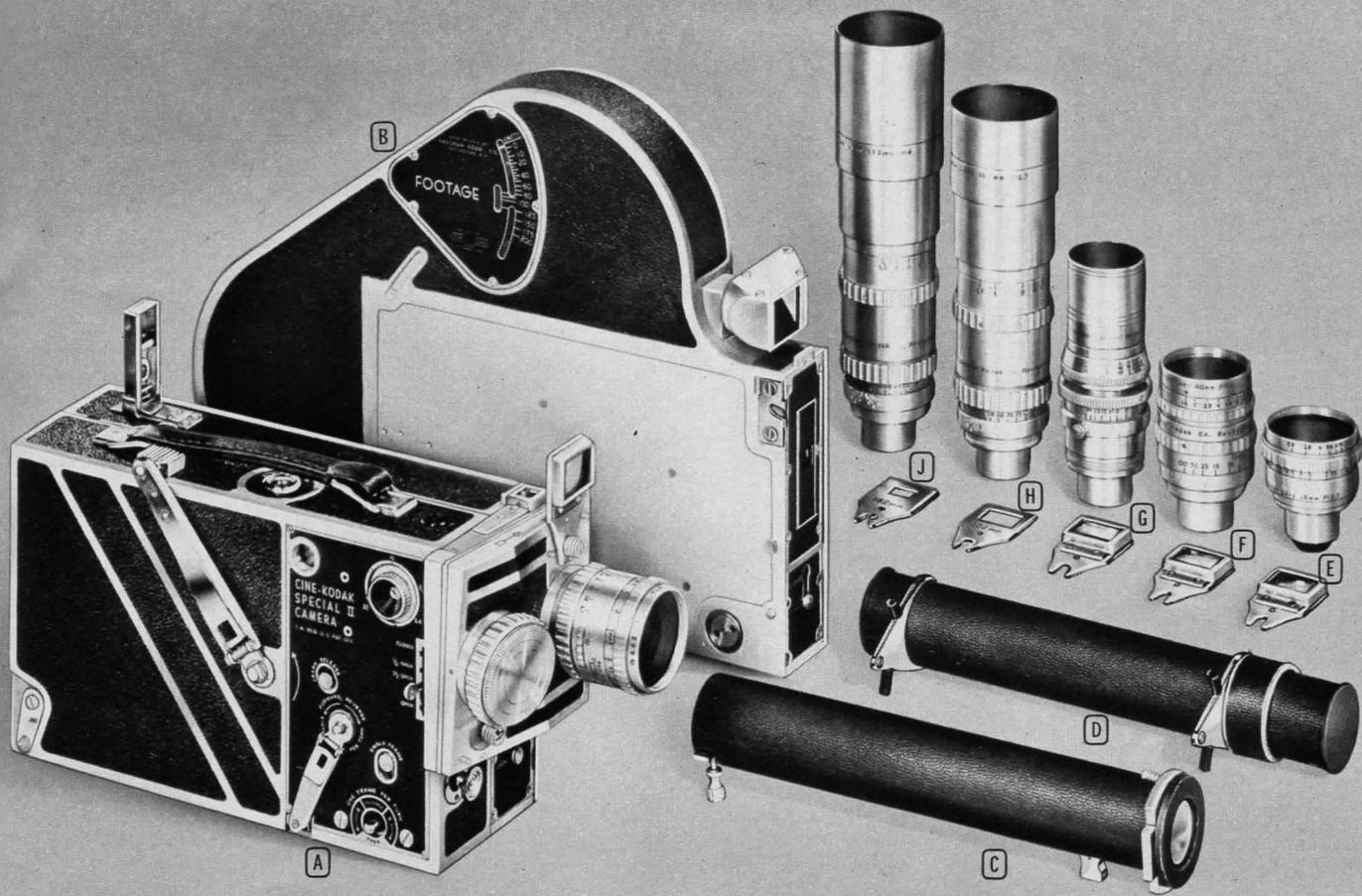




Photographic Catalog

Camera illustrated is the New Bell &
Howell Foton Described on Page 15

MONTGOMERY WARD • 1949



The New 16 mm. Cine-Kodak Special II

A The finest 16 mm. motion picture camera of its type—designed especially for serious amateur cinematographers. The precision and versatility of this camera permit professional results never before attainable. Can also be used in business to make industrial, advertising, and training films. Newly designed turret will hold two lenses. Takes up to 100-ft. reels of color or black-and-white film.

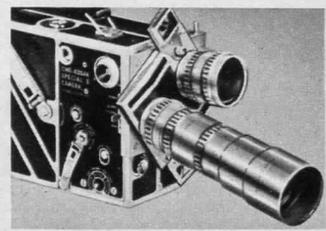
Camera is equipped with the Kodak Cine Ektar 25 mm. f/1.4 coated lens—the finest ever made for 16 mm. motion picture cameras. Any combination of two lenses may be used in the turret without getting in the range of each other (see top picture at right). Extra accessory lenses listed below.

Built-in reflex finder enables the operator to do precision framing and focusing through the lens itself. Eye-level view finder has parallax correction 1... clip-on front sight comes with each lens. Built-in masking slot and set of six masks permit special effects.

The shutter can be operated at open, half-open, and quarter-open—can be changed while camera is running. Built-in controls make fades, dissolves, and montages really easy. An eight-frame and a one-frame cranking shaft supplement the powerful spring motor drive. A single frame release is also provided. The rewinding shaft lets you back up your film... the frame counter records each frame run, backed up, and rerun all controls are located on right front panel.

Constructed of die-cast aluminum alloy. Black Kodagur cover with satin chrome trim. Complete with 100-ft. capacity film chamber, 50 and 100-foot take-up reels, and set of 6 masks. Name of owner engraved without charge on plate attached to lens block. *Print wording of engraving wanted.* Allow 10 days to two weeks for special handling—slightly longer in western states. 10% down, no extra charge for credit. *Postpaid.*

67 RN 835L—With f/1.4 Ektar lens.....1033.33
 67 RN 841L—With f/1.9 Ektar lens.....905.00



The new turret is designed on an angle to permit the use of a combination of any two lenses—regardless of speed, focal length, or design—without physical or optical interference.

ACCESSORY EQUIPMENT FOR GREATER VERSATILITY

B 200-FOOT FILM CHAMBER. Interchangeable with 100-ft. film chamber which comes with camera.
 67 RN 836L—*Postpaid*.....501.67

LEATHER CARRYING CASES (not shown). Sturdily built, velvet lined. Ample room for extra lenses, attachments, rolls of film, and an extra film chamber.
 67RN839L—Case for Camera with 100-ft. chamber67.50
 67RN840L—Case for Camera with 200-ft. chamber80.00

C OPTICAL FINDER. Can be used with any Cine Ektar lens. Corrects for parallax down to two feet. Particularly useful when lenses are interchanged. *Postpd.*
 67RN838L—Must be fitted to camera at Factory. 106.88

D REFLEX FINDER IMAGE MAGNIFIER. Magnifies the reflex finder image and makes it possible to use reflex finder from back of camera. *Postpaid.*
 67 RN 837L—Must be fitted to camera at Factory. 89.06

E TO J KODAK CINE EKTAR COATED LENSES. Meet the highest standards of definition and edge-to-edge sharpness. Complete with matching clip-on view finder. No charge for credit. *Postpaid.*

(E) 67 RN 2303L—15 mm. f/2.5 wide angle lens.
 1 9/16-in. lens mount diam.....87.50

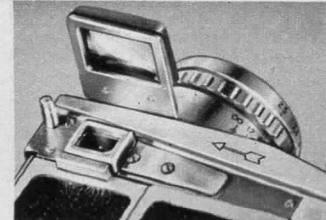
(F) 67 RN 2304L—40 mm. f/1.6 telephoto lens.
 Magnifies 1.6 times. 1 17/32-in. lens mount diam.128.33

(G) 67 RN 2305L—63 mm. f/2.0 telephoto lens.
 Magnifies 2 1/2 times. Takes series 6 filters....134.17

