

## SIMPSONS-SEARS GUARANTEE

SATISFACTION OR MONEY REFUNDED

- If for any reason your purchase is not entirely satisfactory— you may return the merchandise to us at our expense.
- We will promptly refund all you paid or make an exchange of merchandise for exactly what you want.

We have tried to include in this our first Camera Catalogue a wide and comprehensive range of cameras, photographic equipment and picture-making information for both beginner and advanced amateur.

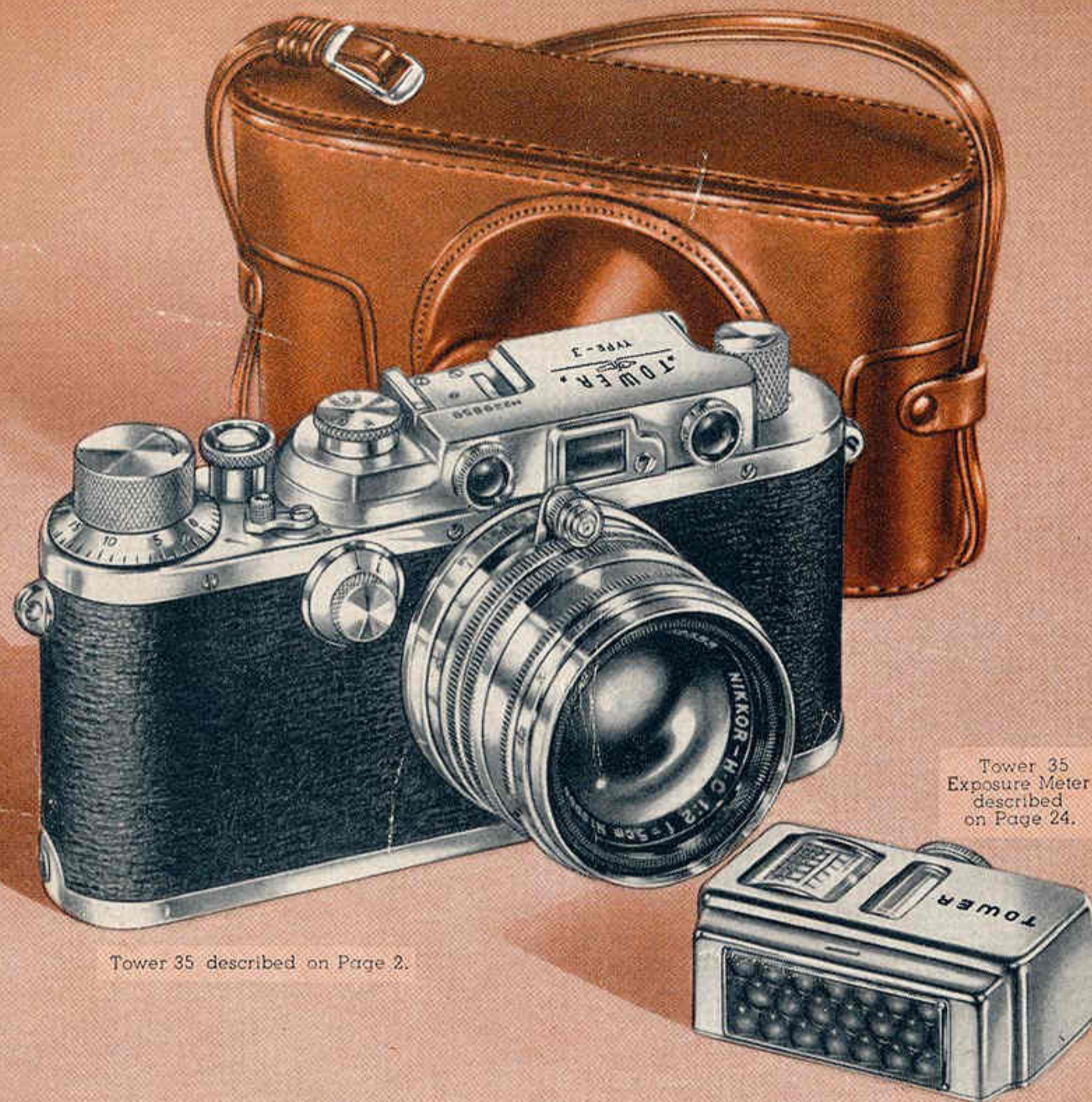
See our own exclusive line of Tower box cameras, our Franka line of Rolfix and Solida folding cameras, the precision-lens Tower 35. For those of you who would like the fun of developing and printing your own pictures, see our wide range of equipment complete with how-to-do-it information.

Satisfaction guaranteed or money refunded. Simpsons-Sears famous guarantee is behind every camera and accessory in the book, enabling you to buy every item with confidence in its value and performance.

If we do not catalogue the item in which you are interested, or do not answer your particular photographic problem, please feel free to write, telephone or visit Simpsons-Sears Photographic Department, Toronto. Our staff will be pleased to do its utmost to give you complete satisfaction.

*Simpsons-Sears*

TORONTO REGINA  
HALIFAX VANCOUVER



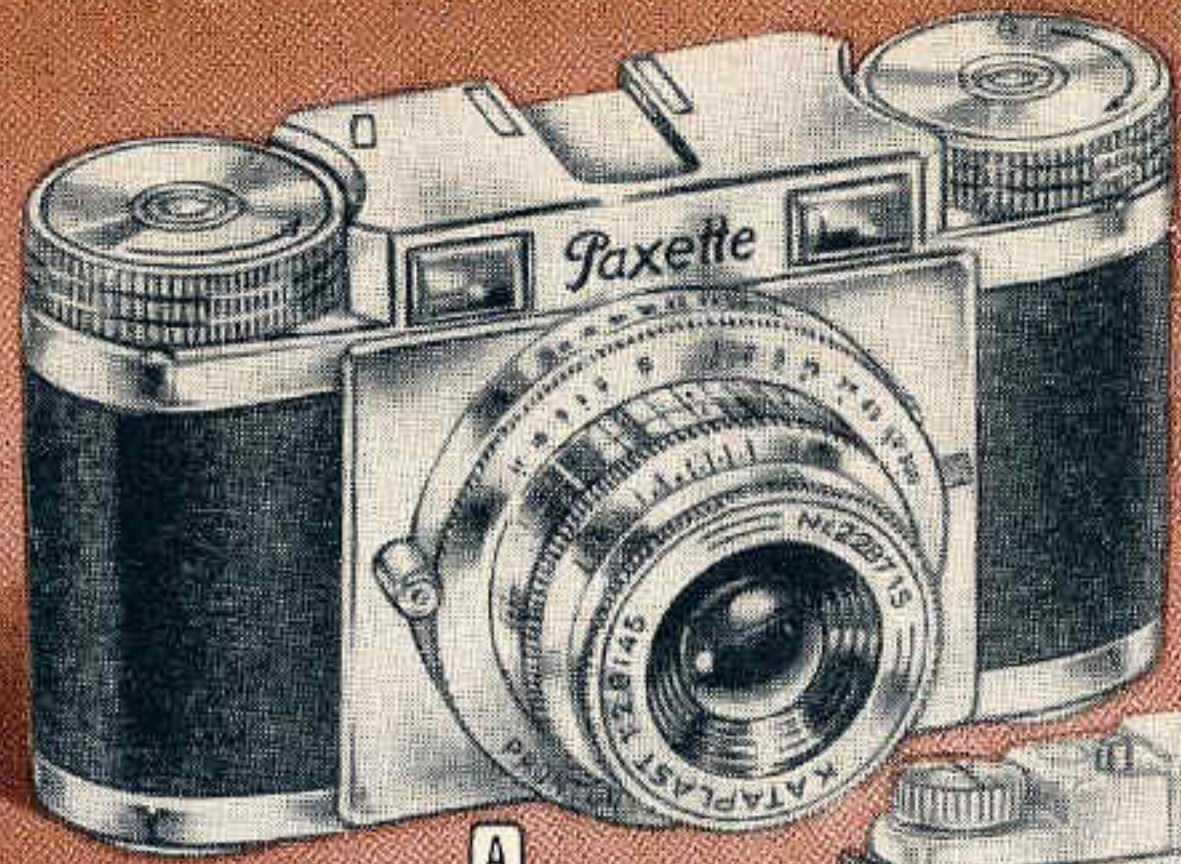
Tower 35 described on Page 2.

Tower 35  
Exposure Meter  
described  
on Page 24.

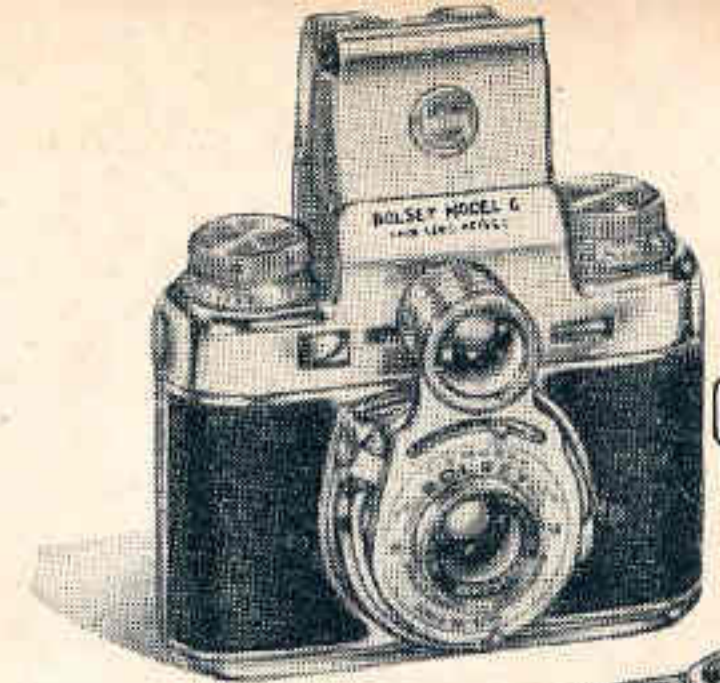
SIMPSONS-SEARS 1953-4

# Camera Catalogue

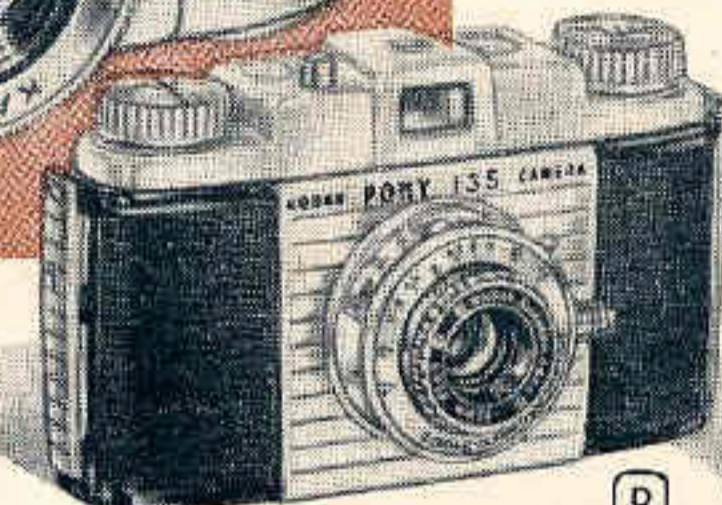
AND REFERENCE GUIDE



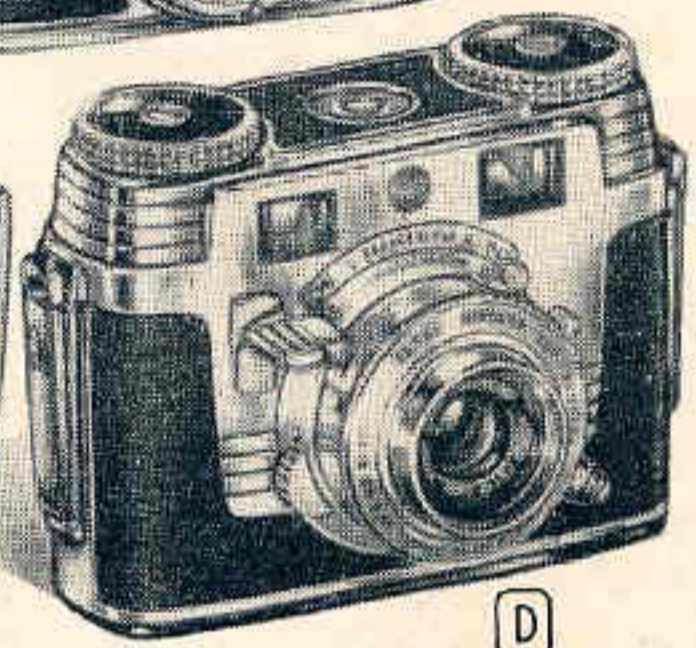
A



C



B



D

Buy your Tower 35 (see below) or any of these other line 35 mm. cameras on our Easy Payment Plan. For details please see Page 34.

## 35 Mm. Cameras for Color

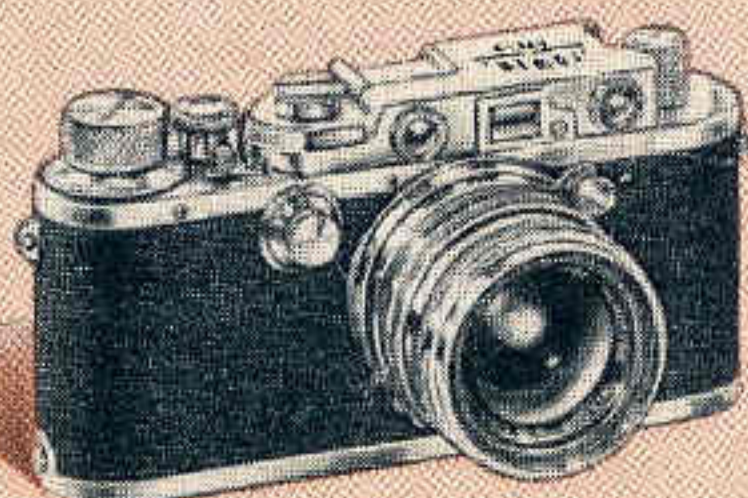
**A** PAXETTE 35 MM. Our feature value in a German-made medium-priced 35 mm. camera. Complete with a leather ever-ready carrying case, 24-page instruction booklet. Produces sharp, clear transparencies with ease. LENS—"Kataplast" f2.8 coated, color-corrected, focusing from 3 1/2 ft. to infinity, and mounted in a Prontor flash-synchronized shutter with 9 speeds from 1 to 1/3000 second plus bulb and delayed action. Features an all-metal body, optical eye-level viewfinder, built-in optical exposure meter, double exposure prevention. Takes 20 or 30 exposures on 35 mm. black-and-white or color film. Uses flash gun with standard Prontor-Compur fitting, 34 mm. (VI) adapter ring. 55PK2035—Price..... 49.95

**B** KODAK PONY 135. An ideal camera for beginners because average settings for lens and shutter speed are marked in red. LENS. Kodak Anaston f4.5 coated, color-corrected 51 mm. Closes to f22, focuses from 2 1/2 feet to infinity. SHUTTER. Pre-cocking, flash synchronized, 4 speeds 1/25 to 1/200 second plus bulb—actuated by a convenient body shutter release. Fitted with optical eye-level viewfinder, film-type indicator, depth-of-focus scale, cable release and tripod sockets. Takes 20 or 36 exposures on 35 mm. black-and-white or color film. Uses standard flash gun with A.S.A. fitting, 29 mm. (V) adapter ring. 55P2016—Price..... 41.00 55P2508—Leather ever-ready case for above... 3.95 Kodak PONY 828. Same as above but takes 8 pictures 1 1/8" by 1 5/8" on any 828 roll film. 55P2015—(Not shown.)..... 35.75 55P2507—Leather ever-ready case for above... 3.95

**C** BOLSEY C CAMERA with twin lens reflex focusing—the only twin lens reflex type 35 mm. camera providing both waist-level reflex focusing and eye-level focusing with coupled rangefinder. Use the reflex focusing for posed shots, close-ups, landscapes. You see subject accurately focused on viewing screen. Eye-level focusing may be used for sports, etc. LENS. Wollensak f3.2 coated, color-corrected 44 mm. closing to f16 and focusing from 2 ft. to infinity. SHUTTER. Pre-cocking, flash-synchronized with speeds from 1/10 to 1/200 second plus bulb and time setting. Built-in rangefinder coupled to lens. Double exposure prevention. Optical eye-level viewfinder. Depth-of-field indicator. Uses 35 mm. black-and-white or color film, 20 or 36 exposure. Lens mount diameter 24 mm. 55PLT2014—Price..... 155.00 55PT2417—Flash unit for Bolsley C..... 10.50 55PT2505—Cowhide ever-ready case..... 14.50 Bolsley B-2. (Not shown.) Same as Bolsley C but without the twin-lens reflex focusing. 55PLT2013—Price..... 109.50 55PT2417—Flash unit for Bolsley B-2..... 10.50 55PT2506—Cowhide ever-ready case..... 11.00

**D** KODAK SIGNET 35 MM. Fitted with f3.5 coated, color-corrected Kodak EKTAR lens, closing to f22 and focusing from 2 ft. to infinity. Mounted in a flash-synchronized pre-cocking shutter—speeds 1/25 to 1/300 sec. plus bulb. Lens is coupled to a built-in rangefinder with a single window for rapid focusing and aiming. Double exposure prevention. Film-type indicator. Takes 20 or 36 exposures on any 35 mm. film. Uses flash gun with standard A.S.A. fitting. 55PLT2066—34-page booklet..... 109.00 55PT2532—Leather ever-ready case..... 11.65

### OUR FRONT COVER CAMERA

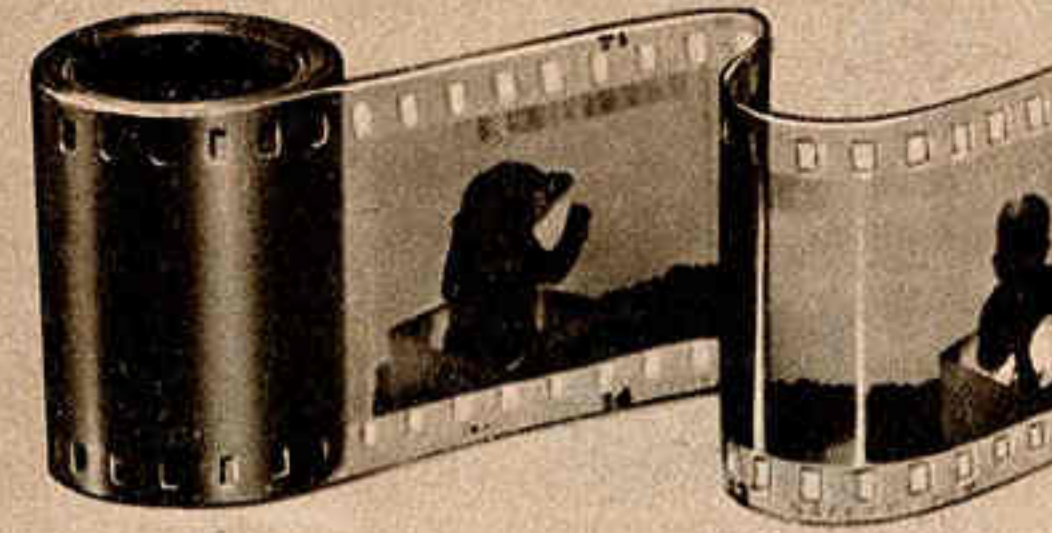


2 A TOWER 35 WITH FAMOUS F2 NIKKOR LENS

The best value we have ever offered—exclusive with Simpsons-Sears. The Tower 35 is the kind of precision 35 mm. camera you have dreamed of owning, priced far below the 350.00 you might expect to pay. The fast NIKKOR lens is rated equal to any in the world by an independent laboratory and by top-ranking magazine photographers. Fitted with an 11-speed focal plane shutter, from 1 to 1/500th second, time plus bulb—stops action in mid-air. Film winding knob cocks shutter as it advances film, prevents double exposures. F2 NIKKOR lens focuses 13 inches to infinity. Coupled rangefinder focuses lens automatically. Depth-of-field scale on lens barrel. All-metal, leather-covered body. Mechanism entirely hand machined. Takes 20 or 36 pictures on any 35 mm. film—color slides and enlargements are beautifully sharp. Complete with 38-page illustrated instruction booklet, and ever-ready cowhide case. For special Tower 35 adapter ring and lens hood, see Page 31.

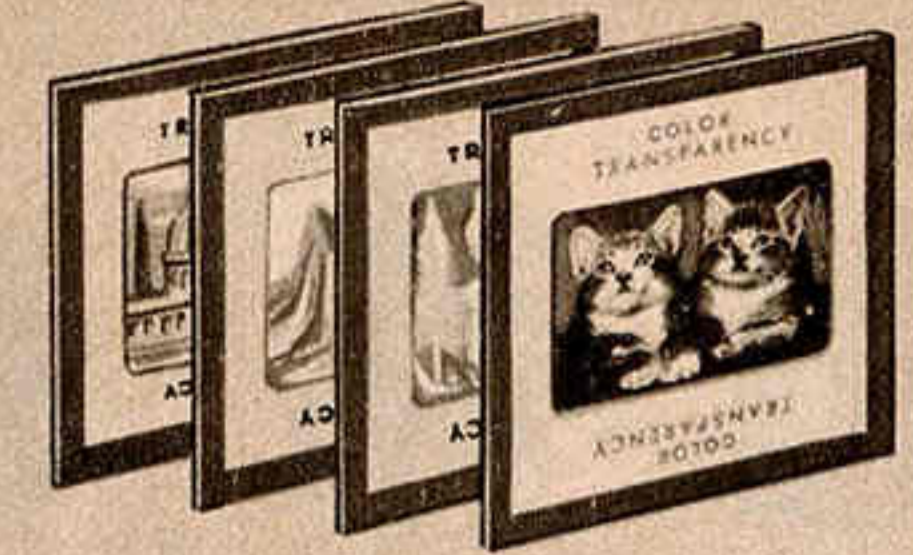
55P2075—Price..... 199.50 55P2466—Special flash unit for Tower 35..... 29.95 55P2534—Special Tower exposure meter. See P. 24..... 18.95

## The Story Behind 35 Mm. Photography



### 35 MM. FILM IS ECONOMICAL

35 mm. photography began with film used in Hollywood. The 35 mm. camera, today's popular miniature camera, was designed in Germany around 35 mm. motion picture film—the same film used in Hollywood and in European motion picture studios. The early owners of the 35 mm. camera could boast that the picture of little Johnnie in the high chair was taken on the roll used to film the leading Hollywood actor of the day. Some black-and-white Hollywood film that was unused in the movie cameras, was packaged and then sold to the 35 mm. camera owners. Because large quantities of this film was bought by the movie studios, it could be produced very economically. The small negative size of the film also helped lower its cost to the 35 mm. camera owner. This camera was also welcomed by photo fans for its compact size, fast lens, and low cost of film.



### SLIDES RECORD NATURE'S COLORS

Today, 35 mm. photography means color to thousands. If you have ever seen a color slide you know why thousands of beginners as well as experienced amateurs are turning enthusiastically to color photography. For with 35 mm. color film you easily record in life-like beauty the radiant hues of a flaming sunset, or the brilliant red of a rose. 35 mm. film is easy to use and very economical. The color is right in the film and you take the picture as you would an ordinary black-and-white scene, giving it a little more exposure as explained on each roll. The cost of a full-color Kodachrome slide, including developing and mounting into a 2 by 2 in. ready mount is little more than 21c. Although the slide itself is small, the picture you view can be bigger than life itself. There are several different ways in which you can enjoy your color transparencies. See various methods of viewing your pictures which are described below.

