- 3 C 7402—Shipping weight 1 pound..... 39.95
- Screw-in Type Filter Adapter for above telephoto lens.
- 3 C 8187—Shipping weight 3 ounces..... 2.85

35mm Match-matic Argus C3 with meter

\$64.95 ^{\$5} _{cash} **down**

Just match numbers and shoot! No conventional shutter speed and "f" stop markings. Just numbers. Get correct pair of numbers for shot from clip-on exposure meter. Easy... accurate! Sharp 50mm f:3.5 Cinar lens (interchangeable lenses sold separately below). Coupled rangefinder. Automatic exposure counter. Plastic and metal body. Synchronized for flash. Uses series 5 filters, no adapters needed.

- 3 C 7477C—Camera, meter, flash unit, leather case. Wt. 5 lbs... \$64.95
- 3 C 7522—Standard Argus C3 Camera only. Shpg. wt. 3 lbs.... 39.95
- 3 C 7523—Leather Case for Standard C3 above. Shpg. wt. 8 oz.. 8.50
- 135mm f:4.5 Telephoto Lens (also fits regular Argus C3 with accessory clip). Magnifies 2½ times, focuses down to 8 ft. Couples to rangefinder. Handy click stops, viewfinder mask, built-in sunshade.
- 3 C 7536—From Japan. Shipping weight 1 lb..... \$35.25
- 3 C 7537—Optical Viewfinder for above. Case. From Japan. Wt. 3 oz.. 6.75
- 3 C 7535—35mm f:3.5 Wide Angle Lens. Increases field of scene 87%. Focuses to 3 ft. Matching optical viewfinder, built-in sunshade. Uses series 5 filters, no adapter needed. From Japan. Shpg. wt. 8 oz... \$35.25



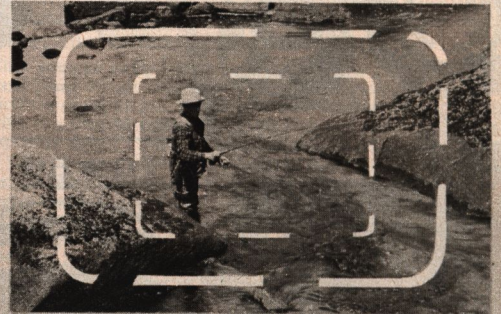
"shooting" fun with interchangeable lens cameras

take entire scenes . . . wider than you may have thought possible

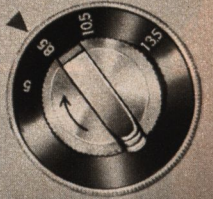


35mm Nikon SP . . .
built-in viewing for 6 lenses

With
f:1.4
lens \$ **375⁰⁰** \$10
cash down



View your exact picture area for wide angle through telephoto lenses without time wasting changing of finders. A quick dial turn adjusts finder for telephoto shots . . . simply shift eye for wide angle shots.



Nikon SP and S3 cameras sold with high-speed 50mm Nikkor f:1.4 lens . . . gives excellent results in dim light without flash, or fast 50mm f:2 lens. Both give clear, sparkling results in color and black and white.

Nikon S3 (sold below) is similar in every detail to SP except has trifocal viewfinder. You'll see the exact area covered by 35mm, 50mm and 105mm lenses . . . parallax markings are built in for these focal lengths.

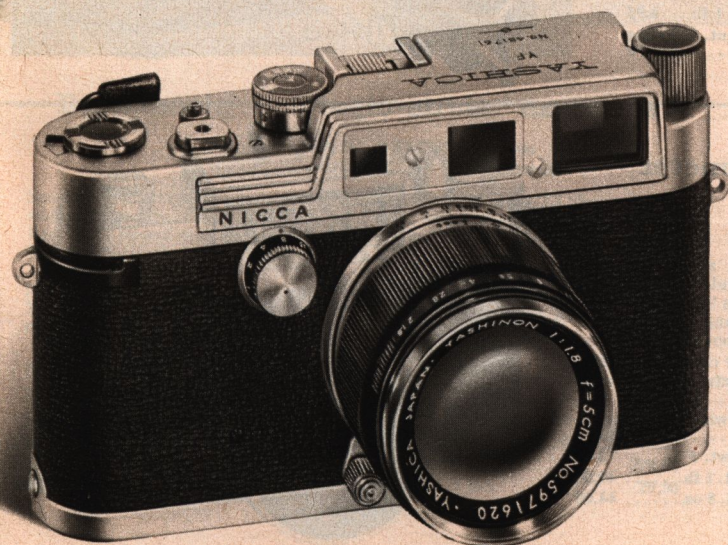
Many Nikon accessories available as rapid-fire electric motor drive (takes 3 shots per second), 20 accessory lenses to 1,000mm, copying outfits. Check your Retail Store Camera Dept. for equipment, prices not listed.

Imagine, you'll actually choose the lens to suit your subject or scene by pre-viewing pictures you'll take with lenses to 135mm. Reach out and bring distance scenes right up close . . . almost 3 times closer with telephoto lens. Wide angle lens gets more into your picture, whether you're shooting family groups or capturing the scenic beauty of the outdoors. (Extra lenses sold at right.) Won't accidentally crop pictures . . . finder automatically corrects parallax for normal and telephoto lenses. Parallax markings for 35mm lens.

Focal plane shutter has speeds 1 to 1/1,000 sec. plus time, bulb . . . extra-fast operating for increased shutter accuracy. Removable back for quick loading, easy cleaning. Single-stroke film advance lever also cocks shutter, counts exposures. Automatic frame counter. Synchronized for flash bulbs, speedlight. Self timer. Takes series 6 filters. Metal body, leather trim. From Japan.

- F3 C 7488—Nikon SP with 50mm coated f:1.4 Nikkor lens. (Shpg. wt. 4 lbs.) . \$375.00
- F3 C 7489—Nikon SP with 50mm coated f:2 Nikkor lens. (Shpg. wt. 4 lbs.) . . 329.50
- F3 C 7490—Nikon S3 with 50mm coated f:1.4 Nikkor lens. (Shpg. wt. 4 lbs.) . 315.00
- F3 C 7491—Nikon S3 with 50mm coated f:2 Nikkor lens. (Shpg. wt. 4 lbs.) . . 269.50
- F3 C 7492—Clip-on Shutter-coupled Exposure Meter and Case. (Wt. 6 oz.) . . 22.50
- F3 C 7493—Leather Case for cameras with meter attached. (Shpg. wt. 1 lb.) . 20.00
- 3 C 8187—Screw-in Filter Adapter for 50mm f:1.4 Nikkor. Shpg. wt. 3 oz. . . . 2.85
- 3 C 8132—Screw-in Filter Adapter for 50mm f:2 Nikkor. Shpg. wt. 3 oz. . . . 2.85
- F3 C 7494—135mm Nikkor f:3.5 Telephoto Lens, bayonet mount. (Wt. 2 lbs.) 135.00
- F3 C 7495—35mm Nikkor f:3.5 Wide Angle Lens, bayonet mount. (Wt. 1 lb.) . 89.50
- F3 C 7496—Clip-on BC-type Flash Attachment. Slips directly onto camera . . needs no connecting cords. Fan-fold reflector, tilting head. (Shpg. wt. 2 lbs.) . . . 18.75

All you need is **\$5-\$10 DOWN** on Sears Special Easy Terms . . see page 82



35mm Yashica YF . . fast focal plane shutter

\$ **159⁹⁵** \$5 down
cash

Gives you high-quality features you'd expect to find only in cameras costing much more. As you adjust big, bright double-image rangefinder for picture sharpness you'll see moving frames automatically eliminate any possible composing errors because of parallax. Takes telephoto and wide angle shots too . . . screw mount lenses sold on page 14. Viewfinder shows you exact area covered by normal 50mm and 105mm telephoto (3 C 7539) lenses. For 35mm wide angle (3 C 7540) and 135mm telephoto (3 C 7538), use finder included.

Yashinon 50mm f:1.8 lens gives sharp slides and prints even with available light. Shutter speeds 1 to 1/1,000 second plus bulb. Synchronized for flash bulbs and speedlight . . . uses flash 3 C 8900 on page 57. Smooth rapid film advance lever also cocks shutter, counts frames. Loading is quick and easy with detachable base and hinged back. All-metal body, leather trim. From Japan.

- X3C7497C—Yashica YF Camera with Case. Shpg. wt. 4 lbs. \$159.95
- 3 C 8007—Screw-in Series 6 Filter Adapter. Wt. 3 oz. . . . 2.85

See your picture as it will look..

TOWER 37: you compose without guesswork . . . see exactly what the lens sees . . . get exactly what you see



TAKE IT WITH A
TOWER 35mm



See your full picture brilliantly, sharply through the pentaprism viewfinder. Cocking diaphragm keeps lens wide open to focus . . . stops down to preset "f" stop automatically.

Never again can the problem of parallax cause you to lose part of your picture. Get as much or as little in your picture as you like. The Tower reflex shows it all . . . even when you change lenses. Extra viewfinders for lenses are unnecessary.

Automatic diaphragm gives maximum viewing brightness **\$99⁹⁵** **\$5** cash down

Combines the sureness of single-lens reflex composing with true lens interchangeability in a single camera. Bring distant subjects nearly three times closer with 135mm f:2.8 telephoto lens. Sweeping scenic shots outdoors, large family groups indoors, the 35mm f:2.8 wide angle lens gets it all.

Extra lenses (sold at right) have automatic diaphragm . . . bayonet mounts for quick, positive changing. Single-stroke rapid advance lever moves film to next frame, cocks shutter and prevents double exposure.

Get sharp, sparkling photos in color and black and white with fast, 48mm f:2.8 lens. Take beautiful pictures close as 1.75 feet with ground glass focusing. Precision focal plane shutter has speeds 1 to 1/500 second plus bulb. Synchronized for flash, (takes 3C8900 flash, see page 57) and electronic flash. Take exciting close-ups inches away.

Extension rings and flexible bellows attachment let you shoot objects actual size (for copying, etc.) and larger. With microscope attachment on your microscope, you can actually photograph subjects invisible to the eye. Close-up attachments sold below.

Built-in film reminder scale, smooth rapid film rewind lever. Automatic film counter. Depth of field scale. All metal body, leather trim. Uses series 7 filters. From Japan.

- 3C7434C—Camera. Shpg. wt. 3 lbs. . . . \$99.95
- 3C7435—Leather Camera Case. Wt. 1 lb. 7.95
- (1) 3C7437C—Telephoto Lens. Wt. 2 lbs. 74.95
- (2) 3C7436C—Wide Angle Lens. Wt. 1 lb. 59.95
- 3C8114—Filter Adapter. Shpg. wt. 3 oz. . . 4.95
- (3) 3C7430—Bellows Attachment. Shipping weight 1 lb. . . . \$14.95
- (4) 3C7432—Extension Rings. Wt. 1 lb. . . 8.95
- (5) 3C7431—Microscope Attachment. Shipping weight 1 lb. . . . \$11.95



35mm Nikkorex . . follow-pointer light meter

\$130⁰⁰ **\$5** cash down

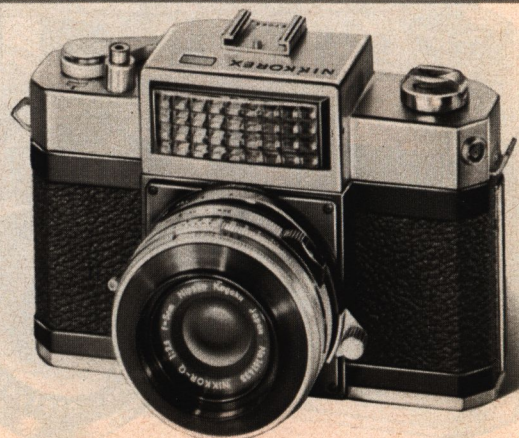
Famous Nikkor quality optical system plus coupling of lens, shutter and meter for quick, accurate picture-taking. Indicators in viewfinder, meter window show correct exposure. Bright, clear focusing . . . automatic diaphragm opens lens to focus, stops down when shutter released. One stroke advances film, cocks shutter and opens lens.

Synchronized for bulbs and electronic flash. Uses 3C8900 flash on page 57. Shutter speeds 1 to 1/500 second plus bulb and self timer. 50mm f:2.5 Nikkor lens focuses to 2 feet. Swift film rewind with fold-away rewind handle. Exposure

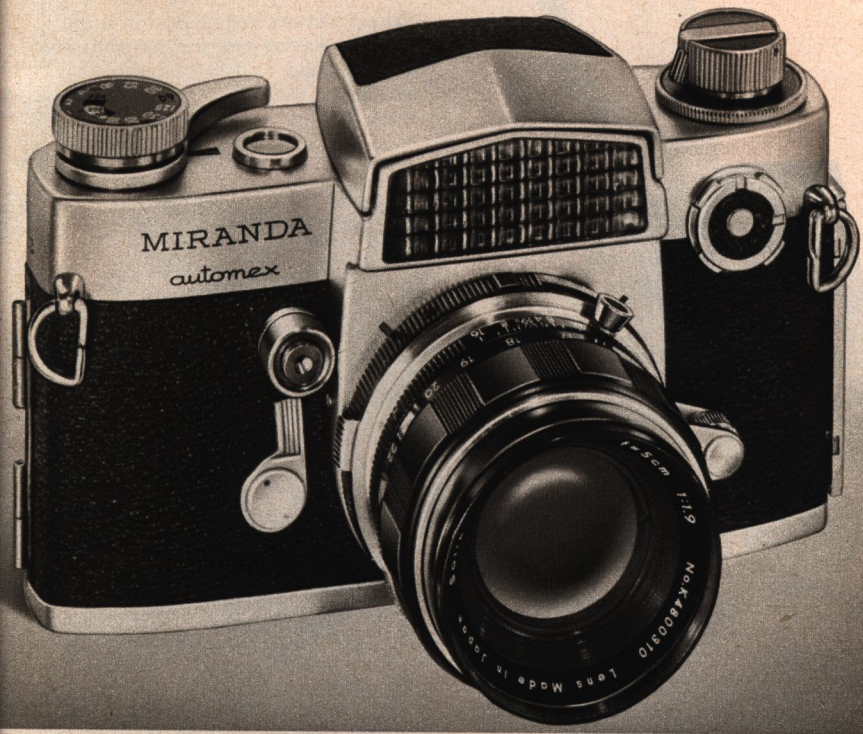
counter automatically resets after every roll. Brilliant focusing in viewfinder has built-in split image rangefinder. Takes 90mm f:5.6 telephoto and 35mm f:5.6 wide angle attachment-type conversion lenses . . . without parallax.

Lenses (sold below) include cases. Uses series 6 filters (see page 60). All metal body, leather trim. From Japan.

- 3C7452C—Nikkorex Camera with case. Nikkor f:2.5 lens. Shpg. wt. 4 lbs. . . . \$130.00
- 3C8132—Filter Adapter. Shpg. wt. 3 oz. . . . 2.85
- 3C7453C—Telephoto Lens. Wt. 1 lb. . . . 49.00
- 3C7454—Wide Angle Lens. Wt. 8 oz. . . . 44.00



through the lens..with a single-lens reflex



Miranda Automex . . built-in meter

with case **\$315⁹⁰** \$10 down
cash

You expose, focus and compose without moving camera from your eye. Meter needle is clearly visible in viewfinder. You can compensate for light changes with camera in shooting position. A gentle touch of shutter release takes picture, returns mirror for refocusing.

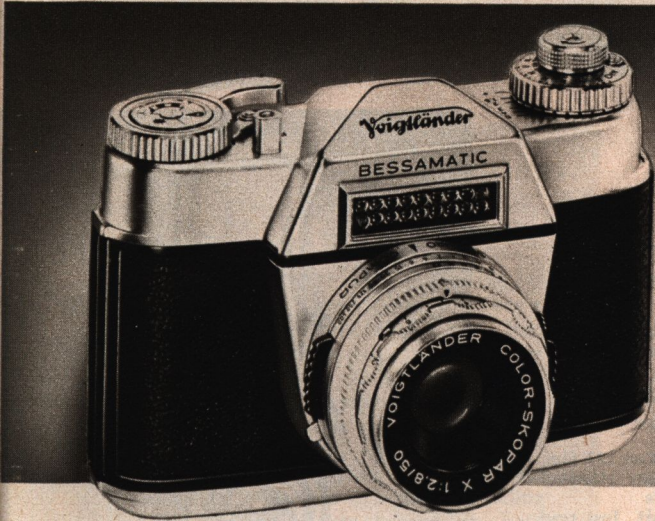
Now you can enjoy automatic features in a precision crafted focal plane 35mm camera that help make professional quality pictures easier to get. Make quick, accurate exposure settings with coupling of exposure meter, lens and shutter. Just set exposure meter . . lens and shutter will be set automatically.

Whisper quiet shutter is vibration free. Speeds 1 to 1/1000 second plus bulb and self-timer. High-speed 50mm f:1.9 automatic diaphragm lens gives corner-to-corner picture sharpness. Synchronized for bulbs, speedlight. B-C flash (sold below). Automatic film counter, rapid film transport. Eye-level finder has split image rangefinder. Takes series 6 filters. See page 60. Leather covered metal body. From Japan.

Most every accessory is available for the Miranda . . 14 extra lenses, finders, close-up attachments, etc. For items not listed, ask for free brochure at your Retail Store Camera Dept.

- F3 C 7562—Camera and case. Shipping weight 4 lbs. \$315.90
- F3 C 7563—35mm f:3.5 Preset Wide Angle Lens. Wt. 1 lb. 109.95
- F3 C 7564—135mm f:3.5 Automatic Telephoto Lens. Wt. 2 lbs. 99.95
- F3 C 7567—B-C Flash for above. Shpg. wt. 1 lb. 14.95
- F3 C 7565—Bellows Attachment. Shpg. wt. 1 lb. 19.95
- F3 C 7566—Extension Tubes. Shipping wt. 1 lb. 12.95
- 3 C 8008—Screw-in Filter Adapter. Shpg. wt. 3 oz. 2.85

Use Sears Special Easy Terms for Photographic Equipment . . see details on page 82



Bessamatic . . "Magic-circle" exposure

\$214⁰⁰ with case
cash \$10 down

See your 35mm exposure as you view subject. Sharp, 50 mm f:2.8 Skopar lens is wide open as you focus . . automatically stops down when you shoot. Speeds 1 to 1/500 second plus time. Fully synchronized . . see 3C8900 flash, page 57. Metal body, leather trim.

Takes extra lenses and f:2.8 Zoomar lens (sold below). Zoomar lens, focal length 36mm to 82mm . . gives wide angle, normal and telephoto shots. Focuses 4½ feet to infinity. Write Sears Personal Service Dept. for information on factory fitting Zoomar lens to other single-lens reflex cameras.

- C3 C 7556C—Voigtlander Bessamatic with case. Shpg. wt. 4 lbs. \$214.00
- 3 C 8132—Screw-in Adapter for above, uses series 6 filters. Wt. 3 oz. 2.85
- C3 C 7558C—Skoparex Wide Angle Lens, 35mm f:3.4, with case. Wt. 1 lb. 85.00
- C3 C 7559C—Super-Dynarex Telephoto Lens, 135mm f:4, with case. Wt. 2 lbs. 86.00
- F3 C 7560—Zoomar Lens for Bessamatic. (Shpg. wt. 3 lbs.) 298.00
- F3 C 7561—Leather Case for Zoomar lens. (Shpg. wt. 1 lb.) 29.50



Yashica Pentamatic . . extra-fast f:1.8 lens

\$174⁹⁵ with case
cash \$5 down

Sharp, Yashinon 55mm lens gives you automatic stop-down action. You focus on bright, fine-grained viewing screen with lens fully open. See your 35mm picture clear to the corners . . even with glasses. A touch of the shutter release returns lens to preselected opening. Instant mirror return eliminates picture blackout. Single-stroke rapid film transport cocks shutter, counts exposures, opens diaphragm. Non-rotating shutter dial cannot be accidentally moved . . has speeds 1, to 1/1000 second plus bulb. Depth of field scale shows area of sharpness.

Synchronized for flash bulbs and speedlight . . takes flash 3C8900 . . see page 57. Take dramatic telephoto and wide angle pictures . . close-ups inches away with lenses and attachments sold below. Metal body. From Japan.

- X3 C 7575C—Yashica Pentamatic with case. Shipping wt. 4 lbs. \$174.95
- X3 C 7576C—Yashinon 35mm f:2.8 Wide Angle Preset Lens. Shpg. wt. 1 lb. 69.95
- X3 C 7577C—Yashinon 135mm f:2.8 Telephoto Preset Lens. Shpg. wt. 2 lbs. 119.95
- 3 C 8114—Screw-in Adapter for above. Uses series 7 filters. Shpg. wt. 3 oz. 4.95
- X3 C 7578—Close-up Bellows Attachment for above. Shpg. wt. 1 lb. 24.95

Take it with a Tower
Twin-Lens Reflex



Baby TOWER Twin-lens Reflex

Easy to carry, easy to focus and shoot . . .
takes 2x2-inch color super slides

\$34⁹⁵ **\$3.50**
cash down

- Super sharp 60mm hard-coated f:3.5 lens
- Nine shutter speeds to 1/500 sec. plus bulb
- Brilliant ground glass focusing viewfinder
- Magnifier flips up for critical focusing
- Frame fast action shots with sports viewfinder
- Get in the picture with 10-second self-timer
- Automatic frame counter, film transport
- Focuses 3.2 ft. to infinity. Depth-of-field scale
- Synchronized for bulbs and electronic flash

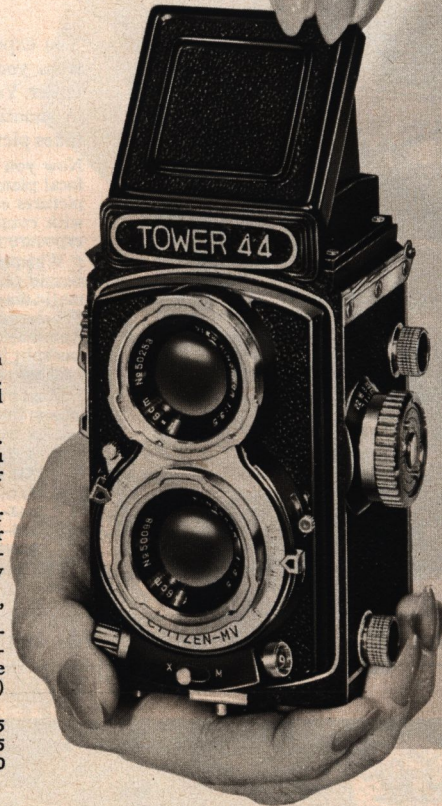
Get every advantage of reflex focusing and composition on a camera that's small enough to fit in your palm. Only 4¾ inches high. Take 12 snapshot-size black and white prints or color slides on 127 film.

Small size makes it easy to handle . . . easy to carry. Brilliant fine-grain ground glass viewfinder shows you exactly what tones . . . what colors to expect in your finished pictures.

Choose a shutter speed as fast as 1/500 second for stopping exciting action . . . or as slow as 1 second for creative available light pictures indoors. Lens openings from f:3.5 to f:16 permit you to shoot under widely varying light conditions.

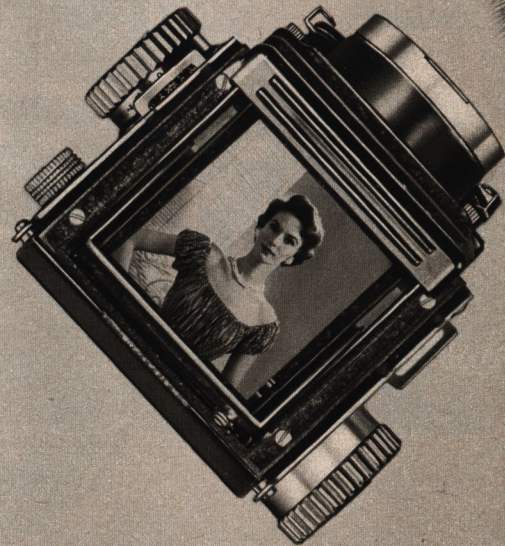
Load it today, take pictures next week "memory" dial reminds you what type of film you loaded. Camera precision made in Japan for Sears. Rugged, all-metal body. Takes series 5 filters. Use bayonet-type filter adapter below. Use B-C flash unit (3 C 8900) below or any electronic flash unit on page 56.

- 3 C 7704—Camera only. Shpg. wt. 3 lbs. \$34.95
- 3 C 7705—Leather Case for above. Wt. 8 oz. 4.95
- 3 C 8022—Filter Adapter for above. Wt. 3 oz. 2.40



You see picture-size view

Taking pictures the reflex way is almost like having your finished picture in your hand . . . and being able to change it at will! When the view on the screen is sharp, you're in perfect focus.



Square format plus large negative equals endless composition possibilities and bigger, sharper enlargements. It's easy to handle a reflex. You can shoot at waist level, eye-level, on ground, or even over crowds, like a periscope!

New Yashica 44LM Twin-lens Reflex . . . built-in photoelectric exposure meter

Camera with case **\$69⁹⁵** **\$5**
cash down

- No guessing . . . meter tells you what settings to make . . . gets you the best picture possible
- Hard-coated, color-corrected 60mm f:3.5 lenses
- Ten shutter speeds to 1/500 second plus bulb
- Brilliant focusing screen with magnifier

Take 12 black and white or color pictures on 127 film. Also take super slides you can show on any standard 35mm slide projector.

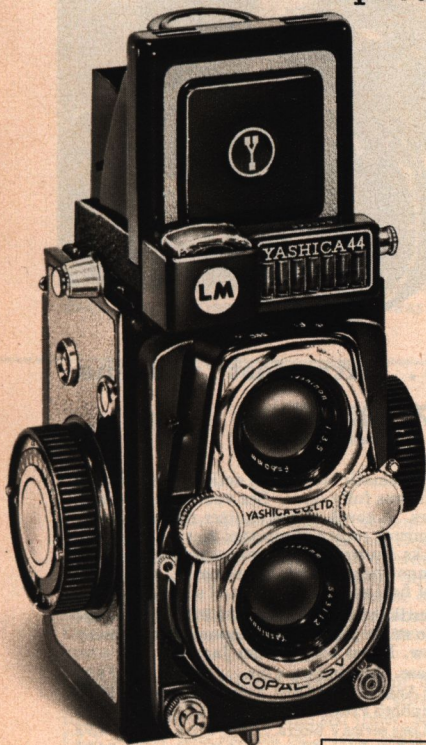
Shoot with confidence, right from the start. Just read a single number indicated on meter . . . dial same number on side of camera and read your lens opening number and correct shutter speed from a window next to meter. Then set, focus and shoot.

Focus quickly and compose accurately with brilliant viewfinder. Bright spot in center of screen lets you focus on subject detail. Red lines help you line up subject when composing. Shoot pictures as close as 3 feet away.

Lens openings from f:3.5 to f:22. Shutter speeds (1, ½, ¼, ⅓, 1/15, 1/30, 1/60, 1/125, 1/250 and 1/500 second) plus bulb. Synchronized for bulbs and electronic flash. Use B-C flash unit below or any electronic unit on pg. 55. Other features include sports finder, film speed setting, depth-of-field scale. Die-cast aluminum body. Takes series 5 filters with adapter below. Top grain leather case with strap included.

- 3 C 7759C—Camera, case. Made in Japan. Wt. 3 lbs. . . \$69.95
- 3 C 8900—Flash Unit, case. Made in Japan. Wt. 8 oz. . . 5.95
- 3 C 8022—Bayonet-type Filter Adapter. Wt. 3 oz. 2.40

Photographic reference section starts on page 72



Baby Yashica 44A

Camera with case **\$35⁹⁵** **\$4** down
cash

Focuses 3½ ft. to infinity. Lens openings from f:3.5 to f:22. Four shutter speeds (1/25, 1/50, 1/100, 1/300) plus bulb. Synchronized for flash (use B-C flash unit (3C8900) at left).

Knob wind, Leather-covered metal body. Takes 12 pictures on 127 film. Takes series 5 filters with adapter below. Made in Japan.

- 3 C 7716—Camera with case. Wt. 2 lbs. . . . \$35.95
- 3 C 8036—Filter Adapter. Wt. 4 oz. 2.40



at the same time you compose and focus

**Low-priced TOWER 2¼x2¼ Reflex
with hard-coated f:3.5 lens**

\$24⁹⁵ \$2.50 down
cash

- Four shutter speeds . . . synchronized for flash
- Big ground-glass viewfinder for picture-size viewing
- Sports-type viewfinder for quick action shots

1 High-speed 75mm coated lens focuses from 3½ ft. to infinity. Built-in magnifier. Lens openings f:3.5 to f:22. Shutter speeds 1/25, 1/50, 1/100, 1/300 second plus bulb. Takes 12 pictures or 2¼x2¼ color slides on 120 film. Metal body, leatherette covering. Takes series 5 filters without adapter.

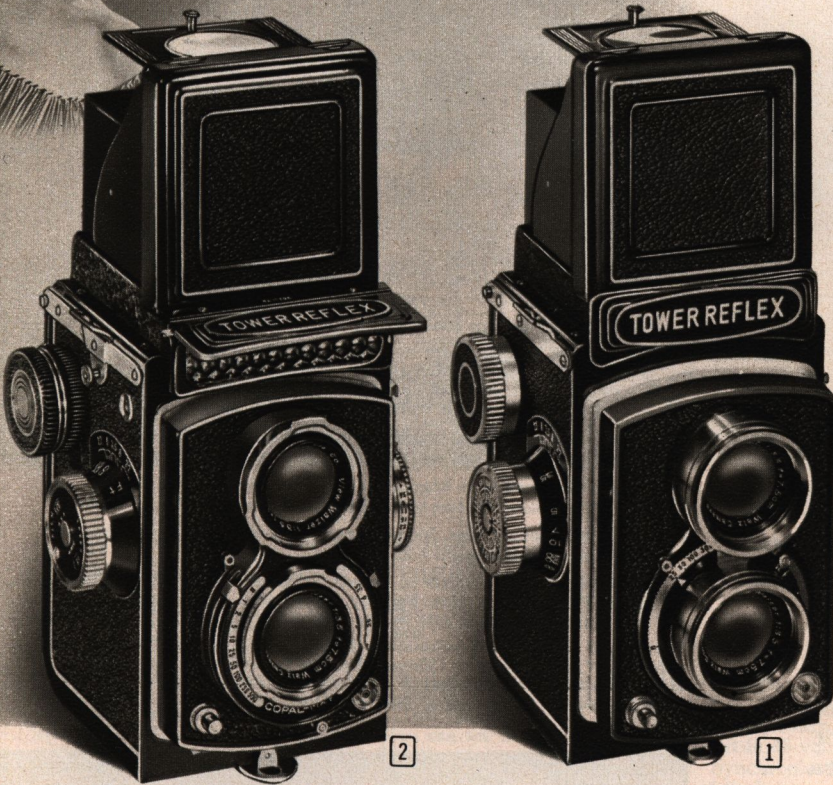
3 C 7718—Camera only. Made in Japan. Shpg. wt. 3 lbs. \$24.95
3 C 8900—TOWER B-C Flash for above. Batteries, case included. Uses M2 or No. 5 bulbs. Made in Japan. Shpg. wt. 8 oz. . . . \$5.95
3 C 7719—Leather Case for camera above. Wt. 12 oz. . . . 4.95
3 C 7706—3-piece Outfit. Includes camera, leather case, TOWER flash unit. Shpg. wt. 3 lbs. 8 oz. . . . \$34.85

**Our Best 2¼x2¼ Reflex has
match-the-needle exposure system**

\$44⁹⁵ \$4.50 down
cash

Get correct exposure every time with built-in meter! Simply match up two needles . . . set lens, focus and shoot

2 Coated 75mm f:3.5 lens focuses 3½ ft. to infinity. Nine shutter speeds from 1 to 1/500 second plus bulb . . . synchronized for bulb and electronic flash. Self timer. Lens openings f:3.5 to f:22. Sports viewfinder, magnifier. Automatic film stop. Distance scale. Film speed dial. Leatherette-covered metal body. Takes 12 black and white or color pictures or 2¼x2¼ color slides on 120 film. Takes series 5 filters. Use adapter below. Use flash unit (3C8900) above. Made in Japan.
3 C 7756—Camera only. Shpg. wt. 2 lbs. 6 oz. . . . \$44.95
3 C 7757—Leather Case for above. Shpg. wt. 12 oz. . . . 4.95
3 C 8022—Filter Adapter for above. Shpg. wt. 3 oz. . . . 2.40
3 C 7758C—3-piece Outfit. Camera, case, flash. Wt. 4 lbs. 54.85

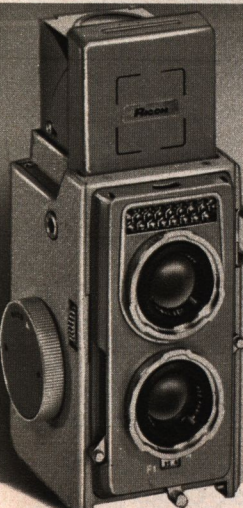


New Ricohmatic 44

Take pictures faster with built-in meter

In a window over the exposure meter, you'll see a needle and a dot. Just turn a dial to match them up . . . then focus and shoot! No separate shutter settings to make.

Exclusive "duo-lever" focusing. You focus faster with either hand by sliding levers located on both sides of camera.



Camera with flash **\$49⁹⁵** \$5 down
cash

Get the benefits of ground-glass, reflex viewing without the job of figuring exposures. Shoot still scenes or action shots easily with brilliant viewing screen . . . flip up magnifier and exclusive sports finder that lets you use both eyes. Ricoh 60mm f:3.5 taking and viewing lenses. Removable plastic front-cover protects lenses . . . flips open when focusing hood is raised. Completely self-contained. No extra case to buy.

Take 12 black and white or color prints . . . super slides too, on 127 film. Accessory shoe has built-in flash contact. Cordless flash unit included. All-metal body is lightweight, easy-to-handle. Attractive gray finish. Large diameter, film-advance knob. Light meter adjustable to match speed of film you're using. Takes series 5 filters. Use bayonet-type filter adapter below. Shpg. wt. 2 lbs.

3 C 7717C—Camera with flash unit. Made in Japan. . . . \$49.95
3 C 8022—Filter Adapter for above. Shpg. wt. 3 oz. . . . 2.40

**New Ricoh Diacord "L" 2¼x2¼ Reflex
with built-in, two-way exposure meter**

Camera with case **\$75⁰⁰** \$5 down
cash

- Use easy Light Value System or wide range of regular shutter and lens settings
- Focus faster with either hand with Ricoh's exclusive "duo-lever" focusing

Take 12 pictures or 2¼x2¼-in. slides on 120 film. Set lens opening and shutter speed by setting a single LVS number from direct-reading light meter. LVS and conventional shutter and lens settings are easy to read from a window over viewing lens.

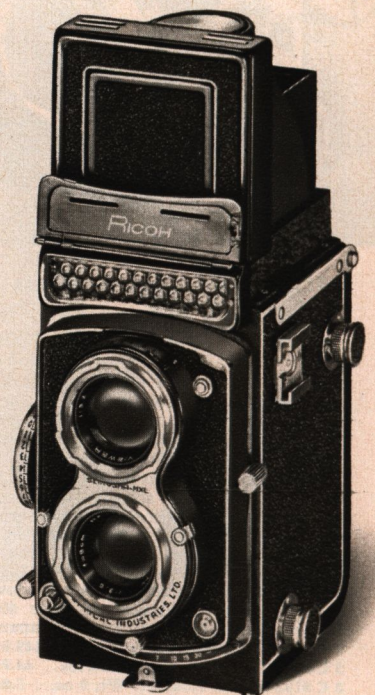
Precision 4-element 80mm f:3.5 lens is coated and needle sharp. Brilliant viewing screen has extra bright center spot . . . flip-up magnifier for critical focusing. Shoot action shots with sports viewfinder. Light meter adjusts to film speed.

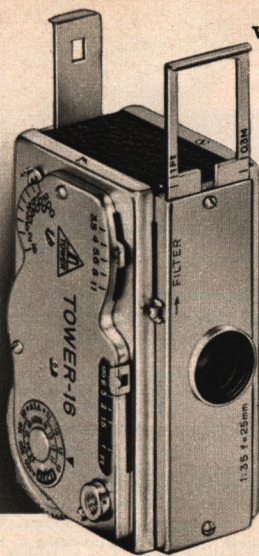
Nine shutter speeds (1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/250 and 1/500 second) plus bulb. Take pictures under many light conditions . . . fast action shots or long night-time exposures. Self-timer lets you get into your own pictures. Synchronized for bulb and electronic flash. Order flash unit separately. Use 3C8900 flash unit above or any electronic flash unit on page 56. Takes series 5 filters with bayonet-type adapter sold below.

Winding knob for positive-stop film advance. Exposure counter. Double exposure prevention. Knob also shows depth-of-field. Metal body.

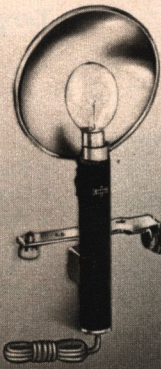
Diacord case included. Made of top-grain cowhide with luxurious plush lining. Front hood snaps off for quick shooting. Adjustable shoulder strap. Camera and case made in Japan.

3 C 7791C—Shipping weight 3 lbs. . . . \$75.00
3 C 8022—Filter Adapter. Shpg. wt. 3 oz. . . . 2.40





Now . . . never be without a camera . . . TOWER 16 fits in your pocket

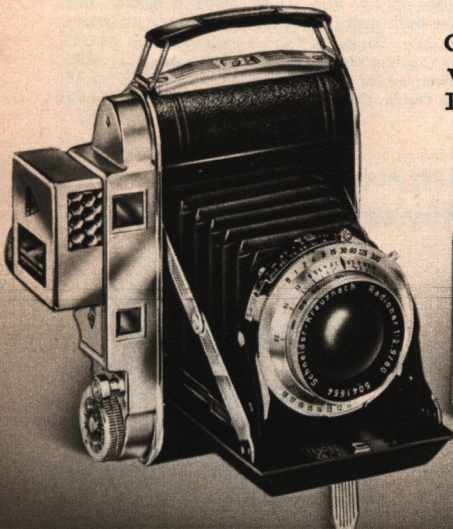


Camera and case only **\$2950** **\$3** cash down

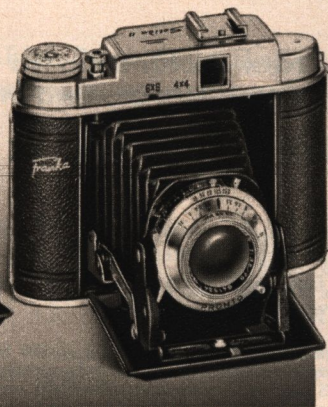
Just think . . . how many times have you missed that "shot of a lifetime" because your camera was too bulky to take along? With the TOWER 16 you're ready for anything . . . any time! One of the smallest made . . . smaller than a pack of cigarettes . . . yet takes 20 color slides you can show on any standard 35mm projector or make into 2 1/2 x 3 1/2-inch color prints. Black and white negatives enlarge sharply to 2 1/4 x 4 1/4 in. See pages 85 and 86 for Mamiya 16mm film, processing.

Sharp f:3.5 3-element lens, openings from f:3.5 to f:11. Seven shutter speeds from 1/2 second to 1/200 second plus time. Flash synchronized for 1/25 second. Rapid-fire shooting with action-wheel. Film advance cocks shutter. Double exposure prevention and lock. All metal. Fine Japanese construction.
3 C 7316—Camera and leather case. Shpg. wt. 1 lb. \$29.50

Flash Unit. Attaches to camera with bracket. Metal reflector. Uses No. 5 bulbs and 2 penlight batteries (not included, see page 58).
3 C 7317—Made in Japan. Shipping weight 1 pound. \$5.95



Get big pictures with a compact Folding Camera



TOWER 60 . . . fast f:2.9 lens

With meter **\$4995** **\$5** cash down

Take the number you see on clip-on direct-reading light meter, set this number on camera . . . shoot . . . it's that easy! Special mask gives you two picture formats . . . 12 or 16 prints with 120 film.

Schneider coated lens opens from f:2.9 to f:22. Nine shutter speeds from 1 sec. to 1/300 sec., plus time. Flash synchronized (use 3C8900 B-C Folding Flash Unit at right). Self-timer, non-coupled range-finder. Leather-covered metal body. Takes series 6 filters. Use screw-in adapter below or 1 1/4-in. slip-on adapter on page 60. Camera made in Germany, meter in Japan.
3 C 7360C—Camera, meter. Wt. 2 lbs. \$49.95
3 C 7361C—Camera only. Wt. 2 lbs. 44.95
3 C 8132—Filter Adapter. Wt. 3 oz. 2.85

New Solida II . . . f:3.5 lens

\$2495 **\$2.50** cash down

Use 120 film . . . get choice of 2 picture sizes. Without mask you get 12 standard oversize (3 1/2 x 3 1/2-in.) black and white prints or 2 1/4 x 2 1/4-in. color slides. Using a special mask (incl.) you get 16 2x2-in. super slides you can show on standard 35mm projectors.

"F" stops from f:16 to f:3.5. Four shutter speeds (1/30, 1/60, 1/125, 1/250 second) plus time. Synchronized for flash. Use flash unit below. Leather covered metal body. Takes series 6 filters. Use 1 1/4-in. slip-on type filter adapter on pg. 60. Made in Germany.
3C7322—Shpg. wt. 1 lb. 8 oz. . . . \$24.95
3C8900—B-C Folding Flash Unit for above. From Japan. Wt. 8 oz. . . . \$5.95



You get viewfinder, filter-holding lens hood (no adapter necessary), carrying pouch with every lens.

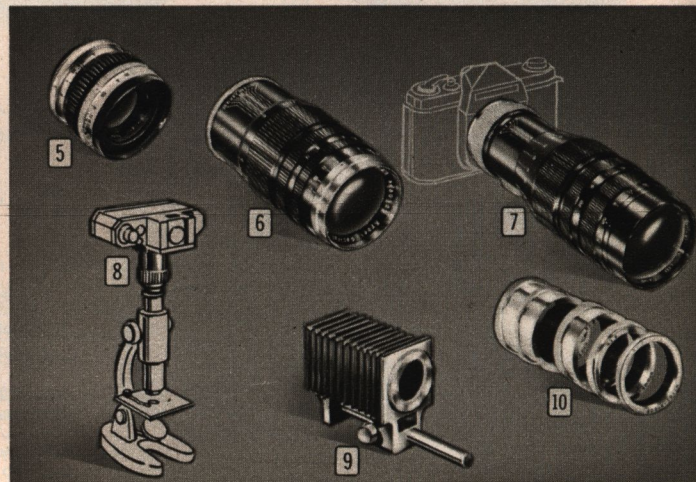
Telephoto and Wide-angle Lenses for TOWER 45, 46, Yashica YF, Canon and Leica Cameras (except M3)

Compare the remarkably low prices of these f:3.5 precision-made accessory lenses. All lenses stop down to f:22; all use series 6 filters (except 3C7538, uses series 7). See page 60 for lens filters. Made in Japan.

You're never "too far away" or "too close" with accessory lenses.

Telephoto lenses—bring subjects in close for sharp, detailed pictures. 105mm for portraits, flower studies and theater productions. 135mm for wild life, birds, sporting events. Wide-angle lens—gives greater picture area for group shots . . . wherever you need a wider range in limited space.

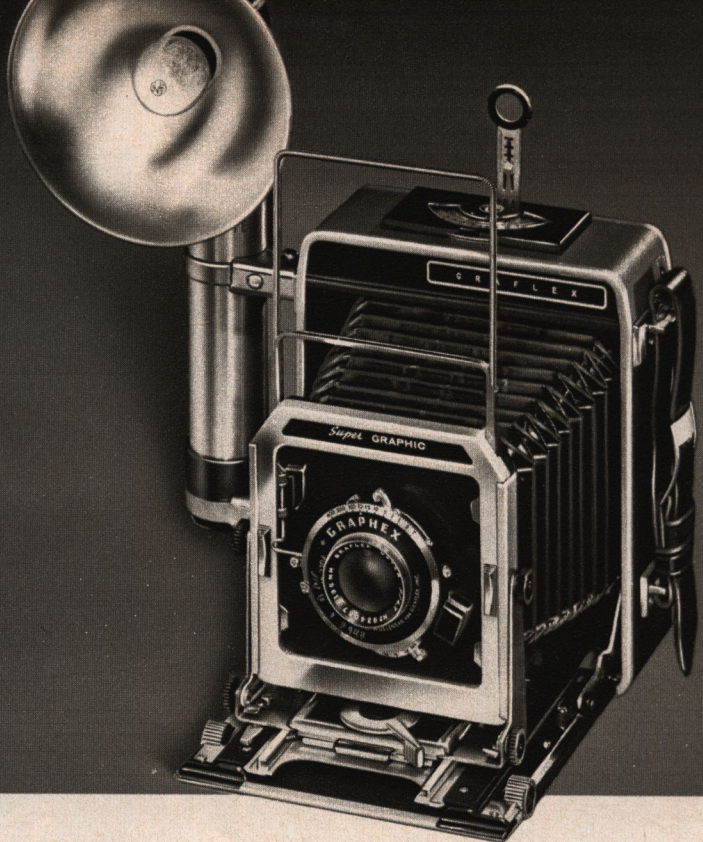
- 1 135mm Telephoto Lens. Magnifies approximately three times.
3 C 7538—Focuses 5 feet to infinity. Shipping weight 2 lbs. \$44.95
 - 2 105mm Telephoto Lens. Magnifies approximately two times.
3 C 7539—Focuses 3 1/2 feet to infinity. Shipping weight 2 lbs. 39.95
 - 3 35mm Wide-angle Lens. Increases field of view covered by normal lens.
3 C 7540—Shipping weight 1 lb. \$39.95
 - 4 Zoom Viewfinder. Adjusts to correct fields for any 35mm to 200mm lenses. Parallax correction. For any camera with accessory clip.
3 C 7541—Zoom viewfinder with leather case. Shpg. wt. 8 oz. \$13.95
- Save \$3.25 on 5-piece Combination. Take advantage of this offer, separately sells for \$97.75. Consists of 135mm telephoto (1) and wide-angle (3) lenses above with individual viewfinders for both plus zoom viewfinder (4).
3 C 7542C—5-pc. Combination. Shpg. wt. 4 lbs. \$94.95



Wide-angle, Telephoto Lenses, Attachments for TOWER 26, 29, Asahi Pentax, Practica, Pentacon, Contax S & D

- 5 35mm f:3.5 Wide-angle Lens. Puts 87% more picture area on your film.
3 C 7440—Pre-set diaphragm. Shipping weight 2 lbs. \$36.95
- 6 135mm f:3.5 Telephoto Lens. Magnifies about 3X. Focuses 6 ft. to inf.
3 C 7439—Pre-set diaphragm. Shipping weight 2 lbs. \$44.95
- 7 250mm f:4.5 Telephoto Lens. Magnifies about 5X. Focuses 15 ft. to inf.
3 C 7444C—Pre-set diaphragm. Shipping weight 2 lbs. \$119.95
- 8 Microscope Attachment. Adapter connects camera to any standard microscope for microphotography. Use with extension tubes (3C7447) below.
3 C 7445—Microscope Attachment. Shipping weight 1 lb. \$12.95
- 9 Bellows Close-up Attachment. Attaches to camera for extreme close-ups. Bellows expands for focusing to different distances.
3 C 7446—Bellows Close-up Attachment. Shipping wt. 1 lb. \$14.95
- 10 Extension Tubes Close-up Attachment. Set of metal tubes, use between camera and regular lens to increase focal length for extreme close-ups.
3 C 7447—Extension Tubes. Shipping weight 1 lb. \$7.95

Above lenses and attachments precision crafted in Japan



Handle any size photo job with 2 1/4 x 3 1/4 Century Graphic

Camera only \$164.95 \$5 cash down

Compact Century Graphic answers all your photographic needs. Prontor SVS shutter synchronized for M-type bulbs or electronic flash at all speeds, 1 sec. to 1/300 plus bulb. Also has self-timer and EVS coupling. You can set diaphragm and shutter separately or set both with one simple EV number. 101mm f:4.5 Graflar lens. Graflok back permits use of all Graphic accessories.

Lenses are interchangeable. Switch from normal to wide angle to telephoto in seconds. Large knobs let you focus with either hand.

Focus one of three ways: vernier scale, ground glass or with accessory rangefinder. Optical finder. You can raise, shift or tilt camera front to control distortion and perspective. When taking extreme close-ups, extend the bellows to twice its normal length.

Molded Mahoganite plastic body protects camera from extreme heat, cold, humidity. Uses sheet film, roll film or film packs (see below). 2 1/4 x 3 1/4-in. negatives.

C3 C 7331C—Century Graphic. (Shpg. wt. 5 lbs.)... \$164.95
C3 C 7334—Fiber Carrying Case. (Shipping wt. 3 lbs.)... 24.95

Get big 4x5 pictures, use wide variety of accessories . . with Super Graphic 45

Camera only \$399.00 \$10 cash down

Automatic footage scale matches any lens, lets you calculate flash exposure. Camera has built-in 45-volt BC circuit. Synchronized for all types of flash.

Cams interchange—match lenses, operate rangefinder, focusing scale and flash calculator. Easy-to-change accessories . . cams slip into position in a second.

Shoot from 1 second down to 1/400, plus time and bulb. Between-the-lens shutter. Release button on camera operates shutter and flash electrically.

Here are some of the advanced features you get on the Graphic Super 45—use any type of film: sheet, film pack or roll (with proper accessories). Special Presslock tripod mount (in outfit) lets you mount camera on any tripod. Flash cords plug into camera. Raise or lower the front of the camera, tilt it forward or back, adjust to right or left for greatest control of perspective and distortion. Graflex Optar 135mm f:4.7 lens.

Light and compact . . only 7x7 1/4 x 4 inches. Aluminum body, so it weighs just 4 3/4 pounds (less flash). Also available with 1/1000 shutter.

C3 C 7336C—Super Graphic, 1/400 shutter. (Shipping weight 9 lbs.)... \$399.00

C3 C 7337C—Outfit. Includes camera with between-the-lens 1/400 shutter, Graflite flash with 5-in. reflector, batteries and Presslock. (Shipping weight 12 lbs.)... \$444.20

C3 C 7332C—Outfit as above but 1/1000 camera shutter. (Wt. 12 lbs.)

\$10 down, \$24 month. Cash \$494.70

C3 C 7338—Optical Finder. (Wt. 5 oz.)... 8.00

C3 C 7339—Presslock Mount. (Wt. 8 oz.)... 9.75

C3 C 7335—Fiber Carrying Case for Super Graphic. (Shipping weight 5 lbs.)... \$29.50

Have the right press camera film at the right time . . Use Adapters, Holders and Film, in 2 1/4 x 3 1/4 and 4x5 sizes

1 Polaroid Land Film Holder for 4 x 5 cameras. "Picture-in-a-minute" accessory for Polaroid film in 4 x 5-inch size. Operates by the same principle as Polaroid roll film. Fits 4 x 5 Graphic cameras with Graflock or spring-type back and most press-type view cameras having Graphic-type spring-backs. Special film packets (below) are inserted into holder, exposed, withdrawn . . . 60 seconds after removal, picture is ready (see view at right). Use film with paper or acetate-base negative.
C3 C 9635C—Polaroid Film Holder. Wt. 1 lb. \$49.95

Polaroid PolaPan Film Type 52 (a paper-base negative). Exposure index: daylight 200; tungsten 160. Picture size 3 1/2 x 4 1/2 inches. Use with Polaroid film holder above. (Shpg. wt. 8 oz.)
C3 C 9636—Box of twelve 4 x 5 film packets. . . . \$6.22

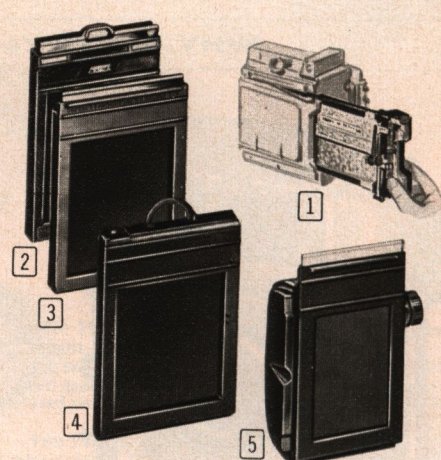
Polaroid Professional Pan Film Type 53. Film has an acetate-base negative making it possible to save the negative. (Instructions included.) Exposure index and picture size as above. Use with Polaroid film holder above. (Shpg. wt. 8 oz.)
C3 C 9637—Box of twelve 4 x 5 film packets. . . . \$7.31

2 Sheet Film Holders for press cameras. Each holds two sheets of film. Darkroom loading.
C3 C 7340—4 x 5 size. (Shpg. wt. 1 lb.)... \$4.95
C3 C 7341—2 1/4 x 3 1/4 size..(Shpg. wt. 1 lb.)... 4.85

3 Film Pack Adapters for press cameras. Holds 12-exposure film packs. Daylight loading.
C3 C 7342—4 x 5 size. (Shpg. wt. 1 lb.)... \$13.95
C3 C 7343—2 1/4 x 3 1/4 size. (Shpg. wt. 1 lb.)... 13.95

4 Grafmatic Sheet Film Holder . . holds 6 sheets in a space not much thicker than that of a regular holder. Changes film rapidly . . fast push-pull action. Automatic film counter. Fits Speed, Crown, Century Graphics with Graflock backs only.
C3 C 7344—For 4 x 5 cameras. (Shpg. wt. 1 lb.) \$28.95
C3 C 7345—For 2 1/4 x 3 1/4 cameras. (Wt. 1 lb.)... 24.95

5 Graphic Roll Film Holders. Converts your 4 x 5 Speed and Crown Graphics with Graflock or Graflex backs to use daylight-loading black and white or color 120 roll film. Takes 8 or 12 photos per roll. (Shipping weight 6 lbs.)
C3 C 7346—Takes eight 2 1/4 x 3 1/4 photos. . . . \$32.95
C3 C 7347—Takes twelve 2 1/4 x 2 1/4 photos. . . . 27.95



USE WHILE YOU PAY . . see Sears Easy Terms on page 82

SNAP PERFECT PICTURES INSTANTLY..



Kodak Starmatic needs no focusing

\$29.95 \$3 down
cash

It's a snap to take perfect daytime pictures . . . let the automatic electric eye do all the figuring for you. Use manual exposure control for flash pictures . . . EV settings of 12 through 15. You'll get twelve 3½x3½-inch black and white snapshots, color prints or super slides on inexpensive 127 film. Use Kodacolor for prints; Ektachrome for slides. You can't accidentally make a double exposure.

Your pictures will be sharp from 8 feet to infinity without need of adjustments because 3-element f:8 lens is prefocused for you. Aim through extra-bright optical viewfinder . . . warning signal lets you know when to use flash (order Kodalite Flashholder separately below). Sturdy plastic body, metal parts. Neck strap.

- 3 C 7813—Starmatic Camera. Shipping weight 1 pound. \$29.95
- 3 C 7814—Leather Case for above. Shpg. wt. 10 oz. 5.95
- 3 C 8971—Kodalite Midget Flashholder. Shpg. wt. 8 oz. 3.95



Automatic Reflex Camera Outfit

Only **\$29.95** \$3 down
cash

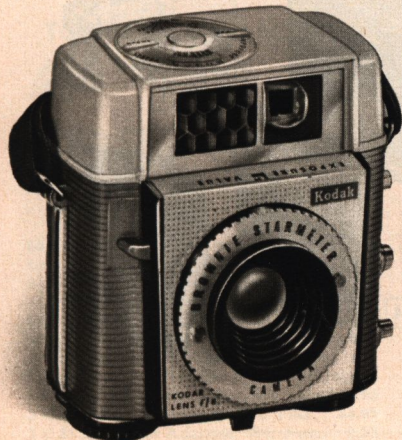
It's all here . . . everything you need to start taking pictures the easy, automatic way. It's a breeze to compose beautiful pictures with clear, reflex viewing. You see exactly what you're taking full-picture size . . . before you shoot.

Take twelve 3½x3½-inch pictures . . . black and white, color or 2¼x2¼ slides on large 620 film. No lens adjustments necessary . . . everything you take from 5 feet to infinity will be in focus. You get full-range of automatic lens openings from f:8 for dim light to f:32 for brightly lighted

scenes. In the daytime, you take pictures as long as you see the green light "go signal" in the viewfinder. When you no longer see it you can take pictures with flash. Easy-to-use manual controls set lens for correct flash exposures. Easy to load. Setting adjusts electric eye for speed of popular black and white or color films. Die-cast metal body.

Complete outfit includes camera, flash attachment, carrying case, strap, 4 flash bulbs, 1 roll 620 black and white film.
3 C 7852—Shpg. wt. 4 lbs. Outfit. . . . \$29.95

WHY WAIT? You can buy now on Sears Easy Terms . . . see page 82



Match the numbers for perfect exposure. See it on the meter, set it on the lens

Kodak Starmeter with built-in light meter
.. so easy to use it's almost automatic

\$19.95 \$2 down
cash

Make just one simple setting and you're ready to shoot. When you point camera at your subject the light meter needle will point to the correct EV (exposure value) number. Simply turn the lens ring until the same number appears in a window at front of camera. It's all set to shoot!

Three-element f:8 lens is prefocused . . . needs no adjusting. Take twelve 3½x3½-inch black and white or color snapshots or super slides on 127 film. Kodak Supermite Flashholder below uses tiny, powerful AG1 bulbs.

- 3 C 7352—Camera. Plastic body, metal parts, Strap. Shpg. wt. 10 oz. \$19.95
- 3 C 8970—Supermite Flashholder. Shipping weight 6 ounces. 3.95

Starmeter Outfit. Camera, Supermite Flashholder, 4 flash bulbs, 2 penlight batteries, 1 roll 127 black and white film, neck strap.
3 C 7353—Outfit. Shipping weight 2 pounds. \$24.95

NO FUSS..NO FIGURING..NO DELAY

Just aim and shoot
in sun or shade . .
Automatic Electric Eye
does the rest . .



Take it with a Tower
127 Electric Eye 

Never before a Fully Automatic Electric Eye Camera
with built-in flash at this sensationally low price

New TOWER Automatic 127 \$1795

At last, a low-cost camera designed to give you every automatic feature found on more expensive cameras of its type PLUS brand new features not found on any camera in its price range.

Take 12 color or black and white pictures or color slides on inexpensive 127 film. Take them outdoors or indoors . . day or night-time. No extra flash gun to buy or carry. Built-in flash uses new jellybean-size AG1 bulbs. Set camera to your film's speed index by sliding a lever until correct number shows in window. Take pictures in dim light with fast 3-element lens.

Focus quickly for correct distance-to-subject by simply turning lens mount to proper footage marking. Focus from 5 feet to infinity.

Remarkable photoelectric eye sets lens automatically for correct daytime exposures. When you focus for flash shots, the lens adjusts to the correct opening automatically . . no time wasted dividing distance and guide numbers.

It even tells you when to use flash. When light is too dim for regular shots, you see a red warning signal in the viewfinder. Neck strap included.
3 C 7888—Plastic and metal. Wt. 1 lb. 8 oz. \$17.95

AG1 Flash Bulbs. One dozen in sleeve. Shipping weight 2 ounces.

3 C 8665—For indoor color film \$1.23
3 C 8666—AG1B (blue) for outdoor color film when used indoors \$1.56

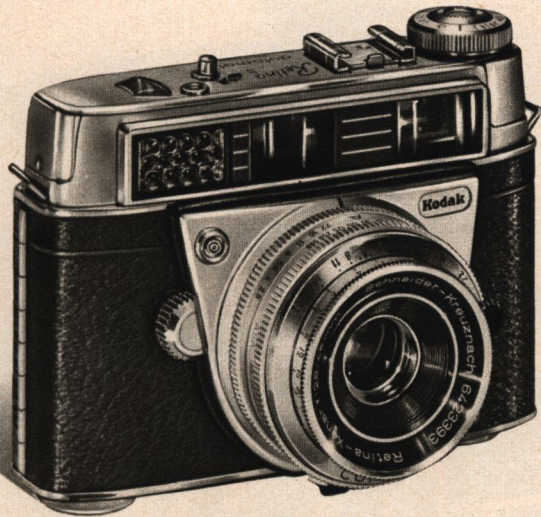
Two Penlight Batteries for flash.
34 C 4653—Shipping weight 2 ounces. . . . 2 for 25c

Do not order 3C7888
before November 15th, 1960

Send no money . . pay later on Sears Charge Plan . . see page 82

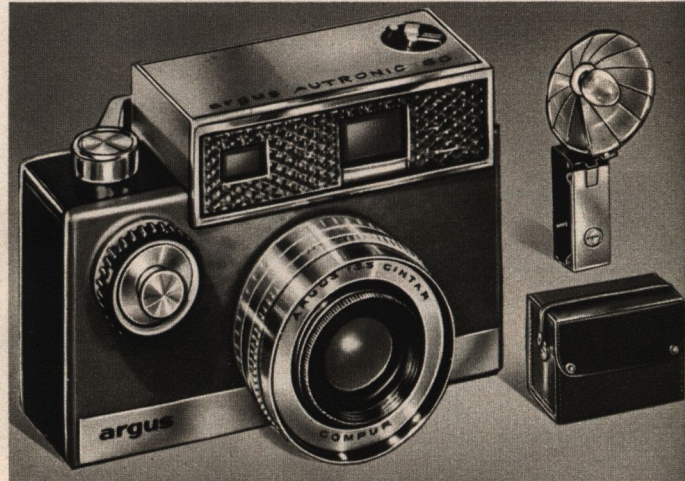
35mm Automatic Electric Eye Cameras

Take pictures like an expert . . . no guesswork, no figuring, no setting



Kodak Retina Automatic III with f:2.8 lens

\$129⁵⁰ \$5 down
cash



Argus Autronic Camera with case and flash

\$89⁹⁵ \$5 down
cash

Get automatic exposure control on the precision-made Retina. It's this simple: set camera for automatic operation. Then press release lever. Electric eye automatically determines correct lens opening at any of five shutter speeds, from 1/30 to 1/500 second. When there isn't enough light, lever locks and stop signal appears in the viewfinder.

Manual exposure control for unusual light conditions. Use film from ASA 10 to 1000. Rangefinder combined with viewfinder. Retina-Xenar f:2.8, 45mm lens. Single-stroke film advance. You never get a double exposure.

Shutter speeds from 1/30 to 1/500 and bulb. Electronic flash synchronized at all speeds, M-type at 1/30, F-type at 1/30 and 1/60. (For flash see 3 C 8900, page 57.) All-metal, leather-covered body. Made in West Germany.

