



*Wards 1951 Photographic Catalog*

Viewer shown is the new Kodaslide Table Viewer described on page 26. Camera is the Kodak Pony offered on page 13.

MONTGOMERY WARD • 1951



## 16mm. Cameras and Projectors for the

Here are six 16mm. movie cameras, the choice of serious amateurs who want to achieve professional effects. The larger 16mm. film size permits finer recording of detail and greater projection size than is possible with 8mm. film. There are two film-loading types (1) Magazine Loading—just slip in the magazine and you're ready to shoot. Also you can change from one kind of film to another without waiting to finish a reel. Magazines are available in 50-foot size only. (2) Reel loading is a manual threading operation. You must finish each reel before changing to another. There are more types of film available on reels, and the film costs about 25% less. Reels are available in 50 and 100-foot sizes.

All cameras on this page will take excellent movies in black and white or color. Film footage indicators tell you how much film you have used. Interchangeable lens mounts allow the use of telephoto or wide angle accessory lenses. Optical view finders show exact field of view for all normal and most telephoto lenses. Governor-controlled spring-driven motors assure constant, correct shutter speeds. Shutter releases lock on to allow you to get into the picture yourself. Built-in exposure guides tell you diaphragm settings to use under various lighting conditions. Finally, all except (A) have single frame exposure for trick shots. For accessory lenses see Page 23 or write to Bob Adams (Page 4).

**A** BELL & HOWELL FILMO 70-DL. Basic reel loading Camera around which you can build a truly professional outfit. Viewfinder shows exact field of view for six different lenses. Critical focusing through the lens itself. Up to 23 feet at each winding. Manual crank operation for longer continuous footage. Die-cast aluminum body, Brown crackle finish. Electric motor and other refinements can be added Write Bob Adams—see Pg. 4. LENS— $f/1.9$  coated 1-in. anastigmat. FRAMES PER SECOND—8, 12, 16, 24, 32, 48, and 64—fast, normal, and slow motion. BODY SIZE— $8 \times 4 \times 5\frac{1}{4}$  in. No Credit Charge on these items.  
67 RN 812 T—Postpaid. Only \$37 Down... \$369.95  
67 RN 846 T—B&H Combination Case.... 37.95

**B** KEYSTONE A-9 REEL LOADING MODEL. All features described at top of page plus audible footage indicator. Unusually long run—up to 20 feet on each winding. Die-cast metal body, scuff-proof vinyl coating, chrome trim. LENS—coated 1-in. Wollensak anastigmat. FRAMES PER SECOND—10, 12, 16, 24, 32. BODY SIZE—abt.  $9 \times 4 \times 3$ -in. No Credit Charge for these items. Postpaid.  
67 RN 803 T—With  $f/2.5$  fixed focus lens... \$87.50  
67 RN 804 T—With  $f/1.9$  focusing lens.... 119.00  
67 RN 805 T—Holster carrying case..... 16.50

KEYSTONE A-12 REEL LOAD TURRET CAMERA. Like above with two lens turret. (1 lens included).  
67 RN 842 T—With  $f/2.5$  fixed focus lens... \$116.50  
67 RN 843 T—With  $f/1.9$  focusing lens.... 148.00  
67 RN 844 T—Holster carrying case..... 16.50

**C** BOLEX "LEADER" REEL LOADING CAMERA. Model H-16. Makes most tricks of professional movie making available to you. Animation, time lapse, and lap dissolves—plus many features desirable to you as an amateur camera owner. The Tri-focal viewfinder is adjusted quickly to each of the lenses on the 3-lens turret. The critical focus eye cup gives you direct focusing through the lens. Hand crank allows any amount of film to be cranked forward, or in reverse. Single frame exposures, either instantaneous or time, make stills or animated sequences easy. Automatic threading makes loading easy, no need to use expensive magazine loaded film. FRAMES PER SECOND—8, 16, 24, 32, and 64 for fast, normal, and genuine slow motion. BODY SIZE— $8\frac{1}{2} \times 4\frac{1}{2} \times 6\frac{1}{2}$  in. No Credit Charge. Postpaid.

