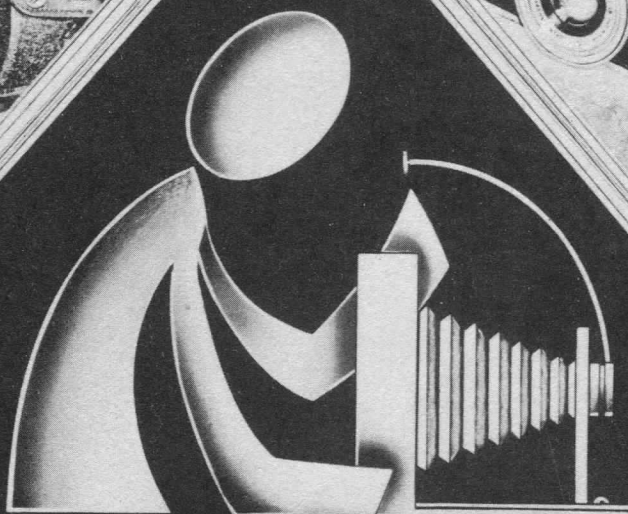


SPRING-SUMMER

1947



**PEERLESS  
VALUES**

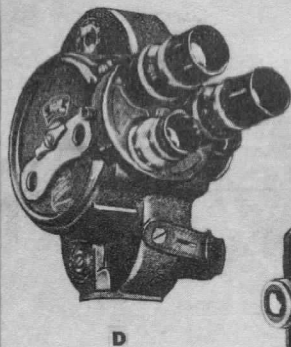
**PEERLESS CAMERA STORES**

138 EAST 44th STREET

NEW YORK 17, N. Y.

Telephone MU. 5-8717

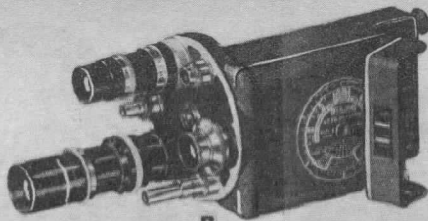
**PHOTO  
EQUIPMENT**



D



C



B



A

## 16mm Cameras

### B. & H. AUTO LOAD

a

The ideal 16mm camera for beginners and advanced amateurs. Precision-built by famous Bell & Howell to produce the finest personal movies with the least effort. Loading is easy—just slide in 50 foot film magazine and close door. The Brilliant viewfinder parallax corrected, is encased in camera, safe from damage. Four operating speeds, 16 to 64 frames per second. Single frame exposure control permits making animated titles, maps, charts, cartoons. Lenses are instantly interchangeable with telephoto and wide angle lenses. Film may be changed from black and white to color in the middle of the roll without losing a single frame.

with 1" f1.9 Lumax lens in focusing mount ..... **214.08**

with 1" f2.5 Ansix lens in universal focus mount ..... **186.67**

#### ACCESSORIES:

2" f3.5 Wollensak Telephoto lens 44.90

4" f4.5 Wollensak Telephoto lens 73.80

Combination case for Auto Load Camera ..... 25.00

### B. & H. AUTOMASTER

b

Only 16mm magazine loading camera with **TURRET HEAD!**

You can position any of the 3 lenses instantly. The parallax-corrected viewfinder automatically matches the lens.

All other features same as Bell & Howell Autoload.

with 1" f1.9 Lumax lens in focusing mount ..... **332.50**

with 1" f2.5 Ansix lens in universal focus mount ..... **305.08**

#### ACCESSORIES:

Accessories same as B. & H. Auto Load

### MAGAZINE Cine Kodak

c

Simple to operate and popularly priced! You can load blindfolded, it's that easy. Just slip in a 50 foot magazine, close door and start shooting. Change your magazine at any time, too—without waste. A meter on each film magazine shows the amount of unused film. Fast f1.9 lumenized Kodak lens may be interchanged with wide angle or telephoto lens. Other features include 3 speeds, a "pulse" which keeps you posted on scene length, and the reliable exposure guide.