- 3 C 7878C—Retina Automatic III. Shipping weight 3 lbs. \$129.50
- 3 C 7879—Leather Case for above. Shipping weight 1 lb. 14.50
- 3 C 8106—Filter Adapter. (Takes series 6 filters.) Shpg. wt. 3 oz. 2.85

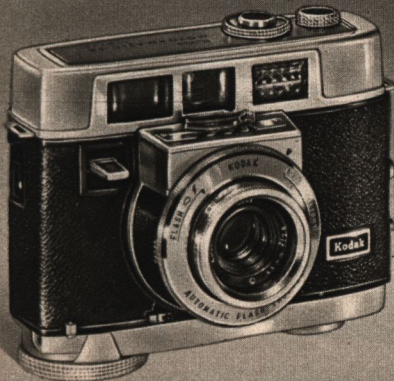
The Argus Autronic leaves nothing to chance. Just aim the camera and the sensitive built-in electric eye finds the perfect lens opening. You can set the exposure control for any film speed from ASA 10 to 200.

Famous 50mm f:3.5 Cintar lens, the same lens used on the popular C3. Set Compur shutter for speeds from 1/30 to 1/500 plus bulb for manual use. Also has simplified settings for "Flash," "Scenes," or "Action."

Focusing is easy too. Coupled rangefinder and viewfinder bring all subjects in focus from 3 ft. to infinity. Single-stroke film advance counts exposures, prevents double exposures and blanks. Built-in retaining ring, so you can use series 5 filters. Take 20 or 36 exposures with one roll of 35mm film. Synchronized for both electronic flash and flash bulbs (5 or M25).

Plug-in fan-fold flash included. Also comes with leather case. Camera has die-cast metal top, back and front.

- 3 C 7812C—Argus Autronic Outfit. (Shipping weight 4 lbs.) \$89.95



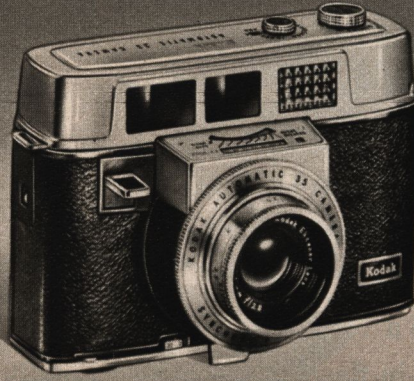
New Kodak Motomatic 35

\$109⁹⁵ \$5 down
cash

Here's a 35mm camera you don't have to wind after each shot. The spring-operated drive of the Motomatic stores enough power from two windings to transport 20 pictures. Take pictures with unheard of speed—as fast as 10 in 6 seconds.

Automatic exposure control with film ASA 10 to 800. Flash exposure control. 44mm f:2.8 lens. Four shutter speeds from 1/40 to 1/250. Projected frame finder with parallax marking. Built-in adapter ring for series 5 filters. Metal body.

- 3 C 7876C—Kodak Motomatic. Wt. 3 lbs. . . . \$109.95
- 3 C 7877—Leather Case. Shpg. wt. 1 lb. 12.50
- 3 C 8971—Midget Flashholder. Shpg. wt. 8 oz. . . . 3.95



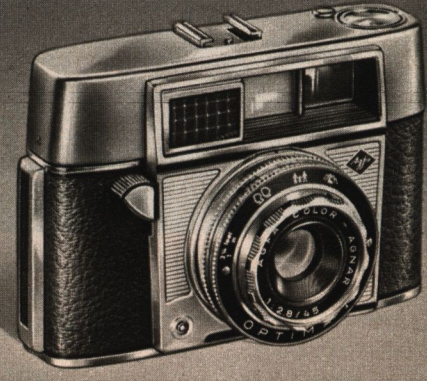
Kodak Automatic 35mm Camera

\$89⁵⁰ \$5 down
cash

Find the right lens opening the simplest way. In normal light, electric eye finds it for you. For flash, use simple manual EV system.

You get click-stop zone focusing down to 2 1/2 ft. Warning signal in viewfinder when light is insufficient. Fast f:2.8 lens. Synchro 80 shutter. Single-stroke film advance prevents double exposures. Easy drop-in loading, automatic film leader wind-off. Takes 20 or 36 shots. Built-in series 6 filter adapter. All-metal body.

- 3 C 7803C—Kodak Automatic. Wt. 2 oz. \$89.50
- 3 C 7804—Leather Case. Shpg. wt. 10 oz. 12.50
- 3 C 8971—Midget Flashholder. Shpg. wt. 8 oz. . . . 3.95



NEW . . . Low-priced Agfa Optima I

With case **\$69⁹⁰** \$5 down
cash

Automatic picture taking . . . set the indicator on the lens for one of three kinds of pictures . . . "Close-ups," "Groups," or "Distant Scenes."

Then electric eye sets correct lens opening. If there isn't enough light, red marker appears in the bright-frame viewfinder. In good light, marker is green . . . release shutter, get perfect picture.

F:2.8 lens. Speeds from 1/60 to 1/500. Takes films from ASA 10 to 100. Comes with case. All-metal body. From W. Germany.

- 3 C 7880C—Agfa Optima I, case. (Wt. 4 lbs.) . . \$69.90
- 3 C 8900—Flash Unit. From Japan. Wt. 8 oz. . . 5.95
- 3 C 8108—Series 6 Filter Adapter. Wt. 3 oz. . . . 2.95

Shoot color or black and white . . . Inexpensive Box Camera Outfits



Complete TOWER Phantom Reflex Outfit

\$789

It's easy to take beautiful pictures when you can compose your scene in a bright, full-picture-size reflex viewfinder. Hood snaps shut to protect viewfinder. Take 12 sharp 3½x3½-in. pictures or 2x2-in. color super slides on 127 film. Fixed-focus lens. Switch sets lens for color or black and white film. Shoot as close as 5 ft. Take pictures indoors or at night with flash attachment. Uses M2 bulbs. Camera body of durable, high-impact plastic in pleasing, two-tone green.

You get all this in the outfit: the camera, flash attachment, 4 M2 bulbs, 2 penlight batteries, 1 roll 127 black and white film, gadget bag and 2x2-inch slide viewer.

3 C 7946—TOWER Phantom Outfit. Shpg. wt. 1 lb. 6 oz. . . \$7.89

IMAGINE!

A Camera with built-in flash
plus everything you need

All for
Only **\$595**

Complete Outfit with
TOWER Hide Away Camera

- Cover up . . . you're ready to take indoor or outdoor flash pictures
- Cover down . . . flash stays clean and protected when not in use

For this low price you get a complete outfit that lets you shoot pictures all day . . . indoors or out. And you can take beautiful color snapshots or slides as well as sharp black and white pictures. You'll get twelve 3½x3½-inch prints or 2x2-inch color super slides on 127 film. Flash uses economical M2 bulbs.

Take pictures as close as 5 feet away to as far as the eye can see . . . fixed-focus lens makes everything sharp . . . without adjustments.

Sturdily built of high-impact plastic in attractive two-tone gray and green.

Complete outfit includes: Hide Away camera with built-in flash, adjustable neck strap, 1 roll of black and white film, 4 flash bulbs, 2 flash batteries, pocket-size slide viewer, gadget bag with shoulder strap. Packaged in attractive gift box.

3 C 7945—Shipping weight 1 lb. 8 oz. . . . \$5.95



Brownie Reflex 20 . . big view screen

Outfit **\$2195** **\$2.50**
cash down

Extremely easy to aim and compose on large 1¾x1¾-in., shaded viewfinder . . . marked for taking slides. Fold-down hood. Get 12 pictures on 620 film, 3½x3½-in. black and white or color prints or jumbo 2¼x2¼-in. slides. You control the exposure with 3 lens settings. Zone focusing for close-ups, groups or scenes. No double exposure, automatic film advance stop. Black plastic with aluminum-finish trim.

Takes series 6 filters. Use 1 5/16-in. slip-on adapter (see pg. 60). Complete outfit includes camera, neck strap, flash gun, 4 bulbs, 2 batteries, 1 roll black and white film, gadget bag, instructions.

3 C 7984—Shipping weight 2 lbs. 8 oz. . . . \$21.95
3 C 7983—Camera only. Shpg. wt. 2 lbs. . . . 16.50
3 C 8956—Flash Gun for above. Shpg. wt. 6 oz. 2.49



Brownie Flash 20 . . built-in flash

Outfit **\$1695**

Nothing to attach, the flash goes along. You control your shots, get more precise results with 3 adjustable lens openings and click-stop zone focusing that makes your subject stand out sharply against background. Viewfinder marked for slide picture area. Take 12 black and white or color prints (3½x3½-in.) or jumbo 2¼x2¼-inch slides on large 620 film. No double exposure, positive film advance stop.

Plastic body. Adjustable neck strap. Takes series 6 filters with 1 5/16-in. slip-on type adapter sold on pg. 60. Complete outfit includes camera, 4 flash bulbs, 2 batteries, 1 roll black and white film, brown plastic gadget bag, instructions.

3 C 7991—Outfit. Shipping weight 2 lbs. 8 oz. . \$16.95
3 C 7990—Camera only. Shpg. wt. 1 lb. 8 oz. . 13.95



Brownie Twin 20 . . two-way viewing

Outfit **\$1595**

Use steady, waist-level, reflex viewing or fast eye-level viewing to suit each picture-taking situation.

Get precise exposure and focus with 3 adjustable lens openings and easy-to-use zone-focusing. Take 12 color or black and white pictures 3½x3½ in. or jumbo 2¼x2¼-in. color slides on large 620 film. No double exposure.

Black plastic body with metal trim. Takes series six filters. Uses 1 5/16-in. filter adapter on page 60. Complete outfit includes camera, flash gun, 4 M2 flash bulbs, 2 batteries, 1 roll black and white film and brown plastic gadget bag.

3 C 7986—Outfit. Shpg. wt. 2 lbs. 8 oz. . . . \$15.95
3 C 7985—Camera only. Shpg. wt. 1 lb. 8 oz. . . 10.95
3 C 8956—Flash Gun for above. Shpg. wt. 6 oz. . 2.49

Finest, Most Complete "Picture-in-a-minute" Outfit ever offered . . . with Polaroid "800" Camera

Save \$27.60

Separate prices total ~~\$187.55~~ \$159.95 ^{\$5} cash down



47 pieces plus 10-year Camera Guarantee

Now, take advantage of all the latest developments from Polaroid and save money too! Polaroid pictures are better than ever . . . and so easy to take. Get everything you'll need to take them . . . and to cherish them for years.

Take it with the "800" camera and admire your finished print 60 seconds later! The exposure value (EV) system is the key to easy picture-taking. Just dial a single EV number and you automatically get correct lens and shutter settings. Sight and focus through the coupled rangefinder-viewfinder. Capture your subject with perfect definition at every distance from 3½ feet to infinity with the sharp 3-element lens. Take eight large 3¼x4¼-inch prints per roll.

Aluminum body has special reinforcement at wear points and lifetime lubricated bearings. All camera parts guaranteed against defects in materials and workmanship for 10 years from date of original purchase . . . any such defects will be remedied *without charge* at factory authorized repair stations.

Wink-light attachment lets you take flattering indoor pictures without costly flash bulbs. In extremely dim light take regular flash pictures with AG1 booster attachment that plugs into Wink-light. A single battery (included) gives over 1000 winks. 4-S filter lets you take pictures in brightest sunlight with 3000 film . . . the same film you use indoors, without flash. Carry the camera and accessories in the custom-fitted case of top-grain cowhide with adjustable shoulder strap. Eight rolls of fast Polaroid 3000 film included . . . take 64 big pictures.

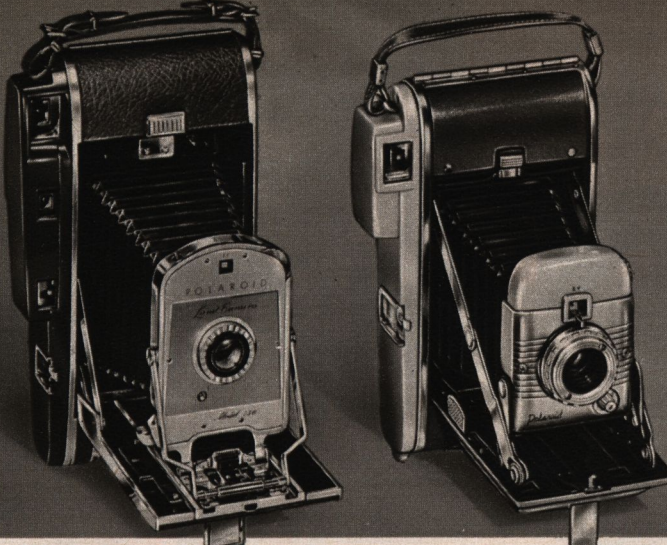
Learn how to use the Polaroid camera at its creative best from the informative, easy-to-read "pictures in a minute" book . . . hard covers, 96 pages. Jumbo 5½x11½-inch album with artificial leather cover, has transparent pockets for 90 prints. Keep 32 more prints in two handy pocket-size albums. Postcarders are self-adhesive for attaching a Polaroid print.

You get 25 Postcarders in the outfit. Also 6 coupons redeemable for 6 beautiful 5x7-inch enlargements in display folders. (Valid when submitted with an order for regular Polaroid reprint service.) Gift boxed.

3 C 9734C—Complete "800" Outfit. (Shpg. wt. 13 lbs.) . . . \$159.95

Here are all the items you get . . . priced separately

3 C 9567C—Polaroid "800" Camera only. (Shpg. wt. 6 lbs.)	119.95
3 C 9554—Wink-light, Booster Attachment, 4-S Filter. Shpg. wt. 1 lb. 4 oz.	17.95
3 C 9579—Fitted Leather Case. (Shpg. wt. 3 lbs. 8 oz.)	21.95
3 C 9553—Type 47 Film (3000) speed. 8 exp. Wt. each 8 oz.	2.29
3 C 9583—"Pictures in a minute" Book. Illust. (Wt. 3 lbs.)	3.95
3 C 2559—90-print Album. Shipping weight 1 lb. 4 oz.	3.98
3 C 9582—Pocket Album. Holds 16 prints. (Shpg. wt. 4 oz.)	25c
3 C 9581—Postcarders (25 in package). (Shpg. wt. 4 oz.)	95c



Polaroid "150"

Camera only \$113.50 \$5 cash down

Big 3 1/4 x 4 1/4-inch prints in just 60 seconds! Parallax corrected finder gives you accurate viewing close or far away. Coupled range-finder. Adjust shutter speed and lens opening with single dial. Aluminum body. Brown simulated leather cover and hand strap.
 3 C 9743C—High Speed Outfit. (Outfit described at right below.) Shipping weight 11 pounds.....\$139.95
 3 C 9562C—Camera only. Wt. 6 lbs.. 113.50

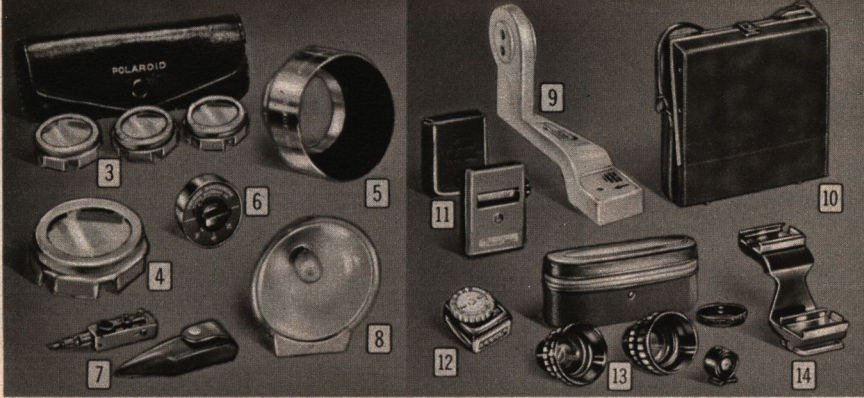
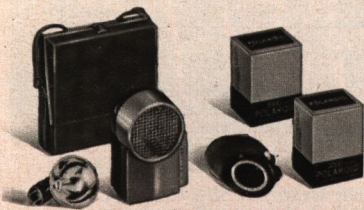
Polaroid "80B"

Camera only \$76.85 \$5 cash down

You get 2 1/4 x 3 1/2-in. prints in a minute with this compact Polaroid, the smallest made. Easy-to-focus optical viewfinder. Adjust single dial for shutter speed and lens opening. Synchronized for flash bulbs. 3-element lens. Two-toned gray aluminum body, chrome-plated accents. Comes with carrying strap.
 3 C 9744C—High Speed Outfit. (described below.) Shipping weight 9 pounds.....\$99.50
 3 C 9563C—Camera only. Shpg. wt. 4 lbs.. 76.85

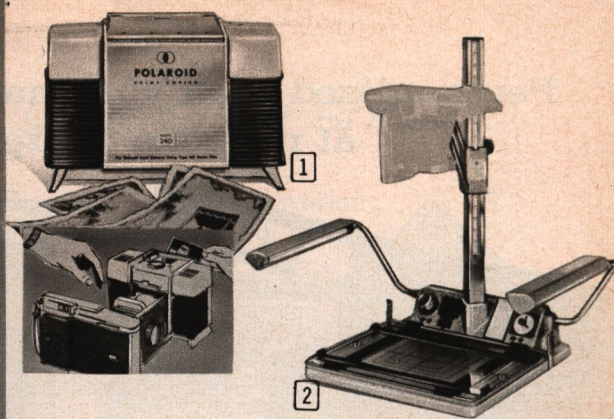
Take Polaroid pictures indoors without flash!

- Here's what you get in each High Speed Outfit:
- ✓ Polaroid Land Camera, either "150" or "80B" model.
 - ✓ Plastic compartment case for camera.
 - ✓ Wink-light with booster flash attachment.
 - ✓ 4-S filter for using 3000 film outdoors.
 - ✓ 2 rolls of ultra-fast Polaroid 3000 film.



Accessories for Polaroid Cameras

- 3 Filter Kit.** Yellow, orange and polarizing filters. Case. Shpg. wt. 1 lb.
 3 C 9639—For all models except 110A. \$5.95
- Close-up Kit (not shown).** For portraits, photocopying. 3 lenses, case. Shpg. wt. 1 lb.
 3 C 9638—For all models except 110A. \$8.95
- 4 Orange Filter.** Fits all but 110A.
 3 C 9572—Shipping wt. 3 oz. 1.95
- 5 Lens Shade.** Fits all but 110A.
 3 C 9573—Shpg. wt. 3 oz. 2.45
- 6 Minitminder Timer** with bell. Wt. 8 oz.
 3 C 9607—Attaches to camera. \$4.50
- 7 Self-timer.** Make self portraits. Gives 10-second delay. Leather case.
 3 C 9618—Shipping wt. 6 oz. \$3.25
- 8 Shoe Synch Flashgun.** For all Polaroids except 95's. Safety shield.
 3 C 9613—With BC battery. Wt. 1 lb.. \$7.95
- 9 Bounce-flash Bracket.** Clips to camera.
 3 C 9559—For 95B. Wt. 4 oz. \$1.75
 3 C 9560—For 150, 110A, 80A. Wt. 3 oz. 2.95
- 10 Plasticized Artificial Leather Case.** Compartments for camera, accessories. Brown with satin aluminum trim; shoulder strap.
 3 C 8397—10 1/2 x 5 x 8 1/2 in. For models 80, 80A and 80B. Shipping weight 3 lbs. \$9.95
 3 C 8396—10 1/2 x 5 1/4 x 10 1/4 in. For models 150, 110A, 800 and 95B. Shpg. wt. 3 lbs. 8 oz. 10.95
- 11 Exposure Meter.** Gives direct reading. For Polaroid film including 3000 type. With case.
 3 C 9612—Shipping weight 8 oz. \$8.50
- 12 High Speed Polaroid Meter,** to ASA 12,000.
 3 C 9557—Shipping weight 6 oz. \$16.95
- 13 Lens Set.** Telephoto and wide angle lenses, with adapter. The set includes a finder and matching lens hoods. Leather case.
 3 C 9617—Shipping weight 1 lb. 2 oz. \$31.00
- 14 Accessory Bracket.** Mounts in camera accessory clip. Allows you to use finder (above) and Wink-light or use meter and Wink-light, etc. at same time. Accessory bracket fits all Polaroid cameras except 95, 95A and 95B.
 3 C 9616—Shipping weight 2 oz. \$3.95



Have copies in a minute of photos or documents

1 Polaroid Print Copier. Now you can have copies of Polaroid pictures. Polaroid copier gives clear prints quickly, easily, for pennies apiece. No messy chemicals.

You get a perfect copy in just 60 seconds, as quickly as you got your original picture. The copier's electric timer assures exact exposure. In fact, because exposure is controlled, your copy may even be an improvement over the original! Polarized lights provide even, glareless illumination and a top quality lens brings every copy into perfect focus. 110-120-volt AC only. UL listed.

- 3 C 9631—Model 230. For all 80 series models (3 1/2 x 2 1/4-in. prints). Shipping weight 4 lbs. \$29.95
- 3 C 9632—Model 240. For 95, 95A, 95B, 700, 150 and 800 (3 1/4 x 4 1/4-in. prints). Shipping weight 5 lbs. \$29.95
- 3 C 9633—Model 241. For 110, 110A (3 1/4 x 4 1/4). Wt. 4 lbs. 29.95

2 Polaroid Copymaker Model 208. When you need 60-second prints of charts, maps, documents, small objects, the Copymaker provides them. Easel with four sliding masks holds anything that will fit into an 11x14-inch space.

Easel masked in 8 field sizes so you know what will be included in the picture when camera is in different positions. Built-in timer measures exposure and development.

Uniform lighting comes from 2 fluorescent lights, one on each side of the easel.

Model 208 fits all Polaroid Land Cameras using 40 series (3 1/4 x 4 1/4-inch) film. After using the Copymaker, make extra prints with the Polaroid print copier, described above. Perfect when fast, exact copies are required. 110-120-volt AC. C3 C 9634K—Model 208. Shipping weight 24 lbs. \$99.75



Polaroid Films and Wink-light

Polaroid 3000 Film is 15 times more sensitive than standard Polaroid films; lets you take indoor shots with window or regular room light. You still get a print in 60 seconds. Wink-light recommended for best indoor results. Outdoors, use with 4-S filter.

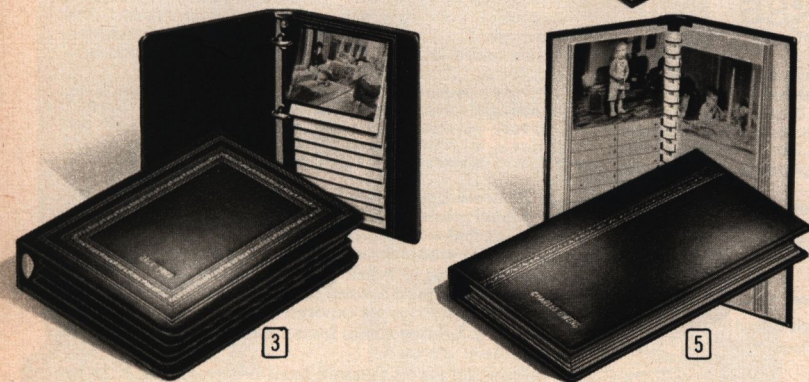
- Type 37 (2 1/4 x 3 1/2-in. prints), 8 exposures. For 80 series.
 3 C 9552—Shipping wt. each 8 oz. Each \$1.79
- Type 47 (3 1/4 x 4 1/4-in. prints), 8 exp. For all except 80 series.
 3 C 9553—Shipping wt. each 8 oz. Each \$2.29

Panchromatic Films, 8 exposures.

Catalog No.	Regular Type	Exp.	Index	Roll
For models 150, 800, 110A, 95's. 3 1/4 x 4 1/4 in. Wt. each 8 oz.				
3 C 9565	42 Pan	200		Each \$2.29
3 C 9566	44 Pan	400		Each 2.29
For model 80's. 2 1/4 x 3 1/2 in. Shpg. wt. each 8 oz.				
3 C 9561	32 Pan	400		Each \$1.64

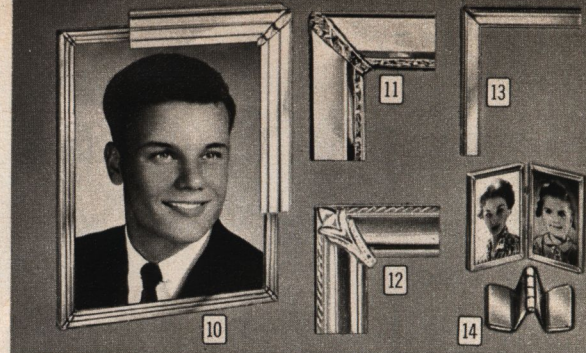
Polaroid Wink-light, used with Polaroid 3000 film, lets you take indoor shots without flash bulbs. Comes with booster flash attachment for extra power. Takes 1000 shots on 1 battery and bulb set (included). Also includes 4-S filter for using 3000 film outdoors. Shpg. wt. 1 lb. 4 oz.
 3 C 9554—For 80's, 150, 800 and 110A. \$17.95
 3 C 9555—For all 95's, 100 and 700. 17.95
 3 C 9735—Extra Battery and Bulb Set. Wt. 10 oz. 2.25

Personalized with your name in gold at no extra charge



Keep your snapshots for years to come in a TOWER Album

- 1** Loose-leaf Album, genuine leather, front and back heavily padded. Metal multi-ring binder. You get ten 8½x10-in. gummed sheets in acetate sleeves. Moisture photo corner to mount. Brown. *Print name.* 3 C 2482X—9x10½ in. Holds about 30 sheets. Shipping weight 1 lb. 9 oz. . . . \$6.98
3 C 2483—Refills for above. Wt. 8 oz. 6 for \$1.09
- 2** As above but imitation leather. 9¾x11½ in. State green, brown or antique white. *Please print name wanted.* 3 C 2564X—Incl. 6 sheets. Wt. 1 lb. 9 oz. \$3.98
3 C 2565—Refills. Shpg. wt. 12 oz. 6 for 1.09
- 3** "Flip-N-C" Album with padded genuine leather cover. 10 transparent 5x3½-in. pockets on each of 3 pages. Holds 120 2½x3½ photos or 60 3x5 photos and negatives. Loose-leaf ring style. 7x9½ in. high. *Print name.* Shpg. wt. 1 lb. 10 oz.
3 C 2556X—Brown only. . . . \$3.98
3 C 2557X—As above except imitation leather cover. State color brown or maroon. . . \$1.98
3 C 2558—Refills. Wt. ea. 2 oz. . . . Each 59c
- 4** Expandable Loose-leaf Albums. Put your prints in individual acetate holders. Padded imitation leather cover. Post bound. Arrange your snapshots so they tell a story. Acetate holders protect them from wear for years. State color green, brown or antique white. *Print name.* Shpg. wt. 1 lb. 14 oz.
3 C 2542X—11¼x7-in. Album holds 36 3½x5-in. photos and negatives. . . . \$3.19
3 C 2543—Refills for above (hold 36 photos and negatives). Shpg. wt. 10 oz. . . . 6 for \$1.69
3 C 2544X—11½x5½-in. Album holds 36 3½x3½-in. photos and negatives. Wt. 14 oz. \$3.19
3 C 2545—Refills for 3C2544X (hold 36 photos and negatives). Shpg. wt. 10 oz. . . . 6 for \$1.69
- 5** Polaroid Picture Albums. Brown imitation leather cover. Album designed to hold photos taken with Polaroid cameras. *Please print name wanted.*
3 C 2554X—5½x11½ in. Holds 90 3½x4½-in. pictures. Shipping wt. 1 lb. 8 oz. . . \$3.98
3 C 2553X—5x11 in. Album holds 90 3½x2¾-in. photographs. Shpg. wt. 1 lb. 4 oz. . . \$3.98



Protect your pictures with Metal Frames

Beautifully designed. Use singly or in combination with hinges sold below. With two-way easel, stand vertically or horizontally. Eyelet for hanging. Glass window included.

10 Our Best. Rhodium plated; more luster than silver; more expensive than gold. Tarnish proof. Fabric back.

Catalog No.	For Photo Size	Shpg. wt. each	Each
3 C 2452	5 x 7 inch	12 ounces	\$3.29
3 C 2453	8x10 inch	1 pound 8 ounces	3.66
3 C 2454	11x14 inch	4 pounds	6.66

11 Fine. Brass with protective luster-lacquer. Fabric back.

Catalog No.	For Photo Size	Shpg. wt. each	Each
3 C 2460	3¼ x 4¼ inch	10 ounces	\$1.49
3 C 2461	5 x 7 inch	12 ounces	1.98
3 C 2462	8 x 10 inch	1 pound 8 ounces	2.09
3 C 2463	11 x 14 inch	3 pounds	3.49

12 Good. Brass frame. Attractive border design. Cotton velour back. A frame that really shows off your pictures.

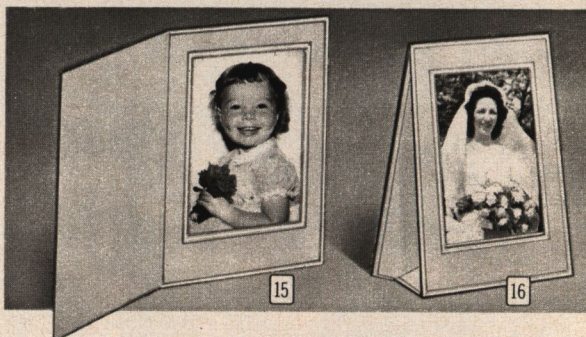
Catalog No.	For Photo Size	Shpg. wt. each	Each
3 C 2470	5 x 7 inch	12 ounces	\$1.29
3 C 2471	8x10 inch	1 pound 8 ounces	1.49

13 Miniature Frames. Brass with cotton velour backing.

3 C 2451	2½x3½-in. photos	Wt. each 5 oz.	.98c
3 C 2450	For 3½x3½-in. photos	Wt. each 5 oz.	.98c
3 C 2455	For 3½x5-in. photos	Wt. each 6 oz.	.98c
3 C 2456	For 3½x4¼-in. photos	Wt. each 6 oz.	.98c

14 Hinges for metal frames. Use 2 hinges for double, 4 hinges for triple-frame combination. You can combine pictures . . . make a group picture by bringing individual photographs together. 2 hinges in package. Shipping weight pkg. 6 oz.

3C2478—For brass frames 3C2479—For rhodium-plated frames
Each package. 49c



Display your favorite pictures in Folders

15 Picture Folder. Inslip-type portrait and enlargement mounts. Fine for mounting gift photos. White insert and gray covers; use either gray or white side. Heavy opening bevel for neat appearance. Sizes below for largest print mountable.

Upright-style Folder. Four sizes.	Dozen	Price
3 C 2492—3x4 in. Shipping weight 1 lb.	Dozen	\$1.57
3 C 2493—4x5 in. Shipping weight 1 lb.	Dozen	2.09
3 C 2494—5x7 in. Shipping weight 1 lb. 8 oz.	Dozen	2.67
3 C 2495—8x10 in. Shipping weight 2 lbs. 12 oz.	Dozen	3.98

Horizontal-style Folder. Four sizes.	Dozen	Price
3 C 2496—5x3½ in. Shipping weight 1 lb.	Dozen	1.88
3 C 2497—5x4 in. Shipping weight 1 lb. 2 oz.	Dozen	2.09
3 C 2498—7x5 in. Shipping weight 1 lb. 12 oz.	Dozen	2.77
3 C 2499—10x8 in. Shipping weight 3 lbs.	Dozen	4.29

16 Picture Easel. 2-piece inslip style. White insert, gray cover. Sizes for largest print mountable. Show your photographs at their best.

Upright-style Easel. Four sizes.	Dozen	Price
3 C 2484—3½x5 in. Shipping weight 1 lb. 6 oz.	Dozen	\$1.77
3 C 2485—4x5 in. Shipping weight 1 lb. 10 oz.	Dozen	2.09
3 C 2486—5x7 in. Shipping weight 2 lbs. 8 oz.	Dozen	2.77
3 C 2487—8x10 in. Shipping weight 3 lbs. 8 oz.	Dozen	4.77

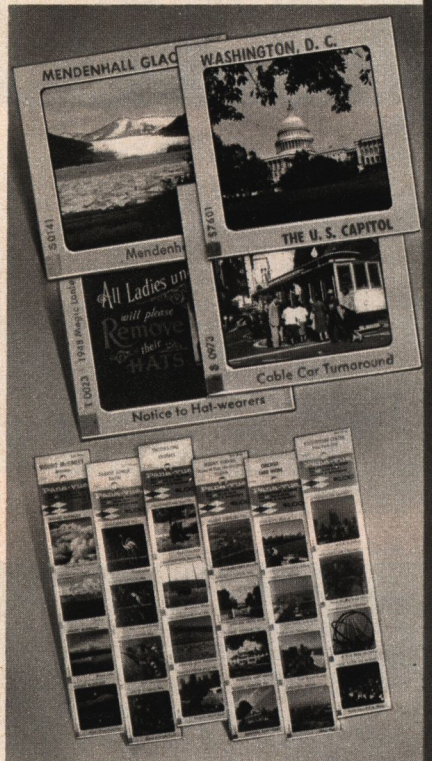
Horizontal-style Easel. Four sizes.	Dozen	Price
3 C 2464—5x3½ in. Shipping weight 1 lb. 9 oz.	Dozen	1.98
3 C 2465—5x4 in. Shipping weight 2 lbs. 12 oz.	Dozen	2.09
3 C 2466—7x5 in. Shipping weight 2 lbs. 12 oz.	Dozen	2.98
3 C 2467—10x8 in. Shipping weight 4 lbs.	Dozen	4.69



- 6** Album or Scrapbook with 8 3½x5 acetate mounts. *Not personalized.* Imitation leather padded covers. State color light blue, green, antique white. Shipping weight 3 lbs.
3 C 2595—10x13-inch Album. \$2.69
3 C 2596—11x14-inch Scrapbook. 2.69
- 7** Extra Clear Plastic Mounts. Wt. pkg. 2 oz.
3 C 2597—3½x5½ in. 8 in pkg. Pkg. 39c
3 C 2598—3½x3½ in. 8 in pkg. Pkg. 39c
3 C 2599—2½x3½ in. 8 in pkg. Pkg. 39c
- 8** Matching Scrapbook and Album. Red imitation leather cover. Post bound. 100 pages. 10¼x13¼ inches. *Print name wanted.*
3 C 2562X—Scrapbook. Shipping weight 2 lbs. 2 oz. \$1.98
3 C 2563X—Album. Shipping weight 2 lbs. 6 oz. 1.98
- 9** "Poc-Ket" Corner Mounts. 300 per package. *Please state color black or silver.*
3 C 2521—Wt. pkg. 6 oz. 29c

Here's how to dramatize your slide show

Round out show with
Title and Travel Slides



Add 2x2 color title and travel slides to your show. Sleeve with 4 slides. State catalog number, title number and title. Shpg. wt. each sleeve 1 oz. X3C9769—Sleeve \$1.00 3 sleeves \$2.79

Humorous Title Slides

- T 001—Prison
- T 002—Old Time
- T 003—Silhouette
- T 004—Vacationing Bears

Travel Slides

- S 288—Grand Canyon
- S 292—Painted Desert
- S 100—Los Angeles
- S 106—Hollywood
- S 108—Yosemite
- S 131—Fantasyland (Disneyland)
- S 133—Tomorrowland (Disneyland)
- S 921—Miami Beach
- S 929—Marineland of Florida
- S 452—Landmarks (Chicago)
- S 458—At Night (Chicago)
- S 216—Going-to-the-Sun Highway (Glacier National Park)
- S 220—Many Glacier Area (Glacier Park)
- S 590—Niagara Falls
- S 593—Niagara Falls
- S 609—At Night (New York City)
- S 612—Skyscrapers (New York City)
- S 615—Empire State Building
- S 625—New York Scenes
- S 634—United Nations Halls and Chambers
- S 176—Oregon Coast
- S 389—Mount Rushmore
- S 790—Mt. Vernon
- S 760—Washington (D.C.)
- S 762—Washington (D.C.)
- S 234—Old Faithful Area (Yellowstone National Park)

SPECIAL TERMS

Just \$5 down on orders from \$50 to \$200. See page 82 for details

Put life in your slide shows . . . record narration . . . add background music, sound effects . . . all on one tape

Record and play back in breathtaking stereo

Webcor Regent Coronet
Stereophonic Tape Recorder

\$349⁹⁵
cash

Only \$10 down

Add exciting new dimensions to slide shows with this completely self-contained stereophonic recorder. Just imagine recording your own narration on one track . . . playing it back . . . and, as you listen, recording a second track of music, sound effects, etc., all on the same tape. THEN . . . imagine what all this could do to breathe life into home slide shows! Many who've tried it call it the greatest advance in the history of tape recording.



Also record monaurally on 2 or 4 tracks. Three speeds: 3 3/4 and 7 1/2 inches per second, plus 1 1/2 inches per second, an extra-long-playing speed that gives you up to 8 hours recording or recording time on a reel.

Two specially designed microphones included for your own stereo recording. Tapes can never be erased accidentally . . . safety lock prevents it. Input jacks let you record AM-FM stereo broadcasts. 2 playback speakers.

You can also play back through external speakers (be low). Frequency response: 50 to 15,000 cycles at 7 1/2 i.p.s. Less than .4% wow and flutter at 7 1/2. 16-watt dual-channel amplifier. Comes with microphones, connecting cords, empty reel. VU meter. 110-120-volt AC. UL listed.

3 C 5957K—Recorder. (Shpg. wt. 36 lbs.) . . . \$349.95
3 C 5958C—External Speakers. Two units with 2 speakers each for maximum stereo effect. (Wt. 15 lbs.) . . . \$69.95

Webcor Regent . . . Hi-fi
Three-speed Tape Recorder

\$169⁹⁵ \$5
cash down

Make your own high fidelity recordings with this lightweight, precision-made Webcor tape recorder . . . the Regent. You have a choice of three recording speeds: 1 1/2 inches per second, for extra long play; 3 3/4 i.p.s.; and 7 1/2 i.p.s. Frequency response of 50 to 12,000 cycles at 7 1/2 i.p.s.

Dual track recording. You never accidentally erase tape, thanks to safety lock. "See" volume level when recording . . . cathode ray level indicator provides visual volume check. Play back tapes over wide-range permanent magnet speaker. Numerical tape counter. Speaker and amplifier jacks.

Amplifier gives 8-watt output. You get low distortion, less than .4% at 7 1/2 i.p.s. Recorder comes with hand-held wide-range microphone. Microphone has ceramic element, not harmed by heat or humidity. Fast forward-fast rewind control. Recorder plays 3, 5 or 7-in. reels, up to 6 hours of recording or playback. 110-120-volt, 60-cycle AC. UL listed.

3 C 5956K—Regent Recorder, Microphone. (Shpg. wt. 31 lbs.) . . . \$169.95

Record up to three hours on
Gemak Tape Recorder

\$79⁵⁰ \$5
cash down

Record or play back up to 3 hours of tape. Dual-track recording at 7 1/2 or 3 3/4 inches per second. You get faithful sound reproduction from big 8x4-inch speaker . . . 100 to 10,000 cycles at 7 1/2 inches per second.

Neon bulb shows recording level. Easy controls too . . . one knob takes care of recording and playback. Built-in interlock keeps you from erasing tape accidentally. Fast wind-rewind control. Record with sensitive crystal microphone . . . or direct from radio, TV or phonograph through input jack. UL listed.

3 C 5954C—Recorder. 110-120-volt AC. Shipping weight 15 lbs. . . . \$79.50

Recording Tape, Reels and Splicer

- 3 C 5963—1-hr. Regular Tape. 600 ft. on 5-in. reel. Shpg. wt. 10 oz. . . . \$1.69
- 3 C 5964—2-hr. Regular Tape. 1200 ft. on 7-in. reel. Shpg. wt. 13 oz. . . . 2.39
- 3 C 5965—1 1/2-hr. Mylar* Base Tape. 900 ft. on 5-in. reel. Wt. 13 oz. . . . 2.49
- 3 C 5966—3-hr. Mylar* Base Tape. 1800 ft. on 7-in. reel. Wt. 1 lb. 3 oz. . . . 3.98
- 3 C 5967—Empty 5-in. Reel. Shipping weight 2 oz.55c
- 3 C 5968—Empty 7-in. Reel. Shipping weight 2 oz.60c
- 3 C 5969—Tape Splicer. Shipping weight 6 oz.5.65

*DuPont Registered Trademark for polyester film.



Get non-stop slide shows that last as long as you like, with hook-together trays.



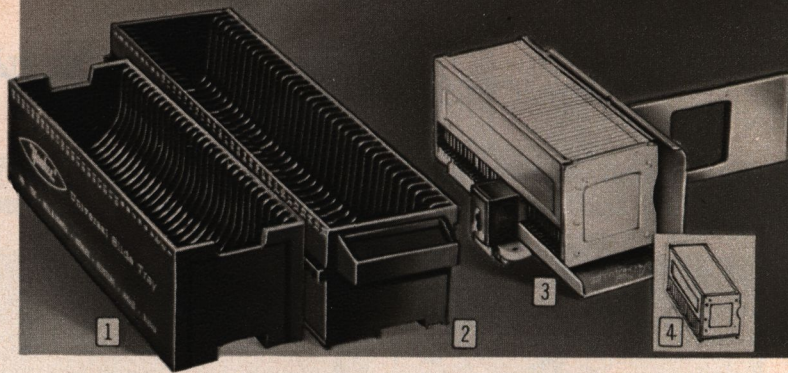
79¢
each

TOWER 40-slide, hook-together Trays

Plastic trays hook together for continuous slide projection. Show any 2x2-in. slides; tray has numbered slots . . . lets you keep an index of where each slide is located. No more "lost" slides due to misfiling. For new TOWER projectors 3 C 9880K-9870K-9840K and models 1860-1850-1840. Also TDC Selectron, B&H electric changer, Viewlex, Keystone projectors.

3 C 9860—40-slide Tray. Shipping weight each 10 oz. Each 79¢

Add years of life to your slides . . . see slide binders and mounts below.



Trays for all types of projectors

1 30-slide Plastic Tray. Sturdy plastic trays hold 2x2-inch cardboard, glass or metal-mounted slides. Slots numbered for indexing. For new TOWER projectors (3 C 9880K-9870K-9840K and models 1860-1850-1840). Also for Anscomatic, TDC Selectron, Bell & Howell electric changers, Keystone, Sawyer-500, Viewlex, AO Executive, Kinderman-150 and 300.
3 C 9977—Shpg. wt. 1 lb. Each 35¢

2 36-slide Plastic Tray for Revere and Wollensak changers. Holds 2x2-inch cardboard, glass or metal-mounted slides. Index numbered to help prevent misfiling.
3 C 9952—Shpg. wt. 8 oz. Each \$1.10

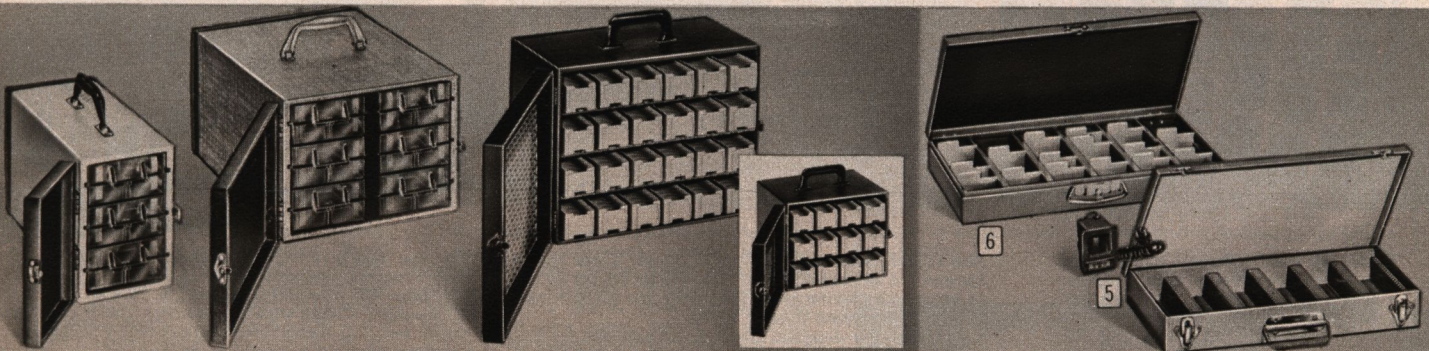
Protect your slides! See slide tray cases below.

Airequipt Slide Changer

3 For all projectors except Argus. Easy-working, finger-tip action changes slide, advances slide tray in one smooth, automatic operation. One slide tray included.

Be sure to state make and model number of your projector when ordering.
X3 C 9979—Wt. 1 lb. 8 oz. \$14.95

4 Extra Metal Slide Tray for all Airequipt slide changers. Holds thirty-six 2x2-in. cardboard-mounted slides. Numbered index and cover included with tray.
3 C 9978—Wt. 5 oz. Each \$2.19



Protect and carry your slides in a Luggage-type Case

Slide File Cases. For all 2x2-in. mounts. Plywood body covered with rich, tan plastic-coated material. Clear plastic slide drawers, each with four adjustable dividers.

3-drawer File. Store up to 1500 cardboard mounts, 510 glass mounts, 750 stereo cardboard or 255 stereo glass mounts.
3 C 9949—Shpg. wt. 4 lbs. 12 oz. \$8.95

6-drawer File. Store up to 3000 cardboard mounts, 1020 glass mounts, 1500 cardboard or 510 glass stereo mounts.
3 C 9950—Shpg. wt. 8 lbs. \$13.95

Slide Tray Cases. Will accommodate any automatic slide changer trays including 40-slide trays above, also Airequipt slide trays.

Sturdy, kiln-dried plywood body covered with moisture and scuff-resistant brown Tolex plastic material. Added slide protection from smooth inside lining. Brass-plated hardware. Slide trays shown in case are not included; order above.

3 C 9943—Case for 24 slide trays
Shipping weight 8 pounds \$7.95

3 C 9944—Case for 12 slide trays
Shipping weight 4 pounds 5.95

Metal File Boxes for individual slides

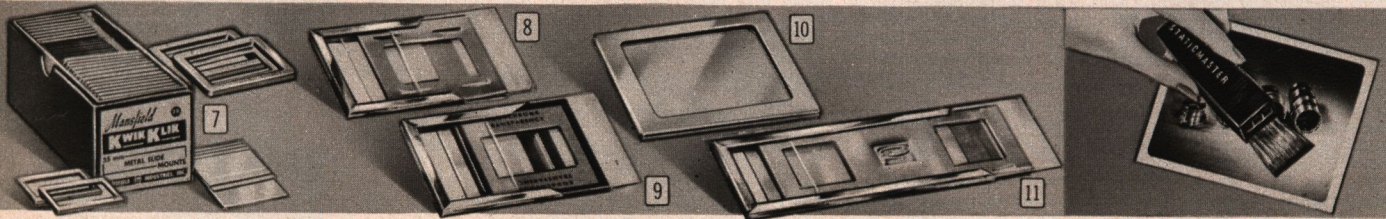
5 File Box with electric viewer. Store and carry up to 250 2x2-in. cardboard mounts or 125 glass-mounted slides. Preview them with the bright electric viewer. Keep track with handy index. Bulb, cord included. For 110-120-volt AC-DC. UL listed.

3 C 9957—14x8x2 inches. Shpg. wt. 5 lbs. \$3.98

Without electric viewer. Holds 300 2x2-in. cardboard mounts or 150 glass slides. Handy index included.
3 C 9958—14x8x2 inches. Shpg. wt. 4 lbs. \$1.95

6 Extra-large capacity. Holds 750 2x2-in. cardboard mounts or 300 glass slides. 24 dividers.

3 C 9959—14x8x2 inches. Shpg. wt. 4 lbs. \$1.95



"Kwik Klik" and Emde Slide Binders for 2x2, 2 1/4x2 1/4 and stereo mounts

7 "Kwik Klik" Kit. 20 masks and 20 metal mounts, plus 40 glass slides for mounting twenty 2x2 slides. Just snap on.

3 C 9964—Shipping weight 1 pound. \$1.39

8 Emde Slide Binding Kit. Foil masks and glass for binding 100 2x2 35mm transparencies to use in Airequipt magazines.
X3 C 9965—Shipping weight 5 pounds. \$6.95

9 Emde 2x2 Readymount Binders. Make aluminum slides from 2x2 or bantam slides in cardboard mounts. Instructions.

3 C 9966—Makes 20 permanent slides. Shpg. wt. 1 lb. \$1.95

X3 C 9967—Same, but makes 100 slides. Shpg. wt. 5 lbs. 8.50

10 Slide Mounts for binding 20 super slides (127 film). Glass and aluminum. Instructions incl.

3 C 9968—Shipping weight 1 pound. \$1.95

X3 C 9969—Same, 100 slides. Wt. 3 lbs. 8 oz. 7.95

Emde 2 1/4x2 1/4 Aluminum Mounts (not shown). For binding 12 2 1/4x2 1/4 transparencies. Instructions incl.

X3 C 9970—Shipping weight 13 ounces. \$1.75

X3 C 9971—Same, but for 50 slides. Wt. 3 lbs. 6.95

11 Emde Stereo Kit. For mounting 20 cardboard stereo slides. Aluminum and glass. Shpg. wt. 1 lb.

X3 C 9972—State normal, medium or close-up. . . \$3.50

Staticmaster Brush

Here's the easy way to remove lint and dust particles from your pictures, negatives and slides. Also ideal for cleaning of lenses. One quick sweep neutralizes static charge in dust particles.

X3 C 9989—Shpg. wt. 8 oz. \$4.95

"Charge it" if you wish

. . . see page 82

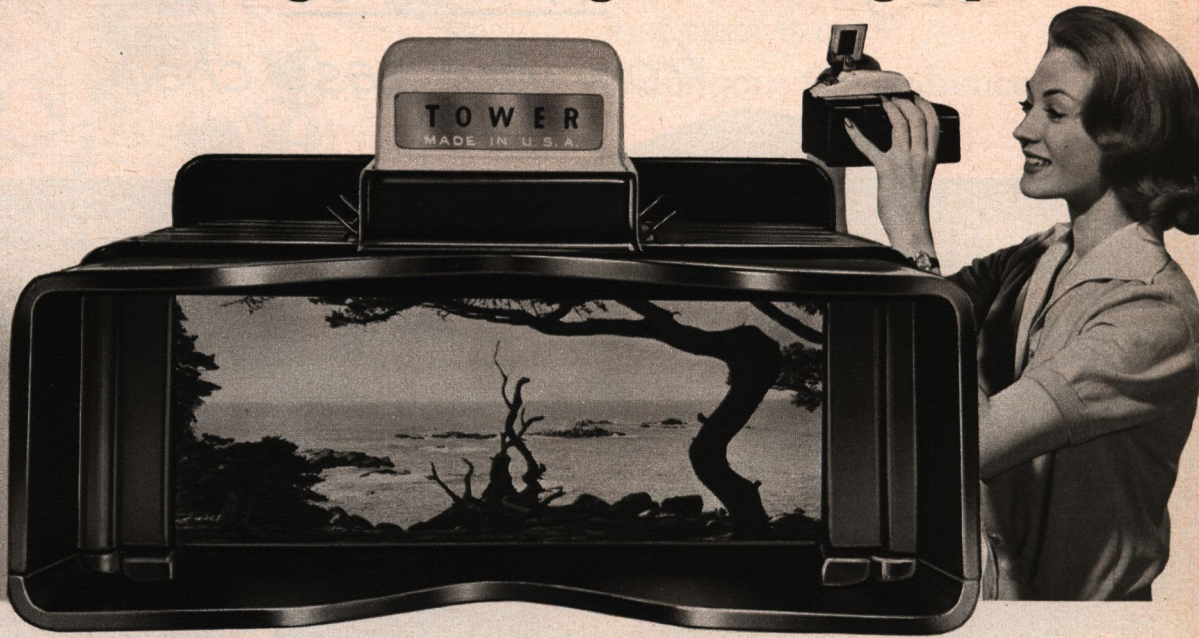
View slides in **WIDE SCREEN** beauty TOWER Pan Ram Lighted Viewer gives amazing depth

\$949 complete with batteries and bulb

Get the biggest image of any hand viewer we know of! Giant 16X area magnification. See the tiniest details clearly.

Your color slides spring to life. Even black and white slides take on new depth. Takes all 2x2-in. 35-mm, 828 and super slides.

You view with both eyes . . . no squinting . . . no focusing. Leave your glasses on . . . they fit inside the hood! Hood ends annoying reflections.



Now, get the beauty of the whole picture with the Pan Ram self-lighted viewer. See the entire transparency without cut-off image or dark corners. Three large "D" batteries (included) give much more light than smaller batteries used in most other hand viewers. Regular slides come to life with more depth and color definition than you've ever seen with any hand viewer.

The reason for this remarkable depth and color quality is the combination of a precision binocular optical system and a curved reflecting surface. Built to give long lasting service. High-impact black plastic case with finger-tip button.

Complete Pan Ram outfit includes an electric transformer and handy storage-carrying case. You get much brighter viewing with the transformer than with batteries. Includes bulb, 10-foot cord and instructions. Operates on 110-120-volt, 60-cycle AC only. UL listed. You carry viewer and transformer in roomy 9½x9½x4½-inch carrying case of sturdy plywood with washable black and white plastic covering. Compartment for slides.

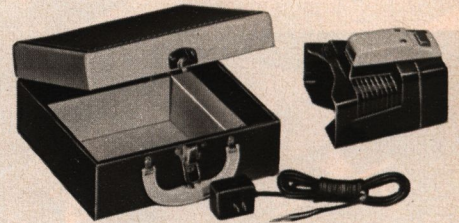
- 3 C 9899—Pan Ram Outfit. Shpg. wt. 7 lbs. 8 oz. \$14.49
- 3 C 9898—Viewer only (3 size "D" batteries, bulb included). Wt. 3 lbs. . . . 9.49
- 3 C 8615—Extra Bulbs for battery model viewer. Shpg. wt. 4 oz. 15c
- 34 C 4650—Extra "D" size Batteries for viewer. Shpg. wt. 12 oz. 3 for 44c
- 3 C 9887—Transformer only (bulb, cord, instructions). Shpg. wt. 2 lbs. . . . 3.50
- 3 C 8614—Extra Bulbs for transformer model viewer. Wt. 2 oz. 15c
- 3 C 9896—Carrying Case only. Shpg. wt. 2 lbs. 8 oz. 3.95

Save 14% on 3-piece Outfit

You get viewer, transformer and case

Separate prices total
\$16.94

Complete Outfit
\$14⁴⁹



Enjoy your slides to the fullest with a TOWER Viewer

- 1** Pocket Viewer. Use sunlight or lamplight . . . see your 2x2-inch slides magnified clearly 1½ times. Clear, over-all diffusion. Slides won't fall out . . . metal clip holds them in.
3 C 9819—Attractive maroon plastic. Shipping weight 4 oz. Only **98c**
- 2** Lighted Slide Viewer. Get sharper, brighter battery-lighted views . . . magnified 1½ times. You can't bend the slides when viewing . . . just drop a slide in and push the button . . . not the slide. For all your 2x2 slides. Batteries, bulb included. Maroon plastic.
3 C 9821—Shipping weight 6 ounces **\$2.69**
34 C 4653—Extra "AA" Penlight Batteries. Shpg. wt. 2 oz. 15c
- 3** Lighted Table-top Viewer. Take your choice . . . use the "C" batteries included or convert to brighter 110-120-volt AC-DC with accessory transformer below. Magnifies all 35mm, bantam or super slides 4 times. Modern styling . . . push-button operation.
3 C 9826—Maroon plastic. Shipping weight 1 pound. **\$5.95**
3 C 9828—Transformer, cord, bulb. UL listed. Shpg. wt. 1 lb. . . . 3.50

- 4** Electric Table Viewer. Plug in . . . slide in . . . the show begins! Now you can talk about your slides to others while you're all viewing . . . no more waiting or passing the viewer. Takes a wide variety of slides (all 2x2 in. and 2¼x2¼ in.). Rugged metal construction. Bulb, cord included. 110-120-volt AC-DC. UL listed.
3 C 9866—Brown hammertone finish. Wt. 2 lbs. 8 oz. **\$3.98**
- 5** Available Light Hand Viewer. Imagine, you get a remarkable illusion of depth . . . without batteries . . . without electricity. See slides bright and clear in ordinary room light because the unique optical system gathers and strengthens available light. And you view with both eyes . . . even while wearing glasses. No annoying glare from side light . . . hood shuts it out. Extra large viewing area. Magnifies all 2x2 slides 2½ times. Modern, hand-fitting design . . . weighs only 5 oz.
3 C 9867—Maroon plastic. Shpg. wt. 14 oz. **\$5.95**

Projection Table

Project your movies and slides at the correct height (26½ inches) with this rock-steady table. Do away with makeshift supports or damage to your regular tables. Heavily constructed of braced steel with smooth, beige laminated plastic top. Roomy enough (15½x29½ inches) for your projector and your slide cases or movie reels. Folds compactly for easy storage. Better yet, leave it out and use as an all-around utility, typing or hobby table.

3 C 6007C—Wt. 20 lbs. . . **\$11.95**

Change slides automatically
from your easy chair

**TOWER 500-watt
Remote Control Projector**

\$74.95 \$5 down
cash

Remote control gives complete command of slide shows. Takes 5 sizes: 2x2-in., 35mm, bantam, super slides automatically, 2 1/4 x 2 1/4-in. and half of stereo slides singly.

Intermix 2x2 cardboard, metal, glass or plastic mounted slides in tray. Low heat operation keeps cardboard mounted 2x2 slides from "popping" . . . ends refocusing.

Uses TOWER 40-slide tray and others of TDC type. Changer design helps prevent slide jamming. Projector receptacle automatically turns room lamp off as projector lamp goes on . . . turns lamp on at show's end.

Hinged top for easy cleaning and replacement of condensers and lamp. 5-inch f:3.5 lens. Positive tilting device, plus side leveling knob. No slide movement during changing with "blackout" feature. Base compartment holds cords. Lighted control panel.

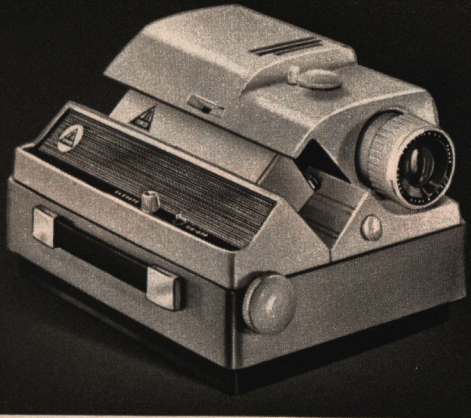
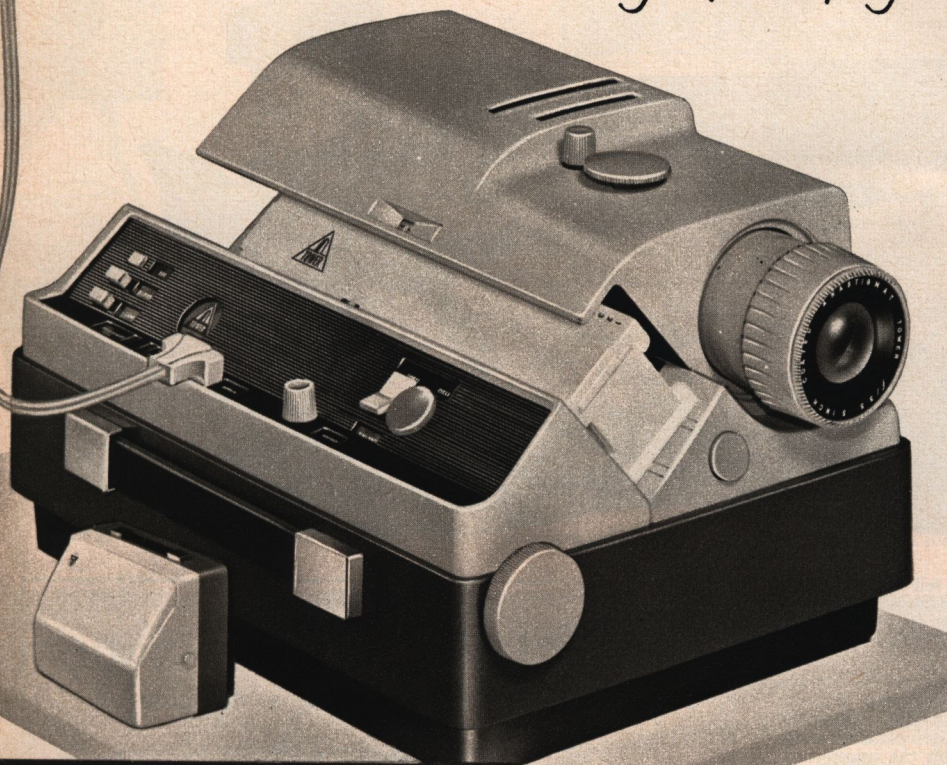
White and redwood color trim. Self-contained carrying case. Die-cast aluminum body. 1 plastic 36-slide tray, 10-ft. remote control cord and instructions included. 110-120-volt AC only. UL listed.

3 C 9870K—Shipping weight 28 lbs. \$74.95

Extra 500-watt Projection Lamp for above. Code CZA.

3 C 8693—Shipping weight 6 oz. \$4.95

TOWER Plastic 40-slide Tray. Trays interlock. Fits above projector and others using TDC type slide trays.
3 C 9860—Shipping weight 10 oz. 79c



**TOWER 300-watt Projector
with semi-automatic operation**

\$49.95 \$5 down
cash

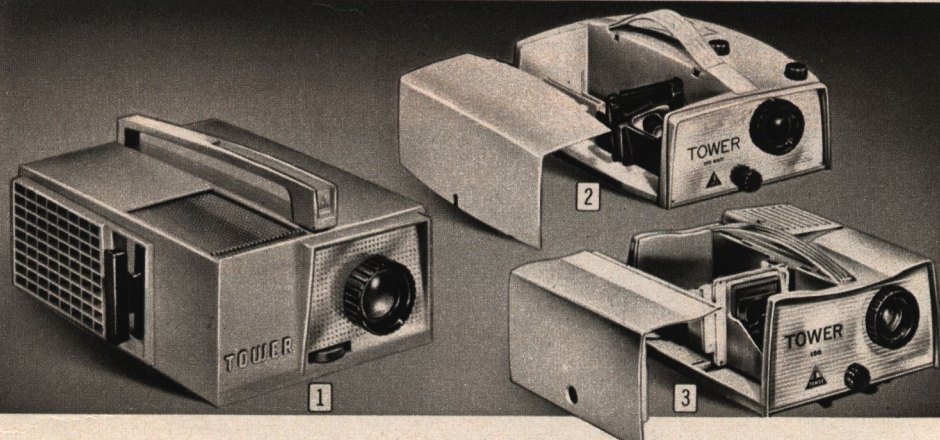
Show 35mm, bantam, super slides in trays and 2 1/4 x 2 1/4-in. slides separately without adapters. Change and advance 2x2 slides by just turning projector knob. Uses plastic trays. Bright projection from 5-inch f:3.5 coated lens. Compartment for cord and extra lamp. Snap-on carrying case lid. Die-cast aluminum body in gray and ice blue color. Includes 1 plastic tray. 110-120-volt, 60 cycle AC only. UL listed.