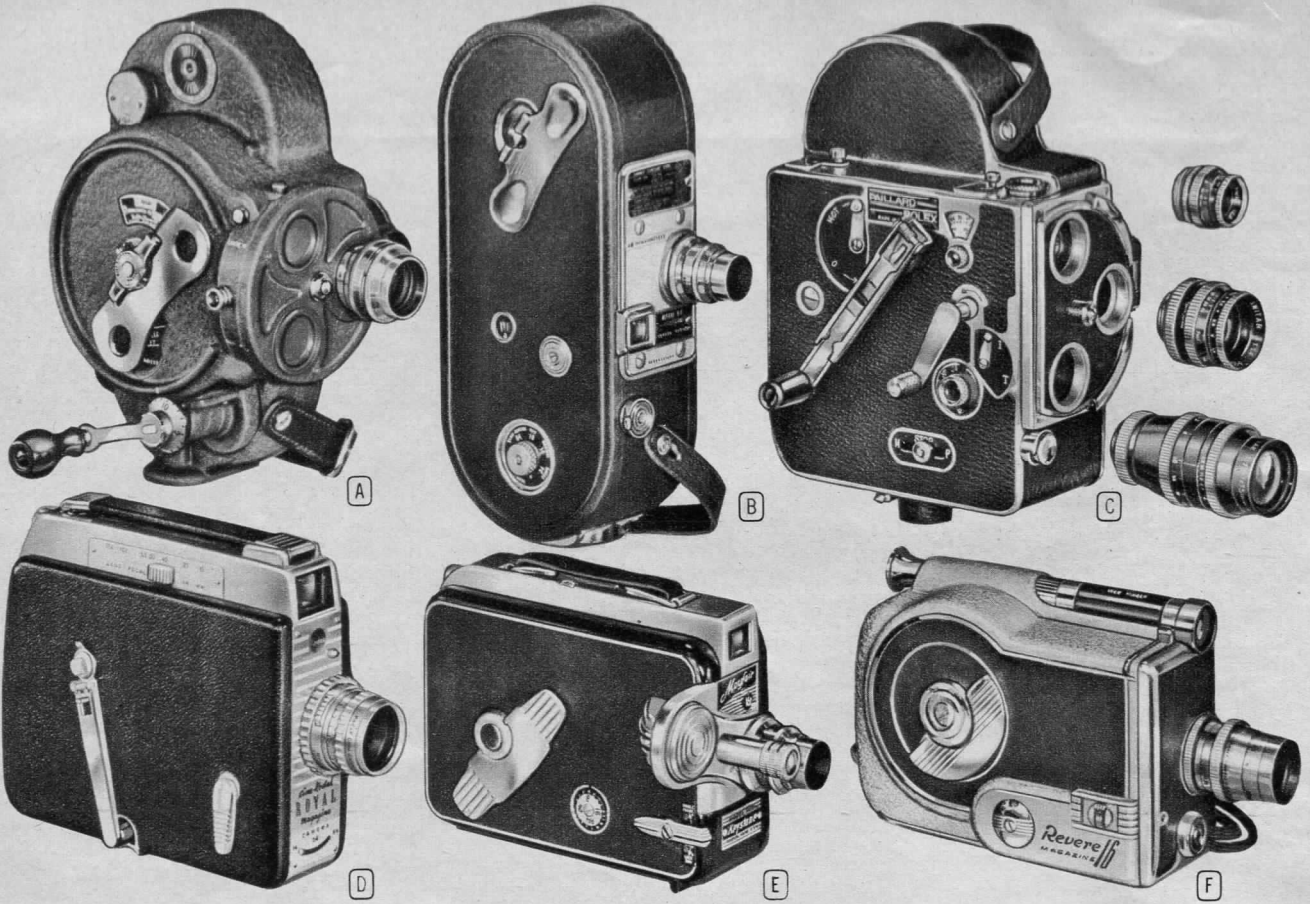
67 RN 848 K—Camera, only without lens. \$244.75  
67 RN 2408 K—16mm.  $f/2.8$  wide angle lens. 78.75  
67 RN 2409 K—25mm.  $f/1.4$  normal lens.. 183.75  
67 RN 2410 K—75mm.  $f/2.8$  telephoto lens. 99.50