### 35 MM. CAMERA STOPS FAST-MOVING ACTION

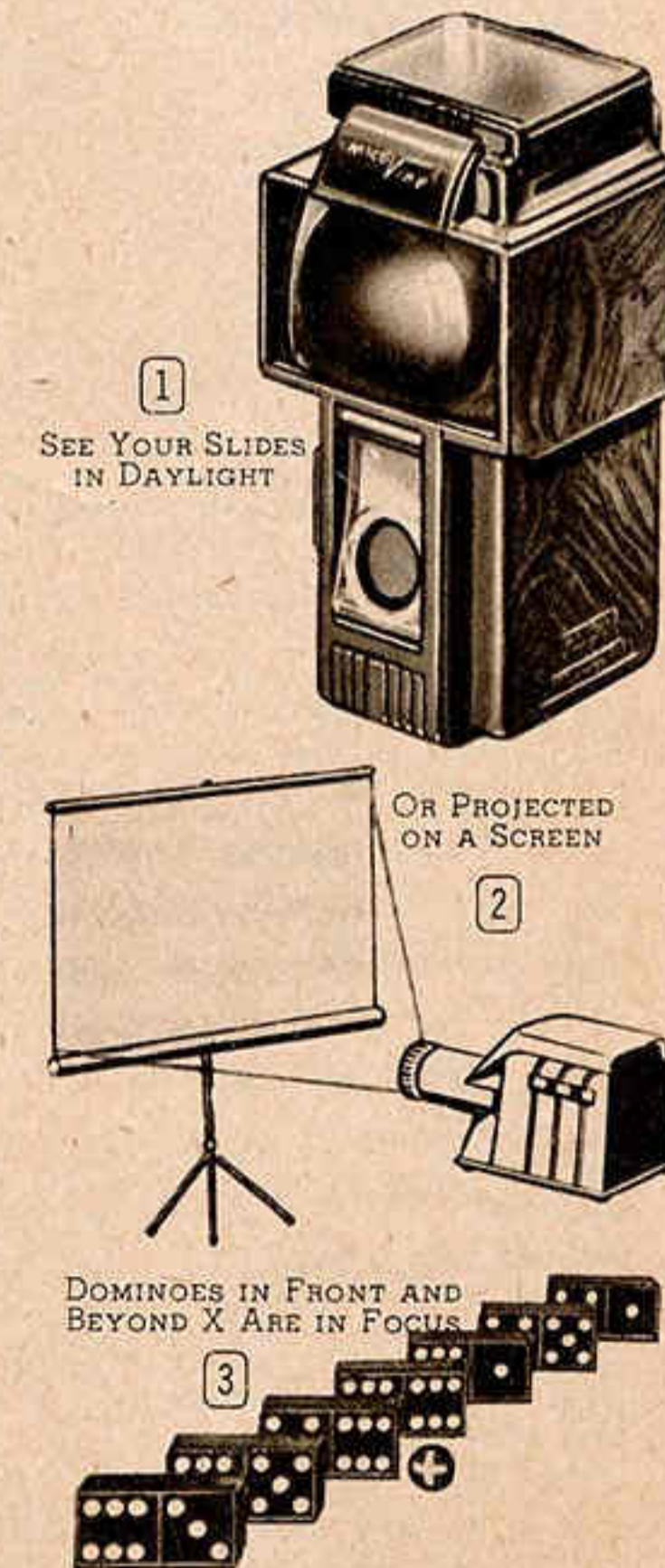
In the early days of the 35 mm. camera it was famous as the "Candid Camera". Enthusiasts snapped pictures everywhere, often without the subject's knowledge. In order to obtain candid pictures, newspaper photographers often carried this type of camera on neckstraps underneath their coats. Such candid shots are possible with the 35 mm. camera for several reasons. The fast lenses make it possible to shoot in unfavorable light, the very fast shutters stop subject movement, the compact size keeps the camera from being very noticeable, and the film-winding mechanisms move the film automatically.

### 35 MM. GIVES TREMENDOUS DEPTH OF FIELD

One of the principle advantages of the 35 mm. cameras is the comparatively short-focal-length lens used (normally 50 mm. or 2 in.). This results in a greater depth-of-field at larger apertures than would normally be obtained with the lenses used in folding cameras and reflex-type cameras. However, in common with other lenses, the depth-of-field increases as the lens is closed down. For example, at full aperture of say f2, only the dominoes immediately in front of the "X" mark and immediately behind would be in sharp focus. When, however, the lens is closed down to f5.6 or f8, all of the dominoes are in sharp focus. A normally greater depth-of-field with this 2" lens is very useful when taking pictures at night at full aperture. For example, if the 2" lens of the miniature camera was focused at 15 ft. and an aperture of f2 was used, the plane-of-sharpness or depth-of-focus would extend from approximately 12 ft. 6 in. to 18 ft. 6 in., a depth-of-focus of about 6 feet. If the folding camera with a 4" lens was also focused at 15 ft. at f2, the plane-of-sharpness would only extend from about 13 ft. 6 in. to 16 ft. 6 in., a depth of focus of only 3 feet. If a 2" lens is focused at infinity and set at f2 it would be sharp from 82 ft. to infinity. If the 4" lens is focused at infinity at an aperture of f2, it would be sharp from about 166 ft. to infinity.

### WAYS TO VIEW COLOR SLIDE TRANSPARENCIES

(1) You can slip your color pictures into an EYE VIEWER and the scenes are clearly and sharply magnified in full color. This is a handy way to see your slides in daylight or show them to your friends at work or at a party. See Pg. 21. (2) A TABLE VIEWER magnifies the scene—view them with room lights on if you wish. This is a convenient way for personal or business use. See Page 21. (3) HOWEVER, the finest way to view your color slide transparencies is with a SLIDE PROJECTOR. Enjoy the scenes you took on your vacation brought to you again as big as life itself and in all their natural beauty. A projector, for example, with a 5-inch lens (all our slide projectors have 5-inch lenses) 15 feet from the screen will project a picture 37 by 50 inches, although a 50 by 50 in. screen is desirable to allow for both horizontal and vertical formats. While a 100-watt lamp is powerful enough to project a picture 52 by 70 in. on a beaded screen at a distance of 22 feet, the use of a higher wattage lamp will help to reveal the brilliance and clarity of the colors. The higher the lamp wattage, the larger you can project the picture. For Slide Projectors see Page 21 and for Screens, refer to Page 17.



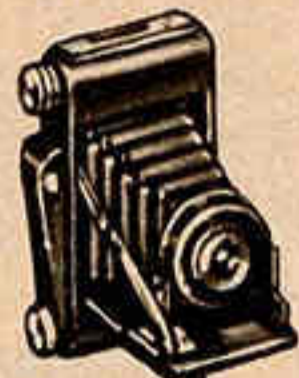
SIMPSONS-SEARS GUARANTEE: SATISFACTION OR MONEY REFUNDED.

# On Getting the Best Pictures from

The Five Cameras Shown Below Are Representative Of the Types Used by Most Amateur Photographers



Box



FOLDING



REFLEX



MINIATURE



PRESS

## EVERY TYPE OF CAMERA HAS ITS OWN ADVANTAGES

**THE SIMPLE BOX CAMERA** costs the least to buy and is the easiest to use. You merely sight through the viewfinder and click your picture. With highly sensitive film including Kodacolor film, and equipped with flash, the box camera is good anywhere. See Page 13.

**THE REFLEX-TYPE CAMERA** with the large brilliant viewfinder that makes selection of subject easy, is a popular camera. Such a viewfinder is of great help to the beginner, assisting him in framing and composition. In all other features, the simple reflex-type cameras are as easy to use as box cameras. See Page 10.

**FOLDING CAMERAS** are famous for their compactness. They give you a large picture size yet may be conveniently carried in the coat pocket. The viewfinder at eye-level is quick to use and gives accurate telescopic view of the subject covered by the lens. See Pages 6, 7, 8.

**THE TWIN LENS REFLEX CAMERA** because of its versatility, is being adopted by style photographers, news photographers and the advanced amateurs. This type of camera uses two matching lenses of the same focal length. One focuses the image on the viewing ground glass in the top of the camera by means of a fixed mirror. The second lens focuses a similar image on the film. As the lenses are directly coupled, and of identical focal lengths, they will be focused together. See Page 11.

**THE MINIATURE CAMERA** for color. With the increase in color photography, this camera won its place with both amateur and professional. It's compact, easy-to-carry, uses economical 35 mm. film. It is characterized by high precision, fast lens and shutter. Makes sharp black-and-white negatives or the popular color transparencies approximately 1 by 1½ inches. Shown is the Tower 35 sold on Page 2. See Page 3 for the complete story of the use of the miniature or 35 mm. camera in photography.

**THE PRESS CAMERA** is a high quality, adaptable picture-taker utilizing three popular-type finders—the telescopic eye-level finder for quick sighting, the sports frame finder for following subjects in action (especially valuable for athletic events) and the full film size ground glass for accurate detail focusing. The use of large films makes possible clear reproduction for magazine and books, as well as salon pictures. A good camera for serious amateurs as well as for news camera-men and other professional photographers. See Page 9.

**OTHER CAMERAS** have various combinations of the features described above or special characteristics such as stereo cameras which take two pictures for third dimensional effect (see Page 20) or the Polaroid Land Camera which develops and prints its own pictures within the camera just 60 seconds after you've pressed the shutter. See Page 8 for a full description.

While we have tried to include what we consider to be a wide and comprehensive range of cameras, accessories and information in this Camera Catalogue and Photographic Reference Guide, it is, of course, impossible to include everything. Therefore if there is any camera accessory, book or other piece of photographic equipment you would like to have or on which you desire information, please feel free to write, visit or telephone Department 55, Toronto. Our staff will be pleased to do everything possible to help you with your problem.

## SHARP FOCUS IS ESSENTIAL FOR GOOD PICTURES

The main objects in your photograph must have good detail and sharp outline to win the admiration of your friends. Securing good focus depends on your camera.

**SIMPLE BOX CAMERAS HAVE FIXED FOCUS.** As long as your main subjects are 6 feet to 8 feet or more from the camera, the images will be reasonably sharp.

**MOST FOLDING CAMERAS WILL HAVE A DISTANCE SCALE** either on the bed of the camera, or more commonly, engraved around the lens ring. You focus by estimating the distance from your subject to the camera in feet. Then set the distance scale opposite the correct number. If your lens is set at 5 ft., the objects within the zone of 4 to 6 ft. will normally be in sharp focus. Close the lens down to f22 and this zone of sharp focus is increased from approx. 3½ ft. to 7½ ft. Open the lens wide to f3.5 and the area is reduced to abt. 4 5/8 ft. to 5¼ ft. This characteristic of focus is called "depth of field". Depth of field becomes very critical for focus when the lens is wide open. Two things in particular are: (1) the plane of sharpness or depth of focus always extends approximately 2/3 behind your point of focus to 1/3 in front of it. (2) the shorter the focal length of the lens, the greater the depth of focus. In other words, a 50 mm. lens has a greater depth of focus range than an 85 mm. lens when used at the same aperture or stop.

**USE A RANGEFINDER FOR ACCURACY.** Press cameras and some miniature cameras have accurate rangefinders coupled with the lens. The photographer sights the subject through the rangefinder and by adjusting the two images until they match or become super-imposed, automatically sets the camera in sharp focus.

**THE REFLEX METHOD OF FOCUSING** is found on twin lens reflex cameras and permits the photographer to see the scene right side up on a ground glass. To focus, he adjusts the visual image until it is sharp. This type of viewer is also valuable in composing the picture area to make a pleasing photograph. The reflex camera uses two lenses—one is for viewing the scene—the other is for actually taking the picture. All press and view-type cameras use the ground glass focusing. The ground glass is without the reflecting mirror on the reflex camera and shows the image upside down. With practice, one can become proficient at focusing accurately.

## COMPOSE YOUR PICTURE IN THE FINDER

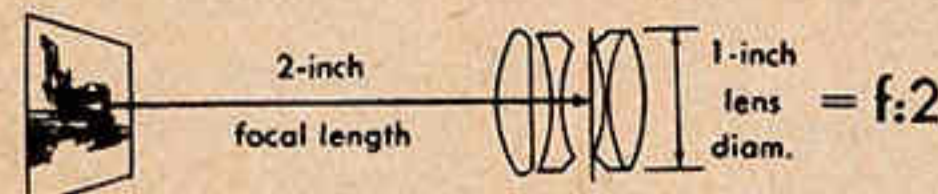
The eye-level optical viewfinder, small in size, is quick to use and accurate for most photography. It can be adapted to cover the area of the wide angle or telephoto lenses. The reflex finder enables the photographer to study the composition of his subject on the ground glass. This is particularly advantageous in portraits because it helps the photographer catch the split second when the expression is best.

**THE WIRE FRAME SPORTSFINDER** covers the whole field, following the ever-changing centre of action, so the photographer can close the shutter at critical moment.

**THE GROUND GLASS VIEWFINDER** of a Press or View Camera is necessary for careful composing. It pre-views the picture exactly, indicating the degree of sharpness of each point in the picture. This feature is very important in portraiture as well as in precise close-up pictures

# Your Camera

What You Should Know About Focusing, Lenses, Shutters



## SOME SIMPLE FACTS ABOUT LENSES

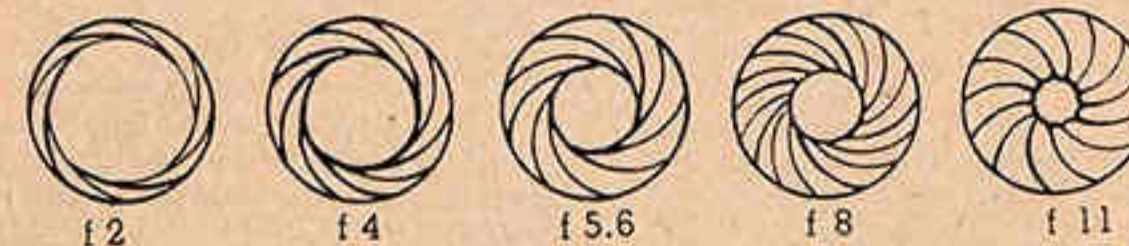
The lens is the eye of your camera. What it sees, is recorded on film as your mind records what your eye sees. The lens collects rays of light from every point of your subject and focuses them back to a corresponding point on the film. The larger the lens, the greater the light collecting power. In addition to lens diameter, the distance from the lens to film in the camera controls the amount of light.

**WHAT THE "F" NUMBERS MEAN:** Those numbers you see on a fine lens (such as f2, f3.5, f4.5, etc.) indicate the relationship of lens diameter to the distance from lens to film. For example, f2 is a short way to say the focal length (distance from lens to film) is twice the diameter of the lens opening. Thus the Tower 35 with Nikkor f2 lens, wide open, is 1 inch in diam. to the 2 inches (50 mm.), which is the focal length of this lens. This camera would take sharp pictures of far away objects when lens is 2 inches from film. F2 could also be a lens with an opening 3 inches in diameter and a focal length of 6 inches, and the ratio would still be one to two or f2. The "f" system makes it possible to compare the "speed" (in collecting light) of any lens, large or small, and to provide exposure recommendations which will be correct for all types of cameras.

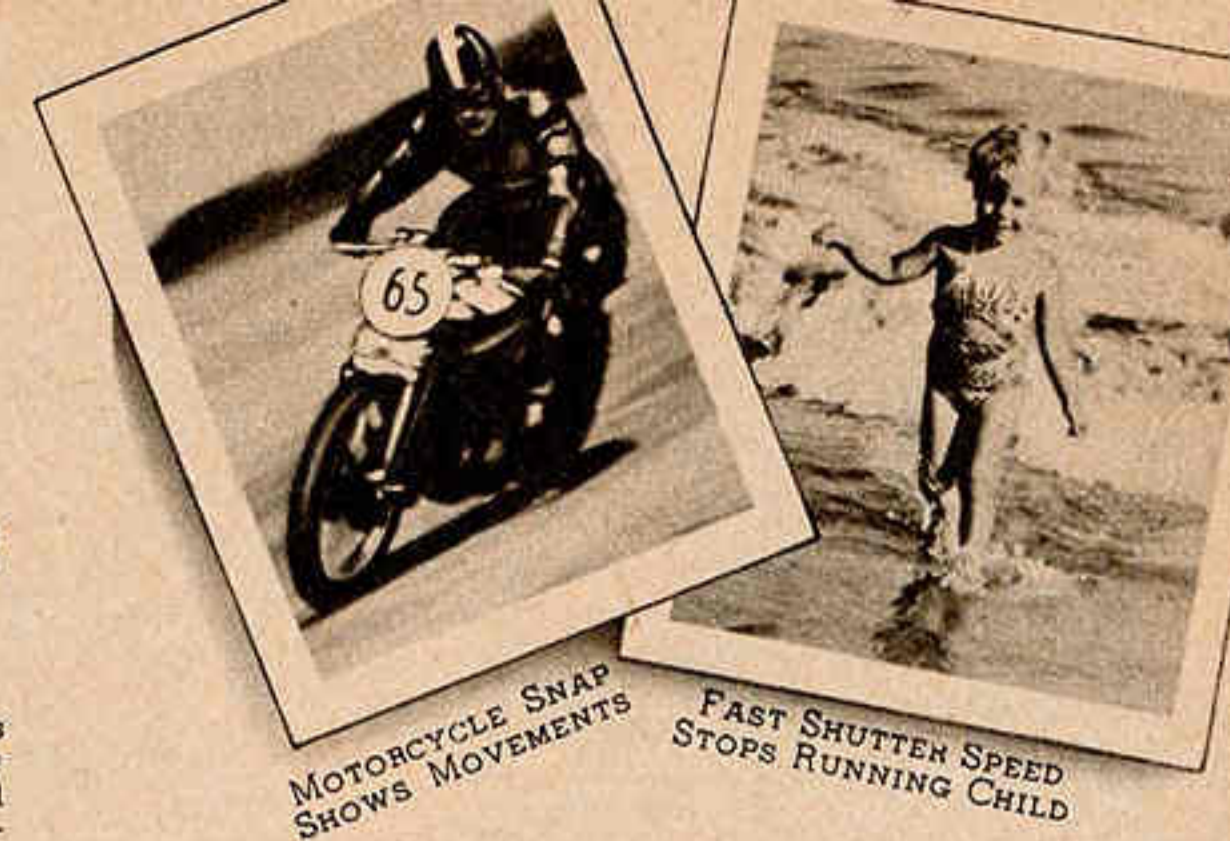
**SLOW AND FAST LENSES.** f1.4, f2, f3.5 and f4.5 are considered "fast" lenses. An f16 or f11 lens is naturally "slower", and if you remember that a lens collects light with its entire surface, you'll understand why the f2 opening is 64 times as large as the f16 on the same lens and therefore passes 64 times as much light. On a big studio camera lens, the f16 opening may be actually larger in diameter than f2 or a miniature camera lens—but the f2 is still 64 times as fast as the f16. Remember the "f" size is relative to the focal length.

**SPEED IS NOT THE WHOLE STORY.** A "slow" lens of the single-meniscus type is made of one piece of glass—found mostly in box cameras or other inexpensive types. The doublet lens (two glass elements) permits greater "speeds" with increased sharpness. But high quality, "fast", anastigmatic lenses, such as the NIKKOR lens fitted to the Tower 35, are built up of 6 pieces or elements of optical glass, accurately formed, polished, mounted together with precision. This not only makes a high-power lens, but corrects optical errors that might occur in a simple lens. Thus fine lenses take sharper pictures than box camera lenses.

## THE CAMERA'S "OUTER GATE"

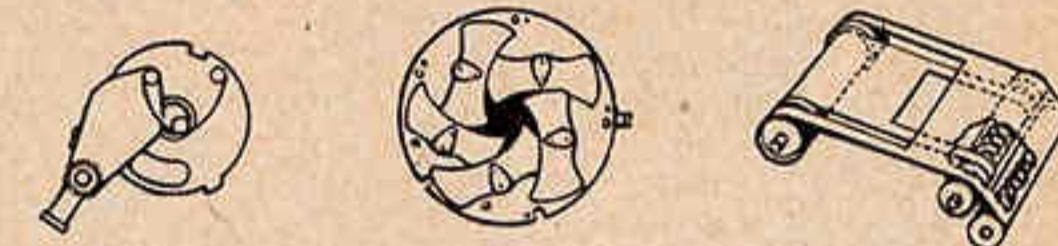


In bright light, you do not need the speed of a fine lens and an iris diaphragm is provided. This is the camera's "outer gate". This can be opened or closed to admit the right amount of light to the film. Your eye also has an iris which closes down automatically in bright light and opens wide in dim light. In the camera you can make this adjustment by hand—from dull light to bright light or from f2 to f11 as illustrated in the diagram above.



MOTORCYCLE SNAP SHOWS MOVEMENTS FAST SHUTTER SPEED STOPS RUNNING CHILD

## THE CAMERA'S "INNER GATE"



Box Camera Type BETWEEN-THE-LENS FOCAL PLANE

While the iris diaphragm stands ajar all the time, your camera's second gate, the shutter, opens and closes when you take a picture.

The shutter of an inexpensive camera may be a simple metal plate, actuated by a spring. It is usually operated at one speed plus time or bulb exposures. The between-the-lens shutter fitted to a fast lens is quite different. Examples of such shutters are the ultra-modern Synchro Compur MX or Prontor SV which combine shutter speeds of from 1 to 1/500 of a second and include delayed action and built-in synchronization. The focal-plane shutter is the fastest type and on some cameras operates up to 1/1000 of a second or faster. This is a "curtain" located in the back of the camera near the film. Exposure is regulated by varying the width of the slit, the time lag between the movement of two curtains, or in some cases, by varying the tension that pulls the curtain.

## SYNCHRONIZATION OF SHUTTER

The shutters on practically all the cameras in this catalogue are synchronized to take flash pictures. All you have to do is attach the proper flash unit, insert the flash lamp and you're ready to flood the scene with light. "Synchronization" on cameras simply means that the shutter and flash unit are timed to operate together. Cameras with synchronized between-the-lens shutters are normally synchronized at 1/25 of a second for No. 5 or 11 flash lamps and up to 1/100 of a second with SM or SF flash lamps. The exception is MX and SV shutters which are fully synchronized at all speeds.

## RELATION BETWEEN THE GATES

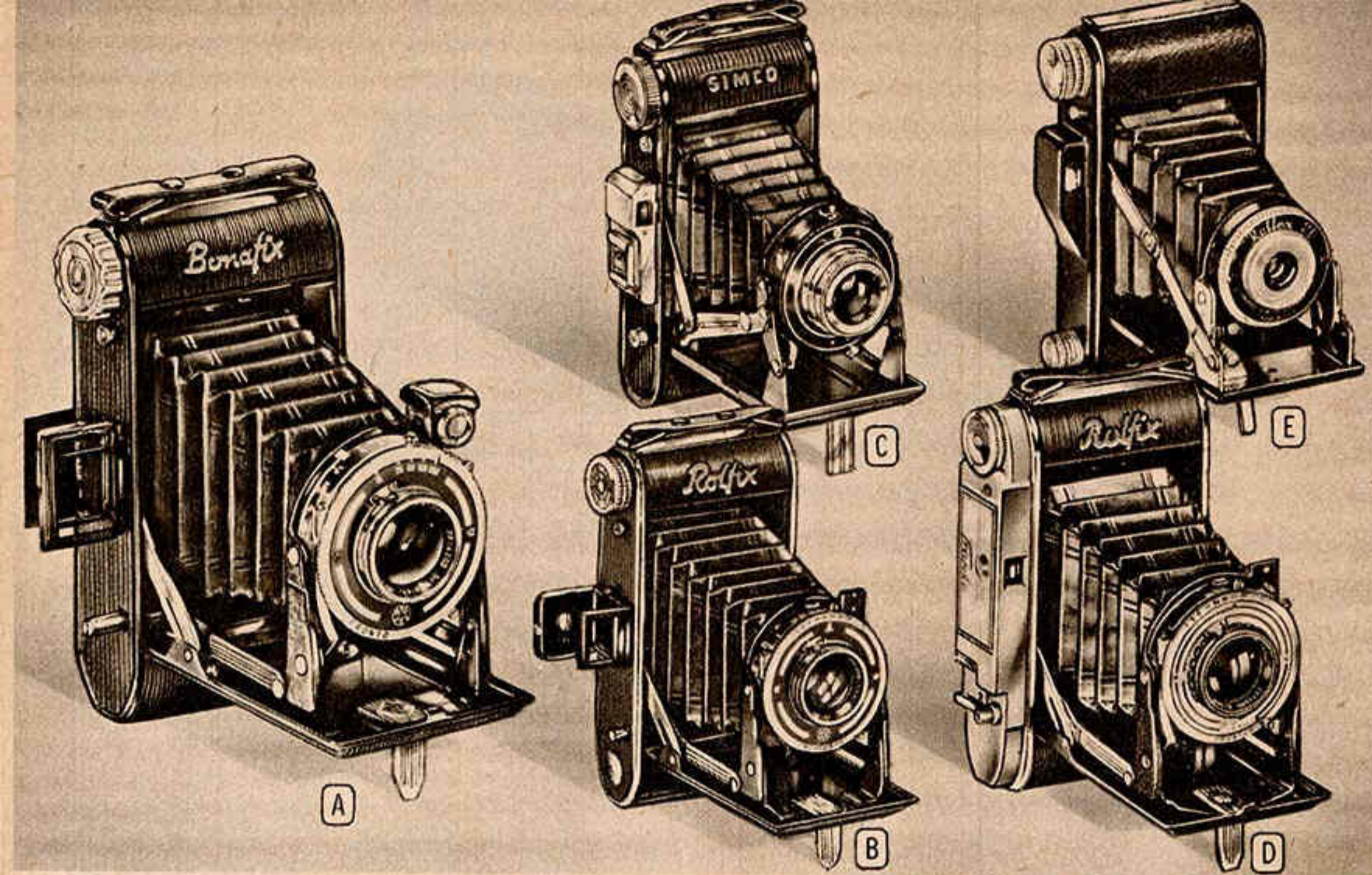
The "f" stop or "outer gate" must be balanced with the exposure or inner gate setting for correct exposure. Various exposure guides and charts are available to help you solve your exposure problems. See below.

## THE EXPOSURE METER

Exposure meters take the guess work out of exposing. You prevent wasting film by under or over exposing and you are sure of getting crisp, brilliant color or black-and-white movies and stills every time. And what's more, the exposure meter is easy to use. Through the use of a photo electric cell, it determines the precise amount of light that should enter the camera and converts it into camera settings for all types of film and picture taking situations. Several photo electric cell type meters are illustrated and described on Page 24.

The one illustrated at the left is the Tower Exposure Meter. A little practice is needed in using the exposure meter but you will find that it is a great aid in the accurate control of light that reaches the film in your camera.