**175.00**

#### ACCESSORIES:

Compartment carrying case..... 33.75

Focusing finder ..... 25.08

Lens adapter ..... 8.75

15mm f2.7 lumenized wide angle 65.33

50mm f1.6 lumenized telephoto 110.83

63mm f2.7 lumenized telephoto 75.83

102mm f2.7 lumenized telephoto 96.25

152mm f4.5 lumenized telephoto 108.50

### BELL & HOWELL 70DA

d

Super deluxe 16mm movie camera capable of all professional effects. Lap-dissolves, fades, scene wipes, animated cartoons, double exposures. Included among the features: 7 film speeds for greater versatility—speed is accurately maintained throughout run. Turret head for three lenses—standard, wide angle and Telephoto. Ideal for color. Variable spyglass viewfinder gives clear upright image. Critical focuser, exposure indicator. Accommodates 50 or 100 foot roll films. Precision-built throughout.

with 1" f1.9 Lumax lens in focusing mount ..... **307.17**

#### ACCESSORIES:

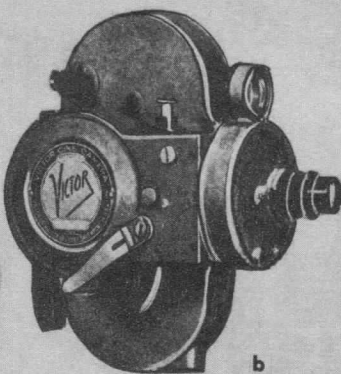
Combination Case, Mayfair Type 31.95

Accessories same as B. & H. Auto Load

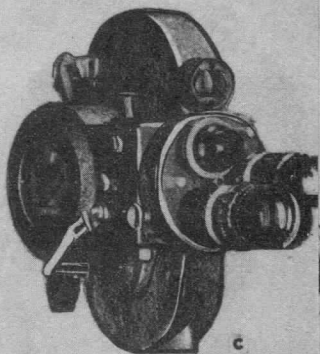
**PEERLESS VALUES FOR SPRING . SUMMER 1947**



a



b



c

## 16mm Cameras

### BOLEX Model H-16

a

Discriminating movie-makers everywhere acclaim the Bolex. Built by Switzerland's finest craftsmen, the Bolex stands out for beauty, precision and superior movie making. Every scene you shoot with a Bolex is startlingly lifelike. So smooth operating that even beginners get superb results. This three lens turret camera has a film capacity of 100 feet and runs approximately 17 feet on a single winding. The parallax corrected trifocal viewfinder assures perfect centering from 18" to infinity. Critical focusing is obtained through lens and ground glass. Automatic threading assures loops of proper size to eliminate unsteadiness or film jamming. All speeds from 8 to 64 frames per second. Forward and reverse wind by handcrank for super-impositions or lap-dissolves. Single exposure device enables you to get trick effects. Audible footage indicator.

265.00

#### ACCESSORIES:

Frame Counter .....	17.50
1" f1.9 Kodak Anastigmat lens	83.15
2" f3.5 Wollensak Telephoto	44.90
4" f4.5 Wollensak Telephoto	73.80
Deluxe Fitted Leather Case	45.00

### AMBOL CINEFOCUS

Split-image, Lens Coupled Rangefinder. The Ambol Cine-Focus assures you that your pictures will be crystal clear and needle sharp in every detail. No squinting no guessing, no measuring. Just look through the large viewing window, line up image lines, and start shooting. Installation is simple, adjustment permanent.

Special Model for Bolex H16 Cameras	
with f1.4 Kern Switar lens	46.40
Special Model for Bolex H-16 Cameras	
with f1.5 Wollensak lens	43.00

### VICTOR Model 3

b

Outstanding in the field of moderately priced movie cameras, the Victor 3 offers five speeds including slower slow motion and hand-cranking for trick and special effect shots. Stop gears provide even speeds always. Double powered—each winding runs 22 feet of film at 16 frame speed. Viewfinder indicates field for lenses of varying focal length without use of separate finders or masks. Exposure guide provides clear lens-setting instructions. Takes 50 and 100 foot rolls of 16mm film, black and white or color.

99.00

#### ACCESSORIES:

Same as Models 4 and 5.