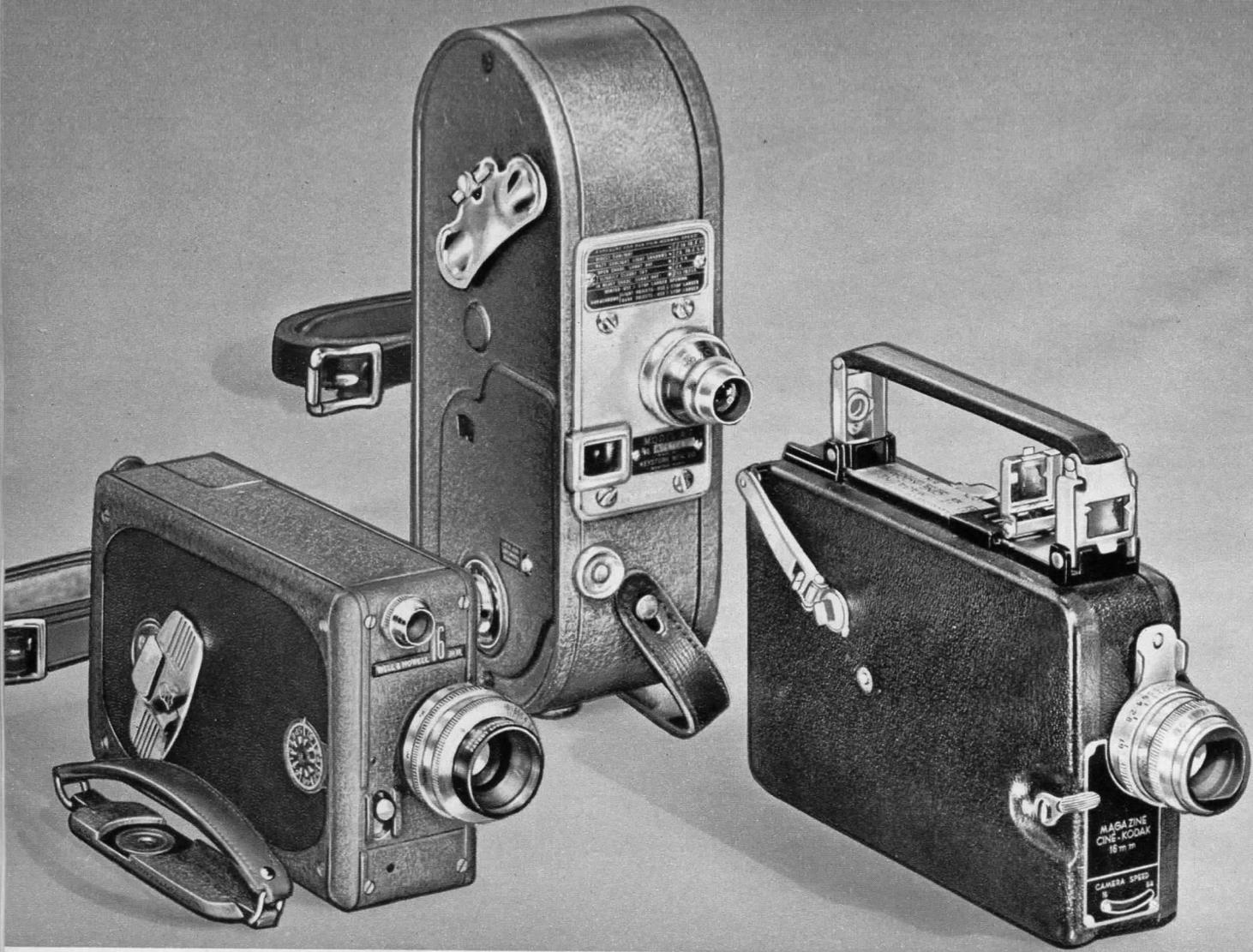
(H) 67 RN 2306L—102 mm. f/2.7 telephoto lens.
 Magnifies 4 times. Takes series 6 filters.....148.75

(J) 67 RN 2317L—152 mm. f/4.0 telephoto lens.
 Magnifies 6 times. Takes series 6 filters.....180.83

CINE SPECIAL TRIPOD (shown on Back Cover). Provides rock-steady support. Smooth panning and tilting.
 67 RN 2111T—Adjusts from 2 1/2 to 5 ft. *Postpaid.*..70.00



Two finder systems—reflex, set in top of camera, and eye-level, extending above camera. The reflex finder permits exact ground-glass framing and focusing with lenses of all focal lgths. Eye-level finder facilitates following action—has interchangeable lenses.



For the Finest Movies... a 16mm. Keystone,

FILMO AUTO LOAD MOVIE CAMERA. Bell and Howell's fine single lens magazine loading camera. Simple enough for the new movie maker, capable enough for the advanced amateur, accepted by the professional. Uses color or black and white 50-foot 16 mm. magazines.

Coated, 1-inch focal length, f/1.9 anastigmat lens in a focusing mount. Accepts standard, type "C" screw-in accessory lenses. Shutter speeds of 16, 24, 32, 48, and 64 frames per second. Permits normal and slow motion movies. Speeds are constant—no slowing up when motor runs down.

Positive type, enclosed optical viewfinder reduces eye parallax. Matched viewfinder objective shows exact field of lens being used. Matching viewing lenses available with all Bell and Howell accessory lenses. Footage indicator. Footage of unexposed film in camera is shown.

Shutter release will lock on continuous operating position. Built-in exposure guide. Steady-strap handle. Durable, die-cast aluminum-alloy body is finished in brown crackle baked enamel. Body size about 5½ by 3½ by 2 in. Instructions and 1-inch finder objective. Only 10% down on terms—no charge for credit. *Postpaid.*

67 RN 810K—Camera only \$214.08
67 RN 822K—Camera with carrying case. 234.43

FILM AUTO MASTER TURRET CAMERA. Similar to above but has 3-lens turret with one lens included—same lens as above. Viewfinder is adjustable to indicate field for accessory lenses.

67 RN 811K—Camera only \$332.50
67 RN 820K—Camera with carrying case. 357.50

KEYSTONE MOVIE CAMERA—Model A-7. Unusually low in price for its many features. Capable of excellent color or black and white movies. Takes 16 mm. film in 50 or 100-foot reels.

Coated 1-inch focal length anastigmat lens in interchangeable, standard Type "C" screw-in mount. Has seven governor-controlled shutter speeds from 10 to 64 frames per second, for fast, normal, or slow motion movies.

Optical viewfinder shows normal and telephoto fields of view. Audible click indicates scene length. Visual footage indicator shows correct amount of unexposed film left in camera.

Push-button shutter release has lock for continuous running. Winding handle folds flat. Has built-in exposure chart and tripod socket.

All metal body with brown crinkle enamel finish with chrome trim. Body size about, 9 by 4 by 3 inches. With instructions. Only 10% down—no charge for credit. *Postpaid.*

67 RN 815T—With f/2.7 fixed focus lens. . \$74.50
67 RN 816T—With f/1.9 focusing mount lens 114.00

TITLE BACKGROUNDS

Titles raise the quality of your home movies. If you have to explain each scene to your audience as you project your movie, it is much less effective than it could be if it were adequately titled. Use the title letters sold on Page 72 with a natural appropriate background—such as cloth, wood, brick, sand, etc. Titles with "live" backgrounds are made by pasting the letters to a clean pane of glass. Two photoflood stands sold on Page 38 can be used to hold glass in position.

MAGAZINE CINE-KODAK CAMERA. The single mount 16 mm. magazine loader with Eastman's special quick-change lens mounting. Accepts any one of several Cine-Kodak lenses. Takes 50-foot magazines of color or black and white film.

With coated Kodak Cine-Ektar 1-inch focal length f/1.9 lens. Focuses sharply at any point from 2 feet to infinity. Shutter speeds of 16, 24, and 64 frames per second permit the operator to take normal and slow motion movies. Speeds are accurately maintained to the end of the film run—no slowing up when motor runs down.

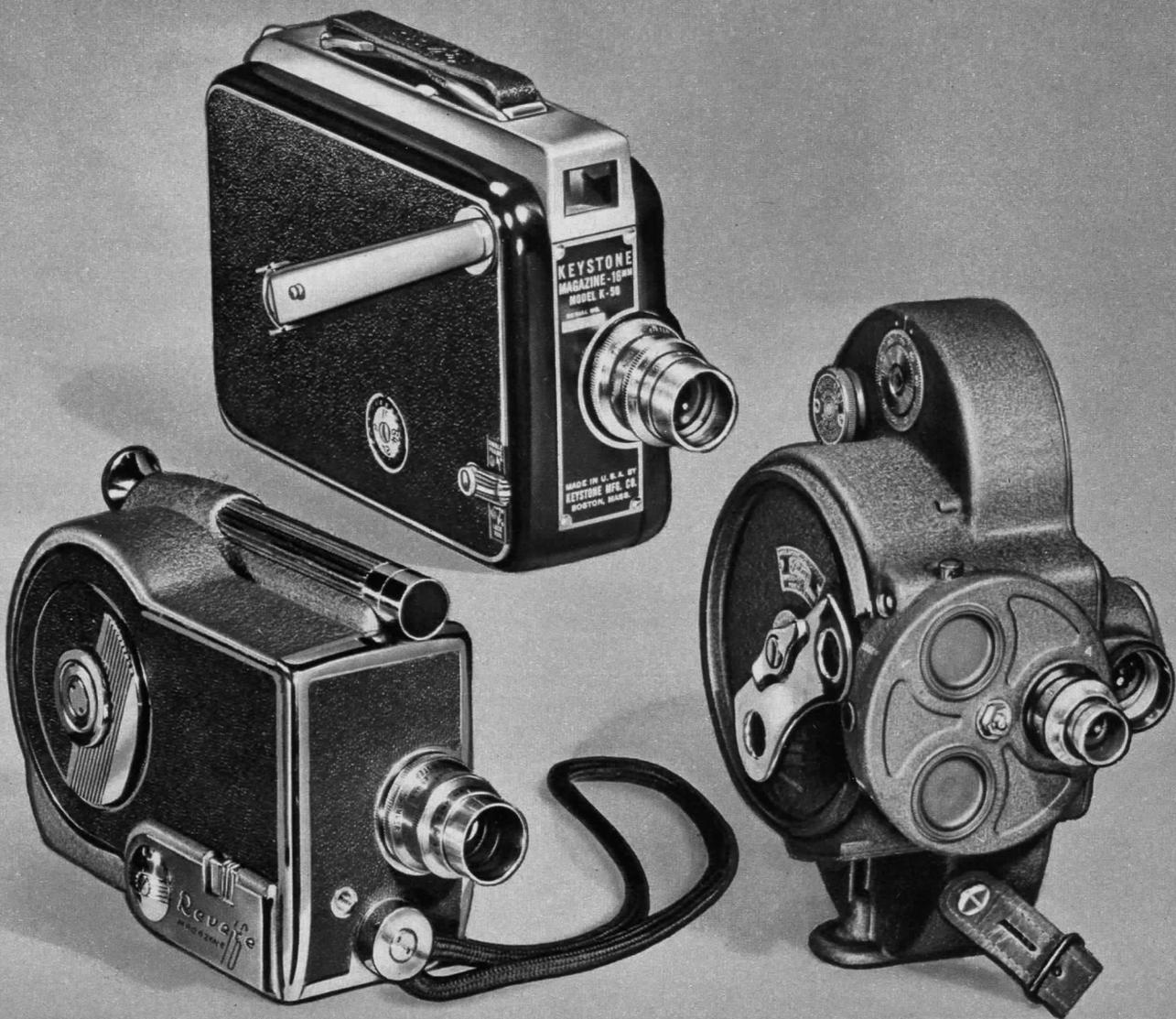
Optical viewfinder is built into folding carrying handle. Finder is adjustable to show exact field of standard and seven accessory lenses—has indicators for accurate parallax correction. Magazine footage indicator is visible in window. Unexposed film footage is indicated correctly.

