



1955 EDITION

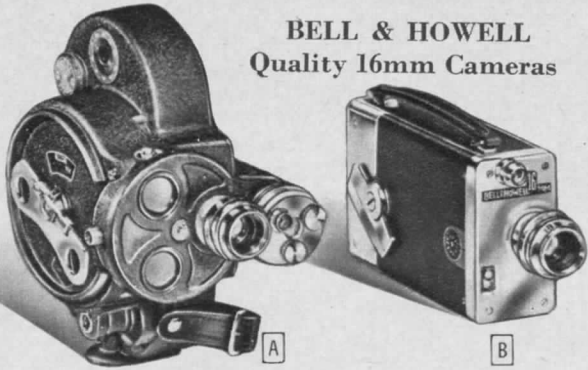
Sears Camera Catalog

AND PHOTOGRAPHIC REFERENCE GUIDE



SEARS, ROEBUCK AND CO.
Satisfaction Guaranteed or Your Money Back

BELL & HOWELL
Quality 16mm Cameras



\$365.50
Cash or terms
\$37 Down

\$174.95
Cash or terms
\$17.50 Down

A Bell & Howell "70-DL" Roll-load 16mm Turret Camera. Top quality 3-lens turret camera for the serious amateur or professional. Uses economical double or single perforated roll film. Critical through-the-lens focusing. Viewfinder adjusts for parallax... holds accessory objectives to match accessory lens fields. Extra-long 22-ft. film run. Hand crank for extended run, backing up film, lap dissolves, etc.

Lens—3-lens turret with one f:1.9 coated focusing lens only. Speeds—8, 12, 16, 24, 32, 48, 64 frames per sec. Normal and continuous lock run. Built-in exposure guide. Footage indicator. Standard screw-in "C" lens mount. Aluminum body, brown crackle finish.

3 A 08298MTY—Postpaid. (Shpg. wt. 8 lbs.).....\$365.50

3 A 8300MTY—Cowhide Carrying Case. Holds camera above, plus accessories. Postpaid. (Shpg. wt. 6 lbs.) \$4 Down..... 37.95

B Bell & Howell "200" Magazine-load 16mm Movie Camera. Positive viewfinder shows exactly what is recorded on film even if eye shifts at eye-piece. Accurately shows field of lens.

Lens—coated f:2.5 fixed focus. Standard screw-in "C" mount. Speeds—16, 24, 32, 48, 64 frames per sec. Single frame and continuous run. Ratchet-type key wind. Film footage indicator. Exposure guide. All-metal body with gray vinyl covering, chrome-plated trim.

3 A 08294MTY—Postpaid. (Shpg. wt. 5 lbs.).....\$174.95

3 A 08295MTY—Same as above, but with f:1.9 focusing lens.

Postpaid. (Shpg. wt. 5 lbs.) \$20 Down. Cash or terms..... 199.95

3 A 08296MTY—Bell & Howell "200T" 16mm Movie Camera. Same as above but with two-lens turret. With one f:1.9 focusing lens included. Postpaid. (Shpg. wt. 5 lbs.) \$24.50 Down.....\$244.95

Cowhide Case for "200" and "200T" cameras and accessories.

3 A 8304MTY—Postpaid. (Shpg. wt. 2 lbs.) \$2.50 Down..... 22.95

Advantages of 16mm Cameras

Larger Film—Although more expensive than 8mm film, 16mm film can be projected to much larger size and more brilliant detail... a necessity for showing before large audiences... easier viewing in the home. There is also a greater assortment of 16mm films manufactured.

Sound—The 16mm photographer can always add sound to his film. Sound projectors are now made in 16mm size only. These advantages plus the precision quality of the larger 16mm cameras make them the camera for the serious photographer.

♠ means shipped from Chicago, Philadelphia or Los Angeles.
Order from your mail order house.

Famous Bolex Movie Cameras

\$269.50
Cash or terms
\$27 Down

E Bolex "H-16 Leader" 16mm Movie Camera. Professional-quality 3-lens turret roll-load camera imported from Switzerland. Turret locks in 3 positions. 100-ft. film load. Automatic threading. Many special effects like time lapse, lap dissolves, reverse movies, animation, etc. Trifocal viewfinder shows field of 3 lenses. Magnifying ground glass focusing.