**D** KODAK "ROYAL" MAGAZINE 16. Successor to the popular Kodak 16 Magazine, with parallax correcting enclosed viewfinder adjustable to various lenses plus all features described above. Die-cast metal body, leather covering. LENS—coated  $f/1.9$  focusing Cine Ektar. FRAMES PER SECOND—16, 24, and 64 for normal and slow motion. SIZE ABOUT— $6 \times 3\frac{1}{2} \times 2$ -in. No Credit Charge.  
67 RN 802 T—Postpaid. Only \$19.50 Down. \$192.50  
67 RN 702—Leather combination case... 27.50

**E** KEYSTONE "MAYFAIR" MAGAZINE LOAD. Twin-lens turret. One of the smallest, most compact turret cameras in the 16mm. field. Turret rotates on spring arrangement with a twist of the fingers. Marksman viewfinder gives exact field for four different lenses from 17mm. wide angle to 3-in. telephoto. Winding handle locks out of way. New triple release for normal, single frame, and continuous run. Lightweight die-cast aluminum body. LENS—coated  $f/2.5$ . FRAMES PER SECOND—8, 16, 24, 64 for normal and genuine slow motion. No Credit Charge. Postpaid.  
67 RN 818 T—With  $f/2.5$  fixed focus lens... \$149.50  
67 RN 819 T—With  $f/1.9$  focusing lens.... 179.50  
67 RN 806 T—Carrying case..... 19.50

**F** REVERE MAGAZINE 16. All features at top of page plus Parallax corrected (see Pg. 99), Micromatic optical viewfinder for normal and telephoto lenses. Cable release socket for easy tripod operation. Die-cast metal body, leather and chrome trim. LENS—coated 1-in. anastigmat. FRAMES PER SECOND—12, 16, 24, 32, and 48. BODY SIZE— $4\frac{1}{2} \times 7\frac{3}{8} \times 2\frac{3}{8}$  in. No Credit Chg. Postpaid.  
67 RN 826 L—With  $f/2.5$  fixed focus lens... \$157.50  
67 RN 827 L—With  $f/1.9$  focusing lens.... 182.50

REVERE MAGAZINE TURRET 16 (not shown). Like above plus 3 lens turret. Adj. viewfinder. One 1-in. anastigmat lens. No Credit Charge. Postpaid.  
67 RN 829 L—With  $f/2.7$  fixed focus lens... \$187.50  
67 RN 830 T—With  $f/1.9$  focusing lens.... 212.50  
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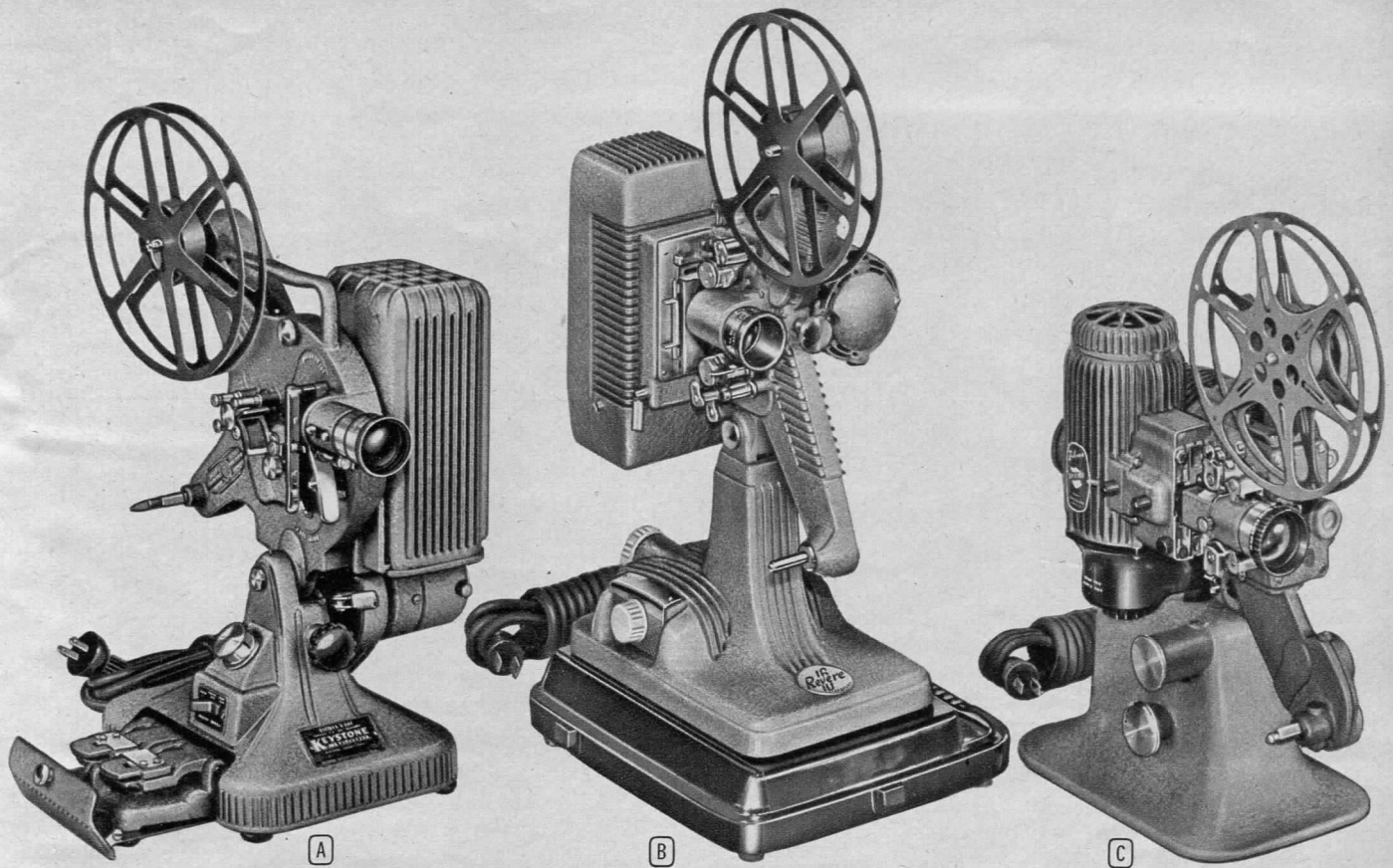
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67 RN 830 T—With  $f/1.9$  focusing lens.... 212.50  
67 RN 828—Leather compartmented case. 17.50