Lever operated shutter release will lock in "on" position so you can take your own picture. Crank winding handle, for easier winding—folds out of way. Built-in Cine-Kodak Universal Guide indicates exposures for all indoor and outdoor scenes. Has tripod socket.

Accurately constructed, die-cast metal body is covered in rich black grained genuine leather. All exposed metal parts are heavily chromium plated. Body size about 5¾ by 3½ by 2 inches. With complete operating instructions. Only 10% down on terms—no charge for credit. *Postpaid.*

67 RN 800T—Camera only \$203.44

67 RN 801T—Camera above with plush lined, brown leather combination case \$226.94



Bell and Howell, Kodak, or Revere Camera

REVERE MAGAZINE SIXTEEN CAMERA. Choice of two models—Revere 16 Magazine and the Revere 26 Magazine Turret. Both take 50-foot magazines of 16 mm. color or black and white film.

Coated, 1-inch focal length anastigmat lens in interchangeable type C screw-in mount. Micro-matic optical viewfinder shows field of view—revolves to indicate field for accessory lenses. Governor-controlled shutter speed of 12, 16, 24, 32 and 48 frames per second. Single frame device.

Shutter release locks in "on" position for continuous running. Loading door at side. Ratchet winding key. Built-in exposure chart and footage indicator. Speed chart converts frames per second into shutter speeds in seconds. Wrist cord.

Die-cast metal body finished in dark brown leather with light brown crackle and chrome trim. Tripod socket. Body size about 4¼ by 7¾ by 2½ in. 10% down—no charge for credit. *Postpaid.*

REVERE MAGAZINE SIXTEEN (shown above).

67 RN 826L—With f/2.5 fixed focus lens...\$140.00
67 RN 827L—With f/1.9 focusing lens.... 165.00
67 RN 828—Leather compartment case for camera and accessories. *Postpaid.*..... \$17.50

REVERE MAGAZINE TURRET (not shown). Similar to above, but has three-lens turret with one lens included—accessory lenses sold on Page 67. Viewfinder is adjustable to indicate field for accessory lenses. Choice of two lens sizes.

67 RN 829—Turret f/2.5 fixed focus lens...\$165.00
67 RN 830T—Turret with f/1.9 focusing lens. 197.50
67 RN 831—Leather compartment case for camera and accessories. *Postpaid.*..... \$17.50

KEYSTONE MAGAZINE SIXTEEN CAMERA. Model K-50. A magazine-loading movie camera that is designed for simplicity of operation. Gives professional results with black-and-white or color film. Uses 50-foot magazines of 16 mm. film.

Equipped with coated 1-in. focal length lens—f/2.5 fixed focus or f/1.9 focusing lens. Interchangeable C-type screw-in mount for auxiliary lenses. Optical viewfinder can be set for accessory telephoto lenses... has parallax correction. Governor-controlled shutter speeds of 8, 16, 24, 64 frames per second maintain constant speed over entire film run. Permit operator to make normal, fast, or slow motion movies. Convenient shutter speed indicator. Single frame device.

Shutter release locks in "on" position for continuous running—permits operator to get into picture if he desires. Built-in footage indicator tells just how much film is unexposed.

Built-in exposure guide gives proper diaphragm setting for any given shutter speed. Crank-type winding key folds flat against case when not in use. Standard tripod socket.

Die-cast aluminum body has scuff and weather-proof vinyl plastic covering—chrome trim. Sturdy leather strap-type handle. Automatic film ejector. Size about 8 by 4 by 2½ inches. With complete instructions. Only 10% down on terms. No extra charge for credit. *Postpaid.*

67 RN 832L—With f/2.5 fixed focus lens...\$122.50

67 RN 833L—With f/1.9 focusing lens.... 162.00

67 RN 834—Leather carrying case for camera above. *Postpaid.*..... \$10.00

BELL AND HOWELL FILMO MOVIE CAMERA. Model 70 DA. A fine turret-head camera capable of professional quality movies with color or black and white. Takes 50 or 100-foot 16 mm. reels.

Equipped with coated anastigmat, 1-inch focal length, f/1.9 focusing lens. Turret accepts three standard type "C" screw-in mount lenses—for instantaneous changing of lenses. Speeds of 8, 12, 16, 24, 32, 48 and 64 frames per second are governor controlled—will not slow up even when the spring-driven motor runs down. Permit normal, fast, or slow motion movies to be taken. Single frame exposure for trick shots.

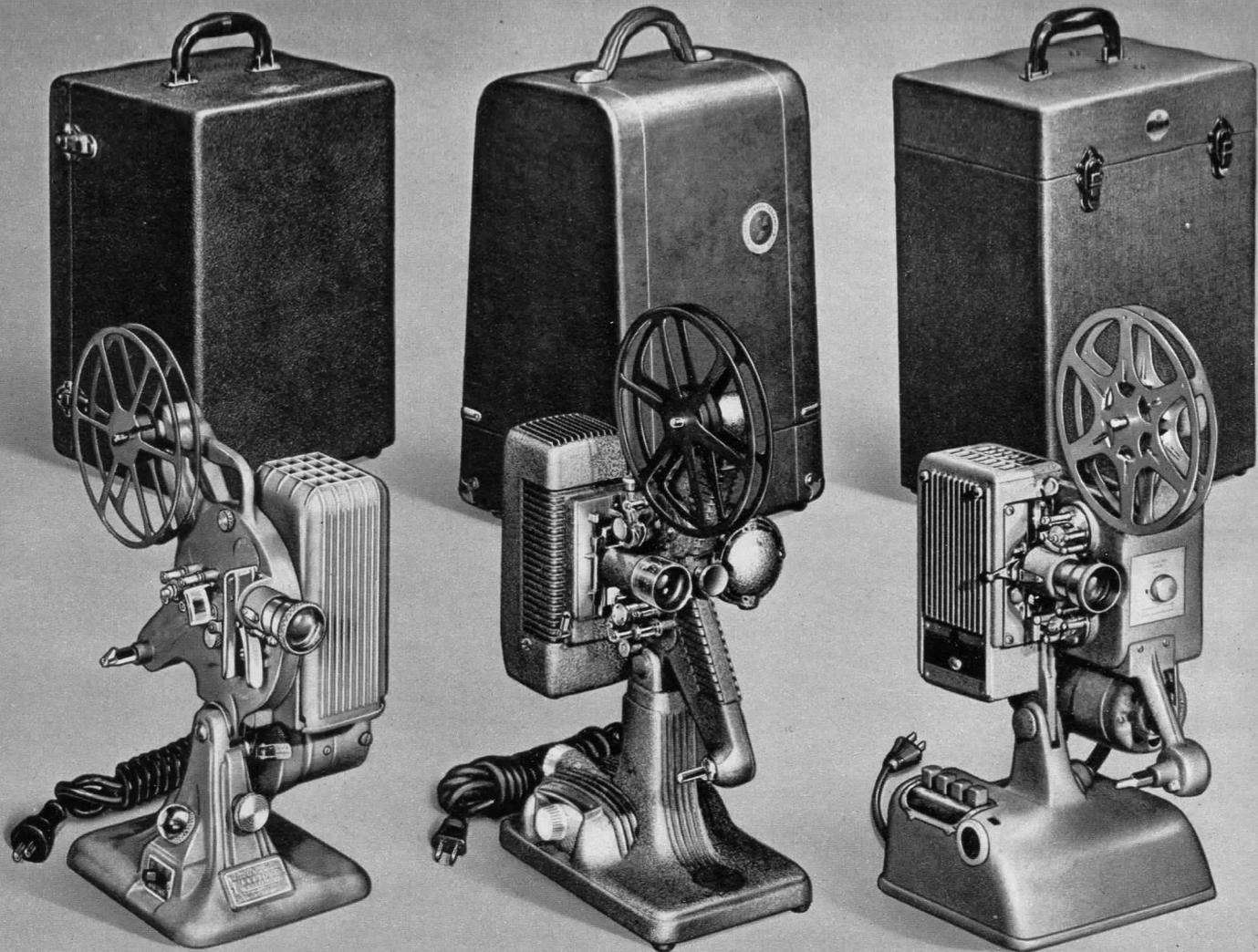
Variable spyglass viewfinder has drum arrangement which changes masks—shows exact field of view for six different focal length lenses. Critical focuser allows focusing through the lens to be used. Accurate, built-in footage dial shows amount of footage exposed.