Lens—Coated f:1.9 Lytar focusing. Speeds—all speeds 8 to 64 frames per sec. Standard "C" screw-in lens mount. 17½-ft. film run each winding. Hand crank for forward or reverse... for longer runs to 100 ft. Automatic frame counter adds and subtracts for trick work. Visible and audible footage counter. Continuous lock run. Single frame exposure. Use single or double perforated film.
3 A8288TF—(See note below). Postpaid. (Wt. 9 lbs.)... \$269.50

F Bolex "H-16 Supreme" 16mm Movie Camera. Newest Bolex camera. Same features as "Leader" above except for lens plus addition of eye-level focus and "Octameter" viewfinder. Lens—f:1.5 Switar focusing. Eye-level focus gives critical focus directly through lens being used. Octameter viewfinder gives automatic field for 8 normal, telephoto, wide angle lenses. Postpaid. (Shpg. wt. 9 lbs.)

3 A 8289TF—Cash or terms. \$46 Down.....\$457.00

3 A 8283TF—Same as "Supreme" above, but with f:1.9 Lytar lens. Postpaid. (Shpg. wt. 9 lbs.) \$39.50 Dn... \$394.00

3 A 8309TF—English Cowhide Carrying Case. For Bolex 16mm cameras, accessories. Postpaid. (Wt. 7 lbs.) \$4.50 Dn...\$45.00

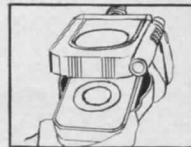
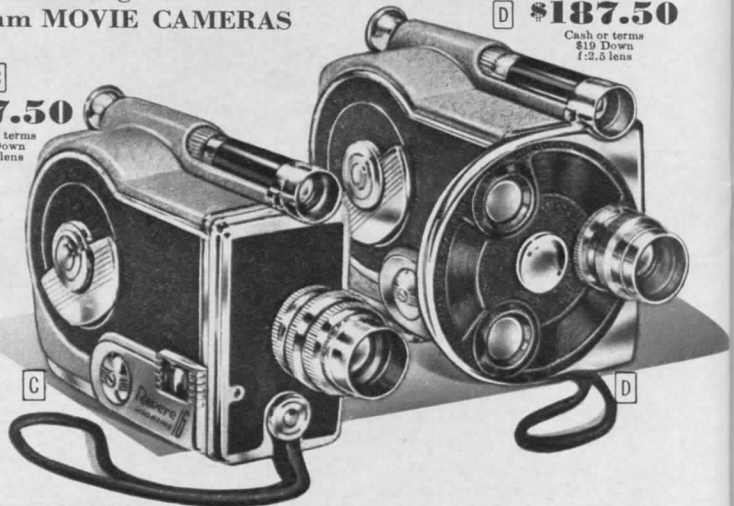
Shipping Note: Bolex cameras shipped postpaid from New York, N.Y., only

**16mm Movie Cameras..
bigger, clearer movies**

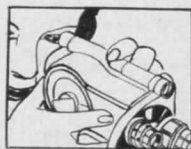
**REVERE Magazine Load
16mm MOVIE CAMERAS**

\$157.50
Cash or terms
\$16 Down
f:2.5 lens

\$187.50
Cash or terms
\$19 Down
f:2.5 lens



Magazine Load—No threading... just insert magazine, close cover, start shooting



Turret Model takes long, medium, and close-up shots in succession... just turn turret

C Revere "16" Magazine-load 16mm Movie Camera. Uses fast-loading magazine film. Switch from one film to another before finishing roll. Lens—coated f:2.5 fixed focus. Speeds—12, 16, 24, 32, 48 frames per sec. Normal, single frame, and continuous run. Micromatic telescopic viewfinder with adjustable field of view for accessory lenses. Ratchet winding key. Cable release socket for shooting on tripod. Film footage indicator. Film rating and exposure guide simplifies exposure. 12-ft. film run per winding. Standard "C" screw-in lens mount. Brown leather covering.

3 A 08216MTY—Postpaid. (Shpg. wt. 5 lbs.).....\$157.50

3 A 08217MTY—Same as above, but with f:1.9 focusing lens. Postpaid. (Shipping weight 5 pounds.) \$18.50 Down. Cash or terms.....\$182.50

D Revere "16" Magazine-load Turret 16mm Movie Camera. Same features of camera above but with coated 1-inch f:2.5 fixed focus lens in 3-lens turret. (See accessory lenses, pages 46, 47).