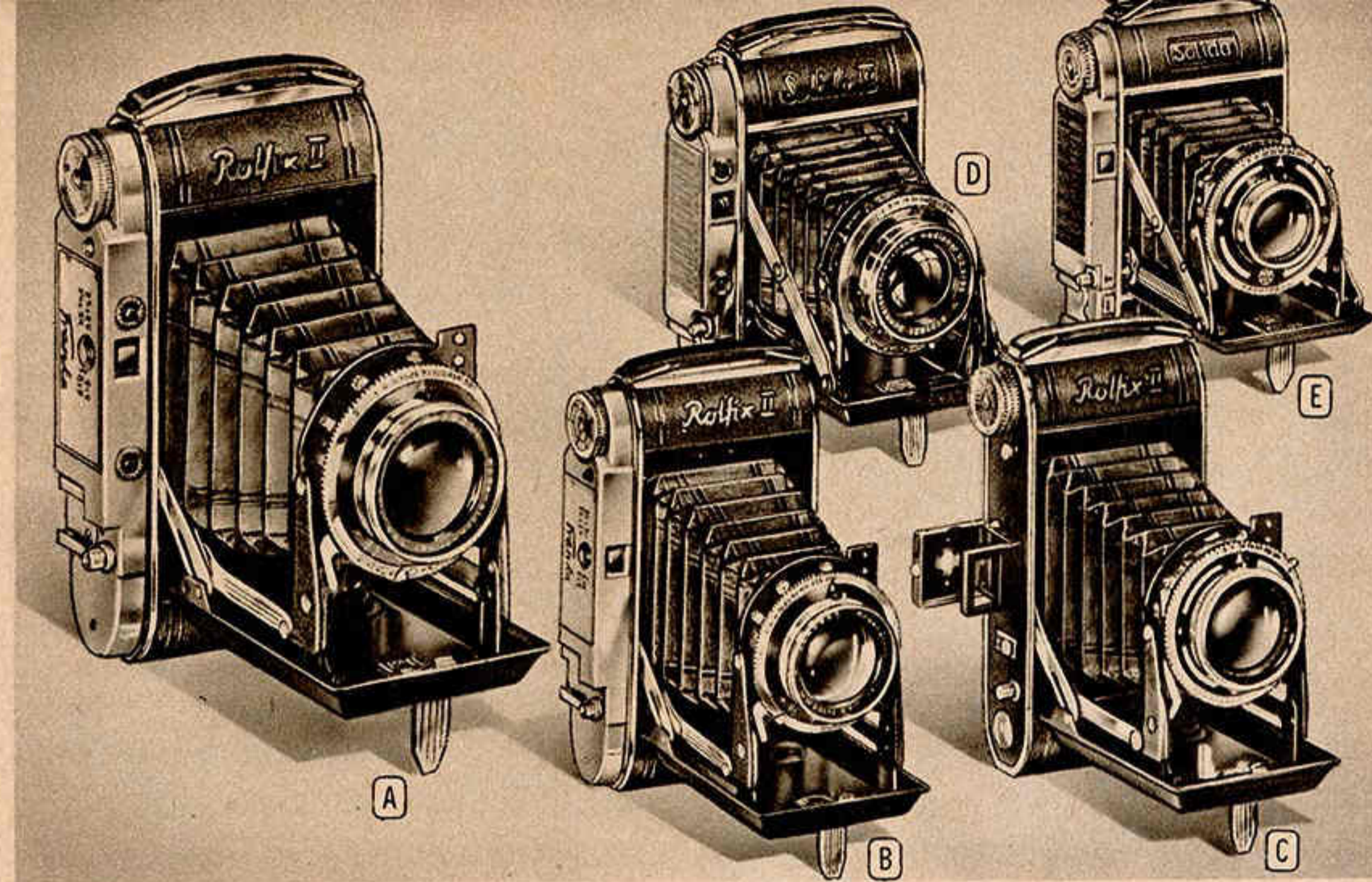




## It's Easy to Take Good Pictures

- A** **BONAFIX FOLDING CAMERA.** A better moderately-priced German-made camera with an f4.5 coated, color-corrected focusing lens in a Pronto delayed-action flash-synchronized shutter—4 speeds 1/25th to 1/200th second. Focuses 3½ feet to infinity. Eye-level and waist-level viewfinders. All-metal body. Takes either 8 or 12 exposures on 120 film, 2¼ by 3¼ or 2¼ by 2¼. Uses 31.5 mm. (Series VI) adapter ring.  
**55PK2004—Price..... 29.95**  
**COWHIDE POUCH-TYPE CASE for Bonafix camera.**  
**55P2501—Price..... 3.75**  
**LEATHER EVER-READY CASE for Bonafix camera.**  
**55P2528—Price..... 7.95**
- B** **ROLFIX FOLDING CAMERA** with f4.5 lens. Made in Germany. Has f4.5 (105 mm.) Schneider Radionar anastigmat, coated, color-corrected lens, closing to f32 and focusing from 3½ ft. to infinity. Mounted in a Pronto delayed-action flash shutter with 8 speeds from 1 to 1/250 second plus bulb. Convenient body shutter release folds flush when camera is closed—rises into position when opened. Optical eye-level viewfinder. Pressure spring back. Two tripod sockets for horizontal or vertical shots. Takes 8 or 12 exposures 2¼ by 3¼ or 2¼ by 2¼ inches on 120 film. Sturdy all-metal body, covered in black leatherette. Uses 31.5 mm. (Series VI) adapter ring.  
**55PK2005—Price..... 39.95**  
**COWHIDE POUCH-TYPE CASE for Rolfix above.**  
**55P2501—Price..... 3.75**  
**LEATHER EVER-READY CASE for Rolfix above.**  
**55P2528—Price..... 7.95**
- C** **SIMCO FOLDING CAMERA** with focusing lens. Fitted with an f8 Braun-Praxar coated lens closing to f16 and focusing from 8 ft. to infinity. Mounted in a flash-synchronized shutter with speeds 1/25th, 1/75th second and bulb. Convenient body shutter release. Enclosed optical eye-level viewfinder with accessory shoe on top which will take a rangefinder or flash gun. Fitted with both cable-release and tripod sockets. Picture number window has removable cover to prevent light leakage when not in use. The drop bed is fitted with a collapsible strut which will enable the camera to be placed on a flat surface for time exposures. Sturdy all-metal body covered in simulated leather and finished with chromium trim. Takes 8 exposures 2¼ by 3¼ on 120 film. Uses 34 mm. (Series VI) adapter ring.  
**55PK2040—Price..... 19.95**  
**COWHIDE POUCH-TYPE CASE for Simco folding camera.**  
**55P2501—Price..... 3.75**

- D** **ROLFIX DE LUXE MODEL FOLDING CAMERA.** Made in Germany. Fitted with a fast f4.5 (105mm.) Schneider Kreuznach Radionar coated, color-corrected lens in a focusing mount. Closes to f32 and focuses from 3½ ft. to infinity. Fully-synchronized Pronto SV shutter adjustable for X-type gas-filled lamps (SM or SF) and M-type lamps (standard No. 5's or No. 11's). Shutter speeds 1 to 1/250 second and bulb. Optical eye-level viewfinder is totally enclosed. Double exposure prevention. Film speed indicator dial. Fitted with accessory shoe which will take rangefinder, flash unit, etc. Two tripod sockets allowing both vertical and horizontal picture format. Cable release socket. Variable viewfinder to accommodate double picture size. Flash nipple will take any flash gun with standard Pronto-Compur fitting. Red window is fitted with sliding cover to prevent film becoming fogged—engraved with picture sizes to avoid confusion. Takes 8 or 12 exposures on 120 film, 2¼ by 3¼ or 2¼ by 2¼. All-metal body, attractively finished with chromium trim. Handy leather carrying strap. Uses 31.5mm. (Series VI) adapter ring.  
**55PK2076—Price..... 44.50**  
**COWHIDE POUCH-TYPE CASE for Rolfix De Luxe.** Fitted with hand and shoulder straps.  
**55P2501—Price..... 3.75**  
**EVER-READY LEATHER CASE for Rolfix De Luxe.**  
**55P2528—Price..... 7.95**
- E** **ROLLEX "20" CAMERA.** Our lowest-priced folding camera. Combines folding camera compactness with box camera simplicity. Takes clear, sharp pictures without any adjusting or focusing. Just find your subject in fast-aiming eye-level viewfinder and press shutter release—you've got the picture for your memory album. Fitted with an f11 fixed-focus meniscus lens. Shutter speeds 1/50 second and bulb. Enclosed optical eye-level viewfinder for fast action. Durable light-tight bellows. Vibration-free shutter release lever on folding bed of camera helps give steady, blur-free pictures. Tripod socket. Takes 8 exposures, 2¼ by 3¼ on either 120 or 620 film. All-metal body, nicely finished with black artificial leather covering. Uses 30.5 mm. (Series VI) adapter ring.  
**55PK2036—Price..... 15.95**  
**COWHIDE POUCH-TYPE CASE for Rollex "20" camera above.** Fitted with hand and shoulder straps.  
**55P2501—Price..... 3.75**

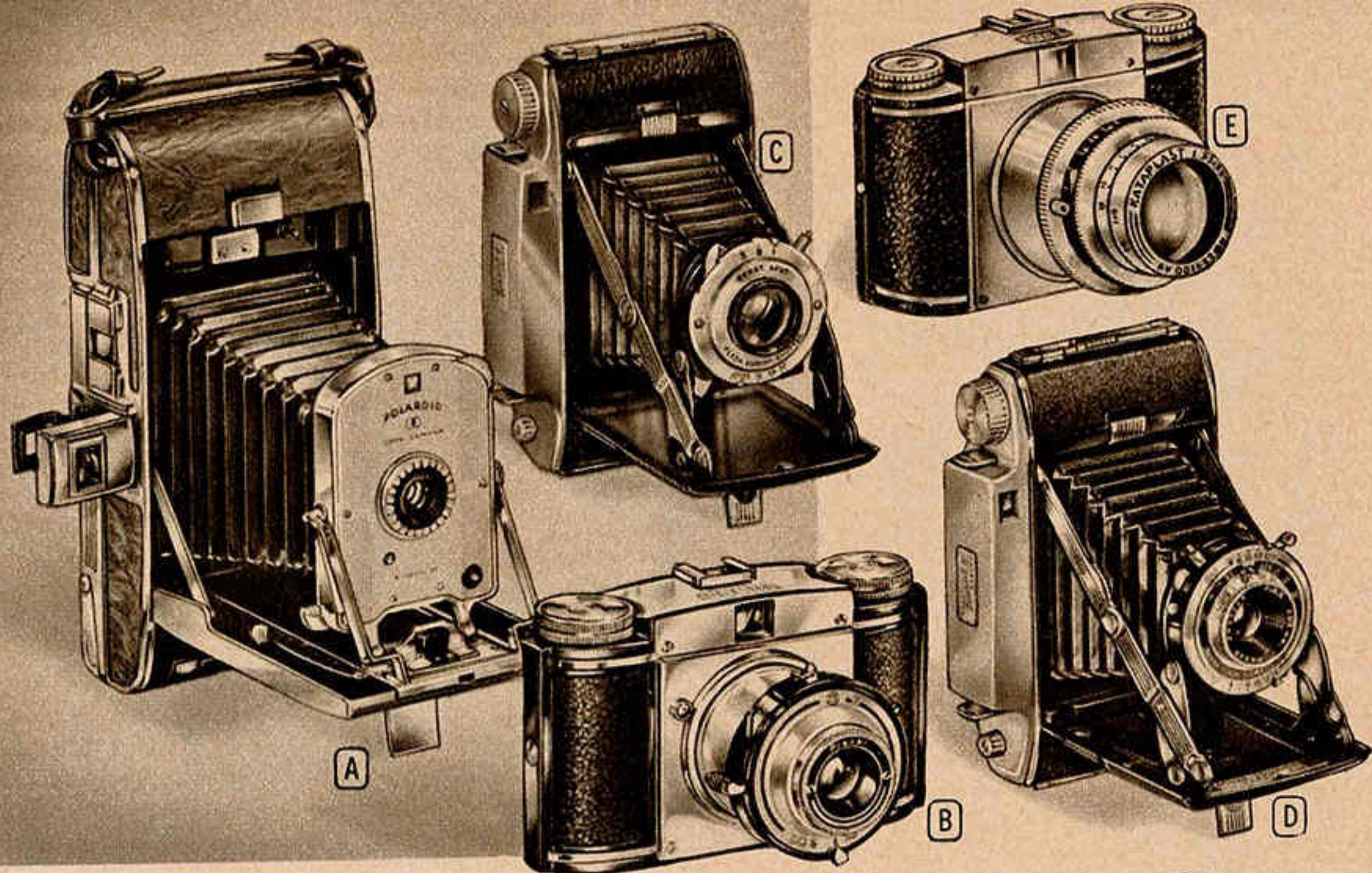


## With These Compact Folding Cameras

- A** **ROLFIX II DE LUXE MODEL** with built-on range finder to enable rapid and accurate focusing. Fitted with fast f3.5 coated, color-corrected Rodenstock Trinar lens, closing to f22 and focusing from 5 ft. to infinity. Synchro-Compur MX fully synchronized shutter with speeds 1 to 1/500 sec. and bulb. Delayed action device. Body shutter release. Fully enclosed optical eye-level viewfinder. Cable release and tripod sockets. Double exposure prevention device, film speed indicator. All-metal body, leather covered. Uses 42 mm. (Series VI) adapter ring. Takes 8 or 12 pictures on 120 film.  
**55PL2084—Price..... 75.00**  
**As ABOVE with fully synchronized Pronto SV shutter.**  
**55PL2083—Price..... 69.50**  
**LEATHER POUCH-TYPE CASE for all Rolfix models.**  
**55P2501—Price..... 3.75**  
**LEATHER EVER-READY CASE for all Rolfix models.**  
**55P2528—Price..... 7.95**
- B** **ROLFIX II DE LUXE MODEL** with f3.5 lens. German-made. Takes 8 or 12 exposures, 2¼ by 3¼ or 2¼ by 2¼ on 120 film. Fitted with fast f3.5 coated, color-corrected Rodenstock Trinar lens, closing to f22 and focusing from 5 ft. to infinity. Lens is mounted in a Synchro-Compur MX fully synchronized shutter with speeds 1 to 1/500 second and bulb. Delayed action mechanism. Body shutter release. Fully enclosed optical eye-level viewfinder. Fitted with both cable-release and tripod sockets. Double exposure prevention device, film speed indicator. All-metal body, covered in leather. Uses 42 mm. (Series VI) adapter ring.  
**55PL2078—Price..... 59.50**  
**ROLFIX II DE LUXE MODEL as above but with fully synchronized Pronto SV shutter. Speeds 1 to 1/250 second.**  
**55PL2077—Price..... 52.50**
- C** **ROLFIX MODEL II FOLDING CAMERA,** made in Germany. Fitted with fast f3.5 coated, color-corrected Rodenstock Trinar lens closing to f22 and focusing from 5 ft. to infinity. Compur-Rapid flash-synchronized delayed-action shutter—speeds 1 to 1/400 second plus bulb. Convenient body shutter release. Optical eye-level viewfinder. Takes 8 or 12 exposures, 2¼ by 3¼ or 2¼ by 2¼ on 120 roll film. All-metal, leather-covered body. Uses 42 mm. (Series VI) adapter ring.  
**55PL2033—Price..... 55.00**  
**ROLFIX MODEL II FOLDING CAMERA as above but with Pronto S Shutter—speeds 1 to 1/250 second and bulb.**  
**55PL2032—Price..... 49.95**

- D** **SOLIDA III DE LUXE MODEL FOLDING CAMERA** with built-on range finder for rapid and accurate focusing. Made in Germany. Fitted with an f2.9 coated, color-corrected Schneider Kreuznach Radionar lens, closing to f22 and focusing from 3½ ft. to infinity. Has fully synchronized Synchro-Compur MX shutter with speeds from 1 to 1/500 second plus time and bulb. Has delayed action mechanism to enable you to get into the picture yourself. Sturdy all-metal body, covered in leather, chromium trim. Fully enclosed optical eye-level viewfinder, body shutter release, accessory clip, depth-of-focus indicator, film speed indicator, double exposure prevention device. Has both cable release and tripod sockets. Takes 12 album size prints 2¼ by 2¼ on 120 film. Uses 42 mm. (Series VI) adapter ring.  
**55PL2082—Price..... 75.00**  
**SOLIDA III DE LUXE MODEL as above but with fully synchronized Pronto SV shutter—speeds 1 to 1/250 second.**  
**55PL2081—Price..... 65.00**  
**LEATHER POUCH-TYPE CASE for all Solida models.**  
**55P2515—Price..... 4.50**  
**LEATHER EVER-READY CASE for all Solida models.**  
**55P2529—Price..... 7.50**
- E** **SOLIDA MODEL III CAMERA.** An exceptionally fine German-made folding camera. Has great versatility and the fastest lens of any of our roll film models. Fitted with an f2.9 Schneider Kreuznach Radionar coated color-corrected lens, closing to f22 and focusing from 3½ ft. to infinity. Pronto S flash-synchronized shutter with 8 speeds from 1 to 1/250 second plus time, bulb and delayed action device. Features an all-metal body, fully enclosed optical eye-level viewfinder, convenient body shutter release, accessory shoe, depth-of-focus indicator and double exposure prevention device. Has both cable release and tripod sockets. Takes 12 album size pictures 2¼ by 2¼ on 120 film. Uses 42 mm. (Series VI) adapter ring.  
**55PL2003—Price..... 49.50**  
**SOLIDA MODEL III as above but with faster Compur-Rapid shutter—speeds 1 to 1/400 second.**  
**55PL2034—Price..... 59.50**  
**SOLIDA MODEL III as above but with fully synchronized Pronto SV shutter—speeds 1 to 1/250 second.**  
**55PL2079—Price..... 55.00**  
**SOLIDA MODEL III as above but with fully synchronized Compur MX shutter—speeds 1 to 1/500 second.**  
**55PL2080—Price..... 65.00**

ABOVE ARE FAMOUS QUALITY FRANKA CAMERAS MADE EXCLUSIVELY FOR SIMPSONS-SEARS.



## Folding Cameras — Ideal for Travel

**A** POLAROID LAND CAMERA. Make parties and family get-togethers more fun with a Polaroid. Take pictures and see them completely finished in only 60 seconds—no long waiting or sending the film out to be developed—everything is done for you right inside the camera. Just snap the shutter, pull a tab and 60 seconds later lift out a brilliant 3¼ by 4¼ in. black and white finished print from the back of the camera.

**LENS.** 3-element, coated, color-corrected anastigmat. Quick-action lever focuses lens from 3½ ft. to infinity.

**SHUTTER.** Built-in synchronization for flash unit and a bulb setting for time exposures. After bulb exposure, the shutter returns automatically to "instantaneous". Shutter and lens opening are coupled together, and set with a single dial. There are no f stops or shutter speeds to set—just 8 numbers on the setting dial. Dial low number in weak light which gives a wide opening and a slow shutter speed; in bright light a higher number for small opening, fast shutter speed.

Optical eye-level viewfinder with parallax markings for correct aiming even for close subjects. Sturdy all-metal body covered with attractive brown simulated leather, brushed chrome plate trim.

55PL2045—Instructions..... 116.30

POLAROID ROLL FILM. Gives 8 big 3¼ by 4¼ inch black-and-white pictures. Complete with exposure guide.

55P2265—Roll..... 2.60

POLAROID B.C. FLASH UNIT with battery. Uses No. 5 or Press 25 flash lamps.

55P2464—Price..... 18.95

POLAROID GENERAL ELECTRIC EXPOSURE METER. Clips on to accessory shoe. Arrow on the meter points to number from 1 to 8 for correct setting.

55P2538—Price..... 19.50

**B** PAXINA II B FLASH CAMERA. Anyone can take fine color or black-and-white pictures with this easy-to-use compact folding camera. German-made. Fitted with an f8 coated lens in a collapsible mount, closing to f16 and focusing from 6 ft. to infinity. Flash-synchronized shutter with speeds 1/25, 1/75 second and bulb. All-metal body, enclosed optical eye-level viewfinder, tripod and cable-release sockets, accessory shoe. Takes 12 pictures 2¼ by 2¼" on 120 film.

55P2038—Uses 34 mm. (VI) adapter ring..... 14.95

EVER-READY-TYPE CASE for Paxina II B Camera.

55P2527—Price..... 3.75

**C** KODAK TOURIST II CAMERA with Kodet lens—an inexpensive folding camera for both black-and-white and Kodacolor photography. Fitted with Kodet f12.5 fixed-focus meniscus lens closing to f32 and mounted in a flash Kodon shutter with speeds 1/50 sec., time and bulb. Steady squeeze-type shutter release on camera bed. Enclosed optical eye-level viewfinder. Tripod socket. Takes 8 exposures 2¼ by 3¼ inches on 620 film. Body of camera is of die-cast alloy, chrome trim. Back of camera is hinged for opening either to right or left or removing completely. Uses 29 mm. (Series V) adapter ring.

55P2006—Price..... 29.00

LEATHER POUCH-TYPE CASE for Kodak Tourist II.

55P2514—Price..... 3.75

LEATHER EVER-READY-TYPE CASE for Kodak Tourist II.

55P2539—Price..... 8.95

**D** KODAK TOURIST II CAMERA. A better folding camera to take snapshots, flashshots, time exposures. Takes 8 exposures 2¼ by 3¼ inches on 620 black-and-white or color roll film. Adjustable lens and shutter. Fitted with a Kodak Anaston f6.3 105 mm. 3 element lens closing to f32 and focusing from 3½ ft. to infinity. Shutter is a Kodak Flash Diomatic cocking type with speeds 1/25 to 1/100 second, plus time and bulb. Steady-bed shutter release helps give steady, blur-free pictures. Enclosed optical eye-level viewfinder, focusing scale on lens mount, depth-of-field scale. Fitted with tripod socket. Die-cast alloy body, chrome trim. Uses 32 mm. (Series VI) adapter ring.

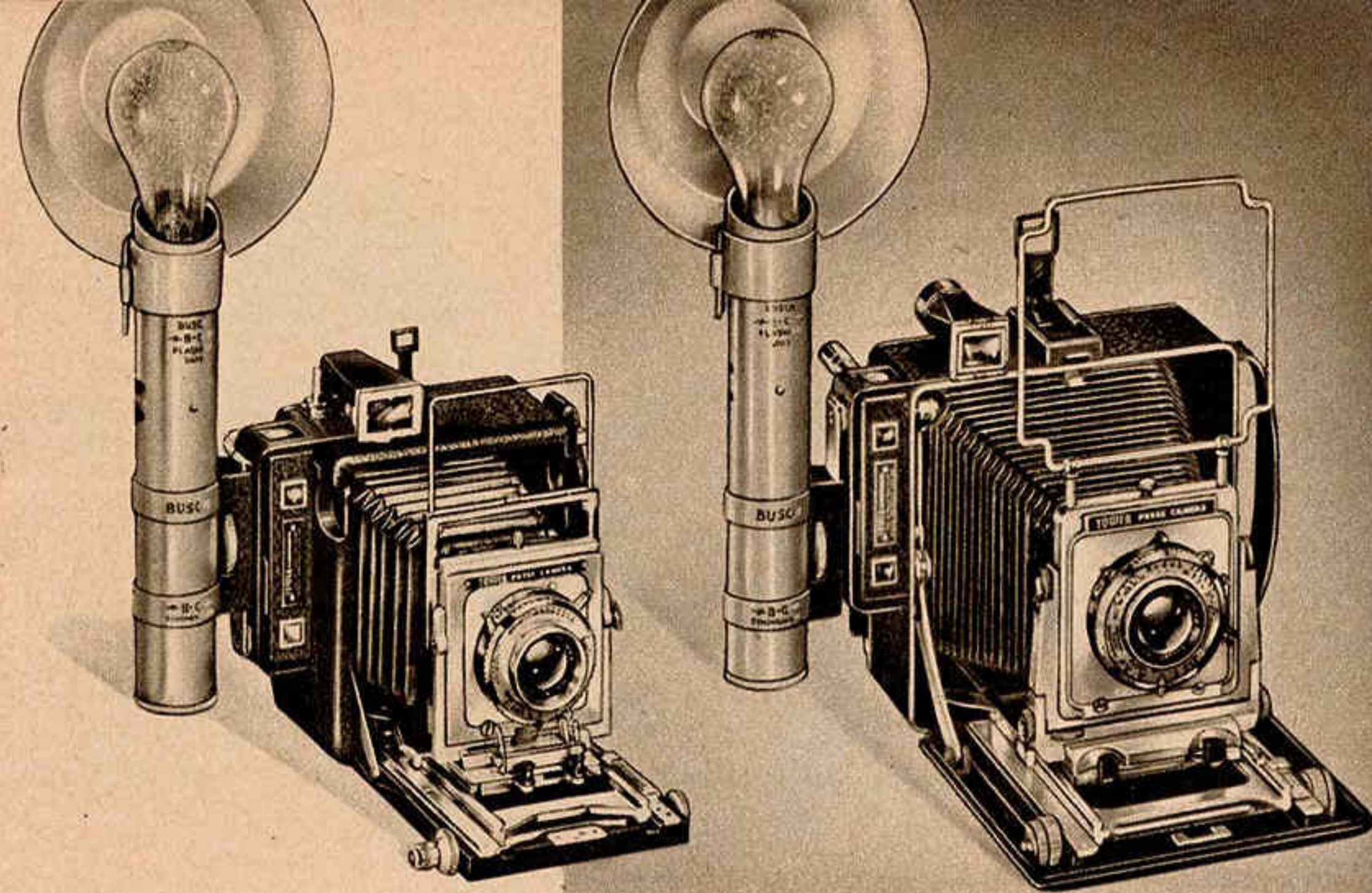
55PL2008—Price..... 51.75

55P2514—Pouch-type case..... 3.75

55P2539—Leather ever-ready case..... 8.95

**E** PAXINA II FLASH CAMERA. German made. A neat, compact, folding camera that takes sharp, clear black-and-white or color pictures. Fitted with a fast, coated, color-corrected f3.5 lens closing to f22 and focusing from 5 ft. to infinity. Flash-synchronized Vario shutter with 3 speeds from 1/25 to 1/200 second and bulb. Enclosed optical eye-level viewfinder, tripod and cable-release sockets, accessory shoe. Sturdy all-metal body covered in leatherette. Takes 12 album size pictures 2¼ by 2¼ inches on 120 film. Uses 37 mm. (Series VI) adapter ring. With ever-ready case.