3 C 9840K—Shpg. wt. 21 lbs. . . . \$49.95

3 C 8685—Extra 300-watt Projection Lamp. Code CAL. Shpg. wt. 6 oz. \$4.00

TOWER Plastic 40-slide Tray. Trays interlock. Fits above projector and others using TDC type slide trays.

3 C 9860—Shipping wt. 10 oz. 79c



**2 1/4 x 2 1/4 TOWER takes stereo,
35mm, super slides with adapters**

\$34.95 \$3.50 down
cash

1 Get sparkling projection from 300-watt proximity mirror lamp. 5-inch f:3.5 lens. No visual slide movement. Blackout feature in manual changer. Blower cooled. Tilting device. Stores 40 slides. Die-cast aluminum body with handle. Gray, blue, black color. 110-120-volt, 60-cycle AC only. UL listed.

3 C 9830—Projector. Wt. 9 lbs. . . . \$34.95

3 C 9831—35mm, Super Slide Adapter plus conversion lens. Wt. 10 oz. . . \$4.95

3 C 9832—Adapter, Auxiliary Lens for half of stereo slide. Shpg. wt. 8 oz. . \$4.95

3 C 8687—Extra 300-watt Projection Lamp (CRA). Shpg. wt. 4 oz. \$4.30

**300-watt Semi-automatic
Turbo blower ends "slide pop"**

\$32.50 \$3.50 down
cash

2 Easy push-pull operation. Push in . . view your slide . . pull out . . slide automatically ejected, restacked, replaced. See 36 slides with a single loading. Powerful cooling system prevents harmful slide buckling. Sharp, 4-inch f:3.5 lens. Tilt adjustment. Storage compartment holds 100 slides. Takes 35mm, bantam, and super slides in 2x2-in. cardboard mounts. Die-cast aluminum, self-contained case with handle. 110-120-volt, 60-cycle AC only.

3 C 9800—Shpg. wt. 11 lbs. \$32.50

3 C 8663—Extra 300-watt Lamp. Code CWD. Shpg. wt. 8 oz. \$2.37

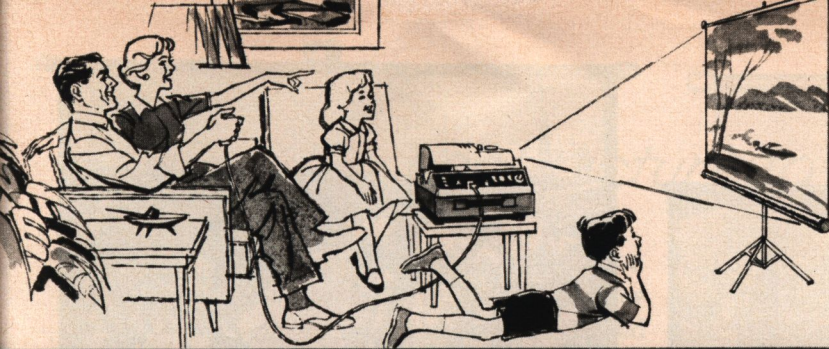
**High-intensity 150-watt
lamp . . semi-automatic**

\$20.95 \$2.50 down
cash

3 Shows all 2x2-in. slides—35mm, bantam, super slides. Smooth working changer holds 36 cardboard mounted slides. Sharp projection from 4-inch f:3.5 lens. Convection cooling. Attractive self-contained case with carrying handle. Die-cast aluminum body. Operates on 110-120-volt, 60-cycle AC-DC. UL listed.

3 C 9824—Projector. Shipping wt. 6 lbs. 8 oz. \$20.95

3 C 8716—Extra Lamp. Code CAR. Shpg. wt. 12 oz. . . . \$2.65



IT'S AUTOMATIC

just turn it on—
and join the audience

Show 5 slide sizes on one projector



TOWER 2x2-inch super slide (automatically)

TOWER 2x2-inch 35mm (automatically)

TOWER 2x2-inch Bantam slide (automatically)

Projects one half of stereo slide (singly)

TOWER 2 1/4 x 2 1/4-inch slide (singly)

TOWER 500-watt Automatic Projector

Adjust brightness control to give new life to poorly lit slides

Regulate brightness: Show slides at their very best by toning down overexposed shots and by giving extra brightness to underexposed slides.

Operate 4 ways: For fully automatic viewing, you preset timer to select the viewing time of each slide. You can also use remote control automatic operation, push-button automatic, or operate manually, with or without tray.

Keep slides in focus: Special low-heat operation prevents slides from "popping" out of focus. Also eliminates warping or buckling.

Control room lamp automatically: Projector turns room lamp off at start of projection, turns it on when the show is over.

Show 5 popular slide sizes extra-sharp, distortion-free. Mix any of these 2x2-inch mounts in tray: cardboard, metal, glass or plastic . . . automatic operation takes over. Projector stays in perfect focus all through the show. And it stays flat, won't tilt. Yet you can adjust the picture up, down or sideways.

Use low-cost plastic slide trays: TDC, Bell & Howell, American, Yankee, Viewlex . . . or TOWER 40-slide trays that can be linked for continuous performance. Once in projector, positive-action slide changer holds slides firmly, "blackout" feature ends annoying visual slide movement.

Flexible TOWER 500 also lets you preview single slides. Change, remove or rearrange slides during projection—without removing tray from projector. 5-inch f:3.5 lens, focusing knob on top of projector.

\$89.95 Only
\$5 down
cash

Non-glare lighted control panel, storage compartment for cords. Hinged projector top makes it easier to get at lamp and condenser lenses. All moving parts lifetime lubricated. Pearl-effect finish in white and golden beige. Self-contained case has retractable handle. Die-cast aluminum body.

10-ft. push-button remote control cord, instructions, 40-slide tray included. 110-120-volt, 60-cycle AC only. UL listed.

3 C 9880K—Projector. Shpg. wt. 23 lbs. \$89.95

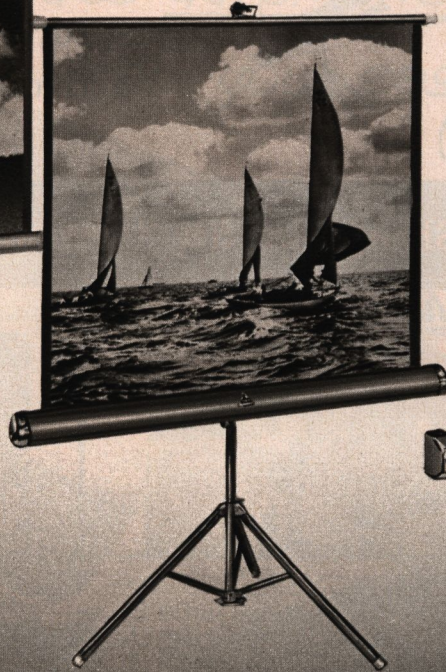
TOWER Plastic Slide Tray for above. Holds 40 2x2-in. slides. Trays can be hooked together for continuous run. Shipping weight each 10 oz.

3 C 9860 79c

Extra 500-watt Lamp. Code CZA.

3 C 8693—Shipping weight 6 oz. 4.95

JUST \$5 DOWN on orders from \$50 to \$200 . . see page 82



Hy-Flect Screens open easily

Fine grain glass beading on latex impregnated fiber

30x40-inch \$795

30x40-inch \$1225

Hy-Flect—Sturdy and mildew resistant. **Round metal case**—Metallic silver-color finish with plated end caps.

Easy opening operation of legs. Height of screen is continuously adjustable.

- 3 C 8504C—30x40-in. Wt. 9 lbs... \$7.95
- 3 C 8505C—40x40-inch. Wt. 10 lbs. 9.75
- 3 C 8509L—50x50-inch. Wt. 12 lbs.14.50

Hy-Flect—Sturdy and mildew resistant. **Teardrop metal case**—Silver-blue finish, nickel-plated end caps. Dust protecting slat bar. Sturdier metal handle.

Automatic toe-touch leg operation.

- 3 C 8528L—30x40-in. Wt. 15 lbs... \$12.25
- 3 C 8529L—40x40-in. Wt. 16 lbs... 13.95
- 3 C 8530L—50x50-in. Wt. 17 lbs... 18.50

Vyna-Flect Screens stay white

Fine grain glass beading on vinyl coated plastic fabric

30x40-inch \$1725

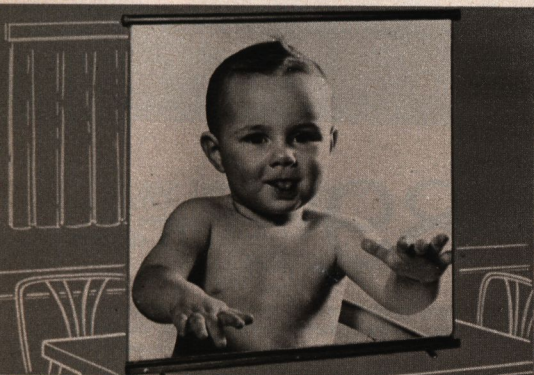
Vyna-Flect—Mildew and flame resistant. **Whiter** and stays white longer than 2 screens at left. Puts new brilliance in your slides and movies.

Sturdier Metal case than screens at left. Metallic blue finish with chrome-plated end caps, tripod and legs. Slat bar protects screen from dust.

Convenient—Instant automatic leg opening and closing. Screen height is continuously adjustable. **Screen leveler** for use on uneven floors.

- 3 C8514L—30x40-in. Wt. 16 lbs.\$17.25
- 3 C8515L—40x40-in. Wt. 16 lbs.\$19.25
- 3 C8517L—50x50-in. Wt. 21 lbs.. 24.95
- 3 C8527L—60x60-in. Wt. 26 lbs.. 36.95
- X3 C 8535N—70x70-in. size. Shipping weight 30 pounds..... 44.50

Descriptions of movie projectors begin on page 40; descriptions of slide projectors begin on page 26



TOWER Hy-Flect Table-top Screens

22x30-inch \$450

Hy-Flect—Sturdy and mildew resistant (like above). **All-metal base** serves as protective case for fabric when rolled. Plastic legs can't scratch.

Easy operation—Sets up on table or wall. Arm holds fabric taut. Rolls up easily, compactly.

- 3 C 8502—22x30-inch Screen. Wt. 4 lbs. 8 oz.... \$4.50
- 3 C 8503C—30x30-inch Screen. Shpg. wt. 5 lbs.... 5.19

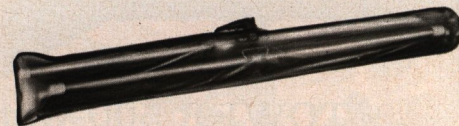
Satisfaction Guaranteed or your money back!

All TOWER Projection Screens are covered by Sears guarantee of satisfaction or your money back!

What size screen do you need? Use chart below as your guide

Focal length of projector lens	8mm Movie Projector			
	Distance from screen (in feet)			
	8 feet	10 feet	15 feet	20 feet 30 feet
	Width of projected picture (in inches)			
3/4-inch...	22 in.	27 in.	41 in.	55 in. 82 in.
1-inch....	16 in.	20 in.	31 in.	41 in. 62 in.
	16mm Movie Projector			
	Distance from screen (in feet)			
	8 feet	10 feet	15 feet	20 feet 30 feet
	Width of projected picture (in inches)			
1-inch....	36 in.	45 in.	68 in.	91 in.
2-inch....	18 in.	22 in.	34 in.	45 in. 68 in.
3-inch....	12 in.	15 in.	22 in.	30 in. 45 in.
	35mm Slide Projector			
	Distance from screen (in feet)			
	8 feet	10 feet	15 feet	20 feet 30 feet
	Width of projected picture (in inches)			
4-inch....	31 in.	39 in.	59 in.	78 in.
5-inch....	24 in.	31 in.	49 in.	63 in. 95 in.
6-inch....	20 in.	25 in.	39 in.	52 in. 79 in.

Protect your screen in Vinyl Case



Slip easily over entire screen case to protect finish against scuffs and scratches. Clear plastic. Easy-working zipper closing.

- For 30x40-inch and 40x40-inch screens.
- 3 C 8575—Shipping weight 8 ounces..... \$1.79
- For 50x50-inch screens.
- 3 C 8576—Shipping weight 10 ounces..... 1.89
- For 60x60-inch screen.
- 3 C 8592—Shipping weight 12 ounces..... 2.19

Special Screens available at Sears

Compare Sears prices on big-theater quality screens for home use, schools, lodges, churches and industry. Get the screen best suited to your special needs. Ask at your Sears Retail Store Camera Department for free information. No obligation for this special TOWER service.

Wall or Ceiling Glass-beaded Screens from 30x40 inches up to 15x20 feet. Also **Lenticular Optiglow Screens** up to 5x5 feet.

Autoelectric Screens from 6x8 feet up to 15x20 feet. Electric motor raises and lowers screen to position at the flick of a switch.

Show the best picture to the largest audience

A Lenticular Screen shows your audience a bright, clear picture from any angle of view up to 100° . . . viewing area no longer limited by the narrow pattern of the average screen

Lenticular Screen makes pictures brighter

30x40-inch \$ **25⁹⁵** \$3
cash down

Slides and movies in both color and black and white will take on added brilliance and superb sharpness even in a normally lighted room . . . those not watching the pictures can carry on with their regular activities with lights on.

True lenticulation—Millions of individual reflecting surfaces are set in a scientifically engineered pattern resulting in the best picture to the largest audience. You get maximum brightness with movies or slides, as well as *stereo*, in a wider viewing area.

Optiglow—A true lenticular, silver color surface designed for use in normally lighted as well as darkened rooms. An exceptionally durable surface, it is washable, and flame and fungus resistant.

Hexagonal-shaped case—Black satin finish with smartly contrasting chrome-plated end caps. An all-metal, shaped slat bar keeps dust and dirt out of the screen case and prevents scuffing when the screen is not in use. Easy-to-grip, all-metal carrying handle.

Convenient—Center tensioning assures a taut, flat surface at all times. Screen height is continuously adjustable. Leveler adjusts the screen for use on uneven floors. Toe-operated leg opening.

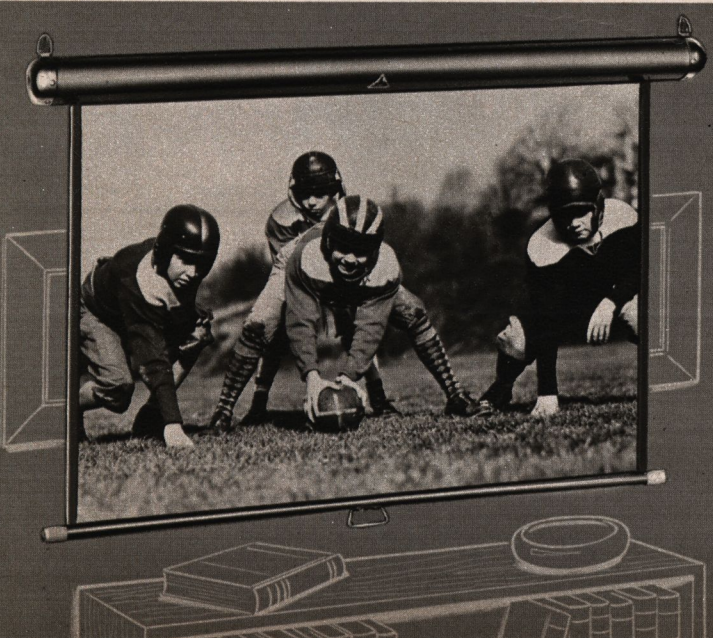
Sturdy—Hexagonal-shaped case, polished chrome-plated tripod and support bar are all of heavy gauge steel. Legs are capped with sturdy plastic tips to prevent scratching of floors, carpets.

- 3 C 8548L—30x40-inch Screen. Shpg. wt. 15 lbs. \$25.95
- 3 C 8549L—40x40-inch Screen. Shpg. wt. 16 lbs. 29.95
- 3 C 8550L—50x50-inch Screen. Shpg. wt. 20 lbs. 35.95



Use Sears Easy Terms . . . see page 82

TOWER Roll-up Wall Screens . . . set up a movie "theater" right in your home



Hy-Flect . . . meets your average home needs

40x40-inch \$ **14²⁵**

Hy-Flect—Fine grain glass beading on mildew-resistant, latex-impregnated fiber. Beautiful reproduction for movies or slides.

Teardrop-shaped metal case—Silver-blue finish with contrasting nickel-plated end caps and mounting brackets. Dust protecting metal slat bar.

Convenient—Perfect for den or family room.

- 3 C8585L—40x40-in. Wt. 9 lbs. \$14.25
- 3 C8586L—50x50-in. Wt. 12 lbs. . . \$21.50
- 3 C8587L—60x60-in. Wt. 13 lbs. . 32.95
- X3 C8588N—70x70-in. Wt. 17 lbs. . 42.50

Lenticular . . . best picture to the largest audience

40x40-inch \$ **29⁵⁰** \$3 down
cash

Optiglow—Washable, and flame and fungus resistant. Maximum brightness with movies, slides and stereo to wide viewing areas . . . even in lighted rooms.

Teardrop-shaped Metal case—Silver-blue finish with contrasting nickel-plated end caps and mounting brackets. Dust protecting metal slat bar.

Convenient—Center tensioning assures a taut, flat surface at all times.

- X3 C8589L—40x40-in. Wt. 11 lbs. \$29.50
- X3 C8596L—50x50-in. Wt. 15 lbs. . \$34.50

3-piece Semi-automatic 8mm Movie Outfit

\$129⁹⁵ \$5 down
cash

LOOK WHAT YOU GET . .

- Battery-driven Mamiya 8mm Movie Camera—no winding ever . . runs on three inexpensive penlight batteries
- TOWER Semi-automatic Threading 8mm Projector—just slip film in starting slot and attach to take-up reel . . the show is ready to roll in less than a minute
- Brilliant 30x40-inch Glass-beaded Tripod Screen

Buy now on **SEARS EASY TERMS**
See page 82 for complete information



One set of ordinary penlight batteries powers the Mamiya camera for up to 10 rolls of film. Get perfectly exposed movies every time because the built-in, direct-reading exposure meter tells you just which "F" stop is correct for every lighting condition. No need to focus the fast 13mm f:1.9 lens. Fixed focus from 4 ft. to infinity. Standard "D" screw-in lens mount lets you use accessory lenses . . even the new Chinon zoom lens (see page 49).

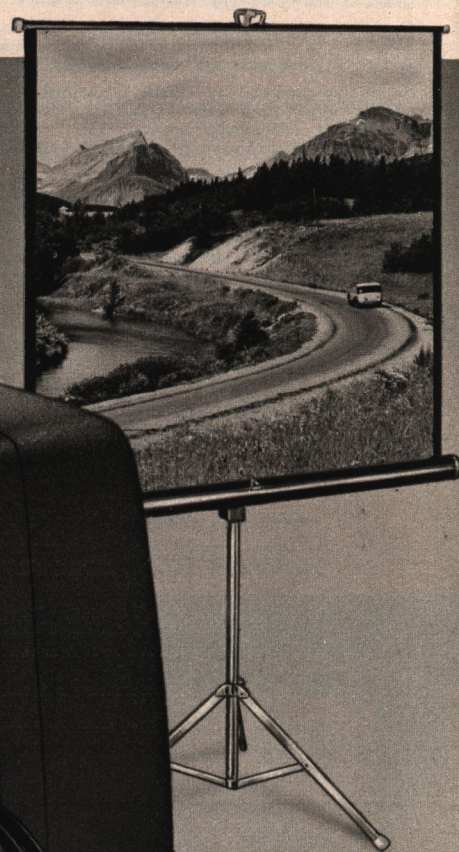
Viewfinder is marked with fields-of-view for normal and accessory lenses. Economical spool load. Film footage indicator. Lock run lets you star in your own movies. Die-cast aluminum body finished in ivory and gray. Made in Japan.

The fun is in the watching and the TOWER semi-automatic projector is even fun to run! Watch it thread film through its mechanism in just three seconds. Control it from a single panel . . show movies in reverse . . still or forward. Tru-flector lamp puts as much light on the screen as a conventional 500-watt lamp while using only 150 watts of current.

Get full half-hour shows . . 400-ft. reel included. Sharp 1-inch f:1.6 lens . . fine-focus knob. Power rewind. Lubricated for life. Blue die-cast aluminum body . . self-contained case. 110-120-V., 60-cycle AC only. UL listed. "Hy-Flect" tripod screen folds to store.

3 C 9536C3—3-piece Movie Outfit. Wt. 30 lbs. . . \$129.95
3 C 9090—Mamiya Camera only. Shpg. wt. 3 lbs. 29.88
3 C 9292C—TOWER Projector only. Wt. 18 lbs. . . 99.95
3 C 8504C—Screen only. Metal case. Wt. 9 lbs. . . 7.95
3 C 9091—Leather Case for camera. Wt. 1 lb. . . . 2.95
3 C 9092—Type A Filter for camera. Wt. 3 oz. . . 1.50
3C8624—Extra Tru-flector Lamp. Code DFC. Wt. 8 oz. 4.50

Power Pack Trigger Release Handle for Mamiya camera. Holds 3 extra batteries (included). Increases power-running time to 20 rolls. Helps hold camera steady.
3 C 9442—Shipping weight 10 ounces. \$9.95



Shoot and show with a
Tower Movie Outfit



4-piece Super Automatic 8mm Movie Outfit

\$209⁹⁵ \$10^{down}
cash

LOOK WHAT YOU GET . .

- Automatic Electric Eye Camera with triple-lens turret. Perfect movies always
- Automatic, Fully Self-threading Projector. Threads film through mechanism and onto take-up reel . . in just 3 seconds
- Brilliant 30x40-inch Tripod screen
- TOWER Tape Splicer—splices clean, dry

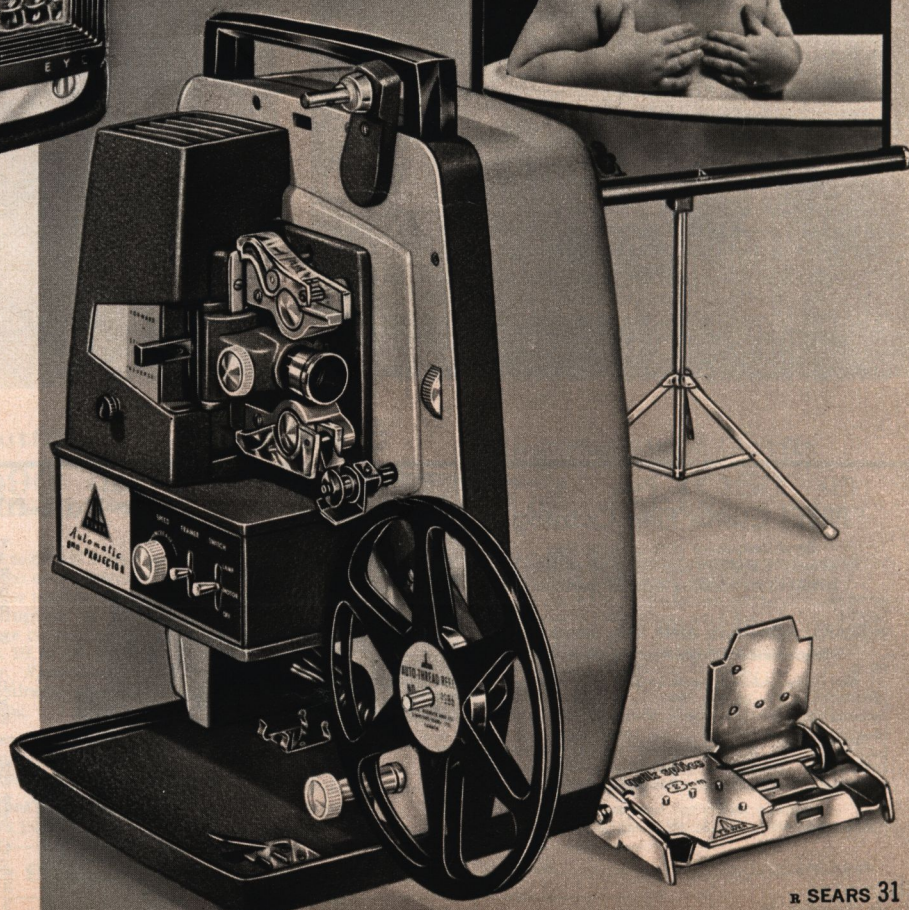


Take perfectly exposed, in-focus movies at first try with the TOWER electric eye camera. All you do is aim and shoot! Three f:1.8 lenses rotate for wide angle, normal and telephoto shots. Fixed-focus gives sharp movies from a few feet away to as far as you can see.

Viewfinder marked for 3 fields of view . . indicator in viewfinder tells you when light is too dim for shooting. Three-way button for regular movies, single frames and lock run that lets you star in your own movies. Footage indicator. Drop-in spool loading. Constant 16 f.p.s. filming speed. Built-in Type A filter converts all lenses for using indoor film outdoors. Rapid-wind crank, 10-foot run per winding. Electric eye adjustable for film exposure indexes 10 to 40. Die-cast aluminum.

Show your movies extra bright on the TOWER Automatic projector. High-efficiency T-12 Tru-flector lamp and sharp 1-inch f:1.6 lens combine to give you great detail . . perfect color definition. Micrometer focusing. Variable speed control. Rapid motor-drive rewind. Forward, reverse and still projection. Folding reel arms. Die-cast aluminum body with self-contained case . . beautiful blue and silver-gray finish. Storage space for reels and cord . . 400-ft. Auto-Thread reel. 110-120-volt, 60-cycle AC only. UL listed. TOWER tape splicer clips to inside of projector case. "Hy-Flect" movie screen rolls into metal case . . folds compactly for storage. *Save \$10.85. Separate Prices Total \$220.80.*

- 3C9532C3—4-piece Outfit. Shpg. wt. 32 lbs. \$209.95
- 3C9189C—Camera only. Shpg. wt. 4 lbs. 89.95
- 3C9290C—Projector only. Shpg. wt. 19 lbs. 119.95
- 3C8504C—30x40-inch Screen only. Wt. 9 lbs. 7.95
- 3C9264—Splicer only. Shpg. wt. 1 lb. 2.95
- 3C9190—Leather Case for camera. Wt. 2 lbs. 14.95
- 3C8633—Extra T-12 Lamp. Code DCA. Wt. 6 oz. 5.25



ZOOM

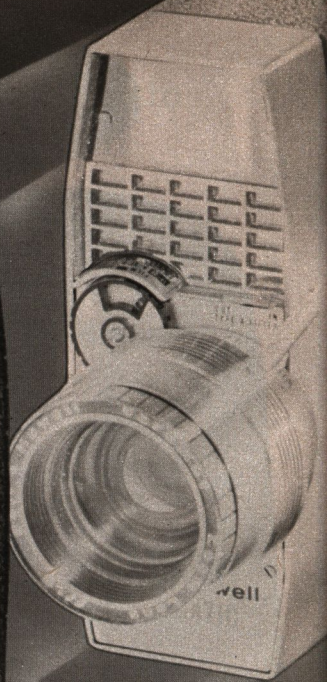
take exciting close-ups,
wide, sweeping scenes
.. without moving a step!

- 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 \$19.95

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

Sold separately \$319.85 **\$299.90** \$10 down
cash



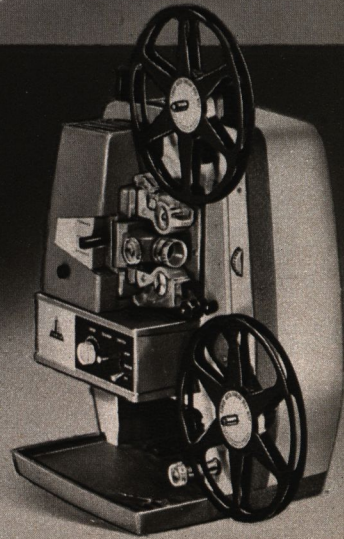
See what you get in this high-quality zoom movie-making outfit. Zoomatic camera with extra-fast f:1.8 lens in focusing mount. Self-threading projector shows movies in breathtaking color. 37x50-inch Radiant screen . . . glass beaded for bright projection.

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 40 for complete description of projector.

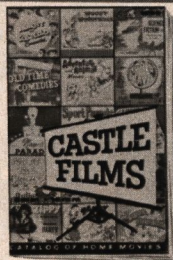
Radiant's beaded screen. 37x50-inch. Sets up in seconds with automatic leg opening. Flame and mildew resistant surface stays whiter longer. Leveler permits use on uneven floors.

- 3 C 953413—3-piece Outfit. Shipping weight 40 lbs. \$299.90
- 3 C 85621—37x50-inch. lenticular Screen. Shpg. wt. 18 lbs. 29.95
- 3 C 9290C—Projector only. Shipping weight 19 lbs. 119.95
- 3 C 9034C—8mm Zoomatic Camera only. Shpg. wt. 4 lbs. 169.95
- 3 C 9035—Leather Camera Case. Shpg. wt. 2 lbs. 4 oz. 14.95
- 3 C 8633—Extra projector Lamp. Code DCA. Shpg. wt. 6 oz. 5.25



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SEARS, ROEBUCK AND CO., Dept. 139

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Show Fun-filled 8mm Castle Films at home!



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 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
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 760—Big Bad Wolf
 540—The Fearless Flea
 539—The Piggy That Stayed Home
 531—The Dog Who Cried Wolf
 759—Sinbad the Sailor

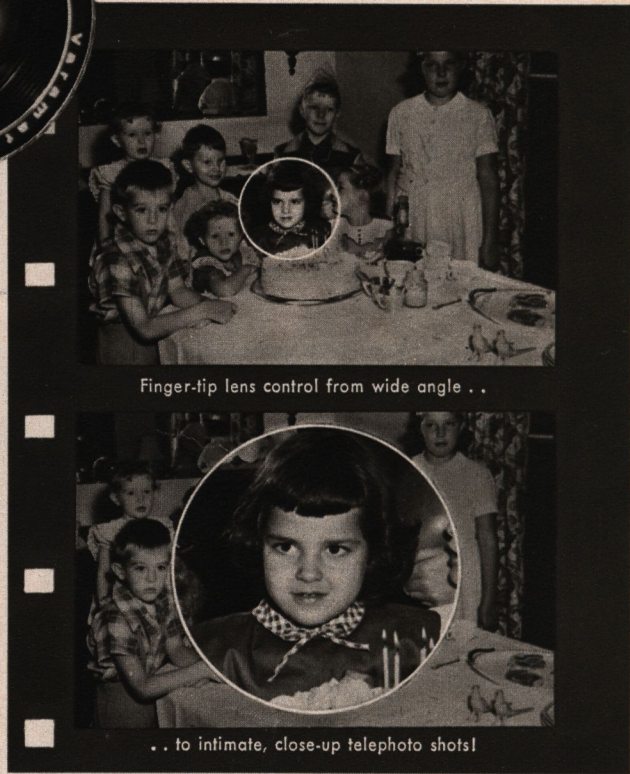
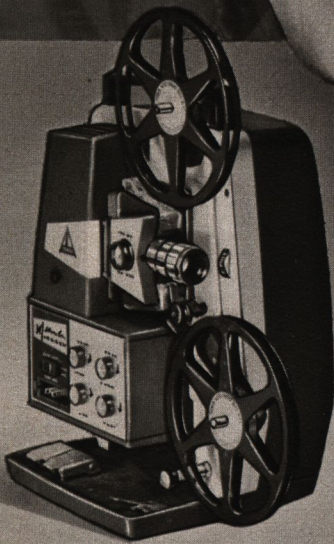
Castle films listed above are 8mm, black and white, silent. State catalog No., title No. and title wanted.

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

POWER ZOOM

Now..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
\$1330

Spool-load Outfit

Separately \$403.20 **\$389.90** \$10
cash down

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

The Bell & Howell 8mm power zoom 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 41 for full description.

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

Save
\$1755

Magazine-load Outfit

Separately \$437.05 **\$419.50** \$10
cash down

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

- 3 C 953512—3-piece Outfit. Shpg. wt. 40 lbs. \$389.90
- 3 C 9100C—Camera only. Shpg. wt. 6 lbs. 193.30
- 3 C 9282C—Projector only. Shpg. wt. 19 lbs. 159.95
- Radiant's best 50x50-inch lenticular movie screen.
- 3 C 85631—Postpaid (Shpg. wt. 21 lbs.) 49.95

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

- 3 C 951412—4-piece Outfit. Shpg. wt. 39 lbs. \$419.50
- 3 C 9101C—Camera only. Shpg. wt. 6 lbs. 212.20
- 3 C 9282C—Projector only. Shpg. wt. 19 lbs. 159.95
- 3 C 85631—Radiant 50x50-in. screen. Ppd. (Wt. 21 lbs.) 49.95

Genuine cowhide leather case for either camera.
3 C 9035—Shipping weight 2 lbs. 4 oz. 14.95

WHY WAIT? Use Sears Special Easy Terms . . see page 82

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 \$ **149⁵⁰** \$5 down
cash

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

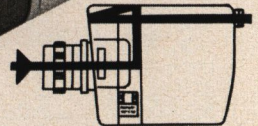
You get sharp zoom pictures from wide angle (10mm) through normal to telephoto (30mm). When not in use, zoom lever folds flat against the lens. The lens is a fast f:1.8, focuses to five feet.

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.

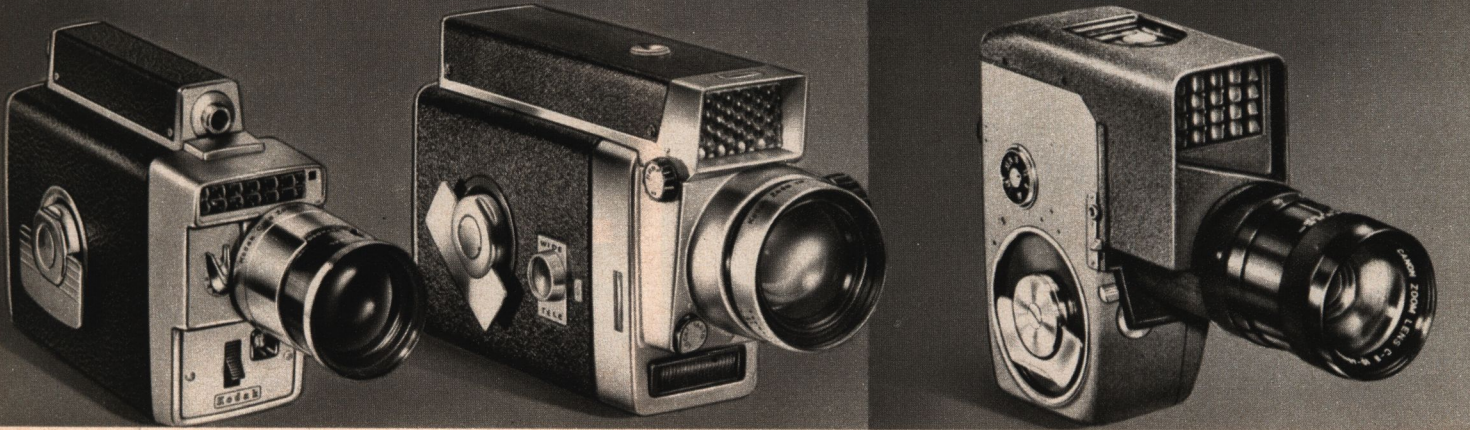
Four motor speeds: 12, 16, 24 or 48 frames per second. Plus single-frame.

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.

- C3 C 9193C—Elmo 8mm. (Wt. 5 lbs.). \$149.50
- C3 C 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.) \$169.50
- C3 C 9195—Leather Case. (Wt. 2 lbs.) . . . 18.50
- C3 C 9462—Zoom Grip. (Wt. 2 lbs.) . . . 14.95
- C3 C 9463—Fader. (Shpg. wt. 1 lb.) . . . 24.95
- C3 C 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

\$ **139⁵⁰** \$5 down
cash

\$ **189⁵⁸** \$5 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 C 9163C—Zoom Camera. Metal body. Shpg. wt. 4 lbs. \$139.50
- 3 C 8358—Leather Case. Wt. 1 lb. 12.00
- 3 C 8029—Series 6 Filter Retaining Ring. Shipping weight 3 ounces. \$1.30

Kodak Power Zoom 8. Take zoom shots at the touch of a button. Power 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. Metal body. Brownie 8 light bar (3C9450) screws to top of finder (see page 36).

- 3 C 9159C—Kodak Power Zoom. Wt. 4 lbs. \$189.58
- 3 C 9158—Leather Case. Wt. 1 lb. 4 oz. . . . 13.50

Canon Zoom 8mm Camera

\$ **239⁹⁵** \$10 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.

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

WHY WAIT? Buy now on Sears Easy Terms . . see page 82

You get everything
on this page for only **\$155⁰⁰** CASH \$5 DOWN

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.

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

Genuine Cowhide Gadget
Bag holds camera and
accessories

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. Russet brown leather gadget bag. Kodachrome film includes processing at no extra charge. Just put film in mailer bag (included) and drop in nearest mail box.

3C9511K—Complete Bell & Howell Movie Outfit. Shpg. wt. 30 lbs. . . . \$155.00

Start taking home movies
for as little as \$24.50



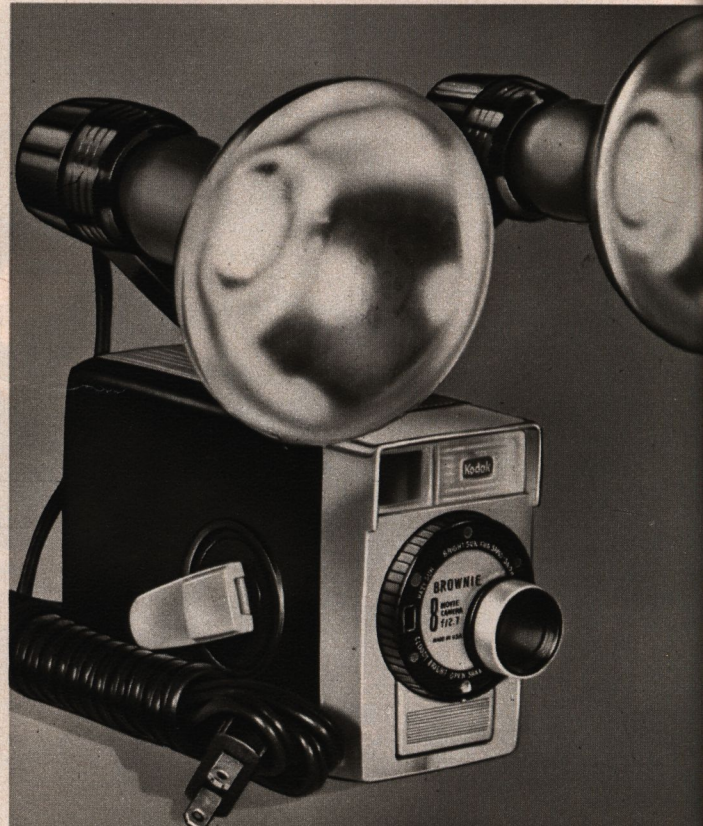
Bell & Howell 8mm Camera with Sunometer

\$44.95 cash **\$4.50** down

You get famous Bell & Howell quality in a compact, low-cost camera. Remarkably easy to use. All you do is read number on photoelectric meter and set same number on Sun Dial. It's that simple to take perfect color movies!

Super Comat 10mm f:2.5 lens gives you 56% more picture area than ordinary 13mm lenses. Fixed focus from 3 1/4 feet to as far as you can see. Sixteen frames-per-second speed. Economical spool load. Continuous lock run and single frame exposure. Runs 10 ft. per winding. Rugged metal body. You get more variety . . . more interesting movies when you use accessory lenses sold below.

- 3 C 9031—Bell & Howell model 323. Shpg. wt. 4 lbs. \$44.95
- 3 C 9032—Leather Case for above. Shipping weight 2 pounds. 6.95
- 3 C 9460—Telephoto Lens Attachment. 2 1/2 times enlargement. Wt. 9 oz. 22.95
- 3 C 9461—Wide Angle Lens Attachment. 12% more area. Wt. 6 oz. 22.95



Brownie 8 Camera . . Light Bar

Camera \$24.50 cash **\$2** down
only

Just think . . . your own 8mm movie camera—for less than the cost of many still cameras! And beautiful color movies are so easy to take with a Brownie. In the daytime you just dial the setting that matches light conditions. At night or indoors, light up the scene with a Brownie light bar (sold separately below). Sight through the parallax-free optical viewfinder, press the jumbo release button to start the movie.

Fixed-focus f:2.7 lens . . . everything 3 1/4 feet or further away will be sharp. Motor runs at constant speed . . . each winding ends with a positive stop. Takes economical standard 25-ft. spool. Plastic body.

- 3 C 9070—Camera only. Shipping weight 3 lbs. \$24.50
- 3 C 9450—Brownie 8 Light Bar (less bulbs, see 3 C 8775, page 55). Shipping weight 3 pounds. \$5.95

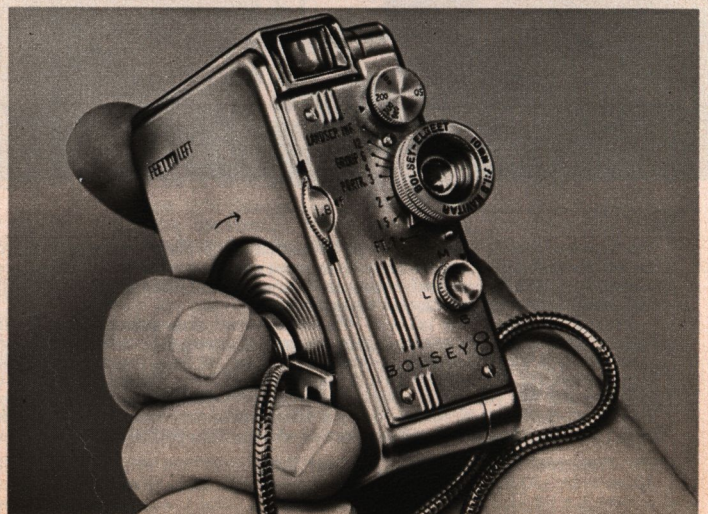
Bolsey 8 Price Slashed in Half

Cut \$44.75 Now only **\$44.75** cash **\$4.50** down

Was \$89.50. Smallest movie camera made, yet it takes full-size 8mm color movies and stills. Has more features than many bigger, more expensive cameras! Precision made of lightweight aluminum . . . weighs only 12 oz. Fast f:1.8 10mm lens focuses as close as 1 ft. to infinity . . . takes wide angle and telephoto lens attachments. Three-way button controls variable shutter speeds: 16 f.p.s. for movies, 1/50 to 1/600 sec. for still shots, lock run lets you get in movie. Footage counter. Viewfinder. Takes 25-ft. magazine film (order below).

- 3 C 9000—Camera with chrome-plated wrist strap. Shpg. wt. 14 oz. \$44.75
- 3 C 9001—Leather Case for Bolsey camera. Shpg. wt. 3 oz. 3.00

- 25-ft. Kodachrome Film Cartridge for above. Price includes film, processing.
- 3 C 9419—Daylight type for outdoors. Exposure Index: 10. Wt. 3 oz. \$2.75
- 3 C 9418—Indoor Type A for artificial light. Index: 16. Shpg. wt. 3 oz. 2.75
- 3 C 9417—Wide Angle Lens Attachment for above. Shpg. wt. 4 oz. 9.95
- 3 C 9416—Telephoto Lens Attachment for above. Shpg. wt. 4 oz. 9.95
- 3 C 9415—Filter Set for above camera. Type A (converts indoor film for outdoor use). Haze (for clear pictures on hazy days). Shpg. wt. 3 oz. \$4.00



Compact 8mm Triple-lens Movie Cameras . . . get three different views without moving a step



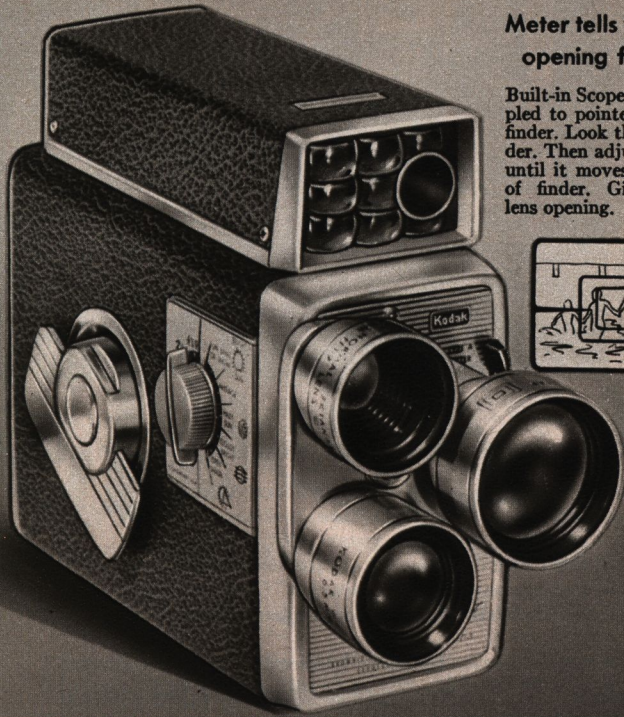
Wide angle. When you want the big over-all view, the wide angle lens gets more in the picture. Specially good for group scenes. You don't have to move the camera.



Normal. You'll use this lens most often. Perfect for middle-range view. Set your scene with it, then for variety switch to wide angle and telephoto.



Telephoto. Bring your audience to the heart of the action. Lens magnifies distant subjects, takes close-ups though you're far away. Ideal to point out details.



Meter tells you best opening for lens

Built-in Scopemeter coupled to pointer in viewfinder. Look through finder. Then adjust pointer until it moves to center of finder. Gives exact lens opening.



3-lens turret lets you dial from wide angle to telephoto

\$74⁸⁸ \$5 down
cash

Kodak's Cine-Scopemeter means the easy way to more exciting home movies. The rotary turret holds three fast f:1.9 lenses—normal, wide angle and telephoto. They're fixed focus, no more adjusting for distance. The exact picture area for each of the three lenses appears in the optical viewfinder . . . pick your shots.

The viewfinder also shows perfect lens opening. Scopemeter measures light, tells you correct exposure. Improve pictures by using built-in filters: haze (skylight) offsets excessive bluish haze in distant scenes. Type A conversion lets you use indoor film outdoors. Dial sets camera for different types of 8mm movie film . . . covers 5 exposure indexes (ASA), 10 to 40.

Compact modern styling. Stamped metal body with gray Kodak leatherette covering and chrome-plated trim. Film footage indicator automatically resets when you remove cover. Takes economical spool film, easy to load.

3 C 9071C—Kodak Camera. Shipping wt. 4 lbs. . . . \$74.88
3 C 9453—Artificial Leather Case. Shpg. wt. 1 lb. . . . 5.95

Create professional effects automatically with Mansfield 3-lens "MeterMatic"

\$59⁹⁵ \$5 down
cash

Add striking new shots to your home movies with an economical, easy-to-use 8mm camera. The Mansfield "MeterMatic" has three fast f:1.8 lenses. They're fixed focus, so you don't have to set distance. Includes normal 13mm lens, 6.5mm wide angle lens and telephoto lens of 2½ power magnification. Lenses color corrected and coated. Optical viewfinder. Has built-in haze and Type A conversion filters.

And you get this plus feature rarely offered on an 8mm camera: built-in fade-in and fade-out control. Single-frame action for animation.

Adjust film speeds from ASA 10 to 40. Cable release socket. Shoot ten feet of film with each winding of governor-controlled motor. Sturdy die-cast aluminum case in two-toned finish. Economical drop-in spool loading. Precision crafted in Japan.

3 C 9065C—Mansfield "MeterMatic." Wt. 3 lbs. . . . \$59.95
3 C 9414—Handle for above. Shpg. wt. 1 lb. . . . 8.50
3 C 9457—Artificial Leather Case. Wt. 1 lb. . . . 5.95

Electric eye built-in for best lens opening

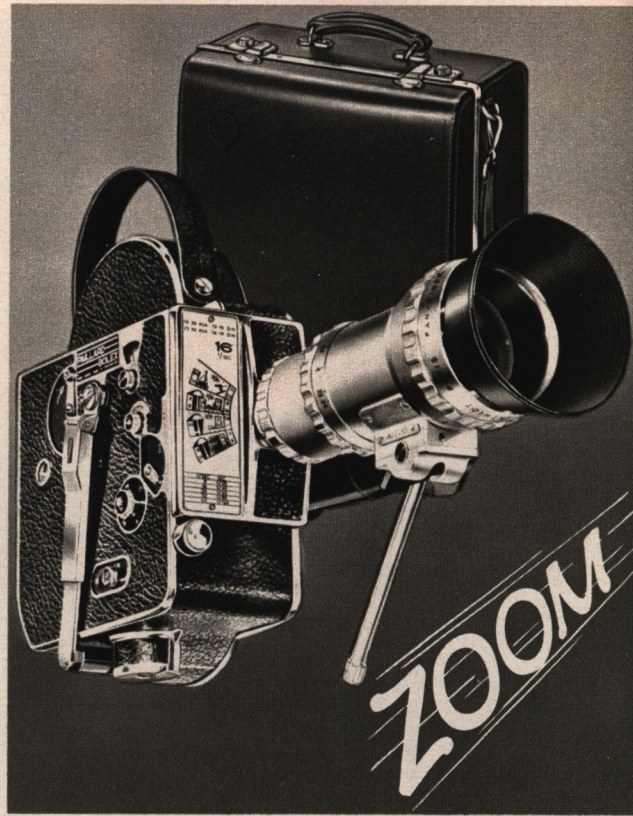
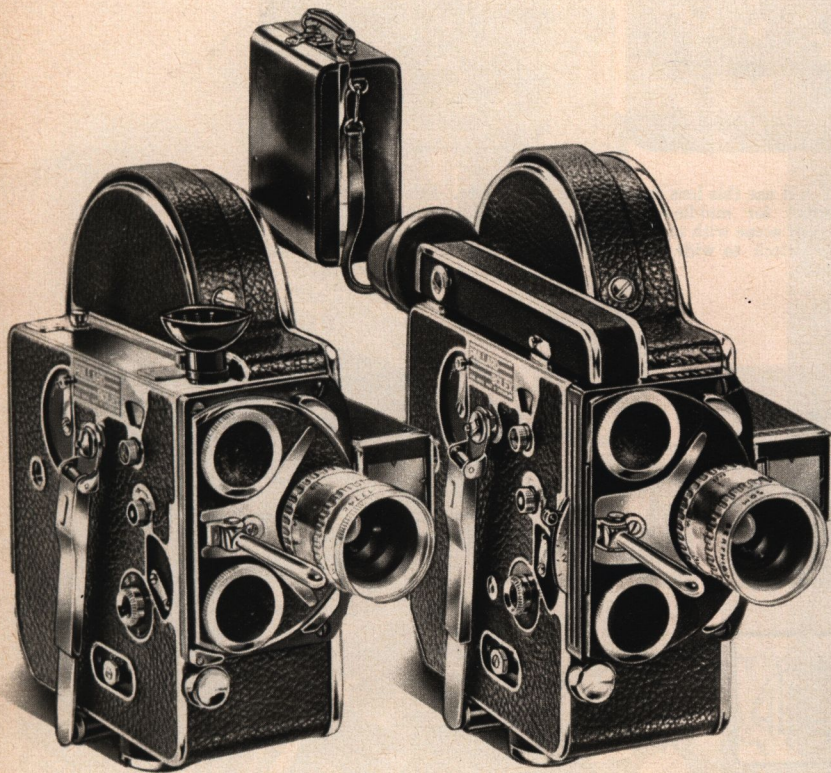


Getting the right lens opening is no longer a problem. When you use the "MeterMatic" an electric eye measures the light for you, quickly and accurately. Just match 2 needles in the viewfinder and you have the correct exposure.

ONLY \$5 DOWN on Sears Special Easy Terms . . . see page 82

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** **\$10**
cash down

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 C 9203C—Postpaid. (Wt. 9 lbs.) . . . \$250.00
C3 C 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 **\$40000** **\$10**
cash down

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 C3C9204C at left. Postpaid. (Shpg. wt. 9 lbs.)
C3 C 9200C—Bolex H-16 \$400.00
C3 C 9201C—As above, but 1-inch f:1.4 RX Switar focusing lens only. \$10 down \$25 month. . . . Cash \$516.00

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

Camera only **\$40750** **\$10**
cash down

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 C 9202C—Postpaid. (Shpg. wt. 9 lbs.) . . . \$407.50
C3 C 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 C 9407C—Postpaid. (Shipping weight 4 lbs.) . . . \$269.50
Pan Cinor "100" . . . f:3.4, 25 to 100mm. Focuses down to 6½ feet.
C3 C 9408C—Postpaid. (Shipping weight 4 lbs.) . . . \$329.50

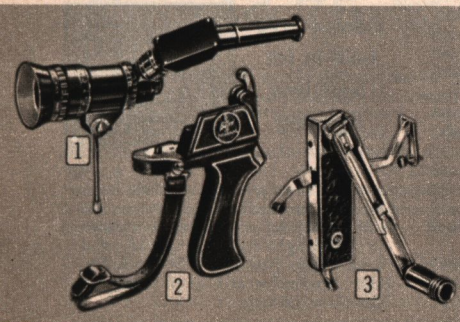
Pan Cinor "85" with built-in rangefinder. f:2, 17 to 85mm. Most accurate and easiest to use zoom type lens. Allows sharp setting of distances and follow focus on moving subject. Image in finder remains bright, even when lens is stopped down. Focuses 6 feet to infinity.
C3 C 9402C—Postpaid. (Shipping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

Yvar Focusing Lenses (not shown). For standard "C" screw mount.
C3 C 9410C—16mm f:2.8 Wide Angle Lens. Postpaid. (Wt. 8 oz.) . . . \$59.50
C3 C 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 C 9421—(Wt. 7 lbs.) . . . \$13.75

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

Be sure to see page 49 for additional accessory lenses!



Take perfect movies every time..no more guessing

Bolex 8mm Compumatic Cameras measure light exactly

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

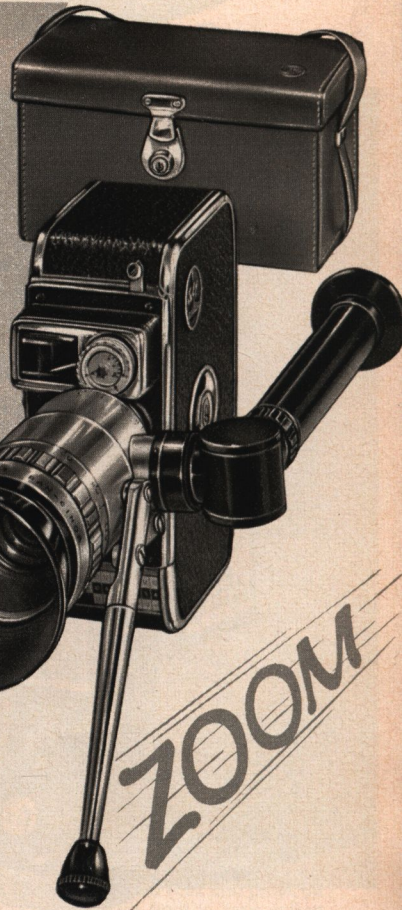
Suppose you are filming a shaded subject. With an ordinary "eye" camera, the light meter will respond to *all* light in front of the camera, not just to the light *on* the subject. The bright, off-scene light between you and the subject can cause the light meter to misjudge the amount of light on the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

Compumatic "Electric Eye" ignores off-scene light

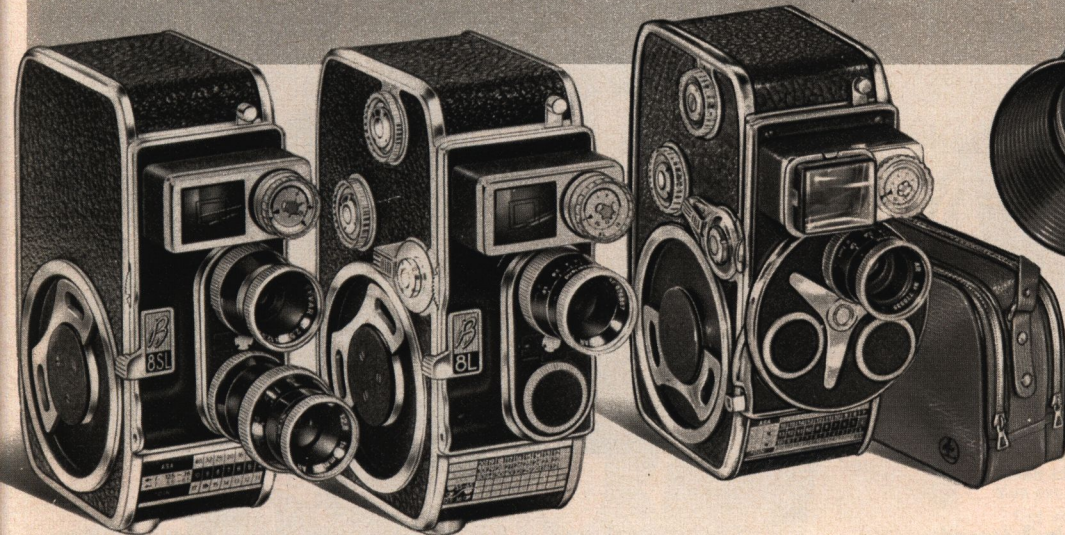
Even if you've never taken movies before, you'll get perfect exposure with a Bolex Compumatic camera. Compumatic system does what no other electric eye can do: measures the light *through the lens* . . . just as it reaches the film. Since the light-gathering cell is behind the lens, it sees only the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



ZOOM



B-8SL . . . twin-lens turret

\$149⁵⁰ \$5
cash down

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 C9020C—(Wt. 4 lbs.) . . . \$149.50
C3 C9023—Twin-zip Leather Case for above. (Wt. 2 lbs.) . . . \$14.50

B-8L . . . for special effects

\$149⁵⁰ \$5
cash down

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 C9022C—(Wt. 4 lbs.) . . . \$149.50
C3 C9023—Twin-zip Leather Case for above. (Wt. 2 lbs.) . . . \$14.50

D-8L . . . three-lens capacity

Camera only \$164⁵⁰ \$5
cash down

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 C9150C—(Wt. 5 lbs.) . . . \$164.50
C3 C9023—Twin-zip Leather Case for above. (Wt. 2 lbs.) . . . \$14.50

C-8SL . . . with Pan Cinar Zoom Lens

Camera only \$224⁵⁰ \$10
cash down

Take movies with the professional touch. Zoom smoothly from wide angle to telephoto views without moving a step or stopping the camera. Sight and shoot through the same lens with parallax-free reflex viewing. Pan Cinar 30L f:2.8 lens zooms from 10mm wide-angle to 30mm telephoto. Constant filming speed (18 f.p.s.).

C3 C9024C—(Wt. 6 lbs.) . . . \$224.50
C3 C9025—Leather Compartment Case for above. (Shpg. wt. 3 lbs.) . . . \$19.50

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

\$149⁵⁰ \$5
cash down

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 C9275C—(Wt. 20 lbs.) . . . \$149.50
C3 C8671—Extra 500-watt Projection Lamp. Code CZX. Made in U.S.A. Wt. 6 oz. . . \$2.49

NOTE: Bolex cameras, projector and accessories, except C3C9409C Pan Cinar lens, made in Switzerland, Pan Cinar lens made in France . . . precision-crafted to satisfy the most critical taste.



1 Pan Cinar 30L f:2.8 Zoom Lens. Zoom from 10mm wide angle to 30mm telephoto. "D" mount.

C3 C9409C—(Wt. 4 lbs.) . . . \$149.50

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

C3 C9413C—(Wt. 8 oz.) . . . \$79.50

Wide Angle Viewfinder (not shown). Adapts viewfinder to 5.5mm lenses on all Bolex "8L" cameras.

C3 C9400—(Shpg. wt. 4 oz.) . . . \$7.50

36mm f:2.8 Yvar Focusing Telephoto Lens. "D" mount.

C3 C9412C—(Wt. 10 oz.) . . . \$52.50

2 13mm f:0.9 Switar Lens. Fastest available! For all "D" mount cameras.

C3 C9401C—(Wt. 10 oz.) . . . \$189.50

3 "Pistol-grip" Trigger Handle for Bolex "B" and "C" models.

C3 C9420—(Wt. 1 lb.) . . . \$16.00

C3 C9405—"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. 3 oz. each.)