Shutter release operates only when turret is in photographing position. Release can be locked in "on" position. Attached wind key is non-rotating. Relative exposure indicator converts normal speed diaphragm settings to give settings for any shutter speed. Has standard tripod socket.

Die-cast aluminum-alloy body in brown crinkle finish. Size about 8 by 4 by 5¼ in. With complete operating instructions. Only 10% down, \$31 on terms—no charge for credit. *Postpaid.*

67 RN 812K—Camera only.....\$307.17

67 RN 821K—Camera above complete with plush-lined, compartmented tan saddle cowhide carrying case. \$34.50 Down on Terms....\$343.42



16 mm Projectors... Designed for Quiet

KEYSTONE PROJECTOR—MODEL A-82. A moderately priced 750-watt projector with an extra fast lens for greater brilliance with bigger screen images. Takes up to 400-ft. reels of color or black-and-white 16 mm. film. Built-in threading light.

Fast $f/1.6$ coated achromatic lens has 2-in. focal length. Spiral grooved mounting. Condenser and reflector system aligned to utilize maximum light.

Blower fan cools lamphouse—protects lamp and film against heat damage. Lamp cannot be turned on unless blower is in operation. Perforated metal shutter automatically moves into position during single frame projection.

Belt drive—enclosed reel arms. Lever operated automatic rewind. Switch for reverse projection. Lever for single frame projection. Film gate is easy to remove for cleaning. Geared tilting knob. Rheostat controls projection speed.

Die-cast construction. Gray crackle finish. Complete with lens, 750-watt projection lamp, power cord and plug, 400-ft. reel and instructions. For 110 to 120 volts, A.C. or D.C. operation. 10% down—no extra charge for credit. *Postpaid.*

67 RN 989 M—Projector above 99.50

67 RN 990 M—Artificial leather carrying case for above. 10.50

67 RN 954 T—Keystone K 160 Projector All features of Model A-82 above plus cordomatic reel which automatically rolls cord in base. No charge for credit. *Postpaid.* 119.00

67 RN 955 T—Artificial leather covered carrying case for above. 10.50

REVERE PROJECTOR—MODEL 48. A new 16 mm. projector designed and constructed for easy operation and professional projection. Brilliant projection of black-and-white or color film. Takes up to 400-foot reels of 16 mm. film. Three-point threading and simplified, clearly marked film track.

Fast $f/1.6$ coated lens has 2-inch focal length . . . focusing barrel mount lets you obtain a sharp screen image quickly. Efficient condenser-reflector system provides even illumination.

Motor-driven blower fan prevents film and lamp from overheating. Conveniently located master power switch turns blower and motor on before lamp is turned on. Fire screen drops in place during single frame projection. Split lamp house permits easy replacement of lamp.

Spring belt drive—enclosed reel arms. Speedy, motor-driven automatic re-wind—conveniently operated by single lever. Framing lever centers frames in film gate aperture instantly and accurately. Film gate easily removed for cleaning. Projection speed controlled by thermostatic switch. Manual threading knob. Instant tilt-control at rear of base for easy alignment.

Die-cast construction. Smart, brown crinkle enamel finish. Self-lubricating major bearings. Complete with 750-watt projection lamp, lens, 400-ft. takeup reel, power cord, and operating instructions. For 105 to 120 volts, A.C. or D.C. No extra charge for credit. *Postpaid.*

67 RN 987 M—\$14 Down on Terms. 137.50

67 RN 988 M—Artificial leather covered carrying case for above. 17.50

KODASCOPE SIXTEEN-20 PROJECTOR. Kodak's 750-watt projector with push-button projection controls. Takes 400-foot reels of color or black-and-white 16 mm. film. Built-in threading light. Cordomatic power cord—spring reel rolls cord into base of projector for storage.

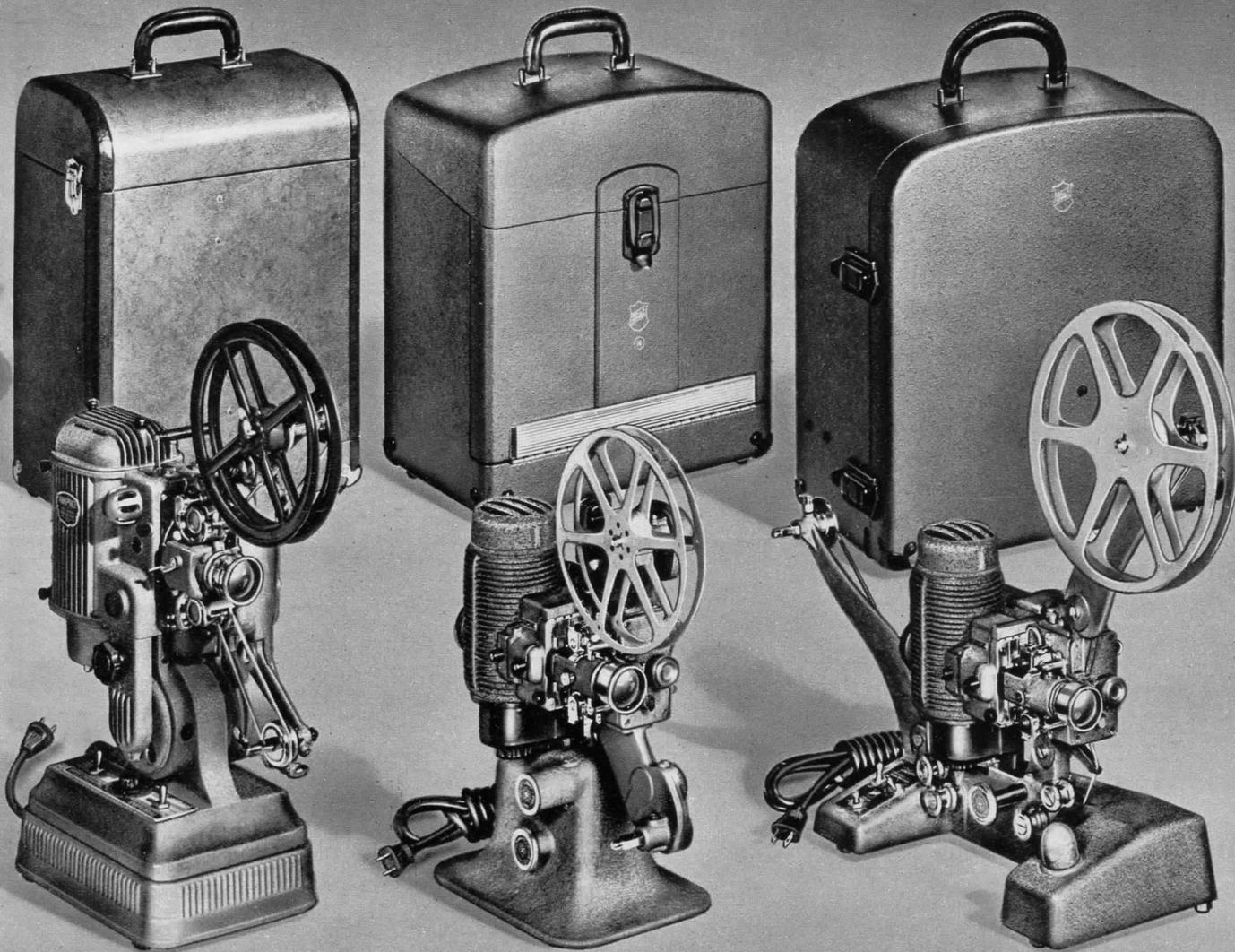
The coated achromatic, 2-inch focal length, $f/1.6$ lens rotates smoothly in spiral grooved focusing mount. Coin-slotted screw provides alignment of new lamps in reflector-condenser system.