55P2028—Price..... 29.95



## Press Cameras for Prize Quality

### COMPLETE TOWER 2¼ X 3¼ OUTFIT

You'll have every feature of larger press cameras with this smaller, more compact model. Fitted with the world's fastest between-the-lens shutter—Stops fastest action in mid-air. Takes clear 2¼ x 3¼ inch negatives.

**LENS AND SHUTTER**—Kodak EKTAR 101 mm. coated f4.5 lens stops down to f32. Focuses 3 ft. to infinity. Lens front uses Series V filter—no adapter ring needed. Pre-cocking Kodak Synchro-Rapid shutter with speeds from 1 to 1/800 sec. Plus time and bulb. Shutter is universal type, synchronized for standard; strob; SM or SF flash lamps. Ready for every type of flash photography with no extra attachments. Double-extension bellows for close-ups and copy work. Lens mount rises, tilts backward, and moves sideways... locks in desired position... fine for unusual camera angle shots. Ground glass back for easy focusing.

Coupled-rangefinder for fast, needle-sharp focusing... installed right in camera. Telescopic optical viewfinder with parallax adjustment. Pop-up metal sportsfinder. Dual focusing controls. Hardwood and metal body with black leather covering. Adjustable hand grip. Takes sheet-film, film-pack or roll-film holders. Price includes powerful B-C flash unit with battery, revolutionary new battery capacitor firing system with 15 times more voltage than all other flash units. Eye-level optical viewfinder. Coupled range finder. A top quality press camera.

55PLT2064—Price..... 317.15

### COMPLETE TOWER 4 X 5 OUTFIT

Own the camera that gives professional-quality pictures. Large 4 x 5-in. negatives yield sharp prints with outstanding detail... make fine, life-like enlargements.

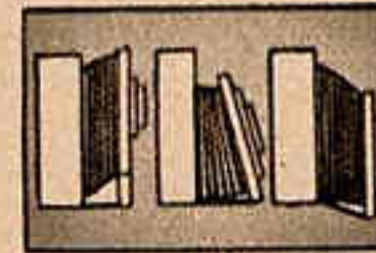
**LENS AND SHUTTER**—Kodak EKTAR 127 mm. coated, f4.7 lens stops down to f32. Focuses 3 ft. to infinity. Lens mount diameter 38 mm. Kodak Flash Supermatic fully synchronized shutter with speeds from 1 to 1/400 sec. plus time and bulb. Shutter is synchronized for use with strob light and for standard flash lamps. Double-extension bellows... lens mount rises, tilts forward and backward, and moves sideways... locks in place. Ideal features for close-up photography, architecture and portraiture. Ground glass back makes careful focusing easy... you will see a clear full-size image before you snap the picture.

Coupled rangefinder for fast, needle-sharp focusing... installed right in camera... focuses 3½ feet to infinity. Pop-up metal sportsfinder for athletic events. Telescopic, optical viewfinder with parallax compensation... adapts to either vertical or horizontal position of revolving back. Revolving back is easily turned to change shooting position. You can take vertical and horizontal pictures without taking camera off tripod. Aluminum body covered with black genuine leather. Adjustable hand strap. Price includes everything you need—B-C flash unit with battery; built-in coupled rangefinder; eye-level viewfinder.

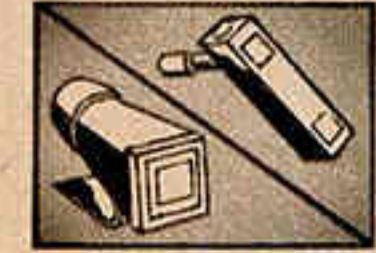
55PLT2065—Price..... 328.10



Full double-extension bellows... ideal for exacting close-ups... table-tops... copying work... fine for long-focus lenses.



Lens mount rises, tilts backward and moves sideways... locks in desired position... fine for unusual angle shots.



Super-imposed image rangefinder installed on camera... optical viewfinder adjusts to correct parallax.



Ground glass back makes careful focusing easy... you'll see a big, clear image in its actual size and position.



Focusing scale numbers are magnified for quick, easy reading... lens board unscrews to change lenses.

# Reflex - Type Cameras

Offer you the advantages of the large clear viewfinder to give you picture previews for more professional results.



**KODAK DUAFLEX II** with Kodet fixed focus lens. Operates as easily as a box camera . . . no adjusting necessary. Pre-focused from 6 feet to infinity. Provided with a large waist-level reflex-type viewfinder protected from reflections and extraneous light by a 3-sided pull-up hood. The viewfinder gives a large, brilliant image of the subject and shows just what each picture will include. Shutter speed 1/50 sec., synchronized for flash, takes time exposures also. Plunger-type shutter release. Film advance by knob and exposure window. Tripod socket. Takes 12 clear 2 1/4 by 2 1/4 in. album size pictures on 620 film. Uses 28.5 mm. (V) adapter ring. **55P2018—Price . . . . . 16.75**

**FLASH UNIT** for either of the Duaflex II model cameras. **55P2426—Price . . . . . 4.75**

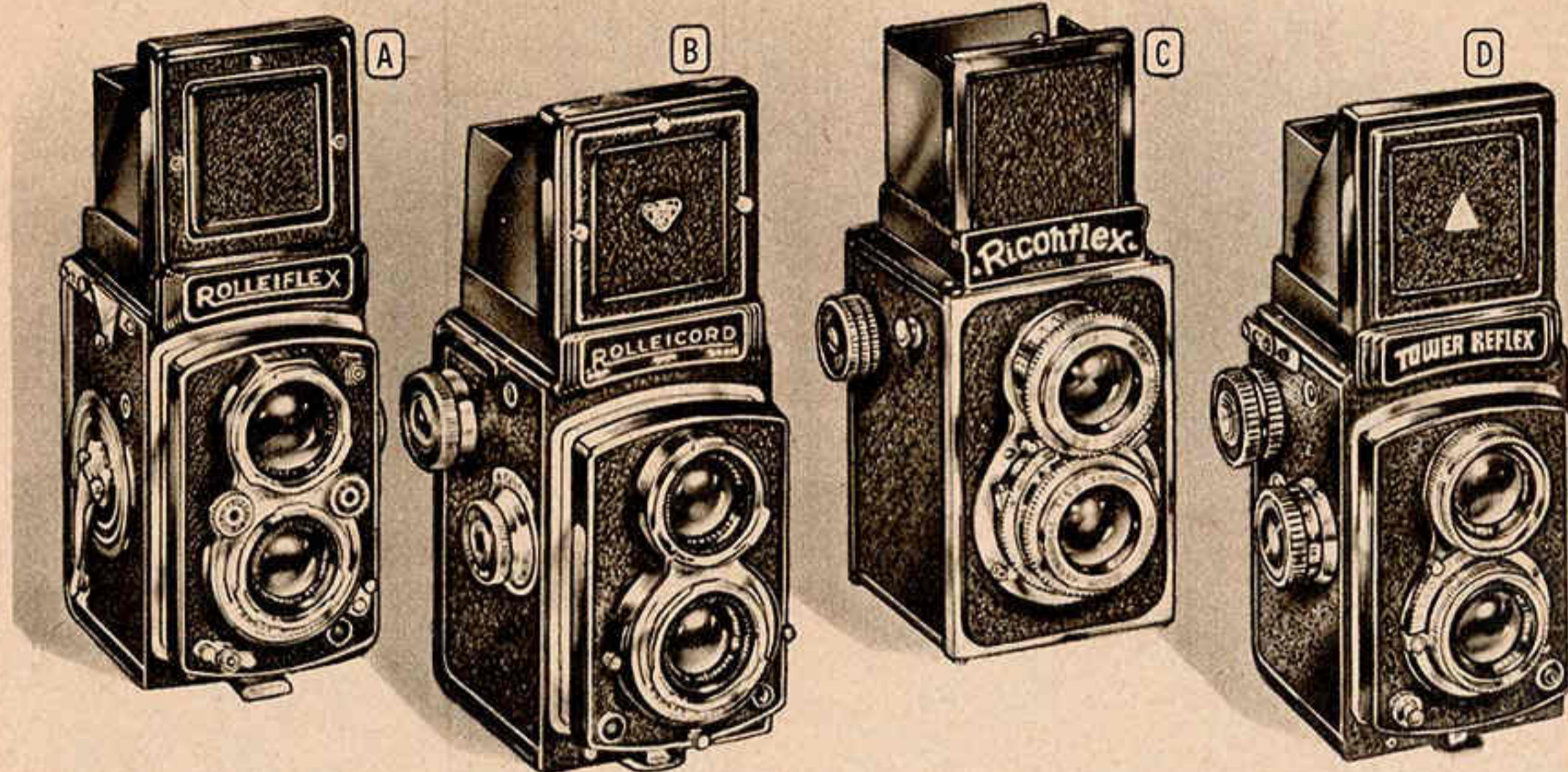
**DUAFLEX EVER-READY CASE** for above. **55P2524—Price . . . . . 2.95**

**TOWER REFLEX I**—our best value in a German-made medium-priced reflex-type camera that shows images nearly print size. Fitted with an f7.7 coated, color-corrected lens, closing to f16 and focusing from 5ft. to infinity. Flash-synchronized shutter—speeds 1/50 sec. and bulb. Large, brilliant image in 1 1/4 by 1 1/4 inch viewfinder. Fitted with a sure mechanical-type double exposure prevention—an extra feature in a camera of this price. Plunger-type body release. Has both cable release and tripod sockets. The red film number window is protected by a spring-loaded cover to prevent the fogging of the film on bright days. Sturdy die-cast metal body covered in leatherette, with chromium trim. Leather carrying strap. Takes 12 exposures 2 1/4 by 2 1/4 album size on 120 film. Fitted with standard Prontor-Compur flash nipple. Takes 22 mm. (Series V) adapter ring. **55P2044—Price . . . . . 15.00**

**KODAK DUAFLEX II** fitted with an f8 Kodar anastigmatic lens closing to f16 to correct exposure for cloudy, average and bright days. Focuses 3 1/2 ft. to infinity and controlled by a focusing scale on top of taking-lens mount. Flash-synchronized shutter—speeds 1/50 second and bulb. Plunger-type shutter release. Large waist-level type viewfinder enclosed by a 3-sided pull-up hood. Film advance by knob and exposure window. Fitted with double exposure prevention plus a release lock to allow for intentional double exposures or flash bulb failure. Tripod socket. Takes 12 exposures 2 1/4 by 2 1/4 album size on 620 film. Body of camera is of aluminum alloy and plastic, finished with black levant-grain. Takes 28.5 mm. (Series V) adapter ring. **55P2019—Price . . . . . 25.50**

**DUAFLEX EVER-READY CASE** for above. **55P2524—Price . . . . . 2.95**

# Imported Reflex Cameras



**A ROLLEIFLEX TWIN LENS CAMERA** for prize-winning pictures. Fitted with Zeiss Tessar 75 mm. coated, color-corrected f3.5 taking lens closing to f22. Focuses from 32 in. to infinity. Mounted in a double-bayonet mount for lens accessories. Compur MX fully synchronized shutter—speeds 1 to 1/500 sec. plus bulb and a built-in self timer to enable you get into the picture yourself. Eye and waist-level focusing plus sportsfinder. Focusing magnifier over the constantly visible reflex-type ground glass viewing screen. Built-in mask for parallax compensation. A big feature of the camera is the automatic loading. The film is simply attached to the take-up spool and the winding crank automatically takes care of every thing else in a single operation. It simultaneously advances the film for the first exposure, winds the shutter, actuates the film counter, film stop and shutter release lock. For each subsequent exposure, the film crank is merely actuated in a backward and forward motion stopping the film automatically for the next exposure. Double exposures are completely eliminated. Camera is provided with both tripod and cable release sockets, depth-of-focus scale and film exposure table. Lens mount diameter 28.5 mm. Takes 12 album size prints 2 1/4 by 2 1/4 in. on 120 film. Camera has sturdy all-metal body, covered with leather. Complete with leather ever-ready carrying case. **55PL2030—Price . . . . . 310.00**

**C RICOFLEX MODEL VI** complete with ever-ready type leather carrying case with removable drop front. This inexpensive true reflex camera is fitted with an f3.5 coated, color-corrected anastigmatic lens and is mounted in a flash-synchronized shutter with speeds 1/25, 1/50, 1/100 sec. and bulb. A single lever performs the twin duties of winding and releasing. Lens focuses from 3 1/2 feet to infinity. Depth-of-focus scale. Viewfinder shows pictures actual size—is coupled to and focuses with, the taking lens. The 4-sided focusing hood is easily and quickly opened and closed under spring tension while the large built-in focusing magnifier allows for critical focusing. Precision-made all-metal body, covered in leather-grained vinyl. Takes 12 exposures 2 1/4 by 2 1/4 on 120 film. **55PK2002—Price . . . . . 54.75**

**CLOSE-UP LENS SETS FOR PORTRAITS AND COPYING.**  
**55P2494—No. 1. 18 to 42 in. . . . . 5.95**  
**55P2495—No. 2. 11 to 18 in. . . . . 5.95**

**D TOWER REFLEX.** This precision-made all-metal true reflex camera exclusive with Simpsons-Sears is fitted with features you would normally expect to find in a more expensive camera. It has automatic film stop and film counter for fast shooting, coupled with simplified loading—no red window being necessary. Features needle sharp twin lenses, the one taking the picture, the other showing you exactly what you're getting—thus ensuring no more cut-off or out-of-focus shots. The 4-sided lens hood is spring controlled and may be opened or closed by slight finger-tip pressure. A large focusing magnifier is provided, also an open frame-type sportsfinder for quick action shots.

**LENSES.** Tower 75 mm. coated f3.5 taking lens with a lens mount diam. of 36 mm. The focusing knob allows pictures to be taken from 3 ft. to inf. and is fitted with a depth-of-focus scale. **SHUTTER.** Compur type, flash synchronized—speeds from 1 to 1/200 sec. and bulb; provided with convenient body release. Camera takes 12 exposures 2 1/4 x 2 1/4 on 120 film. Comes complete with top grain leather ever-ready carrying case. **55PL2011—Price . . . . . 99.50**

**B ROLLEICORD III REFLEX.** Fitted with a coated, color-corrected Schneider Xenar f3.5 lens focusing from 32 in. to infinity and closing to f22. It is mounted in a one-lever Compur Rapid flash-synchronized shutter with speeds 1 to 1/500 sec. and bulb. Both the diaphragm and shutter settings are visible from above and are adjusted by lateral levers. Camera has parallax correcting viewfinders; eye and waist-level focusing and sportsfinder. Ground glass viewing screen. Cable release and tripod sockets. Automatic exposure counter. Simplified loading with no red window—film is automatically advanced for next exposure. Takes 12 album size exposures 2 1/4 by 2 1/4 in. Price includes handy leather ever-ready carrying case. **55PL2026—Price . . . . . 176.00**

## REFLEX-TYPE, GERMAN-MADE

**A PHOTINA I**—a fine quality reflex-type camera with a viewfinder that shows the image in almost full negative size. Fitted with an f9 coated, color-corrected focusing lens mounted in a flash-synchronized shutter—speeds 1/30th and 1/100 second and bulb. Focuses 5 ft. to infinity. Three diaphragm settings permit taking pictures under different light conditions—f9 for cloudy days, f11 for bright sunless days and f16 for bright sunlight. Reflex-type viewfinder and eye-level sportsfinder. Depth-of-focus indicator, double exposure prevention: All-metal body, covered in leatherette. Takes 12 exposures 2 1/4 by 2 1/4 album size on 120 film. Uses 31.5 (VI) adapter ring. Complete with ever-ready carrying case. **55P2041—Price . . . . . 24.50**

**B PHOTINA II**—our best quality reflex-type camera. Similar to the Photina I above but with an f3.5, 75 mm. coated and color-corrected anastigmatic 3-element lens for sharp, brilliant pictures under almost any conditions. Pronto shutter with 4 speeds from 1/25th to 1/200th second and bulb. Built-in time delay . . . you can get into the picture yourself. Focuses from 3 1/2' to infinity. Depth-of-field scale. Takes 12 album size exposures 2 1/4 by 2 1/4 in. on 120 film. Uses 31.5 (VI) adapter ring. Complete with ever-ready carrying case. **55P2042—Price . . . . . 39.95**

SEE PAGE 12 FOR FILMS.

## REFLEX CAMERAS STOP GUESS WORK

Each of the above cameras has twin lenses matched for greater accuracy, sharpness . . . making focusing so easy a child can take a clear picture. One lens takes the picture, the other throws the image on the print-size screen: you see just what you're taking. The ground glass viewing screen shows you a full size picture, allowing the definition, framing, composition, and expression of the subject to be checked at a single glance. Pop-up magnifier enlarges image for critical focusing. All you have to do is turn the knob and watch your picture come into razor-sharp focus and color on the large ground glass viewing screen.



# Films for Every Requirement



## TOWER ORTHO FILM Simpsons-Sears Own Fully Guaranteed Film

- Guaranteed to give you good pictures.
- Guaranteed to save you money . . . compare our prices with other well-known first quality film.
- Guaranteed to be fresh and in good condition . . . each package stamped with expiration date.
- Guaranteed to please you . . . if you don't agree that Tower ortho film is equal to or better than any you've ever used, we will refund your money.

Over 15,000,000 pictures have been made with Tower film—a general purpose black-and-white film ideal for the average amateur who takes all kinds of pictures, snapshots and flashshots. Made for us by a well-known manufacturer in Belgium with over 50 years' experience. Tower orthochromatic film has a wide exposure range so that exposure need not be exact for a good picture. Gives pictures with pleasing contrast. Speed of film is Daylight A.S.A. 50 and Tungsten A.S.A. 25. 3-roll pack comes in two sizes. State size.

55P2270—No. 120 . . . . . 3 rolls 1.19  
55P2271—No. 620 . . . . . 3 rolls 1.19



### BLACK-AND-WHITE, COLOR, 35 MM. AND MOVIE FILM

**KODAK VERICHROME.** Popular orthochromatic film. Medium speed, Daylight A.S.A. 50, Tungsten A.S.A. 25.

**DUO-PAK CARTONS.** On back of each carton are picture-taking tips.

55P2257—No. 127 . . . 2 rolls 85c  
55P2258—No. 120 . . . 2 rolls 95c  
55P2259—No. 620 . . . 2 rolls 95c  
55P2228—No. 116 . . . 1 roll 60c  
55P2229—No. 616 . . . 1 roll 60c

**KODACHROME COLOR FILM.** The only color film which is fast enough to be used with box cameras. Daylight-type A.S.A. 25, Tungsten-type A.S.A. 20. Price includes developing of negatives. Prints extra.

No. 127 Kodachrome—8 exposures. 55P2252—Roll . . . . . 2.60  
No. 120 Kodachrome—8 exposures. 55P2253—Roll . . . . . 3.00  
No. 620 Kodachrome—8 exposures. 55P2254—Roll . . . . . 3.00

**KODAK EKTACHROME.** Daylight-type A.S.A. 8, Tungsten-type B A.S.A. 10. Processing not included.

No. 120 Ektachrome—8 exposures. 55P2255—Roll . . . . . 1.85  
No. 620 Ektachrome—8 exposures. 55P2256—Roll . . . . . 1.85

The processing of Ektachrome film is not undertaken by Kodak. It may be done by any photo-finisher or the user himself.

**KODAK SUPER XX.** High speed Panchromatic film. Daylight A.S.A. 100, Tungsten 80.

55P2230—No. 127 . . . 1 roll 50c  
55P2231—No. 120 . . . 1 roll 55c  
55P2232—No. 620 . . . 1 roll 55c  
55P2233—No. 116 . . . 1 roll 65c  
55P2234—No. 616 . . . 1 roll 65c

**KODACHROME COLOR FILM.** Available in either Daylight-type A.S.A. 10 or Tungsten-type A.S.A. 16. Sold inclusive of processing.

**KODACHROME 828—8 exposures.** 55P2239—Price . . . . . 2.65  
**Kodachrome 35 mm.—20 exposures.** 55P2237—Price . . . . . 4.85  
**Kodachrome 35 mm.—36 exposures.** 55P2248—Price . . . . . 7.60

**35 MM. AND 828 MINIATURE FILM**

**KODAK PLUS X**  
828—8 exposures. 55P2235—Price . . . . . 50c  
35 mm.—20 exposures. 55P2238—Price . . . . . 1.15  
35 mm.—36 exposures. 55P2249—Price . . . . . 1.60

**KODAK SUPER XX**  
35 mm.—20 exposures. 55P2250—Price . . . . . 1.15  
35 mm.—36 exposures. 55P2251—Price . . . . . 1.60

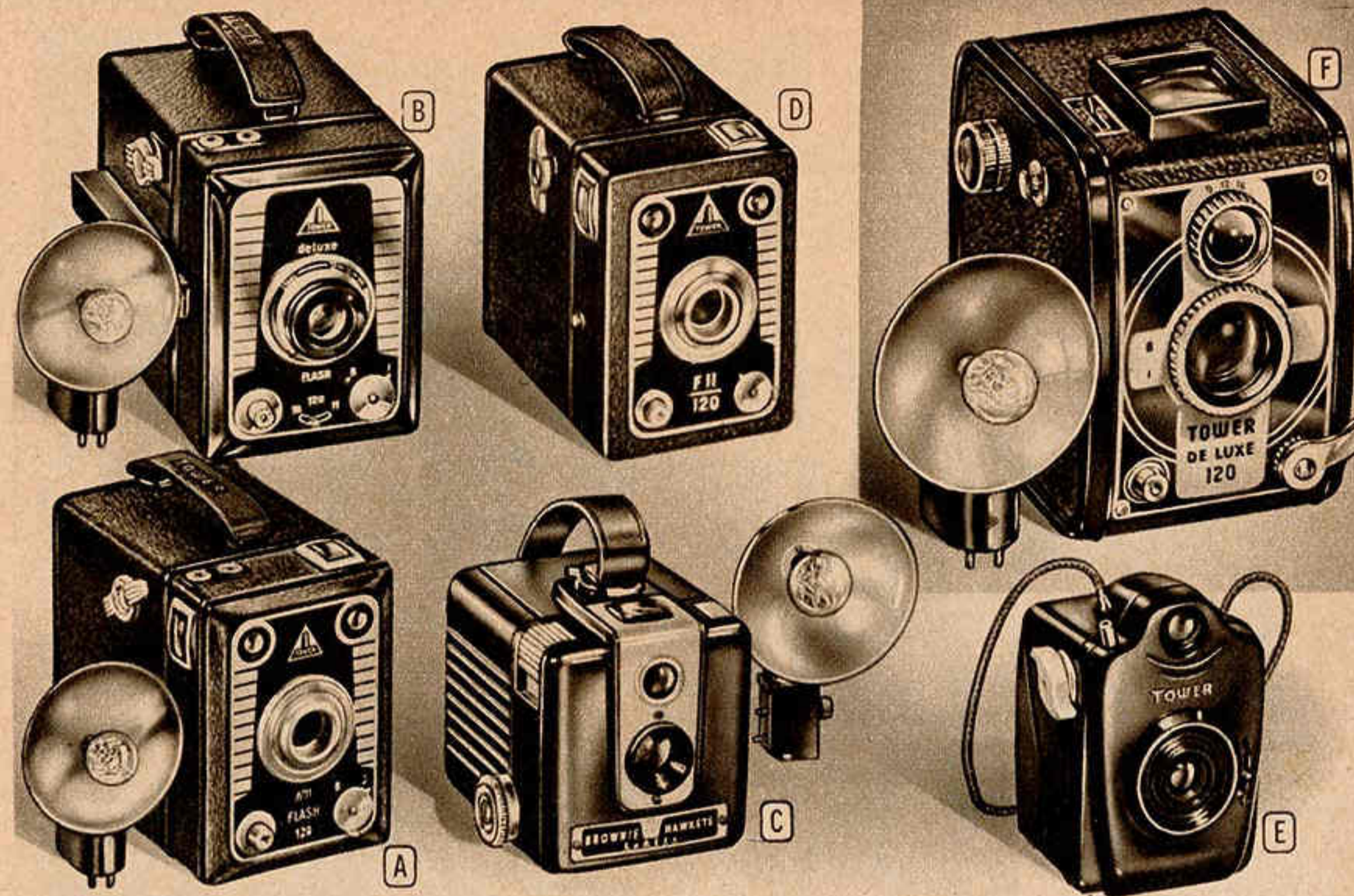
**ANSCO COLOR**  
35 mm.—20 exposures. 55P2213—Roll . . . . . 3.10

**ANSCO COLOR FILM.** Daylight-type A.S.A. 10, Tungsten-type A.S.A. 12. Processing not included. State choice of Daylight or Tungsten.