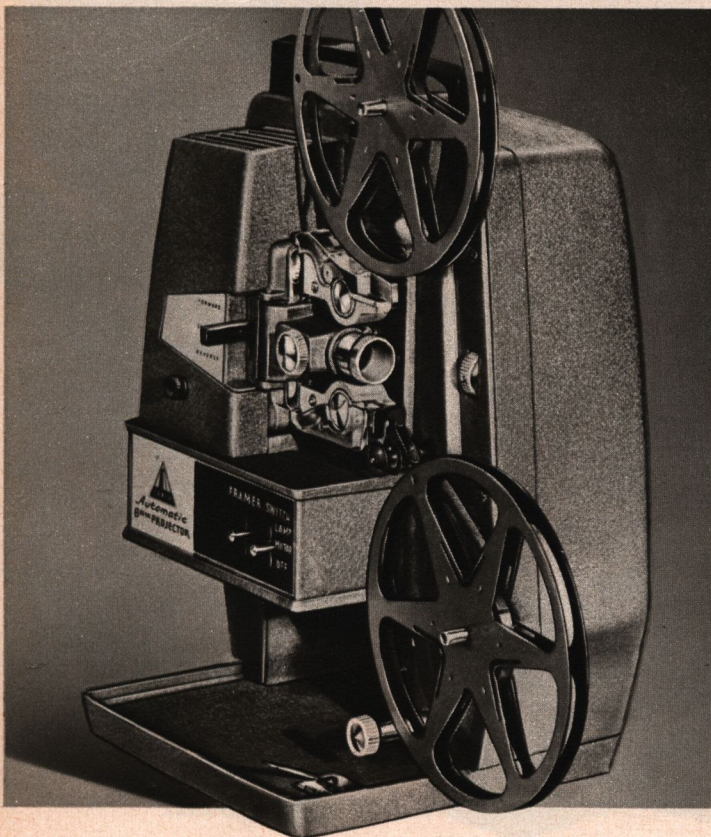
3 C8109—Type "A" Conv. . . . \$2.60

3 C8110—Haze (skylight) . . . 2.60

Show it with a Tower
Movie Projector



8mm Semi and Fully Automatic Projectors



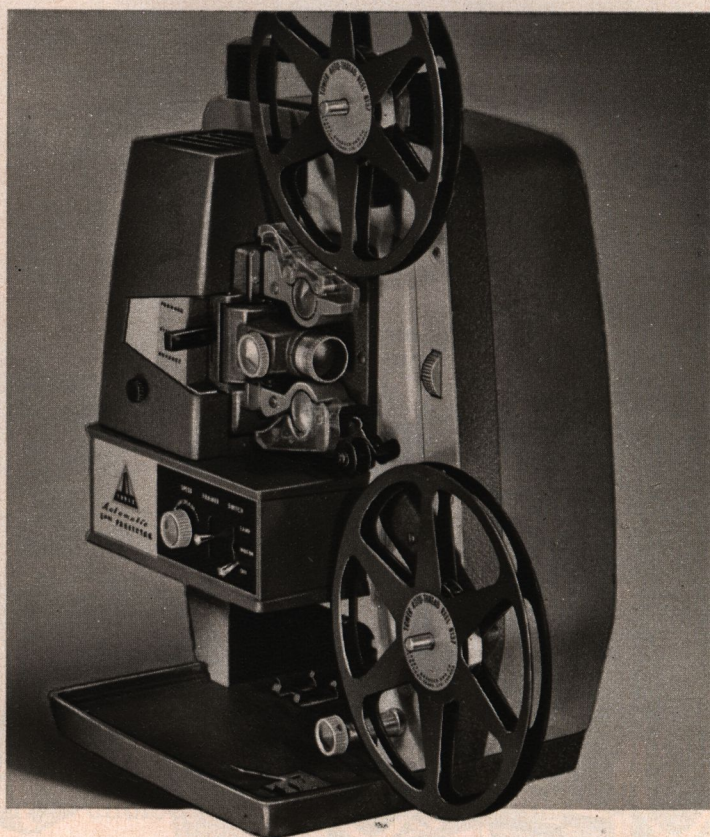
Projector threads film in 3 seconds

\$99⁹⁵ \$5 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, in solid blue. Quiet motor lubricated for life.

3 C 9292C—Projector. 110-120-volt, 60-cycle AC only. Shpg. wt. 18 lbs. \$99.95
3 C 8624—Extra Lamp for projector. Code DFC. Shipping weight 8 oz. 4.50
3 C 9284—Varizoom Lens. Lets you vary the size of the picture without moving projector or screen. F:1.6. Shipping weight 10 oz. \$29.95



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

\$119⁹⁵ \$5 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 C 9290C—Projector. 110-120-v., 60-cycle AC only, UL listed. Shpg. wt. 19 lbs. \$119.95
3 C 9286—Extra 400-ft. Auto-Thread Reel. Shipping weight 8 oz. 1.50
3 C 8633—Extra T-12 Tru-flector Lamp. Code DCA. Shipping wt. 6 oz. 5.25
3 C 9264—Dry Splicer for projector. Shipping weight 1 lb. 2.95

Save time and money . . . buy a complete TOWER Movie Outfit



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

Outfit includes Tower automatic projector, described above (3 C 9292C).

You also get 30x40 in. beaded screen (3 C 8504C).

Battery-driven camera (3 C 9090) never needs winding. F:1.9 lens never needs focusing. Built-in light meter. Spool-loading. Made in Japan.

Buy all three together for real savings. For a more detailed description, see listing on page 30.



4-piece outfit includes automatic fully self-threading projector (3 C 9290C) shown above. Projector threads film, puts film on take-up reel. Takes the fuss out of showing home movies.

Camera is TOWER three-lens electric-eye model for trouble-free movie-making. (3 C 9189C). Measures light and sets lens opening automatically. Three f:1.8 lenses: normal, wide angle, telephoto. Spring motor with rapid-wind folding crank.

Includes 30x40-in. beaded screen (3 C 8504C) and tape splicer (3 C 9264). Save, buy all four together. Described on page 31.

Get automatic self-threading
and VARIZOOM lens..

**TOWER Super Automatic
8mm Movie Projector**

\$159⁹⁵
cash

\$5 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 1-inch, 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. Framing 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.

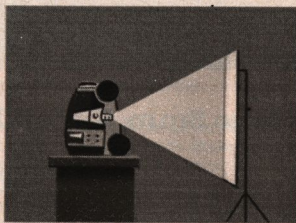
Get smooth, quiet operation. Enclosed drive mechanism is lubricated for life. Vital parts are made of sturdy, lightweight, die-cast aluminum. Beautiful black and silver color. One 400-ft. TOWER Auto-Thread reel included, 110-120 volt, 60-cycle AC only. UL listed. Order extra lamp and reels below.

- 3 C 9282C—Projector. Shpg. wt. 19 lbs. \$159.95
- 3 C 9280C—Super Automatic Projector with 1-inch f:1.2 normal lens. Shpg. wt. 19 lbs. \$139.95
- 3 C 9286—400-ft. Auto-Thread Reel. Wt. 8 oz. 1.50
- 3 C 8656—Extra T-14 Lamp. Code DLG. Wt. 6 oz. 6.10

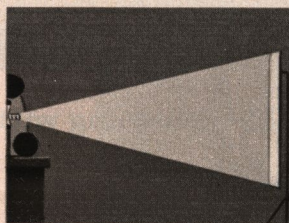
The VARIZOOM story: the easy way to show your movies to the size you want . . . without moving the projector or screen



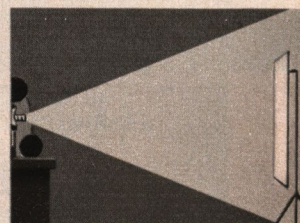
f:1.6 Lens
\$29⁹⁵
cash
\$3 down



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

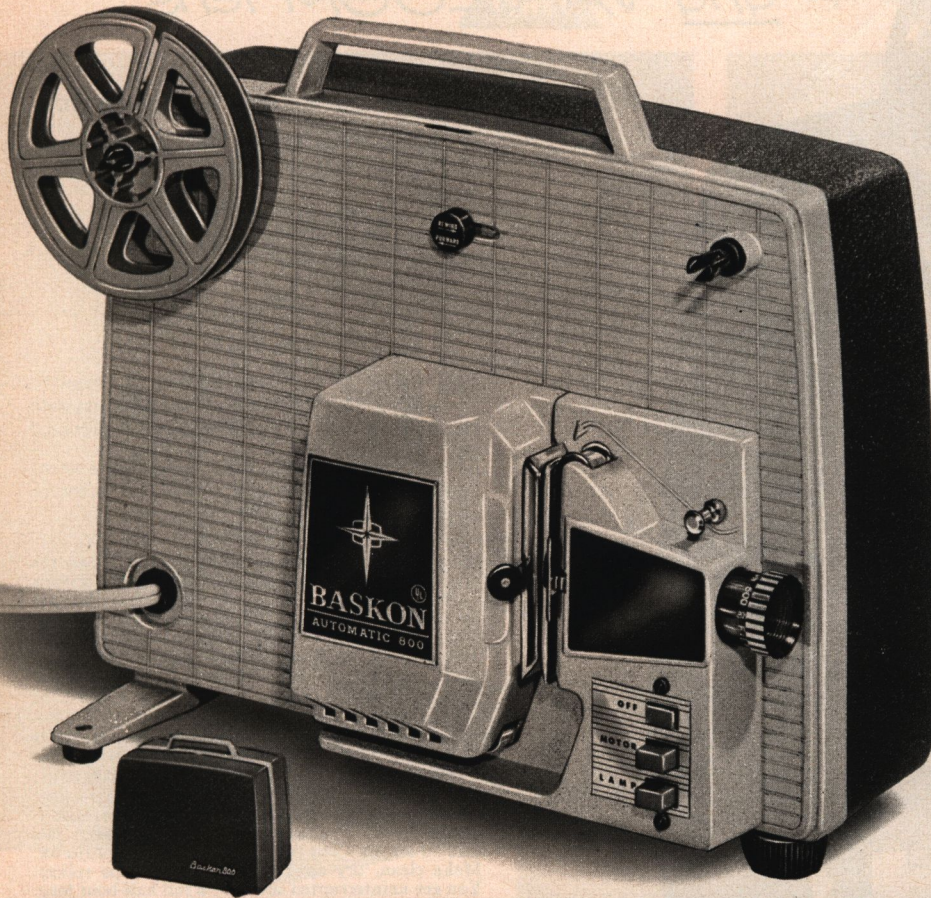
Now you can show your movies from almost anywhere in the room. Slight turning of the lens collar puts your pictures in perfect focus—at the precise distance you want.

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, 3C9290C and 3C9292C. Fits Bell & Howell models 254 and 255 and all series 253 and 363 models. 3 C 9284—Shipping weight 10 oz. \$29.95

F:1.2 Lens. Zooms from 15 to 25mm. Fits TOWER projector 3C9280C and all Bell & Howell series 370 projectors. 3 C 9281—Shipping weight 10 oz. \$34.50

Own a movie projector now for as little as \$49.95



**New Easy-threading 8mm
Baskon "800" Projector**

Projector
in case **\$49.95** \$5
cash down

"No-sprocket" threading. Just slip film into lock unit of film gate and onto take-up reel.

Built-in screen. Show table-top movies on a preview screen on inside of projector cover.

Thread it with one hand . . . control it with a fingertip. Tru-flector lamp gives 500-watt brilliance with just 150-watt current. The reflector is built into the lamp. Show big-screen movies even in a small room with wide-angle, 3/4-inch f:1.4 coated lens.

Built-in screen makes unit complete in itself. Nothing more to take along when friends across town want to see your movies. Sits on table and projects pictures sharply. Like a TV show, only the actors are friends, the scenes are your favorites.

Two-position switch for forward projection and fast power rewind. Runs non-stop up to 22 1/2 minutes. 300-foot reel capacity (100-ft. plastic reel included.). Pushbuttons control motor, lamp and shut-off. Portable—light, strong all-metal case. Eight-foot power cord. UL listed. 10 3/4 x 9 1/2 x 5 1/2 in. 110-120-volt, 60-cycle AC only.

3 C 9262—Projector. Shpg. wt. 11 lbs. \$49.95

Extra Tru-flector Lamp. Code DFA.

3 C 8714—Shipping weight 6 ounces. 5.25

Table-and-Wall Screen. Glass beaded. Metal base with plastic-tipped legs serves as case.

3 C 8503C—30x30 inches. Shpg. wt. 4 lbs. \$5.19



Get automatic threading with these 8mm Kodak Brownie Projectors

\$94.50 \$5 down
cash

without case **\$54.50** \$5 down
cash

New Brownie "500" Projector. Projects movies up to 5 feet wide. Shows them forward, reverse, or a single frame at a time . . . all with one dial. Floods screen brilliantly with its 3/4-inch f:1.6 lens and runs up to a half hour on 400-foot reel. Threads itself right onto the take-up reel. Just slip film into slot. No belts or reels to change . . . has power rewind.

Centers on screen with one-hand control. Stamped-metal body serves as its own case. Nylon handle. Tuck-away space for cord. A compact 12 3/4 x 7 1/2 x 11 1/2 in. One 400-ft. reel included. UL listed.

3 C 9258C—Brownie "500". 110-120-volt, 60-cycle AC only. Wt. 13 lbs. . . \$94.50

3 C 8713—Extra 500-watt Lamp for above. Code CZB. Shpg. wt. 6 oz. . . 4.95

3 C 8504C—30x40-inch Glass-beaded, Tripod Screen with fold-out legs. Durable metal case with handle. Light and easy to carry. Shpg. wt. 9 lbs. \$7.95

New Brownie "8" A15 Projector. Fully automatic . . . takes film from your fingers right onto the take-up reel. Shows movies 4 feet wide. Get a 15-minute show with 200-ft. reel included. Bright f:1.6 lens . . . new 150-watt Tru-flector lamp. Tilt control moves only the optical mount . . . not the whole projector. Fast power rewind. Never needs oiling. Eight-foot power cord. Compact, 9x6x6 1/2 in. plastic body . . . weighs only 5 1/2 lbs. 110-120-volt 60-cycle AC only. UL listed.

3 C 9274C—Model A15 Brownie "8" Projector. Shpg. wt. 9 lbs. \$54.50

3 C 9252—Model A10. As above but with manual threading and 150-watt G.E. lamp. One 50-ft. reel included. Shpg. wt. 9 lbs. \$44.50

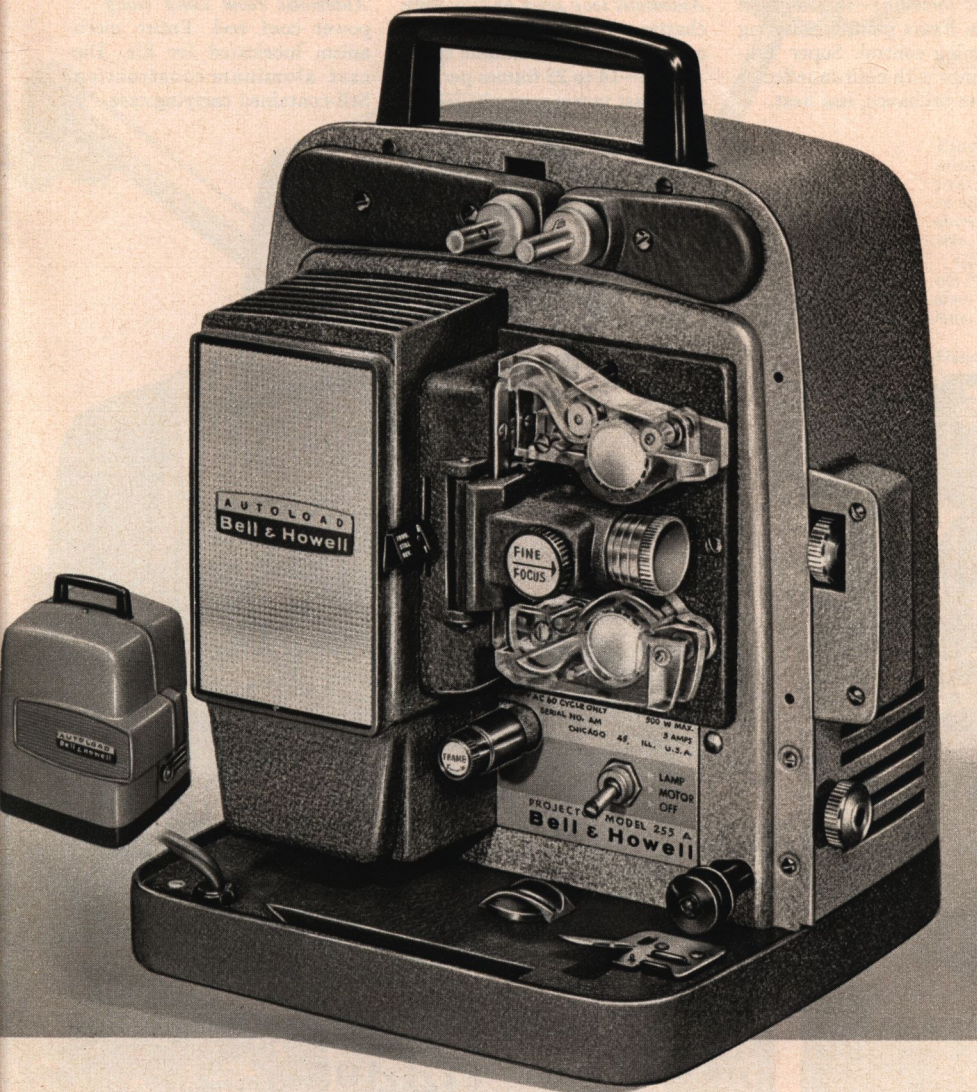
3 C 9253—Carrying Case of fabric-covered wood veneer. Shpg. wt. 5 lbs. . . . 6.95

3 C 8624—Extra Lamp for model A15 projector. Code DFC. Wt. 12 oz. . . . 4.50

3 C 8712—Extra Lamp for model A10 projector. Code BMA. Wt. 6 oz. . . . 2.85

3 C 8503C—Table-and-wall Screen. Glass beaded, 30x30 inches. Metal base with plastic-tipped legs serves as case. Shpg. wt. 4 lbs. \$5.19

New Bell & Howell 8mm projector threads itself, shows pictures in reverse..stills, too



The Monterey Autoload
Automatically threads itself. Just touch the film to the take-up slot

\$109⁹⁵ \$5 down
cash

Reverses . . . easily repeats any key scene
Stops . . . holds a frame on screen indefinitely
Magnifies film up to impressive 6-foot width

So easy to thread you needn't even turn on room lights. Takes seconds and frees you to enjoy the show as much as your audience.

Show-time is a full half hour with 400-foot capacity reel (included). To reshoot a scene, reverse by flicking a switch. Use the same switch to stop and view a special frame as you would a slide—a stunning landscape, the high moment in a game of sports, somebody's once-in-a-lifetime expression.

Makes colors and fine detail come through beautifully. Has all-coated elements in a straightline optical system, including large 1-inch f:1.6 lens. Lamp produces 500-watt brilliance but only draws 150 watts of current. Saves electricity and gives off minimum heat. Gear-driven internal mechanism with enclosed drive reel arms.

Only one quick adjustment for framing. Convenient built-in tilt control. Power rewind cuts down time between films. Entire projector lubricated for life. Light and easy to carry . . . of die-cast aluminum. Complete in its own case. Operates on 110-120-volt, 60-cycle AC only. UL listed. For an accessory to make movies extra fun, see TOWER Varizoom lens (described on page 41), listed below.

3 C 9268C—Projector. Shpg. wt. 14 lbs. . . . \$109.95
3 C 8664—Extra Lamp. Code DAK. Shipping weight 8 ounces. . . . \$2.75
3 C 9284—TOWER f:1.6 Varizoom Lens. Shipping weight 10 ounces. . . . \$29.95

ONLY \$5 DOWN on orders from \$50 to \$200 see page 82

The Monterey 254R with 1-inch f:1.6 lens
Projects movies big and brilliant as life—up to 6 feet wide

\$89⁹⁵ \$5 down
cash

Costs little, yet gives you famous Bell & Howell quality. Efficient straight-line optical system with all elements coated for maximum light transmission

Shows movies in your home big enough for a small auditorium. Striking—and professional in appearance.

Threads in as little as 30 seconds. Lens mount swings out for easy threading . . . easy film track cleaning. Check knob assures correct threading before movie begins. Tilt control built in. Separate switches for motor and lamp.

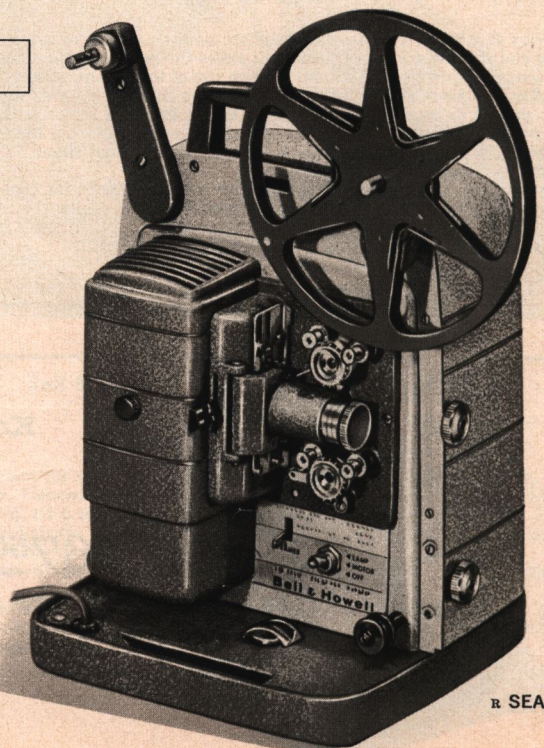
Reverses easily. When part of audience has missed a scene, or a scene deserves an immediate rerun, turn the switch and go back to it. Makes splicing simple too. You can easily run movie back and forth to determine just where to cut. And often a backward scene is amusing in itself.

Runs cool and quiet. New advanced-design 150-watt lamp produces more light than conventional 500-watt lamps.

Gives half hour of uninterrupted movie enjoyment. 400-foot reel included. Power rewind. Compact . . . light . . . comes built right into its own case. Made of die-cast aluminum. Operates on 110-120-volt, 60-cycle AC only. UL listed.

See TOWER Varizoom lens (described on page 41), listed below.

3 C 9267C—Projector. Shpg. wt. 14 lbs. \$89.95
3 C 8714—Extra Projection Lamp for above. Code DFA. Shpg. wt. 6 oz. . . \$5.25
3 C 9284—TOWER f:1.6 Varizoom Lens. Shipping weight 10 ounces. . . . \$29.95



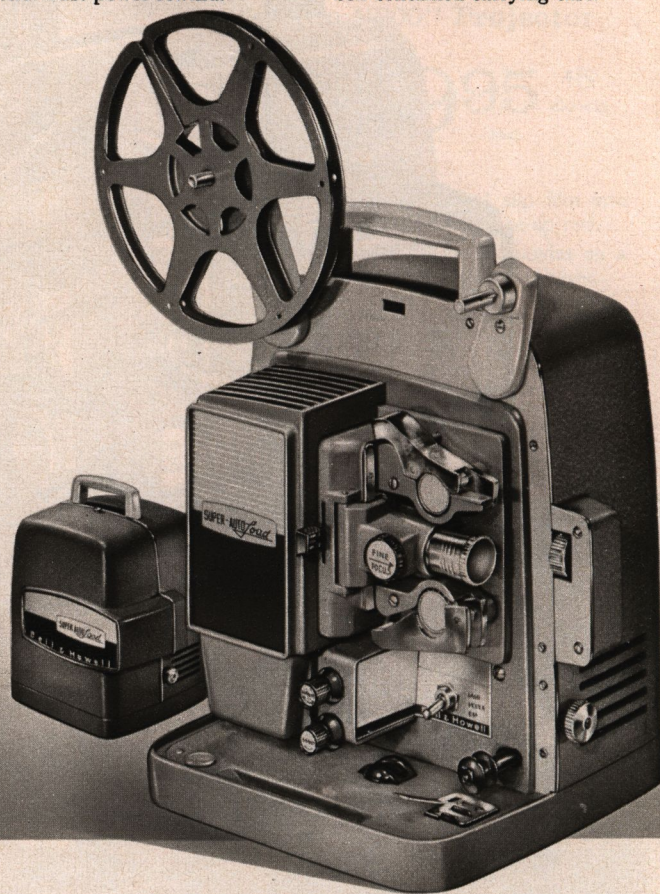
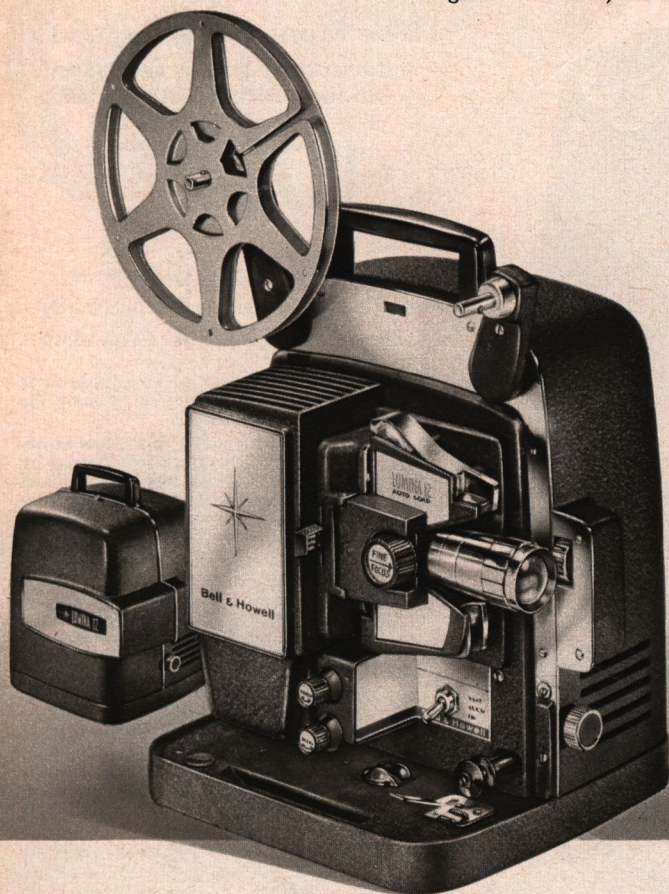
End fuss-and-fumble threading with 8mm AUTOMATIC THREADING Movie Projectors

Other automatic features of Bell & Howell models

Automatic threading—in less than 5 seconds. Exact picture centering with framing control. Super Tru-flector lamps with built-in reflector for greater brilliance, less heat.

Automatic loop setter ends picture chatter sometimes caused by old or defective film. Variable speed control—14 to 25 frames per second. Fast power rewind.

Automatic room lamp cutoff . . . power cord reel. Entire mechanism lubricated for life. Die-cast aluminum construction. Self-contained carrying case.



Lumina 1.2 with Filmovara f:1.2 lens

\$189⁹⁵ \$5 down
cash

Get every B & H feature above for brighter movies and ease of operation plus splicer and the fast f:1.2 zoom lens that takes the work out of movie projection. Lens zooms from 15 to 25mm. Change size of the picture without moving projector or screen simply by turning the lens collar. Lets you show large screen movies in small rooms or project larger than the screen to highlight details. High efficiency T-14 Super Tru-flector lamp puts more of the available light on the screen than conventional reflector systems and about 30% more than the T-12 lamp in model at right.

Handsome black and white finish with satin chrome-plated trim. Lightweight and easy to carry. 400-ft. take-up reel included. Shpg. wt. 19 lbs.
3 C 9279—110-120-volt, 60-cycle AC only. UL listed \$189.95
3 C 8656—Extra T-14 Lamp. Code DLG. Shpg. wt. 6 oz. 6.10

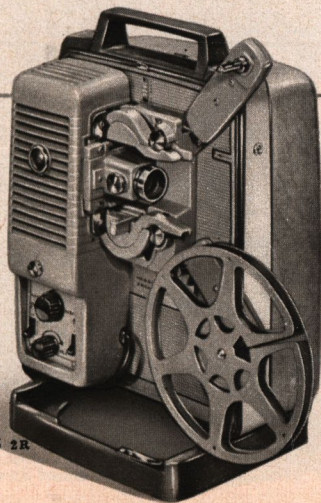
Super Auto Load . . 1-inch f:1.6 normal lens

\$144⁹⁵ \$5 down
cash

Every quality B & H feature above adds to your viewing enjoyment. T-12 Super Tru-flector lamp shows movies brighter than conventional 500-watt lamps yet throws off less heat. Show stills longer without danger of "heat popping." Set-up and take-down is quick and easy with folding reel arms. Show a full half hour movie on 400-ft. take-up reel (included). Rewind it in only 1½ minutes. Lightweight aluminum construction. Soft blue and white finish. 110-120-volt, 60-cycle AC only. UL listed.

3 C 9276C—Shpg. wt. 19 lbs. \$144.95
3 C 8633—Extra T-12 Lamp. Code DCA. Shpg. wt. 6 oz. 5.25

VARIZOOM f:1.6 Lens for above. Zoom picture size you want by turning lens.
3 C 9284—Fully described and shown on page 41. Shpg. wt. 10 oz. \$29.95



Kodak Cine "Showtime" 8mm Movie Projector

\$167⁵⁰ cash
\$5 down

Show your movies sunshine bright and up to 5 feet wide with special 500-watt, built-in reflector lamp. Specially designed shutter and film advance mechanism allows lamp to operate at peak efficiency. Fast ¾-inch f:1.6 lens. Shows last a full, uninterrupted half-hour with 400-ft. take-up reel (included).

Projector threads itself automatically. Just insert film in starting gate and attach film to take-up reel. Folding reel arms make set-up even easier. All controls located on lighted panel. Controls for forward, reverse and still projection, plus rapid power rewind. And you get uniform projection speed, even if line voltage wavers, with variable speed control rheostat. Die-cast aluminum construction. Lubricated for life. Self-contained carrying case with storage space for reel and cord. Built-in splicer. 110-120-volt, 25 to 60-cycle AC-DC. UL listed.

3 C 9256C—Model A30 Showtime Projector. Shipping weight 17 pounds. \$167.50
3 C 8711—Extra 500-watt Lamp for above. Code DHJ. Shpg. wt. 6 oz. 6.75

16mm Sound and Silent "Big Screen" Projectors

Bell & Howell "Filmosound" Movie Projectors

Model "384A" **\$459⁹⁵** \$10 down
cash

All Models have these important features:

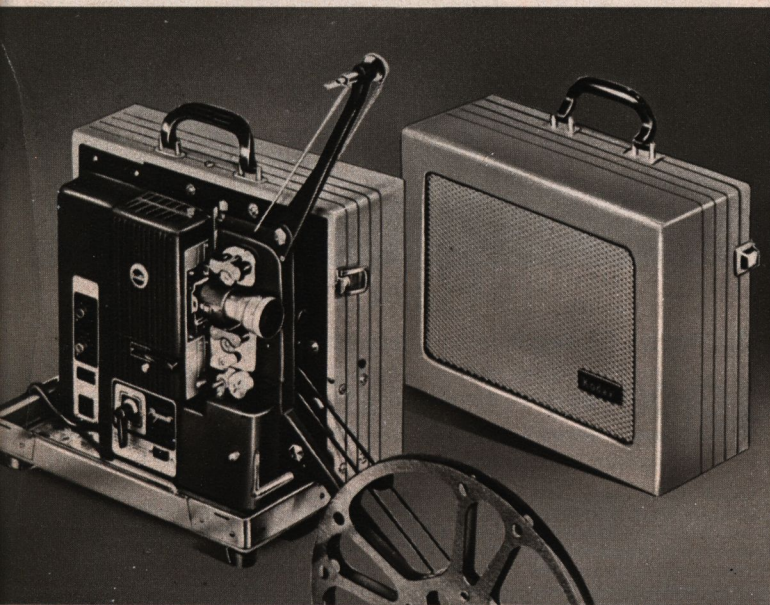
Easy, fast set-up . . . foolproof threading, top-mounted reel arms. 2000-ft. capacity. Handy pilot light. Finger-tip controls. All-gear drive for flickerless pictures. Projects sound or silent films (24 or 16 feet per second). Rewinds 1-hour shows in only 2 minutes. Rewind release automatically resets. Lubricated for life—no oiling necessary.

Clear, powerful sound system. Accepts accessory speakers for larger audiences and halls. Brilliant picture—exclusive straight line optical system with coated 2-inch f:1.6 lens. 110-120-volt, 50-60-cycle AC. UL listed.

Filmosound "384A" . . . lowest priced. Permanent built-in, front-mounted 5x7-in. oval speaker, 10-watt amplifier. F3 C 9242N—With 750-watt lamp. Accepts 1000-watt lamp. (Shpg. wt. 50 lbs.) \$10.00 down, \$22.00 a month. Cash \$459.95

Filmosound - "385K" . . . all features above *plus* threading light, still-picture clutch, reverse controls. Attached line cord, motor-lamp selector dial. Powerful 15-watt amplifier, 1000-watt lamp. (Shpg. wt. 41 lbs.) F3 C 9243N—\$10.00 down, \$24.00 a month. . . . Cash \$509.95

Filmosound "302K" adds high fidelity sound to your movies. Change your silent movies into sound—in your own living room. Projects all magnetic or optical sound or silent 16mm film. Records on both single and double perforated film. Film can be edited and changed as desired. Interlock prevents accidental erasure. Built-in 5x7-in. speaker, ceramic microphone. Plugs for phonograph and microphone let you record separately or simultaneously. Has all the other fine features of Model "385K" above. F3 C 9244N—(Wt. 50 lbs.) \$10 down, \$39.50 mo. . . . Cash \$824.95

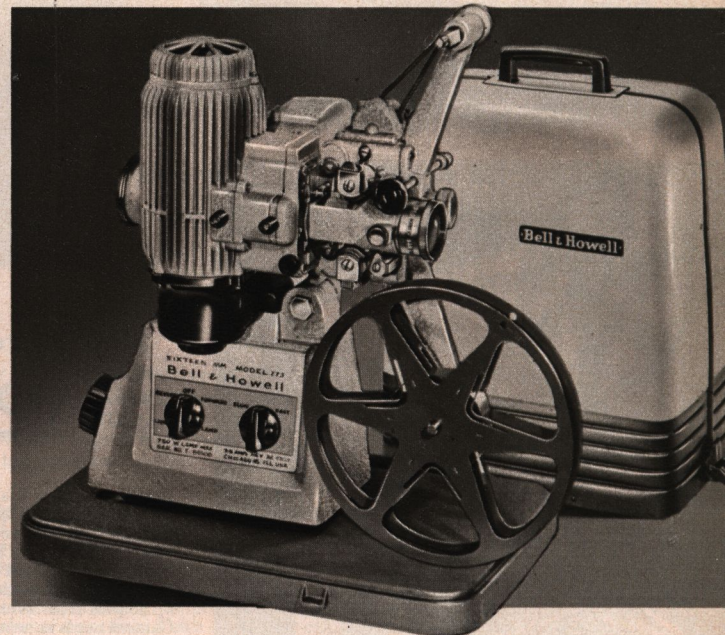


Kodak "Pageant 8K5" Sound Projector

\$459⁰⁰ \$10 down
cash

Fine reproduction on optical sound or silent film. Powerful 8-watt amplifier and 9-in. oval speaker give superb tone. 2-inch f:1.6 lens and 750-watt lamp provide extra-brilliant screening. Single-switch control for amplifier, motor and lamp. 2000-ft. reel capacity. Reel arms fold out for use, back again for storage. Plug for microphone and phonograph permits commentary or background music with silent films. Lubricated for life. Accepts 1000-watt lamp.

Complete in case with 25-ft. speaker cable, 1600-ft. reel, 10-ft. power cord. 110-120-volt, 60-cycle AC. UL listed. C3 C 9245L—Shipping weight 41 pounds. . . . \$459.00



Bell & Howell "Statesman" Silent Projector

\$239⁹⁵ \$10 down
cash

Streamlined for easy use . . . enjoy full quarter-hour shows . . . 400-ft. film capacity. Concentrated 750-watt lamp for extra-bright projection. Needle sharp 2-in. f:1.6 coated lens. Reverse and still picture projection, too. Safe-lock sprockets for complete film protection. Carrying case and 400-ft. spare reel. 110-120-volt, 60-cycle AC. UL listed. F3 C 9240—Shipping weight 19 lbs. . . . \$239.95

Bell & Howell 16mm Silent Projector with amazing Filmovara lens. (Not shown.) All features of projector above except f:1.6 Filmovara "zoom" lens, focal lengths 1¼ to 2¼ in. Varies picture size without moving screen. F3 C 9241—Shipping weight 19 lbs. . . . \$291.95

Buy now on Sears Special Terms . . . see page 82

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, graduations and marriages . . the Fairchild camera synchronizes sound and action on film. No adding of sound is necessary . . the camera itself records the sound the instant it happens, for you to keep and to cherish.



New Fairchild 8mm Cinephonic Camera and Projector

Camera Outfit \$ **249⁰⁰** \$10 cash down

Projector Outfit \$ **259⁰⁰** \$10 cash 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 49. 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 up to 150-watt lamp 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 C 9260C—Camera, with regular 13mm f:1.8 fixed focus lens, microphone, headset, battery, charger cord, filter. (Shpg. wt. 10 lbs.) \$249.00

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

C3 C 9294—Desk Stand for camera microphone. Holds microphone in desired position. (Wt. 1 lb. 8 oz.) \$27.5

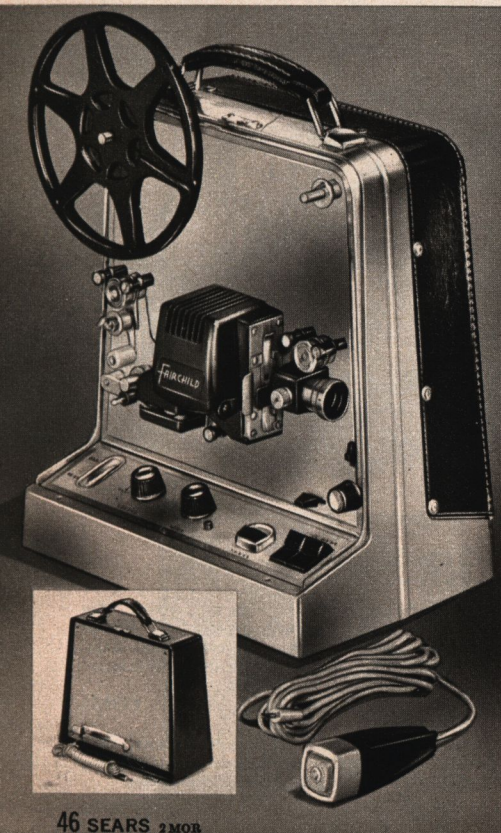
C3 C 9433—Exposure Meter. (Shpg. wt. 8 oz.) . . 18.75

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

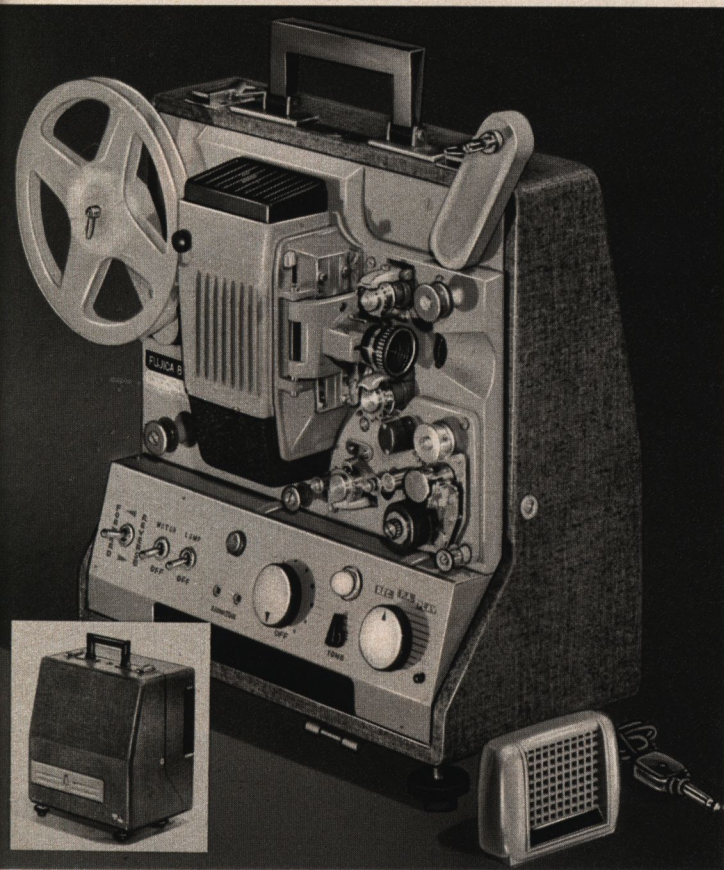
C3 C 6987—Cinephonic 8mm Color Film, type B (use filter outdoors). 50-ft. roll (100 ft. when finished). With processing. Mailer incl. (Wt. 5 oz.) . . . \$11.00

C3 C 9015—Leather Carrying Case. (Wt. 2 lbs.) 39.95

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



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



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

With speaker and microphone **\$349⁵⁰** cash **\$10** 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

Makes movies with professional sound quality easy to get . . you record sound from three sources . . radio, phonograph and microphone

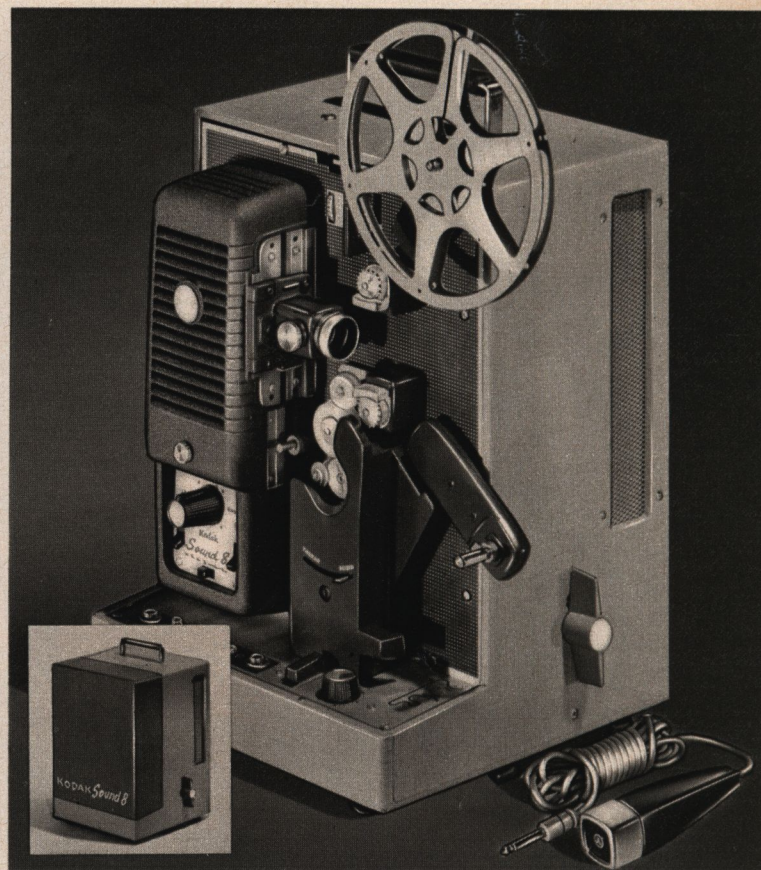
Now on 8mm film you can record the voices of your family and friends, beautiful background music, comments on travel, parties, vacations . . you'll enjoy movies as never before. Projector records and plays back voice, music, or both, through magnetic sound track right on film.

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 C 9259K—Fujica Projector with speaker, microphone, 400-ft. reel. . . . \$349.50
3 C 8633—Extra Projection Lamp. Code DCA. Shpg. wt. 6 oz. 5.25

NOTE: To record sound, your 8mm film must have sound stripe added. See page 48 for details about this service.



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

With speaker and microphone **\$345⁰⁰** cash **\$10** down

For easier coordinating of sound and picture, unique sound drive system 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.

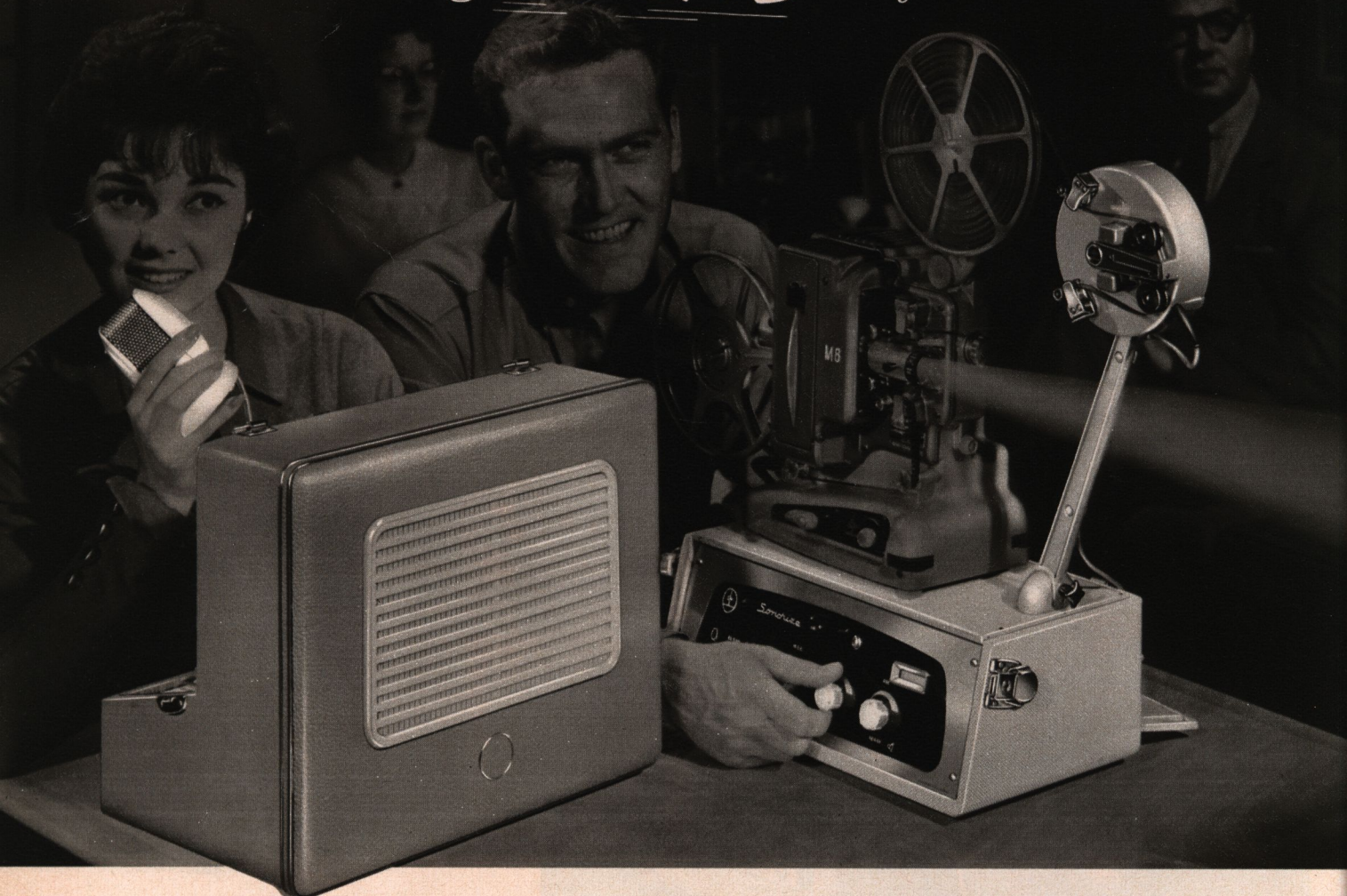
Oval 10x2-in. speaker is mounted in case . . can be placed near screen. Wide angle 3/4-inch f:1.6 projection lens shows your movies sharp and clear up to 5 feet wide. Two-position lamp switch lowers light output to record, increases brightness to project . . helps increase life of lamp.

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 C 9257K—Kodak Projector, speaker, microphone, 400-ft. reel. . . . \$345.00
3 C 8711—Extra 500-watt Projection Lamp. Code DHJ. Shpg. wt. 6 oz. . . . 6.75

Buy photographic equipment on Sears Special Easy Terms . . see page 82

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



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

\$250⁰⁰ cash **\$10 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

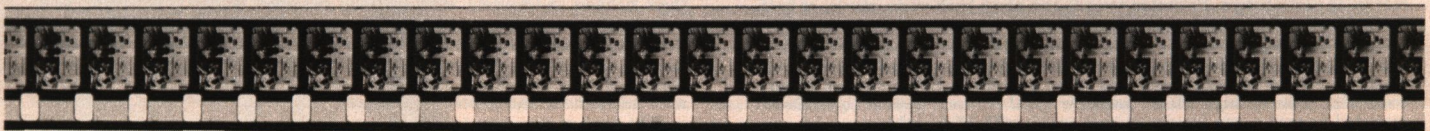
the level of "background sound." Release the fade-out button . . music returns to full volume. Add as many new overplays as you wish. Even add your performers' voices to match their lip movements since you record while watching the movie. Write scripts for Hollywood-type productions!

Complete unit comes in compact, two-piece 10x12x14 1/2-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 C 9406K—Postpaid. (Shipping weight 37 lbs.) \$11.50 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

New 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 reel
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 thoroughly edit your films 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, using ample packing, as corrugated cardboard. *Print* name and address on package. *No C.O.D.'s or charge orders.* Send film insured with remittance (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.

Get self-threading ease with TOWER Reel and Can Sets

New! Slip-clutch Reel and Can Sets

Low as \$1¹⁰

Take full advantage of your automatic projector with new, self-threading steel reels. Cut threading time on manual-threading projectors, too. Just rest film end on hub, turn reel and watch film attach itself! Slip-clutch hub "gives" when film engages take-up nibs . . . keeps tension on film perforations at minimum. Read footage on spoke markings. Pressed steel cans ribbed for stacking. Reels, cans have matching hammertone enamel finish.

Please state number of sets wanted when ordering

Catalog Number	Size and Capacity	Shpg. wt. each Set	Each Set
3 C 9310	8mm, 200 ft.	8 ounces	\$1.10
3 C 9311	8mm, 300 ft.	12 ounces	1.29
3 C 9312	8mm, 400 ft.	12 ounces	1.59
3 C 9313	16mm, 400 ft.	12 ounces	1.59

New! Low-priced Reel and Can Sets

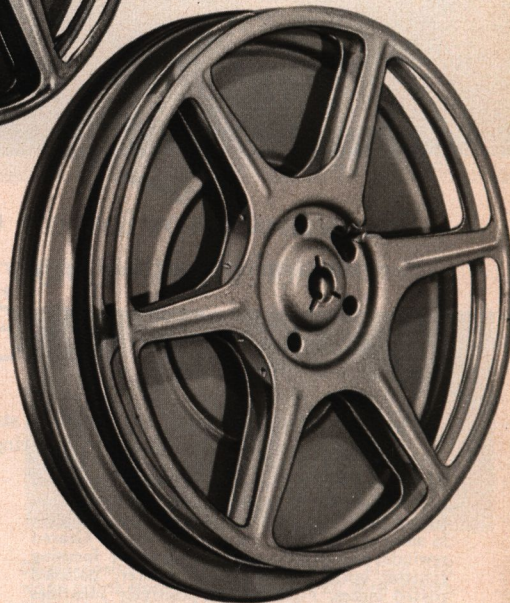
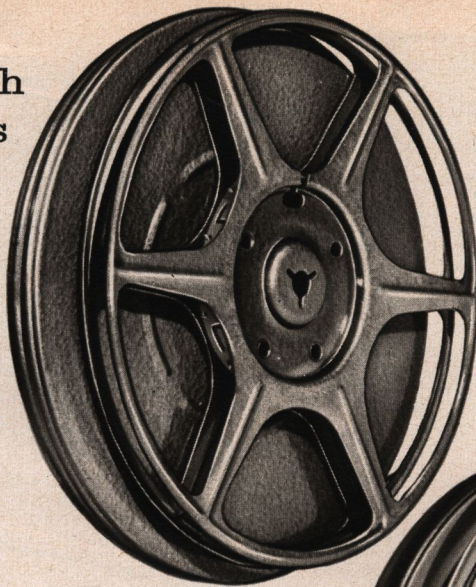
Low as 69^c

Your movies are always at hand, ready for projection when you store them on TOWER reels in TOWER cans. Films last longer when tightly wound on these durable, shape-holding tempered-steel reels. Reel threads itself . . . no time wasted inserting or securing film end to hub. Calibrated spokes let you see at a glance just how much film is on reel. Reels and cans finished in matching baked-enamel. Ribbed steel cans stack compactly for storage . . . keep your movies dust-free . . . protected from humidity.

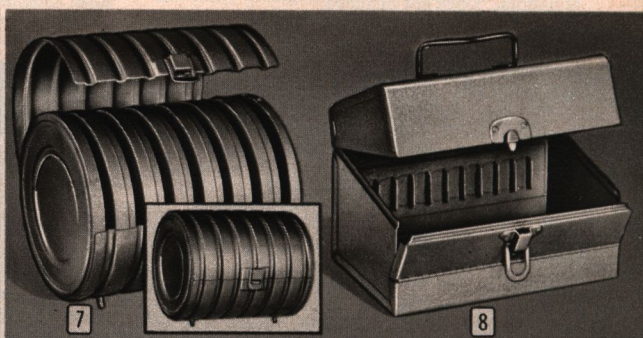
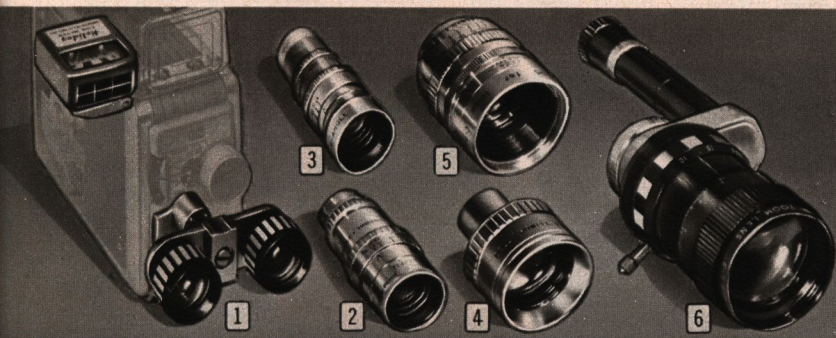
Please state number of sets wanted when ordering

Catalog Number	Size and Capacity	Shpg. wt. each Set	Each Set
3 C 9305	8mm, 200 ft.	8 ounces	69c
3 C 9306	8mm, 300 ft.	12 ounces	89c
3 C 9307	8mm, 400 ft.	12 ounces	\$1.09
3 C 9308	16mm, 400 ft.	14 ounces	1.09

Get self-threading ease, plus film protection! Slip-clutch hub prevents damage to film perforations. Use with self-threading or manual projectors



Pay less . . . still get self-threading! Tiny steel nibs on hub catch film perforations. Use with any 8-mm movie projector . . . manual or self-threading



Put more life in your movies . . . vary your scenes with Accessory Lenses

- 1** New! Twin-lens Turret and Light Meter Outfit. For Kodak Brownie 8mm single-lens cameras. Now, convert your Brownie to an all-purpose, three-lens turret model and get accurate exposures every time. Get both turret and meter for one low price! Attach turret to camera easily. Rotates smoothly from wide angle to normal to telephoto. Take in twice the normal picture area with wide angle lens . . . magnify subject 2 times with telephoto. Both lenses swing out of way for normal lens shots. Attach meter to side of camera. Meter swings out for direct reading . . . back in again when not in use. Tells you which "f" stop to set on lens for correct exposure. Outfit made in Japan. Shpg. wt. 10 oz. 3 C 9452—For all single-lens Brownie cameras except f:1.9 Model 3 and f:2.7 plastic body model. . . \$19.95 3 C 9451—For f:1.9 Model 3 Brownie. 19.95

Elgeet Fixed-focus Accessory Lenses. Easy to use . . . no focusing necessary. Fit 8mm cameras with standard "D" screw-in mounts.

- 2** F:3.5 Telephoto Lens. 38mm—magnifies view 3 times . . . pulls distant scenes 3 times closer. 3 C 9470—Shipping weight 4 ounces. \$7.95
- 3** F:2.7 Wide Angle Lens. 7mm—takes in picture area 2 times greater than normal lens. Very useful for indoor shooting in restricted space. 3 C 9471—Shipping weight 4 ounces. \$12.95

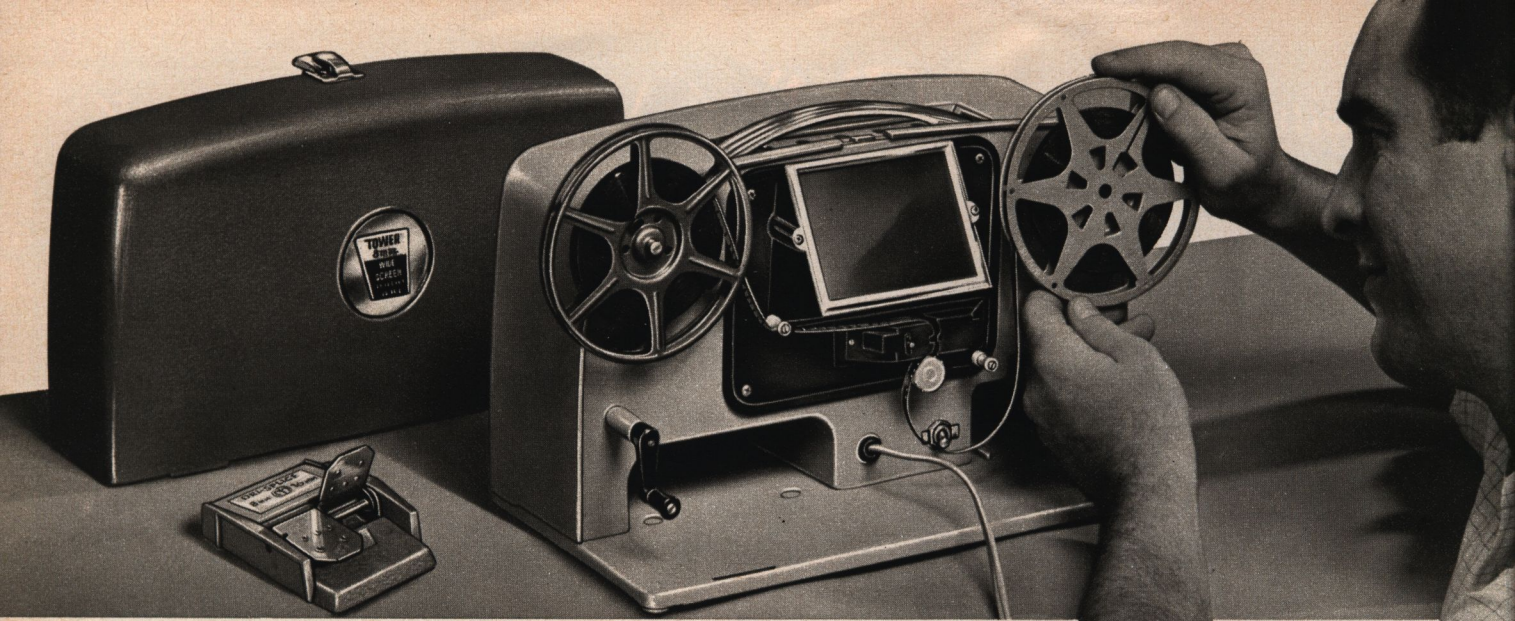
- 4** Bell & Howell Auxiliary Lens Attachments. Fit B & H models 220, 252, 319, 323 and 390. Screw into regular lens for immediate use. C3 C 9460—Telephoto. 2½X. Shpg. wt. 9 oz. \$22.95 C3 C 9461—Wide Angle. Shpg. wt. 6 oz. 22.95
- 5** Ultra-fast f:0.95 1-inch Lens. Fits both 8mm and 16mm movie cameras. Take available light movies indoors . . . even with slow-speed color film! Requires only ¼ the light needed by fast f:1.9 lens for correct exposure. Minimum lens opening f:16. Depth-of-field scale. Leather case. Fits 16mm cameras with standard "C" mounts; has adapter to fit 8mm cameras with standard "D" mounts. Acts as 2X telephoto lens on 8mm cameras. C3 C 9472C—Made in Japan. Shpg. wt. 1 lb. \$99.00

- 6** New! Chinon f:1.8 Zoom Lens. Convert your 8mm camera to revolutionary zoom operation. Fits 8mm cameras with standard "D" mounts. Zoom smoothly from 10mm to 30mm focal lengths . . . from wide angle to normal to telephoto, with a turn of the lever. Lever all the way out to magnify your subject 3 times. See exactly what the lens sees because you view through the lens with coupled reflex viewfinder. Eyepiece adjusts to suit your eyesight . . . with or without glasses! Focus from 5 feet to infinity with sharp definition at all distances and under varying light conditions. 3 C 9429C—Made in Japan. Shpg. wt. 1 lb. \$49.95

- 7** TOWER Reel Chest-Pak with 6 reels and cans. Store and carry up to 1,200 feet of 8mm films in this rugged, all-metal chest. Here's the safest, most efficient way to protect your movies. Hinged cover with spring catch closes so tightly that absolutely no light can enter. Opens wide for easy access and quick locating of films. Round design means lighter weight, easier storage. Convenient carrying handle at one end. Blue enamel finish. Rubber-tipped legs protect your furniture from scratches. 5¼-inch diameter, 6¾ inches long. Each can and reel holds 200 feet of 8mm film. 3 C 9355—Shpg. wt. 4 lbs. 8 oz. \$5.49

- 8** Low-cost Reel Boxes for 8mm and 16mm films. Carry and store up to 4,800 feet of 8mm or 16mm films in these durable boxes. Sturdy all-steel construction with drop-down front for easy locating. Hinged lid has snap catch. Each box has individual slots for 12 cans. Baked enamel finish. Order reels and cans above. 3 C 9320—For 8mm, 200-ft. reels. Wt. 4 lbs. . . \$2.79 3 C 9321—For 8mm, 300-ft. or 400-ft. reels. Shipping weight 5 pounds. 3.29 3 C 9322—For 16mm, 400-ft. reels. Wt. 7 lbs. . . 3.95

Home Movie Makers: Order your 8 and 16mm color movie film now! See page 87.



Preview movies on Our Biggest Editor

See 8mm film on 3¼x4¼-in. screen. Focus control assures sharp image

\$36⁵⁰ \$4.00 down
cash

Your home movies tell a clear, logical story when they've been properly edited.
 Add professional smoothness by inserting titles and removing jumpy scenes.

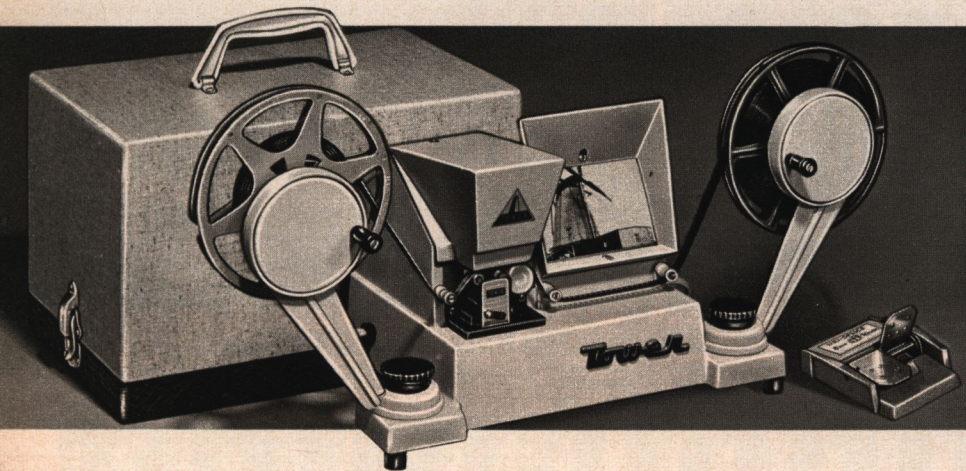
Complete 8mm editing and previewing equipment in a self-contained portable case. TOWER action editor allows you to view up to 400 ft. of film—in motion, on a big 3¼x4¼-in. screen. Geared rewinds. Sharp clear image assured by focusing control, optical glass prism shutter, polished coated lenses. Film marker positively identifies each frame. Constructed of sturdy, light die-cast aluminum. Reels not included.

Handy dry splicer using Mylar polyester film strips is in easy reach for quick editing. Neat splices run smoothly . . . they're permanent, will not part. Comes with splicing tape.