### VICTOR Models 4 and 5

c

Compact and easy to use, these 3-lens turret movie cameras combine craftsmanship, precision and many superior features. The cameras are stop-gearred for even speed always and double powered to insure effortless motivation. The governor assures even exposure at all speeds. Hand crank permits Hollywood trick and special effect shots. Models 4 and 5 will accommodate any make, speed, or focal length lens equipped with standard 16mm mount. Visual focuser permits needle sharp focusing through the lens. The 5 speeds include 72 frames per second for slower s-l-o-w motion. Model 5 has the added reverse action feature and is capable of fades, lap-dissolves, double exposures, etc.

VICTOR Model 4, less lens..... 140.00

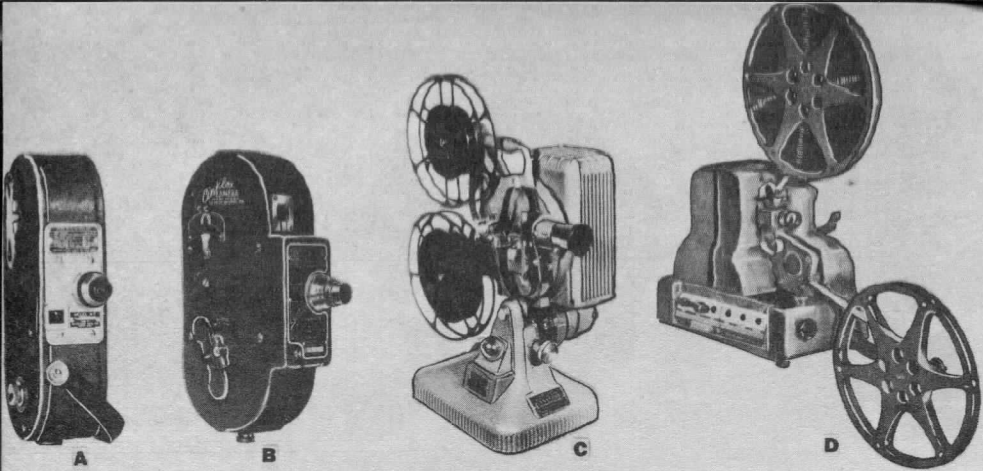
VICTOR Model 5, less lens .... 165.00

#### ACCESSORIES:

Carrying case .....	15.00
Deluxe carrying case .....	25.00

For Lenses see Bolex Accessories

PEERLESS CAMERA STORES — 138 EAST 44th STREET, NEW YORK



## 16mm Equipment

### KEYSTONE Model A7 Camera **a**

Easy to operate, dependable, and most moderately priced for its many fine features. Lenses are fitted with interchangeable lens mount. The audible footage indicator tells you the amount of film used. A locking device enables you to get into the picture. Simple to thread, takes standard 16mm film, color or black and white in 50 or 100 foot rolls. The strong spring motor performs reliably. Has 7 variable speeds, a direct vision viewfinder built into the camera, and exposure chart. Carrying handle assures steady pictures.

With f2.5 Wollensak lens .... **74.50**

With f1.5 Wollensak lens .... **107.50**

#### ACCESSORIES:

Genuine leather carrying case . . . 6.50

2" f3.5 Wollensak Telephoto lens 44.90

4" f4.5 Wollensak Telephoto lens 73.80

### CINKLOX CAMERA **b**

A rugged, compact, movie camera with a 100 foot film capacity, available at an unusually low price because of mass production methods. The coated and color corrected f2.5 Wollensak lens is instantly interchangeable. A powerful spring motor allows about 20 feet of exposures without rewinding. Lock-on starting button lets you get into the picture. Three operating speeds permit tricky effects. A visual footage indicator tells you amount of film expended. The Cinklox is easy to thread, takes color and black and white film. The built in exposure table is simple to understand.

**76.15**

#### ACCESSORIES:

Same as Keystone A7

### KEYSTONE Model K160 **c**

The new model K160 Keystone 16mm projector is equipped with 750 watt lamp and lateral adjustment. Coated Wollensak F1.6 one inch lens, 100% rating. Coated removable condensers. Automatic retractable lamp cord. Reverse pictures. Still pictures. Fast automatic rewind. Geared take-up. Oversize blower exhaust air unit. Self lubricating bearings. Silent operation. Self-adjusting removable gate. Quick easy threading. Die cast frame and base. Three-way master switch. Lamp cord and pilot light. Angle projection with micromatic hand knob. 400 foot reels—33 minutes show. Retractable cord has an automatic take-up.