Motor driven blower fan protects lamp and film against overheating. A 1000-watt lamp can be used. Lamp will turn on only when blower is in operation. Safety screen moves in position to protect film during single frame projection.

Reverse and rewind push-button affords rapid, automatic motor driven rewinding and instant reverse projection. Still picture lever can be engaged at any place in the reel for projection of single frames. Hand setting knob operates projector manually—for checking threading. Framing device is lever operated. Knurled tilting knob. Projection speed is rheostat controlled. Separate buttons control power to lamp and motor.

Accurate die-cast construction. Gray crackle finish. Only three oiling points—others are self-lubricated. Complete with 2-inch, $f/1.6$ lens, 750-watt projection lamp, Cordomatic power cord and plug, one 400-foot film reel, instructions, and artificial leather covered carrying case. For 110 to 125 volts, A.C. or D.C. Only \$24.50 Down, \$14 a Month—no charge for credit. *Postpaid.*

67 RN 959 T—Projector and case. 245.00



Operation and Brilliant Screen Image

AMPRO IMPERIAL SIXTEEN PROJECTOR. A 750-watt projector with precision performance. Takes up to 400-ft. reels of color or black-and-white 16mm. film. Projects silent movies of sound film as well as silent film. Threading light. Cordomatic power cord—spring reel rolls cord into base.

Coated, 2-inch focal length, $f/1.6$ projection lens rotates smoothly in spiral grooved focusing mount. Condenser and reflector are aligned to utilize maximum light from 750-watt lamp.

Motor driven blower fan cools lamphouse—protects lamp and film against overheating. Blower is powerful enough for use with 1000-watt lamp. Lamp will turn on only when blower is in operation. Automatic safety screen moves in position to protect film during single frame projection, or when blower is run too slowly.

Reverse and rewind lever affords rapid, automatic motor driven rewinding and instant reverse projection. Framing knob centers frames in film gate aperture. Hand setting knob transports film manually. Clutch lever stops film for single frame projection. Film gate easily removed for cleaning—clicks back into position. Geared tilt knob.

Die-cast aluminum body with a textured brown finish. Complete with lens, 750-watt projection lamp, Cordomatic 10-foot power cord and plug, one 400-foot film reel, and operating instructions. For 105 to 125 volt, A.C. or D.C. Only 10% down—no extra charge for credit. *Postpaid.*

67 RN 974 T—Ampro Projector 199.50
67 RN 975 T—Airplane luggage type carrying case 18.00

FILMO "DIPLOMAT" PROJECTOR. A 750-watt gear driven projector—no belts or chains inside or out. Enclosed gear-drive reel arms take up to 400-ft. reels of color or black and white 16 mm. film. Threading light and safe-lock sprockets.

The Bell and Howell, 2-inch focal length, $f/1.6$ coated achromatic lens focuses sharply with a smooth action—locks in position. Reflector and condensers are permanently aligned.

Motor driven blower fan cools lamphouse—protects lamp and film against overheating. Lamp turns on only when blower is operating. Safety screen automatically protects film during single-frame projection. Drop-out base lamphouse permits quick, easy changing of lamps. Reflector and two condenser units are removable.

Reversing switch on motor affords rapid, automatic rewinding and instantaneous reverse projection. Framing knob centers frames in film gate aperture. Hand setting knob transports film manually. Clutch lever stops film for single-frame projection. Film gate easily removed for cleaning—clicks back into position. Knob controls geared tilting through wide arc. Friction speed control regulates projection speeds.

Accurately machined, die-cast construction. Dark brown crinkle baked enamel finish. Complete with lens, 750-watt projection lamp, cord and plug, one 400-foot film reel, instructions, and brown fabric covered carrying case. For 110 to 120 volts, A.C. or D.C. operation. \$27.50 Down, \$16 a Month. No extra charge for credit. *Postpaid.*

67 RN 962 K—Projector and case 273.30

FILMO "SHOWMASTER" PROJECTOR. A 750-watt projector—compact and sturdy in construction. Takes all 16 mm. reels up to 2000-ft. film capacity—color or black-and-white film. Projects silent movies of sound film as well as silent film. Helical gears transmit power positively from motor to mechanism—no belts to slip or cause slow starting. Safe-lock sprockets prevent incorrect film threading, also keep film from jumping off sprockets during projection.

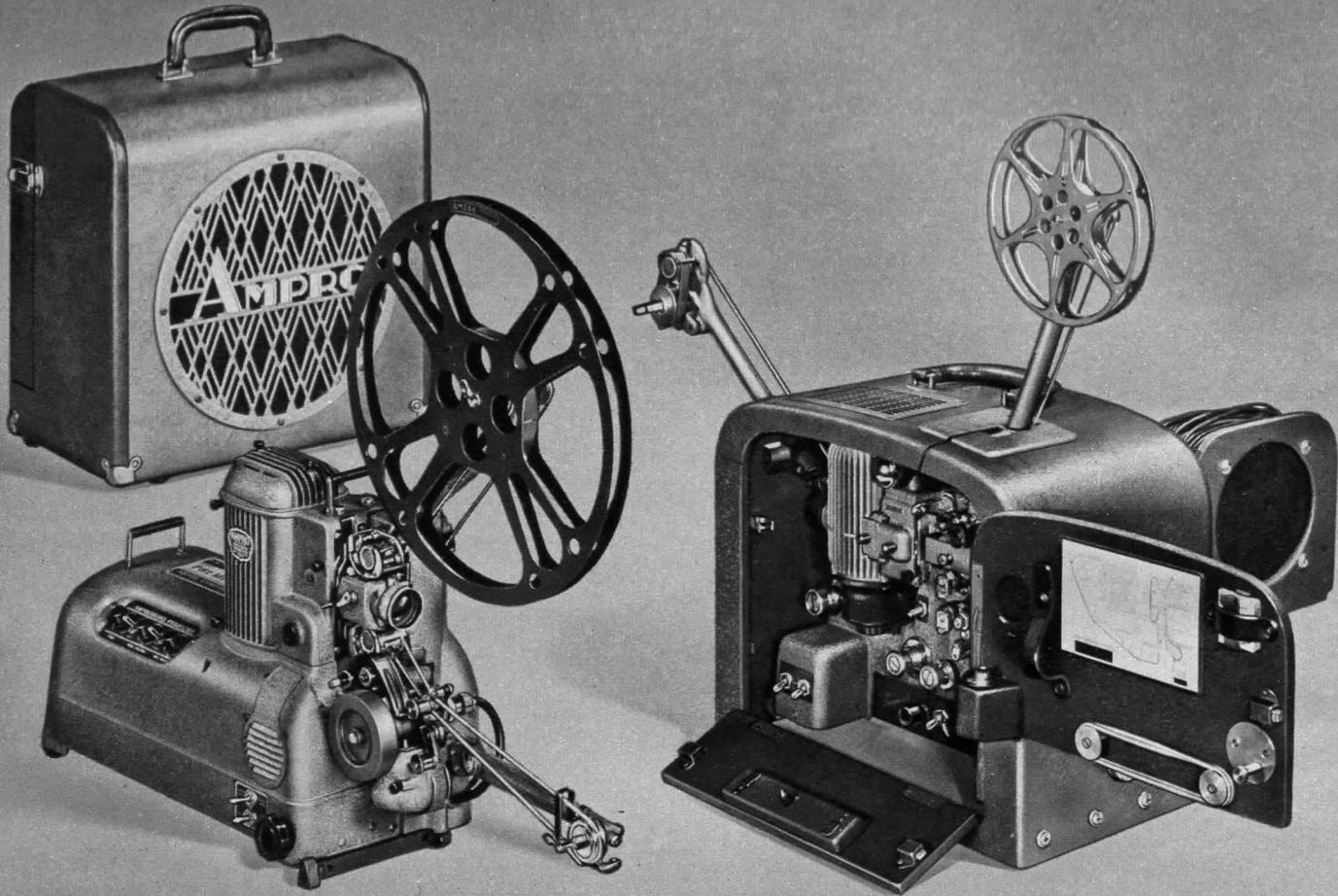
The Bell and Howell, 2-inch focal length, $f/1.6$ coated achromatic lens provides sharp focus over all—locks in position. The standard lens may be instantly interchanged with accessory lenses ($\frac{3}{8}$ to 4 inches) to meet special requirements.

Adequate cooling from motor driven blower prolongs lamp life. Lamp can be turned off while film is being rewound. Perforated, all-metal safety shutter operates automatically to protect film from heat during single-frame projection.

Rewind lever affords rapid, automatic rewinding of film. Framing knob centers frames in film gate aperture. Clutch lever stops film for single-frame projection. Friction speed control regulates projection speeds for smooth movies.