Editor operates on 110-120-volt, 60-cycle AC-DC. UL listed.

3 C 9382—8mm Editor. Wt. 11 lbs. \$36.50

3 C 6681—Spare 30-watt Bulb for editor. ASA code BLR. Shipping weight 4 oz. 90c



Over 7 square inches of viewing area

Low priced 8mm action editor combined with the convenience of dry-splicing

Editor only **\$24⁵⁰** \$2.50 down
cash

Compact editor-splicer shows pictures on clear 2¼x3¼-in. previewing screen.
 Dry splicer makes lasting splices without scraping or cement.

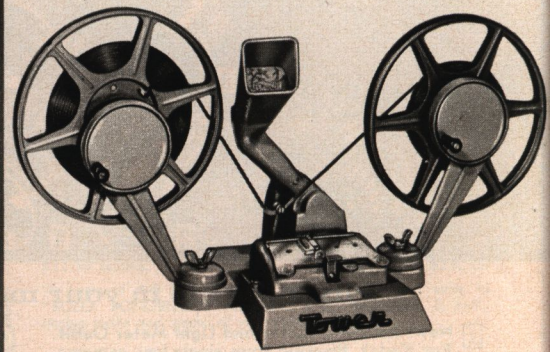
TOWER low-priced action editor permits viewing of up to 400 ft. of film. 2¼x3¼-inch screen receives bright, uniform illumination from 30-watt lamp. Movies appear sharp and clear, thanks to optical glass prism shutter and polished and coated lenses. Geared rewinds fold away for easy storage. Constructed of light, strong die-cast aluminum. Reels not included.

Includes dry splicer, for quick, lasting splices without scraping or cement. Uses strips of Mylar® polyester film tape. Editor operates on 110-120-volt, 60-cycle AC-DC. UL listed.

3 C 9383—Editor. Shpg. wt. 5 lbs. \$24.50

3 C 6681—Spare 30-watt Bulb for editor. ASA code BLR. Shipping weight 4 oz. 90c

3 C 9385—Case for editor. Wt. 4 lbs. \$5.95



TOWER 8mm Non-action Editor adds smoothness to your home movies

\$15⁹⁵

Perfect for beginners or small editing jobs. "Non-action" means you see one frame at a time, projected on 1¼x1¼-inch glass screen. You can clearly see the frame you're working with.

Automatic splicer cuts, scrapes and welds film. Rewind arms fold inward for easy storage. Take reels up to 400 ft. easily. Direct-drive rewinds. Sturdy all-metal construction. Reels not included. 110-120-volt, 60 cycle AC-DC. UL listed.

X3 C 9386—Editor. Shpg. wt. 3 lbs. \$15.95

Case for above.

X3 C 9387—Shipping weight 3 lbs. 8 oz. 3.75

Rewind-Splicer combination.

X3 C 9379—Shipping weight 2 lbs. 8.95

3 C 6680—Spare Bulb for editor. Wt. 4 oz. 25c



Make finished 4x5-inch black and white prints from color or black and white movies. Comes with adapters for both 8mm and 16mm movies.



Make regular snapshots from your movies

Cinelarger makes negatives from movies or slides

\$16⁵⁰ 8mm or 16mm

Make negatives from black and white or color 8mm or 16mm movies, or 35mm and 828 slides. Place movie film or slide in Cinelarger gate. Close cover, use No. 2 photo-flood bulb for exposure (see page 55). Built-in shutter and lens, plus exposure guide. Use 620 film, black and white or color. After exposing, develop in regular way. Fine quality lens permits making of excellent negatives, which can be printed or enlarged up to 8x10 inches.

16 negatives (1 1/8 x 2 1/8 in.) from 8mm film, 8 negatives (2 1/8 x 2 1/8 in.) from 16mm, 35mm or 828 film. Accommodates 2x2-in. slides in glass or cardboard mounts, unmounted 35mm film or Bantam (828) mounts and film. 110-120-volt, 60-cycle AC. UL listed.

- 8mm model.
- X3 C 6501—Shipping weight 1 lb. \$16.50
- 16mm model.
- X3 C 6508—Shipping weight 1 lb. 13 oz. 16.50
- 35mm and 828 model.
- X3 C 6515—Shipping weight 2 lbs. 18.50

Revere Cine Enlarger-Viewer makes prints directly from movies

\$37⁵⁰ \$4 cash down

Easy-to-use Revere Cine enlarger-viewer lets you make black and white positive prints from color or black and white 8mm or 16mm movie film. 8mm and 16mm adapters included. Also includes enlarger. Produce prints up to 4x5 in. without outside processing. In addition, use it as a non-action movie viewer to examine film frame by frame.

Enlarger uses any normal-focus "C" or "D" mount lens. *Lens not included (see lens list below)*. 30-watt lamp provides even illumination. Single-condenser optical system. Hand crank advances or rewinds film. Metal housing and post, plywood easel.

Outfit consists of enlarger, 8mm and 16mm adapters, 4 plastic trays, easel, easel tape, blotter book, sponge, safelight and complete instructions. 110-120-volt, 60-cycle AC-DC. UL listed.

X3 C 6535t—Shipping weight 16 lbs. \$37.50

Wollensak Lenses for enlarger above

- X3 C 6539—13mm f:2.5 Raptar Lens. For Revere Cine enlarger. For 8mm film. Shpg. wt. 4 oz. \$21.50
- X3 C 6540—25mm f:2.5 Raptar Lens. For Revere Cine enlarger. For 16mm film. Shpg. wt. 6 oz. \$27.95



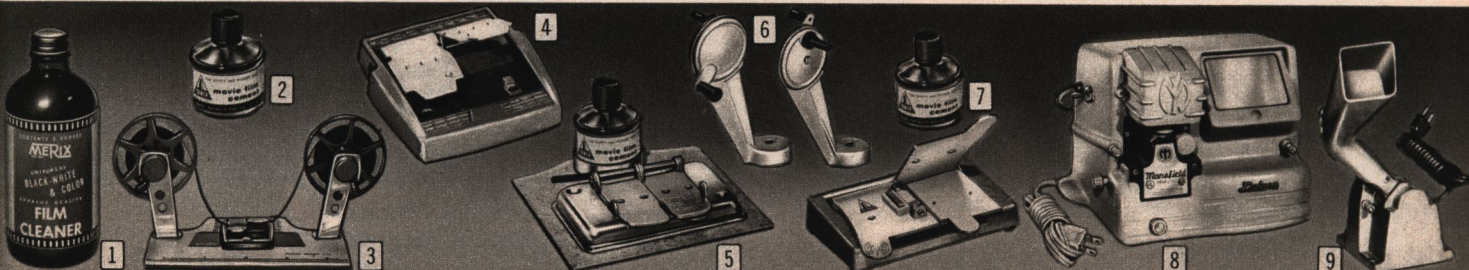
Direct-positive Chemical Kit. Make black and white prints from movie film using kit with Revere enlarger, described at left. You can also make black and white enlargements from 35mm or other size positive color transparencies with kit, regular enlarger and direct-positive paper below.

Just follow these simple steps: develop exposed paper, rinse in clear water; bleach in special chemical and rinse again; rinse print in clearing bath; expose to clear lamp for 3 sec., redevelop for 30 sec. After washing, water-repellent base of paper makes print dry in a few minutes.

X3 C 6855N—Kit. Shpg. wt. 2 lbs. \$3.69

KODAK DIRECT POSITIVE PAPER

- X3 C 6633—100 sheets, 2 1/2 x 3 1/2 in. Wt. 8 oz. \$2.29
- X3 C 6634—25 sheets, 4x5 in. Wt. 5 oz. 1.39
- X3 C 6645—100 sheets, 4x5 in. Wt. 1 lb. 3 oz. 4.49
- X3 C 6649—25 sheets, 5x7 in. Wt. 8 oz. 2.29



1 Merix Film Cleaner. 8 oz.
3 C 9331—Wt. 1 lb. 4 oz. \$1.10

2 TOWER Cement. With applicator.
3 C 9330—1-oz. Shpg. wt. 4 oz. 45c

3 TOWER Movie-makers' Workshop. 8mm butt splicer uses dry splices. Make long-lasting splices without scraping or cement. Mounted on board, with rewinds that take up to 400-ft. reels. Scale on base lets you time scenes. Comes with 18 splices.
3 C 9370—Shpg. wt. 2 lbs. \$7.95

4 TOWER Dry Splicer. Splice 8mm or 16mm film permanently without scraping or cementing. Trim film ends with stainless steel blades, place transparent Mylar® polyester film strip over joint, press in place. Forms permanent bond. Repair torn film quickly without loss of frames. Includes 18 splices and instructions. 4 1/2 x 3 1/2 in.
3 C 9367—Shpg. wt. 4 oz. \$3.19
36 extra Splicing Strips.
3 C 9363—Shpg. wt. 1 oz. 75c

5 Mansfield Jr. Splicer. Pins hold film. For 8mm or 16mm. Includes dry scraper, cement. 5 1/2 x 5 1/2 in.
3 C 9395—Shpg. wt. 1 lb. \$2.69

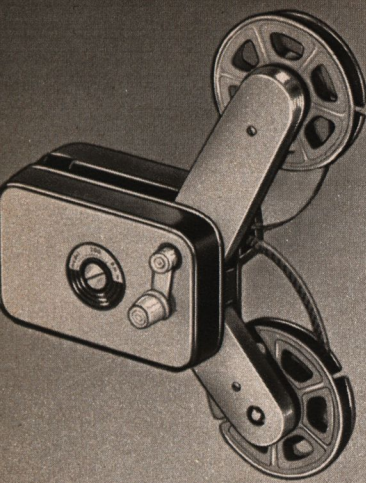
6 Mansfield Rewinds. For 8mm or 16mm. 400-ft. capacity.
3 C 9381—Shipping wt. 1 lb.
Set of 2 for. \$3.95

7 TOWER Wet Splicer. For 8mm or 16mm. Precision-machined scraper. Cement included. 4x2 1/2 in.
3 C 9394—Shpg. wt. 1 lb. \$4.95

8 Mansfield 8mm Action Viewer. Edit film in motion. Viewer only. 110-120-volt, 60-cycle AC-DC. UL listed. Bright 30-watt bulb.
3 C 9324—Shpg. wt. 4 lbs. \$18.95

9 Mansfield 8mm Non-action Viewer. See brilliant image of each frame. Use with splicer and rewinds (not included). 110-120-volt, 60-cycle AC-DC. UL listed. 6-watt bulb included.
X3 C 9325—Shpg. wt. 1 lb. \$8.50

10% DOWN on items from \$20 to \$50 . . see page 82



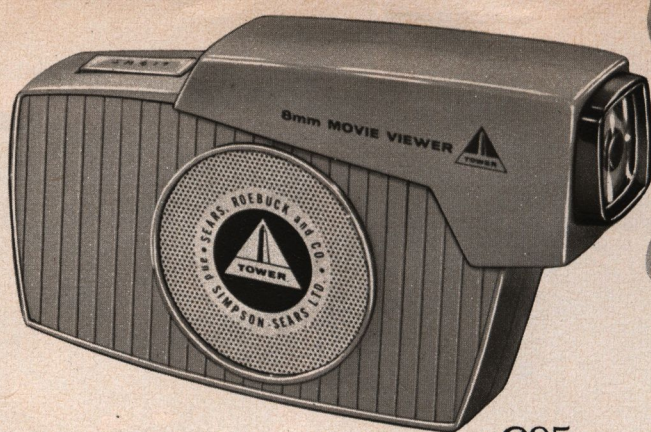
**8mm
Cine Viewer**
200-foot capacity . .
sharp, clear picture

\$1095

This portable theater lets you see and enjoy your 8mm movies anywhere, anytime! Full view, 50X area magnification with precision 3-element lens system.

Needle sharp focus with or without glasses is afforded by adjustable eyepiece. Long-life penlight batteries (included) provide brilliant illumination. Variable speed motion including stills . . no blackout or flicker. See edge-to-edge picture by using framing adjustment. Simple, projector-type loading . . speedy rewind. Gentle film handling with self-lubricating nylon gears. Detachable handle grip. Built-in tripod receptacle, and 100-ft. take-up reel. Gray styrene housing.

3 C 9399—Shipping weight 2 lbs. \$10.95



\$695

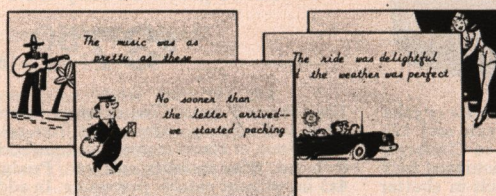
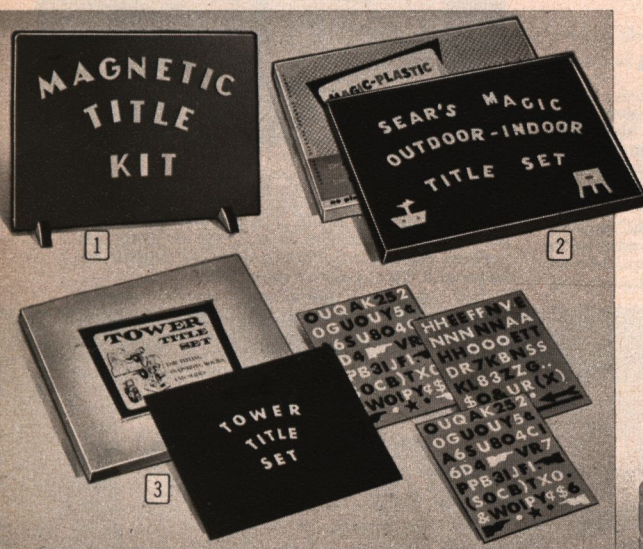
TOWER 8mm Movie Viewer . . bright, flicker-free

Carry this personal theater with you for quick, easy viewing of 8mm movies! Simple and foolproof, the TOWER viewer provides an efficient way to see movies anywhere in clear, bright action. Unique "floating" gear provides automatic action: enjoy forward, reverse, or still viewing by simply changing rotation direction of knob. Rapid rewind feature. Lightweight and compact, the TOWER viewer shows standard 50-ft. reels of 8mm film without setting

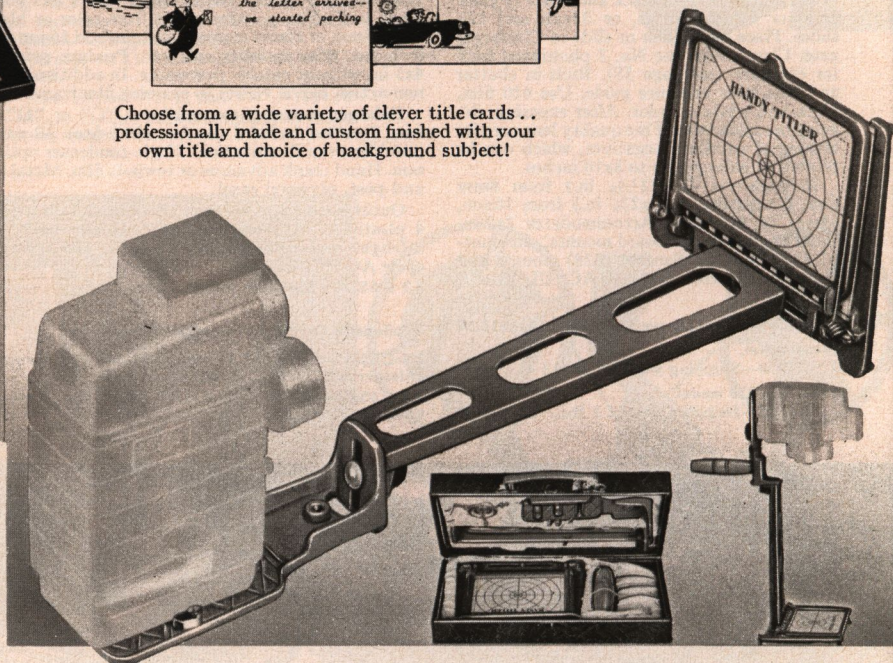
up a projector. Finger controlled illumination. Uses 3 inexpensive penlight batteries (not included . . order below). Simplified drop-in loading. Silent, smooth mechanism has self-lubricating nylon gears and moving parts. Film cannot become torn, damaged, or broken, nor can sprocket holes get broken. Gray housing is of durable styrene.

3 C 9349—Shipping weight 1 pound. . . . \$6.95
34 C 4653—3 Batteries. Shpg. wt. 3 oz. . . . 37c

Dress up your movies with titles . . they inform, add interest



Choose from a wide variety of clever title cards . . professionally made and custom finished with your own title and choice of background subject!



**Edrick Titrer offers custom-made titles
in wide choice of backgrounds . . ready to film! \$1750**

Give your 8 or 16mm movies that unmistakable professional touch with the Edrick titrer, the first to offer titles made to your order! With the Edrick you can make your own titles if you prefer . . or have them custom made in gay, sparkling colors with your own title plus a background illustration chosen by you from a list of more than 100 enclosed with outfit. Your choice of seven custom-made titles included with purchase of titrer; thereafter, arrangements can be made to purchase more. Full instructions are included for ordering titles from manufacturer's list.

Most versatile set we've ever seen. Includes exclusive rainbow iris system . . starting with small opening, it *expands gradually* to fully reveal title or picture . . or gives opposite effect when used in reverse! Set can be used vertically or horizontally and has dual-purpose handle that can be used as camera grip. Has close-up lens, centering mirror, alignment chart, rear-view projection screen, transparent screen, 3 special-effect masks, blank title cards and carrying case. Manual tells how to make fades, animation, close-ups, etc.

3 C 9362—Shipping weight 9 lbs. \$17.50

Letter Sets to add a professional look

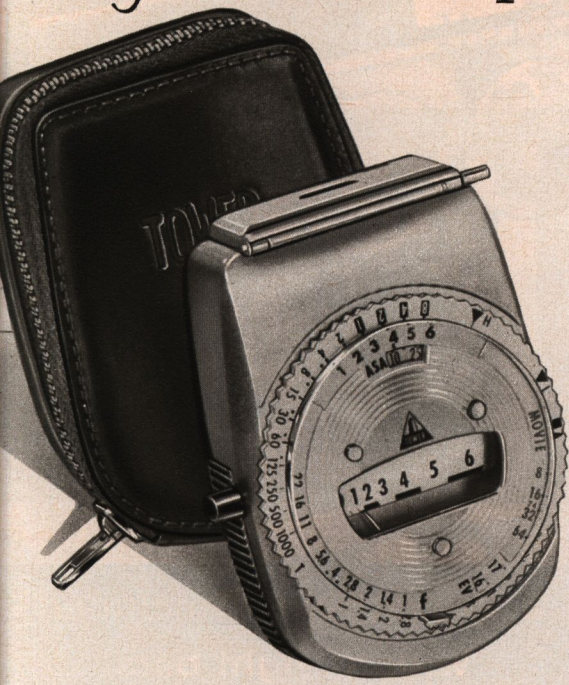
1 New Magnetic Titrer. Makes titling simplicity itself . . get more done in less time! No gluing, pinning, or pressing . . large magnetized letters hold tight to 13x18-in. metal board, yet are easily rearranged. Get unusual and dramatic effects by varying background and letter colors. Set includes 3 sheets of 64 letters each in different colors. Marked-off ruled tape tells distance camera should be from screen to fill frame.
3 C 9361—Shipping weight 5 pounds. \$10.95

2 Magic-plastic Letter Set. Interchange colored letters, characters, background for unusual effects. Washable, 1-inch letters press to frame without glue or pins. Set includes 410 letters and characters in colors: red, yellow, white; 13x18-inch titling frame; 5 backgrounds: white, green, blue, black, transparent (for "live" backgrounds).
3 C 9364—Shipping weight 4 pounds. \$5.95

3 TOWER Plastic Letter Set. You'll have hours of fun making titles and showing titled movies with this letter set. Includes over 240 red and white 1-inch washable plastic letters and characters . . simply press to titling frame. Handy storage cards hold letters in place. Set is packed in box and also includes three backgrounds: black, white, and transparent (for "live" backgrounds).
3 C 9352—Shipping weight 1 lb. 12 oz. \$2.95

WHY WAIT? Use while you pay. For Easy Terms, see page 82

Why Guess? Exposure Meters mean better pictures



Get accurate readings in poorest light

\$10⁵⁰

When you're taking pictures in extremely dim light, flip out booster cell for ultrasensitive readings, where most meters will not register at all. Use with any type of camera, with black and white or color film.

Complete meter, yet low in price. Has EV scale (3 to 19) for Polaroid cameras. ASA-rated film scale reads speeds from 10 to 6400. Calibrated for exposures from f:1 to f:22. Simplified dial gives readings from 8 to 1/1000 second. When you take movies, use special scale with settings from 8 to 64 f.p.s. Durable plastic construction. Comes with leather case, neck cord and instructions. Meter especially suited to difficult lighting conditions. Made in Japan.

3 C 8888—Meter with case. Shpg. wt. 12 oz. \$10.50



Complete readings without attachments . . . use Our Best Meter

\$12⁹⁵

Avoid incorrect exposures, the most common cause of poor pictures. Easy-to-use TOWER light meter helps insure perfect exposure.

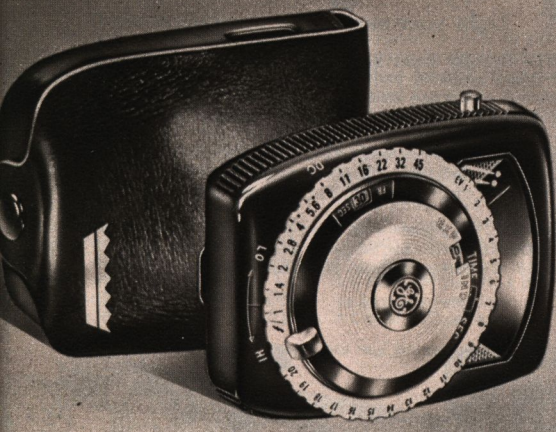
You get correct camera settings for black and white or color film, with still or movie cameras. Separate movie scale, 8 to 64 f.p.s. Measures reflected or incident light. Color finder helps judge color content of light. Adjustable scales for ASA film speeds from 6 to 1600, at all shutter-lens combinations from 8 seconds to 1/500 second, "f" stops f:1.4 to f:45, plus LVS system (1 to 19) for Compur shutters. Complete, accurate readings without

accessories. Translucent roller blind protects photoelectric cell and glass-covered dial face. Sturdy plastic case. Also has film-speed memo chart on back, plus chrome-plated clip-on chain. Quality crafted in West Germany. Compare with more expensive meters to see its great value! Instructions included.

3 C 8889—Meter. Shpg. wt. 8 oz. \$12.95

3 C 8862—Leather Case. Wt. 4 oz. 1.39

See Photographic Reference Section. Page 79 tells you how to use exposure meter.

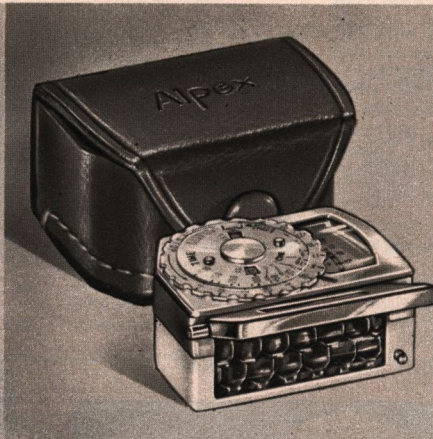


Find correct exposure for fastest films

\$32⁵⁰ \$3.50 down
cash

No film too fast, no light too dim when you use the General Electric PR3. Film indexes from ASA .1 to 20,000. Shutter speeds from 120 to 1/32,000 second, "f" stops from f:1 to f:45. Red fluorescent pointer gives exact lens setting. Quick, easy to use. Set film index and shutter speed, aim and press the button—all in 5 seconds! Lock-button "remembers" reading. Land settings 1 to 9, EV settings (LVS) from 1 to 20. Movie settings 8 to 128 frames per second. Black plastic case, gold-color trim. Leather case, neck cord and instructions included.

X3 C 8873—Meter with case. Shipping weight 1 lb. \$32.50



Add Clip-on Meter to camera

\$7⁴⁵

Clip meter directly onto camera. Built-in adjustable accessory shoe fits all cameras with accessory clips. Compact meter includes most features found on full-size models. Film scale from ASA 6 to 6400, "f" readings f:1 to f:45. Handles shutter speeds from 1 second to 1/1000. Also use meter with Polaroid or movie cameras. Sealed photocell. Metal and plastic body. Leather case included. From Japan.

3 C 8865—Meter and case. Wt. 8 oz. \$7.45



Light Meter built for movies

\$4⁹⁵

Make sure of perfect exposure for your color movies. Direct-reading meter. See exposure shown in "f" stops at standard 16 frames per second speed. Calibrated for exposures from f:1.9 to f:16 for both indoor and outdoor Kodachrome. Photoelectric cell gives completely accurate light readings. Plastic body. Leather case, neck cord. Made in Japan.

3 C 8892—Shipping weight 8 oz. \$4.95

Do you have your "Charge Account" at Sears yet? See page 82

Now film more naturally lighted movies

- Camera mounts below light bar . . gives you bright, even illumination . . helps eliminate harsh shadows
- Bounce light feature softens shaded areas . . adds a look of natural lighting (on 3 C 8822 only)

4-light Bar **\$1350**

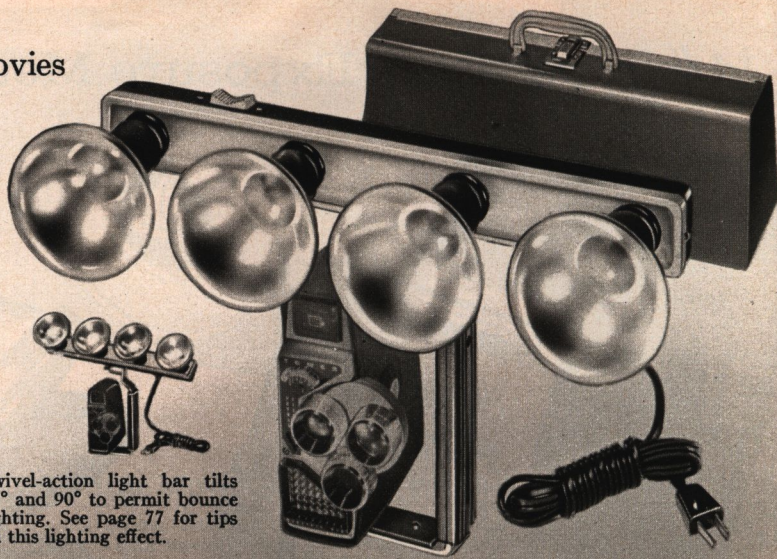
New TOWER light bar will enable you to illuminate your home movies with professional-looking results.

And it's so safe and easy to use. Both hands are below lights when you are shooting . . less danger of touching hot bulbs . . no awkward reaching over lights to press filming button.

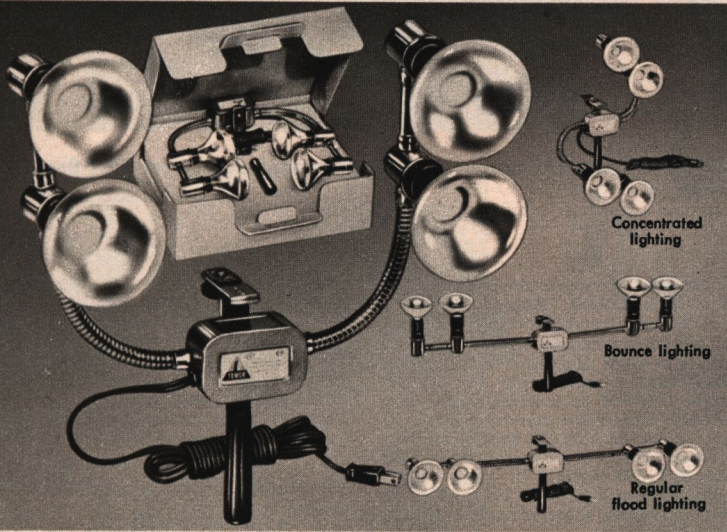
Camera mount has rubberized cushion to protect camera. Shaped plastic handle lets you get a firm grip on the bar.

Three-way push-button switch for "off," 2-light or 4-light operation on 3 C 8822 only. Handsomely designed with rich-looking black metal back and sides . . anodized aluminum front. In metal case with charcoal gray enamel finish. With 10-foot cord.

3 C 8822—4-light Bar. 15 inches wide. Four 300-watt reflector-type bulbs included. Shipping weight 8 pounds. \$13.50
3 C 8821—2-light Bar. 10¼ in. wide. 2 bulbs incl. Wt. 5 lbs. 8.95



Swivel-action light bar tilts 45° and 90° to permit bounce lighting. See page 77 for tips on this lighting effect.



Vary your lighting effects with Flexible Light Bar

\$1050 light bar, four 300-watt bulbs and case

Flexible portion of this TOWER 4-bulb light bar bends in any direction. Excellent for portrait work because you can easily get the correct amount of bounce, fill-in or side lighting you need to subdue harsh shadows. Also use it for concentrated light.

One switch enables you to operate either

the outer or inner lamps independently. Camera mounts above light bar. Or handle may be unscrewed so that the bar can be fitted on a tripod.

Entire unit folds into handy cardboard carrying case. With 7½-foot cord.
3 C 8810—Shpg. wt. 7 lbs. \$10.50

NOTE: See opposite page for replacement bulbs for all light bars on this page

Light your movies just like Hollywood

Luminaire by Harwood

\$1675 light bar, 4 bulbs, case

Revolutionary new light bar operates on the same principle used in TV and movie studios. A clustered light source is placed above camera . . this produces lighting that is bright, even and natural looking.

Four 300-watt bulbs on anodized aluminum mount . . 8¾-in. diameter. Single switch controls 2 or 4 lamps. Built-in exposure guide. Comfort grip handle. Recessed cord well. In beautiful black molded plastic carrying case. 8-ft. cord.

3 C 8830—Shpg. wt. 5 lbs. \$16.75



300-watt bulbs included with all light bars



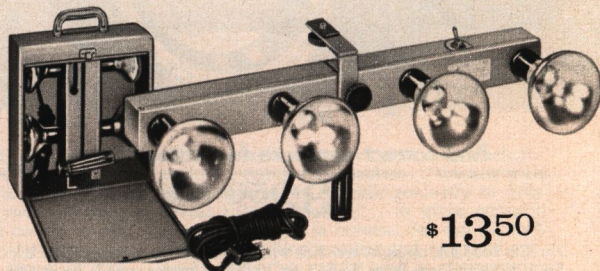
4-light Bar in metal case **\$1050**

Light your movies the economical way

TOWER Straight Light Bars. Camera attaches on top of bar . . light shines wherever you point your camera. Plastic handle may be unscrewed so bar can be fitted on tripod . . makes one easy-to-move unit. Made of sturdy steel with gray enamel finish.

4-light Bar. 15 inches wide. Four bulbs included. With 8-foot cord.
3 C 8814—In metal case. Shipping weight 14 pounds. \$10.50
3 C 8811—In cardboard case. Shipping weight 11 pounds. 7.95

2-light Bar. 9½ inches wide. Two bulbs included. With 6-foot cord.
3 C 8817—In metal case. Shipping weight 5 pounds. \$6.95
3 C 8818—In cardboard case. Shipping weight 2 lbs. 8 oz. 4.95



\$1350

Bar folds in half for easy carrying and storage

20¼-in. TOWER light bar . . folds down to only 10¼ in. to fit into metal carrying case. Made of sturdy steel with gray enamel finish. One switch controls 2 or 4 bulbs. Camera attaches above bar . . handle unscrews for tripod mounting. 4 bulbs included. 8-ft. cord.
3 C 8823—Shipping weight 8 pounds. \$13.50

NOTE: All light bars operate on 110-120-volt, 60-cycle AC-DC. All UL listed and also approved by Canadian Standards Association.

TOWER Flood Equipment makes indoor lighting easy



Home Lighting Kit

\$895

1 Beginners take note: Here's all you need for effective lighting in your home. Use this equipment to get professional results on your movies and still pictures. Included are two 10-inch clamp-on flood reflectors; one 9½-inch clamp-on flood reflector; 15-ft. extension cord with 3-way socket; two No. 2 photo-flood bulbs; one No. 1 photo-flood bulb. In heavy hard-board case for easy carrying, safe storage. Every item is UL approved. 110-120-volt AC-DC. 3 C 8802C—Wt. 7 lbs. . . . \$8.95

Clamp-on Reflectors

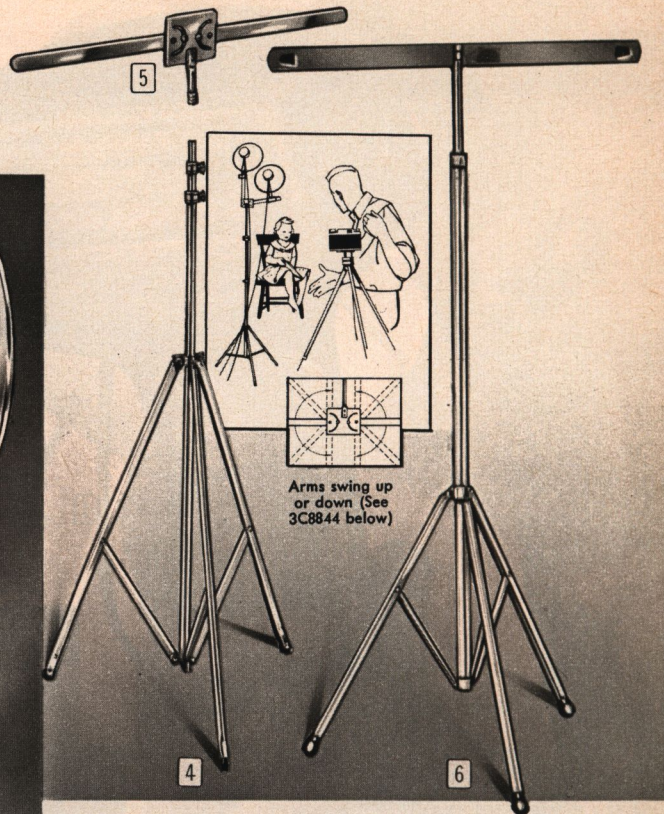
Low as **\$398**

2 Durably constructed of heavy-gauge aluminum with polished exterior. Heat-resisting cap over porcelain socket. Rubber-covered spring clamps protect your furniture from scratches. Ball-and-socket swivel for easy adjustment. Switch on back. With 8-ft. cord. Use No. 2 photo-flood bulbs (not included, see below). UL approved; 110-120-volt AC-DC. 12-inch size reflector. 3 C 8838—Shpg. wt. 3 lbs. . . \$5.19
10-inch size reflector. 3 C 8837—Shpg. wt. 2 lbs. . . 3.98

Clamp-on Socket

\$198

3 An inexpensive yet efficient way to light your subject or to add a second light source for different effects. Use with reflector-type bulbs (sold separately below). Rubber-covered spring clamp protects your furniture; ball-and-socket swivel turns easily and quickly. Wood handle won't get hot. 8-foot cord facilitates moving. UL approved; 110-120-volt AC-DC. 3 C 8831—Wt. 12 oz. . . \$1.98



Adjustable Light Stands

You have the light right where you want it

Low as **\$498**

Adjustable height . . . lock at any position
Chrome-plated aluminum construction
Channel legs with skid-resistant washers
Widespread legs for consistent steadiness
Swing arms for versatility (sold separately)

4 Three-section Stand enables you to place flood lamps or reflectors where they are most effective. Height when open, 7½ ft.; closed, 31 in. Arms not included. 3 C 8842—Shpg. wt. 2 lbs. 8 oz. . . . \$4.98

Five-section Stand (not shown) adjusts to height up to 10 feet for dramatic lighting effects. Closed, measures only 25 in. high for compact storage. Arms not included. 3 C 8843—Shipping weight 3 pounds. . . . \$8.50

5 Swing-arm Swivel. Two clamps and reflectors can be placed on the 12-inch arms. Attaches easily to either number 3C8842 or 3C8843 (sold above). 3 C 8844—Shipping weight 1 pound. . . . \$1.49

Steel Light Stand with metal crossbar

6 Sturdy tubular steel construction. Metal crossbar holds clamp-on sockets or reflectors (not included). Raises to 68 in. high; closes to 42 in. Locks at desired height. Rubber-tipped legs fold, resist skidding. 3 C 8815C—Shipping weight 5 pounds. . . . \$3.69

For simplified instructions on the use and advantages of photo-flood equipment, turn to page 77.

Westinghouse Photo-flood Bulbs

Reflector-type Photo-flood Bulbs. Easy to use because reflectors are built in. No aluminum reflectors needed. Use with clamp-on socket (3 C 8831 above) or with light bars on opposite page. All bulbs have standard screw-type base.

7 300-watt R-30 Westinghouse Movie Flood. 3 C 8775—Usable life about 4 hours. Wt. 1 lb. Each \$1.10

8 375-watt R-30 Westinghouse Movie Flood (not shown). 3 C 8776—Usable life about 4 hours. Wt. 1 lb. Each. \$1.59

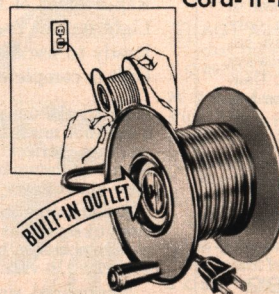
Standard Photo-flood Bulbs. For use with clamp-on type aluminum reflectors sold above. Also use as replacement for home lighting kit above. Screw type base.

9 No. 1 Photo-flood. Light equals 750 watts. 3 C 8777—About 3 hours life. Wt. 8 oz. . . . 2 for 65c

No. 2 Photo-flood. Light equals 1700 watts. 3 C 8778—About 6 hours life. Wt. 8 oz. . . . 2 for \$1.09

Cord-'n'-reel solves extension problems

\$495



Just plug cord into electric outlet, unwind only as much wire as you need. Keeps floor free of excess cord. Reel has built-in power outlet. Handles on each side of reel facilitate unwinding and rewinding of 10-amp. cord. Safe for light bars and other lighting equipment that require heavy wattage. 25-ft. cord. 3 C 8847—Shpg. wt. 5 lbs. . . . \$4.95

Use Sears Easy Terms . . . see page 82



No power pack . . . no straps . . . no cords
 . . . always ready for you to use

Fully Transistorized TOWER Electronic Flash

\$37⁵⁰ cash **\$4** down

Easy to use. TOWER transistorized electronic flash is self-contained. One piece of equipment is all you need.

Recycles fast. Shoot again after only eight seconds.

Batteries last indefinitely. Nickel-cadmium batteries can be recharged from any 110-120-volt AC outlet.

Take perfect flash pictures without flash bulbs! TOWER electronic flash eliminates the nuisance of flash bulbs, yet produces faster light than any bulb. No annoying bulb glare.

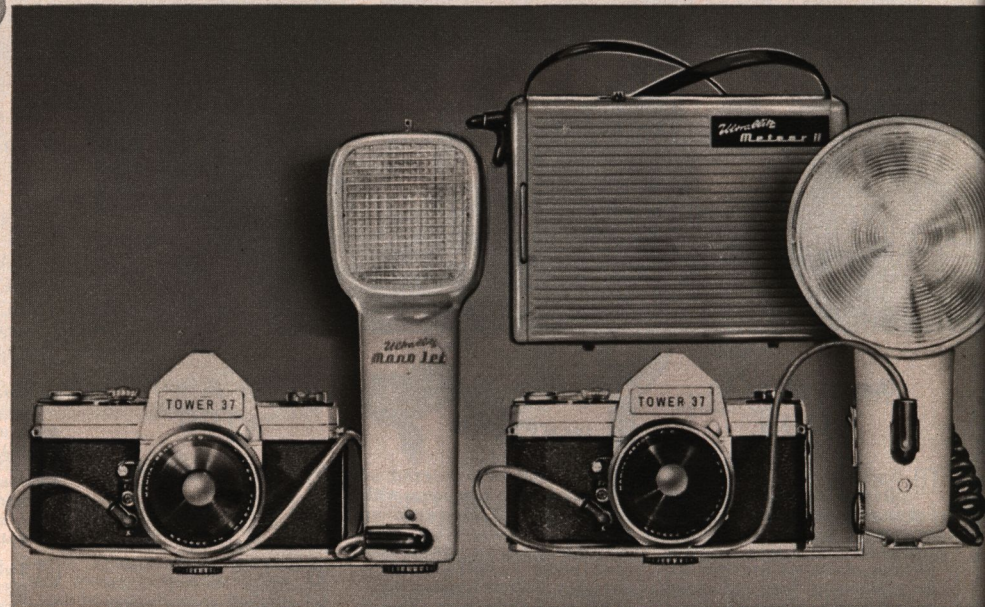
Has nickel-cadmium batteries that last indefinitely. Just recharge them from an ordinary AC outlet after every 65 flashes.

Kodachrome guide number: 36. Flash duration of 1/1000 second . . . lets you "freeze" fast action. Uniform 65° light beam. Electronic flash is dependable, no more "duds."

Take flash anywhere. Clamps directly to camera. Penetrating electronic flash light gives your pictures sharp detail in often blurry shadow areas. Fast flick of light also eliminates camera movement that often spoils pictures.

Has bracket, shutter cord, AC battery-charging cord. From W. Germany. *Please do not order before November 15, 1960.*

3 C 8910—Flash. Shpg. wt. 4 lbs. \$37.50
 3 C 8911—AC Power Cord lets you operate flash from AC outlet. Shpg. wt. 2 lbs. \$6.50



What Electronic Flash Does

What can electronic flash do for your pictures? First, it can give a low cost-per-shot. You don't have to use a separate bulb every time you shoot.

Electronic flash is so fast that it "freezes" action.

You can often use daylight color film, indoors or outdoors, without filters. That's because the color quality of electronic flash is extremely close to that of daylight itself.

No more annoying bright light like that from flash bulbs. Duration of electronic flash is so brief that those you're photographing are hardly aware of it.

And there's no longer any problem of carrying and changing bulbs. You only have to give the electronic flash an occasional recharging. Otherwise, it's always ready whenever you want to shoot. Usually, electronic flash is ready to use less than 10 seconds after last shot.

Use Ultrablitz Mono-Jet II Flash and fast motion seems to stand still

\$61⁵⁰ cash **\$5** down

- 1/2000 second flash stops action
- Nickel-cadmium battery lasts indefinitely
- Unit recharges from any AC outlet
- Rapid burst of light doesn't bother subjects
- Light output is consistent and uniform
- Ready to use 8 seconds after previous flash
- Unit is completely self-contained

Here are the unique advantages of electronic flash in a unit not much bigger than conventional flash. And you get perfect light for thousands of pictures. Nickel-cadmium battery can be recharged from outlet after about every 50 flashes.

Kodachrome guide number: 36. Transistor relay circuit keeps light output constant. Mono-Jet is completely portable, but it also can operate directly from any 110-120-volt AC outlet.

Streamlined, single-piece design. Uniform 60° beam thrown by 3¼-inch square reflector. Energy output of 40 watt-seconds. Comes with shutter, charging cords and mounting bracket. From West Germany.

3 C 8916C—Shipping weight 5 lbs. \$61.50

Ultrablitz Meteor II . . . for flash shots that need extra-strong light

\$89⁹⁵ cash **\$5** down

- High energy output for more powerful flash
- 100 flashes at full power, 200 at half-power
- 1/1300 second flash at full power, 1/2500 second at half-power
- Smallest possible drain on batteries
- Recharges from 110-120-volt AC outlet
- Powered by nickel-cadmium batteries

The Meteor II gives extra electronic flash power, but advanced design keeps the flash and power unit as compact as possible.

Recycles quickly. Shoot after 8 seconds when operating with batteries, 20 seconds when taking power direct from AC outlet. Dual transistors in relay circuit keep a check on energy use . . . cut flash unit off as soon as it is fully charged.

Kodachrome guide number: 56. Energy output: 100 watt-seconds at full power, 50 at half-power. 80° wide angle of illumination. Batteries and flash head sealed in. Measures 7¼x5x2 in. Has AC line cord and PC-Synchro coil cord. From W. Germany.

X3 C 8917C—Shipping weight 5 lbs. \$89.95

**Special Easy Terms . .
 see details on page 82**

**BC Flash with 5-inch reflector
folds down to pocket-size**

\$595

1 When you're not using this powerful flash just slip it into your pocket. To use, just unfold it and it becomes a full-size 5-inch reflector. Use No. 5, 6 and 25 bayonet bulbs and pinless M2, M5 and M25 bulbs. Get dependable service from long-life BC system.

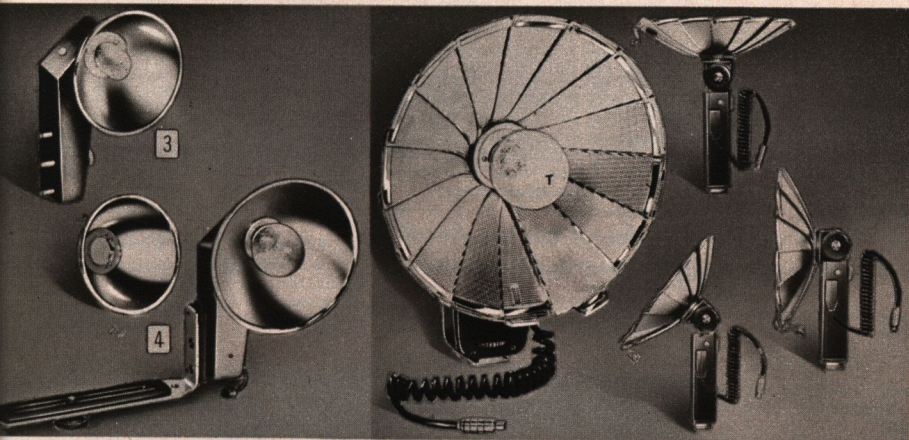
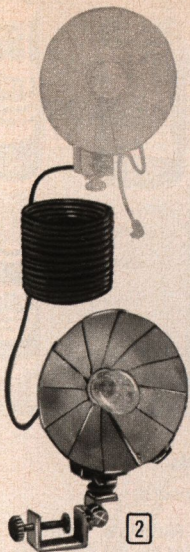
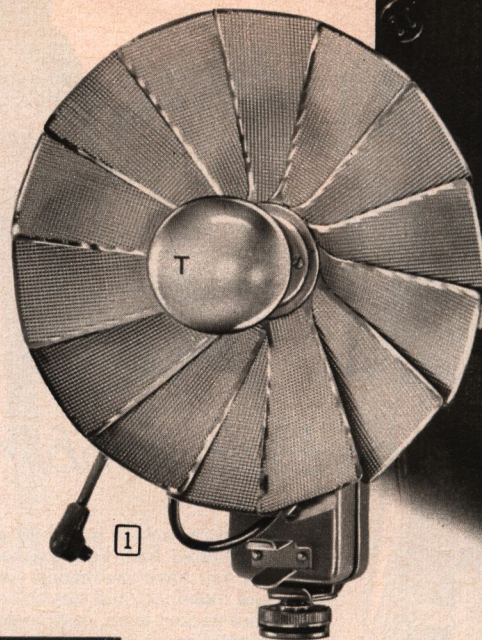
Bulb tester tells you when you can fire. Use 11-inch cord for off-the-camera and bounce-light shots. Quick ejection. Mounts to camera accessory clip. Includes a bracket for cameras without accessory clip. Gray plastic body. Comes with battery, capacitor and clear plastic case. Made in Japan.

3 C 8900—Shipping weight 8 ounces.....\$5.95

Extension Flash Unit

2 Has 15-foot cord so you can highlight areas not covered by main flash. For use with 3 C 8900 and other BC flashes with extension outlets. Comes with clamp.

3 C 8901—Made in Japan. Shipping weight 5 oz....\$2.98



Economy-priced Flash Units

AG1 Flash Unit. Uses AG1 bulbs. Powered by 15-volt battery (see page 58). 2-inch reflector. Mounts to accessory clip.

Black plastic body. Made in Japan. Shipping weight 8 oz.

3 C 8965.....\$3.39

Our Lowest-priced Flash. Flash unit attaches firmly to camera and uses M2, M5, M25 bulbs.

Black medium impact polystyrene plastic flash gun with 3-inch electroplated reflector. Fits TOWER No. 1, Brownie Starflex, Twin 20, Reflex 20, Starlet, Pony 135. Two penlight batteries included. Shipping weight, 6 oz.

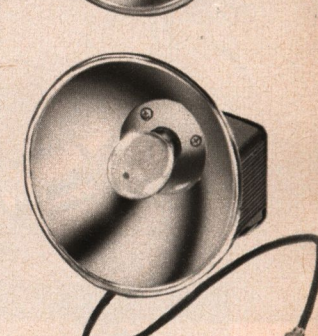
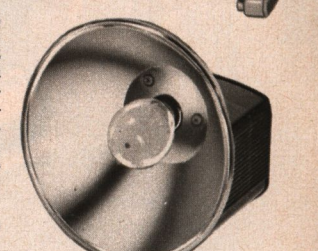
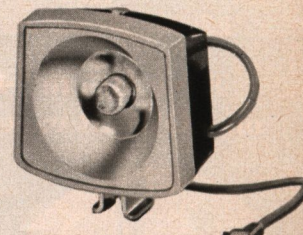
3 C 8956.....\$2.49

3 C 8957—Same as above but fits all cameras with accessory shoe and European flash connector.

Shpg. wt. 12 oz.....\$2.95

BC Flashholder. Same reflector as above. Powerful battery capacitor unit using 22½-volt battery. Fits cameras with accessory shoe and European flash connector. Black medium impact polystyrene plastic body. Uses M2, M5 or M25 bulbs. Battery is included. Shipping weight 12 oz.

3 C 8958.....\$3.69



Kodak Flashholders

Bounce-flash with tilting head

\$895

Adjusts easily. Several bounce positions. Use either regular or midget-based lamps in dual-type socket

3 **Kodalite Midget Flashholder.** Attach Kodalite fittings to Kodak Pony, Brownie "Bull's-Eye" and similar Kodak cameras. Uses M-2 bulbs. Powered by regular penlight batteries (included). Has 3-inch reflector with mirror finish for extra efficiency. Heavy battery contacts, brass connector strips insure dependability.

Midget Flashholder. Comes with 2 (3 C 8935) penlight batteries.

3 C 8971—Shipping weight 8 oz.....\$3.95

4 **Kodalite Super-M40 Flashholder.** Flashholder comes complete with 3 and 4-inch interchangeable reflectors for midget-base or bayonet-base bulbs. Use on cameras with Kodalite fittings. Has handy exposure guide. Bracket not included (see 3C8973 below).

3 C 8972—Super-M40 Flashholder. 2(3C8935) penlight batteries included. Wt. 1 lb.....\$7.95

Kodak Universal Flashholder Bracket. Use Flashholder with Kodalite fitting on most other cameras. Connecting cord.

3 C 8973—Shipping weight 8 oz.....\$2.95

Softens shadows in flash pictures with bounce-flash. The top of the Bouncemaster swivels to 45 or 90 degrees, so you can point flash straight ahead or bounce light off ceiling or walls. Click-stops hold the reflector in position.

Test button provides complete circuit check. Find correct lens openings from direct-reading dial. Open flash button for independent flashing.

Permanently built-in capacitor, requires 22½-volt BC battery sold separately on page 58. 5½-inch reflector. When not using flash, fold it up and slip it into pocket-size leather case. Flash takes all No. 5, 25, 5M, SF, No. 6 and M-base M2, and M5 and M25 bulbs. Has automatic bulb ejector. Made in Japan.

3 C 8951—Shipping weight 8 oz.....\$8.95

Play it safe . . use a Flash Shield

"Snap-on" Flash Shields. Make sure your flash unit is safe . . use a flash shield over the reflector. It's clear, won't interfere with the operation of the flash. You can snap it onto any standard reflector in seconds. Swivel it out of the way for easy bulb replacement. Button the blue shield onto the clear shield . . eliminates the need for blue bulbs. Shield is made of plastic.

5 3 C 8995—Clear. For Starflash. Shpg. wt. 3 oz. 59c

3 C 8996—Clear, blue. For Starflash. Wt. 1 oz. 99c

6 3 C 8997—Clear and blue. 3 inch. Shpg. wt. 1 oz. 99c

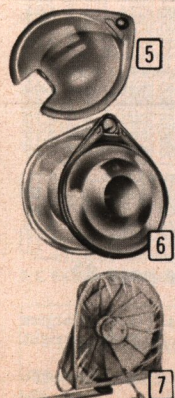
3 C 8998—Clear and blue. 4 inch. Wt. 1 oz. \$1.29

3 C 8999—Clear and blue. 5 inch. Shpg. wt. 1 oz. 1.49

7 **3-way Flash Shield.** Plastic shield protects against bulb shattering.

3 C 8993—One clear side, one blue side (for using outdoor color film with flash), one diffusion side.

Shipping weight 3 oz.....35c



Convert flash to new bulb sizes

8 **AG1 Adapter.** For AG1 bulbs. Fits any flash unit that takes No. 5 or Press 25 bulbs. 2-inch diameter.

3 C 8975—Shipping weight 2 oz.....\$1.49

M-2 Adapters. M-2 bulbs are small and economical. Put 12 in a shirt pocket, buy them for about 8c each, by the case. Ideal for close-ups.

9 **M-2 Bayonet-base Adapter-Reflector.** Reflector fits in regular bayonet-type flash units, converts them to M-2 operation.

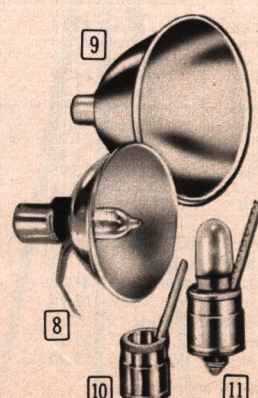
3 C 8976—Shipping weight 8 oz.....\$1.49

10 **M-2 Flash Bulb Adapter (no reflector).** Fits standard bayonet reflector. Easy to insert or remove.

3 C 8977—Shipping weight 3 oz.....29c

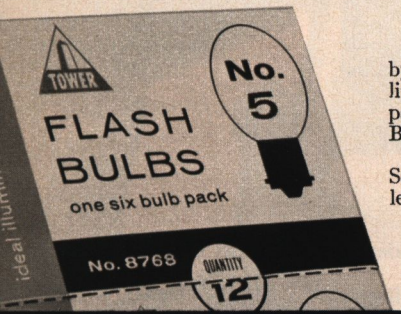
11 **M-2 Adapter-Tester.** Adapts bayonet-base units, shows if the unit is working. Bulb included.

3 C 8978—Shipping weight 3 oz.....49c





End Flash Bulb fumbling



The TOWER package is divided in two by a perforated line. Split package at line and you have two handy six-bulb packages... compact and easy to handle. Bulbs are packed loose, easy to get at.

TOWER bulbs are made exclusively for Sears by Westinghouse, one of America's leading electrical manufacturers.

You can buy TOWER bulbs in quantity and save. Buy M-2's by the case, pay less than 8c apiece. They're available in standard and midget sizes.

Save 10% to 14% on TOWER case lots



Bayonet-type



Pinless-type

Westinghouse Flash Bulbs are available in popular sizes, including M-5 and M25 for midget reflectors.

Use No. 6 flash bulbs for cameras with focal plane shutters. Bulbs are bayonet-type.

Bulbs shipped postpaid. Please state quantity desired.

Economy Flash Bulbs. 5 bulbs in each sleeve.

Cat. No.	Bulb No.	Base	Wt.	Price
3 C 8794	...5...	Bayonet	8 oz.	...2 sleeves 89c
			5 lbs.	20 sleeves \$7.95
3 C 8786	...M-2...	Pinless	6 oz.	...2 sleeves 69c
			3 lbs. 12 oz.	20 sleeves \$5.95

Bayonet-type Bulbs

No. 5 Less than **10c** each case lot
No. 5B Less than **12c** each case lot

Shoot with this type of bulb for the most powerful flash. Supplies you with enough light for distance shots up to 25 feet.

Extra-bright flash lets you use bounce flash techniques more effectively. *State quantity.*

Catalog No.	Bulb No.	Shipping Weight	Price
3 C 8768	5	10 oz.	12 in pkg. \$1.29
3 C 8769	5	6 lbs.	144 in case 13.25
3 C 8770	5B*	10 oz.	12 in pkg. 1.49
3 C 8771	5B*	6 lbs.	144 in case 15.95

Pinless-type Bulbs

No. M-2 Less than **8c** each case lot
No. M-2B Less than **10c** each case lot

Pay less than 8c apiece when you buy M-2's in case lots. Excellent for closeups because softer light doesn't create harsh shadows.

Maximum distance of 15 ft. For further flash information, see page 76. *State quantity.*

Catalog No.	Bulb No.	Shipping Weight	Price
3C8764	M-2	6 oz.	12 in pkg. \$1.09
3C8765	M-2	4 lbs.	144 in case 11.50
3C8766	M-2B*	6 oz.	12 in pkg. 1.29
3C8767	M-2B*	4 lbs.	144 in case 13.25

Catalog No.	Bulb No.	Shpg. Wt.	Price
3 C 8724	...6...	... (12 oz.) 12 in pkg. \$2.16
3 C 8725	...6...	... (16 lbs.) 144 in case 21.95
3 C 8726	...6B*	... (12 oz.) 12 in pkg. 2.52
3 C 8727	...6B*	... (16 lbs.) 144 in case 24.50
3 C 8721	...M-5...	... (7 oz.) 12 in pkg. 1.80
3 C 8752	...M-5...	... (5 lbs.) 144 in case 16.95
3 C 8722	...M-5B*	... (7 oz.) 12 in pkg. 2.16
3 C 8753	...M-5B*	... (5 lbs.) 144 in case 21.95
3 C 8717	...M25...	... (7 oz.) 12 in pkg. 1.80
3 C 8718	...M25...	... (7 lbs.) 144 in case 16.95
3 C 8719	...M25B*	... (7 oz.) 12 in pkg. 2.16
3 C 8720	...M25B*	... (7 lbs.) 144 in case 21.95

Sylvania AG1 Flash Bulbs.

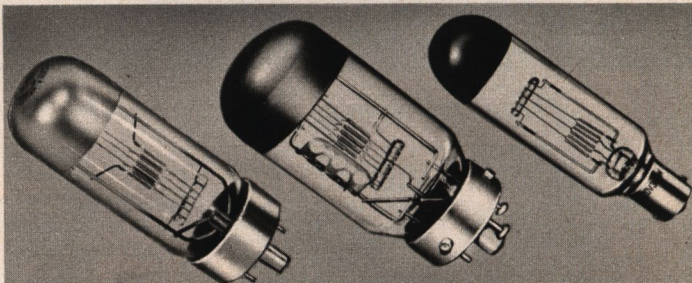
3 C 8665—Sylvania AG1. 12 in pkg. Shpg. wt. 2 oz. \$1.32
144 in case. Wt. 2 lbs. \$12.95
3 C 8666—Sylvania AG1B*. 12 in pkg. Wt. 2 oz. \$1.56
144 in case. Wt. 2 lbs. \$15.25

*5B, "M-2B," "M-5B," "M25B" and "AG1B" are blue bulbs. You can use them with outdoor color film. No filter needed.



Batteries for all photo needs Powerful, long-lasting, inexpensive

- Eveready Leakproof Penlight Photoflash Battery** (number 6). Gives greater power to flash units. 3 C 8935—Shpg. wt. 4 oz. . . . Each 25c
- Eveready Size "C" Photoflash Battery** (number 7). 1-in. diam. 3 C 8936—Shpg. wt. 6 oz. . . . Each 25c
- Eveready Size "D" Photoflash Battery** (number 8). 1 1/4-in. diam. 3 C 8937—Shpg. wt. 6 oz. . . . Each 25c
- Homart Leak Proof Standard-size "D" Flashlight Battery**. 34 C 4650—Shpg. wt. of 2 8 oz. 2 for 30c; 3 for 44c; 6 for 82c
- Penlight Flashlight Battery**. Use these for midget flash units. Shipping weight of two 2 oz. 34 C 4653—2 for 25c. . . . 6 for 72c
- 22 1/2-volt Alplex "B" Battery**. For use in BC-type flash units. Gives up to one year's service. 1 1/2 x 3/8 x 2 inches. Shpg. wt. 2 oz. 3 C 8943—Made in Japan. Each 89c
- Eveready 22 1/2-volt "B" Battery**. For BC-type flash units. Size 3/8 x 1 1/2 x 1 3/4 inches. Shipping weight 3 ounces. 3 C 8938 Each \$1.49
- Eveready 15-volt Battery**. For use with Kodak Super-M flash units. Size 3/8 x 1 1/2 x 1 3/8 inches. Shipping weight 4 ounces. 3 C 8939 Each \$1.10



Movie and Slide Projector Lamps

A bright, efficient lamp means you'll get more enjoyment from your slides and home movies. A weak lamp makes pictures dark and dull, but a bright one lets you see them at their best.

When you order a movie or slide projector lamp, state the catalog number, projector make, model and the ASA code. You can find the ASA code marked either on your old projector lamp, or it may be mentioned in the projector instruction booklet.

Catalog Number	Type Base	Watt	ASA Code	Wt. oz.	Each	Catalog Number	Type Base	Watt	ASA Code	Wt. oz.	Each
TOWER Lamps						Westinghouse Lamps					
3 C 8677	Bayonet	300	CLS	8	\$1.97	3 C 8694	Focus-Lok	500	DBY	6	\$5.50
3 C 8679	Bayonet	500	EDK	5	2.39	3 C 8687	Special	300	CRA	4	4.30
3 C 8671	Pre-focus	500	CZX	6	2.49	3 C 8685	Special	300	CAL	6	4.00
3 C 8673	Pre-focus	750	DDB	6	2.67	3 C 8693	Special	500	CZA	6	4.95
3 C 8664	Pre-focus	500	DAK	7	2.75	3 C 8713	Special	500	CZB	6	4.95
3 C 8663	Pre-focus	300	CWD	8	2.37	3 C 8689	Special	300	DGA	4	4.05
Westinghouse Lamps						Sylvania Lamps					
3 C 8680	Bayonet	30	BVB	8	1.00	3 C 8603	Tru-focus	150	BEH	4	2.65
3 C 8681	Bayonet	150	CFC	8	2.00	3 C 8633	Tru-focus	155	DCA	6	5.25
3 C 8682	Special	200	BEJ	8	2.50	3 C 8656	Tru-focus	155	DLG	6	6.10
3 C 8683	Special	200	CGT	8	2.10	3 C 8714	Tru-focus	150	DFC	6	5.25
3 C 8684	Bayonet	300	CLX	8	3.40	3 C 8624	Tru-focus	150	DFA	8	4.50
3 C 8686	Bayonet	300	CMT	8	4.00	General Electric Lamps					
3 C 8688	Pre-focus	300	CXK	8	4.60	3 C 8712	Special	150	IBMA	6	2.85
3 C 8692	Special	500	DAR	8	5.50	3 C 8710	Special	300	CYC	4	3.40
3 C 8699	Pre-focus	1000	DFD	8	5.75	3 C 8711	Special	500	DHJ	6	6.75

Just say "Charge it" and pay later . . . see page 82

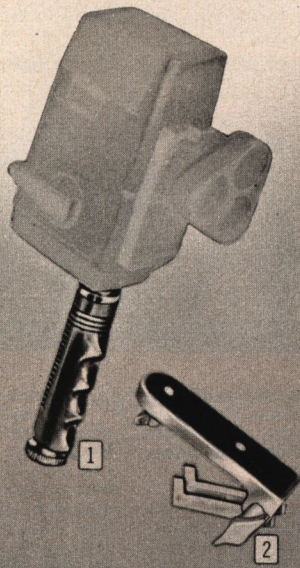


Westinghouse Enlarger Bulbs. Fit all enlargers with standard screw bases. Shipping weight each 8 ounces.