No. 120 AnSCO—8 exposures. 55P2211—Day. or Tung . . . 1.25  
No. 620 AnSCO—6 exposures. 55P2212—Day. or Tung . . . 1.25

**BLACK-AND-WHITE MOVIE FILM**  
Price includes processing. Film is returned on a reel for projection.

8 mm. Kodak Super X. A.S.A. 40. 55P2240—25-ft. reel . . . . . 3.85  
55P2241—25-ft. mag . . . . . 4.95  
16 mm. Kodak Super X. A.S.A. 40. 55P2244—50-ft. mag . . . . . 7.15  
55P2245—100-ft. reel . . . . . 9.65



## Easy-to-Operate Box Cameras

**A TOWER 120 SYNCHRO BOX CAMERA.** Take flashshots indoors and snapshots outdoors with this imported precision-made camera. So easy to operate and you get results. Easy-to-use 2-way waist-level viewfinder. Sharp f11 lens. Time and instantaneous (1/40 sec.) shutter speeds. Fixed focus 8 ft. to infinity. Smooth-motion plunger-type shutter release helps keep camera steady for sharper pictures. Cable release socket. Socket for flash attachment. Just plug flash unit in and it's ready to use with No. 5 flash lamps. Takes 8 exposures 2 1/2 by 3 1/4 inches on 120 black-and-white or Kodachrome film. Handy carrying strap. Sturdy all-metal construction with black crackle finish.

55P2071—Price . . . . . 4.95

**FLASH UNIT for Tower 120 Synchro.** Use No. 5 flash lamps and 2 Penlite batteries (not supplied). 55P2470—Price . . . . . 2.00

**D TOWER 120 BOX CAMERA.** Just aim and snap, and you get a picture for your photo album to treasure for years. Lens and shutter require no adjustments—no special focusing. Factory focused for distances from 8 ft. to infinity. Smooth-motion, plunger-type shutter release for steady picture-taking. Convenient eye-level viewfinder for faster, more accurate aiming. Takes 8 pictures 2 1/4 by 3 1/4 inches on 120 black-and-white or Kodachrome film. Takes snapshots and time exposures. Camera has sturdy all-metal body with black crackle finish. Hand strap for easy carrying.

55P2070—Price . . . . . 3.95

**B TOWER 120 DE LUXE FLASH BOX CAMERA.** A better box camera, synchronized for flash. Made by expert German manufacturers . . . has many precision features usually found only on much more expensive cameras. Popular eye-level telescopic viewfinder. Fitted with sharp, color-corrected focusing f11 lens for brilliant pictures. Lens closes to f16 and focuses from 6 ft. to infinity. Has double socket for flash attachment. Uses No. 5 flash lamps. Time and instantaneous (1/40 sec.) shutter speeds. Camera has both cable release sockets and horizontal and vertical tripod sockets. Takes 8 exposures 2 1/4 by 3 1/4 inches on 120 black-and-white or Kodachrome film. With handy carrying strap. All-metal construction, finished in black leatherette.

55P2072—Price . . . . . 5.95

**FLASH UNIT for Tower 120 De Luxe Synchro.** Use No. 5 flash lamps and 2 Penlite batteries (not supplied). 55P2470—Price . . . . . 2.00

**E TOWER "BABY 127" CAMERA.** A low-priced plastic camera that is ideal for beginners and children—all you have to do is load, aim and shoot. Fixed focus single meniscus lens takes clear snapshots from 5 ft. to infinity. Optical eye-level viewfinder for quick aiming, plunger shutter release. Takes 8 pictures 1 5/8 by 2 1/4 inches on 127 film. Carrying strap.

55P2046—Price . . . . . 2.98

**C BROWNIE HAWKEYE.** A sleek looking camera that's timed for flash pictures. Oversized waist-level viewfinder for easy framing of subject. Kodak single meniscus lens focused from 6 ft. to infinity. Handy thumb operated shutter release. Takes 12 2 1/4 by 2 1/4 in. pictures on 620 film. Handy carrying strap. Black plastic body, grey trim. Lens mount diam. 25.5 mm.

55P2010—Price . . . . . 8.25  
55P2462—Flash unit for above . . . . . 3.80  
55P2504—Carrying sling for above . . . . . 1.50  
55P2540—Ever-ready case for above . . . . . 2.95

**F TOWER DE LUXE SYNCHRO BOX CAMERA.** Our best German-made low-priced box camera made exclusively for Simpsons-Sears . . . made to simplify picture-taking but with precision features for expert results. Compare it with any camera at this price on the market. You get brilliant pictures with the coated, color-corrected f9 lens . . . good pictures even on dull days. Also has f12 and f16 lens openings. Focuses 5 ft. to infinity. Time and instantaneous (1/40 sec.) shutter speeds. Shutter is synchronized for flash attachment . . . good pictures day or night, indoors or out. Convenient finger tip shutter release. Camera is constructed so that when it is loaded it is not necessary to pull out the winding knob. Side of camera pops open quickly and easily for film loading. Red number window has a sliding cover to prevent film being fogged. Big 1 1/8-in. square reflex-type waist-level viewfinder. Fitted with both cable release and tripod sockets. Takes 12 album size pictures 2 1/4 by 2 1/4 in. on 120 film. Artificial leather-covered winding knob. Sturdy all-metal construction with handsome leatherette covering. Hand strap.

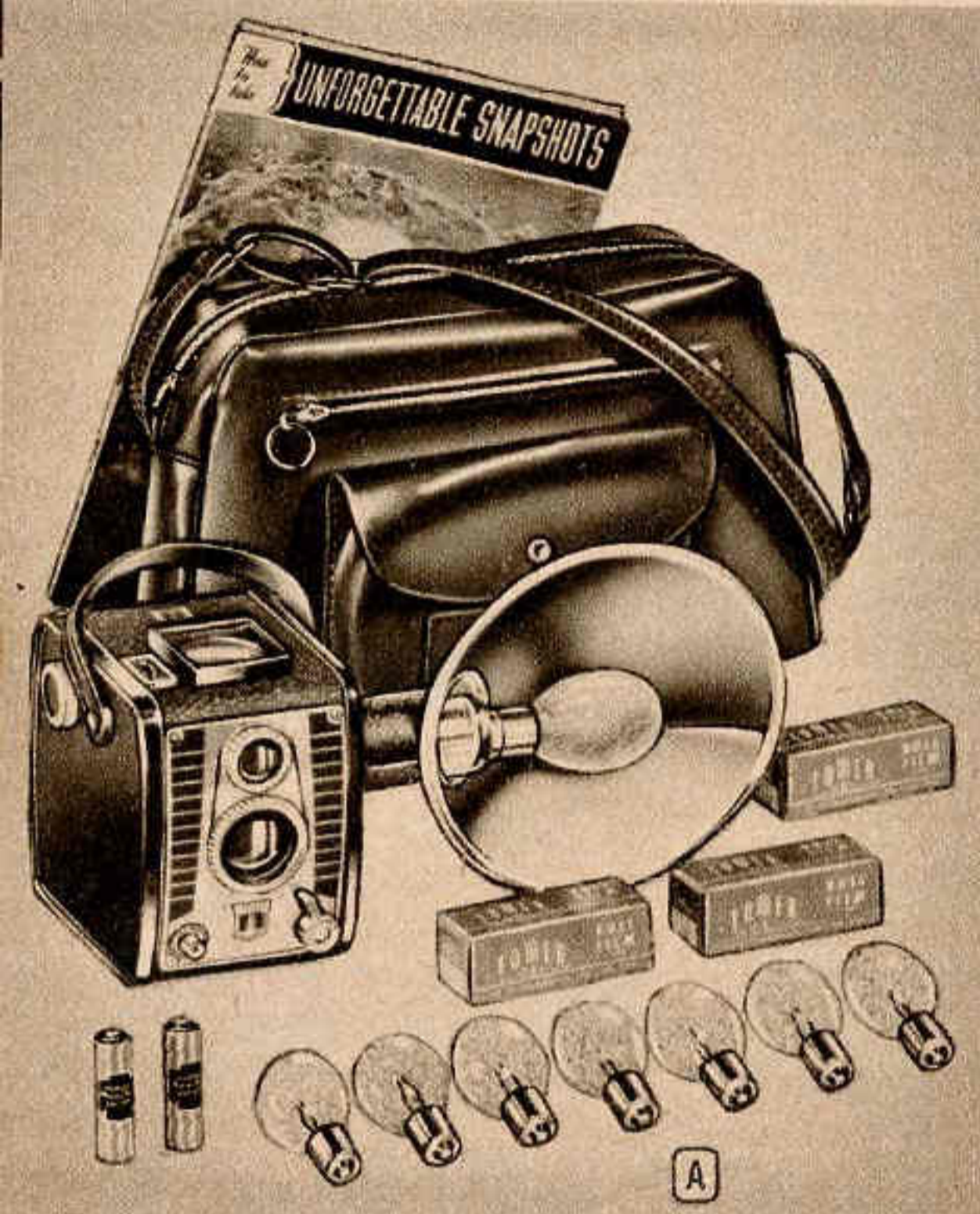
55P2073—Price . . . . . 7.95

**FLASH UNIT for Tower De Luxe.** Uses No. 5 flash lamps and 2 Penlite batteries. 55P2470—Price . . . . . 2.00

# Box Camera Flash Kits

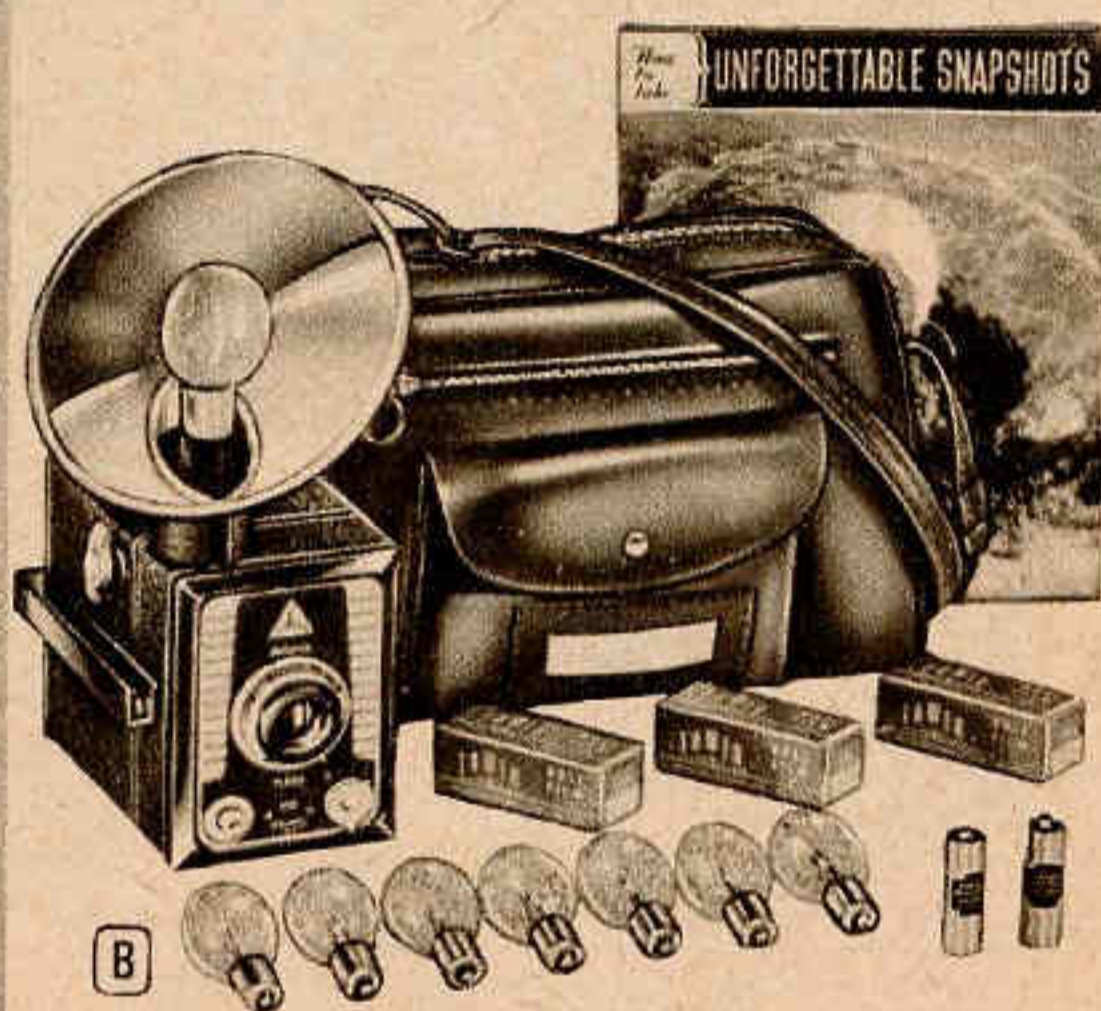
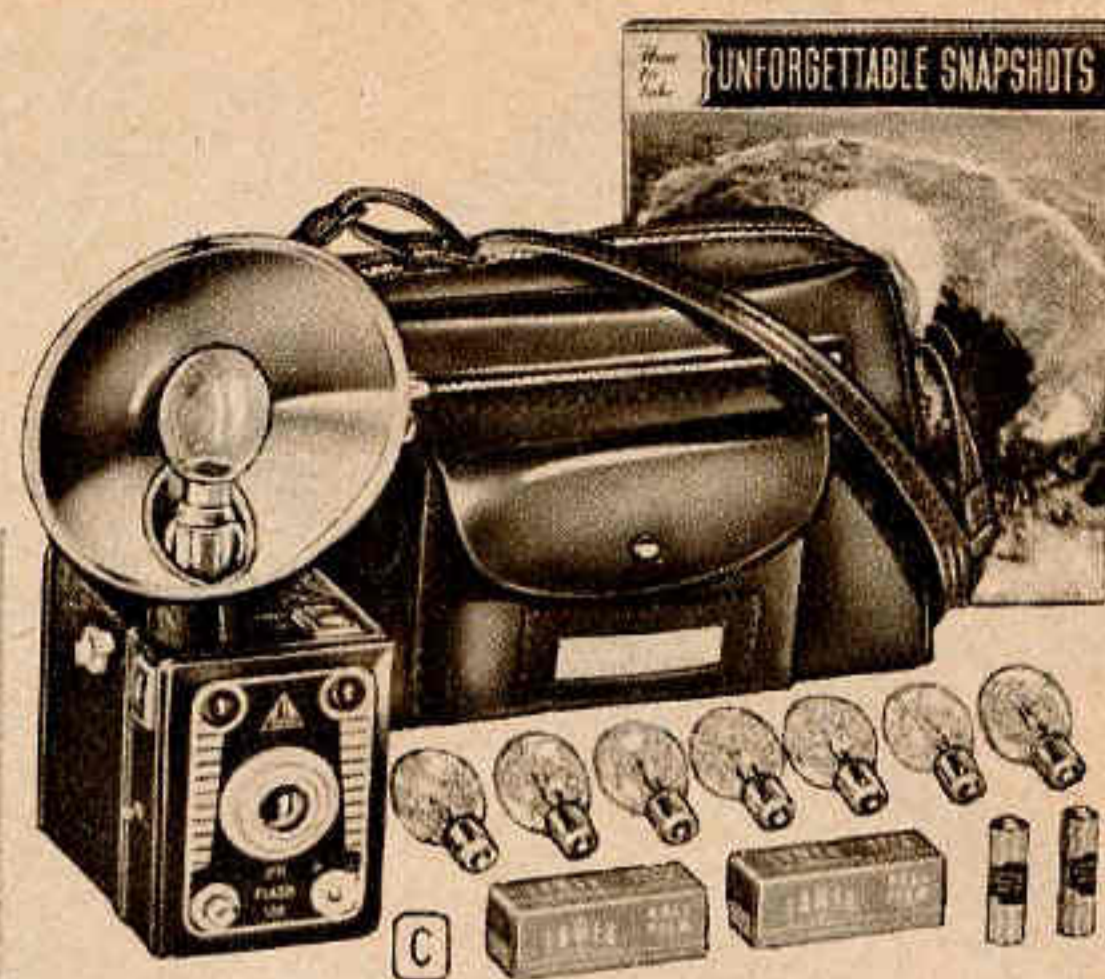


CONTAIN EVERYTHING NEEDED



**A** TOWER DE LUXE CAMERA KIT. Our feature value box camera flash outfit containing everything necessary to take good pictures indoors or out. Complete with strong plastic gadget bag with two handy zipper pockets, adjustable strap and patch pocket. Camera is our best German-made box camera, made to simplify picture-taking, but with precision features for expert results. You get brilliant pictures with the coated, color-corrected f9 lens... good pictures even on dull days. Also has f12 and f16 lens openings. Focuses 6 ft. to infinity. Big 1 1/8-in. square reflex-type waist-level viewfinder. Time and instantaneous shutter speeds. Fitted with both cable release and tripod sockets. Sturdy all-metal construction with leatherette covering. Takes 12 album size prints 2 1/4 by 2 1/4 in. on 120 film. Kit also includes a flash unit, 3 Tower 120 roll films, 2 Penlite batteries, 8 No. 5 flash lamps and a beautifully illustrated booklet described below.  
55PK2087—Price..... 14.95

"How To Take Unforgettable Snapshots". Profusely illustrated 32-page booklet which tells you all you need to know about successful picture taking. This booklet is included in all the kits on Pages 14 and 15.



**B** BETTER TOWER FLASH KIT. Contains a Tower 120 De Luxe Synchro Box Camera with many precision features usually found only on much more expensive cameras. Fitted with sharp, color-corrected f11 focusing lens for brilliant pictures. Lens closes to f16 and focuses from 6 ft. to infinity. Time and instantaneous (1/40 sec.) shutter speeds. Popular eye-level telescopic viewfinder. Camera has both cable release sockets and horizontal and vertical tripod sockets. Takes 8 exposures 2 1/4 by 3 1/4 inches on 120 film. Sturdy all-metal construction, finished in leatherette. Kit also includes 1 Tower flash unit, 3 Tower 120 roll films, 2 Penlite batteries, 8 No. 5 flash lamps, 1 plastic gadget bag (A), illustrated booklet described at lower left.  
55PK2086—Price..... 12.95

**C** TOWER ECONOMY FLASH KIT. As soon as you open the kit you can start picture-taking indoors or out. Tower 120 Synchro Box Camera fitted with sharp f11 lens. Time and instantaneous shutter speeds. Waist-level viewfinder, cable release socket. Takes 8 exposures 2 1/4 by 3 1/4 on 120 film. Kit contains same as above but has only 2 Tower 120 films.  
55PK2085—Price..... 9.95

## TAKE FINE COLOR OR BLACK-AND-WHITE PICTURES



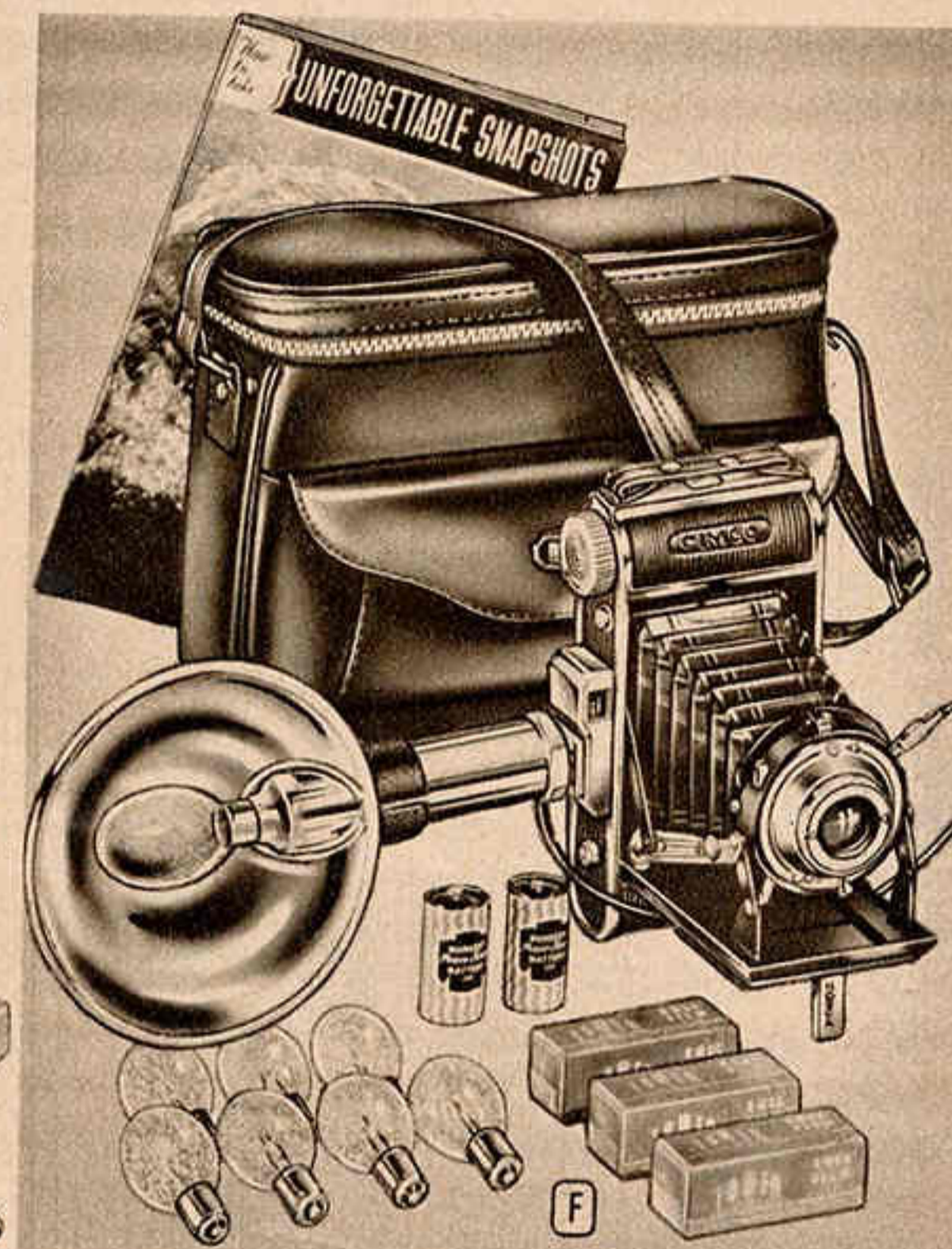
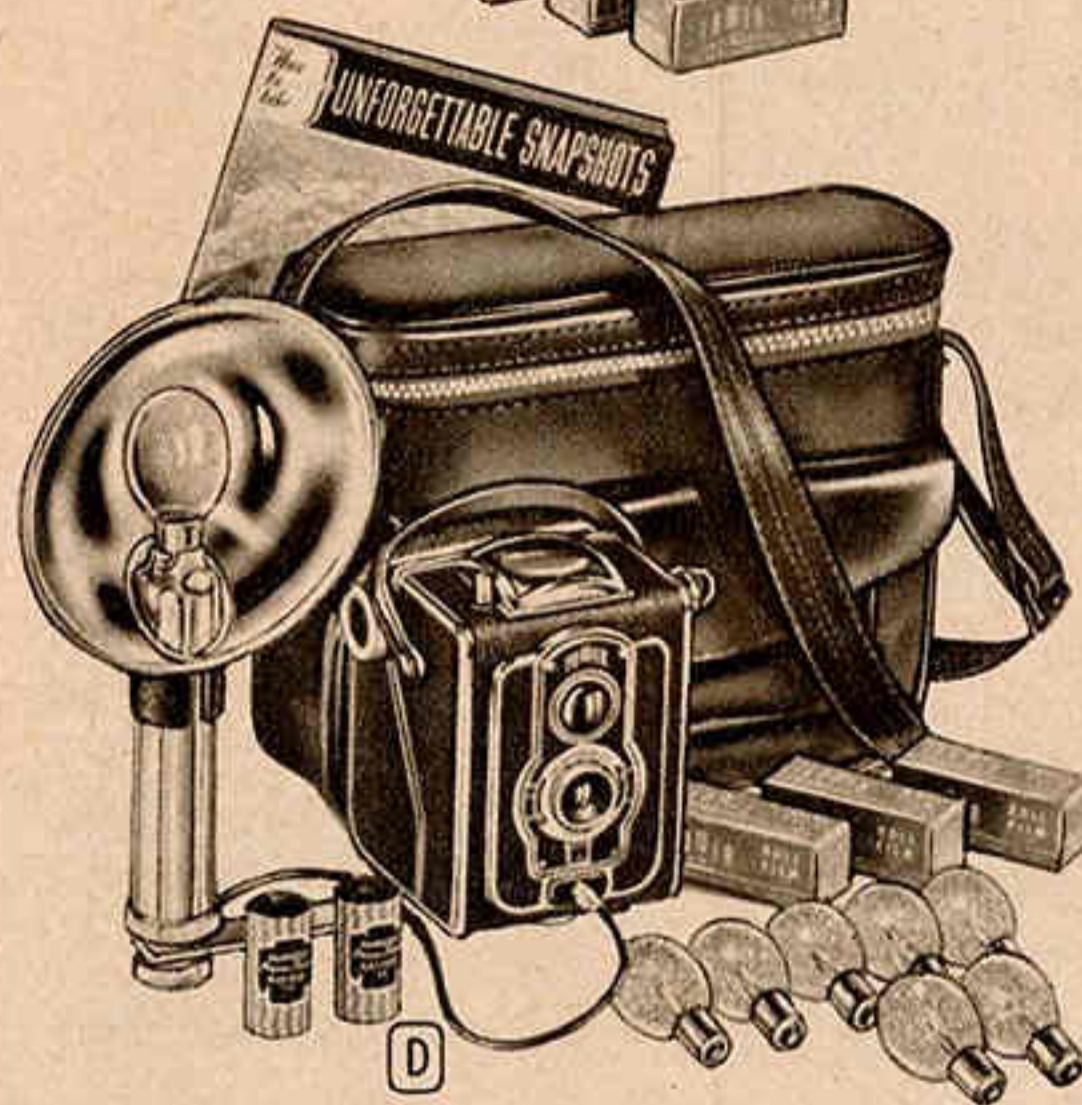
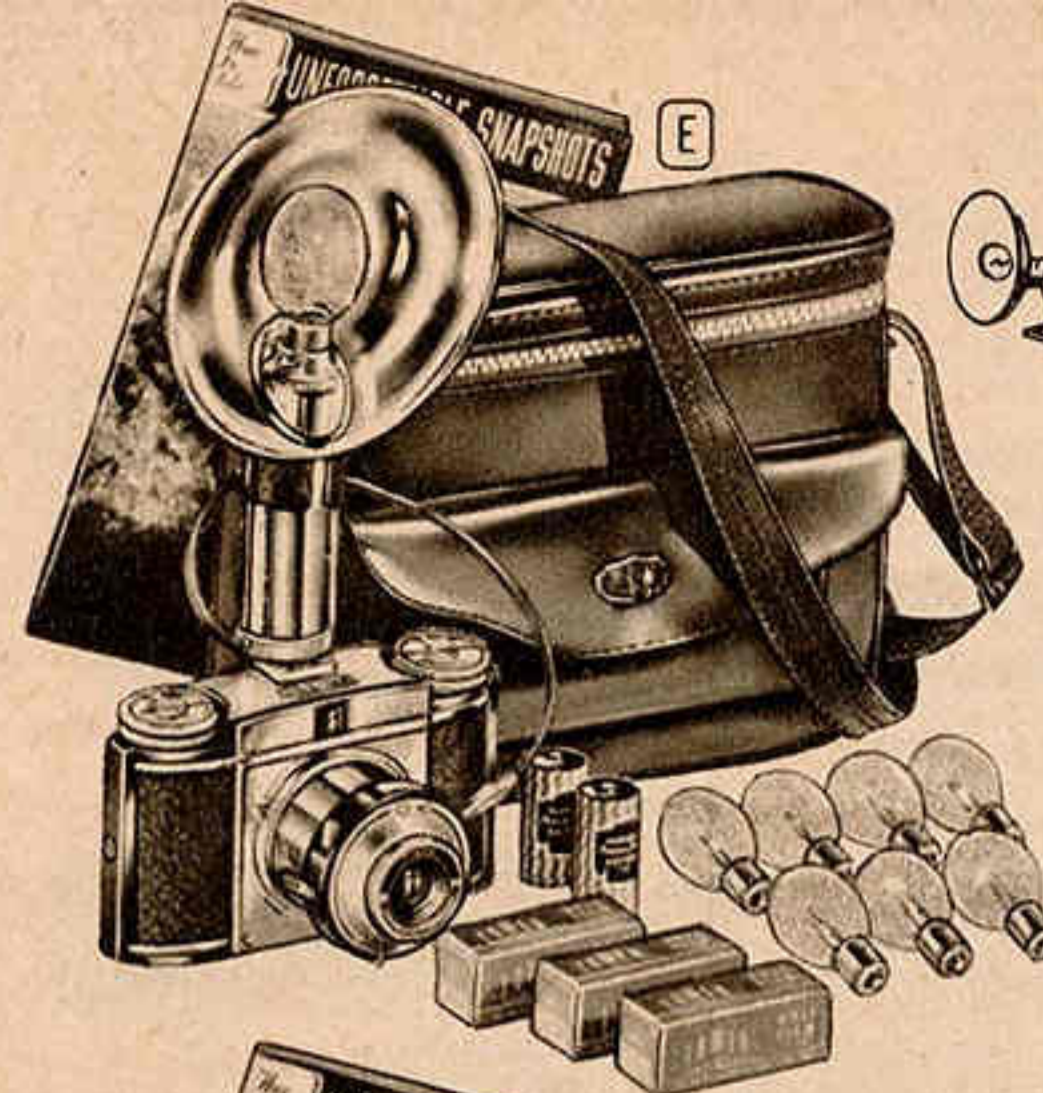
TAKE PICTURES INDOORS... just plug flash unit into camera and insert flash bulb. Take pictures of children, party fun, family activities in natural indoor surroundings as simply as outdoors.