## Finest in Personal Moving Pictures

**A** KEYSTONE PROJECTOR-EDITOR. A moderately priced 750-watt projector, combined with a slicer built into a drawer in the projector's base. This means instantaneous splices and editing on the spot. Fast 2-in.  $f/1.6$  coated achromatic lens. Takes up to 400-ft. reels of color or black and white 16mm. film. Threading light speeds insertion of film. Spiral grooved lens mountings for easy focusing. Condenser and reflector system aligned to utilize maximum light. Blower fan cools lamphouse—protects lamp and film from heat. Lamp won't turn on unless blower is on. Perforated metal shutter automatically moves into position during single frame projection as added protection from overheating film.

Belt drive. Lever-operated automatic rewind. Switch for reverse projection. Rheostat controls projection speeds. Machine construction makes it easy to maintain and clean. Die-cast metal body, gray crackle finish. Complete with lens, 750-watt projection lamp, power cord, 400-ft. take-up reel, and inst. For 110-120 volts, AC or DC. No Credit Charge on these items. *Postpaid.*  
 67 RN 951 T—Do Not Order Before June 1. \$149.50  
 67 RN 989 M—Same as above but without editor. Available now.....\$112.50  
 67 RN 990—Artificial Leather Case..... 12.50

**B** REVERE PROJECTOR—MODEL 48. 16mm. projector designed and constructed for easy operation and professional projection of black and white or color films. 2-in.  $f/1.6$  coated lens, focusing barrel mount. Takes up to 400-ft. reels. 3-point threading with simplified, clearly marked film track. Condenser-reflector system provides even illumination. Motor-driven blower fan prevents overheating. Convenient master power switch turns blower and motor on before lamp is turned on. Fire screen drops in place during single frame projections, protects film.

Spring belt drive. Speedy, motor-driven automatic rewind. Projection speeds controlled by thermostatic switch. Framer lever centers frame in film gate aperture instantly, accurately. Manual threading knob. Self-lubricating major bearings. Machine construction easy to maintain and clean. Die-cast construction. Good-looking brown crinkle enamel finish.