3 A 08218MTY—Postpaid. (Weight 5 lbs.) \$19 Down...\$187.50

3 A 08219MTY—Same as turret camera above, but with coated f:1.9 focusing lens. Postpaid. (Wt. 5 lbs.) \$21.50 Down...\$212.50

3 A 8331M—Leather Case for Cameras above. Postpaid. (Shpg. wt. 1 lb. 8 oz.).....\$17.50

**NOW! Your Own Movies in "3-D"
with Bolex Stereo System**



\$387.00
Cash or terms
\$39 Down
Stereo outfit
without Camera

Owners of Bolex "Deluxe" or "Supreme" 16mm Movie Camera can now thrill to their own "3-D" movies in full color or black and white... just as easy as regular movies.

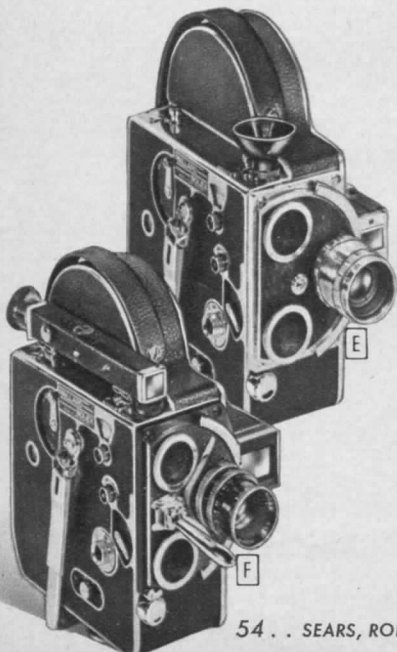
Bolex Stereo System designed exclusively for Bolex H-16 movie cameras. Uses twin Kern-Paillard lenses to make stereo movies on regular 16mm movie film. Project on your 16mm projector using Bolex stereo lens in place of regular lens. Projects in real 3rd dimension on special screen (using polaroid glasses). Complete instructions.

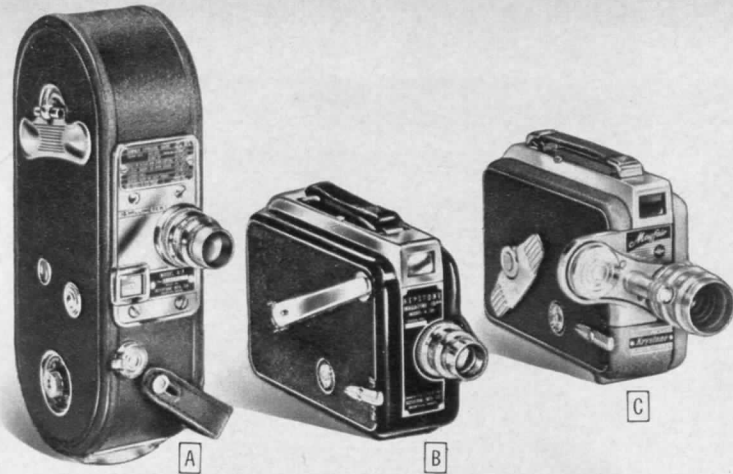
Outfit includes stereo twin taking lens—Yvar 12½mm f:2.8 fixed focus; viewfinder bracket; viewfinder mask; two sunshades; turret center post; clamp screw.

Plus projection equipment: stereo projection lens (fits most 16mm projectors); two pairs stereo polaroid glasses; special 26x34-in. stereo screen; projector adapter sleeve. (State type of projector to be used.) Shipped from New York.

3 A 7090TF—Postpaid. (Shpg. wt. 14 lbs.).....\$387.00

Write Sears Personal Service for illustrated folders on Bolex Cameras, etc.





Famous Keystone 16mm Movie Cameras
Known for low cost . . . simple operation . . . quality features

- Inexpensive movies just as easy as snapshots . . . even for beginners!
- Select your camera, projector, screen, and film from Sears . . . you're all ready to take your own real-live action color movies

A **Keystone "A-9 Criterion" 16mm Roll-load Camera.** Simple to use . . . quickly loaded. Vertical construction makes it easy to hold. Lens—Wollensak 1-inch f:2.5 fixed focus. No adjustments needed. Standard "C" screw-in lens mount for wide angle or telephoto lenses. (See pages 46, 47.)