TAKE PICTURES OUTDOORS... remove flash unit from camera and take pictures as easily as with the box camera you grew up with... just aim and click and you've got a picture for your memory album.

# Better Quality Flash Kits

FOR PICTURE-TAKING PLEASURE



**D** TOWER REFLEX FLASH CAMERA KIT containing a German-made camera that shows images nearly print size. Fitted with an f7.7 coated, color-corrected lens closing to f16 and focusing from 5 ft. to infinity. Flash-synchronized shutter speeds 1/50 sec. and bulb. Large brilliant image in 1 1/4 by 1 1/4 inch viewfinder. Double exposure prevention. Cable release and tripod sockets. Metal body, covered in leatherette. Takes 12 exposures 2 1/4 by 2 1/4 in. on 120 film. Outfit also includes a modern-design gadget bag with zipper closing, extra large patch pocket and adjustable strap; 1 flash unit, 8 No. 5 flash lamps, 3 Tower 120 films, 2 medium flash batteries, booklet described on Page 14.  
55PK2089—Price..... 24.50

**E** PAXINA II B FLASH KIT. Camera fitted with an f8 coated lens in a collapsible mount, closing to f16, focusing from 6 ft. to inf. Shutters speeds 1/25, 1/75 sec. and bulb. Enclosed optical eye-level viewfinder. Takes 12 exposures on 120 film. Kit also includes a gadget bag as described in (D), 1 flash unit, 8 No. 5 flash lamps, 3 Tower 120 films, 2 medium flash batteries, booklet described on Page 14.  
55PK2090—Price..... 24.50

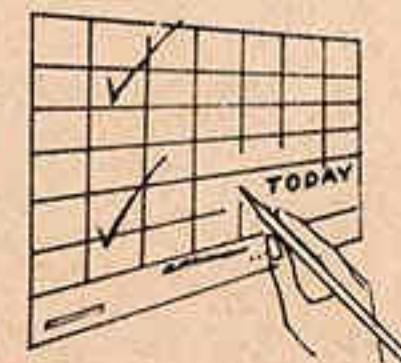
## OUR FEATURE VALUE FLASH OUTFIT

- (I) Simco folding camera
- (II) Carry-all gadget bag
- (III) Removable flash unit
- (IV) 3 Tower roll films
- (V) 8 No. 5 flash lamps
- (VI) 2 flash batteries
- (VII) 32-page illustrated booklet.

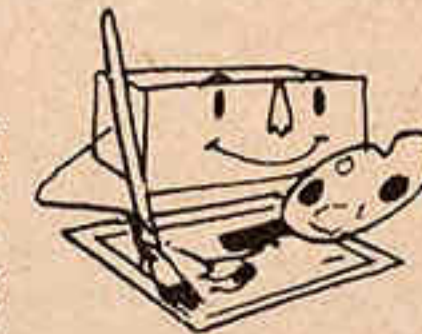
**F** With the Simco Folding Camera Flash Kit you're all set to take beautiful pictures, indoors or out. This is exceptional value in a compact kit which includes a high quality, German-made folding camera with an all-metal body covered in simulated leather and finished with chromium trim. Camera features an f8 Braun-Praxar coated lens closing to f16 and focusing from 8 ft. to infinity. Mounted in a flash-synchronized shutter with speeds 1/25, 1/75, sec. and bulb. Convenient shutter body release helps keep camera steady for good pictures. Optical eye-level viewfinder, cable release and tripod sockets. In addition, the kit includes: a removable flash unit, modern-design gadget bag, 3 Tower roll films—take 8 pictures 2 1/4 by 3 1/4 inches 8 No. 5 flash lamps, 2 flash batteries and an illustrated booklet described on Page 14.  
55PK2088—Price..... 29.50

## WITH ANY OF THESE BOX OR FOLDING CAMERAS

Remember that the pictures you take today of loved ones are enjoyable now and are treasured in years to come. Weddings, parties, vacations and get-togethers become a lasting record on a film.



Take full color pictures easily with any camera shown on these two pages. Use Kodacolor film shown on P. 12. The color is right in the film. Take pictures indoors with flash or outdoors without.







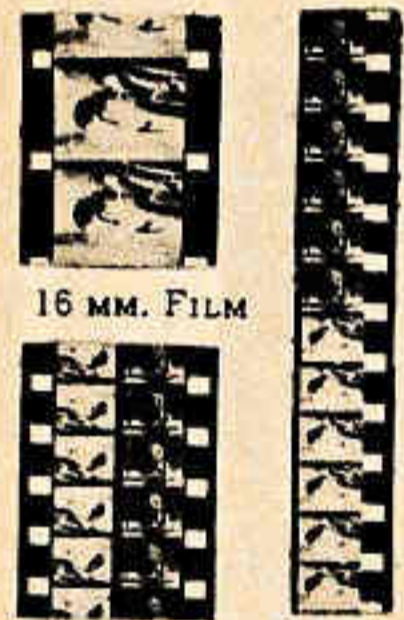
# Movie Information

Follow These Simple Rules and Give Your Movies a Professional Touch

Your movies are the most priceless record of your family. Capture the life drama of your loved ones. **THE CAMERA NEED NOT BE ELABORATE.** Simpsons-Sears has movie cameras as low as 50.00. Simple movie cameras are as easy to use as a box camera. To take movies, all you do is set the lens opening according to the chart that comes with the film. Wind the spring motor of your camera and you are ready to record on black-and-white or color film all the events just as they happen.

**ABOUT FOCUSING CAMERAS.** There is a great appeal in movie close-ups, but life-sized images on the screen must be sharp and detailed for full enjoyment. The fixed focus camera is in sharp focus from 8 ft. to inf. when the lens is wide open. As you stop the lens down, the area of sharpness is brought closer to the subject and at f16 it will be about 2½ ft. With focusing lenses there is little restriction on the nearness of subject. It can be brought from abt. 2 ft. to infinity into accurate focus.

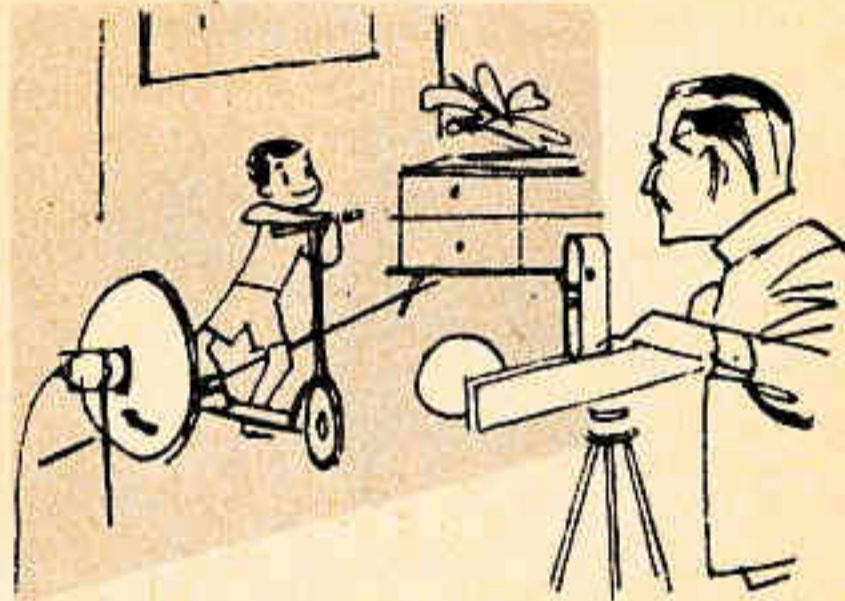
**WHEN TO USE THE ADJUSTMENT FOR SPEED.** The normal speed for silent movies is 16 frames per second. When your subject will move at normal speed, you will usually be taking pictures at 1/30 of a second. You can take slow motion pictures if your camera has a setting of 32, 48 or 64 frames per second. Slow motion is useful for taking pictures of birds in flight, athletics, etc. Some cameras are equipped with 8 frames per second. This setting is desirable for taking pictures in poor light.



## 8 AND 16 MM. MOVIE CAMERAS

The cost of 8 mm. film is less than half the price of 16 mm. A 25-ft. roll of 8 mm. film, either magazine or roll, gives about 4 minutes and 10 seconds of movies. The same 4 min. and 10 sec. of screen time would require 100 ft. of 16 mm. film. 8 mm. film is cut down the middle when processed as shown at left. The 8 mm. camera is usually smaller and lighter than the 16 mm. camera and the price is generally less. If you plan to take movies mainly of family and friends, the quality performance of 8 mm. is fine. However for large groups or commercial use of your movies, or the use of sound film, we suggest the 16 mm. movie camera for finest quality performance.

16 MM. FILM  
8 MM. FILM BEFORE SPlicing  
8 MM. FILM AFTER SPlicing



## START WITH A FILM PLAN

Any situation will be filmed better with a plan and become a story. The reason for the situation will suggest a theme for your movie—a homecoming, a trip to Niagara or a wedding. The many excellent books on how to make good movies listed on Page 30 will help you in developing a sound plan of movie making. Movies you make yourself can be as entertaining to you and your friends as those from Hollywood because the actors in your movies are close and dear to you. It's unnecessary to have a detailed movie script. Visualize a complete action sequence, e.g. the baby's first birthday. Start with the baby in the crib, waking up for breakfast, sunning with mother in the garden, and on to the birthday party with candles on the cake and friends bringing gifts. And at last asleep at the end of day.

## LIGHTS FOR INDOOR MOVIES

Modern movie cameras are capable of beautiful indoor movies with two or more photo-flood lights (see Page 23). Select a suitable background, arrange your subjects, and light the scene so one light is near the camera and the second light close to the subject, high and back enough so that it will highlight the hair and side of the face. A third light may be out of the camera range, but shine on the background to give a third dimensional effect. This arrangement may be altered to meet any situation. Moving subjects are lighted more easily with a camera light bar.

## EDIT YOUR OWN MOVIES

It's simple, it's fun and it means much better films. The pleasure of indoor photography is not closed to the movie fan. Provide yourself with an editor which you will find will help your movies almost as much as your efforts with the camera. You can eliminate the objectionable parts and give your movies the smoothness not possible to obtain in the rush of taking pictures. Cut out shaky, poorly exposed scenes. After the experience of editing and splicing you will find it easier to visualize good scenes, and then you can very easily give your pictures the smooth continuity of professionally made movies. For editors refer to Page 17.

## PANNING

There is always a temptation to move the camera back and forth, up and down. This movement of the camera is called panning. There are only a few subjects where it is desirable to move the camera while the movie is being made. The subject in the scene should move but not the camera, if you are to avoid dizziness in your film audience. The general rule is, "Do not pan," but if you must, do it very slowly, and never reverse pan; that is, go from left to right, and then directly back from right to left. Panning is recommended only if the main object in your scene is moving, but for the best movies always limit your panning.

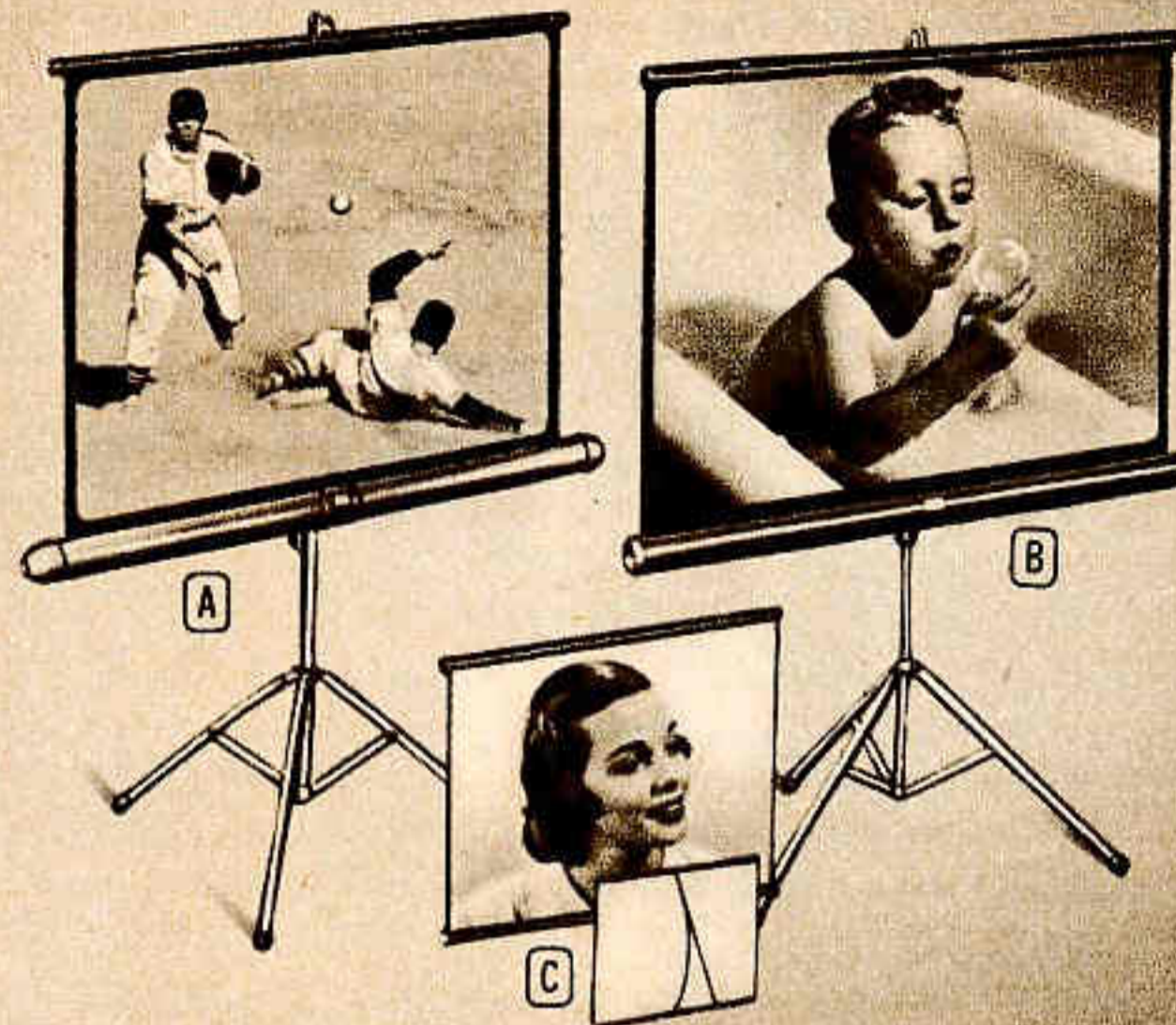
# Movie Accessories

FOR YOUR HOME MOVIES



## MOVIE TITLER OUTFIT

**MAGIC MASTER LETTER SET.** No titling device or auxiliary lenses needed, no pins or tabs. Stick the adhesive plastic letters against easel background. Background 17½ by 23½ in. one side black, other red for color film. Fills frame of 8 or 16 mm. camera with normal lens at 5 ft. Set has 460 letters in 3 sizes. 55P2478—Wooden base. Instructions. 12.50



## TOWER DE LUXE SCREEN

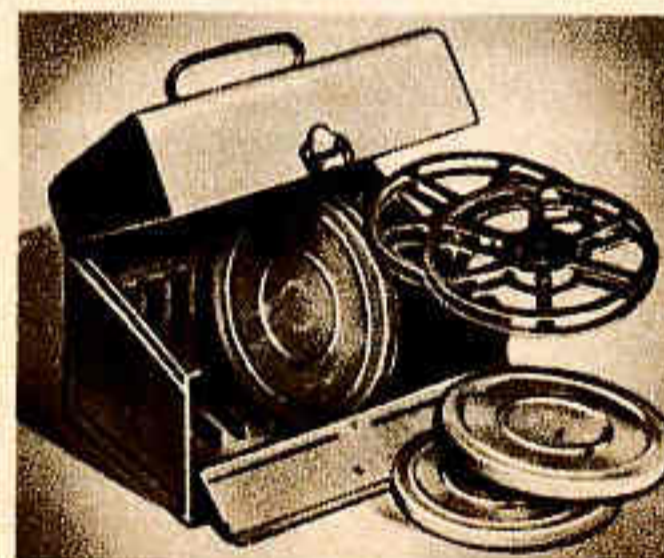
**A** OUR FINEST TOWER SCREEN. Set up in less than 10 seconds with no stooping. Millions of tiny glass beads adhere firmly to the brilliantly white surface, and make your movies and slides brighter and clearer. Snap-open legs—touch of toe on lock lever opens legs automatically. Clutch-control lever for raising or lowering screen. Screen won't sag or twist. Comfortable carrying handle on streamlined case with grey hammerloid finish. Heavy-gauge steel construction, plastic feet. 55PL2480—30 x 40 in. 25.95 55PL2481—40 x 40 in. 27.95 55PL2482—50 x 50 in. 32.50

## TOWER STANDARD SCREEN

**B** Don't confuse these with "bargain" screens. Same fine beaded white surface as on our de luxe screen. Shows slides and movies with sparkling brilliance. Can be set up in a jiffy. Adjusts to whatever height you want. Roller spring keeps screen taut—won't twist or sag on tripod. Tripod legs open together. Made of heavy-gauge steel with hammerloid finish. Carrying handle. Plastic feet protect floors. Ideal for home, church or school. 55PL2404—40 x 30 in. 14.95 55PL2405—40 x 40 in. 16.95 55PL2406—50 x 50 in. 24.50

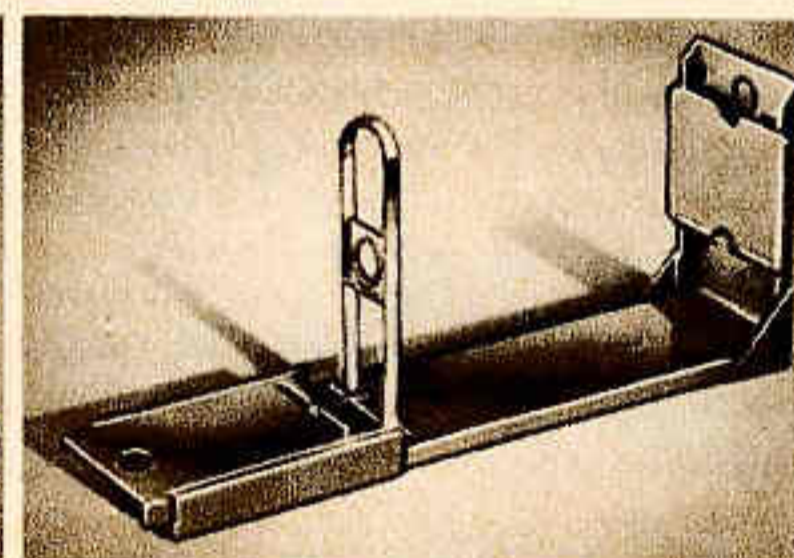
## TABLE SCREEN

**C** TOWER TABLE AND WALL SCREEN. Can be set up easily and quickly on tables, desks or hung from a wall or ceiling. Glass-beaded screen insures brilliant, clear reproduction of projected films and slides. Spring easel keeps screen taut. Entire unit folds compactly for easy carrying. Finished in grey. 55PL2483-24x18" 4.45 55PL2484-30x32" 5.45



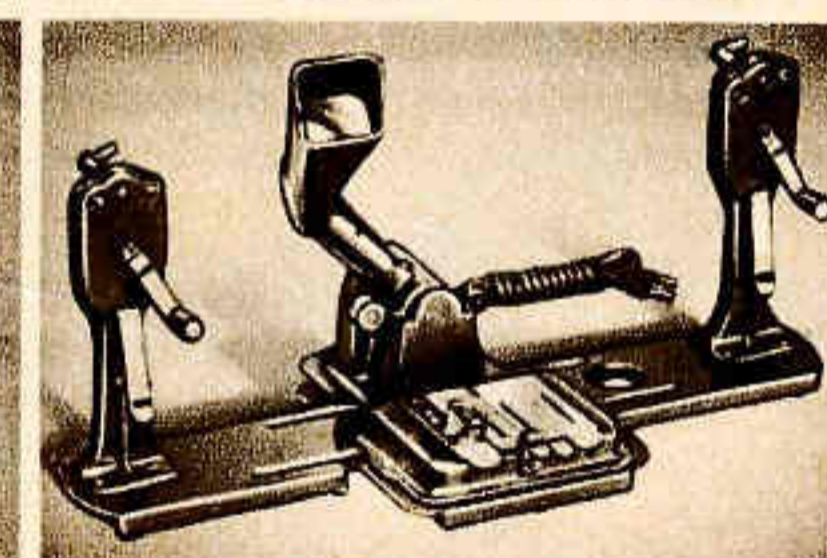
## STORAGE BOXES, REELS

All-steel film case with grey hammer-tone finish, convenient handle. Individual upright storage slots hold reels and cans. Index card in front slot for labeling. 8 mm. size for 12 200-ft. reels. 55P2485—Price..... 3.95 16 mm. size for 12 400-ft. reels. 55P2486—Price..... 5.95 TOWER METAL REELS AND CANS. Spokes calibrated in feet. Spot welded. Cans have vacuum-fit lid. 55P2487- 8mm.200' reel, can. 98c 55P2488- 8mm.400' reel, can. 1.45 55P2489-16mm.400' reel, can. 1.50



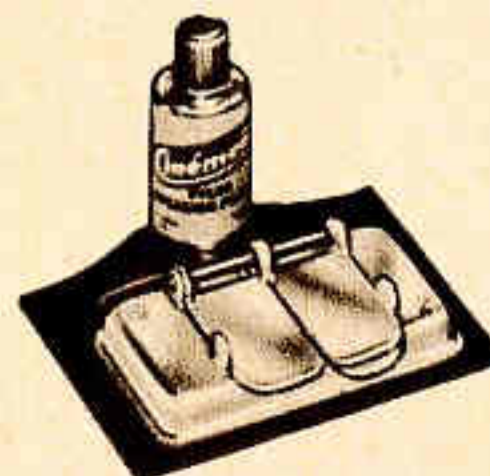
## UNIVERSAL MOVIE TITLER

An inexpensive movie titler for the average amateur home movie fan. For both 8 mm. and 16 mm. cameras. Convenient sliding baseboard for unusual effects, close-ups or long shots. Complete with auxiliary lens which can be adjusted any way, making your picture fill the 4 by 5 in. screen exactly. The titler may be set vertically or horizontally. Ideal for typewritten titles. Use photo-floods (see p. 23) to achieve different effects—shadow-graphs, back and side lighting, etc. Instructional booklet included. 55P2491—Price..... 7.95



## 8 MM. MOVIE EDITOR

**MANSFIELD 8 MM. MOVIE EDITOR** complete with automatic double-blade splicer. Inexpensive, yet has all the features required to edit 8 mm. movies. Scenes are projected on to a 1½ by 1¼ in. viewing screen. No movie action is seen in viewer, yet desired section of film is easily found by stopping or slowing down film. Direct-drive rewinds have built-in tension brakes for turning film fast or slow. Takes up to 1600-ft. reels. Simplified threading will not scratch film. Uses 115-volt, A.C. or D.C. 55P2490—Price..... 27.50



## SPlicERS FOR 8 AND 16 M.M. FILM

**MANSFIELD JR. SPlicER** for 8 mm. and 16 mm. movie film. Film is held in place by grooves. Hinged cutter. Metal with fiberboard 5½ by 5½-in. base. Complete with dry scraper and bottle of film cement. 55P2408—Price..... 3.95

**MANSFIELD AUTOMATIC SPlicER.** Apply cement when pressure is done automatically. Chrome-plated metal parts. Rubber base 6½ by 4½". 55P2458—Price..... 7.95 1-oz. film cement. 55P2407—Price..... 49c



SATISFACTION GUARANTEED OR MONEY REFUNDED.