Complete with 750-watt projection lamp, lens, 400-ft. take up reel, power cord, instructions and attractive "Royalite" carrying case, which won't scuff or show wear. Case has hard plastic base with slots to carry two film reels. For 110-120-volts AC or DC. No Credit Charge.  
 67 RN 993 L—*Postpaid.* Only \$17 Down...\$167.50

**C** FILMO DIPLOMAT PROJECTOR. Made by Bell & Howell, 750-watt gear-driven projector—no belts or chains inside or out.  $f/1.6$  coated achromatic 2-in. focal length lens. Sharp focus, smooth action, locks in position. Enclosed gear-drive reel arms take up to 400-ft. reels color or black and white 16mm. film. Threading light speeds insertion. Reflector and condenser are permanently aligned with special Bell & Howell lamp for maximum use of light source. Motor driven blower fan cools lamphouse. Safety screen automatically protects film during single frame projection. Clutch lever stops film, hand setting knob allows you to find the exact single frame, and the framer knob centers frames in the film gate aperture for single frame projection.

Mesh gear drive. Reversing switch on motor or automatic rewind and instantaneous reverse projection. Friction speed control regulates projection speeds. Machine construction makes it easy to maintain and clean. Sturdy die-cast construction. Dark brown crinkle enamel finish.

Complete with lens, 750-watt projection lamp, cord and plug, one 400-ft. reel, inst., and brown fabric covered case. For 110-120 volts AC or DC. No Credit Charge on this item.

67 RN 962 T—*Postpaid.* Only \$29 Down...\$289.95

### DON'T HANDLE FILM

Fingerprints not only cause deterioration and stains, they also attract dust. Always make it a practise to wear a pair of clean white cotton gloves when you handle movie film.

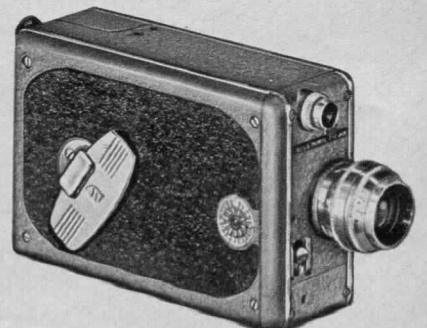
If your black and white movie film becomes brittle, make it pliable by putting a piece of slightly damp blotting paper in the reel can cover. No moisture should actually touch the film. **Warning:** Never under any circumstances humidity color film.