3 C 6652—75 watts. No. 211. Each 65c
3 C 6653—150 watts. No. 212. Each 69c

Take sharper pictures . . . use a tripod

Practically a "must" when you film with today's advanced zoom movie cameras



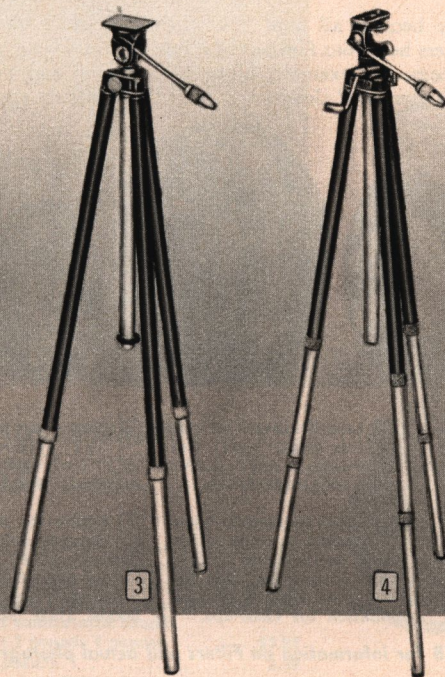
Steady your camera with Eveready Handle

\$269

1 Fits both movie and still cameras, but especially useful for movies. Gives you greater freedom than you have with tripod, yet permits firm grasp of camera . . . helps keep movie action smooth and steady . . . even while panning. For cameras with standard tripod bushings. Vinyl plastic. 3 C 8495—Shpg. wt. 6 oz. . \$2.69

\$479

2 Tripod head attachment lets you swing camera from horizontal to vertical . . . or any in-between position. Locks with twist of knob. Fits standard tripods. Metal. 3 C 8484—Shpg. wt. 8 oz. . \$4.79



Sturdy TOWER Tripods give steady support to all cameras . . . even big zoom movie and press models

Low as **\$1095**

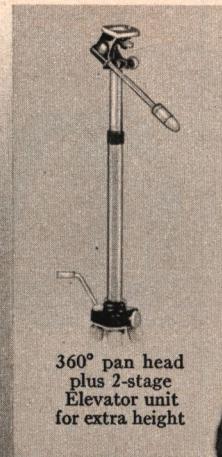
Each tripod below has pan-tilt head with Elevator unit . . . lets you change camera height quickly, smoothly without moving tripod. Head permits panning over 360° horizontal sweep. 180° tilt-arc lets you point camera straight up or straight down. Locks firmly in any position. Long-section legs give extra rigidity . . . can't bind or disengage . . . yet tubular aluminum construction makes tripods lightweight.

Head cushioned with Neolite pad (except good model) to protect camera. Leg sections with non-slip, positive locking collars. Weather-resistant, black anodized aluminum finish (except best model). Rubber-tipped feet assure solid footing on any surface.

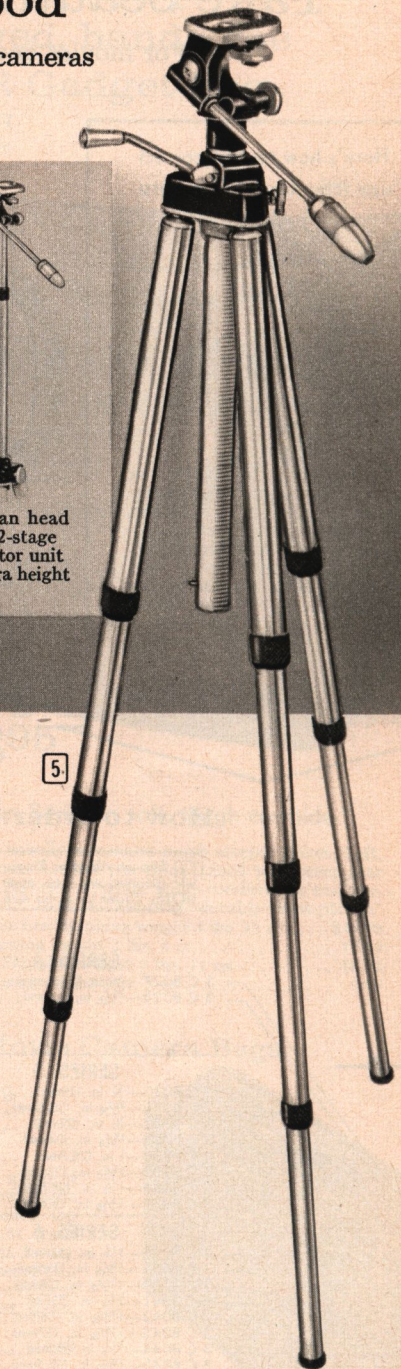
3 **Good.** All features above. Full height 54½ in. with Elevator unit. Adjust by hand (without crank). Locks firmly at any height. 3 C 8472—2-section legs. Closes to 25½ in. Shpg. wt. 3 lbs. \$10.95

4 **Better.** Sturdier pan head. Full height 58½ in. with Elevator unit. Crank operated for fine adjustment. See other features above. 3 C 8471—3-section legs. Closes to 21½ in. Shpg. wt. 3 lbs. \$14.50

5 **Best.** Velvety smooth panning. Full height 58½ in. with 2-stage Elevator unit . . . one adjusts by hand, other is crank operated for fine adjustment. Weather-resistant satin aluminum finish. Other features above. 3 C 8470—4-section legs. Closes to a mere 14¼ in. Shpg. wt. 3 lbs. . . . \$19.95



360° pan head plus 2-stage Elevator unit for extra height



Bantamweight . . . close to only 11 inches

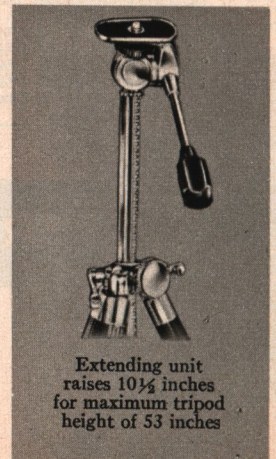
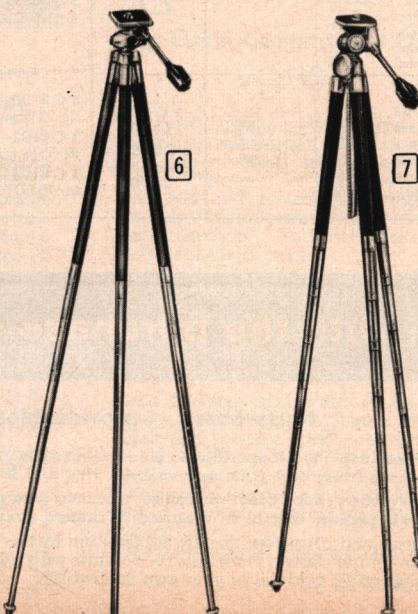
48-Inch **\$595**

53-Inch **\$945**

Both tripods are perfect for travel. Either model closes so short you can slip it right into your gadget bag . . . and the actual carrying weight is only about 1 lb. Fine for small movie cameras or 35mm, twin-lens reflex or box cameras. Each with pan tilt head that permits horizontal panning on 360° sweep. 180° tilt-arc lets you point camera straight up or straight down . . . locks at any angle. Legs made in telescopic sections . . . they snap open and close quickly and easily. Held in open position by positive automatic snap-locks. Sturdy all brass construction. The top sections are black with attractive chrome-plated trim. Rubber-tipped legs assure firm footing. Fitted with standard American threads . . . attach quickly to your camera. Precision-crafted in Japan.

6 With standard pan-tilt head. 8-section legs. 3 C 8474—48-in. height. Shipping weight 1 lb. 3 oz. \$5.95

7 With crank-type extending unit. Lets you adjust camera height without moving tripod. 9-section legs. 3 C 8473—Full height 53 in. Shipping weight 2 lbs. \$9.45



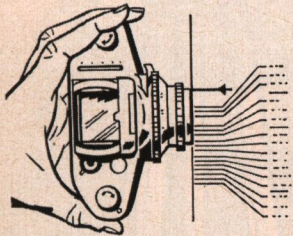
Extending unit raises 10½ inches for maximum tripod height of 53 inches

Use Sears Easy Terms . . . **10% DOWN** on orders from \$20 to \$50 . . . see page 82

Take beautiful pictures with easy-to-use filters . .

For movies or stills . . color or black and white . . there's a filter for your camera

Here's how to find correct size filter for your camera



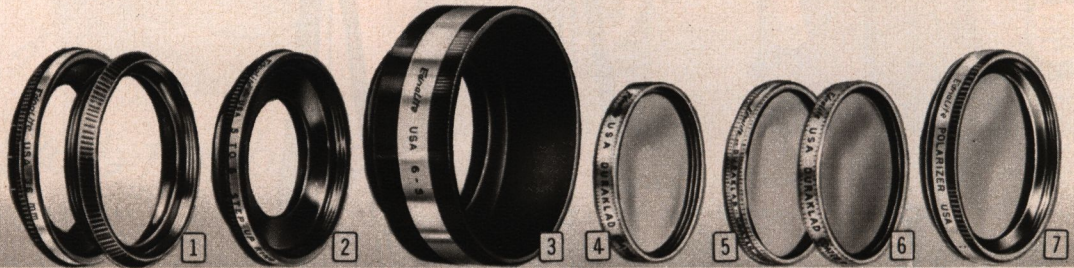
To use a filter, close-up lens, or polarizer, you must first determine the correct size slip-on adapter ring your camera requires . . use scale directly below to find correct size.

Hold your camera lens to edge of page (see view above) making sure outer edge of lens lines up with **heavy black arrow**. The other edge of lens will fall on line that indicates size and series of adapter ring needed (prongs on adapter ring can be slightly bent).

Filters are necessary because all films have their own limitations. Filters help your film record things as your eyes see them. For example, filters help your black and white film "see" clouds.

In color photography, filters are most important in allowing you to use tungsten (indoor) film outdoors and vice versa . . a real convenience.

Filters give your pictures a professional look.



1 Slip-on Adapter Rings. Slip over camera lens to hold filters, close-up lens or polarizer.

2 Step-up Rings. If you have 2 cameras with different lens diameters, you may use a single set of filters or close-up lenses for both cameras.

3 Lens Shades. Cut out side light. Note: Use wide-angle lens shades with wide-angle lenses.

4 Close-up Lenses. Allow camera to come within 20% to 10 inches of subject. 3 types in table below. Use singly or in combination for close-ups.

5 Filters for black and white film. "Y2" (yellow) brings out clouds. "R2" (red) darkens sky, makes clouds extremely white for dramatic effects.

6 Filters for color film. Type "A" converts indoor movie film to outdoor. Type "F" (for still cameras) for indoor film to outdoor. Type "80B" for outdoor film to indoor with photo-floods. Haze (skylight) reduces haze.

7 Polarizer for color or black and white film. Blocks out glare and reflections from pictures taken against shiny surfaces or through glass. Also serves as "cloud" filter for all color films.

See page 78 for information on Filters and actual photographs showing special effects!

How to order: 1 . . Find correct series (at left) 2 . . Order by catalog number

1 Slip-on Adapter Rings. Shipping wt. 4 oz. each NOTE: Order by series size below	2 Step-up Rings. Wt. 3 oz. each	3 Lens Shades. Wt. 3 oz. each	4 Close-up Lenses. Shpg. wt. 4 oz. each	5 Filters for black and white films. Shpg. wt. 4 oz. each	6 Filters for color films. Shpg. wt. 4 oz. each	7 Polarizer. Shipping wt. 4 oz. each
SERIES 4 3 C 8027— $\frac{3}{8}$ in. (16.5mm) . . . \$1.45 3 C 8028— $\frac{1}{2}$ in. (18mm) . . . 1.45	3 C 8071—series 4 to 5 \$1.50	3 C 8070 \$1.50	3 C 8086—No. 1 (to 20% in.) . . \$2.60 3 C 8087—No. 2 (to 13% in.) . . \$2.60 3 C 8088—No. 3 (to 10 in.) . . \$2.60	3 C 8190—Y2 (yellow) . . . \$2.60 3 C 8191—R2 (red) . . . \$2.60	3 C 8122—Type "A" conversion . . . \$2.60 3 C 8123—Type "F" conversion . . . \$2.60 3 C 8124—Type "80B" photo-flood . . . \$2.60 3 C 8125—Haze (skylight) . . . \$2.60	3 C 8174 \$9.00
SERIES 5 3 C 8030— $\frac{3}{4}$ in. (19mm) . . . \$2.40 3 C 8031— $\frac{13}{16}$ in. (20.5mm) . . 2.40 3 C 8032— $\frac{1}{2}$ in. (22mm) . . . 2.40 3 C 8033— $\frac{19}{16}$ in. (24mm) . . . 2.40 3 C 8034—1 in. (25.5mm) . . . 2.40 3 C 8035— $\frac{17}{16}$ in. (27mm) . . . 2.40 3 C 8036— $\frac{1}{2}$ in. (28.5mm) . . . 2.40 3 C 8037— $\frac{19}{16}$ in. (30mm) . . . 2.40	3 C 8076—series 5 to 6 \$1.50	3 C 8075 \$2.10 3 C 8019—Wide-angle \$3.49	3 C 8089—No. 1 (to 20% in.) . . \$2.95 3 C 8090—No. 2 (to 13% in.) . . \$2.95 3 C 8091—No. 3 (to 10 in.) . . \$2.95	3 C 8192—Y2 (yellow) . . . \$2.95 3 C 8193—R2 (red) . . . \$2.95	3 C 8128—Type "A" conversion . . . \$2.95 3 C 8129—Type "F" conversion . . . \$2.95 3 C 8130—Type "80B" photo-flood . . . \$2.95 3 C 8131—Haze (skylight) . . . \$2.95	3 C 8175 \$9.50
SERIES 6 3 C 8038— $\frac{1}{2}$ in. (32mm) . . . \$2.85 3 C 8039— $\frac{19}{16}$ in. (33mm) . . . 2.85 3 C 8040— $\frac{11}{8}$ in. (34mm) . . . 2.85 3 C 8041— $\frac{1}{2}$ in. (35mm) . . . 2.85 3 C 8042— $\frac{13}{16}$ in. (36mm) . . . 2.85 3 C 8043— $\frac{15}{16}$ in. (37mm) . . . 2.85 3 C 8044— $\frac{1}{2}$ in. (38mm) . . . 2.85 3 C 8045— $\frac{19}{16}$ in. (39.5mm) . . 2.85 3 C 8046— $\frac{1}{2}$ in. (41mm) . . . 2.85 3 C 8047— $\frac{21}{16}$ in. (42mm) . . . 2.85 3 C 8048— $\frac{23}{16}$ in. (43mm) . . . 2.85	3 C 8079—series 6 to 7 \$2.25	3 C 8077 \$2.60 3 C 8078—Wide-angle \$3.75	3 C 8097—No. 1 (to 20% in.) . . \$3.50 3 C 8098—No. 2 (to 13% in.) . . \$3.50 3 C 8099—No. 3 (to 10 in.) . . \$3.50	3 C 8194—Y2 (yellow) . . . \$3.50 3 C 8195—R2 (red) . . . \$3.50	3 C 8134—Type "A" conversion . . . \$3.50 3 C 8135—Type "F" conversion . . . \$3.50 3 C 8136—Type "80B" photo-flood . . . \$3.50 3 C 8138—Haze (skylight) . . . \$3.50	3 C 8176 \$10.75
SERIES 7 3 C 8049— $\frac{13}{16}$ in. (44.5mm) . . \$5.50 3 C 8050— $\frac{13}{16}$ in. (46mm) . . . 5.50 3 C 8051— $\frac{27}{32}$ in. (47mm) . . . 5.50 3 C 8052— $\frac{29}{32}$ in. (48mm) . . . 5.50 3 C 8053— $\frac{13}{16}$ in. (49mm) . . . 5.50 3 C 8054—2 inches (51mm) . . . 5.50	3 C 8082—series 7 to 8 \$4.50	3 C 8080 \$4.50 3 C 8081—Wide-angle \$5.50	3 C 8100—No. 1 (to 20% in.) . . \$5.50 3 C 8102—No. 2 (to 13% in.) . . \$5.50 3 C 8103—No. 3 (to 10 in.) . . \$5.50	3 C 8196—Y2 (yellow) . . . \$5.50 3 C 8197—R2 (red) . . . \$5.50	3 C 8156—Type "A" conversion . . . \$5.50 3 C 8161—Type "F" conversion . . . \$5.50 3 C 8162—Type "80B" photo-flood . . . \$5.50 3 C 8164—Haze (skylight) . . . \$5.50	3 C 8178 \$12.95

FREE! with the purchase of any 4 items on this page

Karry-Kase® . . provides storage and protection for filters and accessories

Convenient—holds six filters (or combination of filters, close-up lenses and polarizer), adapter ring and lens shade.

Carry Karry-Kase wherever you go, whenever you go. Extra buckle permits case to be attached to camera strap or belt.

Sturdy and attractive. Saddle stitched tan leatherette with snap-button closing. Personalize or decorate with Goldmark® genuine 23K gold foil in your own handwriting.

Karry-Kase is yours free of charge when you buy four lens accessories. Simply order any four items on this page and at the same time add the Karry-Kase by catalog number and specify "no charge." If you like, buy it separately.

3 C 8001—Karry-Kase for series 4 and 5. Shpg. wt. 6 oz. \$2.25

3 C 8002—Karry-Kase for series 6. Shipping weight 6 oz. 2.50

3 C 8003—Karry-Kase for series 7. Shipping weight 6 oz. 3.25



Light, durable vinyl plastic

Low as \$2³⁹

Lightweight—easy on you through a day's toting. Strong all around with reinforced seams. Little chance of seams ripping, even after repeated heavy use. Holds camera and accessories. Zips open full circle. Offers large outer pocket to save you reaching inside for key accessories. Cushions your shoulder with pad on shoulder strap. Strap adjusts to most comfortable length.

- 3 C 8377—10½x9x5½ inches. Shipping weight 2 pounds 4 ounces.....\$3.95
- 3 C 8354—9x7x5½ inches. Shipping weight 2 pounds..... 3.59
- 3 C 8305—8x6x4½ inches. Shipping weight 1 pound 12 ounces..... 2.39
- 3 C 8361—Miralon Bag as above, but has roomy inside compartments with handy zipper filter pouch. 12x9½x5½ inches. Shpg. wt. 2 lbs. 12 oz..... \$5.29

Want to know more about photography? See pages 72 to 81 for information on cameras, processing, lighting techniques and accessories

Protect your equipment in a rugged, handsome TOWER Gadget Bag



Low as \$8⁹⁵

Handsome Sportsman Series in soft, tough cowhide

Fine leather and features that usually command much steeper prices. Soft, finished cowhide in its own smart natural tan color. Lined to protect gear with super-soft suedine (cloth). Adjustable strap. Rides comfortably and conforms to your body with "Contur" back. All hardware durably brass-plated.

- 3 C 8303—Extra big. 11x5x9½ inches. Shipping weight 4 lbs. 11 oz.....\$14.95
- 3 C 8302—10¼x4x8 inches. Shipping weight 3 lbs. 4 oz..... 12.50
- 3 C 8301—9½x3½x6¼ inches. Shipping weight 2 lbs. 11 oz..... 10.95
- 3 C 8300—7½x3x6 inches. Shipping weight 1 lb. 8 oz..... 8.95



Two-way Leather Pro Bag

Low as \$7⁹⁵

Cases for Polaroid cameras

\$9⁹⁵ fits models 80A and 80B

Carry it by hand or over your shoulder. Removable shoulder strap—snaps on or off in a wink. Big, rugged bag with loads of room for accessories. Handsome tan color . . . extra-strong saddle-stitched seams. Durable, protective brass-plated studs on bottom. Brass-plated catch. 11x8x4¼ inches.

- 3 C 8356—Shpg. wt. 3 lbs.....\$7.95
- Similar to above but 10½x9x6 in.
- 3 C 8378—Shpg. wt. 3 lbs. 8 oz...\$9.95
- Similar to 3C8356 above but top grain leather. 11x8x4¼ inches.
- 3 C 8314—Shpg. wt. 3 lbs. 8 oz...\$10.50
- Similar to 3C8356 but top grain leather. 10½x9x6 in.
- 3 C 8315—Shpg. wt. 4 lbs.....\$12.50

Drop the front . . . there's your camera standing straight up. Very convenient. Lifts out in shooting position from its own compartment. Stand-up section for flash gear directly alongside. Room to keep all accessories neatly. Special zipper pouch for Wink-light.

Rigid, leather-look case of vinyl-coated Texon. Resists cracking, peeling, chipping. Washes clean with soap and water. Complete with lock, heavy-duty strap.

- 3 C 8396—Measures 10½x5½x10¼ in. for models 150, 800, 95B, 110A. Shpg. wt. 3 lbs. 8 oz.....\$10.95
- 3 C 8397—10½x5½x8½ inches for models 80A and 80B. Shpg. wt. 3 lbs...\$9.95

TOWER Movie Camera Bags

New Universal Bag

\$11⁵⁰

Holds a regular camera or, at a flip of the compartmentizer, a new zoom movie camera. Beautifully finished black top grain leather. Tough—protects your gear even with rough use. Soft lining. Strong saddle-stitching all around. Satin chrome plated hardware. Convenient adjustable handle and shoulder strap. Wt. 2 lbs. 8 oz.

- 3 C 8347—8¾x4½x7½ in. high...\$11.50

Top Grain Compartment Case

\$9⁵⁰

For most TOWER movie cameras and accessories; others too. Compartments keep gear neat and orderly—quick to get at. Top grain for the good looks, solid feel and protection of leather. Strongly stitched seams. Durable brass-plated hardware. "Tuck-tite" lock. Adjustable shoulder strap.

- 3 C 8373—7½x5½x3½ in. Wt. 2 lbs. \$9.50

Low-cost All-leather Bag

\$4⁷⁹

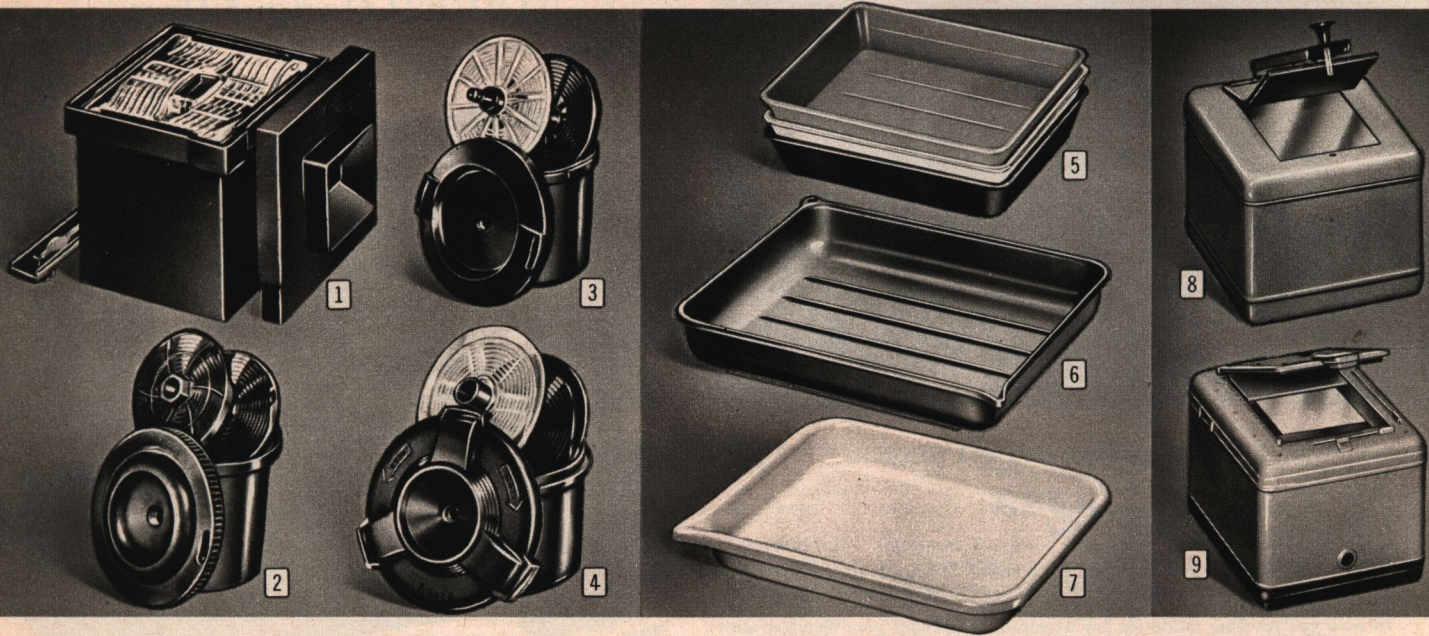
Good looking, good wearing. All the beauty and durability of leather at exceptionally low cost. Keeps your camera and accessories protected and together, ready for action. Sits down on four brass-plated studs. Ruggedly stitched for hard use. Shoulder strap. Brass-plated catch. Russet brown.

- 3 C 8374—8x6x4 in. Shpg. wt. 2 lbs. \$4.79



WHY WAIT? Build your order to \$20 or more and use Easy Terms...see page 82

Develop and Print with professional results



Film Developing Tanks . . use safely in daylight

- 1** Yankee Sheet-film Daylight Tank. Transparent flange for color work. Adjusts to handle 12 cut films or film packs from 2 1/4 x 3 3/4 in. to 4x5 in. Film can't sag or touch adjoining film. Engraved capacity chart. Chemical-resistant plastic. 55-oz. capacity. 3 C 6860—Wt. 1 lb. 8 oz. . . . \$8.95
- 2** TOWER Roll-film Daylight Tank. Inexpensive, yet efficient and dependable. Adjusts for 35mm to 616 film. Durable black plastic with tight fitting top . . . chemical resistant. Transparent top reel for color work. Complete instructions included. 16-oz. capacity. 3 C 6870—Shpg. wt. 12 oz. . . \$2.19
- 3** Yankee "Speedomatic" Daylight Tank. For roll film. Easy to load—just slip end of film in reel and twist ends—ratchet action automatically winds film on reel. Adjusts for 35mm to 616 film. Black plastic, chemical resistant. 16-ounce capacity. 3 C 6876—Shpg. wt. 1 lb. . . \$2.89
- 4** Anscomatic Daylight Roll-film Tank. For black and white or color—clear plastic end-reel for color. Self-loading reel . . . adjusts for 35mm to 120 film. Built-in thermometer and solution quantity reminder. Plastic resists chemicals. 16-oz. capacity. 3 C 6879—Wt. 1 lb. 1 oz. . . \$6.19

Developing Trays

Highly chemical-resistant plastic. Bottom of tray is ribbed so you can pick up prints easily.

For prints up to	Catalog Number	Shpg. wt. lbs. oz.	Price for 3
5x7 in.	3 C 6626	1.	98c
8x10 in.	3 C 6650	2.	\$1.59
11x14 in.	3 C 6647	3.	2.98
	3 C 6648	4.	5.29

7 Cesco-lite White Plastic Trays. High impact . . . extremely durable and chemical resistant. Lightweight.

For prints up to	Catalog Number	Shpg. wt. lbs. oz.	Price
5x7 in.	3 C 6628	1.	3 for \$3.49
8x10 in.	3 C 6629	3.	3 for 5.79
11x14 in.	3 C 6630	2.	Each 3.98

Close lid, light goes on

- 8** TOWER Print Box. Automatic light switch. Takes negatives up to 4x5 in. Sturdy metal construction. Glass top window. Double socket and cord. Complete with 7 1/2-watt darkroom bulb, 15-watt clear bulb. 3 masks. UL approved. 3 C 6873—Shpg. wt. 5 lbs. \$5.79
- 9** Airequipt Junior Print Box. Automatic light switch. For negatives 35mm through 4x5 in. and post card size. Top and left-hand margins set simultaneously. Automatic 3/16-in. margins and positive paper stop assure accurate positioning. Stainless steel sliding masks. Diffusion glass spreads light evenly for uniform exposure. 7 1/2-watt darkroom and 25-watt clear bulbs included. UL approved. 3 C 6599—Gray. Shpg. wt. 5 lbs. . . \$12.50

Get good prints with these Darkroom Accessories

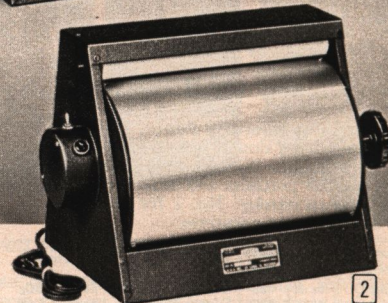
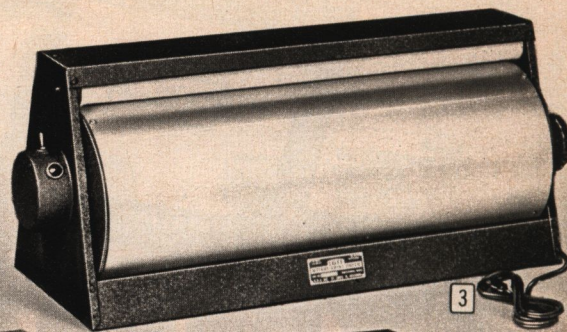
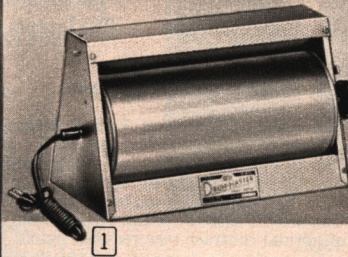
- 10** TOWER Blotter Book. High quality, heavy blotting paper. Dries prints flat. 18 leaves, 9x12 in., in spiral binding. 3 C 6812—Wt. 1 lb. 4 oz. 89c
- 11** Faultless Blotter Roll. Compact 5-in. diameter roll contains top-quality blotting paper 12 in. wide and 6 ft. long. Dries 150 2x2's, 32 4x5's or 8 8x10's at one time. Flatten prints automatically by rolling them in reverse. Lintless and chemically pure. 3 C 6853—Wt. 1 lb. 8 oz. . . . \$1.39
- 12** Testrite Print Frame. For prints up to 4x5 in. Metal. 3 C 6831—Shpg. wt. 1 lb. 69c
- 13** TOWER Ferrotype Plate. For drying glossy prints. Chrome-plated finish. Produces high gloss on paper. No polishing needed. 3 C 6802—10x14 in. Wt. 12 oz. \$1.29
3 C 6801C—18x24 in. Wt. 3 lbs. 3.49
- 14** Merix Ferrotype Polish stops prints from sticking. 4 oz. 3 C 6813—Shpg. wt. 8 oz. 49c
- 15** Merix Print Flattener. Stops prints from curling. 3 C 6800—Shpg. wt. 8 oz. 98c
- 16** Rubber Print Roller. Metal handle. Use with plates above. 3 C 6848—6 in. wide. Wt. 6 oz. . 79c
3 C 6849—8 in. wide. Wt. 12 oz. \$1.79
- 17** TOWER Trimmer with guide. Uniform, clean-cut borders can improve your prints and enlargements. Built-in ruler across entire top edge. Detachable self-sharpening blade. Adjustable guide. 3 C 6794—8x8 in. Wt. 4 lbs. . \$6.19
3 C 6795—10x10 inches. Shipping weight 5 pounds. . . 7.29
3 C 6796—12x12 inches. Shipping weight 8 pounds. . . 10.95
3 C 6797C—15x15 inches. Shipping weight 17 lbs. 16.95
- 18** Arkay Print Washer. Bakelite. For prints up to 8x10 in. Includes slip nipple and 3-ft. hose. 3 C 6895—Shpg. wt. 3 lbs. . . \$5.95
- 19** De Hypo Print Washer Turbulator. Fits any faucet or drain. 3 C 6894—Wt. 1 lb. 8 oz. . . \$2.49
- 20** Yankee Bath Trays. White plastic with plastic drain tube. Doubles as fixer and washing tray. Empty tray without pouring . . . simply drain fixer back into bottle with tube . . . no funnel needed. Excellent for rinsing because tray drains from bottom . . . washes fixer out of prints faster. High impact, non-corrosive, chemical-resistant. No moving parts . . nothing to wear out. 3 C 6845—11x16x5 inches. Shpg. wt. 2 lbs. \$6.95
3 C 6846—16x20x6 inches. Shpg. wt. 5 lbs. 14.95





Rotary Print Driers

Low as
\$17⁹⁵



Dry from two to four 8x10-in. prints at one time

As low as \$12⁵⁰

Lee Duplex Driers . . . reversible polished aluminum surfaces take matte prints or ferrotype tins (for glossy prints) up to 11x14 in. Prints held under tension by canvas apron. Dries prints in 4 minutes. Dual set of rubber feet. Maintains even temperature. Ceramic insulators. Steel frame. Only 4 in. high. 110-120-volt AC-DC. UL listed.

Small. Dries two 8x10's and two 4x5's or ten 4x5's at one time.

3 C 6541—13x15½ in. 225 watts. No thermostat. Shpg. wt. 8 lbs. . . \$12.50
3 C 6542—13x15½ in. 225 watts. With thermostat. Shpg. wt. 8 lbs. 16.50

Large. Dries four 8x10's or eighteen 4x5's at one time.

X3 C 6523C—13x17½ in. 300 watts. No thermostat. Wt. 10 lbs. . . 15.50
X3 C 6538C—13x17½ in. 300 watts. With thermostat. Wt. 10 lbs. 17.50

Lott Rotary Driers. Prints require minimum of handling. Just slip print into dryer and turn crank, that's all there is to it. Fine quality heating elements assure uniform temperature. Dry matte or glossy prints in 5 to 7 minutes.

1 Drum Master. 11x17-inch drying surface dries one 11x14, two 8x10's or four 5x7's at one time. Excellent where high volume of work is not important and space is limited. Only 12¾ in. wide and 8 in. high. Embossed aluminum frame. Heavy duty 6-foot cord. 125 watts, 110-120-volt AC-DC. Dryer minimizes possibility of print damage.
X3 C 6688C—Wt. 7 lbs. \$17.95

2 Standard model. 12x 28-inch drying surface dries two 11x14's, three 8x10's or eight 5x7's at one time. Dries up to thirty 8x10's an hour. Pilot light, on-off switch. Preshrunk canvas drying belts. 11 in. wide, 18 in. long. Black crackle finish. 6-foot cord. 180 watts. 110-120-volt AC-DC. Wt. 15 lbs.
X3 C 6619C \$33.50

3 Professional model. 23x28-in. drying surface. Dries four 11x14's, six 8x10's or sixteen 5x7's . . . up to sixty 8x10's an hour. Pilot light, on-off switch. 12 in. wide, 29 in. long. Black crackle finish. 6-ft. cord. 275 watts. 110-120-v. AC-DC. Wt. 18 lbs.
X3 C 6620C . . . \$47.95



Enlarging Easels for faster, more accurate work

4 Precise Enlarging Easel. Fully adjustable for all paper sizes up to 11x14 in. . . even special or unusual sizes.

Adjustable margin guides keep paper aligned on easel. Heavy metal base. White background for easier, quicker focusing. Smooth sliding masking bands. ¼-in. gradation on scales permits you to vary margins.

3 C 6529—Shpg. wt. 9 lbs. . . \$6.95

5 Airequipt 4-way Easel. Has 4 precision cut masks—for 8x10, 5x7, 4x5 and 2½x3½-inch paper (most commonly used sizes). Heavy steel fixed frame for long lasting accuracy.

Full-length built-in paper stops for fast, positive alignment of paper. Automatic ¼-inch margins. Hinge locks open. White center plate, rubber feet.

3 C 6533—Shpg. wt. 5 lbs. . . \$8.95

6 TOWER Interval Timer. Excellent for film developing. Set for any time span from 1 to 30 minutes. Bell rings when time is up. Large, easy-to-read minute markings. Spring wound.

3 C 6694—Shpg. wt. 12 oz. \$2.95

7 60-second Timer. Set from 1 to 60 seconds . . . even in dark. Automatically turns enlarger or print box on or off. Switch for manual operation. Black Bakelite with chrome plated trim. 110-120-volt AC-DC.

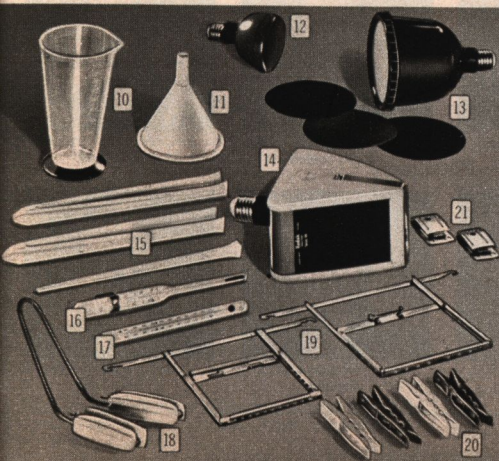
3 C 6693—Shpg. wt. 1 lb. \$8.75

8 Kodak Timer. Minute and second hands for timing long developing process or exact printing or enlarging exposures. Range up to 60 minutes. Spring wound. Convenient start and stop button.

X3 C 6696—Shpg. wt. 3 lbs. 4 oz. \$10.50

9 Gra-lab Electric. 8-in. luminous dial—plus automatic buzzer alarm. Range from 1 sec. to 60 min. in seconds. Controls on and off for any appliance plugged into it. 110-120-volt, 60-cycle AC.

X3 C 6695—Shpg. wt. 5 lbs. \$24.95



10 Darkroom Graduate. Clear plastic with calibrations plainly marked. Stain resistant.

3 C 6851—8-oz. size. Shpg. wt. 4 oz. 45c
3 C 6850—16-oz. size. Shpg. wt. 4 oz. 69c

11 Plastic Funnel. Resists acids, will not corrode.

3 C 6834—8-oz. size. Shpg. wt. 5 oz. 35c

12 Low-priced Plastic Safelight. With amber filter for contact paper. 15-watt bulb included.

3 C 6836—UL listed. Shpg. wt. 1 lb. \$1.39

13 Yankee Safelight and Filter Set. Heat-resistant Bakelite. Screws into drop cord or outlet—uses 15-watt bulb (not included). Adapter ring holds 4½-in. diam. safelight filters. With 4 filters—red, orange, green, brown, variable contrast.

3 C 6859—Shipping weight 13 ounces. \$4.79

14 Kodak 2-way Safelight. Use in wall or ceiling socket. Swivels on its socket for direct or indirect light. With Kodak Safelight Wratten series OA filter and 7½-watt lamp.

X3 C 6829—UL listed. Shpg. wt. 1 lb. 8 oz. . . \$7.95

15 TOWER Tong and Rod Set. Includes 2 plastic tongs, and 1 rod. Won't damage film or paper.

3 C 6814—Shipping weight 6 ounces. 35c

16 Acurite Thermometer. Scale enclosed in glass casing. Fits tanks. Stainless steel clip included.

3 C 6817—Shipping weight 2 ounces. 85c

17 TOWER Thermometer. Accurate within 2°. With black graduations. Scale enclosed in oval glass casing. Use as stirring rod. Fits all standard tanks.

3 C 6843—Shipping weight 6 ounces. 2 for 59c

18 Photo Squeegee. Has 2 sponge tips.

3 C 6854—Shipping weight 2 ounces. 89c

3 C 6856—Refill. Shpg. wt. 1 oz. 2 for 79c

19 Sheet Film Hanger. Stainless steel. Wt. 1 lb.

3 C 6863—For 2¼x3¼-in. negatives. 3 for \$2.95

3 C 6866—For 4x5-in. negatives. 3 for 2.95

Film Clips. For hanging film up to dry.

(20) 3 C 6864—Plastic. Wt. 4 oz. 4 for 19c

(21) 3 C 6820—Stainless steel. Wt. 4 oz. 2 for 35c

"Charge It" if you wish . . . see page 82



Get prints of salon quality . . . Enlarging and Printing Papers

Kodak and Ansco Enlarging Papers give sparkling tones

Kodak Medallist Enlarging Paper. Fast bromide "G" creamy luster double weight and "F" glossy white single weight. Wide latitude to control contrast. Ideal for portraits and landscapes.

State contrast number: No. 2 for normal negatives; No. 3 for flat negatives.

Catalog Number	Size inches	Sheets in pkg.	Surface	Shipping weight	Package
X3 C 6577	4x 5	25	Glossy	9 oz.	Each 80c
X3 C 6644	4x 5	100	Glossy	2 lbs.	Each \$2.60
X3 C 6588	4x 5	25	Luster	10 oz.	Each 1.05
X3 C 6651	4x 5	100	Luster	1 lb. 3 oz.	Each 3.40
X3 C 6589	5x 7	25	Glossy	12 oz.	Each 1.30
X3 C 6662	5x 7	100	Glossy	2 lbs. 6 oz.	Each 4.30
X3 C 6590	5x 7	25	Luster	12 oz.	Each 1.70
X3 C 6665	5x 7	100	Luster	3 lbs.	Each 5.65
X3 C 6764	8x10	25	Glossy	1 lb. 8 oz.	Each 2.70
X3 C 6677	8x10	100	Glossy	7 lbs.	Each 9.40
X3 C 6763	8x10	25	Luster	2 lbs.	Each 3.55
X3 C 6631	8x10	100	Luster	8 lbs.	Each 12.30
X3 C 6568	11x14	10	Luster	1 lb. 3 oz.	Each 2.75
X3 C 6699	11x14	50	Luster	10 lbs.	Each 11.85

Enlarging is fun. Turn to page 81 in the reference section of this catalog, read the step-by-step instructions and find out how to get started. See pages 68, 69 for equipment

Kodak Opal Enlarging Paper. Medium speed, double weight paper for portrait or landscape. Considered excellent for exhibition prints. Tones beautifully in selenium and gold to produce a wide variety of hues from brown to reddish brown. Can also be used for contact prints from negatives of normal contrast (use reduced light).

Comes in one contrast (for normal negatives) and 4 surfaces: G (fine grain, slight luster); V (fine grain, creamy high luster); Y (creamy silk luster); Z ("Ivory Tapestry" which has a coarser surface for special effects). *State surface letter, catalog no.*

Catalog No.	Size	Shpg. wt.	Sheets	Pkg.
X3 C 6543..	5x 7 in.	6 oz.	25 in pkg.	\$1.90
X3 C 6762..	8x10 in.	1 lb. 3 oz.	25 in pkg.	3.95
X3 C 6545..	11x14 in.	1 lb. 3 oz.	10 in pkg.	3.05

Ansco Cykora. High speed double weight paper gives brilliant tones to portraits or landscapes. Kashmir white grade with slightly pebbled surface. Wide exposure and development latitude. Image tone can be varied from neutral to warm black. *State grade 2, 3, 4.*

Catalog No.	Size	Shpg. wt.	Sheets	Pkg.
X3 C 6585..	4x 5 in.	1 lb. 3 oz.	100 in pkg.	\$3.40
X3 C 6586..	5x 7 in.	1 lb. 5 oz.	25 in pkg.	1.75
X3 C 6587..	8x10 in.	1 lb. 8 oz.	25 in pkg.	3.55

Kodak Contact Printing Papers

Kodak Velox Contact Paper. High quality chloride paper for general contact printing. This glossy paper is normally used by all standard photofinishers. Ideal for album prints. Uniform blue-black tone through all degrees of contrast. Available in single weight glossy surface only.

State contrast number wanted. Order No. 1 for contrasty negatives; No. 2 for normal negatives; No. 3 for flat; No. 4 for very flat. **Note:** 4 1/4 x 5 1/2-inch size (Catalog Number X3 C 6584) available in No. 2 and No. 3 only.

25 sheets in package	100 sheets in package
X3 C 6526—2 1/4 x 3 1/2 inches. Shpg. wt. 3 oz. 55c	X3 C 6527—2 3/4 x 4 1/2 inches. Shpg. wt. 3 oz. 55c

X3 C 6582—2 1/4 x 3 1/2 inches. Shpg. wt. 8 oz. \$1.15
X3 C 6583—2 3/4 x 4 1/2 inches. Shpg. wt. 8 oz. 1.55
X3 C 6584—4 1/4 x 5 1/2 inches. Shpg. wt. 1 lb. 2.80

Kodak Deckle-edge Contact Printing Paper for photo Christmas cards. Good quality Azo double weight contact printing paper gives beautiful, rich appearing cards. Making your own Christmas cards is easy and fun, but most of all you are free to add that "just right" personal touch to your cards to assure a warm reception. Available in No. 2 contrast paper only. Suitable for most normal negatives.

X3 C 6520—4 1/4 x 5 1/2 in. Shpg. wt. 6 oz. 25 sheets. . . \$1.00
X3 C 6521—4 1/2 x 5 1/2 in. Shpg. wt. 1 lb. . 100 sheets 3.45



Make color prints from transparencies

Anso Color Printon process makes home color print making possible with an ordinary enlarger or contact printer, three trays (or tanks), timer, thermometer, graduate and washing facilities. Instructions included.

Anso Color Printon Developing Outfit. All the chemicals necessary for developing color prints from color transparencies. Use with Printon "paper" sold separately below. Quart-size kit develops twenty-four 4x5-inch prints or equivalent of 480 square inches.

X3 C 6818—Quart size. Shpg. wt. 2 lbs. \$5.85
X3 C 6821—Gallon size. Shpg. wt. 7 lbs. 10.50

Anso Color Printon. "Paper" used with outfit above. Cut to size. See color printing filters below.

X3 C 6560—10 sheets 4x5 in. Shpg. wt. 4 oz. \$1.80
X3 C 6561—10 sheets 5x7 in. Shpg. wt. 6 oz. 3.35
X3 C 6562—10 sheets 8x10 in. Shpg. wt. 10 oz. 6.85

Anso Color Printing Filter Set. Has 21 color compensating filters for use with Printon above. In 2 sizes. May be trimmed for exact size. Instructions included.

X3 C 6768—4x5-in. size for round Omega colorheads and others. Shpg. wt. 3 oz. \$9.95
X3 C 6769—6 3/8 x 6 3/8-in. size for square colorheads on Omega D-2 and other makes. Shpg. wt. 3 oz. \$16.50

Anso Ultra-violet No. 16 Filter. Balances light in enlarger or printer when exposing Color Printon.

X3 C 6770—4x5-in. size. Shpg. wt. 3 oz. 49c
X3 C 6771—6 3/8 x 6 3/8-in. size. Shpg. wt. 3 oz. 79c

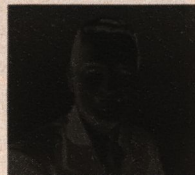
Guide to Correct Paper Contrast

For perfect prints . . . even without normal negatives

The pictures below show the results of printing each type of negative using three different paper contrasts. Just compare your negatives with those in the chart. They will be either flat, normal or contrasty. For each of these types of negatives the chart shows the best

print that can be made as well as the paper to use for the right amount of contrast.

No. 1—Soft. For contrasty negatives
No. 2—Medium. For normal negatives
No. 3—Hard. For flat negatives
No. 4—Very hard. Very flat negatives



FLAT NEGATIVE:
Too soft



ON SOFT PAPER:
Very soft



ON MEDIUM PAPER:
Too soft



ON HARD PAPER:
Right contrast



NORMAL NEGATIVE:
Right contrast



ON SOFT PAPER:
Too soft



ON MEDIUM PAPER:
Right contrast



ON HARD PAPER:
Too hard



CONTRASTY NEGATIVE:
Too hard



ON SOFT PAPER:
Right contrast



ON MEDIUM PAPER:
Too hard



ON HARD PAPER:
Very hard



Kodak Chemicals for developing, printing

Developers, Tri-Chem Pack

Microdol. Fine grain film developer. Excellent for 35mm and larger sizes.

3 C 6766—Makes 1 qt. Wt. 6 oz. 65c
3 C 6819—Makes 1 gal. Wt. 2 lbs. . . \$1.15

D-76. For good detail on slides and films. Shpg. wts.: 1 qt., 6 oz.; 2 qts., 12 oz.; 1 gallon, 1 lb. 8 oz.

3 C 6803—Makes 1 quart. 2 for 98c
3 C 6804—Makes 2 quarts. 2 for \$1.29
3 C 6805—Makes 1 gallon. 2 for 1.79

Dektol. Use for paper or film. Shpg. wts. qt., 1 lb.; 2 qts., 1 lb. 10 oz.; 1 gal., 3 lbs. 2 oz.

3 C 6807—Makes 1 quart. 2 for \$1.10
3 C 6841—Makes 2 quarts. 2 for 1.29
3 C 6827—Makes 1 gallon. 2 for 1.89

Selectol. Ideal for warm papers as Opal. Shpg. wts.: 2 qts., 8 oz.; 1 gal., 12 oz.

3 C 6809—Makes 2 quarts. 2 for \$1.10
3 C 6810—Makes 1 gallon. 2 for 1.39

Versatol. All-purpose liquid developer. 3 C 6815—1 quart. Shpg. wt. 1 lb. \$1.10
Universal MQ. Box includes 6 packets for 8 oz. of paper developer or 12 oz. when used as a film developer.

3 C 6777—Wt. 8 oz. 2 boxes. \$1.10

Tri-Chem Pack. Developer, short stop and fixer. Makes 8 oz. of each.

3 C 6871—Wt. 4 oz. 3 packs \$1.25

Fixer, Replenishers

Acid Fixer. For use with films and papers. Makes 1 gallon.

3 C 6765—Shpg. wt. 2 lbs. 2 for \$1.39

Microdol Replenisher. Increases developer life up to 300%.

3 C 6844—Makes 1 qt. Wt. 8 oz. 65c

Replenisher D-76R. Triples life of D-76 developer. Shpg. wt. 2 lbs.

3 C 6806—Makes 1 gallon. 98c

Toners, Intensifier, Reducer

Kodak Sepia Toner. For contact, bromide papers. Makes 32 oz. of solution.

3 C 6825—Shpg. wt. 7 oz. 3 for \$1.19

Kodak Blue Toner (not shown). For contact, chlorobromide enlarging papers. Makes 1 quart of solution.

3 C 6811—Shpg. wt. 4 oz. 99c

Kodak Rapid Selenium Toner. For brown tones on papers as Opal, Azo, Velox.

3 C 6816—Makes 3 qts. Wt. 10 oz. \$1.19

Kodak Chromium Intensifier (not shown). Intensifies thin negatives. Makes 1 qt.

3 C 6822—Wt. 3 oz. 3 packets \$1.05

Kodak Farmer's Reducer. Reduces intensity of negatives. Packet makes 32 oz.

3 C 6823—Wt. 3 oz. 3 packets \$1.05

Use TOWER Photo Chemicals
high quality . . always fresh



Save you time . . no dissolving

Easy to store: All TOWER chemicals come in unbreakable, soft plastic bottles. Chemicals stay fresher longer because you can squeeze out air in a partially used bottle before sealing.

Easy to mix: Simply add liquid chemical to water, stir briefly and solution is ready to use. Also easy to mix accurately in small amounts. No powders to dissolve, no waiting for solution to cool.

All-purpose Developer. With Phenidone to reduce staining. Also reduces possibility of skin irritation, helps prolong life of developer. Easy to use for both films and papers. Super concentrated . . economical to use. 8-ounce bottle makes 2 quarts.

3 C 6891—8-oz. bottle.

Shpg. wt. 1 lb. 8 oz. 2 for 98c

Short Stop. With indicator. Color shows when it should be replaced with new solution. 8-ounce bottle makes 2 quarts.

3 C 6896—8-oz. bottle.

Shpg. wt. 1 lb. 8 oz. 2 for 98c

High Speed Liquid Fixer. Acid hardening fixer for both films and papers. 8-oz. bottle makes 1 quart for film; 2 quarts for paper.

3 C 6897—8-oz. bottle.

Shpg. wt. 1 lb. 8 oz. 2 for 98c

Fine Grain Developer. With Phenidone. For developing film when extra fine quality is desired. Produces excellent results, best when enlargements are to be made. 8-ounce bottle makes 1-quart solution.

3 C 6899—8-oz. bottle.

Shpg. wt. 1 lb. 8 oz. 2 for 98c



Easy photo coloring . . Marshall Oil Sets

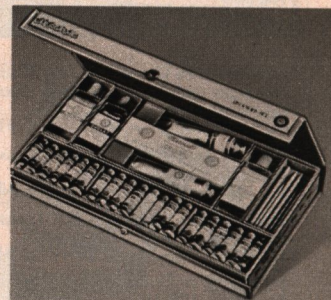
Color your own black and white photographs. Colors are transparent to let tonal qualities of photo show through. Easy to shade properly. Coloring set includes palette, wood skewers, roll of cotton, tubes of paint, instructions.

Finest Oil Coloring Set (shown). Contains twenty 2-inch tubes.

X3 C 6885—Shpg. wt. 3 lbs. . . . \$7.50

"Academy" Set. Contains fifteen 2-inch tubes. Shipping weight 2 pounds 8 ounces.

X3 C 6884. \$5.95



Miscellaneous Darkroom Chemicals

Merix Short Stop Solution. For films and papers . . won't stain or streak. 8-oz. bottle makes 4 gallons of acid short stop, hardener.

3 C 6883—Shipping weight 9 oz. 59c

Merix Photo Basis, Wetting Agent. Helps prevent streaks, waterspots, pinholes when drying films and papers. Makes 32 qts. of solution.

3 C 6881—8-oz. bottle. Shpg. wt. 1 lb. 85c

Yankee Instant Film Dryer. Saves film drying time. Coats film to resist scratches.

3 C 6752—Shpg. wt. 2 lbs. 8 oz. 1 quart. . . \$3.79

Merix Lens Cleaner (not shown). Keeps glass, plastic surfaces from fogging. Removes dust, dirt, fingerprints. Non-flammable. 4-oz. bottle.

3 C 6888—Shpg. wt. 12 oz. 69c

Merix Bright (not shown). Adds sparkle, contrast . . removes age-caused yellowing in prints. Also helps preserve dyes in color prints.

3 C 6751—4-oz. bottle. Shpg. wt. 8 oz. 89c

Non-breakable Plastic Bottles. Squeezable . . to remove air, keep chemicals fresh. Amber color.

3 C 6683—1 gallon. Shpg. wt. 2 lbs. \$2.19

3 C 6674—1 quart. Shpg. wt. 4 oz. 98c

3 C 6657—1 pint. Shpg. wt. 3 oz. 69c

Unibath . . 1-step Chemical

Imagine! You can actually develop your film with just one chemical in 11 minutes . . including rinse time. You'll view your finished print fully fixed in just 6 minutes, only normal 45-minute rinse needed.

Not a chance of over or underdeveloping. Your films and prints are fully developed and fixed in 6 minutes; extra time in solution, or temperature changes will not affect them. Use at room temperatures above 68°. Unibath is reusable and has shelf life comparable to other type developers.

There are two types of Unibath for film. CC₁ for regularly exposed black and white films, CC₂ for fast films used in available light photography. All Unibath chemicals come in soft, unbreakable plastic bottles. Shipping weight 1 pound 8 ounces.

3 C 6838—CC₁ for film. 16 oz. \$2.25

3 C 6839—CC₂ for film. 16 oz. 2.25

3 C 6840—CC₁ for paper. 16 oz. 2.50

Anso Kodak, Color Processing Kits

Anso Color Film Processing Outfit. All the chemicals you'll need to develop your Ansochrome film. Easy-to-pour packets contain enough chemicals to process 320 square inches of roll or cut film (equal to 5 rolls of 35mm, 20-exposure film). Solutions can be stored and reused. No special equipment necessary to process color film. Complete instructions included. Each packet makes 1 pint of working solution.

3 C 6718—Shipping weight

1 pound 10 ounces \$2.39

Ektachrome E2 Film Processing Kit. You'll use standard darkroom trays and equipment to process Ektachrome color film at home. Kit contains all necessary chemicals and includes easy-to-follow instructions to help bring out the full richness of color in your slides.

3 C 6861—Quart size. Carton of 2 units (each makes 1 pint).

Shipping weight 10 ounces. . . \$4.29

X3 C 6867—Half-gallon size.

Shipping weight 1 pound. 5.95





Make photography a family hobby with a Developing and Printing Set

Our Biggest TOWER Set for professional quality work **\$13⁹⁵**

Includes TOWER metal contact print box, for negatives up to 4x5 in., with 15-watt clear bulb, red safelight. TOWER 16-ounce daylight film developing tank for 35mm to 616 film, chemical resistant plastic. Three 4x5-inch red, white and black plastic trays . . . color coded so chemicals won't be mixed accidentally. Two plastic print tongs and one plastic stirring rod. Eight-ounce graduate accurately marked in ounces. Four plastic film clips to hold film for drying.

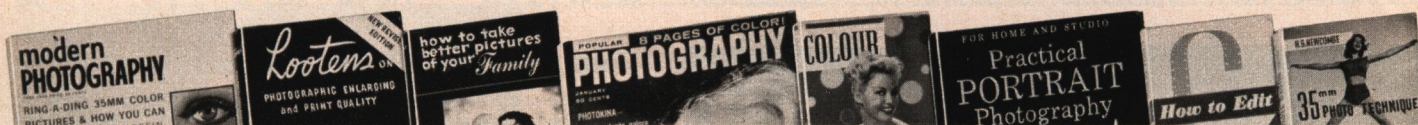
Glass thermometer-stirring rod. Accurate within 2°. Fits standard developing tanks. Century safelight (UL listed) with amber filter and 15-watt clear bulb. Four 8-ounce bottles of TOWER concentrated liquid chemicals. Includes fine-grain film developer, all-purpose developer, short stop and acid fixer-hardener. Each makes 2 quarts of working solution. 25 sheets 2½x4½-inch printing paper.

3 C 6877—Instructions. Shpg. wt. 11 lbs. \$13.95

Starter Set **\$5⁹⁵**

All the basic equipment you need! 4x5-in. Testrite printing frame; TOWER 16-oz. daylight film developing tank for 35mm to 616 film; three 4x5-in. plastic trays; 8-oz. graduate; thermometer; 4 plastic film clips; 15-watt red safe bulb; one 8-oz. bottle each of concentrated developer, short stop, fixer; 25 sheets of print paper; instructions.

3 C 6898—Shipping weight 8 lbs. \$5.95



How to Make Good Pictures. Kodak's complete handbook on still photography. Illustrated. 3 C 1082—Shpg. wt. 8 oz. \$1.00

How to Make Good Home Movies. Kodak's. Simply written. 3 C 1083—Shpg. wt. 8 oz. \$1.95

1961 Photography Annual. Technical data in everyday language. 3 C 1080—(Shpg. wt. 1 lb. 8 oz.) . . . \$1.25

Enlarging is Thrilling. For beginners. 47 pages, illustrated. Paperbound. 3 C 1084—(Shpg. wt. 4 oz.) 25c

Practical Portrait Photography for home and studio. By Abel and Falk. Over 200 photos, diagrams. 223 pages. 10¾x7¼ inches. 3 C 1059—Shpg. wt. 2 lbs. 4 oz. . . \$6.95

Lootens on Enlarging and Print Quality. Latest methods used in professional and amateur circles. 145 illust. 266 pages. 9x6 in. 3 C 1060—Shpg. wt. 1 lb. 8 oz. . . \$4.95

How to Take Better Pictures of Your Family by George and Cora Wright. 96 pages. 8x5½ in. 3 C 1068—Shpg. wt. 14 oz. \$3.98

Baby and Child Photography by B. Murphy. Fine for parents. 3 C 1069—Shpg. wt. 9 oz. \$1.98

Successful Color Photography by C. L. Thompson. How to create and take better color pictures. 144 pages. 7¼x5¼ in. 31 color illustrations. 3 C 1070—Shpg. wt. 9 oz. \$1.98

Make Your Own Color Prints by Robert Bagby. How to use thrifty Ektacolor paper with color negatives. 3 C 1071—Shpg. wt. 1 lb. 4 oz. . . \$4.95

Kodak Master Photoguide. Solves most picture-taking problems. 3 C 1085—Shpg. wt. 4 oz. \$1.75

Kodaguide Snapshot Dial. Exposure data for flash and outdoor. 3 C 1086—Shipping wt. 4 oz. 25c

Kodak Movie Photoguide. Home movie information. Includes dial for all movie films. 3 C 1088—Shipping wt. 6 oz. . . . \$1.75

How to Edit Your Own Home Movies by H. Baddley. Splicing, fades, dissolves, sound films, etc. 142 pages. 3 C 1076—Shpg. wt. 9 oz. \$2.50

35mm Photo Technique by H. S. Newcombe. 13th edition. A classic on miniature photography. 328 pages. 3 C 1078—Shpg. wt. 1 lb. 4 oz. . . \$4.50

35mm Negatives and Prints. Get the most out of black and white film. 3 C 1048—Shpg. wt. 9 oz. \$1.95

Little Technical Library. Practical handbooks that explain photographic techniques in simple terms. 5x7-in. size; hardbound; illustrated. *State catalog number and title numbers.*

Movie Making for the Beginner (2)
Developing, Printing, Enlarging (8)
Advanced Flash Photography (9)
How to Photograph Women (10)
Lighting Techniques (11)
Color Movies for Beginners (13)
Stereo Photography (15)
How to Photograph Your Child (16)
Photography for the Traveler (17)
3 C 1087—Shpg. wt. each 8 oz. 95c

Kodak Data Books. 5¼x8½-in. size. *State catalog no. and title no. of books.*

General Information Books

Better Kodachromes (56)
Better Movies in Color (50)
Better Snapshots of Children (51)
Better 35mm Snapshots (52)
Brownie Book of Picture Taking (53)
Developing, Printing, Enlarging (54)
Clicking with Color (92)
Picture it in Stereo (59)
3 C 1091—Shpg. wt. ea. 4 oz. 35c

Specialized Techniques, Information

Aerial Photography (61)
Camera Technique for Professional Photographers (62) Copying (63)
Films: Black and White (65)
Filters and Pola Screens (66)
Flash Pictures (67)
How-to-do-it Pictures (68)
Industrial Motion Pictures (69)
Lens Shutters and Porta Lens (70)
Negative Making (71)
Papers, Kodak (72)
Production of Slides, Film Strips (73)
Photography through Microscope (74)
Processing Chemicals and Form (75)
Printing with Kodak Papers (76)
Vacation Europe with your Color Camera (77)
Vacation U.S.A. with your Color Camera (78)
Adventures in Outdoor Color Slides (90)
3 C 1092—Shpg. wt. 4 oz. 50c

All About Color

Color as Seen and Photographed (79)
Color Films (80)
Color Photography in Studio (81)
Color Photography Outdoors (82)
Dye Transfer Color Process (84)
Printing Color Negatives (85)
3 C 1089—Shpg. wt. 4 oz. 75c

Modern Camera Guide Series. Pocket size, illustrated. *State catalog number and title number of books wanted.*

Information on Still Cameras

35mm Cameras (20) Argus 35mm (21)
Exakta (22) Kodak Miniature (23)
Polaroid Guide (24)
Rolleiflex (25)

Information on Movie Cameras

Bell & Howell (29) Bolex (30)
Keystone (31) Revere (32)

Help in Photographing Subjects

Available Light Photography (33)
Night Photography (34)
Photographing Animals (35)
Photographing Nature (36)
Photographing Sports (37)
Photographing Women (38)
Photographing Your Flowers (39)
Vacation Movies (40)

Other Guides to Picture Making

Exposure Meters (41)
Market Your Pictures (42)
Medical and Dental Photography (43)
Photo Darkroom (45)
Retouching Negative and Print (46)
Underwater Photography (47)
3 C 1093—Shpg. wt. 8 oz. \$1.95

Photo Magazine Subscriptions. **HOW TO ORDER:** *State catalog number, name of magazine, number of years subscription. Make check or money order payable to Sears, Roebuck and Co. Mailable in U.S. or possessions.*

F3C1866—Pop. Photography Magazine: 1 yr. \$5.00. 2 yrs. \$9.00. 3 yrs. \$12.00
F3 C 1865—Modern Photography: 1 yr. \$4.00. 2 yrs. \$7.00. 3 yrs. \$9.00
F3 C 1867—U.S. Camera Magazine: 1 yr. \$3.50. 2 yrs. \$6.00. 3 yrs. \$8.00



Make one purchase and your darkroom is complete . . . buy a TOWER Enlarging Set

Basic Set **\$31.50** **\$3.50**
Low as cash down

Get everything you need to make enlargements up to 5x7 inches.