Accurately machined, die-cast aluminum construction. Complete with lens, 750-watt projection lamp (1000-watt lamp may also be used), cord and plug, 1600-ft. film reel, instructions, and brown fabric covered carrying case. For 110-120 volts, A.C. or D.C. \$31.50 Down, \$18 a Month. No extra charge for credit. *Postpaid.*

67 RN 968 K—Projector and case 312.95



16mm Sound Projectors...for Showing Sound

AMPROSOUND PREMIER 20. Compact and portable 16 mm. sound-on-film projector in an extremely simplified design for easy operation. Especially useful in classrooms and small auditoriums. Outstanding as a projector for industrial or home use—a projector which requires little skill or knowledge from the operator but gives professional quality results with either silent or sound, color or black-and-white film.

Simple to operate—hinged, swing-out gate opens wide—gives you easy access to mechanism for cleaning. Fast automatic rewind without transferring reels or belts. Reverse switch that permits trick effects or use of projector as editor. Easy threading with sprocket shoes that open automatically when film gate is opened. Threading lamp to aid threading and operation in darkened room. Motor and lamp controls on illuminated panel. Speed control and reversing switches are readily accessible to the operator on a centralized control plate. Single frame projection.

Excellent sound reproduction, with all parts that contact film specifically designed to prevent injury or wear to either film or sound track. Sound optical system that projects light from exciter lamp directly through semi-cylindrical lens, eliminating mechanical slit and mirror.

Powerful fan to ventilate projection lamp adequately. Central oil distribution to all high speed shafts. Automatic fire shutter which moves into place to protect film during single-frame projection.

Latest, improved-design, 12-inch Jensen permanent magnet speaker and 15-watt amplifier give excellent tone. Microphone and phonograph jack for mixing in background voice and music. Photo-cell voltage control permits high-efficiency operation on low line voltages.

LENS—F/1.6 coated anastigmat with 2-inch focal length. **PROJECTION LAMP**—750-watt. Takes up to 1000-watt lamp for greater brilliance. **REWIND**—motor driven. **REEL CAPACITY**—2000 feet. **AMPLIFIER**—15-watt output. Has single microphone and phonograph mixing jack. Frequency response from 80 to 8000 cycles. Underwriters' Lab. Listed. **SPEAKER**—12-inch Jensen permanent magnet type. **CURRENT**—110-125-volt, 50-60-cycle A.C. only for sound projection, AC-DC for silent projection. **WEIGHT**—Projector about 48½ pounds, speaker about 22 pounds. **SIZE OVERALL**—Projector about 22¾ by 12 by 18½ inches, speaker case 17½ by 11¾ by 18¾ inches. **ACCESSORIES**—Extra exciter lamp, projection oil, extra spring belt, extra fuses, lamp glove, cleaning brush. 50-foot speaker cord, 1600-foot take-up reel, and instruction manual. Only \$54 Down, \$31 Monthly for this projector—no extra charge for credit. See Page 113 for details.

67 RN 971T—Postpaid.....540.00

60 WARDS 3

BELL & HOWELL FILMOSOUND MODEL 185-C. A new 16 mm. sound projector complete in one easy-to-carry unit. Has compactness never before realized in sound projectors. Extremely versatile and flexible in operation. Presents a sharp, clear screen image . . . greater volume . . . truer tone. For either amateur or business purposes—use in your home, office, or small auditoriums. Projects sound or silent film in black-and-white or color.

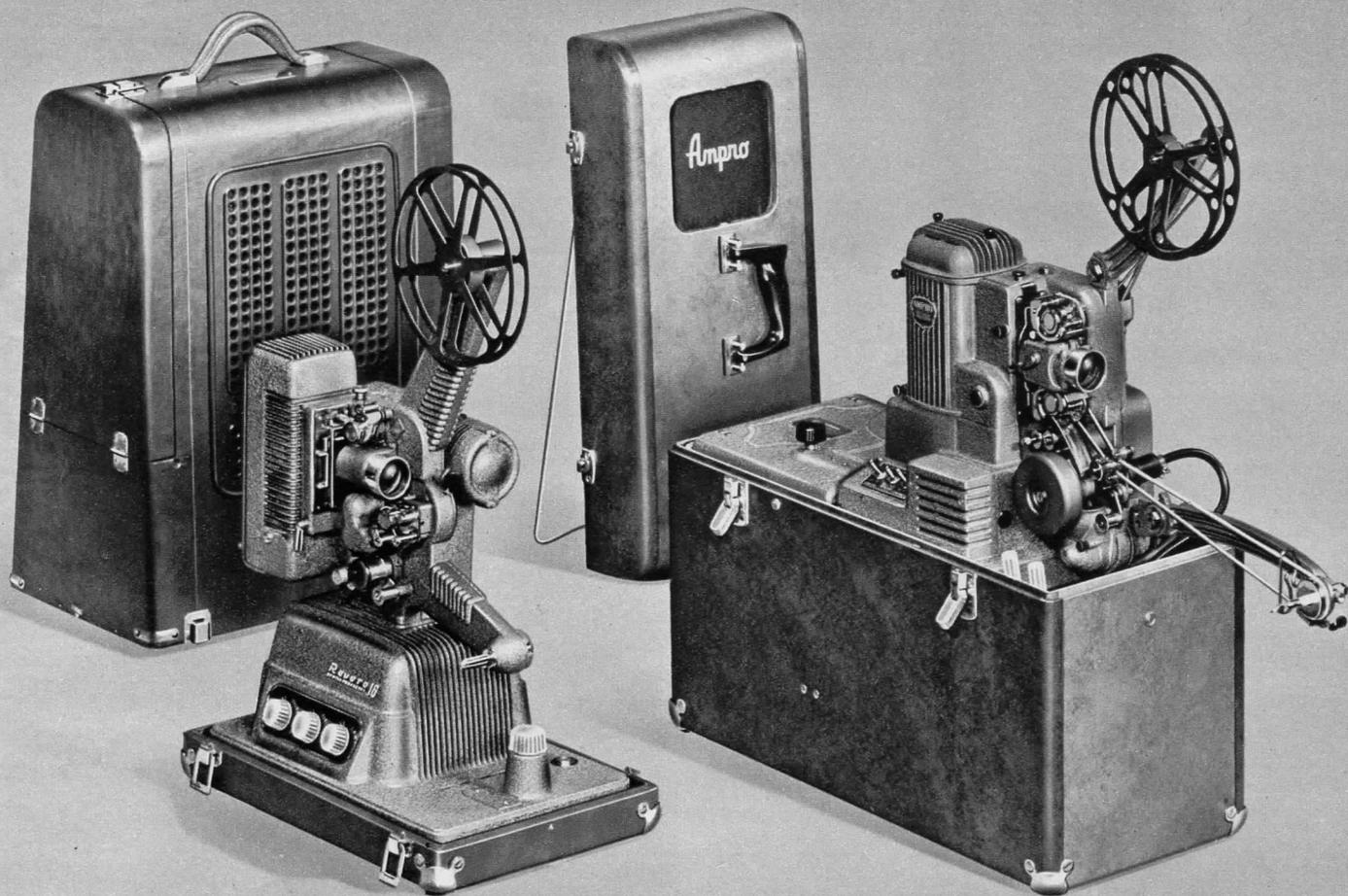
Improved 6-inch permanent magnet speaker gives full range of sound reproduction. Compact speaker fits on hinges at side of case and closes securely into case—can be removed to permit setting up behind screen or in any other desirable location. Provides plenty of volume without objectionable noise or hum. It is possible to add a more powerful speaker to reach greater audiences. Reel arms slip into place at top and at front. Simple threading procedure for ease of operation.

Still picture clutch permits projection of any single frame as a still picture and allows close examination for editing. Film movement is instantly reversible at any point of the projection so you can reverse and reshow any particularly favorite part of film. Oscillatory stabilizer and balanced flywheel insure uniform speed at sound scanning point. Improved cooling system prevents overheating in long periods of operation. Helical gear driven mechanism assures even speed within 2% of rated speed. Improved gear case ventilation prevents formation of oil film on optical system. Exclusive Bell & Howell Filmosound film protecting features, including floating film-threading construction, film snubbers, and constant-tension take-up, assure a minimum of wear and make your film last longer.

Equipped with noise-reducing type volume control and full-range tone control to compensate for variations of film and for the special acoustics of any particular location. Scuffproof case is covered in black du Pont "Fabrikoid." Metal parts have brown Damaskene finish.

LENS—F/1.6 coated anastigmat with 2-inch 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. Underwriter's Laboratory Listed. **SPEAKER**—6-inch permanent magnet type. **CURRENT**—110-125-volt, 50 to 60-cycle A.C. only. **WEIGHT**—about 35 pounds. **SIZE OVERALL**—about 16⅝ by 13⅜ by 9¼ inches. **ACCESSORIES**—Extra exciter lamp, projector oil, extra fuses, cleaning brush, 40-foot speaker cord, 400-foot take-up reel, extra spring belt, threading chart, and instructions for operating. No extra charge for credit. For details on Wards Monthly Payment Plan see Page 113.

67 RN 992F—Postpaid. Only \$45 Down on Terms.....449.00



or Silent Movies in Home or Auditorium

REVERE 16 SOUND PROJECTOR. An entirely-new, moderately-priced 16 mm. projector that will show professional-quality movies. Use for either sound or silent projection. Gives brilliant image with black-and-white or color film.