\$99.50
 Cash or terms
 \$10 Down

Speeds—10, 16, 24, 32, 48, 64 frames per sec. Normal, single, and continuous lock run. Long 20-ft. film run. Audible scene length indicator tells how long scenes are . . . indicator also built-into viewfinder . . . makes better movies easier.

Optical viewfinder adjusts to show fields of four accessory lenses. Film footage indicator. Built-in exposure guide. Single finger claw allows use of sound film.

All-metal body with scuff-resistant vinyl covering, chrome-plated trim.
3 A 08247MT—Keystone A-9 Camera. Postpaid. (Shpg. wt. 8 lbs.) \$10 Down . . . **\$99.50**
3 A 8346M—Leather Case for A-9 Camera. Not postpaid. Shpg. wt. 1 lb. . . . **\$6.95**

B **Keystone "K-50 Mayfair" 16mm Magazine-load Movie Camera.** Lowest-priced magazine loading 16mm camera! Lightweight, compact . . . latest features for taking excellent color or black and white movies.

\$129.50
 Cash or terms
 \$13 Down

Features "Marksman" optical viewfinder . . . shows fields for normal, wide angle, and telephoto lenses. Standard screw-in lens mount for using accessory lenses (see pages 46, 47). Fixed focus normal lens needs no adjustment during shooting.

Lens—coated f:2.5 fixed focus. **Speeds**—8, 16, 24, 64 frames per sec. Normal, single frame, and continuous run from instantaneous lever release. 10-ft. film run per winding. Governor speed control insures uniform exposure each winding. Built-in exposure guide. Film footage indicator.

All-metal body with brown scuff-resistant vinyl covering, chrome-plated trim.
3 A 08255MTY—Keystone "K-50" Camera. Postpaid. (Shpg. wt. 4 lbs.) . . . **\$129.50**
3 A 08257MTY—Keystone "K-50" Camera. Same features as above but with f:1.9 focusing lens. **Postpaid.** (Shpg. wt. 4 lbs.) \$16 Down. **Cash or terms.** . . . **\$159.50**
3 A 8342M—Brown Cowhide Carrying Case. For K-50 Cameras. Not ppd. Wt. 2 lbs. . . . **\$5.95**

C **Keystone "K-55 Mayfair" 16mm Magazine-load Movie Camera.** Same as "K-50" Camera above but with twin-lens turret. Use normal, wide angle or telephoto lenses. (See pages 46, 47.) Comes with one 1-inch f:1.9 focusing lens. Adjustable viewfinder shows fields of four accessory lenses. (Order case above.)

\$175.00
 Cash or terms
 \$17.50 Down

3 A 08299MTY—Keystone K-55 Camera. Postpaid. (Shpg. wt. 5 lbs.) . . . **\$175.00**

Interested in Cine-Kodak Special?

The famous Cine-Kodak Special 16mm Movie Camera has long been the ultimate in the movie camera field. Even used for many professional Hollywood movies.

If you're interested in more information on the Cine-Kodak Special, write to Sears Personal Service Dept.

Kodak "Royal" 16mm Movie Camera
Famous Eastman quality . . . fine Kodak Ektar lens



\$169.50
 Cash or terms
 \$17 Down

Kodak "Royal" 16mm Magazine-load Camera . . . modern, streamlined styling . . . compact and easy to handle. Fast magazine loading . . . just insert magazine and start shooting . . . switch film types anytime.

Lens—Kodak Ektar f:1.9 focusing. Bayonet-type snap-in mount. **Speeds**—16, 24, 64 frames per sec. Normal, single frame, and continuous lock run. Automatic run-down insures uniform exposure on each winding. 10-ft. film run. Exposure guide. Film footage indicator.

Optical viewfinder adjusts to show fields of normal, wide angle, and telephoto lenses. Parallax correcting for close-ups. Focuses to 12 in.

All-metal body, black leather covering with chrome-plated trim. Order case below.

3 A 08233MTY—Postpaid. (Shpg. wt. 4 lbs.) . . . **\$169.50**
3 A 8301MY—Leather Compartment Case. For "Royal" Camera, accessories. **Postpaid.** (Shpg. wt. 1 lb. 2 oz.) . . . **\$14.50**

♦ means shipped from Chicago, Philadelphia, or Los Angeles. Order from mail order house.