Includes good quality TOWER enlarger 3 C 6574L (described on pg. 69); three 5x7-in. plastic trays; 5x7-in. easel; four plastic clips; three 8-oz. bottles of TOWER concentrated liquid chemicals (developer, short stop and fixer); 8-oz. graduate; thermometer; 18-leaf, 9x12-in. blotter book; 7½-watt red darkroom safelight; TOWER daylight developing tank for 35mm to 616 film; 5x7-in. Kodak Medalist paper (25 sheets single weight). 3 C 6889L—Complete outfit with instruction booklet. Shpg. wt. 24 lbs. . . . \$31.50

Better Basic Set. As above but with better 3 C 6532L enlarger (See page 69.) 3 C 6874L—Shpg. wt. 24 lbs. . . . \$39.50

Make up to 8x10-inch enlargements with Our Best Sets Low as **\$54.50** **\$5**
cash down

Our most complete set! Has finer quality equipment . . . makes enlarging easier, faster and more fun.

- Better quality TOWER enlarger (catalog number 3 C 6532L) described on page 69
- 11x14-in. enlarging easel with adjustable paper guides and sliding masking bands
- Transparent enlarger cover to keep out dust
- TOWER daylight developing tank. Chemical resistant plastic. For 35mm to 616 film. 16-ounce capacity
- Plastic darkroom graduate. 16-oz. Marked in ounces
- Chemical resistant plastic funnel with pouring spout
- TOWER thermometer. Accurate to 2°. Scale enclosed in glass casing. Also use for stirring rod.
- 4 plastic film clips. Use to dry film
- Rubber print roller. 6 inches wide
- Plastic developing trays. Three 8x10-in. trays. Chemical resistant. Ribbed for extra strength
- TOWER interval timer. Range to 30 minutes

- TOWER blotter book. 9x12-inch with 18 leaves
- TOWER ferrotype plate. Chrome-plated. 10x14-inch
- TOWER all-purpose developer. For both films and papers. 8-oz. bottle makes 2 quarts of working solution
- TOWER short stop. 8-oz. bottle makes 2 quarts
- TOWER high speed liquid fixer. 8-oz. bottle makes 1 quart for film, 2 quarts for paper
- TOWER fine grain developer. 8-oz. bottle makes 1 quart
- Safelight with amber filter. 15-watt bulb
- Kodak Velox contact paper. 100 sheets 2½x3½-inch. Glossy surface. Single weight
- Medalist enlarging paper. 5x7-inch. 25 sheets Non-glossy, luster surface. Double weight
- Illustrated instruction booklet

3 C 6872L—Complete outfit. Shpg. wt. 45 lbs. . . . \$54.50
 Set with faster TOWER enlarger. As above but with faster 3 C 6570L enlarger (described on page 69). 3 C 6868L—Shpg. wt. 45 lbs. . . . \$69.95

Famous Beseler "Dream Darkroom" Set

Gives needle-sharp professional-like enlargements
 Precision optics assure the best prints from your films

\$195.00 **\$5**
cash down

Here's a complete outfit that's been carefully assembled to make darkroom processing faster and easier. Includes everything necessary for developing negatives as well as making finished prints. Save time and money by buying your Beseler outfit complete.

The Enlarger: Beseler Model 23C with 100mm Beslon f:4.5 coated lens. Handles 8mm to 2¼x3¼-inch negatives. Projects enlargements up to 16x20 in. on 18x25½-inch baseboard. Lamphouse carriage adjusts to horizontal position for giant wall murals. Two ground, polished 4½-inch condensers give maximum performance with any negative up to 2¼x3¼-inch size.

Smooth rack and pinion elevation control raises and lowers lamphouse without danger of spring or cable snap. Counterbalanced by preloaded compression spring. Positive-locking brake stops lamphouse at any height. Lamphouse ventilated to stay cool even after hours of use. Stands 45 in. high with lamphouse in topmost position. Built-in color head is light-tight, accepts standard filters. Extruded aluminum and steel construction throughout . . . baked enamel finish. Feed-through switch. 75-watt enlarging bulb. UL listed. 110-120-volt AC-DC.

Enlarger Accessories and Darkroom Equipment: Three negative carriers (35mm, 2¼x2¼ and 2¼x3¼-inch); complete set of variable-contrast filters; transparent enlarger cover; plastic developing tank for 35mm to 2¼x3¼-inch roll film; three polyethylene bottles of darkroom chemicals (film developer, paper developer, fixer); graduate.

Variable-contrast paper (25 sheets 8x10, single weight); 8x10 easel; interval timer; three 8x10 plastic developing trays; darkroom thermometer; 7½-watt darkroom safelight; two stainless steel film clips; two print tongs, film squeegee; 18-leaf print-drying blotter book. Handy, step by step instruction sheet.

X3 C 6869N—Complete Beseler Darkroom Outfit. (Wt. 55 lbs.) . . \$195.00



Buy on Sears Special Terms..see page 82

Get fast, accurate enlarging with Omega

ALL OMEGA ENLARGERS GIVE YOU: Finger-touch control through special counterbalance. Condensers precisely matched to lens. Factory-locked alignment; head turns 180° for giant floor projections; film holder rotates 360°. Ventilated condenser lamphouse lifts for easy handling of negative carrier. . . negatives stay cool. Glassless filmholders.



Takes 8mm to 35mm negatives
Without lens
\$124.75 cash
\$5 down



Handles 35mm to 2 1/4 x 3 1/4 negatives . . . with prescribed lenses
Model B-8 without lens
\$167.50 cash
\$5 down



Takes 35mm to 4x5 negatives . . . with prescribed lenses
Model D-2 without lens
\$258.00 cash
\$10 down

Omega A-2 Pro. Enlarges 35mm negatives 2 to 12 times, up to 11x14-in. enlargements on 16x20-in. baseboard. Lens mount, 35mm negative carrier, red filter, instructions included. UL listed. 110-120-volt AC-DC. Order lens below.

F3 C 6512K—Enlarger. (Wt. 27 lbs.) . . . \$124.75
F3 C 6604—Wollensak 2-inch f:4.5 Lens. (Shpg. wt. 1 lb.) . . . \$32.50

If you don't see it . . . ask us!

If you need special Omega or Beseler accessories not described here, ask at your Sears Retail Store Camera Dept. for information and prices or illustrated folders.

2 models: Omega B-8 with manual focusing. **Automega B-7** with automatic focusing. Both have all the features above, PLUS added advantages. Enlarge 35mm negatives 4 to 14 times on 18x26-in. baseboard. Enlarge 2 1/4 x 3 1/4 negatives about 1 1/2 to 7 times. UL listed. 110-120-volt AC-DC. (Wt. 51 lbs.)

F3 C 6537N—B-8 Enlarger only (no lens). 2 1/4 x 3 1/4-inch negative carrier and lens board. . . . \$167.50
F3 C 6550N—B-8 with 3 1/2-in. f:4.5 Raptor lens on 2-in. mount, 2 1/4 x 3 1/4-in. rotating carrier. . . . \$209.50
F3 C 6559N—B-8 with 2-in. f:4.5 lens, mounted, supplementary 35mm condenser, 35mm filmholder. . . . \$196.95
F3 C 6534N—B-7 with 3 1/2-in. f:4.5 Raptor lens on 2-in. lens board. 2 1/4 x 3 1/4-in. negative carrier. . . . \$239.85
F3 C 6536N—B-7 . . . 2-in. f:4.5 lens, mounted; supplementary 35mm condenser, 35mm negative carrier. . . . \$238.65

Omega D-2 (manual focus), **Automega D-3** (automatic). As model at left, but enlarges 35mm 5/4 to 17 times. (Wt. 51 lbs.)

F3 C 6502N—D-2 Enlarger (no lens). . . . \$258.00
F3 C 6506N—D-2 Enlarger with 5 1/2-in. f:4.5 lens, mounted. For 4x5 negatives. . . . \$302.00
F3 C 6516N—D-2 Enlarger with 3 1/2-in. f:4.5 lens, mounted. For 2 1/4 x 3 1/4 negatives. . . . \$275.25
F3 C 6525N—D-2 Enlarger with 2-in. f:4.5 lens, mounted. For 35mm negatives. . . . \$268.35
F3 C 6505N—D-3 Enlarger with 5 1/2-in. f:4.5 lens, mounted. For 4x5 negatives. . . . \$354.25
F3 C 6514N—D-3 Enlarger with 3 1/2-in. f:4.5 lens, mounted. For 2 1/4 x 3 1/4 negatives. . . . \$330.35
F3 C 6519N—D-3 Enlarger with 2-in. f:4.5 lens, mounted. For 35mm negatives. . . . \$318.95

Lenses, Accessories for Omega enlargers

Do full justice to your negatives with Wollensak Raptor F:4.5 lenses. Color corrected and coated to give you finer prints. Lens board included. (Shipping weight 1 lb.)

2-inch Lens. Recommended for use with 35mm negatives.
F3 C 6604—Used with 3 1/2-inch condenser. . . . \$32.50
3 1/2-inch Lens. Recommended for use with 2 1/4 x 3 1/4-in. negatives.
F3 C 6605—Used with 5-inch condenser. . . . \$36.00
5 1/2-inch Lens. Recommended for use with 4x5-inch negatives.
F3 C 6606—Used with 6 1/2-inch condenser. . . . \$54.50

Rapid-shift Filmholders. (Shpg. wt. 1 lb.)

F3 C 6635—Glass. For 2 1/4 x 3 1/4-inch sheet film. . . . \$10.65
F3 C 6638—Glassless. For 2 1/4 x 2 1/4-inch roll film. . . . 7.25
F3 C 6636—Glass. For 2 1/4 x 3 1/4-inch pack film. . . . 10.65
F3 C 6637—Glass. For 2 1/4 x 3 1/4-inch roll film. . . . 10.65
F3 C 6639—Glass. For 35mm film. . . . 10.65

Accessories for D-2 and D-3 enlargers only

F3 C 6608—Color Head. Holds color filters securely. (Shpg. wt. 8 lbs.) . . . \$22.00
F3 C 6616—Omegalite. Fluorescent lighting head converts enlarger to diffusion type. (Shpg. wt. 15 lbs.) . . . \$62.75

Beseler 45MCRX Enlarger

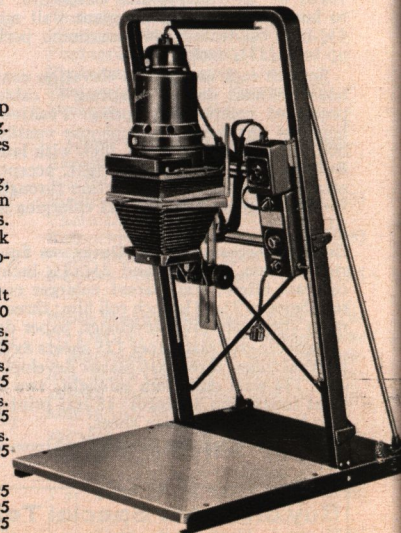
Without lens \$309.00 \$10
cash down

Smooth, automatic electric control moves lamphouse up and down . . . you get absolute rigidity for sharp focusing. 8mm to 4x5 negatives with one set of condensers . . . gives sharp reduction prints as well as vast enlargements.

Head shifts 90° for wall projections, murals. Easy raising, lowering to any position . . . no spring or cable snap. Built-in filter drawer accepts Varigam, Safety, 3-Color, other filters. Built-in colorhead. Negative stage travels on geared track . . . locks into position, can be opened without raising lamphouse. 4x5 negative carrier included.

F3 C 6503N—Enlarger, less lens. UL listed. 110-120-volt AC-DC. (Shpg. wt. 84 lbs.) . . . \$309.00
F3 C 6592—2-in. Schneider Componar 50mm f:4.5 Lens. For 35mm negatives. Shpg. wt. 1 lb. . . . \$24.95
F3 C 6593—3-in. Schneider Componar 75mm f:4.5 Lens. For 2 1/4 x 2 1/4 negatives. Shpg. wt. 1 lb. . . . \$29.95
F3 C 6594—4-in. Schneider Componar 105mm f:4.5 Lens. For 2 1/4 x 3 1/4 negatives. Shpg. wt. 1 lb. . . . \$32.95
F3 C 6595—5 1/2-in. Schneider Componar 135mm f:4.5 Lens. For 4x5 negatives. Shpg. wt. 1 lb. . . . \$44.95

Negative Carriers. (Shpg. wt. 1 lb.)
F3 C 6610—35mm Negative Carrier. . . . 7.95
F3 C 6611—2 1/4 x 2 1/4-in. Negative Carrier. . . . 7.95
F3 C 6612—2 1/4 x 3 1/4-in. Negative Carrier. . . . 7.95





With 3-element
f:6.3 lens
\$2995
cash
\$3 down

With faster
3-element f:4.5 lens
\$4450
cash
\$4.50 down

With Elgeet
3-element f:4.5 lens
\$6750
cash
\$5 down

Get high-grade, low-cost enlarging with a TOWER



ALL TOWER ENLARGERS GIVE YOU: Giant floor enlargements because head pivots 180°. Dials show you the exact amount of enlargement. Diffusion lighting system for uniform light distribution. Cool aluminum lamp housing protects your negatives *and* your hands. Easy-lifting parallel bars with counterbalance springs. Glassless negative carriers.

Get excellent distortion control from 3-element 90mm f:6.3 coated lens. Control light precisely with iris diaphragm. Enlarge 2¼x3¼-in. negatives 1½ to 4 times on 13x16x½-inch Masonite Presdwood baseboard. Chrome-plated 19-inch post. Perfect alignment of negative to baseboard. Front-to-back distortion control. Red filter. Feed-through switch. 75-watt bulb. UL listed. 110-120-volt AC-DC. Instructions included.

3 C 6532L—Shpg. wt. 20 lbs. . . \$29.95

Get bigger enlargements, more professional results. Faster 90mm f:4.5 coated lens enlarges 2¼x3¼-in. negatives up to 6 times on 16x19x¾-inch thick Masonite Presdwood baseboard. Chrome-plated 24-inch post. Iris diaphragm lets you control exact amount of light to negative.

Head tilts 180° for left or right wall projections. Two-inch forward extension for extreme cropping. Front-to-back distortion control. Perfect alignment of negative to baseboard. Swing-away holder for red or EK and Varigam filters. Feed-through switch. 75-watt bulb. UL listed. 110-120 volt AC-DC. Instructions included.

3 C 6570L—Shipping weight 20 lbs. \$44.50

Elgeet 90mm 3-element f:4.5 coated lens enlarges 2¼x3¼-in. negatives up to 6 times on 19x24-in. baseboard. Store paper in handy baseboard drawer. Chrome-plated 24-in. post. Enlarging is smooth, steady with rack and pinion focusing, heavy construction of parallel arms and counterbalance springs. Excellent distortion correction. Forward extension for extreme cropping. Holder for red, EK or Varigam filters. Feed-through switch. Interchangeable lens board. Condenser lens set. 150-watt bulb. Instructions.

X3 C 6513L—110-120-v. AC-DC. UL listed. Shpg. wt. 33 lbs. . . \$67.50

TOWER 4x5-inch Enlarger (not shown). Features similar to above. For 4x5-in. negatives (35mm negatives if condenser set is used).

X3 C 6517L—Elgeet 135mm f:4.5 lens included. Wt. 33 lbs. . . . \$77.50
X3 C 6602—Condenser Lens Set for above. Shpg. wt. 7 lbs. . . . 21.50

WHY WAIT? You can buy now on Sears Easy Terms . . see page 82

Transparent
Enlarger
Cover

98c



Keep out harmful dust and moisture. Heavy vinyl plastic. Big enough (21x26 in.) to fit most 2¼x3¼-in. enlargers. Folds compactly when not in use. Won't crack. Shpg. wt. 8 oz.
3 C 6524—Cover. 98c

Make your TOWER enlarger more useful

35mm Enlarger Conversion Set. Includes 35mm negative carrier . . . 52mm condenser set for sharper prints . . . 51mm f:4.5 lens for 6 to 12 times enlargement.
3 C 6511—For above enlargers. Shpg. wt. 4 lbs. . . \$21.50

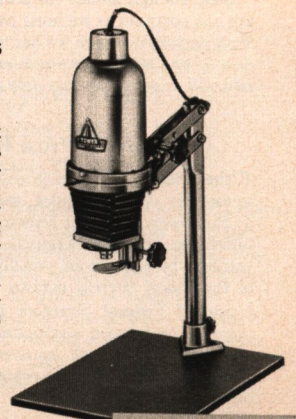
Condenser Lens Sets. For above enlargers. Two lenses. For very sharp prints. Shpg. wt. 2 lbs.
3 C 6601—4½-in. lenses. For 2¼x3¼-in. negatives. \$8.75
3 C 6832—3½-in. lenses. For 2¼x2¼-in. negatives 5.95
3 C 6833—2½-in. lenses. For 35mm negatives. . . . 4.95

Glassless Negative Carriers. For above enlargers. Shipping weight 8 ounces.
3 C 6624—35mm size. \$3.75
3 C 6625—2¼x2¼-in. For 120 or 620 film 3.75
3 C 6890—1½x2¼-in. For 127 8-exposure film. 3.75
3 C 6609—1½x1½-in. For 127 12-exposure film. . . . 3.75

With 2-element f:6.9 lens

\$2150 **\$2.50**
cash down

90mm coated lens enlarges 2¼x3¼-in. negatives 1½ to 4 times on 13x16x½-in. Masonite Presdwood baseboard. Disk with pre-fixed lens openings. Chrome-plated 19-in. post. Easy-lifting parallel arms. Distortion control. Red swing-away filter. Feed-through switch. 75-watt enlarging bulb. UL listed. 110-120-volt AC-DC. Instructions for assembly and use. See how little it costs to enlarge.
3 C 6574L—Wt. 20 lbs. . . . \$21.50



Enlarging is easy. See basic steps illustrated on page 81 of reference section



CATALOG SALES

It's Easy to Shop at Sears and Save

Shop at home by mail Take all the time you need

Select your new photographic equipment leisurely from Sears large, low-priced assortment. Be sure to consult index on page 71.

Simply make your selection, fill in Sears order blank and mail. Remember, satisfaction guaranteed or your money refunded.

Shop by phone or in person at your Sears Catalog Sales Office

Sears Catalog Sales Offices have all the latest catalogs. Our experienced clerks will help with your selections and mail your order for you... it's a thrifty and convenient way to shop. You see attractive merchandise displays, plus many other special books—Farm Book, Power Tools. Custom Kitchens, Wallpaper. See our Big General Catalog for the Catalog Sales Office nearest you.

Shop at Catalog Sales Department at Sears

Every Sears Retail Store has a Catalog Sales Department for your convenience. Our salespeople will help you make your selection, help answer questions and write your order, saving you postage and money order fees.

Shop at home by phone

Call Sears telephone number for your area (listed in Big Catalog). Give clerk your order. Order will be delivered directly to your home, or, if you prefer, you can pick it up at the Retail Catalog Sales Dept. or Catalog Sales Office.

How to send in your order by mail

List all the items you want on Sears order blank or on any plain paper. Print or write plainly your full name and complete address, including rural route and box number if you live on a rural route. Give us catalog number and complete information asked for in the item description.

The best ways to send money are by post office money order or express money order, or by bank draft or check. It is best not to send currency, but if it is absolutely necessary, be sure to send it by registered mail. Remember, your satisfaction is guaranteed or your money back.

How to figure Parcel Post

Packages weighing up to 70 pounds and measuring not more than 100 inches in combined length and girth can be sent by Parcel Post in all zones, except when mailed at a first class post office and addressed for city delivery to another 1st class office.

Parcel Post weight limits on packages mailed between first class post offices and addressed for city delivery are 40 pounds to the Local, 1st and 2nd Zones; and 20 pounds to Zones 3 to 8. The size limit is 72 inches length and girth combined.

When figuring postage on packages weighing over 1 pound, count a fraction of a pound as a full pound. For instance, if total weight of your order is 7 pounds and 1 ounce, the post office charges Parcel Post rate for 8 full pounds.

Send enough money for postage on items which are not postpaid as we must pay postage on Parcel Post packages before we can send your merchandise. *If you send us too much, every cent extra will be returned to you. You pay only exact postage.*

Sears Price Policy

If the price of any item in this catalog is reduced in another current catalog, we will fill your order at the lower price and return every penny of the difference to you. Regardless of which Sears catalog you order from, you always get the benefit of the lowest current catalog price.

Should Federal, State or Local Governments increase or impose additional taxes, we reserve the right to add such taxes to the prices shown. If existing taxes are decreased, we shall adjust our prices accordingly.

Parcel Post Rates

SHIPPING WEIGHT	Distance from Sears Mail Order House				
	Local Zone	Zones 1 and 2	Zone 3	Zone 4	Zone 5
		Not Over 150 Miles	151 to 300 Miles	301 to 600 Miles	601 to 1000 Miles
Up to but not including 16 ounces....		3c	for the first 2 oz. and 1½c for each additional oz.		
16 oz. to 2 lbs...	24c	33c	35c	39c	45c
2 lbs. 1 oz. to 3 lbs...	26c	38c	41c	47c	55c
3 lbs. 1 oz. to 4 lbs...	28c	43c	47c	55c	65c
4 lbs. 1 oz. to 5 lbs...	30c	48c	53c	63c	75c
5 lbs. 1 oz. to 6 lbs...	32c	53c	59c	70c	85c
6 lbs. 1 oz. to 7 lbs...	34c	58c	65c	77c	95c
7 lbs. 1 oz. to 8 lbs...	36c	63c	71c	84c	\$1.05
8 lbs. 1 oz. to 9 lbs...	38c	68c	77c	91c	1.15
9 lbs. 1 oz. to 10 lbs...	40c	73c	83c	98c	1.25
10 lbs. 1 oz. to 11 lbs...	42c	77c	89c	\$1.05	1.35
11 lbs. 1 oz. to 12 lbs...	44c	81c	95c	1.12	1.45
12 lbs. 1 oz. to 13 lbs...	46c	85c	\$1.01	1.19	1.55
13 lbs. 1 oz. to 14 lbs...	48c	89c	1.07	1.26	1.65
14 lbs. 1 oz. to 15 lbs...	50c	93c	1.13	1.33	1.75
15 lbs. 1 oz. to 16 lbs...	52c	97c	1.18	1.40	1.85
16 lbs. 1 oz. to 17 lbs...	54c	\$1.01	1.23	1.47	1.95
17 lbs. 1 oz. to 18 lbs...	56c	1.05	1.28	1.54	2.05
18 lbs. 1 oz. to 19 lbs...	58c	1.09	1.33	1.61	2.15
19 lbs. 1 oz. to 20 lbs...	60c	1.13	1.38	1.68	2.25
For ea. additional lb. add	2c	4c	5c	7c	9c

Figure postage on total weight of articles you are ordering. On your order, show shipping weight of each article in pounds and ounces. Add pounds and ounces and change ounces into full pounds. Then show total weight in pounds.

Express Rates

It's not necessary to send express charges as they may be paid on delivery.

Express rates for customers in Dallas, Kansas City, Minneapolis, Greensboro, Memphis, Atlanta mail order house areas. Minimum charge is \$2.31.

Weight of Order	Miles from Shipping Point					
	100	200	300	400	500	700
5 pounds....	\$2.31	\$2.34	\$2.40	\$2.45	\$2.48	\$2.54
10 pounds....	2.48	2.53	2.64	2.76	2.83	2.94
15 pounds....	2.64	2.72	2.90	3.06	3.16	3.33
20 pounds....	2.81	2.93	3.15	3.36	3.49	3.73
30 pounds....	3.15	3.31	3.64	3.96	4.15	4.53
40 pounds....	3.47	3.70	4.14	4.60	4.83	5.33
50 pounds....	3.79	4.08	4.64	5.20	5.51	6.13

Express rates for Chicago, Philadelphia and Boston customers. Minimum charge is \$2.57.

Weight of Order	Miles from Shipping Point					
	100	200	300	400	500	700
5 pounds....	\$2.57	\$2.57	\$2.57	\$2.57	\$2.57	\$2.64
10 pounds....	2.69	2.78	2.85	2.92	2.98	3.14
15 pounds....	2.98	3.11	3.19	3.30	3.38	3.61
20 pounds....	3.25	3.42	3.55	3.68	3.79	4.10
30 pounds....	3.80	4.07	4.25	4.44	4.63	5.08
40 pounds....	4.36	4.70	4.97	5.21	5.44	6.07
50 pounds....	4.91	5.34	5.66	5.97	6.28	7.05

Express rates for Seattle and Los Angeles customers. Minimum charge is \$2.41.

Weight of Order	Miles from Shipping Point					
	100	200	300	400	500	700
5 pounds....	\$2.41	\$2.47	\$2.52	\$2.57	\$2.60	\$2.68
10 pounds....	2.58	2.70	2.79	2.88	2.95	3.10
15 pounds....	2.74	2.91	3.08	3.21	3.29	3.54
20 pounds....	2.91	3.12	3.35	3.52	3.65	3.96
30 pounds....	3.25	3.58	3.90	4.17	4.35	4.81
40 pounds....	3.57	4.01	4.46	4.80	5.07	5.67
50 pounds....	3.89	4.46	5.01	5.44	5.76	6.54



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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take better pictures
set up a darkroom

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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 157/603. 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 157/603. If you wish, send sketches to help describe your problem. We will try to answer your questions as soon as possible.

WHAT DO I NEED TO KNOW

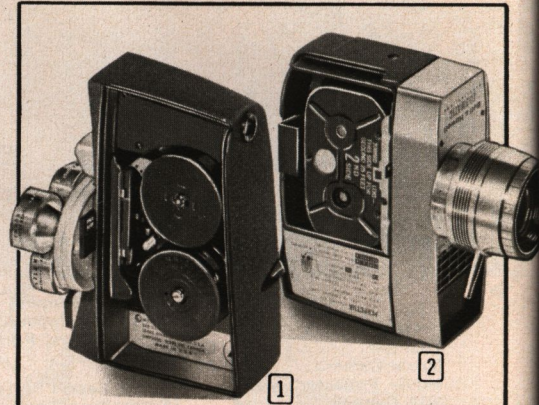
New automatic features are now built into cameras and projectors

Ease and convenience have heralded automation's entry into the home movie field. Automatic features on cameras allow you to reduce the shooting of perfect films to three simple steps: load—aim—shoot. Fully automatic electric eye cameras assure you correct exposure every time you shoot, because they completely eliminate guesswork.

The "eye" (a light-sensitive photocell) is coupled to the lens and automatically sets the correct aperture after "reading" the intensity of light. You are saved time and effort usually involved when using manual exposure-setting cameras . . . your camera is ready to shoot at all times providing there is enough light.

Automation even enters into the light matter. Many models have visible colored signals that warn you if the light is insufficient for shooting. Zoom lenses (see opposite page) have also been automated: a push of a button makes the lens go forward or back for wide angle, normal, or telephoto shots. See pages 32, 33, 34, 35, 38, 39.

The show goes on easily and with a minimum of effort with the new automatic threading projectors and reels. You simply put the reel on the arm, insert the film into the starting slot, then sit back and enjoy the show. Many models also feature combination switches which automatically turn off a room lamp when the projector goes on. See pages 40, 41, 43, 44.



Roll vs. magazine load

1 Roll (spool) film costs less than magazine type. Since film is turned around in camera and shot again, 25 ft. of 16 mm wide film yields a 50-ft. 8mm movie. (Film is slit during processing and ends are joined.) Roll film loads easily . . . attach to take-up spool, drop spools over camera spindles, slip film into gate.

2 Magazine load cameras feature speed and convenience . . . slip metal magazine into camera, close door, start shooting. The film itself is never touched . . . no threading, inserting of end into spool, or loop-forming is necessary. Film can be changed easily—you can switch from color to black and white or from indoor to outdoor type color film at any time.

Now enjoy wonderful, clear sound with both 8mm and 16mm home movies

New developments in motion picture equipment help make sound movies easy to get. By means of magnetic recording you can get the sound as well as the picture when you film all those happy vacations, weddings, parties, etc.

Taking and showing 8mm sound film is the newest fascinating development in home movie entertainment. When you have made your recording on the magnetic stripe it is permanent, unless you should wish to erase it or make a new recording.

You can add sound to 8mm film in either of two ways depending on equipment used. Both ways record the sound magnetically, similar to the way tape recordings are made. With one magnetic sound recording method, you put the sound on while the film is being shot, monitoring the voices, music, etc., through an earphone. Sound and action are synchronized by the camera as you shoot.

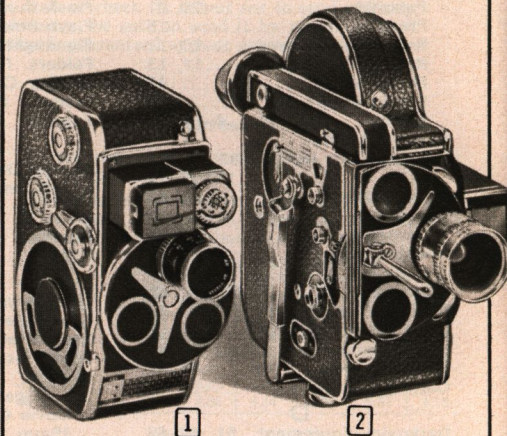
The controls with this outfit are grouped for convenient, one-hand operation. You'll pick up sounds with the sensitive microphone from as far as 9 feet away. There is no winding necessary with this camera since it is powered by a rechargeable battery (charges from light socket). The battery will operate the camera for up to 400 feet of sound filming.

Another method of sound recording puts the sound on *after* the movie is shot. After the film is edited, a stripe is put along one side . . . a stripe similar to the tape used for tape recording. The movie is then run through a magnetic recording projector and the sound is recorded on the striping. Many projectors will record sound from radio, phonograph or microphone.

Voices and music can also be "mixed" (recorded at the same time), for a variety of interesting effects. You can record, erase, or re-record as often as you wish with the magnetic system of film sound recording. Many projectors feature forward, reverse, or still projection and have multiple speed controls for showing silent or sound films.

See pages 45, 46, 47, 48 for sound film recording and projection equipment.

8mm vs. 16mm Home Movies

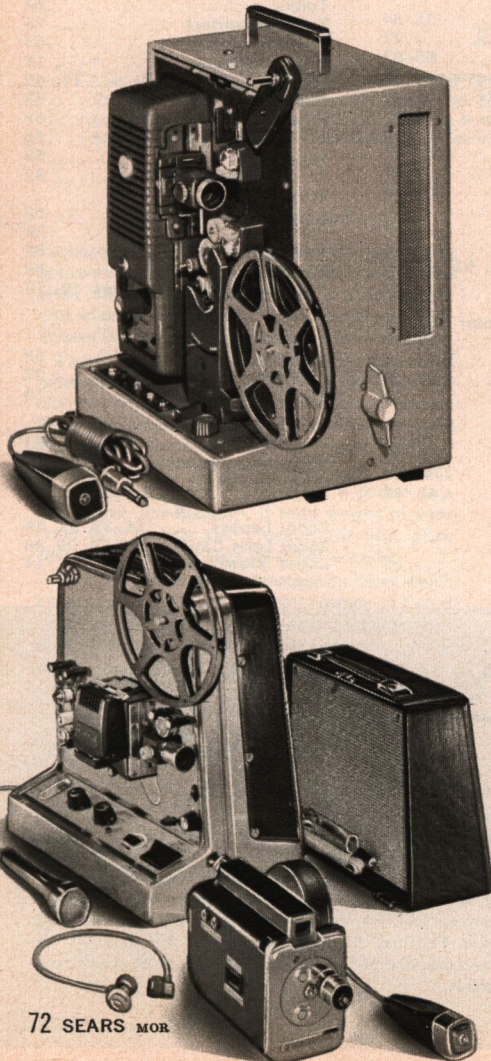


1 8mm movie cameras have the advantage of being compact and easy to handle. They can be carried easily in a leather case, ready at all times to capture a memorable moment wherever you are. One model now available is small enough to fit in the palm of your hand or slips easily into a pocket.

The cost of taking 8mm movies—including cost of camera, film and processing—can be quite low, which accounts for the widespread popularity of this size. A 25-ft. roll of 8mm film actually gives 50 ft. of movies since it is turned around in the camera and used twice.

2 16mm movie cameras take films that can be projected larger and with better detail than 8mm films. (8mm film is about one-fourth the size of 16mm.) The cost of shooting 16mm is higher than that of 8mm. 16mm films are ideal when showing movies to large groups in halls or auditoriums, and are also widely used by business and industry for various purposes.

See pages 32 to 39 for 8 and 16mm cameras



ABOUT TAKING HOME MOVIES?



Economical single-lens cameras

Single-lens movie cameras offer many advantages. Often first cost is low, putting them within reach of many people. They are available in 8 and 16mm sizes with lenses of various speeds. Other feature variations include spool or magazine loading; manual or automatic exposure settings; single or multiple film run speeds; and spring or battery drives.

Certain models overcome their single-lens limitations by using a "D" mount, enabling replacement of the original lens (usually normal) with either a wide angle or telephoto lens. Auxiliary lenses which fit over the camera lens are available for some cameras with fixed-mount lenses to convert them to telephoto or wide angle lenses.

Many single lens cameras have viewfinder markings for different lenses, with markings of different colors and sizes for wide angle, normal and telephoto lenses. This lens flexibility also extends to the use of filters, with mounts on many cameras designed to take various types. See pages 30 and 36.

Versatile triple-lens turrets

Triple-lens turret movie cameras add variety to movie-making by offering a choice of lenses, which in turn results in a choice of shots: normal, wide angle or telephoto. The three lenses usually are on a rotating mount, making lens-changing a simple and fast operation.

The normal lens is used for general filming; shots with this lens are good basic scene-setters and are often used as a reference point before going on to shots with the other two lenses. Group scenes and other types of shots requiring maximum frame width are possible with the wide angle lens.

Telephoto lenses magnify distant scenes and objects, bringing them in close, even though the camera may be far away. A great deal of interest can be added to home movies by means of these wide and close-up shots, since they enhance a film's story-telling ability. Switching from normal to telephoto lens can often capture a facial expression telling the story better than verbal description. See pages 31, 35, 37, 38 and 39.

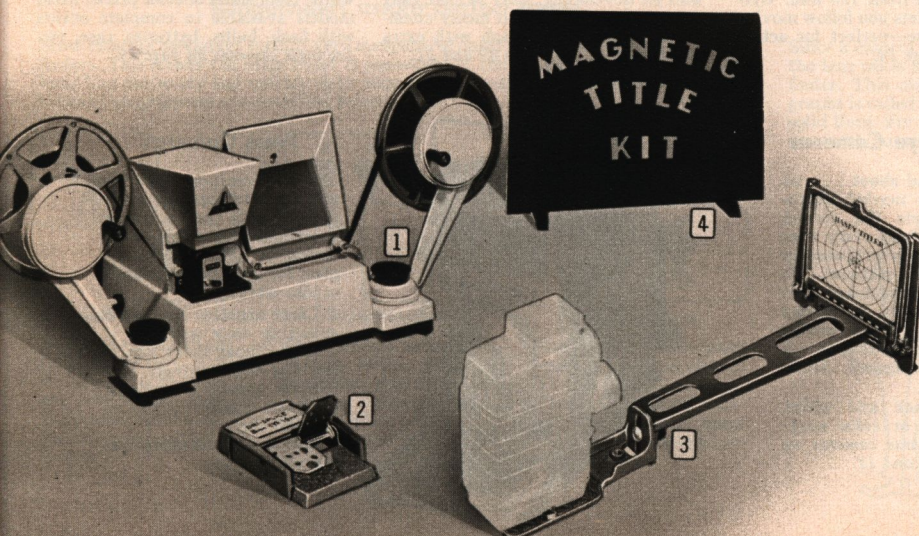
Zoom movie cameras for dramatic effects

For really unusual effects and top shooting versatility, nothing can match the zoom movie camera. Originally developed for use by newsreel, television and Hollywood cameramen, zoom lenses can add a new dimension to home movies. Zoom shots can often verge on the spectacular: in a zoom, for example, the camera can zoom to a telephoto close-up of a lion's deadly jaws; get close enough to count the teeth in a yawning hippo mouth; or "put" you in the monkey's cage.

Zoom cameras put more excitement into movies of sporting events . . . the lens gets down and almost makes you part of tricky, shifting football plays . . . gives you a close-up of the expression on a pitcher's face when he's under pressure . . . shows you the tense look of a sports car racer keeping his car under control as he negotiates a hairpin curve.

A zoom movie camera gets its name from the lens, which is, in effect, three lenses in one. By means of a horizontal back-and-forth lens motion (zooming), it's possible to go from a wide angle to a normal to a telephoto shot in a few seconds. Zoom lens cameras eliminate necessity of stopping to switch lenses. Since most models have lens-coupled viewfinders, you needn't take your eyes from viewfinder while zooming . . . viewfinder shows you exact zoom motion being taken by lens. See these cameras on pages 32, 33, 34, 38, 39 and back cover.

Editors, splicers, titlers, letter sets . . . for home movies with that final, professional touch



1 Editors are simple and easy to use and it's not hard to become an expert with them. You can add a distinctive touch to home movies by means of editing . . . a series of disconnected shots edited correctly will become a coherent "screen play" with humor, drama and edge-of-seat suspense. Scenes can be rearranged in logical sequence and unwanted shots eliminated.

It's easy to learn how to speed-up or slow-down action by "cutting" (abrupt change from one film sequence to another), and how to cut for special effects. With action editors you view movies in action, as seen when projected; non-action editors allow viewing one frame at a time. See *Tower editors* on page 50.

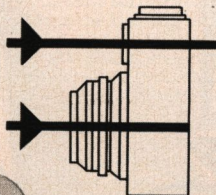
2 Splicers are of two types—dry, using gummed, transparent splicing strips; and standard, using cement. See *splicers*, page 51.

3 Titlers also increase the enjoyment of home movie making, putting spice into films and giving them a sense of completeness. They can be used for story-telling purposes, humorous commentary, "cast" credits, etc. See *titlers*, page 52.

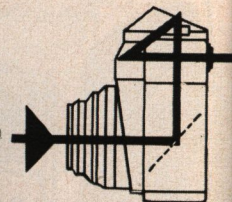
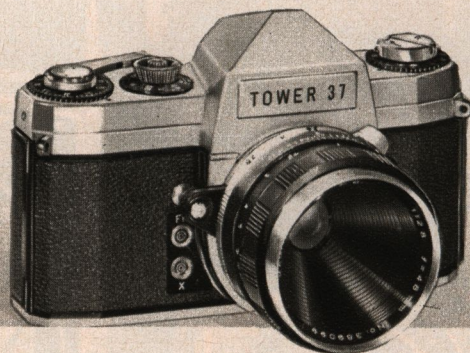
4 Letter Sets are used with titlers and help make titles clear and interesting. Many sets come with figurettes, characters, different sized letters, etc. See *letter sets* on page 52.

Which Still Camera should I buy?

See the advantages of each type below



With an optical viewfinder you can compose and focus rapidly, take more pictures faster.



Pentaprism viewfinder lets you see through lens for precise focusing and composition

All-purpose 35mm Cameras . . . small and compact . . . for color or black and white

Before you can make a wise choice about the right 35mm camera, try to determine what kinds of shots you'll be taking most. For general use such as taking vacation pictures, informal family portraits, picnics, outings or action scenes, you probably would do better with a rangefinder type camera. As explained above, aim and focus the camera through a small window above the lens. Except for extreme closeups, this type camera will give excellent results for general-purpose candid photography. The TOWER 57A, 10A, 18A and 19 are fine examples of rangefinder cameras. *See them starting on page 5.*

Now if you plan to take photography a bit more seriously, consider the advantages of the single-lens reflex "35." It, too, is fine for general purpose work, closeups or portraits. The single-lens reflex camera is unsurpassed for any type of studio work that requires fine focusing and precise composition. As mentioned above, you get through-the-lens viewing. You see the subject exactly as it will appear. Most of these cameras accept various lenses and accessories for special effects. The TOWER 37 is an excellent example of this kind of advanced camera . . . and at an extremely low selling price. *See page 10.*



Ground glass focusing shows your subject big and clear for better composition



Twin-lens Reflex Cameras

Beside ground glass viewing at waist level you also have eye-level viewing for action shots. Square format offers maximum flexibility in composing your shots. Large prints— $3\frac{1}{2} \times 3\frac{1}{2}$ in. and larger on 127 or 120 film. *See pages 12 and 13.*

Folding Cameras

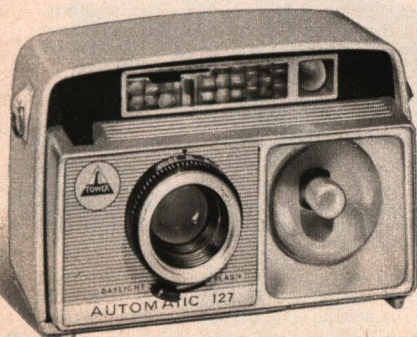
Compact . . . fold to $1\frac{1}{2}$ in. thick to fit easily in pocket or purse. Big pictures— $3\frac{1}{2} \times 3\frac{1}{2}$ in. or larger in color or black and white from 120 film. Eye-level viewfinder lets you follow moving objects with ease—perfect for action shooting. *See page 14.*

Polaroid Cameras

"Picture-in-a-minute" cameras for action shots, portraits or scenery. Lets you see what you snap . . . no need to wait for developing. Easy to load, easy to use. No solutions, no messy chemicals. Shoot without flash with extra fast film, too. *See pages 20 and 21.*

Box Cameras

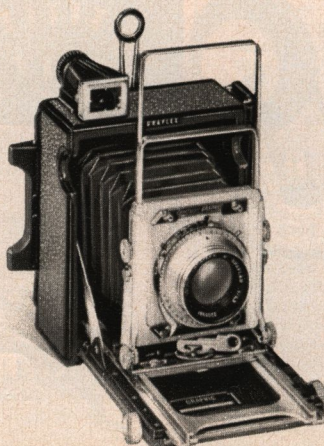
Their simplicity and low cost make them ideal for the beginner . . . no adjustments to make. Shoot black and white, color slides or color prints. Most models available in complete outfits with flash, bulbs, batteries, case, etc. *See these cameras on page 19.*



Electric Eye Cameras

Just aim and shoot . . . no adjustments needed. Automatically sets the correct exposure for you every time . . . no more overexposed or underexposed pictures. No guesswork, no mistakes. Just snap the shutter, get perfect photos every time. Available in low priced cameras as well as more expensive 35mm cameras.

Shoot black and white, color slides or color snapshots. *See these cameras on pages 16, 17 and 18.*



Press Cameras

These all-purpose cameras are favorites among many professionals. Quick-sighting sportsfinder for breath-taking action or precision ground glass focusing for demanding studio work.

Large negative size makes enlarging easy and not so critical. Shoot sheet film or roll film with adapters. Perfect for sports, advertising, portraits, interior and architectural shots.

See these outstanding cameras on page 15.



Know your still camera
it can mean the difference..

◀ BETWEEN THIS OR THIS ▶



What's wrong with this shot?

Even the best photographers make mistakes, but if you seem to get more than your share of disappointing photos like the above, perhaps you should get better acquainted with your camera. That picture is too dark, because it's underexposed, fuzzy because it's out of focus, poorly composed because it needs a parallax adjustment. See what these terms mean in explanations below and see how really easy it is to get perfect shots like the one at right.

Lenses . . focusing and "speed"

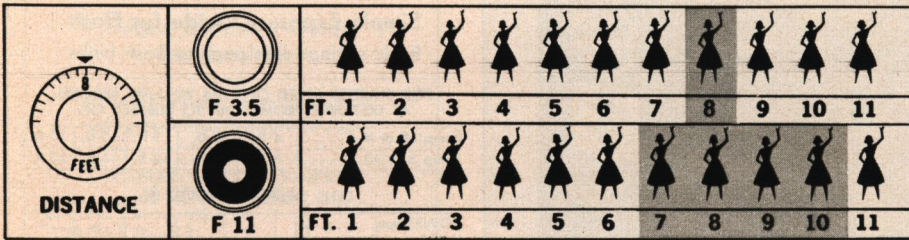
Some lenses have fixed focus. There's no adjustment. Everything beyond 3 to 4 ft. from camera will photograph clearly. An adjustable focus lens usually has a camera-to-subject distance scale that you set manually. Photo above is fuzzy because the lens was not focused for right distance. Lens "speed" refers to its light-passing ability. This is measured by f/numbers and the lower the number, the faster the lens. For example, an f:2 lens can pass twice the amount of light that an f:2.8 lens can. Fast lenses best for dim-light shooting.

Lens openings . . what they do

Behind the camera lens there's an opening called the lens opening or lens diaphragm. It's adjustable and the various sizes are measured in f/numbers. The lens opening size must be coordinated with shutter speed so that just the right amount of light strikes the film (proper exposure). Wider openings need faster shutter speeds; smaller openings need slower shutter speeds. On above left photo this lens-opening-shutter-speed combination did not let enough light hit the film and caused under-exposure. Use a light meter to get proper combinations.

Shutter speeds control exposure

The shutter opens to let light strike the film when you snap the shutter release. This open time (shutter speed) is preset and is measured in seconds such as 1/50 or 1/100 second. Faster shutter speeds stop action and prevent blurred photos. Slow shutter speeds permit longer exposures. As mentioned at left, shutter speeds must be coordinated with lens openings for proper exposures. The above left photo is underexposed and could have been corrected by a wider lens opening or a slower shutter speed. Never guess . . . use a light meter.

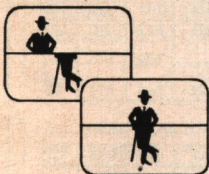


Depth of field

Unless it has fixed focus, a lens can be focused for a specific distance. However, the degree of focus is less or greater than the focus setting. For example, a lens set for 10 ft. may photograph sharply everything from 8 ft. to 12 ft. from camera. This range of focus is called depth of field. Small lens openings yield great depths of field; large lens openings yield shallow depths of field. Note the difference in example at left between depths of field at f:3.5 and f:11. (Shaded areas in chart indicate depths of field.)

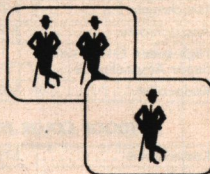
Rangefinders assure perfect focus

Most cameras nowadays (except very inexpensive ones) have built-in coupled rangefinders. This means the rangefinder is connected to the focusing mechanism of the lens. You can easily and quickly determine camera-to-subject distance. Three main types of rangefinders are described below.



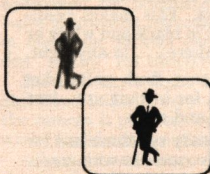
Split image

You view subject as horizontally cut in half. As you focus the lens, the two images align. When they unite in single unit, your subject is in focus.



Superimposed

These finders view subject as twins. As you focus lens, you superimpose one image over the other. When they become one image, subject is in focus.

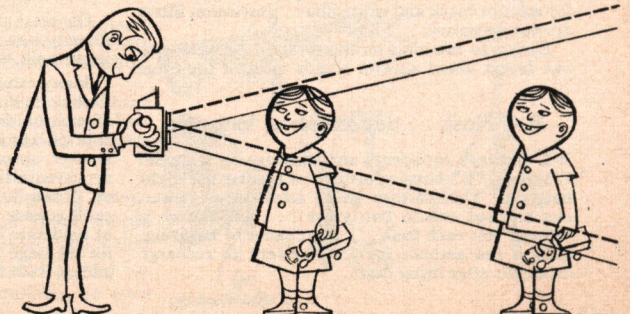


Ground glass

Simply focus lens until image is sharp on viewer. Then subject is in focus. This type used on twin-lens reflex and some kinds of single-lens reflex cameras.

What is parallax?

Since a camera's viewfinder is not exactly in the same location as the lens, the lens takes a picture slightly offset from the image you see in the viewfinder. This difference between what you see and what the lens photographs is called parallax. In illustration below this is shown with dotted and solid lines. For extreme close-ups you must allow for this, except on cameras with automatic parallax correction.



How and when to use Flash

Flash provides all the light you need to take pictures any time . . . any place



Flash on the camera

The most convenient way to take flash pictures—just slip the flash unit into the “shoe” on your camera . . . line up your subjects . . . and shoot! Flash-shutter synchronization makes flash pictures as easy to take as any outdoor snapshot. As an extra safety precaution, cover the flash unit with a plastic shield—this softens the light for better effect. See exposure guide below, right.

Flash off the camera

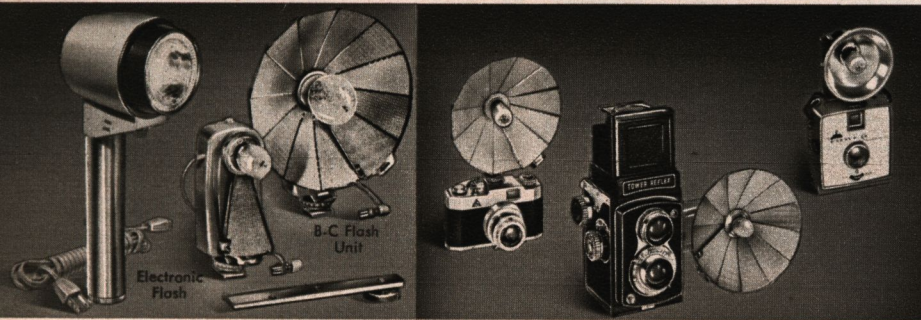
If your flash holder is the type that connects to the camera with a cord, it is easy to operate it off the camera. It's so easy to get interesting highlights and avoid glare on eyeglasses. Place the light higher and to either the left or right of camera position . . . the result will be a more natural and flattering picture. Or you can point the light toward the wall or ceiling to get “bounce flash” results.

Multiple flash

With one flash at the camera position and another at the end of the extension cord, you will get a more professional-looking picture. The first lamp illuminates the main areas of a subject's face . . . the second provides a pleasing highlight to the hair as well as lighting the background and reducing back shadows. Most professionals consistently use this type of flash set-up.

Daylight fill-in flash

Outdoors: The sun creates shadows which record as featureless black areas in your pictures. Flash reduces these shadows . . . creates halo effects. **Indoors:** Sunlight through windows is just as useful for indoor pictures as outdoors. But there is one problem—if your subject is near the window, it's likely only half of the face will be well lit by daylight. Flash overcomes this by blending with sunlight.



Electronic Flash gives perfect lighting . . . consistently accurate!

Most efficient, convenient and economical way of shooting flash pictures. You get thousands of flashes from one tube. Pictures are more natural looking because the light is very pleasing . . . ideal for color or black and white film . . . conversion filters are not necessary.

Easier to use than ordinary flash because you can forget about shutter speeds most of the time.

B-C Flash . . . dependable, long life

B-C (battery capacitor) unit operates on a special 22½-volt “B” battery instead of regular flashlight batteries. This battery packs tremendous power, can be used one to two years . . . the charge is “stored” for each flash . . . less chance of misfiring. Only a few seconds for “B” battery to recharge capacitor after firing bulb.

Almost any camera can be fitted with an efficient flash unit

Now you can use a flash attachment on even a low-priced box camera. This makes possible exciting photographs in black and white or beautiful color . . . anywhere . . . in any light.

On most simple cameras, flash units plug directly into the camera for instant use—just insert bulb, aim camera and snap.

Many cameras are already synchronized for flash units that connect to cameras with cords. (Synchronized means a special switch in the shutter automatically fires flash bulb when shutter opens.) If a camera does not have synchronization, but has a cable release socket, it can be fitted mechanically through the cable release socket. This service is available at moderate cost . . . see Sears Camera Service on page 82 for complete information on adding flash to your present camera.

Simple Exposure Guide for Flash

Basic settings with popular flash bulbs

FOR SHUTTER SPEED OF 1/25 TO 1/50 SECOND
AT DISTANCE FROM LAMP TO SUBJECT OF:

Lamp 5B or M-2	4 ft.	5 ft.	8 ft.	10 ft.	15 ft.
Lamp 5 or 25	6 ft.	8 ft.	12 ft.	16 ft.	25 ft.

LENS OPENING SHOULD BE:

TOWER Pan	f:32	f:22	f:16	f:11	f:8
Verichrome Pan					
All-Weather Pan					
Plus-X					
TOWER Fast Pan	f:32*	f:22*	f:22	f:16	f:11
Tri-X					

*At 1/200 or 1/300 second, if shutter permits

INDOOR COLOR FILM WITH CLEAR BULB—

Kodachrome	f:16	f:11	f:8	f:5.6	f:4
Ektachrome	f:22	f:16	f:11	f:8	f:5.6
Ansochrome	f:11	f:8	f:2.6	f:4	f:2.8
High-speed Ektachrome			f:22	f:16	f:11
Super Ansochrome					
Kodacolor	f:32	f:22	f:16	f:11	f:8

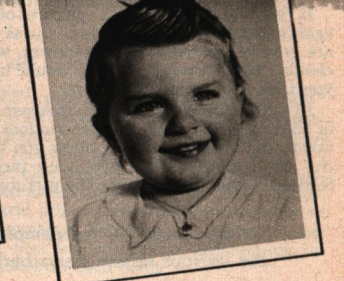
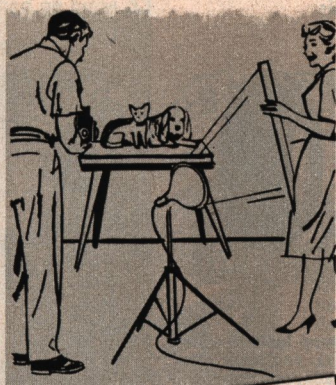
OUTDOOR COLOR FILM WITH BLUE BULB—

Kodachrome	f:11	f:11	f:5.6	f:5.6	f:3.5
Ektachrome	f:22	f:16	f:11	f:8	f:5.6
Ansochrome					
High-speed Ektachrome			f:22	f:22	f:11
Super Ansochrome		f:32	f:22	f:16	f:11

Most flash bulb cartons list Exposure Guide Numbers for the various types and speeds of film. The distance in feet from lamp to subject is divided into the Guide Number to give the correct lens opening for each shot. For more information on flash photography, see booklets on page 66.

How and when to use Floodlight

Follow these basic instructions for informal portraits or home movies



Camera on light bar

Here is the best way to capture action when using floodlights . . . a must for taking indoor movies. Camera attaches directly to light bar and moves with lights as you follow a moving subject. This means you always have correct lighting, with your camera lens concentrated on the main point of interest.

A light bar is easier to use than setting up individual flood lights.

Use of "bounce" light

To soften shadows for a more natural look, light reflected or "bounced" off nearby light areas is best. Outdoors there are natural reflectors almost everywhere. Light colored buildings, sand, snow . . . all help produce a diffused effect. Indoors there are bathtubs or shiny walls. You can also adapt bedsheets or newspapers to reflect light. Point floodlights at walls or ceiling instead of directly on subject.

Changing lamp position

No one combination of flood lamps will make every kind of picture, but it's easy to move the lamps around and to note the different effects. When attempting the various arrangements of flood lamps, the only really accurate method of determining the correct exposure is with an exposure meter. See page 79 for handy tips on the correct use of an exposure meter.

Portrait with flood lamps

For still pictures, flood lamps offer 2 advantages. They are less expensive to use than flash, and they allow you to see exactly what your picture will look like. Two flood lamps can give good results. One, the main source of picture light, should be set high and to side of camera, pointing down at subject. The other, on a level with subject's head, should throw light into area not covered by first lamp.

Simple Exposure Guide for Floodlight

Basic floodlight exposure guide using two No. 2 photofloods

DISTANCE, LAMPS TO SUBJECT, IN FEET, INDOORS

Lamp No. 1 at . . .	3½	4	5	7	8
Lamp No. 2 at . . .	5	6	7	9	12

USING FILM	TIME AND F/STOP SHOULD BE				
Tri-X					
TOWER Fast Pan	1/50	1/50	1/50	1/50	1/50
Anso Super Hypan	f:11	f:8	f:6.3	f:5.6	f:4.5
TOWER Pan Plus-X	1/25	1/25	1/25	1/25	1/10
Verichrome Pan	f:6.3	f:5.6	f:4.5	f:4	f:3.5
Kodachrome F	1/25	1/25	1/10	1/10	1/5
Ektachrome F	f:4.5	f:4.5	f:5.6	f:4.5	f:5.6
High-speed Ektachrome B	1/25	1/25	1/10	1/10	1/5
	f:11	f:11	f:16	f:11	f:16
Kodacolor	1/25	1/25	1/10	1/10	1/5
	f:4.5	f:4.5	f:6.3	f:4.5	f:5.6

FOR EXAMPLE: With TOWER Pan film, use one light, 4 feet from subject, the other light at 6 feet, at an exposure of 1/25 second at f:5.6.

For color, both lamps should be equal distance. FOR EXAMPLE: Put both lamps at 3½ to 4 feet and expose 1/25 at f:4.5.

Photoflood bulbs with reflectors built into them reduce amount of equipment needed to take indoor flood pictures. They can be screwed into any standard socket and give adequate light for pictures with almost any camera. See photoflood bulbs on page 55.

Check these 7 important points when using floodlights

- 1 What about the background?—many fine pictures are ruined by a distracting background. When you have time before shooting, try to place your subject against a plain wall.
- 2 What is the subject doing?—Don't have people staring right into camera . . . let them be doing something for an interesting picture.
- 3 Will the subject move?—If your subject is likely to move, use a shutter speed of 1/100 second or faster.
- 4 What film in the camera?—Be sure of your film type to get the correct exposure.
- 5 How far are lights from subject?—Distance of your lamps from subject determine lens opening and shutter speed.
- 6 How far is camera from subject?—Don't get too close with fixed-focus lens camera. If you get farther away . . . increase the exposure.
- 7 Where do the lights shine?—Make certain no lights shine or are reflected into camera lens.

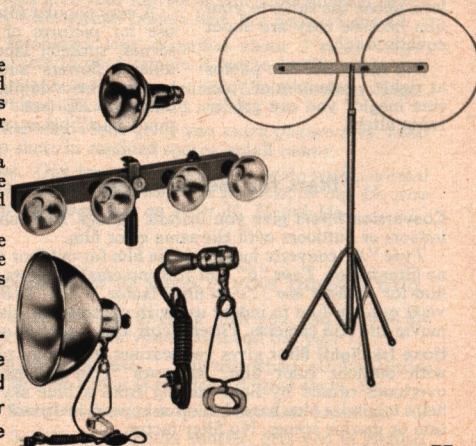
Equipment for home lighting is simple and inexpensive

You don't need hundreds of dollars worth of expensive equipment for adequate lighting. A few photoflood bulbs in low-cost reflectors, one or two reflector floods in clamp-on sockets can equip your living room or den "studio" for effective photography.

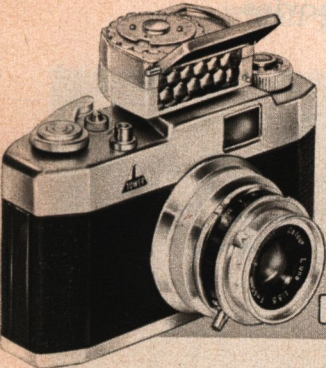
For movies, a light bar that holds both camera and flood bulbs is very efficient—light follows where the camera is pointed, keeps your subject well lighted while you shoot the scene.

Aluminum reflectors for flood or spot bulbs have clamps that fit on chairs, lamps, doors, etc. Move them around as you need them, get a variety of effects with two or three reflectors.

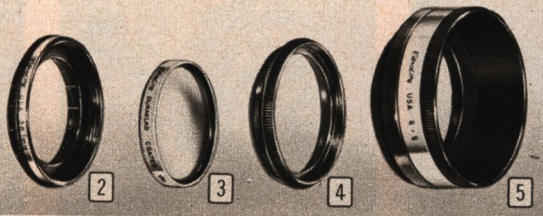
See our big assortment of flood lighting equipment on page 55. Whether you shoot simple snapshots or elaborate color movies, you'll find the right equipment at Sears low prices. And for new, different ideas in picture making, be sure to see Photo Books on page 66.



Here's how simple accessories will make



It's easy to use lens filters . . . use this basic information as your guide



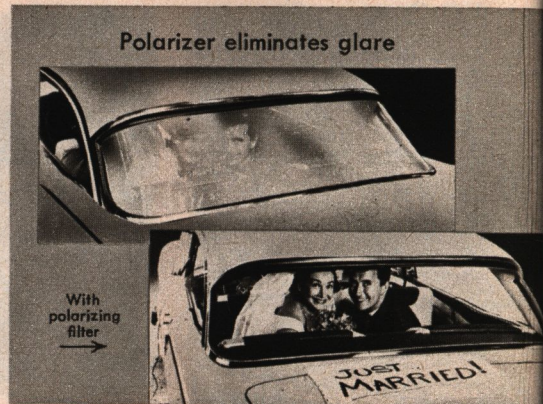
Filters are necessary because all films have their own limitations. Filters help your film see and record things exactly as your eyes see them.