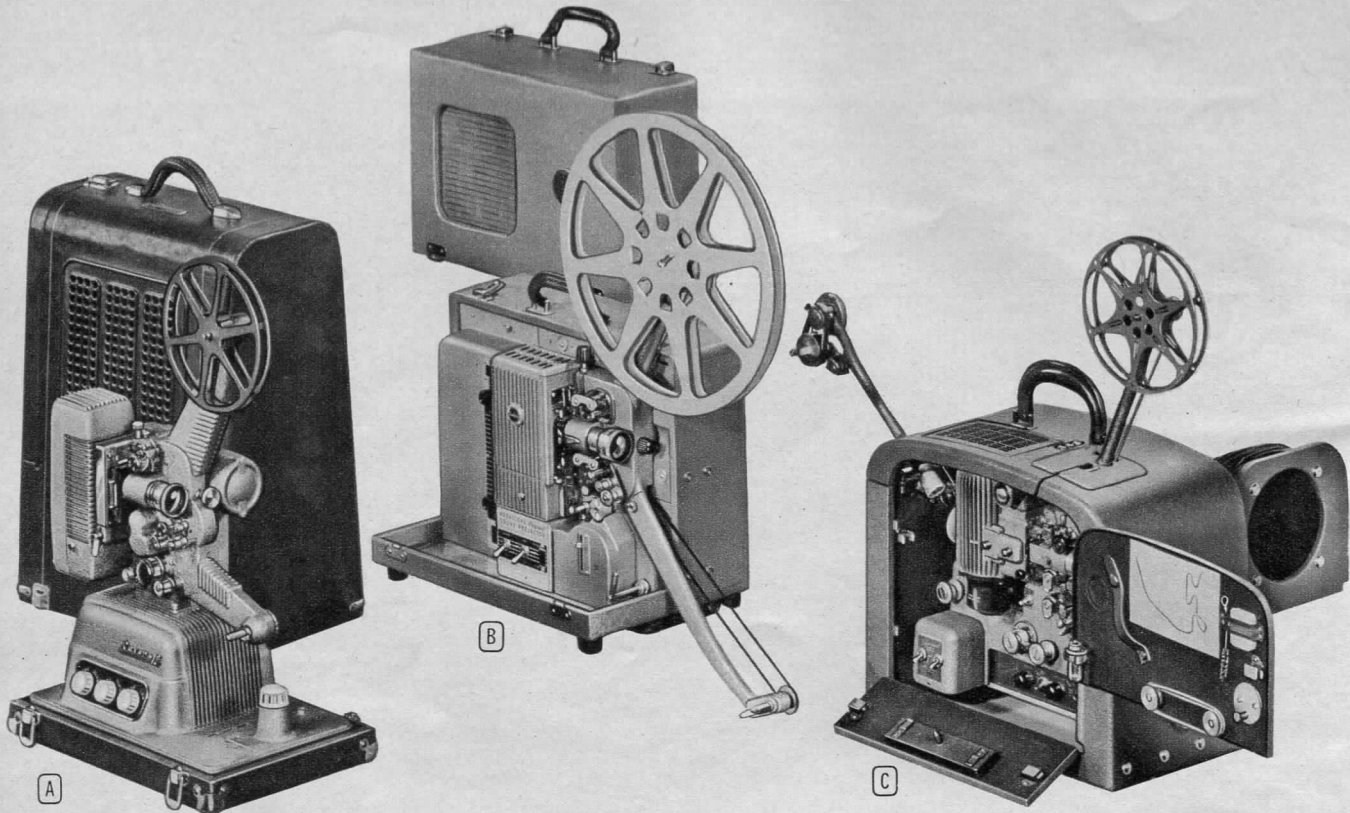
FILMO AUTO LOAD. Bell & Howell's finest 16mm. magazine loading camera. Absolute governor controlled motor starts at full speed, stops without slowing down. Single frame exposure for titling and trick shots. Long continuous run. Visual footage guide keeps track of the film used. Crackle finished aluminum body. LENS—coated 1-in.  $f/1.9$  anastigmat. FRAMES PER SECOND—16, 24, 32, 48, and 64 for normal and slow motion. SIZE— $5\frac{1}{2} \times 3\frac{1}{2} \times 2$ -in. No Credit Charge on these items.

67 RN 810 T—Only \$21.50 Down, *Postpaid.*.....\$214.95  
 67 RN 845 T—B & H Combination Case. *Postpaid.*..... 20.95

AUTO MASTER TURRET. Above with 3-lens turret. 1-in.  $f/1.9$  lens, matching objective lens. No Credit Charge on these items.

67 RN 811 T—Only \$25 Down, *Postpaid.*.....\$274.95  
 67 RN 847 T—B & H Combination Case. *Postpaid.*..... 26.95





## Sound Projectors for Home, School, and Church

**A** REVERE 16 SOUND PROJECTOR. A moderately priced, reliable projector for both sound and silent pictures. Compactly built—the case top holds the speaker—can be set up quickly. Speaker can be operated as far as 30 feet from the projector. Dual type lens mount gives you quick, accurate focusing. Sturdy case is heavy du Pont "Fabrikoid" over laminated wood for jar-resistant carrying, dustproof storage.

LENS—f/1.6 coated anastigmat with 2-in. focal length. PROJECTION LAMP—750-watt. REWIND—Motor driven. REEL CAPACITY—1600 feet, can be quickly adjusted to take 400 ft. AMPLIFIER—5-watt output. Has special size microphone and phonograph jacks. Frequency response from 100 to 5000 cycles. Underwriters' Laboratory listed. SPEAKER—6-inch permanent magnet type. CURRENT—110-120 volts, 50 or 60 cycle AC or DC.—WEIGHT—Projector and Speaker complete, about 33 pounds. SIZE OVERALL—about 10¼ x 15½ x 22¼ inches. ACCESSORIES—Projector oil, 400-foot take-up reel, 30-foot speaker cable, and instructions. No Credit Charge on this item. *Postpaid.*

67 RN 970 M—\$30 Down on Terms . . . . .299.50

**B** KODAK PAGEANT SOUND PROJECTOR. Kodak's new projector for both sound and silent movies. Shows a full 55-minute sound program without interruption. Readily portable with speaker built into top of case—will operate up to 35 feet from projector. Sets up quickly, operates easily. Lightweight, rugged construction. Projector has tan metallic wrinkle surface; smart brown levant-grain Kodadur covering on outer case.