**More famous-make
 16mm Movie Cameras**

**Now! Shoot Your Own 16mm
 "TALKING MOVIES" in Color!**

New Auricon "Sound-on-Film" 16mm Camera



- Shoot sound movies on color or black and white 16mm film . . . same cost as regular 16mm film
- Sound "lip-synchronized" right on sound track of film as you shoot action with the camera
- Plays on any standard 16mm sound movie projector
- Microphone "hears" and records exactly what camera sees
- Cine-Voice Sound Camera compact . . . lightweight . . . easy to handle
- Camera completely quiet . . . no camera sound on sound track of film

\$695.00
 Cash or terms
 \$69.50 Down
 Outfit (less lens)

Here's your dream come true! Now you can shoot your own "Hollywood" movies with real sound recorded right on the film. Imagine your own theatrical quality talking movies right in your own home. Record the actions and voices of family and friends for the years ahead.

Using the Cine-Voice Camera for sound movies is easy . . . complete instructions included. Shoot your action with the camera and the sound is picked up through microphone and amplifier and recorded photographically on sound track of film. Plays on any 16mm sound projector.

Camera has every precision feature needed to make professional-quality sound movies. Uses 16mm 100-ft. roll film. Lens not included. (Uses C-mount lenses . . . see below). Adjustable viewfinder.

Outfit includes Cine-Voice Camera (without lens); microphone, amplifier; headphones; batteries; carrying case. 110-120-volt, 60-cycle, AC only. *UL approved.*

3 AMT 8285MTF—Express Prepaid from Los Angeles source. (Shpg. wt. 80 lbs.) . . . **\$695.00**
3 A 07091MTY—Wollensak Cine-Raptor Lens for above. 1-in. 16mm f:1.9 normal focusing lens. **Postpaid.** (Shpg. wt. 10 oz.) \$6 Down. . . **\$58.01**
3 A 6797Y—100-ft. Roll 16mm Kodachrome Sound Recording Color Film. **Postpaid.** (Shpg. wt. 8 oz.) . . . **\$10.40**

New Wollensak 16mm Movie Cameras

New Wollensak "93" 16mm Magazine-load Turret Camera . . . complete with 3 lenses. Superb engineering and design plus the world-famous Wollensak lenses.

Lenses—Turret model has Wollensak Cine-Raptor 1-inch f:1.9 focusing lens; 17mm f:2.5 wide angle focusing lens and 3-inch f:2.8 telephoto focusing lens.

Speeds—12, 16, 24, 32, 48 frames per sec. Normal, continuous, and single frame exposure. Footage indicator. Exposure guide.

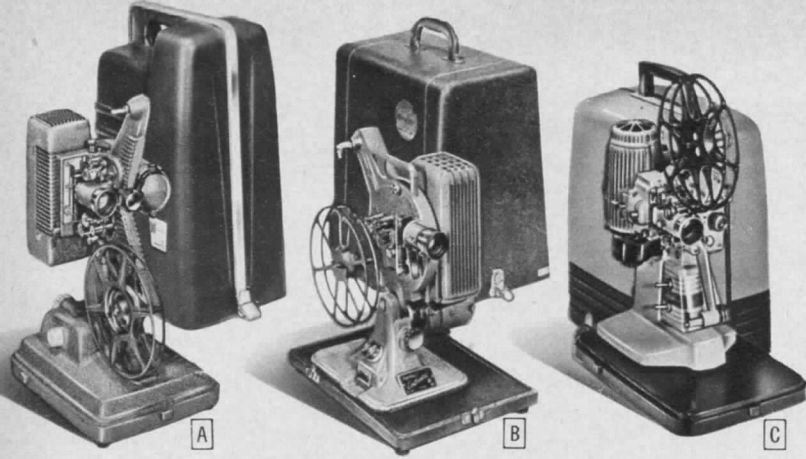
Fast magazine loading. Automatic-compensating viewfinder adjusts for each lens. Cameras, case shipped from Chicago. Order from M. O. house.