If you've ever taken a picture of someone against beautiful fluffy clouds in the sky, chances are you've received your pictures with these clouds "faded away." Filters would have given you these clouds in the picture.

In color photography, filters are most important in allowing you to use tungsten (indoor) film outdoors, and vice versa. They allow you to enhance the mood of the scene; give your pictures professional style. Filters make the picture!

How a filter, polarizer or close-up lens fits your camera. To the camera lens (1), you must first attach a screw-in or slip-on adapter ring (2), which now becomes the receptacle to hold a filter (3). A retaining ring (4) is furnished with each adapter ring to hold filter firmly in place. When using a non-glare lens shade (5), the filter-retaining ring is not required. Lens shade screws directly into adapter ring and holds filter in place.

This is a basic set-up for the use of filters on any camera. Other variations (such as combining filters or close-up lenses) depend upon your individual picture-taking needs.

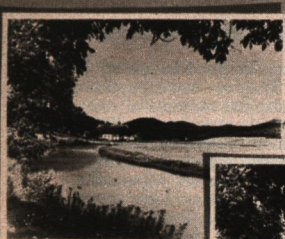


Polarizer eliminates glare

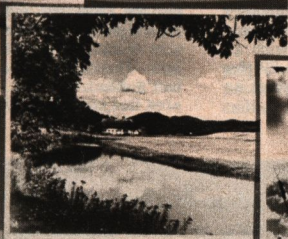
One of the most versatile lens accessories. Blocks out glare and reflections with color and black and white films. Very effective when shooting side-lighted scenes of oil paintings, polished surfaces, water, etc. Polarizer also serves as a cloud filter for color film.

How to use a polarizer: (1) Rotate the polarizing filter in front of your eye until glare-free effect is obtained. (2) At this point, note calibrated number on polarizer. (3) Now screw polarizer into adapter on camera, fixing the index number in the very same position as in step 2. Polarizer has a filter factor of $2\frac{1}{2}X$ (see "Conversion Chart" below).

See page 60 for complete selection of filters that will give your photos the various effects described on this page . . . there's a size to fit your camera!



Without filter



Y2 (yellow) filter



R2 (red) filter

Add special effects to your black and white pictures

Without filter means little or no clouds and a flat, uninteresting black and white picture. Without the use of a filter, the sky and clouds look about the same to your film because they are about equally bright.

But notice the two photos at right . . . examples of "picture magic" you can get by using filters.

Yellow filter (Y2) gives pronounced cloud contrast . . . adds realism by darkening sky. Foreground subjects also have more emphasis.

A very popular filter you'll use for pictures of marine scenes, sunsets, landscapes, foliage, flowers and architecture. Has a daylight filter factor of 2X (see "Conversion Chart" below, right).

Red filter (R2) does spectacular things by making clouds extremely white, skies very dark. Gives moonlight effects in broad daylight. Also used to reduce haze in distant scenes.

Use only with panchromatic film since orthochromatic film is insensitive to red light. Filter factor 8X (see "Conversion Chart" below).



Normal shot



Close-up lens No. 1



Close-up lens No. 2



Close-up lens No. 3

Get interesting close-ups with easy-to-use close-up lens attachments

This lens attachment helps any camera become a close-up camera . . . it's just like having a magnifying glass in front of your camera lens. Get ultra-near snapshots, wonderful portraits, flower studies with full sharpness of detail . . . the kind of pictures that draw praise. For black and white or color film.

Available in 3 powers: No. 1, for use up to 20 $\frac{3}{4}$ inches; No. 2, for use up to 13 $\frac{3}{4}$ inches; No. 3, for use up to 10 in. For even stronger effects, these close-up lenses may be used in combinations (No. 1 added to No. 3, will give the effect of a No. 4 close-up lens).

So simple to use: close-up lens fits into filter-adapter ring just like a filter, requires no change in camera operation. You get full instructions with each close-up lens.

Filters for use with color films

Conversion filters give you instant change from shooting indoors or outdoors with the same color film.

Type "A" converts indoor movie film for outdoor use . . . no filter factor. Type "F" (for still cameras) converts indoor film for outdoor use . . . no filter factor. Type "80B" converts outdoor film to indoor use with photofoods. Use with movie and still cameras. Filter factor 4X. See chart at right.

Haze (skylight) filter gives you warmer, true-color pictures with outdoor color film. Removes "cold" bluish-black overtones caused by light coming from a blue sky. Also helps minimize blue haze that often appears in distant mountain or marine scenes. No filter factor.

Filter Conversion Chart . . . clip and carry with you for quick reference

Filters absorb light; therefore, "filter factors" are used to compensate for this. Use chart as a guide to correct exposure.

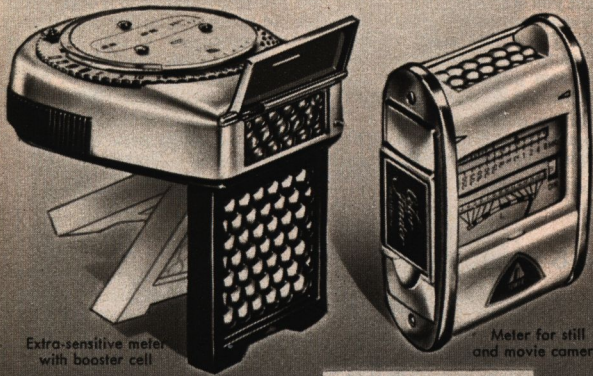
Example: If exposure would be 1/50 sec. with f:8 lens opening, and the filter you are using has a factor of 2X, you would adjust "f" stop to f:5.6.

NOTE: when using filters with movie cameras, 16 frames per second (normal) equals 1/30 of a second.

Filter Factor:	If normal "f" stop without filter is:										
	2	2.5	2.8	3.5	4.5	5.6	6.3	8	11	16	22
	Use this "f" stop with filter—										
2X	1.4	1.8	2	2.5	3.2	4	4.5	5.6	8	11	16
2½X	1.6	1.8	2.2	2.8	3.6	4.0	5.2	7.1	10.1	14.3
3X	1.4	1.6	2	2.6	3.3	3.6	4.6	6.6	9.2	13.1
4X	1.2	1.4	1.7	2.2	2.8	3.2	4	5.6	8	11.3
5X	1.6	2	2.5	2.9	3.6	5	7	10.1
6X	1.4	1.8	2.3	2.6	3.3	4.5	6.6	9.2
8X	1.6	2	2.2	2.8	4	5.6	8

your photography more enjoyable

Meters fully described on page 53



Extra-sensitive meter with booster cell

Meter for still and movie cameras



Direct-reading meter clips onto camera

Why do I need an exposure meter?

Incorrect exposure ruins more snapshots and movies than any other technical error, this is the result of guessing. For accurate exposure control, there is no substitute for

an easy-to-use photoelectric-cell exposure meter which enables you to measure the light itself. Always use a meter, and be sure of every shot you take!

How do I use an exposure meter?

You first obtain film speed of film you're using. Film speed ("ASA" rating or "Exposure Index") is simply a numerical classification of the sensitivity of various films. This number can be obtained from instructions supplied with all film. Set this film speed number on meter for film you are using. Now you're ready to take a "reading" for correct exposure. Point the

meter, from camera position, at subject and watch the pointer move. This "reading" tells you exactly how to adjust camera for a perfectly exposed picture! These are the basic rules . . . check your instructions, included with meter, for specific uses of your meter (such as incident or reflected light readings, how to use your meter for available light shots, etc.).

What type of meter do I need?

This depends upon the type of camera (or cameras) you are using. There are two basic lens and shutter systems on still cameras. One type uses conventional lens opening and shutter speeds to set correct exposure. The other is referred to as the "EV" (Exposure Value) or "LVS" (Light Value) system. This system assigns a single number for both lens opening and shutter speeds. Cameras using "EV" or

"LVS" system require a meter with "EV" or "LVS" scale. Most meters have separate scales to cover different types of cameras (conventional scale, "EV" or "LVS" scale, cine scale for movie cameras). Illustrated at left are just 3 of the many photoelectric cell exposure meters available in this catalog. See page 53 . . . choose meter that best fits your needs. Instructions included with each meter.



1

2

Home movies and slide shows are more fun when you have the right projection screen

The money you've invested in your camera . . . or the efforts you've taken towards better photography will not be satisfying unless your favorite slides and movies are shown at their very best! This is why we recommend a TOWER projection screen, available in a complete range of sizes, two types of reflecting screen surfaces.

(1) Lenticular Optiglow screen is really excitingly new and different. Shows brilliant movies and slides to a larger audience at any angle . . . even in a normally lighted room. (2) Glass-beaded screen gives fine projection results at minimum cost. See a complete selection of Tower projection screens on pages 28 and 29.

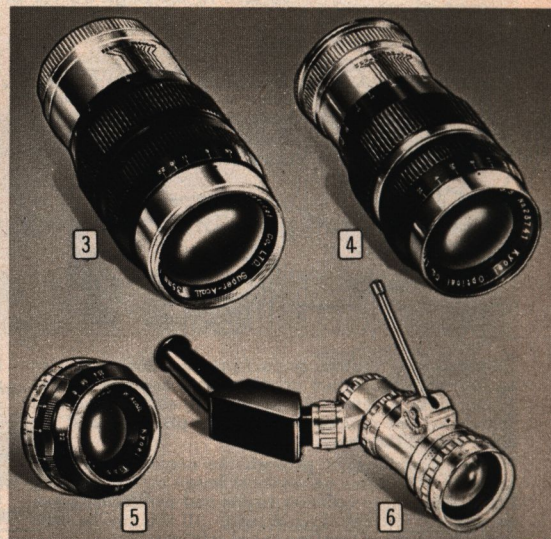


Pan-tilt head lets you get shots from different angles

A tripod ends "jiggly" movies or "fuzzy" stills

Ever wonder why some of your shots look slightly out of focus, blurry . . . or not quite as sharp as they should be? This may be caused by incorrect focusing, but chances are you're shaking the camera at slow shutter speeds.

Remember, for best results use a tripod for all shutter speeds at 1/25 sec. or slower . . . for time exposures . . . for movie making. See Tower tripods on page 59.



3

4

5

6

Here are the extra lenses that add new excitement to your photography!

Accessory lenses give your movies or still shots unusual effects you can't get with normal camera lens. See pages 14 and 49.

- 3 135mm telephoto lens magnifies about 3 times larger. Brings subject to your camera if you're too far away.
- 4 105mm telephoto lens magnifies about 2 times larger. Ideal for close-ups and distant scenes.
- 5 35mm wide-angle lens gives you extra picture area. Ideal for group shots in confined spaces, small rooms.
- 6 Zoom lens. One lens gives you all 3 (wide-angle, normal and telephoto). See zoom lenses on pages 38, 39 and 49. Also movie cameras with zoom lens on pages 32, 33 and 34.

Reference books . . . photo guides

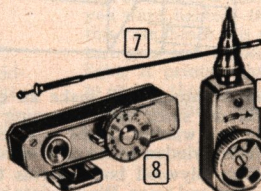
Whether you're a beginner looking for simple photo tips, or an advanced amateur with a knotty technical problem, you're sure to find the answer in our complete selection of photography books on page 66.

Here's where to get expert "know-how" . . . choose from over 80 titles that cover everything from the simplest camera to specialized darkroom techniques.



Accessories to keep in your gadget bag

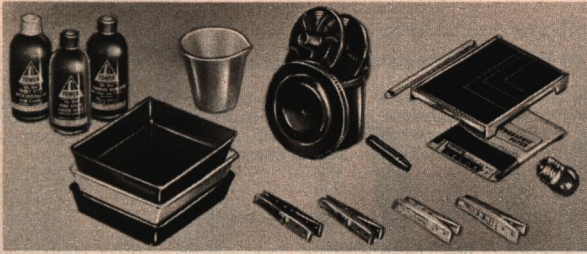
So small, so easy to carry with you, and they're always ready when you need them! See page 7.



- 7 Cable release . . . for use when extra-sensitive shutter action is required. Tripod shots, etc.
- 8 Rangefinder . . . for quick, accurate focusing.
- 9 Self-timer . . . delays shutter, gets you in picture.

It's easy to Develop..Print..

Get started now on the most fascinating part of photography



Taking pictures is only half the fun . . . it's in the darkroom where pictures are really made. To get you started in darkroom work, we've made up basic outfits as shown at left. These kits contain everything you need to start developing and printing your own pictures. Easy-to-follow instructions, too.

See TOWER darkroom outfits on pages 66-67, plus a complete assortment of supplies and chemicals on pages 62-65.

After you've discovered the thrills of "darkroom magic" with a basic developing and printing outfit, you'll want to advance to greater creative achievements. Develop the art of true picture control by bringing out special details, eliminating unwanted shadows, etc. All this can be done with an enlarger.

See page 67 for TOWER enlarging outfits . . . also see facing page for basic pointers on using an enlarger.

DEVELOPING . . follow these 5 basic steps



1 Load film into tank. In total darkness, remove film from paper backing, feed into tank grooves. Be sure tank cover is tight before going back into light.

2 Pour in developer. You must do this as quickly as possible so developer covers all parts of film at the same time. From this step on, you work in full light.

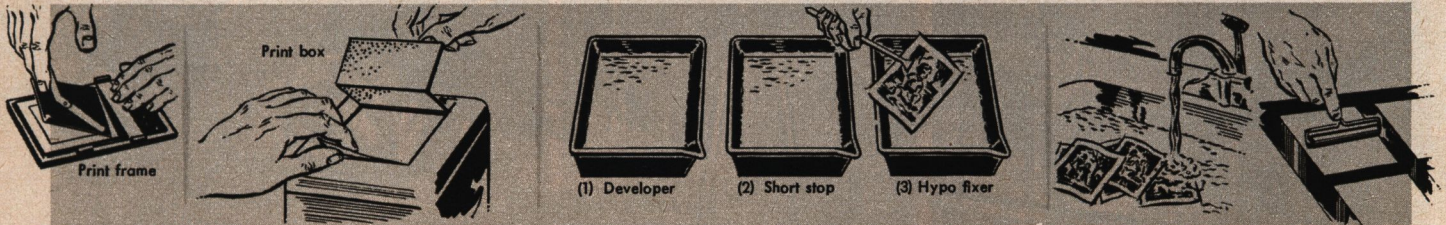
3 Agitate for short time. After agitating, pour developer back into bottle and repeat step 2 and step 3 . . . first with short stop, then with fixer.

4 Wash in running water. Let water run freely over film for approximately 30 minutes with top of tank removed. This stops the action of chemicals on the film.

5 Wipe water from film. Use sponge only if wash water sediment has spotted film. Hang film to dry. When film is dry, you're ready to print. Simple as that!

Be sure to see page 65 for UNIBATH . . . the easy 1-step chemical for developing and printing film

CONTACT PRINTING . . easiest way to make prints, after developing



Here's how to start on contact printing. Place negative against sheet of contact printing paper in either a print frame or in a print box (illustrated above). The dull (emulsion) side of negative should be placed against the shiny side of the paper.

Shine a white light through the negative for a few seconds. This forms an invisible image on the printing paper. The image becomes visible and permanent when paper is put into chemicals at right. All this can be done under dim light of a yellow or red safelight.

Put paper in developing solutions in 1-2-3 order. Move paper back and forth in developer tray (1) for 45 to 60 seconds—until the picture appears as dark as you want it. Watch the picture "come to life" as it builds up intensity.

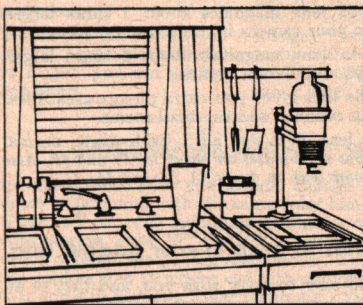
Next, transfer picture to short stop tray (2) for 30 seconds. This will neutralize the developer on the print. Place picture in fixer tray (3) for about 5 minutes, moving it every few minutes for thorough fixing.

Remember: Don't change sequence. A small amount of short stop or fixer, even on print, neutralizes developer.

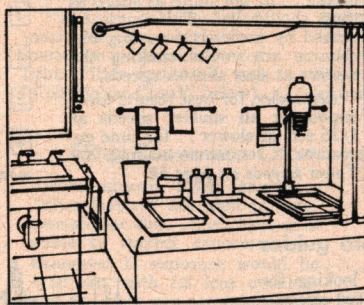
Just wash and dry . . . you're finished. Place prints in lukewarm running water for about 45 minutes. Use a print washer or a sink-plug washer.

To dry, use a towel or a blotter book. For a real gloss, place on a polished ferrotype plate. Place blotter between roller and prints. This avoids slipping and crumpling, and blotter absorbs surplus water. Dry prints overnight.

WHERE TO SET UP A DARKROOM IN YOUR HOME

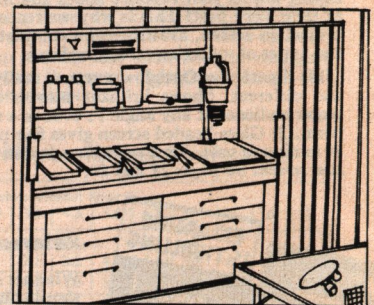


Your kitchen can easily be converted. Place enlarger on a counter, paper in a drawer beneath. Sink is ideal for trays and print washing. Cover windows with heavy, dark blanket.



Your bathroom will make an excellent temporary darkroom since there's running water and usually only one window. Light is blocked out by simply covering window with a dark blanket.

Place plywood board across the tub to support enlarger and trays. Wash prints in sink or tub.



A permanent darkroom is, of course, most desirable. You'll always have your darkroom equipment ready for immediate use at any time.

Very little working area is required . . . unused basement space, any room that's close to running water. See page 66 for booklets on darkroom ideas.

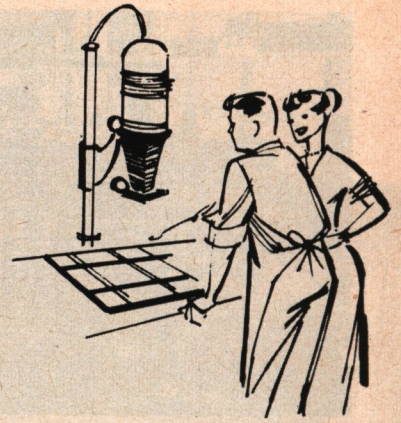
and Enlarge your own photos

Enlarging brings out the best in your pictures

Photography is an intensely personal and creative experience . . . only you know what you have in mind when you actually shoot your picture.

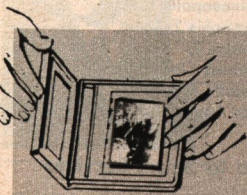
And, only you can produce enlargements exactly as you want them. Here, then, is where enlarging brings out the best in your pictures . . . you can create special effects after photos are snapped and picture is recorded on film!

Enlarging is fun and surprisingly easy. A rewarding and educational hobby the entire family will enjoy. To start, you can make straight enlargements as at left, with pictures that are already good. Then go on to creative enlarging as explained below.

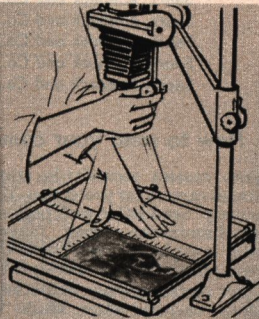


See Enlargers on pages 67, 68 and 69

STRAIGHT ENLARGEMENTS . . . follow these 3 easy steps



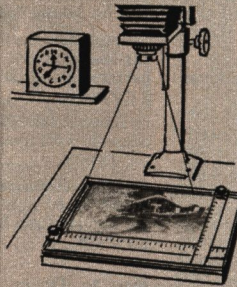
1 Place negative in carrier, shiny side up. Slide carrier into enlarger slot. Use a soft camel hair brush to remove any dust.



2 Frame and focus the picture on easel. Use a piece of white paper in place of enlarging paper.

With easel on baseboard of enlarger, turn room light out and enlarger light on. Adjust enlarger head so picture is framed on paper.

Turn knob to bring image into sharp focus. It's a good idea to concentrate focusing on fine detail of picture. Make sure the picture is framed at the correct angle.



3 Make the exposure. Turn enlarger light off and replace white paper in easel with enlarging paper, the glossy side up.

Turn enlarger light back on and let it shine on paper about 5 to 10 seconds. Exact exposure time can be determined by using test strips (scrap pieces of unexposed enlarging paper). After exposure, put paper in trays as described on facing page, under "Contact Printing."

CREATIVE ENLARGEMENTS . . . cropping, dodging and printing-in

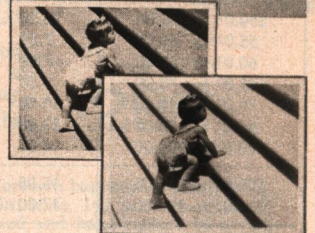
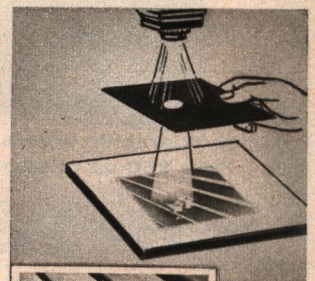
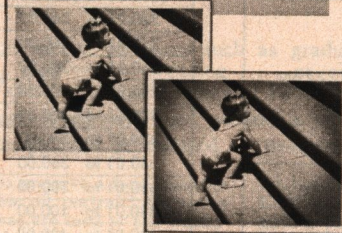
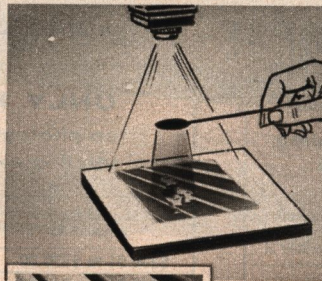


Photo taken in a hurry, without a chance to center baby in background

Same photo below, with some steps cut out, others darkened



Cropping centers subject interest, eliminates unwanted details from your pictures and enlarges only the center of interest. You'll find that in making candid snapshots, or shooting fast action, there is not always enough time to compose your picture.



Dodging highlights interest. A portion of print may be too dark, like the child in picture at the top. When making the enlargement, you can lighten any part by using a small cardboard disc on a wire.

For part of the exposure, place the disc so it casts a shadow on the area you want lighter—the little girl, in this case. Since this part of the picture gets less exposure to enlarger light, it prints lighter. Remember to move the disc continuously to avoid any sharp edges.

Printing-in highlights background. If an area in your print is very light, you can improve it and bring out more detail by making that area darker, as is being done to the stone steps above.

Cut a hole in a sheet of cardboard. During part of the exposure, hold cardboard over easel so light shines through hole onto area you want darker. This gives step area more exposure and it prints darker. Move cardboard continuously with small circular movements in the process.



Here's how you prepare a photograph for cropping

A picture within a picture. Simply cut two L-shaped pieces of cardboard about 1 inch wide. Use these to plan your cropped picture, or part of the original shot you want to enlarge.

Adjust the L's carefully to frame the exact section you want to enlarge. Outline this area with a pencil.

After you've decided on the picture size, make the finished exposure. Use enlarging easel to frame final print.

See Photographic Papers on page 64

Sears Camera Repair and Trade-in Service



Expert repair work on all types of camera damage

Don't let your valuable camera gather dust

We repair all makes and models of American and foreign cameras. Send your camera for a free estimate and find out how economically we can put it in good working order. There is no obligation.

Estimates shown for the following cameras will take care of most repairs.*

Kodak Duaflex.....	\$4.25*
Kodak Pony.....	9.00*
Kodak Folding Camera (127 type)....	7.50*
Ansoflex I.....	5.00*
Anso Memar.....	8.00*

No work will be done until you authorize us to proceed and send remittance or your charge account number. Minimum repair charge is \$3.00 plus return shipping and insurance charges. How to Order at right.

*Unless it has been dropped in water or severe damage is present. Remember—these prices are only estimates. We must have your camera, send you an estimate and receive payment before beginning work.

Synchronization Service—Send to Sears for modernization of most non-synchronized cameras for taking flash pictures anywhere.

Synchronization for all cameras with between-the-lens shutters. Folding B-C flash unit with battery included.

3 C 7515.....\$25.00

Synchronization for all Tower and most other cameras with focal plane shutters.

3 C 7516.....\$29.50

"X" synchronization for cameras for electronic speed lights, if now synchronized only for regular flash bulbs.

3 C 7517.....\$10.00

How to Order Repair or Synchronization Service. Send camera by insured parcel post to Sears Camera Repair Service, Box 8140, Chicago 80, Illinois or Box 78452, West Adams Station, Los Angeles 16, California. See mailing instructions at right.

Trade in your present equipment for new

That old camera, slide or movie projector or enlarger may be worth dollars toward the brand new equipment you've been wanting. Just mail your old equipment to Sears along with a letter telling us what camera or photographic equipment you want to buy (send to nearest mail order house listed below). See bottom of page for wrapping and mailing instructions. Write words "TRADE-IN" on outside of package and send to nearest address listed below.

You will receive appraisal by return mail. If you are not satisfied with offer, equipment will be returned promptly. We pay return postage. If you received your Camera Catalog at a Sears Retail Store, take camera there for an appraisal.

Where to send order or letter to Sears

Use order blank and Sears-addressed return envelope in this catalog. If you do not have one, address envelope to mail order house nearest your home:

- Sears, Roebuck and Co., Chicago 7, Ill.
- Sears, Roebuck and Co., Philadelphia 32, Pa.
- Sears, Roebuck and Co., Boston 15, Mass.
- Sears, Roebuck and Co., Atlanta, Ga.
- Sears, Roebuck and Co., Greensboro, N. C.
- Sears, Roebuck and Co., Minneapolis 1, Minn.
- Sears, Roebuck and Co., Memphis 2, Tenn.
- Sears, Roebuck and Co., Dallas 2, Texas
- Sears, Roebuck and Co., Kansas City 27, Mo.
- Sears, Roebuck and Co., Seattle 4, Wash.
- Sears, Roebuck and Co., Los Angeles 54, Calif.

How to send your camera to Sears Services

Wrap camera securely in sturdy box with ample padding around camera for protection. Wrap box in strong paper and tie securely. Send letter with package stating what you want done (synchronization, repair, rangefinder installation, etc.). The letter must be enclosed inside the package. Be sure to print or write plainly the address on the package.

Put correct postage on package plus an additional 4c stamp for the enclosed letter. Mark "First Class Mail Enclosed" on outside of package (below postage). PRINT return name and address on both letter and package. Attach card to your camera or put slip of paper inside camera with your printed name and address. Send package by parcel post insured only. See page 70 for parcel post rates.

Special Easy Terms for Photographic Equipment

ONLY \$5 DOWN on photographic orders totaling from \$50 up to \$200.00		
If Unpaid Balance Amounts to	We Shall Add for Credit Price	Amount Payable Monthly is
\$50.01 to \$55.00	\$6.50	\$5.00
55.01 to 60.00	7.00	
60.01 to 65.00	7.50	
65.01 to 70.00	8.00	
70.01 to 80.00	10.00	
80.01 to 90.00	12.00	
90.01 to 100.00	14.00	
100.01 to 110.00	15.00	
110.01 to 120.00	17.00	
120.01 to 130.00	19.00	7.00
130.01 to 140.00	21.00	
140.01 to 160.00	25.00	7.50
160.01 to 180.00	29.00	8.50
180.01 to 200.00	32.00	9.50

You can buy any of the photographic merchandise shown in this or any Sears catalog for only \$5.00 down if the total order amounts to between \$50 and \$200. If the total amount of the order is more than \$200, pay only \$10 down. Take up to 24 months to pay.

ONLY \$10 DOWN on photographic orders totaling over \$200.00		
If Unpaid Balance Amounts to	We Shall Add for Credit Price	Amount Payable Monthly is
\$200.01 to \$220.00	\$35.00	\$10.50
220.01 to 240.00	38.50	11.50
240.01 to 260.00	41.50	12.50
260.01 to 280.00	45.00	13.50
280.01 to 300.00	48.00	14.00
300.01 to 320.00	51.00	15.00
320.01 to 340.00	54.50	16.00
340.01 to 360.00	57.50	17.00
360.01 to 380.00	61.00	18.00
380.01 to 400.00	64.00	19.00
400.01 to 420.00	67.00	20.00
420.01 to 440.00	70.50	21.00
440.01 to 460.00	73.50	22.00
460.01 to 480.00	77.00	23.00
480.01 to 500.00	80.00	24.00
500.01 to 520.00	83.00	25.00
520.01 to 540.00	86.50	26.00
540.01 to 560.00	89.50	27.00
560.01 to 580.00	93.00	28.00
580.01 to 600.00	96.00	29.00
600.01 to 620.00	99.00	29.50
620.01 to 640.00	102.50	30.50
640.01 to 660.00	105.50	31.50
660.01 to 680.00	109.00	32.50
680.01 to 700.00	112.00	33.50
Write for Special Terms on orders over \$700		

Regular Easy Terms

ONLY 10% DOWN on orders from \$20 to \$50		
If Unpaid Balance Amounts to	We Shall Add for Credit Price	Amount Payable Monthly is
Up to \$10.00	10%	\$3.00
\$10.01—12.50	\$1.25	
12.51—15.00	1.50	
15.01—20.00	2.00	
20.01—25.00	2.50	4.00
25.01—30.00	3.00	
30.01—35.00	3.50	5.00
35.01—40.00	4.00	
40.01—45.00	4.50	
45.01—50.00	5.00	

Sears Revolving CHARGE ACCOUNT

Make it so easy to shop . . . in any Sears store, just present your identification card and say "Charge It." If you buy by mail, just give your account number . . . your identification will be recognized in any Sears outlet, nationwide.

Just pay like a regular charge account, within 30 days of the billing date . . . no service charge . . . or you can stretch your payments out over many months (with a small service charge).

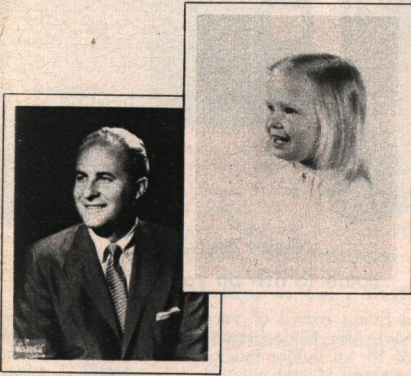
No more figuring postage and delivery charges . . . they're figured for you. No more C.O.D. charges to pay, either. Of course, you can still use Sears other Credit Accounts at the same time.

See Sears big catalog for details.

The Thrill of a Lifetime

Your Portrait Hand Painted in Oils

Your likeness captured in breathtaking color on fine linen canvas . . . from your own photo



The portraits of both little girl and businessman were painted from the corresponding black and white photos you see above. Sizes of photos were actually larger, but you can send in snapshots as small as 2¼ x 3¼ inches. Your photo will be returned with your portrait.



1

Commemorate special occasions such as graduation, confirmation, anniversary, wedding . . . or give at Christmas, Valentine's Day, Mother's or Father's Day. Honor deceased loved ones, past presidents of clubs. Almost any subject can be rendered . . . even pets.

Low as
\$29⁹⁵

What better way to preserve a fond memory than with a genuine oil portrait? Only the finest oils and canvas are used so the beauty of every brush stroke will stay fresh through the years. Portraits of this quality can be kept in the family for generations.

Professional portrait artists paint from your photo with such care it is impossible to tell the difference from a life sitting. Yet, you are spared long, tiring hours in a studio. Your photo does it for you. All portraits framed at studio. 20x24-in. and 16x20-in. sizes in beautiful

ful, beaded Northern basswood frame like (1). Each side 3 in. wide, 1¼ in. deep. Stained, gilded, polished and hand-rubbed to a rich finish. 12x16-in. portrait in narrow-styled, gilded white frame like (2). Allow 4 to 6 weeks from date of order. Bust-type portraits only . . . no full lengths. We reserve right to decide if photo is suitable and can be properly rendered. Single subject means 1 person; double subject, 2 persons.

Write Sears, Personal Service Department for prices for triple subject. Postpaid.

How to Order. Attach photo to your order and state color of hair, eyes, clothing and complexion.

Type Frame	Canvas size	Framed size	Catalog Number	Single subject			Double subject			(Shpg. wt.)
				Cash	Down	Monthly	Cash	Down	Monthly	
1	20x24 in.	26 x30 in.	F3 C 7214L	\$69.95	\$7.00	\$7.00				(6 lbs.)
	20x24 in.	26 x30 in.	F3 C 7215L				\$89.95	\$9.00	\$8.50	(6 lbs.)
	16x20 in.	22 x26 in.	F3 C 7212L	49.95	5.00	5.00				(6 lbs.)
	16x20 in.	22 x26 in.	F3 C 7213L				69.95	7.00	7.00	(5 lbs.)
2	12x16 in.	14½ x18½ in.	F3 C 7210	29.95	3.00	4.00				(3 lbs.)
	12x16 in.	14½ x18½ in.	F3 C 7211				49.95	5.00	5.00	(3 lbs.)

Satisfaction Guaranteed
or your money refunded

2

Which film? An easier choice than you think

Color can capture and keep your most treasured times in lifelike beauty



Color Prints
for your album and wallet

You get beautiful color prints from Kodacolor negatives. Film comes in the popular 35mm size, also in 127, 120 and 620. Kodacolor film is easy to use and holds fine detail well. No filter necessary indoors or out under most conditions. Because it is quite light-sensitive (exposure index 32), you can take lifelike color pictures even with a box camera. All you need is bright sunlight. Use flash for indoor shots.

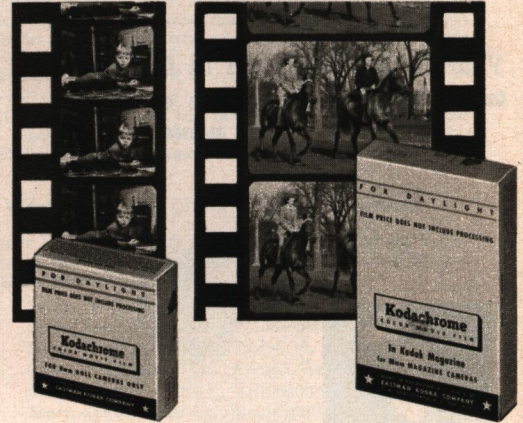
Kodacolor pictures can be greatly enlarged without affecting their quality. If you enjoy working in a darkroom, you can develop the film at home. Whether you're just a beginner or an experienced photographer, you can achieve fine results with Kodacolor.



Color Slides . .
View them . . project them

Color slides can be made from either of the two most popular slide films—Kodachrome or Ektachrome. You can look at slides through a hand-viewer, project them on a screen or have prints made from them. The color is very stable, so that you can have years of true full-color enjoyment. Both films hold fine detail well.

Film speeds vary greatly. Kodachrome has an index of 10 outdoor, 16 indoor. Use in cameras with an f:6.3 lens or faster. Ektachrome is rated at 32 for outdoor and 16 for indoor type. High-speed Ektachrome has index of 160 outdoor, 100 indoor, best for poor light. Kodachrome comes in 35mm and 828 sizes; Ektachrome is available in 35mm, 620, 120 and 127.



Color Movies
come to life on your screen

Keep a living record of vacations, trips, parties on color movie film. Kodachrome has a daylight (outdoor) index of 10, an indoor index of 16. It is available in both 8mm and 16mm.

Both 8mm and 16mm movie film give excellent results. However, there are some differences: 8mm film can be projected up to five feet wide; 16mm can be shown on screens as wide as 10 feet. You are more likely to get semi-professional or professional effects from 16mm than 8mm. However, 16mm is slightly more expensive. Each film has its advantages. Each also lets you take thrilling pictures.

8mm film comes in either roll or magazine. Roll film must be threaded through the camera; a magazine, slightly more expensive, pops into place.

Black and White Film . . medium speed and fast for pictures outdoors or in and with super-fast films you actually shoot indoors without a flash

"ASA"? "Fine Grain"? "Tungsten"? Here's what they do for you

All films are sensitive to light—but some are more sensitive than others. Films that are highly light-absorbent require less exposure than those that are only moderately sensitive. When you choose film, you should pick film that is designed for the particular lighting you are using.

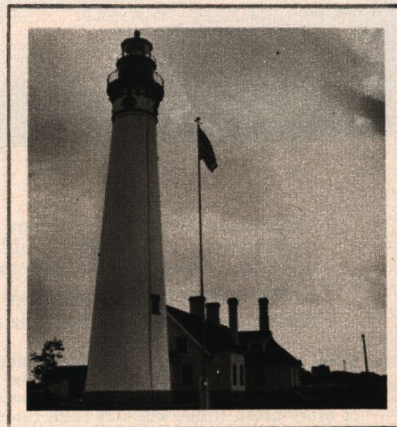
The light-sensitivity of film is measured by two numbers—the ASA numbers. There is an outdoor exposure index and an indoor exposure index. When using a light meter, set the meter for the ASA number—outdoor or indoor—of the film you're using.

If you aren't using a meter, just remember that films with different exposure indexes are especially suited to different light conditions. These conditions are described at the right.

The indoor exposure index is sometimes referred to as the index for tungsten. ("Tungsten" here means tungsten illumination—photoflood, for example.)

The more sensitive the film, the higher its ASA number. And the more grainy the pictures. A photograph is made up of tiny grains of light-sensitive silver, so small that usually you can't see them.

But when very fast (that is, very light-sensitive) films are enlarged seven or eight times, these grains often show up as a pepper-and-salt pattern in the gray areas of the picture. Certain slower films are designed so that they may be enlarged many times without showing graininess. These are known as "fine-grain" films. Among these is TOWER Pan, which produces fine enlargements.



Medium-speed Films . .
Use for average light conditions

If you are in doubt as to what kind of films are needed for light conditions, use medium speed. These are general-purpose films that take sparkling pictures under average light conditions, outdoors or in, with sunlight, flash or flood lighting.

The wide range of conditions for which medium-speed films are suited, make them ideal for box cameras. Except when the light is quite dim, you can depend on medium-speed film for excellent results. TOWER Pan, a medium-speed film, has a daylight index of 80, tungsten index of 64. All films have a safety factor. Thus, you can expose the film slightly more or less than the index figure and still get pictures.



Fast and Super-fast Films . .
Get good results even in poor light

Now take previously impossible existing light shots. Fast and super-fast films expand the picture-taking horizon for both amateur and professional. You can take beautiful pictures indoors without flash or time exposure.

Two of the fast and super-fast films and their speed ratings are: TOWER Fast Pan (250) and Agfa Isopan Record (640 to 4000 with safety factor).

If your camera has a shutter speed of 1/300 second or faster and you can stop the lens down to f:16, you can also use the super-fast films in bright sunlight. Films also have commercial uses for factory interiors, copying documents, etc.

TOWER Black and White Film

We know of none finer for still cameras



Films by Agfa and Mamiya

Agfa Isopan Record 35mm Black and White Film. Super-fast film for extremely poor light. ASA index of 640 to 4000 with full safety factor. Made in Germany.

3 C 6887—36-exp. roll. Shpg. wt. 3 oz. . . \$1.50

Mamiya 16mm Color Cartridge. Kodachrome film for TOWER 16 camera. ASA index of 10. For processing information, see page 86.

3 C 6952—Two 20-exp. cartridges. Makes 2x2-in. slides. Shpg. wt. 4 oz. . . \$2.75

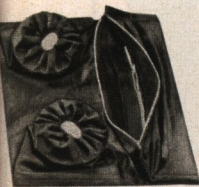
Regular Mamiya 16mm. Index: 160. 20 exposures. Black and white.

3 C 6950—2 cartridges. Shpg. wt. 4 oz. . . \$2.20

Fast Mamiya 16mm. Index: 320. 20 exposures. Black and white.

3 C 6949—2 cartridges. Shpg. wt. 4 oz. . . \$2.20

Lightproof Film-changing Bag



Change film in cameras or load cartridges without the need of a dark-room! Zipper opening at one end of bag for inserting materials. Two light-tight arm holes with elastic. Heavy, durable cloth reinforced at the edges.

X3 C 8206—Wt. 1 lb. \$3.95



Money refunded if unsatisfied. If you aren't completely satisfied with every roll of TOWER black and white film, we refund your money!

Get top quality film. TOWER black and white film is imported from Belgium, made by a world-famous manufacturer.

Get top value. Pay just 85c for 3 rolls of fine grain pan film in 127, 120, 620 sizes; 75c a roll for 35mm. Fast pan costs only \$1.35 for 3 rolls of 127, 120, 620.

Use fresh film. Sears photographic department's fast turnover assures you that TOWER film is fresh. The expiration date is plainly stamped on each roll of film.

Fast Pan Film. Index: 250, daylight; 160, tungsten. Best for indoor snapshots without flash (for cameras with f:3.5 lens or faster). Shipping weight 3 rolls, 6 ounces.

Cat. No.	Film Size	Exposures	Standard Print Size	Price
3 C 7083	127	8, 12 or 16	3¼ x 5, 3½ x 3½ or 3¼ x 5½	3 rolls \$1.35
3 C 7084	120	8 or 12	3½ x 5 or 3½ x 3½	3 rolls 1.35
3 C 7085	620	8 or 12	3½ x 5 or 3½ x 3½	3 rolls 1.35

Pan Film. Fine grain for clear enlargements, sharp contact prints. Exposure index: 80, daylight; 64, tungsten. Shipping weight 3 rolls (except 35mm) 6 oz.; 35mm, 3 oz. per roll.

Cat. No.	Film Size	Exposures	Standard Print Size	Price
3 C 7105	127	8, 12 or 16	3¼ x 5, 3½ x 3½ or 3¼ x 5½	3 rolls 85c
3 C 7106	120	8 or 12	3½ x 5 or 3½ x 3½	3 rolls 85c
3 C 7107	620	8 or 12	3½ x 5 or 3½ x 3½	3 rolls 85c
3 C 7108	35mm	20	3¼ x 4¼	Each roll 75c

Use TOWER Black and White Photo Service . . fast . . reliable

You can depend on TOWER Photo Service for high quality developing and photo-finishing. Film and prints are carefully processed by experts, then returned without delay.

You receive oversize glossy prints. They come in a handy wallet-type holder that keeps photos neat and protects negatives.

Fine-grain developing assures that pictures will be crisp and detailed as possible. You get clear prints and you get them fast. 48 hours after we receive your film, it's developed, printed and on its way back to you. At right is a list of print sizes available from TOWER. For wallet-size photos, see below.

Wallet-size Photos. Here's one of the most popular print sizes. And you can have wallet-size prints, whether or not you have a negative of the picture!

If there's a negative, send it in. If not, merely enclose a print and we'll make a negative. In either case, we'll return the negative to you, for use when reordering. Photographs are 2½ x 3½ in., on sturdy double-weight paper with a white border.

When ordering, send any size snapshot, enlargement or negative, and money. Print your name, address and the catalog number on a piece of paper when the negative is sent. Or print lightly on the back of photo. Mail to nearest TOWER Photo Service, listed below. Minimum order, 25 photos of 1 original. Postpaid. (Shipping weight 8 oz.)

F3 C 6557—Twenty-five photos from print. \$1.75
25 photos from customer's negative. 1.25

Check the low prices of TOWER Photo Service

TOWER Service develops and prints to sizes below:
 3x3½-inch prints . . from 116 and 616 film with 16 exposures
 3¼x4½-in. prints . . from 35mm film or 828 and 127 with 16 exposures
 3½x3½-inch prints . . from 127, 120 or 620 film with 12 exposures
 3½x5-inch . . from 120, 620 with 8 or 16 exp. or 127 with 8 exp.
 3½x5½-inch prints . . from 116 or 616 film with 8 exposures

Developing and Printing Roll Film. 1 print of each negative in the standard oversize as listed above.
 6 or 8-exposure rolls 92c
 12-exposure rolls \$1.25
 16-exposure rolls 1.64

Developing and Printing 35mm Film. Fine grain.
 20-exposure roll \$2.00
 36-exposure roll 3.44

Developing only (20 or 36-roll).
 Roll returned uncut 50c
 3½x5-in. negatives from black and white prints . . . 50c

Reprint Service. Roll film negatives and 35mm negatives printed to same oversize print as listed above.
 In protective folder . . . Each 8c

Enlargements. Glossy or double-weight matte surface. State choice of paper finish.
 5x7 inch Each 45c
 8x10 inch Each 69c

Get 3 enlargements from same negative. Save 16c to 38c.
 5x7 inch 3 for \$1.19
 8x10 inch 3 for 1.69

How to Order TOWER Black and White Film Service

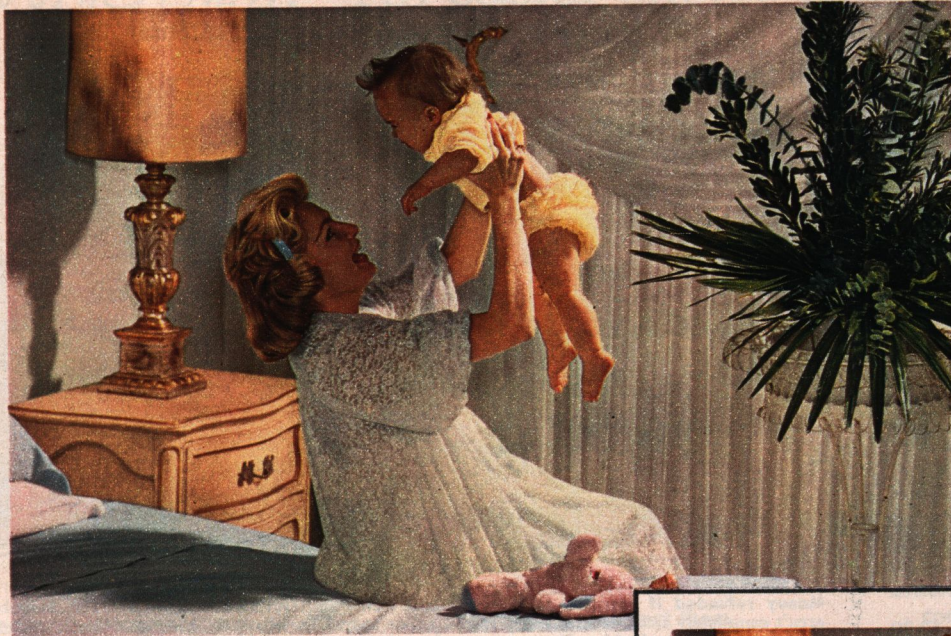
Print name and address. State number of prints and type of service wanted (reprint, enlargement, etc.). Send film or negative with money (check or money order) to TOWER Photo Service. Returned postpaid. No. C.O.D.'s. Include applicable sales tax for your state, county and city.

Box 2352, Terminal Annex, Los Angeles 54, Calif.
 Box 2008, Seattle 11, Washington
 Box 755, Chicago 42, Illinois
 Box 8833, Philadelphia 17, Pennsylvania
 Box 5801, Dallas, Texas
 Box 2445, Kansas City, Missouri.

Mamiya Black and White Service

For Mamiya Black and White 16mm film only. 20-exposure roll film fine grain developed and prints enlarged to 2½ x 4½ inches \$2.50
 Send film and money order to: Mamiya 16 Processing Station, P.O. Box 600, Cooper Station, New York 3, New York.

Not even a down payment on Sears Charge Plan . . see page 82



TOWER Color Film Service

Unsurpassed color processing . . . you can't get better work at any price!

Enlargements and Prints from your transparencies

Brilliant Direct Color Prints. Your 35mm, 828 or stereo frame must be standard glass or cardboard mounted. Your larger transparencies may be left unmounted or placed in cardboard mounts, *but not in glass mounts.*

Wallet-size Prints. 2½x3½ in. Made from 35mm, 828, 127, 620, 120 transparencies. *Order 3 wallet-size prints (from same transparency) and save.*

Wallet-size Prints. Ea. 35c 3 Wallet-size Prints (from same film). 3 for \$1.00

Jumbo-size Prints. 3½x5 in. from 35mm or 8-exp. 828, 127, 120 and 620 film. 3½x3½-inch size from 12-exp. 127, 120, 620 only. Each 45c

Standard 5x7 and 8x10-in. Color Enlargements. Color enlargements make treasured gifts. *Order three 5x7 enlargements from same film and save!* 5x7 in. Ea. \$1.25 Three 5x7 in. from same film. \$2.99 8x10 in. Ea. \$2.99

Duplicate 35mm Transparencies, cardboard mounts . . . from same original. 1 to 3 duplicates. Each 30c 4 duplicates or more. Each 20c

Color Processing . . . Kodachrome, Ektachrome, Anscochrome

TOWER service for slides, movies, printing, enlarging, duplicating

TOWER quality film service combines experience, intensive research, latest equipment and skilled personnel assuring you the best results possible. For instance, color movie film and still slides are lacquer coated to help prevent scratching and reduce ultra-violet ray deterioration.

TOWER slide mounts are heat sealed to resist warping (many other mounts are merely glued or punched). This feature allows use in automatic slide projectors with less danger of jamming due to warping.

Speed also keynotes TOWER color film service. When color film and processing are ordered, your photo finisher is as close as your mailbox.

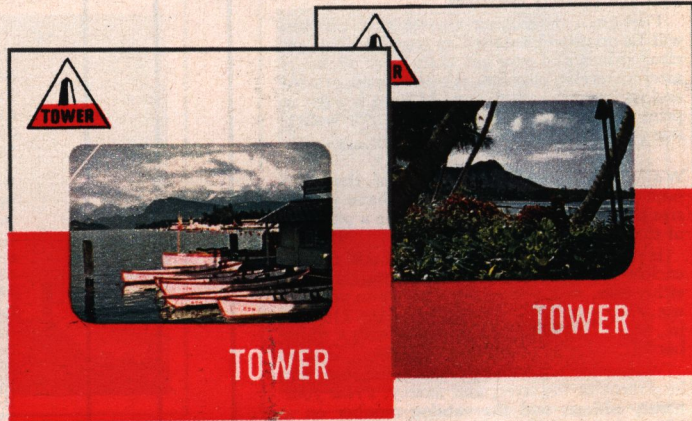
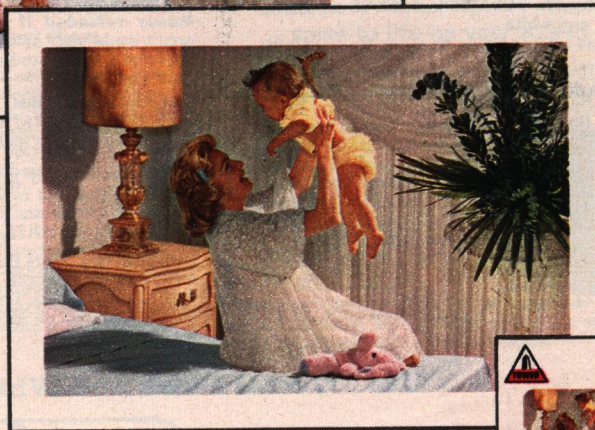
Film orders include a mailing bag . . . shoot film, put it in mailer, drop in mailbox. Slides returned in file box, prints in envelopes and enlargements (5x7 up) in folders. (This service is for Kodachrome, Ektachrome and Anscochrome only . . . see opposite page for Kodacolor processing information.)

TOWER Processing Only Service for color film

See "How to Order" film processing service at right

Kodachrome and Anscochrome Movie Film. Kodachrome is processed in all sizes listed below. *We process Anscochrome in 8mm roll and magazine only.*
8mm 25-ft. roll. \$1.75 16mm 100-ft. roll. \$4.25
8mm 25-ft. magazine. 1.40 16mm 50-ft. magazine. 1.70

Still Film. In 2x2-inch cardboard mounts. Kodachrome, Ektachrome, High Speed Ektachrome, Anscochrome and Super Anscochrome.
35mm (20 exp.) \$1.75 35mm (36 exp.) \$2.90 828 Bantam (8 exp.) \$1.10
Ektachrome reg., high speed; Anscochrome—127, 120, 620 (square only) 1.60



How to Order TOWER Fine Quality Color Film Service

Send film, negatives or transparencies to nearest TOWER Color Service (addresses below). Include check or money order. No C.O.D.'s or charges. Include applicable state, county and city sales tax. *State* type of service (reprints, number of prints, etc.). *Print* name, address. *Returned postpaid.*

TOWER Color Service, Post Office Box 141, Glendale 4, California

TOWER Color Service, Post Office Box 8668, Chicago 80, Illinois

TOWER Color Service, Post Office Box 5801, Dallas, Texas

TOWER Color Service, Post Office Box 8833, Philadelphia 17, Pa.

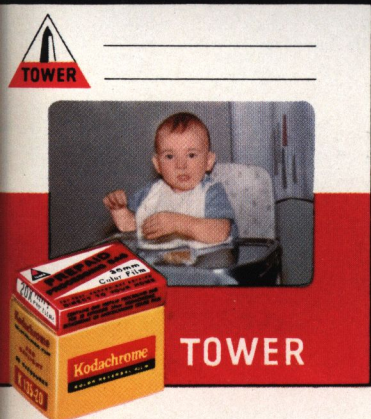
TOWER Color Service, Post Office Box 2445, Kansas City, Missouri

Mamiya 16mm color film processing only. Send film, money order to: Mamiya Processing Station, P. O. Box 600, Cooper Station, New York 3, N.Y.

Kodachrome 20-exposure roll in 2x2-inch cardboard mounts. \$1.50

Color Prints from transparencies. 2½x3½-inch prints. 50c

Compare Sears Low Prices on color films with processing



35mm Kodachrome Color Film
Price includes processing

\$3.19 20 exposures

Kodachrome gives faithful color . . . holds detail. Popular vacation film when bought with processing . . . can be sent away while on vacation and be waiting for you when you get home.

Color prints can be made from transparencies. Index: daylight 10, Type F (indoor) 16.

Charge privileges on film or film with processing purchases

Regular and High Speed Ektachrome Film for still cameras

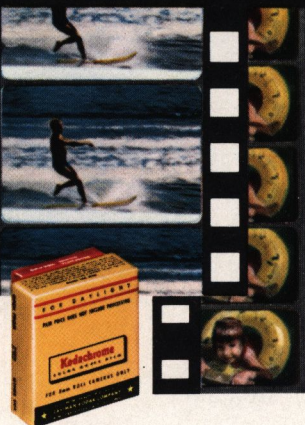
Get speed, detail, vivid color with Ektachrome color film. Prices include processing

Ektachrome. Take shorter exposure pictures with this high quality, fast slide film. Holds fine detail. Index: daylight 32, indoor 16. For flash use clear white bulbs. **Processing included in price.**

Film Size	Type	Catalog No.	Wt.	Price
35mm (20 exp.)	Daylight	3 C 6772	3 oz.	\$3.19
35mm (20 exp.)	Indoor	3 C 6776	3 oz.	3.19
127	Daylight	3 C 6781	3 oz.	2.69
127	Indoor	3 C 6780	3 oz.	2.69
120	Daylight	3 C 6774	3 oz.	2.69
120	Indoor	3 C 6782	3 oz.	2.69
620	Daylight	3 C 6785	3 oz.	2.69
620	Indoor	3 C 6786	3 oz.	2.69

High Speed Ektachrome. Fastest color film. Index: daylight 160, indoor 125. **Processing included in price.**

Film Size	Type	Catalog No.	Wt.	Price
35mm (20 exp.)	Daylight	3 C 6965	4 oz.	\$3.79
35mm (20 exp.)	Indoor	3 C 6992	4 oz.	3.79



8mm Kodachrome Movie Film
Price includes processing

\$3.59 25-ft. roll

Film size	Type	Catalog No.	Shgp. wt.	Price
Kodachrome 35mm and 8mm Film sold with processing included				
35mm (20 exp.)	Daylight	3 C 7094	3 oz.	\$3.19
35mm (20 exp.)	Indoor	3 C 7062	3 oz.	3.19
35mm (36 exp.)	Daylight	3 C 7095	3 oz.	4.95
35mm (36 exp.)	Indoor	3 C 6778	3 oz.	4.95
8mm 25-ft. roll	Daylight	3 C 7102	4 oz.	3.59
8mm 25-ft. roll	Indoor	3 C 7143	4 oz.	3.59
Kodachrome 828 Film sold only without processing				
828 Bantam	Daylight	3 C 7025	3 oz.	89c
828 Bantam	Indoor	3 C 7026	3 oz.	89c



Kodachrome . . . what it is and does

It's a negative film which will make snapshots, color prints and enlargements in sparkling, lifelike color. Unlike slide film (Kodachrome, etc.) it is not designed for viewing or projection. Only one type of Kodachrome is made and it can be used with both daylight and clear white flash bulbs. Fine grain Kodachrome is fast and holds fine detail. Index: daylight 32, indoor 20.

Here's the way we "keep you in Kodachrome!" Get a new roll of film at no extra cost

Here's how: Buy the first roll of Kodachrome and shoot it.

Send the exposed roll for prompt, fine quality processing and printing to the Tower Color Service nearest you. (They're conveniently located in Glendale, California; Chicago, Illinois; Philadelphia, Pennsylvania; Dallas, Texas and Kansas City, Missouri—see addresses on opposite page.)

We'll return by first class mail an extra roll of Kodachrome (same size) with your finished prints, preparing you for more Kodachrome shooting! Kodachrome film is not sold with processing.

Film Only			
Catalog Number	Size	Shgp. wt.	Price
3 C 6707	.127 . . .	3 oz.	\$1.19
3 C 6708	.120 . . .	3 oz.	1.19
3 C 6709	.620 . . .	3 oz.	1.19
3 C 7007	35mm	3 oz.	1.69

Processing, printing of Kodachrome. Price includes one new roll plus prints and negatives of original roll. Film sizes: 127, 120, 620, 35mm.

Exposures	Size of prints	Price
12	3 1/2 x 3 1/2 in.	\$3.99
8	3 1/2 x 5 in.	3.20
16	3 1/2 x 5 in.	5.47
20	2 1/2 x 3 1/2 in.	4.87



Enlargements and Prints from Kodachrome

Kodachrome print sizes: 3 1/2 x 3 1/2 inches from 127, 120 and 620 film (12 exposures); 3 1/2 x 5 inches from 116, 616, 127, 120 and 828 bantam film (8 exposures); 2 1/2 x 3 1/2 inches from 35mm and 828 bantam film. *State number of prints from each negative when ordering.* Standard Oversize Prints . . . 29c Prints from 35mm, 828 . . . 20c

Standard 5x7 and 8x10-inch Enlargements add a touch of warmth and beauty to your home and also make excellent gifts. *Order three 5x7-inch enlargements from the same film and save!* 5x7. Ea. \$1.25 Three 5x7 from same film \$2.99 8x10. Ea. \$2.99

Special-size Enlargements. Order when subject won't fit a standard size (see above). From 616 or 116 negatives, 4x7 and 6x10-inch enlargements instead of 5x7 or 8x10-inch. From 620, 120 or 127 negatives, 7x10-inch enlargements. From square negatives, 5x5 and 8x8 inch, instead of 5x7 or 8x10 inch. Enlargements. 4x7 or 5x5 in. \$1.25 6x10, 8x8, or 7x10-in. . . \$2.99 **Negative Developing only.** Prints not included. Each roll 90c

Include check or money order. **No C.O.D.'s or charges.** See How to Order Film Service on facing page for nearest TOWER Color Service.

Kodachrome Movie Film . . 8 and 16mm magazines or rolls

Capture all those moments of fun in bright, vivid color with Kodachrome movie film. Index: daylight 10, indoor with photofloods 16.

Kodachrome 8mm magazine and roll film. Prices shown in chart below include processing.

Film Size	Type	Catalog No.	Wt.	Price
8mm 25-ft. mag.	Daylight	3 C 7103	4 oz.	\$4.95
8mm 25-ft. mag.	Indoor	3 C 7104	4 oz.	4.95
8mm 25-ft. roll	Daylight	3 C 7102	4 oz.	3.59
8mm 25-ft. roll	Indoor	3 C 7143	4 oz.	3.59

Kodachrome 16mm magazine and roll film. Prices shown below include processing.

Film Size	Type	Catalog No.	Wt.	Price
16mm 50-ft. mag.	Daylight	3 C 7131	8 oz.	\$8.30
16mm 50-ft. mag.	Indoor	3 C 7178	8 oz.	8.30
16mm 100-ft. roll	Daylight	3 C 7139	8 oz.	10.95
16mm 100-ft. roll	Indoor	3 C 7145	8 oz.	10.95





Picture it now...see it forever

"SHOOT and SHOW" ZOOM MOVIES

Take thrilling, professional-looking movies that only a zoom camera can give. See what you get at this low, low outfit price:

- High-speed zoom camera with trigger handle
- Famous Baskon projector . . has 300-ft. capacity
- 30x40-in. screen . . glass beaded for brilliance

Only \$ **119⁹⁵** cash \$5 down

Imagine! Electrically driven camera runs up to 20 rolls on one set of batteries . . 3 in camera . . 3 in steady trigger release handle. Compose through high-speed f:1.8 focusing lens that zooms in for dramatic close-ups . . out to capture wide sweeping scenes. Gives sharp, sparkling movies close as 5 feet. Spool load. Footage indicator. Get into picture too, with lock run. Die-cast aluminum body. From Japan.

Show movies jiffy quick . . projector has easy, sprocketless threading. Quick-lock assembly holds film securely. Tru-flector lamp gives 500-watt brilliance, yet draws only 150 watts of house current. Ultra-sharp 1-inch f:1.6 coated lens. As you project, air is drawn into unit to cool film. Automatic power rewind. 300-ft. reel capacity (100-ft. reel included). Single knob controls forward, stop, rewind. All metal, built-in carrying case. 110-120-volt, 60-cycle AC only. 30x40-inch glass beaded screen . . collapses for easy carrying and storage. *Do not order outfit or camera on this page before Nov. 15, 1960.*

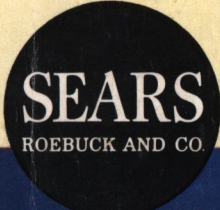
- 3 C 9541C2—3-piece Outfit. Shipping weight 26 lbs. \$119.95
- 3 C 9089C—Camera, zoom lens, trigger handle. Wt. 6 lbs. 79.95
- 3 C 9261—Projector only. Shipping weight 13 lbs. 49.95
- 3 C 8504C—Screen, 30x40 inches. Shipping wt. 9 lbs. 7.95



EXPOSURE GUIDE						
FILM SPEED	SHUTTER	WINDS PER MIN.	ISO	CL. (EV)	CL. (EV)	ISO
ASA 10	8	5.6	4	2.8	1.8	
ASA 20	11	8	5.6	4	2.8	
ASA 40	16	11	8	5.6	4	

LIGHT SUBJECT—CLOSE UP STOP
DARK SUBJECT—OPEN 1/2 STOP

MALMITA CAMERA CO. LTD.
MADE IN JAPAN



R₂