# 8 Mm. and 16 Mm.

# Movie Projectors and Cameras

## INTERNATIONAL FAVORITE

THE MOVIE-MITE 16 MM. PROJECTOR for both sound and silent films is lightweight, compact, simple and economical to operate. Precision-made, of finest materials, it is the first choice for use in homes, schools, churches, clubs, offices and direct sales work. Everything, including speaker, screen and 800-foot reel, fits in one case.

**FEATURES.** The push-pull amplifier has approximately 4-watt output. 300-watt projection lamp is also used for sound excitation, no separate exciter lamp is needed; cooled by an impeller-type fan. The spool arms have a 2000-ft. reel capacity with a constant tension take-up arm. 2-inch focal length, coated projection lens is standard equipment; other focal length lenses are available. Fast power rewind. 30-ft. speaker cord permanently attached to speaker. Dual-speed (sound and silent), governor-controlled universal motor allows projector to operate from 105-120 volts, 25 to 60 cycle A.C. or D.C.

55PLT2135—Price..... 335.50

**NOTE:** The Movie-Mite sound projector is available at the following prices: the standard retail selling price 335.50; selling price for industrial use only 313.00; selling price to schools, churches and hospitals 249.00. For details write to Dept. 55, Simpsons-Sears, Toronto.

- Desk top screen, 12¾ by 9½ inches
- Plywood carrying case covered in leatherette
- Entire unit weighs only 29 lb.
- 6-inch permanent magnet, dynamic speaker
- 2000-foot reel arm capacity

## BELL & HOWELL 220 REEL LOADING 8 MM. MOVIE CAMERA

**A** Now you can have movies of the entire family or other large group scenes and get everyone in without the use of an extra lens, even in a limited space indoors. All you have to do is follow these simple steps. (1) Turn the sundial to any one of the 4 weather conditions shown and your f2.5 lens is automatically set. (2) Sight through the picture window viewfinder—the largest 8 mm. viewfinder made. Not only do you see what you get, but you also see it brighter, sharper and larger than in any other movie camera. (3) Now you are set to shoot with the 3-way starting button. Simply press down lightly for a continuous scene, press up for single frame exposures (animated cartoon-like effects), or down all the way for lock-run to enable you to get into your own movies. Bell & Howell 220 is lightweight, weighs only 2 lbs, slips into your pocket easily. Trouble-free threading with film path shown on the inside of the camera. Just drop in your film spool, then follow the guide lines. 10-ft. run gives you up to 6 long-length scenes without stopping to rewind. Film movement is equipped with a positive stop to keep it from slowing down at any point. Convenient completely automatic footage counter. Camera is precision-built, guaranteed for life.

55PL2115—Price..... 69.00

## KODAK BROWNIE 8 MM. REEL LOADING CAMERA

**B** As easy to use as the Brownie box camera. No focusing, no film-running speeds to adjust. Motor is set at standard 16 frames per second. 7-ft. film run on one winding. Simplified sprocketless loading. Open frame-type viewfinder with parallax correction. Exposure button may be locked to enable you yourself to get into the picture. Fitted with Kodak "Ektanon" coated f2.7 fixed-focus lens. Uses lower-cost 8 mm. color or black-and-white film. Instructions.

55PK2113—Price..... 50.00

## KEYSTONE K-41 BEL-AIR 8 MM. MAGAZINE CAMERA

**C** Lightweight and compact magazine-loaded camera—weighs only 26 ounces. Has coated f2.5 fixed-focus lens with screw mount. Speeds 12, 16, 24, 48 frames per second. Governor-controlled motor. Continuous run and single frame exposure... you can make your own cartoons, trick animations. Viewfinder adjusts for standard, telephoto, and wide-angle lens. Parallax correction. Exposure guide. Film footage indicator. Sturdy aluminum body with brown crackle vinyl finish.

55PL2116—Price..... 127.50

KEYSTONE K-41 as above but fitted with an f1.9 focusing lens.

55PLT2117—Price..... 158.50

## KEYSTONE K-45 8 MM. MOVIE CAMERA

**D** Magazine-loading camera with turret head. You never touch the film. Just drop in magazine—even in daylight—aim and shoot. Fitted with an f2.5 coated, color-corrected, fixed-focus lens. Full-view zoom-type viewfinder adjustable for wide-angle ½", 1", 1½" lenses. Has widest speed range—8 to 64 frames per second—and takes stills, too. Push-button magazine ejection. Weighs only 28 ounces. Camera styled in weather-proof vinyl, chrome finish. Wide-angle and telephoto lenses are extra. See list below.

55PL2105—Price..... 164.00

KEYSTONE K-45 as above, but fitted with an f1.9 focusing lens.

55PLT2118—Price..... 196.00

## KEYSTONE K-50 MAYFAIR 16 MM. CAMERA

**E** Lightweight, compact magazine-load camera with the latest features for color or black-and-white movies. Fitted with coated f2.5 fixed-focus lens. Speeds—8, 16, 24, 64 frames per sec. Normal, single frame and continuous run from triple release lever. Marksman viewfinder gives exact field for 4 different lenses, from 17 mm. to 3-inch telephoto. Film footage indicator. Exposure guide for correct lens setting under various light conditions. Runs 10 feet with each winding. Covered in brown vinyl with chrome trim.

55PL2104—Price..... 162.00

KEYSTONE K-50 as above, but fitted with an f1.9 focusing lens.

55PLT2119—Price..... 199.50

**KEYSTONE A-9 CRITERION 16 MM. MOVIE CAMERA with reel loading.** (Not shown.) Fitted with an f2.5 coated, color-corrected, fixed-focus lens. Interchangeable standard C mount lens. 7 governor-controlled speeds—10, 16, 24, 32, 40, 48, 64 frames per sec. Heavy-duty spring motor drives 20 ft. of film in one winding. Takes either 50 or 100-ft. reels of 16 mm. film—either black-and-white or color. Audible scene indicator. Has both single film and continuous lock-run button. Covered with cashmere brown vinyl—scuff, scratch and waterproof.

55PL2103—Price..... 147.00

Lenses to fit most Keystone, De-Jur, Revere and other 8 mm. cameras.

The following 3 lenses are for 8 mm. movie cameras.

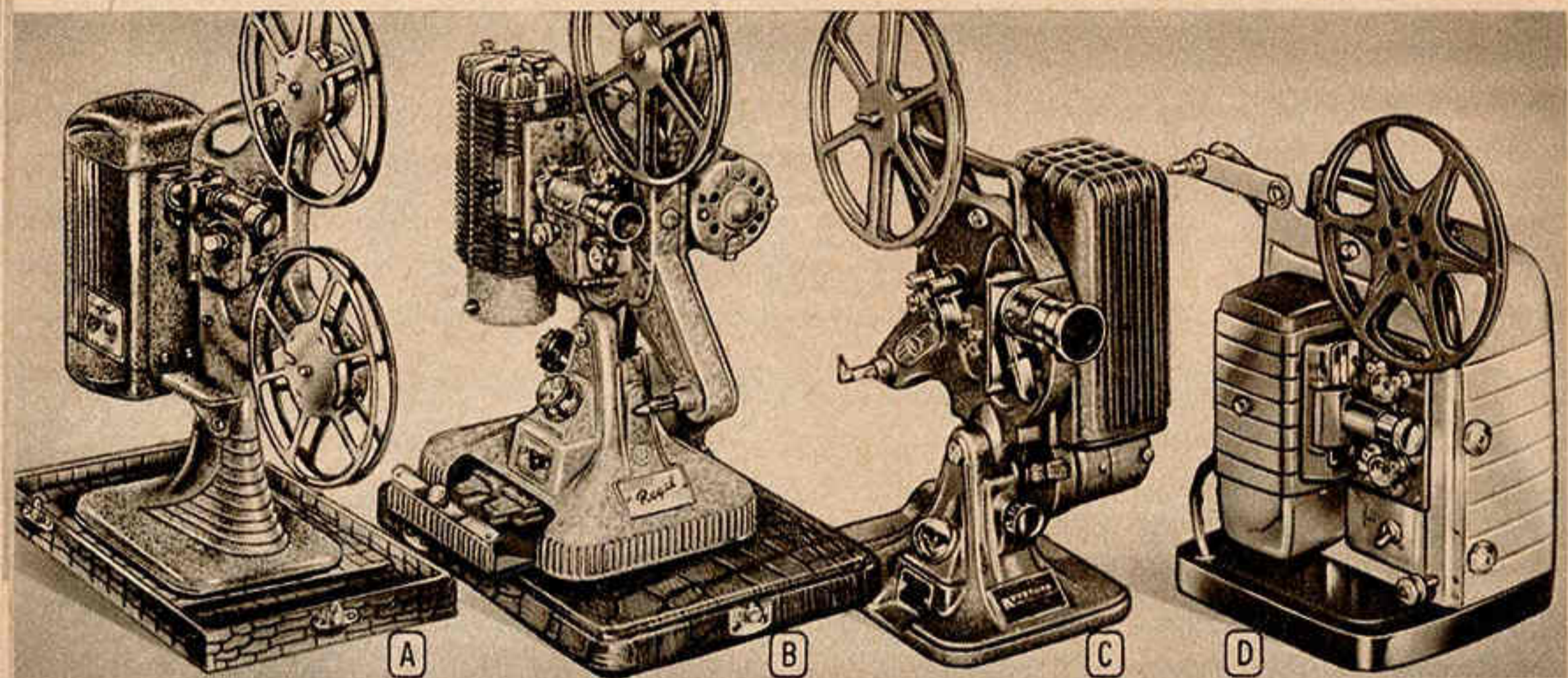
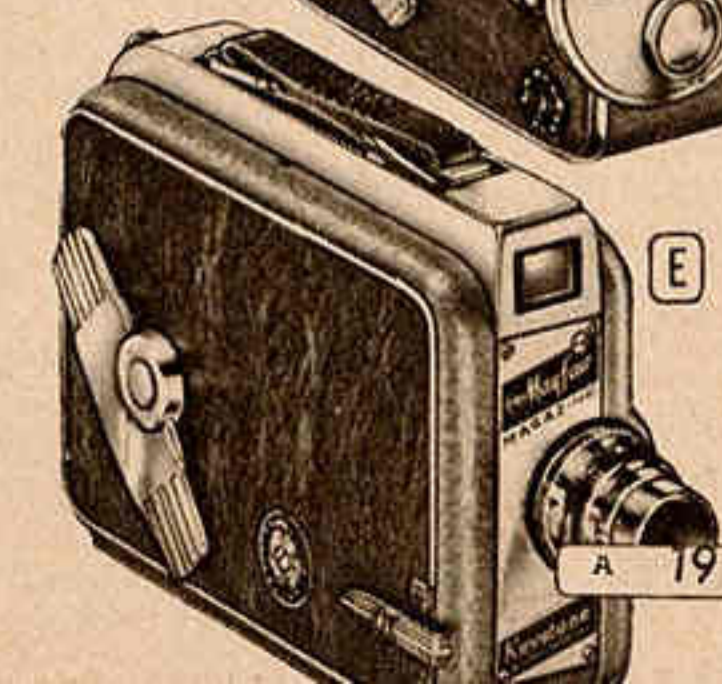
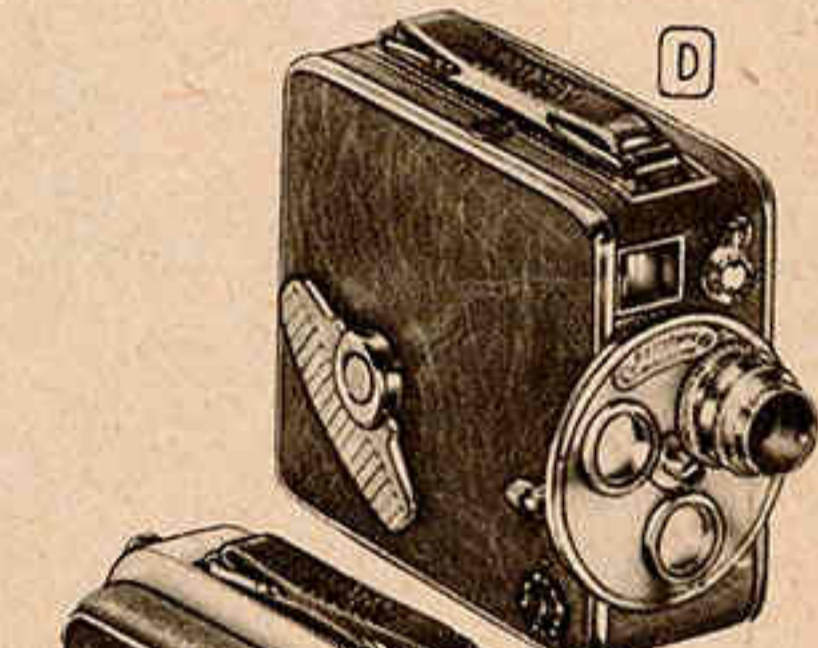
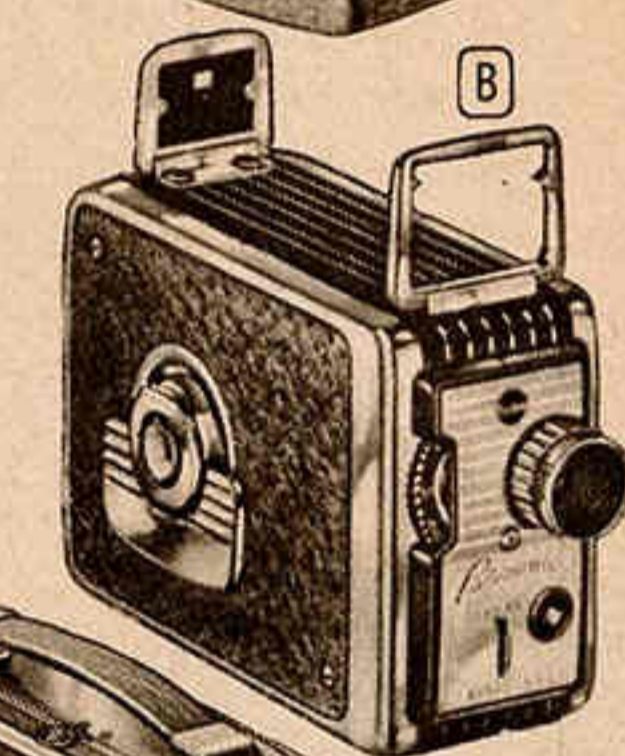
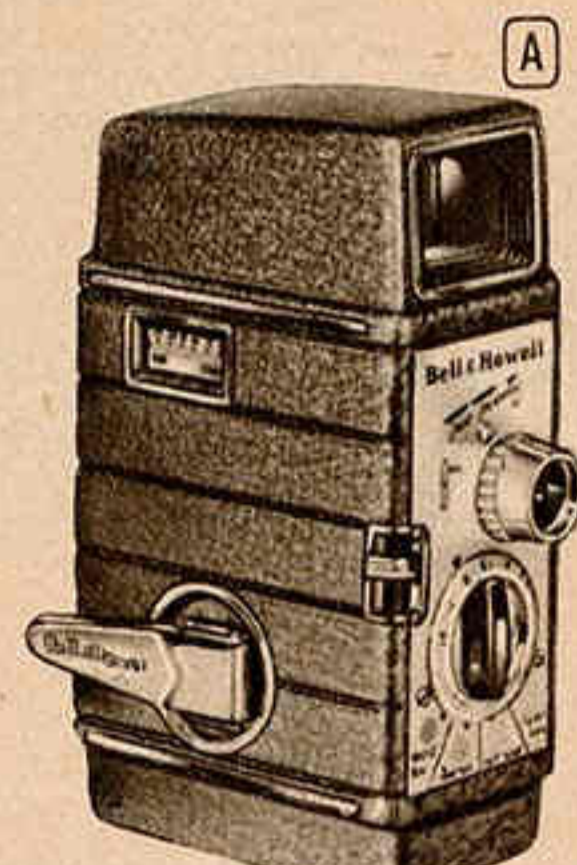
55PT2400—1½" f3.5 focusing telephoto lens..... 57.25

55PT2401—1" f2.5 focusing telephoto lens..... 57.25

55PT2402—9 mm. f2.5 fixed-focus, wide-angle lens..... 57.25

55PT2403—3" f4 telephoto lens for 16 mm. camera..... 84.00

PAY ONLY A FEW DOLLARS DOWN AND ENJOY ONE OF THESE FINE MOVIE CAMERAS OR PROJECTORS NOW. FOR SIMPSONS-SEARS EASY PAYMENT PLAN, PLEASE SEE PAGE 34.



## POPULAR MOVIE PROJECTORS—DESIGNED FOR BEST PERFORMANCE

**A** KEYSTONE K-70 BRIGHTBEAM 8 MM. PROJECTOR complete with case. Constructed of sturdy die-cast metal, 1-piece frame finished in triple-coated, chip-proof bronze, chrome trim. Has a 500-watt projection lamp equipped with a twin-fan, high-efficiency cooling system. Fitted with an f1.6, 1-in. coated color-corrected lens in a spiral focusing-mount. 400-ft. reel capacity for extra-long 32-minute showings. Adjustable speed control for regulating projection speed. Fast, powerful rewind. Separate switches for motor and light control. Projector complete with lens, lamp, cord, oil can, cleaning brush, spare 400-ft. reel, instruction booklet. Operates on 105-120 volts, 25 or 60 cycles A.C. or D.C.

55PL2124—Price..... 119.50

**B** KEYSTONE K-109 8 MM. MOVIE PROJECTOR with case and built-in splicer. Die-cast alloy construction finished in chip-proof bronze. Blower-cooled 750-watt projection lamp for extra brilliant pictures. 1-in. coated, achromatic f1.6 lens. 400-ft. reel capacity for 32-minute showings. Heavy-duty A.C.-D.C. motor will operate on all voltages from 105-120, 25 or 60 cycle. A.C. or D.C. **EXTRA FEATURES:** Built-in splicer, forward and reverse gear drive, exceptionally bright still picture operation, removable condensers and reflectors for easy cleaning. Micrometer gear locks tilt in place. Has special Lite-O-Matic receptacle which controls the room light and projector lamp. Variable speed control, fast automatic rewind. Built-in threading light. Plywood, leather-covered case, brass hardware.

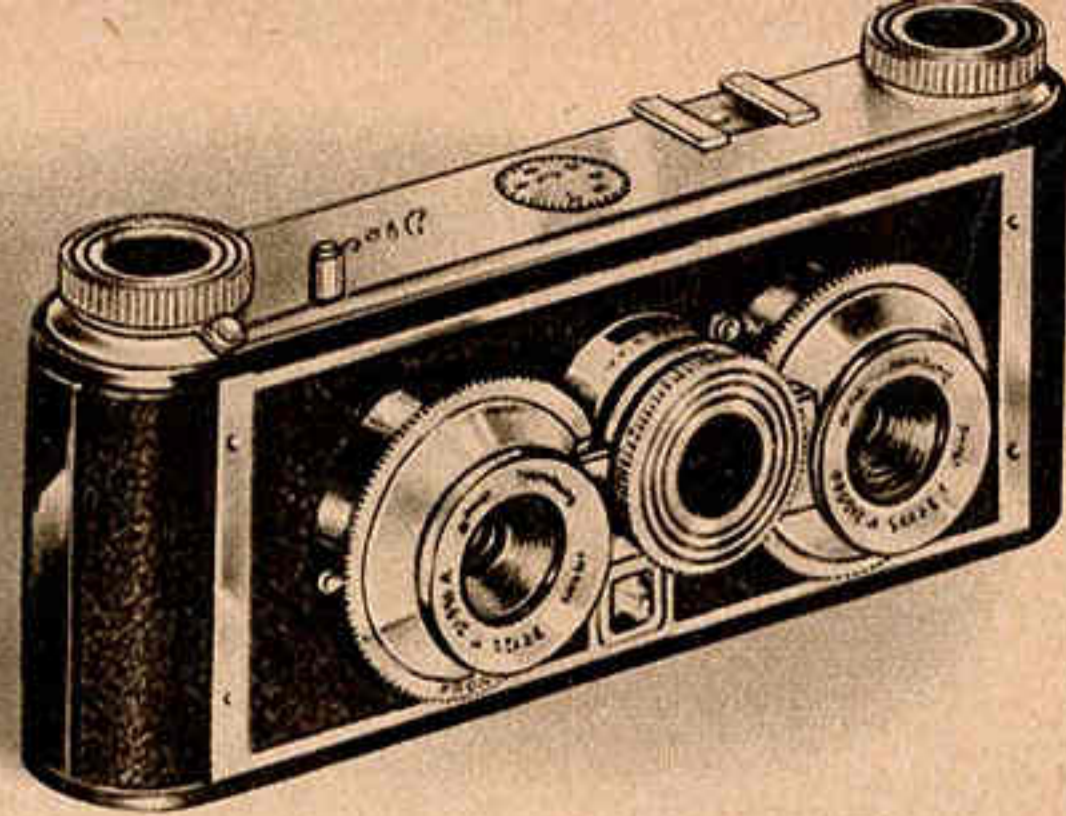
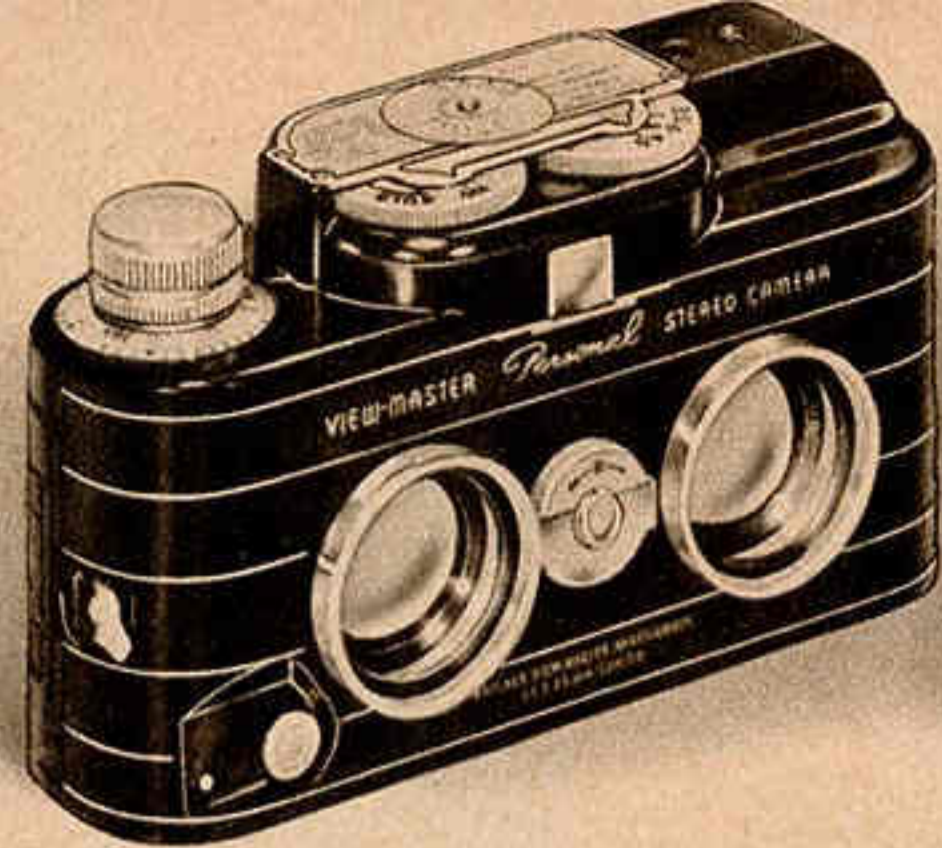
55PLT2126—Price..... 227.00

**C** KEYSTONE A-82 CONTINENTAL 16 MM. PROJECTOR. Shows clear, bright 16 mm. black and white or colored movies. Die-cast metal construction finished in triple-coated chip-proof bronze. Fitted with 750-watt projection lamp mounted in a powerful blower-cooled lamp house. Fast f1.6 coated and color-corrected lens for needle sharp images. 400-ft. reel capacity. Belt-driven reel arms are fully enclosed. Gear tilting knob and self locking tilt for centering image on screen. Reversing switch allows films to be run backwards for unusual and comic effects. Built-in pilot light. Fast rewind device, variable speed control. Operates on 105-120 volts, 25 or 60 cycle, A.C. or D.C.