3 A 08262MTY—Postpaid. (Wt. 4 lbs.) . . . **\$287.50**
3 A 08274MTY—Same as above but single lens mount. With 1-inch f:1.9 focusing lens. **Postpaid.** (Wt. 4 lbs.) \$19 Down. . . **\$187.50**
3 A 8397MY—Carrying Case! for cameras above. **Postpaid.** (Shpg. wt. 2 lbs. 8 oz.) **\$19.50**



\$287.50
 Cash or terms
 \$28.75 Down
 (3A08262MTY)

Sound and Silent 16mm Projectors



Famous-Make 16mm Silent Movie Projectors

\$199.50 **A** **NEW! Wollensak "65" 16mm Projector.** For finest theater-quality performance from 16mm color or black and white movies. New improved intermittent movement for increased picture steadiness and sharpness. Lens—Wollensak 2-inch f:1.6 Woodcut four-element projection lens. Lamp—750-watt. Reel capacity—400-foot. Powerful blower cooling keeps projector cool . . . protects film from heat. Motor driven. Fast rewind.

Simplified threading method. Instant tilt knob for aligning picture on screen quickly. Simple lamp removal. Self-contained film compartment holds 2 reels in base.

Luxuriously-styled metal slip-on carrying case clamps to projector base. 110-120-volt, 60-cycle, AC-DC. *UL approved.* A precision instrument from long-famous optical manufacturers. **3 A M8450TY—Shipped express prepaid from Chicago only. (Shipping wt. 23 lbs.) . . . \$199.50**

\$129.50 **B** **Popular-Priced Keystone Continental A82C 16mm Movie Projector.** A low-priced projector for brilliant 16mm movies . . . color or black and white. Lens—coated f:1.6 color-corrected lens. Lamp—750-watt. Reel capacity—400-foot. Precision optical line-up of lamp, condensers, reflectors and lens provides maximum even illumination. Safety-glass heat filter for single frame operation. Simplified threading. Fully-enclosed reel arms for added safety. Powerful blower cools lamphouse . . . protects film. Variable control speeds up or slows down action . . . reverse run, too. Automatic rewind. Geared, self-locking tilt device. Die-cast metal body. With case. 110-120-volt, 60-cycle, AC-DC. *UL approved.*

3 A M8452TY—Shipped express prepaid. (Shipping weight 30 lbs.) . . . \$129.50

\$199.95 **C** **Bell & Howell "273" 16mm Movie Projector.** Features amazing new type projection lamp that gives brighter, sharper 16mm movies. Lamp—750-watt lamp with new, smaller filament for more concentrated brilliance. Lens—coated 2-in. f:1.6. Reel capacity—400-foot. Powerful spring-belt drive. Reel arms fully enclosed for safety. Rapid speed, automatic rewind. Lamp goes out when motor stops. Control for fast or slow speeds. Tilt knob for centering scenes on screen.

All controls located on one side of projector for easier operating. Reverse action run. With slip-on two-tone gray carrying case. 110-120-volt, 60-cycle AC-DC. *UL approved.* **3 A M8405TY—Shipped express prepaid. (Shipping weight 23 lbs.) . . . \$199.95**

REVERE "48" 16mm MOVIE PROJECTOR

- Single-unit projector . . . streamlined plastic case
- Simplified film track for easier threading
- Easy, single-knob control



\$182.50

Cash or terms
\$18.50 Down

Famous Revere "48" 16mm Movie Projector . . . every necessary feature for easiest, top quality movie projection. Impressive by its modern, streamlined appearance and professional-quality projection brilliance and steadiness.

Lamp—750 watts. Lens—2-inch f:1.6 coated lens. Reel capacity—400-foot. Fully enclosed gear and chain drive. Powerful blower cooling . . . protects film and lamp from heat. Motor driven. Fast automatic rewind. Lamp stays on only while blower runs to prevent film from heat damage. Control for slow or fast speeds. Centering device and tilt control for instant picture aligning on screen. All controls conveniently located on one side of projector. Projector base stores 2 reels.

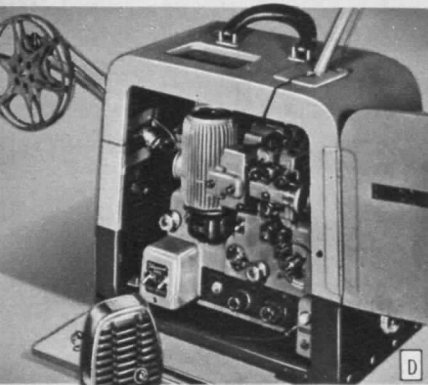
Pilot light for easier threading of film with room light off. Simplified film track makes projector easier to use.