**119.00**

Carrying Case ..... 12.50

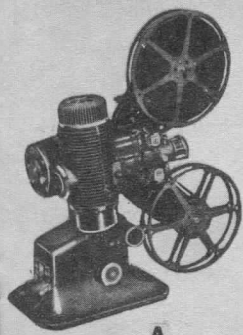
### VALETTE PROJECTOR **d**

#### SILENT—Convertible to Sound

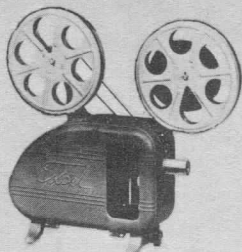
Shows brilliant, flickerless movies. Gets more light from either the 1000 Watt or 750 Watt lamp. Pictures are sharp edge to edge. The big reels, 400 ft. to 2000 ft. give up to 1½ hours of uninterrupted enjoyment. Designed for "cool to touch" ventilation. Speeds vary from 12 to 24 frames. Can easily be converted to sound. Film is protected by wear-free film feeding. Easy to thread, simple to operate—controls are centralized. Operates with absolute quiet has variable, fast power rewind. A heavy duty, handsomely designed trouble-free projector. Unusually light in weight. Complete with with case.

**247.00**

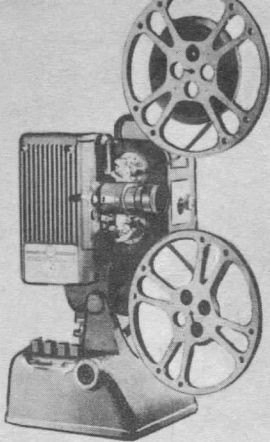
PEERLESS VALUES FOR SPRING - SUMMER 1947



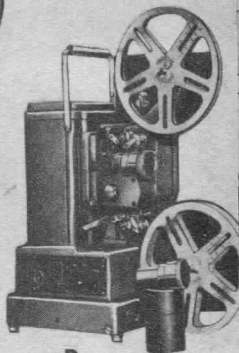
A



B



C



D

## 16mm Silent Projectors

### B. & H. DIPLOMAT

a

One of the finest 16mm silent projectors ever made—ideal for use in the home, school, church, etc. The Diplomat's time tested features assure you of a lifetime of superb service. Gives you flickerless, brilliant pictures and complete film protection. The Diplomat is fully gear-driven, even to the feed and take-up spindles—no chains or belts to cause jerky starts or stops. Gears are silent. Automatic rewind is also gear driven. The safe-lock sprockets prevent incorrect film threading. The 750-watt lamp may be economically regulated when less voltage is desired. Projects sound as well as silent film. Has fast B & H 2" coated f1.6 lens, which may be instantly interchanged with other special lenses. Magnilite Condenser increases screen brilliance 32%. Reverse lever permits you to repeat a scene or obtain amusing effects. Still projection device enables you to study single picture—automatic safety shutter operates to protect film from heat. The 400 foot reels give audience a 15 minute, uninterrupted show. Complete with carrying case.

273.30

### EXCEL JUNIOR

b

Model P46

This streamlined movie projector offers precision details usually incorporated in fine cine projection equipment. Features include interchangeable f2.5 projection lens, high lumen shutter, hi-intensity concentrated filament auto headlight type projection lamp, air blast cooled. Operates at 16 or 24 frames per second, has unit control switch and 400 ft. film capacity.

39.95

### KODASCOPE SIXTEEN—20

c

Built to Kodak standards of quality and precision, the Kodascope Sixteen 20 projects on the screen all the brilliance and clarity of your films. Has fast 2 inch f1.6 lumenized lens and 750-watt lamp. Features include push-button control panel, still projection, enabling you to study single frame, reverse projection for comic effects, thread light and convenient cord-o-matic reel in projector base. Complete with carrying case.

225.00

### KODASCOPE SIXTEEN—10

Equipped with a 2 inch f1.6 lens, lumenized to increase screen brilliance. Simple to operate and thread. Four accessory lenses and 3 accessory lamps, including one of 1000 watts, greatly extend the range of possible screen sizes and projection distances. Complete with 750 watt lamp.