LENS—2-inch f/1.6 luminized Kodak Projection Ektanon lens. Takes accessory lenses. PROJECTION LAMP—750 watts. 1000-watt lamp optional on AC. REWIND—motor driven. REEL CAPACITY—2000-ft. SPEAKER—full range, high efficiency 8-in. permanent magnet. CURRENT—105-125 volts, on AC or DC. FIDELITY CONTROL—Exclusive built-in feature assures exceptional tone reproduction. FULL VENTILATION—from dynamically balanced centrifugal fan on both sound and silent speeds. WEIGHT—32½ lbs. for complete unit. SIZE OVERALL—about 15¾x13x10¼ in. ACCESSORIES—35-ft. speaker cord, 1500 ft. take-up reel. No Credit Charge on this item. *Postpaid.*

67 RN 950 T—Only \$37.50 Down . . . . .375.00

**C** BELL & HOWELL FILMOSOUND. Model 185-C. A fine 16 mm sound projector with professional quality reproduction, a capacity for 55-minutes of uninterrupted sound projection, and a long sound cable which enables you to place your speaker as far as 40 feet from the projector.

Extra speakers for greater coverage can be had from Bob Adams—See Page 4. Strong, handsome plywood case, "Fabrikoid" cover.

LENS—2-inch f/1.6 coated anastigmat focal length. PROJECTION LAMP—1000-watt. REWIND—motor driven. REEL CAPACITY—2000 feet. AMPLIFIER—10-watt output. Has single microphone and phonograph mixing jack. Frequency response from 50 to 7000 cycles. U.L. approved. SPEAKER—6-inch permanent magnet type. CURRENT—110-125-volts, 50 to 60-cycle AC only. WEIGHT—about 35 pounds. SIZE OVERALL—about 16½x16 by 13¾ in. ACCESSORIES—Extra exciter lamp, protector oil, extra fuses, cleaning brush, 40-foot speaker cord, 400-foot take-up reel, extra spring belt, threading chart, and instructions for operating. No Credit Charge on this item—see Page 101.

67 RN 992 T—*Postpaid.* Only \$45 Down . . .449.95

**D** AMPRO "STYLIST" PROJECTOR. A truly portable projector because it is so compact and lightweight—only 29 lbs. This lightness comes from the wide use of reinforced magnesium, aluminum, and plastic materials. The machine itself sets up quickly and easily, and its sound fidelity is excellent. It shows up to 55 minutes of uninterrupted sound pictures and more than 80 minutes of silent projection.

LENS—fast 2-in. f/1.6 coated Super. PROJECTION LAMP—750-watt—will take 1000-watt lamp for even greater brilliance. REWIND—motor-driven. REEL CAPACITY—2000-ft. AMPLIFIER—4-watt output. Conveniently placed microphone or phonograph jack. Frequency response range 50 to 7000 cycles. SPEAKER—8-in. permanent magnet type. CURRENT—105-125 volts, 25-60 cycles AC or DC. WEIGHT—only 29 lbs. SIZE—17½x16x 9¾ in. ACCESSORIES—Ampro oil, cleaning brush, box of fuses, 10-ft. attached line cord, 40-ft. speaker cable, 400-ft. takeup reel and instructions book. Bronze finish.

67 RN 994 T—No Credit Charge on this item. *Postpaid.* \$37.50 Down . . . . .375.00

### REPLACEMENT EXCITER LAMPS FOR SOUND PROJECTORS

67 R 3143 T—For Natco Projector. 20 a/T5 SCP 7 Volt. Ship. wt. 4 oz. . . . .80c  
 67 R 3144 T—For Revere Projector. 75A/T5/7. Ship. wt. 4 oz. . . . .90c  
 67 R 3145 T—For Ampro Projector 1A/T5/7. Ship. wt. 4 oz. . . . .80c  
 67 R 3146 T—For Ampro Compac, B & H Filmosound 75A/585C. Ship. wt. 4 oz. . .45c