Easy to carry or store—excellent for either home or business use. Speaker case fits over the projector when not in use, making a single, easy-to-carry unit weighing only 33 pounds. Case also holds projection accessories, giving compact, convenient storing when not in use.

Easy to operate—gives the home movie enthusiast a high quality of reproduction on his favorite 16 mm. movies. Simple threading device gives clear, flickerless projection. Softly-lighted translucent plastic dials are clearly labeled so that even an inexperienced operator will obtain nearly professional results. Instant tilt control for easy alignment on your screen. Dual-type lens mounting that gives you quick and accurate focusing when you're setting up. All illuminated controls are conveniently grouped on the right side of the projector base for ease in operating.

Design of reflector-condenser system assures maximum delivery of light to the screen, giving you a clear, brilliant image. Motor-driven blower fan drives off heat from the projection lamp and amplifier, thus prolonging the life of both the lamp and amplifier tubes.

Microphone and phonograph jacks are located on the rear of the machine—easily accessible. Allows you to add vocal or musical backgrounds to your silent film projection—making your personal movies more lifelike. Records can be played before movie is started.

Extension reel arm (not pictured) holds 1600-foot take-up reel, giving a continuous picture of approximately 50 minutes when using sound film. Machine is quickly adjustable for 400-foot reels. Laminated wood speaker case is covered in rich brown du Pont "Fabrikoid"; metal parts of the projector have a handsome brown crackle finish.

LENS—F/1.6 coated anastigmat with 2-inch focal length. **PROJECTION LAMP**—750 watt. **REWIND**—Motor driven. **REEL CAPACITY**—1600 feet. **AMPLIFIER**—5 watt output. Has special size microphone and phonograph jacks. Frequency response from 100 to 5000 cycles. Underwriters' Lab. Listed. **SPEAKER**—6-inch permanent magnet type. **CURRENT**—110-120-volts, 50-60 cycle A.C. or D.C. **WEIGHT**—Projector and speaker complete, about 33 lbs. **SIZE OVERALL**—about 10¼ by 15½ by 22¼ inches. **ACCESSORIES**—Projector oil, 400-ft. take-up reel, instruction manual, 30-ft. speaker cable. Only \$30 Down, \$17 Monthly on Terms—no extra charge for credit on this projector.

67 RN 970 M—*Postpaid*.....299.50

AMPRO COMPACT PROJECTOR. A new 16 mm. sound or silent projector designed for moderate-sized groups where compactness, portability, lower price, and high quality projection are most important. Gives a brilliant image from both color and black-and-white film.

The extreme portability makes the Ampro Compact Projector easily adapted for home, church, club, or business use. The compact case measures only 15 by 21½ by 9¾ inches in size. New design—projector folds into case when not in use—provides compactness without sacrificing quality of production or simplicity of operation.

To set up for operation, projector swings on a counterbalancing mechanism and into position in one easy movement... locks securely into place. Permanently attached reel arms swivel quickly into position. Quick threading... sprocket shoes open and close automatically as the film gate is operated. Triple claw movement engages three film sprocket holes simultaneously, feeding film perfectly. Fast automatic rewind. Tilting control permits quick centering of picture on screen. All controls are conveniently mounted on operator's side of projector.

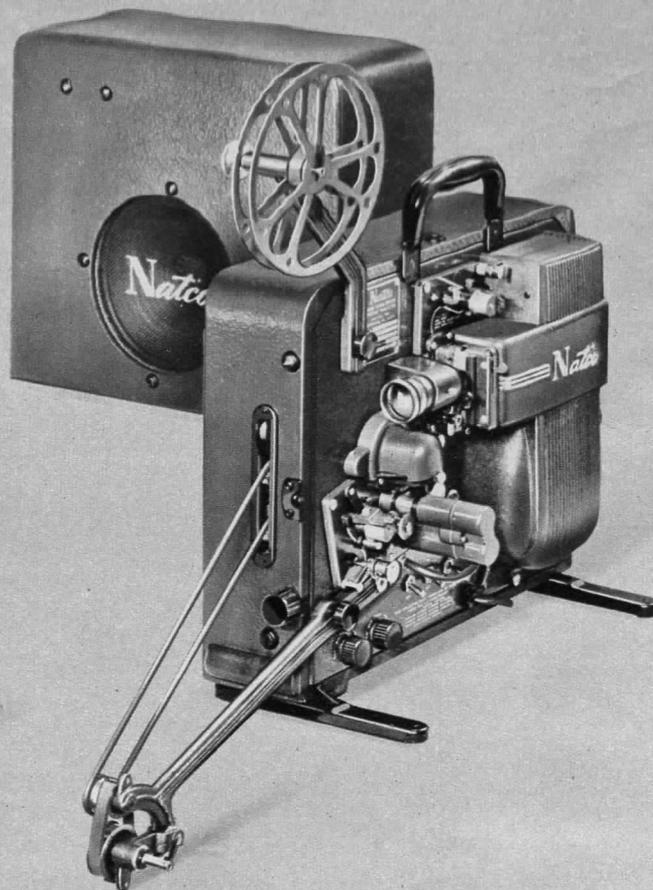
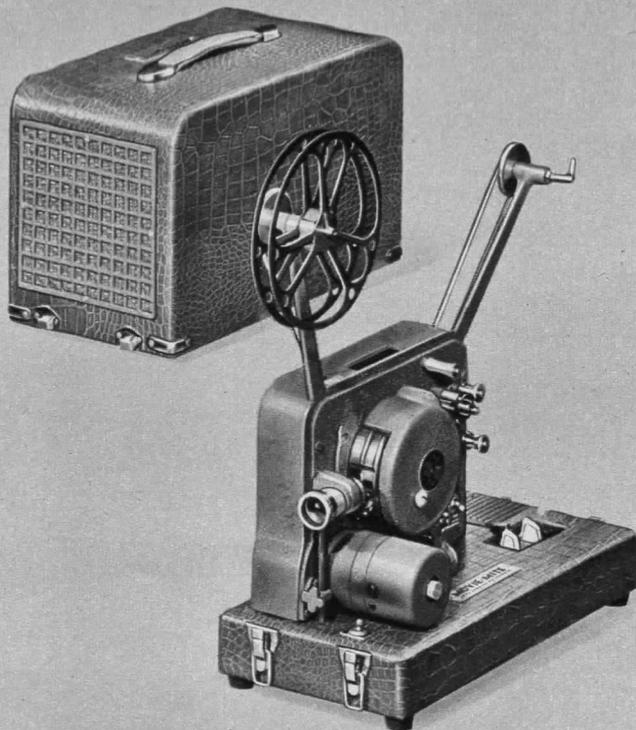
New swing-out gate permits inspection and cleaning of aperture plate and pressure shoe without disturbing focus of lens. Reflector-condenser lenses designed for maximum brilliance. Powerful centrifugal fan assures longer lamp life. Air passes directly over motor.

All parts which contact film are smoothly rounded to prevent scratching picture and sound track. Speaker is mounted in case cover to assure large baffle for optimum sound reproduction. Hinged support simplifies speaker's placement. Spring loaded carrying handle prevents vibration from speaker. Microphone and phonograph jacks are conveniently located at rear of projector. Two-toned imitation leather covered case.

LENS—F/1.6 coated super 2-inch focal length. **PROJECTION LAMP**—750 watt. **REWIND**—Motor driven. **REEL CAPACITY**—2000 feet. **AMPLIFIER**—4-watt output. Uses latest miniature tubes. Frequency response from 50 to 7000 cycles. Low noise level. **SPEAKER**—Alnico "5" 8-inch permanent magnet type. **CURRENT**—105 to 125 V, A.C. or D.C. **WEIGHT**—complete unit about 30 pounds. **SIZE OVERALL**—15x21½x9¾ in. **ACCESSORIES**—40-ft. speaker cable, 400-ft. take-up reel, 10-ft. power cord, projector oil, instruction manual. No extra charge for credit. *Postpaid*.

67 RN 973 T—Only \$43.50 Down, \$25 a Month on Terms.....435.00

For microphones, turntables, mixer boxes, etc to use with your sound projector see Page 63. Buy them all on Monthly Payments... see Page 113.



Enjoy Sound Movies for Only 10% Down

MOVIE-MITE MODEL 63LD. A new 16 mm. projector for sound and silent film. Extremely portable—complete unit is all in one case. Practical for home use—can be set up anywhere with a minimum of time and effort. Projector can be operated with small or large sized screens. Gives brilliant images from both color or black-and-white film.

The lightweight, compact size, simplicity of operation, desk-top screen make the versatile Movie-Mite an excellent projector for numerous small group showings where constant carrying and quick setting up is required. Show can be on screen in less than three minutes.

Easy to carry—complete unit weighs only 27½ pounds. Speaker case fits over projector to form a compact carrying case 8 by 12 by 15 inches in size—only slightly larger than a portable typewriter.

Easy to operate—plainly marked film path makes threading easy . . . only one moving part needed for entire threading operation. Fast power rewind. One electric plug completes all connections to projector. Dual-type lens mounting, adjustable tilt control for quick focusing and alignment on the screen. Quickly adjusted framing device. All controls are conveniently grouped for ease in operating.