115.00

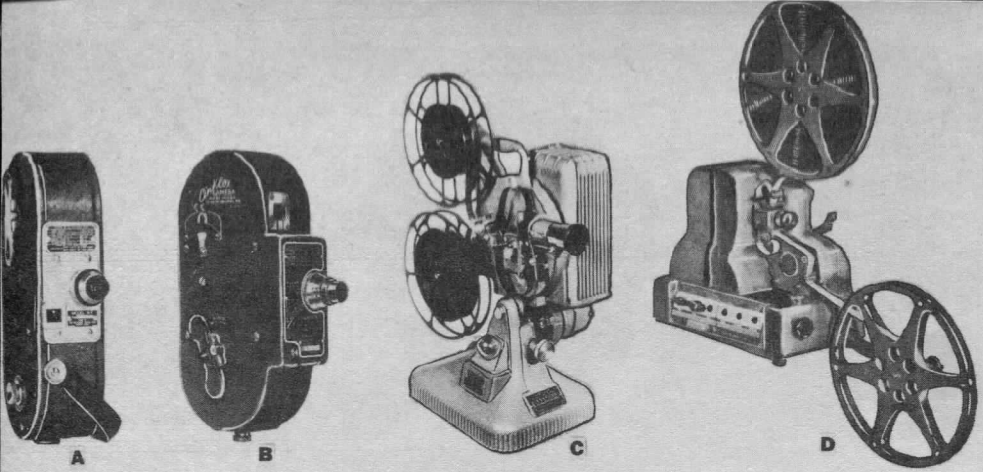
### BOLEX G8-16

d

Actually two projectors in one because of its ability to show both 8mm and 16mm film. All the precision for which Bolex is famous has gone into its construction. Simple to thread, with locking guide rollers that prevent jamming—film is protected. No belts—no outside gears. Powerful motor rewind. All controls are readily accessible on one side. Still projection for studying single frame—without danger of blistering film. 750 watt prefocused lamp, interchangeable with 500 watt—gives maximum brilliance. Many other features make this one of the finest projectors of its class. Standard equipment includes two special lenses for 8mm and 16mm projection, 8mm and 16mm take-up reels and carrying case.

331.00

PEERLESS CAMERA STORES — 138 EAST 44th STREET, NEW YORK



## 16mm Equipment

### KEYSTONE Model A7 Camera **a**

Easy to operate, dependable, and most moderately priced for its many fine features. Lenses are fitted with interchangeable lens mount. The audible footage indicator tells you the amount of film used. A locking device enables you to get into the picture. Simple to thread, takes standard 16mm film, color or black and white in 50 or 100 foot rolls. The strong spring motor performs reliably. Has 7 variable speeds, a direct vision viewfinder built into the camera, and exposure chart. Carrying handle assures steady pictures.

With f2.5 Wollensak lens .... **74.50**

With f1.5 Wollensak lens .... **107.50**

#### ACCESSORIES:

Genuine leather carrying case . . . 6.50

2" f3.5 Wollensak Telephoto lens 44.90

4" f4.5 Wollensak Telephoto lens 73.80

### CINKLOX CAMERA **b**

A rugged, compact, movie camera with a 100 foot film capacity, available at an unusually low price because of mass production methods. The coated and color corrected f2.5 Wollensak lens is instantly interchangeable. A powerful spring motor allows about 20 feet of exposures without rewinding. Lock-on starting button lets you get into the picture. Three operating speeds permit tricky effects. A visual footage indicator tells you amount of film expended. The Cinklox is easy to thread, takes color and black and white film. The built in exposure table is simple to understand.

**76.15**

#### ACCESSORIES:

Same as Keystone A7

### KEYSTONE Model K160 **c**

The new model K160 Keystone 16mm projector is equipped with 750 watt lamp and lateral adjustment. Coated Wollensak F1.6 one inch lens, 100% rating. Coated removable condensers. Automatic retractable lamp cord. Reverse pictures. Still pictures. Fast automatic rewind. Geared take-up. Oversize blower exhaust air unit. Self lubricating bearings. Silent operation. Self-adjusting removable gate. Quick easy threading. Die cast frame and base. Three-way master switch. Lamp cord and pilot light. Angle projection with micromatic hand knob. 400 foot reels—33 minutes show. Retractable cord has an automatic take-up.