Smart, modern "Royalite" plastic slip-on carrying case clamps instantly onto projector base. Durable, lightweight, dustproof. Operates on 110-120-volt, 60-cycle, AC-DC. *UL approved.*

3 A M8419TY—Express prepaid. (Shpg. wt. 23 lbs.) . . . \$182.50

♦ means shipped from Chicago, Philadelphia, or Los Angeles. Order from your mail order house.

16mm Projectors and Equipment for Sound Movies



Show your own professional-quality sound movies with 16mm sound movie projectors . . . can be used in small rooms or large auditoriums . . . easy for anyone to operate

\$699.00 **D** **Bell & Howell Model 202C 16mm Sound Projector.**

Projects regular or magnetic sound movie films. Records sound on 16mm film while projecting picture. Sound can automatically be erased anytime. Manufacturer adds magnetic track for about 2½¢ per ft. after film is developed. Projects single-perforated magnetic sound film, optical sound film, or regular silent film. Lamp—1000-watt. Lens—coated 2-inch f:1.6. Reel capacity—2000-ft. Reverse and single frame projection. Blower-cooled.

6-inch speaker. 10-watt amplifier. Plugs for phonograph and microphone. Includes 400-ft. reel, 40-ft. speaker cable, microphone. 110-120-volt, 50-60-cycle, AC only. *UL Approved.* (See shipping note below.)

3 A M8403TF—(Shpg. wt. 50 lbs.) \$70. Down, \$35. Monthly on Terms. \$699.00

3 A M8401TF—Similar to above but accommodates double-perforated film with or without magnetic sound striping. \$72. Down, \$36. Monthly . . . \$719.00

3 A M8404TF—Same as (3 A M8403TF) above but with extra case holding 12-inch speaker. (Shpg. wt. 74 lbs.) \$80. Down, \$40 Monthly. Cash or terms. \$799.00

3 A M8423TF—Filmsound "285C" Projector. Same as (3 A M8403TF) above but without magnetic recording, playing mechanism. (Shpg. wt. 41 lbs.)

\$45. Down, \$23. Monthly. Cash or Terms . . . \$449.95

Note: Projectors above shipped express prepaid from factories in Chicago, Ill., or Hollywood, California. Order from mail order house.

\$375.00 **E** **Kodascope "Pageant" 16mm Sound Projector.** With 8-inch speaker and special, built-in fidelity control. Entire unit weighs only 32½ lbs. Shows 55 minutes of sound movies or 80 minutes of silent film. Blower-cooled.

Lamp—750 watts. (Accepts 1000-watt lamp on AC.) Lens—Ektanon coated 2-in. f:1.6. Reel capacity—2000-ft. Double claw movement protects film. Rapid rewind. Variable speed for silent film. Permanently lubricated to insure long-life, noiseless, carefree running.

8-in. speaker mounted in removable cover of unit. Amplifier with big 7-watt output. Plug for microphone and phonograph. Includes 35-ft. speaker cable, 1600-ft. reel. 110-120-volt, 60-cycle AC-DC. *UL approved.*

3 A M8433TY—Express prepaid from Chicago. (Shpg. wt. 38 lbs.) . . . \$375.00

\$325.00 **F** **Revere "16" Sound Projector.** Sets up in jiffy to show 16mm sound or silent movies. Full-tone range adjustment gives perfect, high quality sound control in small room or auditorium.

Lamp—750-watt. Lens—coated 2-inch f:1.6. Reel capacity—1600 ft. with extension arm (incl.) or 400 ft. with permanent reel arm. Combination gear and chain drive. Automatic rewind. Double blower cooling. Illuminated control panel. 6-in. magnet-type speaker. 5-watt amplifier. Connections for microphone or phonograph. With 400-ft. reel, 30-ft. speaker cable. 110-120-volt, 50-60-cycle, AC-DC. "Concert-tone" speaker chamber serves as slip-on carrying case. **3 A M8402TF—Express prepaid from Chicago factory. (Wt. 47 lbs.) . . . \$325.00**