Utilizes a single, inexpensive standard projection lamp for both picture and sound projection . . . no separate exciter lamp required. Reflector-condenser system assures maximum delivery of light to the screen, giving a clear, brilliant image. Blower fan drives off heat of projector lamp—prolongs life, protects film. Driven by quiet motor with two-speed governor. Amplifier tubes are set in the open to prevent overheating.

Precision-built of die-cast and machined parts with oil-less bushings and sealed-in ball bearings. Mechanism is mounted on gum rubber for smooth quiet operation. Dark green baked-on enamel crackle finish. Plywood case covered with deep green artificial leather.

LENS—Fast f/1.8 coated with 2-inch focal length. **PROJECTION LAMP**—300 watts. **REWIND**—Motor driven. **REEL CAPACITY**—2000 feet. **AMPLIFIER**—5 tube. Frequency response 100 to 7000 cycles. **SPEAKER**—6-inch permanent magnet type. **CURRENT**—Operates on 105 to 120 volts A.C. or D.C. without converter. **WEIGHT**—27½ pounds. **SIZE**—8 by 12 by 15 in. **ACCESSORIES**—400-ft. take-up reel, 30-ft. speaker cord permanently connected to speaker, projector oil, instruction manual. Only \$20 Down on Terms—no extra charge for credit. See Page 113 for complete information.

67 RN 965 T—Postpaid \$198.50

KEEP A SPARE LAMP ON HAND FOR YOUR PROJECTOR

The normal life of a movie projection lamp is about 25 hours. To avoid interruptions of your movies keep an extra one on hand. See Page 41. For extra exciter bulbs for sound projection see Page 63.

ACCESSORY PROJECTION LENSES. Long or short focal length lenses to fit these projectors are available on special order—write Wards for prices.

62 WARDS 2

NATCO MODEL 3030. New 16 mm. sound or silent projector for the movie enthusiast who wants a moderately priced outfit with excellent tone, simplified threading, reduced film wear, and an improved cooling system. Gives brilliant images from color or black and white film.

Lightweight and compact—speaker case fits over projector for storage or carrying; combined unit weighs only 37 pounds. Simplified threading system greatly reduces wear and tear on film.

Deep rich tone from the 8-in. permanent magnet speaker and 5-watt amplifier with on-off switch. New type input circuit on amplifier greatly reduces noises. Phono-electric cell operates at full efficiency for better tonal quality. Amplifier uses new selenium rectifier that eliminates rectifier tube replacement and permits short warming up period.

All operating controls conveniently grouped on front panel of projector. Vernier lens mounting and quickly-adjustable tilt front for easy focusing and alignment on screen. Quiet running, ball bearing motor. All projector parts are factory lubricated, insuring trouble-free operation.

Booster amplifier—with additional 12-in. concert Jensen speaker, Alnico 5, the finest speaker available—can be used with this projector. Makes an excellent unit for larger gatherings where more amplification is necessary.

LENS—F/1.6 coated anastigmat with 2-in. focal length. **PROJECTION LAMP**—750 watt. Takes up to 1000-watt lamp for greater brilliance. **REWIND**—Motor driven. **REEL CAPACITY**—2000 ft. **AMPLIFIER**—5-watt output. No mixing jack. Frequency response 30 to 10,000 cycles. Underwriters Listed. **SPEAKER**—8-in. permanent magnet. **CURRENT**—105-125 volts, 50 or 60 cycle A.C. or D.C. **WEIGHT**—Only 37 lbs. **SIZE OVERALL**—About 10 by 14 by 16 inches. **ACCESSORIES**—25-ft. speaker cord, 400-ft. take up reel, projector oil, and instructions. Only \$30 Down, \$17 a Month on Terms. No charge for credit.

67 RN 977 T—Nato Model 3030, 1-piece unit with speaker and carrying case. With 400-ft. take up reel and 25-ft. speaker cord. Postpaid \$298.50

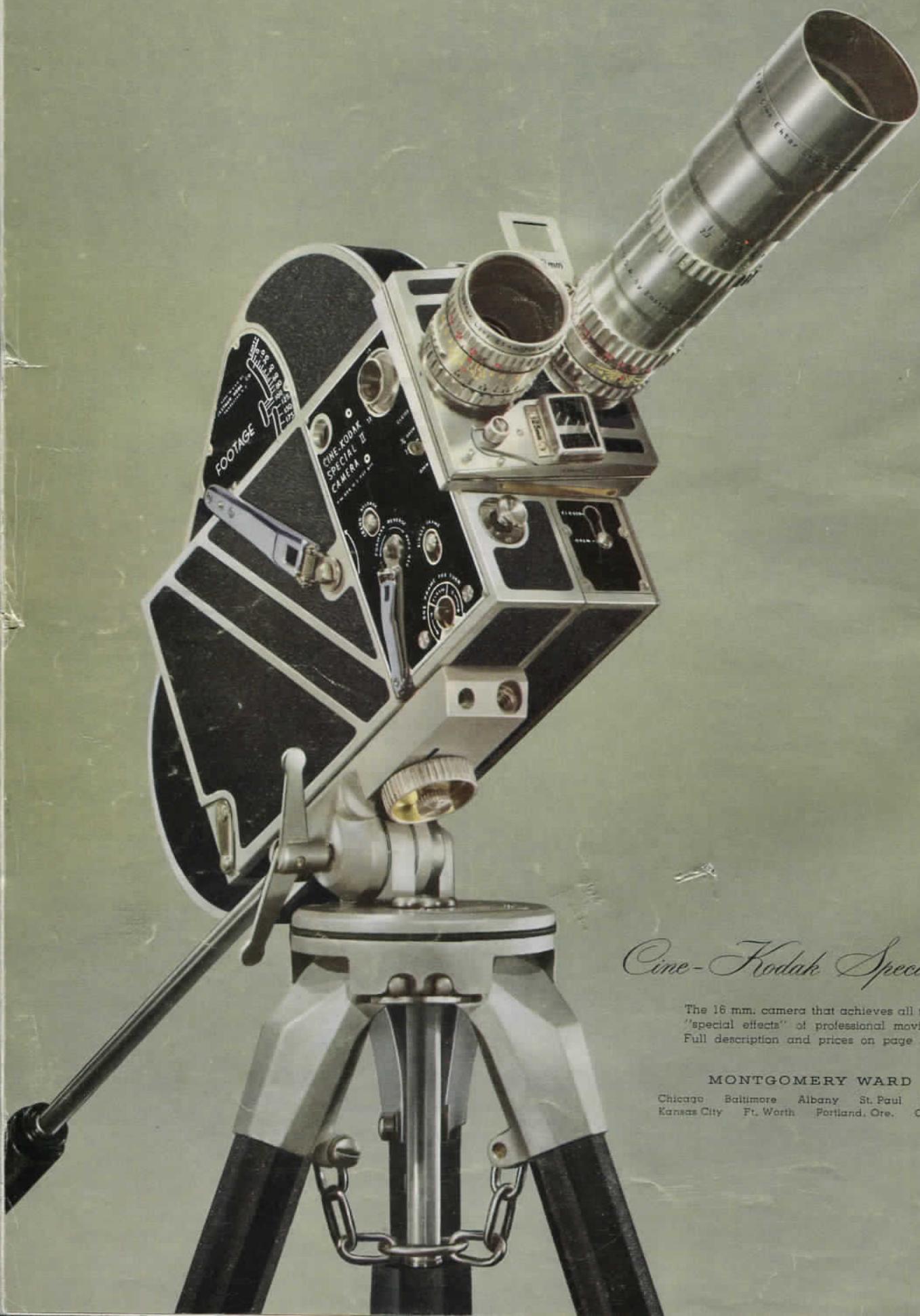
67 RN 978 T—**BOOSTER AMPLIFIER** for above projector. Raises output to 20 watts. With additional 12-in. concert Jensen Speaker in case measuring about 17½x19½x11¾ in. With 50 ft. cord, 1600-ft. reel, off-on switch with pilot light, auxiliary jack for additional speakers. Postpaid \$98.00

67 R 980 T—Attachment for using microphone and phonograph with above projector. Easily installed and operated—has off-on switch, volume control. Fits inside case. Shipping weight 1 lb. \$18.98

FOOTAGE RUN PER MINUTE FOR 8 AND 16 MM.

FOR EIGHT MM. FILM. There are 80 frames per foot of film. At the normal operating speed of 16 frames per second ½ foot is run per second.

FOR SIXTEEN MM. FILM. There are 40 frames per foot of film. At the normal operating speed of 16 frames per second ½ foot is run per second. At sound speed of 24 frames per second ¾ foot is run per second.



Cine-Kodak Special II

The 16 mm. camera that achieves all the "special effects" of professional movies. Full description and prices on page 55.

MONTGOMERY WARD

Chicago Baltimore Albany St. Paul Denver
Kansas City Ft. Worth Portland, Ore. Oakland