**119.00**

Carrying Case . . . . . 12.50

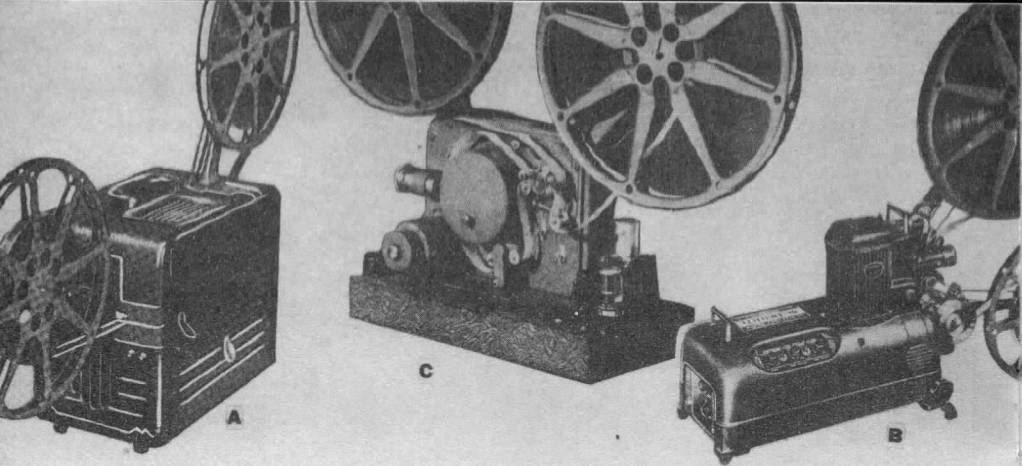
### VALETTE PROJECTOR **d**

#### SILENT—Convertible to Sound

Shows brilliant, flickerless movies. Gets more light from either the 1000 Watt or 750 Watt lamp. Pictures are sharp edge to edge. The big reels, 400 ft. to 2000 ft. give up to 1 1/4 hours of uninterrupted enjoyment. Designed for "cool to touch" ventilation. Speeds vary from 12 to 24 frames. Can easily be converted to sound. Film is protected by wear-free film feeding. Easy to thread, simple to operate—controls are centralized. Operates with absolute quiet has variable, fast power rewind. A heavy duty, handsomely designed trouble-free projector. Unusually light in weight. Complete with with case.

**247.00**

PEERLESS VALUES FOR SPRING - SUMMER 1947



## 16mm Sound Projectors

### B. & H. FILMOSOUND

Model 179

A sound projector of finest quality, a marvel of efficiency—the ideal projector for home, club, church, business, institutions. This quality, time-proved instrument will give you theatre-like movies and lasting superior service.

Included among its host of advantages are 2000 foot film reels permitting a 90 minute show, the 1000 watt lamp is pre-aligned to deliver maximum brilliance—giving longer throw and clearer definition to serve larger audiences. Fast B & H f1.6 coated lens combined with magnilite condenser increases picture brilliance. The projector mechanism is superbly built, with "floating film" construction throughout to protect film.

Still picture clutch to study single frame, reverse lever to repeat a scene. The amplifier is specially engineered for 16mm sound film reproduction, sound system provides true fidelity. 12" speaker of improved dynamic type. Other features, tilt mechanism pilot light, volume control, microphone and turntable connections for high

fidelity record reproduction. **579.00**

With cordomatic reel ..... 603.00

### a AMPROSOUND PREMIER 10 b

Streamlined and precision built — brings theatre-like performance to your home. Useful in the classroom for instruction, in business for sales training. Simple to operate—easy to thread. Controls are conveniently arranged. The plus A amplifier is the kind used in broadcasting. Condenser lens is heat resisting. Automatic fire shutter prevents film damage. Fast f1.6 lens interchangeable with special lenses. The 750-watt prefocused lamps are standard and may be interchanged with 1000 watt lamps for greater illumination. Fast automatic rewind eliminates transfer of belts and reels. 12 inch permanent magnet dynamic speaker. Operates on 40-60 cycles AC. Complete with carrying case.

**485.65**

### AMPROSOUND CENTURY

All features the same as Premier-10 except the Century has sound speed only

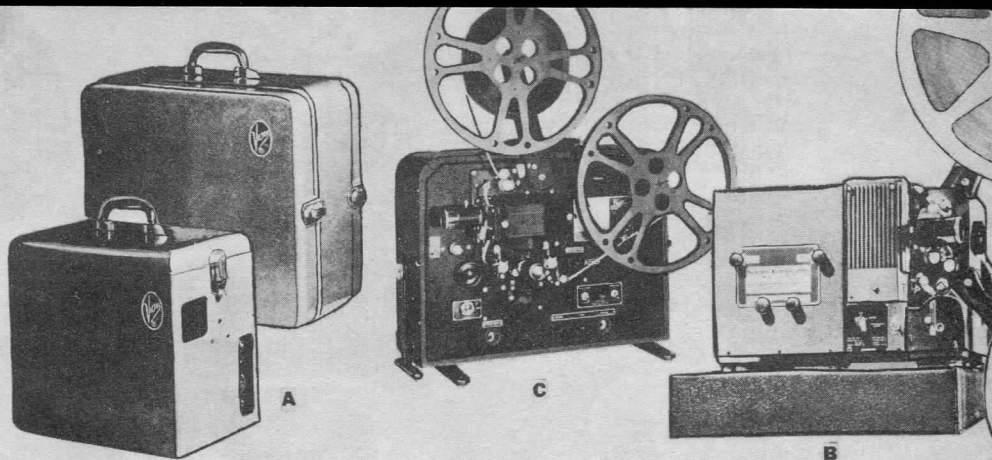
**460.55**

### MOVIE MITE Model 63L c

Only slightly larger than a portable type-writer—weighs only 27¼ lbs. complete! Ideal for small group showings. Film path simplifies threading. You can start projection in less than 3 minutes. 2000 ft. reel capacity permits a 90 minute show without interruption. Simple to operate—one electric plug completes all connections to projector. Single, inexpensive standard lamp used for both picture and sound projection. Exciter lamp is unnecessary. Other features include fast power rewind, adjustable tilt. Entire unit cushioned on live rubber mounts for smooth, quiet operation.

**298.15**

**PEERLESS VALUES FOR SPRING - SUMMER 1947**



## 16mm Sound Projectors

### VICTOR'S Model "60" a

16mm Sound and Silent Motion Picture Projector. Handsome, compact, and portable, the Victor "60" is the last word in modern projector design. Notable is the exclusive safety film trip, a feature that causes the projector to stop automatically in case of a film emergency. Scratch-proof channels protect the picture and sound areas of the film. Swing-out lens-mount permits instant cleaning of aperture and film channel. Instant tilt centers pictures on screen at touch of a finger. Reverse operation is achieved with single lever control—no need to shut off lamp or motor. Single frame may be studied as long as desired without film blistering. Motor driven rewind is fast and safe—no shifting of belts. Arms accommodate 2000 foot reels for uninterrupted show. Superb sound system provides brilliant, clearer sound.

Complete with 2" f1.6 coated lens, 750 watt lamp, cord, one 1600 foot reel in aluminum case, 12" permanent magnet dynamic speaker, 75 foot speaker cable.

**468.00**

### KODASCOPE FS 10N b

An extremely simple, compact, moderately priced projector—excellent for use in the fields of business, sales promotion, education and entertainment. Optically designed to realize the utmost beauty from the films. Gives clear, undistorted sound reproduction sufficient for audiences of several hundred persons. With microphone jack it can be utilized as a public address system. Simplified threading can be done in a moment, even by an inexperienced operator. The 1600 ft. reels permit a forty-five minute continuous program. The 2 inch f1.6 lumenized projection lens can be instantly interchanged with five other lenses to meet special conditions. Furnished with 750 watt lamp. In two handsome cases for easy portability and Cordomatic reel.

**450.00**

### NATCO Deluxe Model G c

Delivered a great performance for the U. S. Navy. Superbly engineered, projects movies in your home brilliantly, with true sound fidelity. Extensively used as a training aid in business, schools, and industry. Extremely simple to thread and operate.\* 750 watt projection lamp, with cooling system equipped to handle standard 1000-watt lamp. 2" f1.6 projection lens coated for more brilliant illumination. Film capacity of 2000 feet of sound or silent 16mm film. Has a 12 inch permanent magnet dynamic speaker, individual bass and treble tone control. Compact—  
in 2 cases.

**469.00**