55PL2108—Price..... 169.00

**D** BELL AND HOWELL 221 8 MM. HOME MOVIE PROJECTOR. A lightweight (approx. 12 lb.) modern projector, built in its own carrying case of mar-proof grey and maroon Tenite (plastic). Compact, modern styling—measures only 8 by 8 by 12 in. Fitted with a 500-watt blower-cooled projection lamp which in conjunction with an f1.6 coated lens shows sharp, bright movies up to 6 feet wide. 400-ft. film capacity for 32-minute show. Easy, fool-proof threading. Swing-out aperture gate for easy cleaning. Convenient tilt device for centering the picture. Three-tooth shuttle for safety in running film with damaged perforations. Undercut rollers and sprockets prevent film scratching. Projector runs quietly, never needs oiling. Please note that projector operates on 60 cycle A.C. only.

55PL2123—Price..... 143.50



## Stereo for Lifelike 3-Dimensions

**VIEW MASTER PERSONAL CAMERA.** No photographic skill is needed to take fine 3-dimensional color pictures. Gives 37 pairs of stereo pictures on 20-exposure 35 mm. color film. LENSES. Coated f3.5 with 25 mm. focal length. Fixed focus from 7 ft. to infinity. SHUTTER. Speeds from 1/10 to 1/100 sec. and bulb. Synchronized for flash. Exposure control integrated with camera controls to simplify exposure settings. Double exposure prevention. Die-cast aluminum body. See Page 35 for film cutter, personal reels, stereoscope and projectors to view your color transparencies.  
**55PT3010—Price . . . . . 199.50**  
**55PT3011—Leather ever-ready case . . . . . 12.50**  
**FLASH UNIT** for above. Built-in rangefinder has scale which automatically gauges exposure. Use S.M. lamps.  
**55PT3012—3 batteries supplied. Lamps extra . . . . . 21.75**

**ILOCA STEREO II CAMERA.** A fine, all-metal camera imported from Germany. Gives 16 pairs of 3-dimensional pictures on standard 20-exposure 35 mm. color film or 20 pairs on special film listed below. LENSES. Fitted with 2 f3.5 coated, color-corrected lenses focusing from 3 ft. to infinity. SHUTTER. Prontor S flash-synchronized, speeds 1 to 1/300 sec. plus bulb and delayed action release. Double exposure prevention.  
**55PLT2012—Price . . . . . 139.50**  
**55PT2542—Leather ever-ready case . . . . . 12.00**  
**KODACHROME STEREO FILM.** Gives 20 pairs stereos. Price includes mounting in special stereo slides.  
**55P2262—Daylight or Tungsten . . . . . 6.60**

### SCENES COME TO LIFE IN THREE DIMENSIONS

**BURMBERGER STEREO VIEWER** for viewing stereo transparencies from the Iloca II Camera described above. Fitted with focusing lens and tripod socket for easy handling. Uses two number 2 batteries (not supplied).  
**55P2496—Price . . . . . 13.25**  
**55P3004—Batteries for Stereo Viewer . . . . . 2 for 39c**  
**STEREO FILE BOX** (not shown). All-metal. Will hold 115 stereo slides and the Stereo Viewer described above.  
**55P2497—Price . . . . . 9.25**

### CASTLE MOVIE FILMS

Available in 8 mm. and 16 mm. film in short ("Headline") or Complete versions. When ordering, please state title, length of film.

**8 Mm. 50-Ft. Short ("Headline").**  
**55P2275—Price . . . . . 2.75**  
**8 Mm. 180-Ft. Complete.**  
**55PT2276—Price . . . . . 7.95**  
**16 Mm. 100-Ft. Short ("Headline").**  
**55P2277—Price . . . . . 3.95**  
**16 Mm. 360-Ft. Complete.**  
**55PT2278—Price . . . . . 12.95**



**SPORTS . . . TRAVEL . . . CARTOONS**  
**FOR ENTIRE FAMILY ENJOYMENT**

**FEATURETTES.** Alice in Wonderland. The Invisible Woman.  
**SPORT PARADE.** Roaring Wheels. Water Daredevils. Junior Bronco Busters. Ride 'em Cowboy.  
**ABBOTT AND COSTELLO.** Riot on Ice. No Indians Please. Knights of the Bath. Midget Car Maniacs.  
**ADVENTURE PARADE.** Here Comes the Circus. Killer Gorilla. Ten Fathoms Deep. Simba Killer Lion.

**WOODIE WOODPECKER.** Coo-coo Bird. Reckless Driver. Hollywood Matador.  
**HOPALONG CASSIDY.** Bar 20 Rides Again. Ghost Canyon Roundup. Law of the Trigger. Rustler's Valley.  
**TRAVEL.** Banif and Lake Louise. Belles of the South Seas. Paris. Escape in Canada. Florida Holiday.  
**HOWDY DOODY'S** Trip to Funland. Tom Mix. Guns of Vengeance. Terror Trail.



### MELTON MOVIE VIEWER

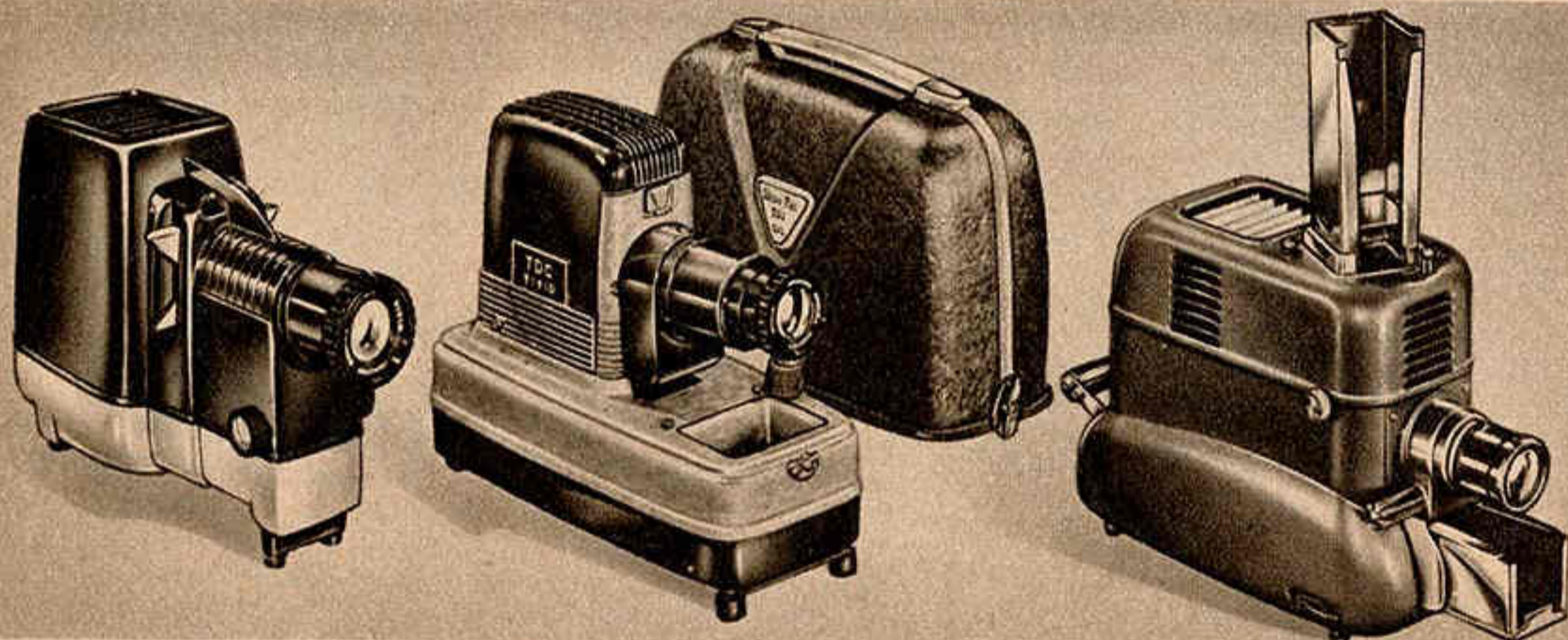
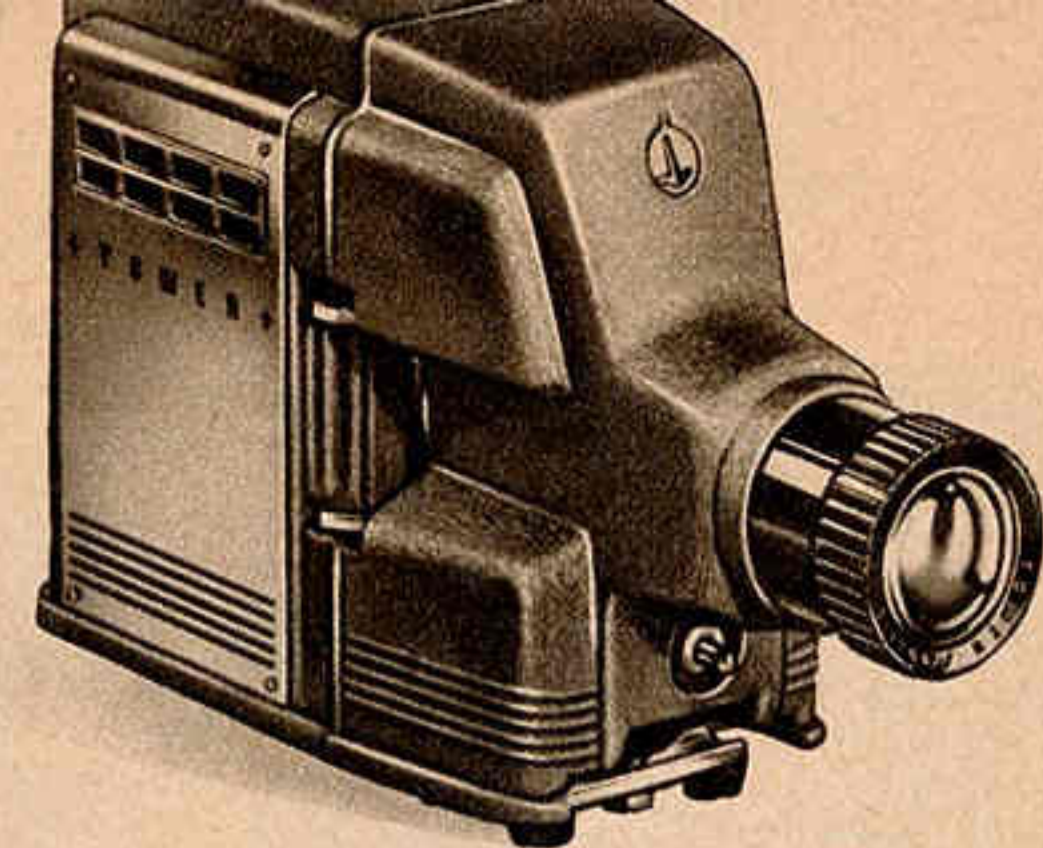
SEE YOUR MOVIES IN MOTION WITHOUT A PROJECTOR

Show-off your home movies at work or at your friends' homes with this pocket size movie viewer. No projector or screen is needed. Just turn knob at any speed you want. Easily operated by hand, simple to load. Edit home movies, scene by scene. Use with any "Headline" (50-ft.) 8 mm. movie on this page or with your own personal 50-ft. 8 mm. films. Operates with black and white or color films.  
**55P2125—Price . . . . . 6.95**

## See Your Pictures Life Size

### OUR OWN TOWER SLIDE PROJECTOR

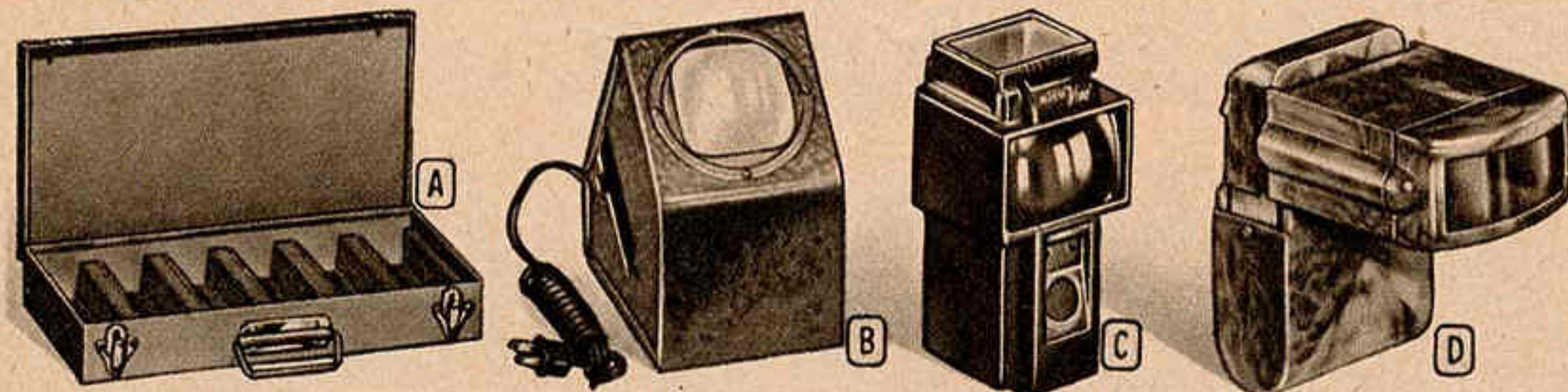
Outstandingly low-priced blower-cooled projector. Projects all 2 by 2 inch slides—glass, metal and ready mounts made from your 35 mm. and 828 film. 100-watt lamp gives extra brilliance as no heat absorbers are needed. Fitted with a fine, 5-in. 3-element f3.5 lens . . . brings out full detail of your slides. Direct insertion slide track for quick and effortless operation. Sturdy die-cast metal body with light grey crackle finish. Please note operates on 60 cycles, A.C. only.  
**55PL2122—Price . . . . . 34.50**



**TDC HEADLINER PROJECTOR** for 2 by 2-in. slides. Newly designed streamlined projector finished in red and grey. Fitted with a 200-watt lamp, 5" coated, color-corrected anastigmat lens for bright, sharp pictures up to 60 by 80 inches. Super cooling by an efficient built-in blower. Micro-tilt adjustment operative from both sides of the projector. Available in a 60 cycle, A.C. model only. Comes in its own convenient carri-carton.  
**55PL2128—Price . . . . . 49.50**

**TDC SHOW-PAK PROJECTOR.** An ultra modern portable machine built right into its own lift-off metal case. Finished in hammertone blue. Built-in slide file which will hold enough slides for the average evening's show. Fitted with a 300-watt blower-cooled lamp powerful enough to project a picture up to 7 x 9 ft. 33 ft. from the screen. 5" coated anastigmat lens. Handy tilting device for centering picture. Operates on 60 cycles, A.C. only.  
**55PLT2127—Price . . . . . 72.75**

**LA BELLE MODEL 200 AUTOMATIC MAGAZINE SLIDE PROJECTOR** for either paper or glass slides. Automatic magazine feeds, changes restacks slides in their original order. Finger-flick slide change handle. Magazine holds 75 2 by 2 in. ready mounts or 35 glass slides. 200-watt lamp, f 3.5 coated lens. With 2 magazines.  
**55PLT2129—Price, del. . . . . 99.50**  
**LA BELLE MODEL 500** as above with 500-watt lamp, blower-cooled.  
**55PLT2130—Price . . . . . 137.50**



### ENJOY YOUR SLIDES WITH ONE OF THESE VIEWERS

**A TOWER SLIDE FILE BOX.** Help keep your valuable slides safely and in order. Holds 300 ready mounts or 150 2 by 2 in. glass slides. All metal. Grey.  
**55P2493—Price . . . . . 3.95**  
**B TABLE VIEWER** for showing both 35 mm. and 2 1/4 by 2 1/4 inch slides. Allows several persons to view the clear, sharply focused pictures at the same time with room lights on. No adjustments are necessary, no screen is needed. 3" optical ground lens magnifies slides 1 1/4 times. Metal body, grey finish.  
**55P2132—Price . . . . . 8.95**

**C MICO-VUE SLIDE VIEWER.** Gives clear, sharp full-screen slide viewing at a distance of 12 to 18 in. Daylight or any artificial light provides full illumination. 2 1/2 by 1 1/2 in. optical ground magnifying lens. Has convenient built-in gravity-fed storage magazine. Flip-up magnifier for critical inspection.  
**55P2133—Price . . . . . 9.95**

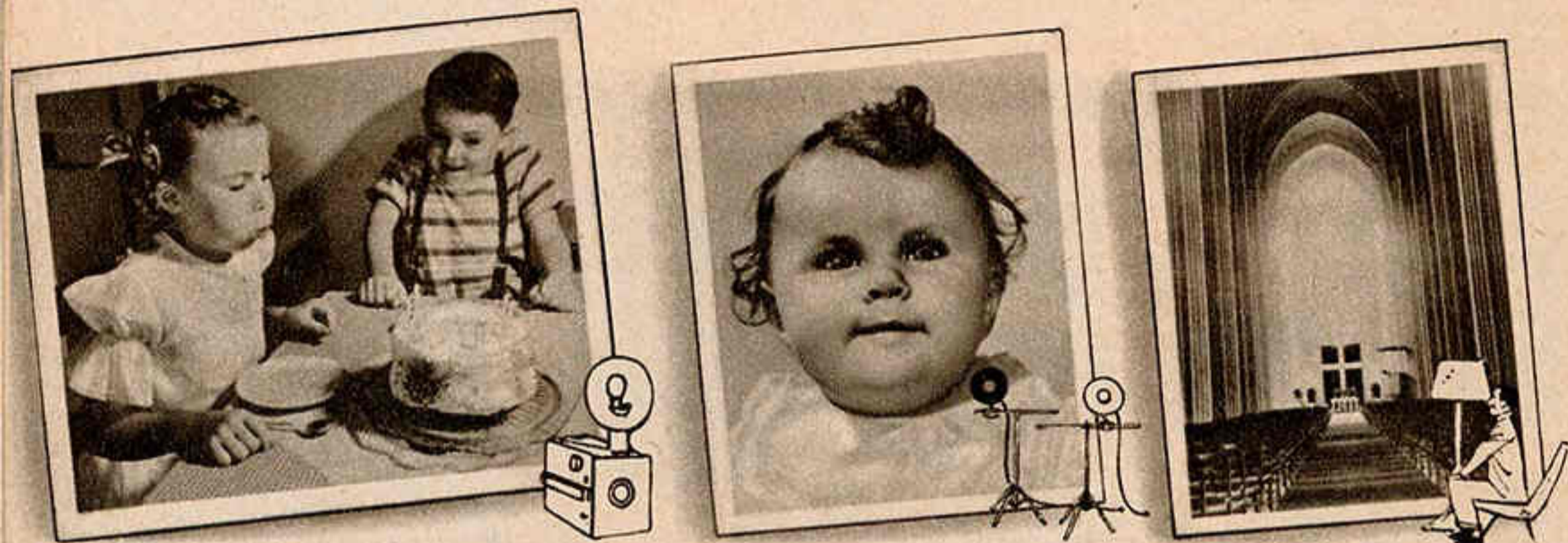
**D ARCADIA DE LUXE SLIDE VIEWER** with built-in illumination for viewing anywhere. Takes 2 by 2 in. slides and strip film in sizes 35, 16 and 8 mm.  
**55P2134—With batteries and bulb . . . . . 7.50**

# Flash Floodlight and Time Exposures

YOU CAN TAKE WONDERFUL PICTURES WITHOUT THE SUN

Because of modern flash lamps and fast film, the snapshot day extends around the clock. The flash bulb is a "bushel basket of light in a teaspoon". One small No. 5 flash lamp has light equivalent to bright sunlight on the beach if the distance from subject to flash is 10 feet. Your exposure in both instances would be approximately 1/11 at 1/50 of a second with Tower roll film. That's why it is so easy to over-expose with flash. To help you get the correct exposure, please refer to the exposure guide below.

The three methods of taking photographs under adverse lighting conditions as outlined below, that is with flash, floodlight or time exposure, are not complicated and are within the reach of any amateur with ordinary equipment. Even old type non-synchronized box cameras, for example, may be used with flash if the camera is placed on a firm object such as a table or tripod; set the shutter on "bulb"; open the shutter, flash the bulb, close the shutter and your flash picture is made.



## FLASH IS QUICK, RELIABLE, SHARP

Most photo-flash shots are taken with a single bulb in a holder mounted on the camera. Modern flash cameras are built with electrical contacts in the shutters, so that the bulb flashes the moment the shutter is opened. Many other cameras with a cable release socket can be fitted with a synchronizer producing the same result. All you do is put the flash bulb in the socket, stand back at the desired distance from your subject, set lens at the correct opening (see chart below), and take a snapshot just as if it were outdoors in broad daylight. Each flash bulb flashes just once. Before using your flash gun, it is recommended that you check your batteries and connections with a tester (see page 23). When the shutter is depressed, the little bulb will blink thus indicating that all is ready for your live action.

## FLOODLIGHTING IS NATURAL, PLEASING

The big advantage of photo-flood lamps is that several can be used as easily as one, thus enabling you to work out interesting and effective lighting arrangements. To take the baby picture above, for example, start with a standard two light set-up, move one light near the camera until it brings out the details and pleasing shape of the child's features. Watch for the highlights in her eyes and the arrangement of shadows that fall on her face. The secondary light near the subject is placed high and back so that the hair can be highlighted and give added roundness to her face. If you wish to use it, a very low third light directed on the background will break up unpleasant shadows and give added depth to your picture. Experiment with light positions as every change will produce different and pleasing picture effects.

## ANY LIGHT WILL DO IF TIME ENOUGH

Some of the most pleasing natural photographs are made at night, outdoors or indoors by normal electrical lighting. Requirements are simple. (1) Camera with a "Time" or "Bulb" setting. (2) Firm camera support such as a tripod, table, etc. INDOOR PICTURES. Use either black-and-white or color film. The church interior above would be very difficult to light with either flash or flood lights and the natural effect of the normal lighting would be lost. Using the time exposure method, a picture with good detail will result. Since it is difficult to judge the exposure on interiors, the use of an exposure meter is recommended. The rooms of your home, museums, lighted caves, etc., for example, can be photographed successfully in this way. Take your camera outdoors with you after dusk for unusual and interesting pictures.

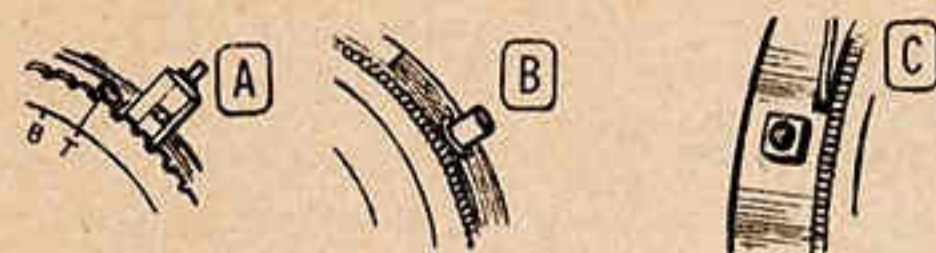
FLASH EXPOSURE WITH CAMERA SET AT 1/25 SEC. OR INSTANTANEOUS SHUTTER SPEED

FILM	GUIDE No.	LAMP TO SUBJECT IN FEET, INDOORS			
		5	7	10	14
Super XX Anso Press	200	1/32- 1/45	1/22- 1/32	1/16- 1/22	1/16- 1/11
Tower Ortho Verichrome Plenachrome	110	1/22	1/16	1/11	1/8
Plus-X Supreme	140	1/22- 1/32	1/16- 1/22	1/11- 1/16	1/8- 1/11
Kodachrome A Anso Color Tungsten	70	1/16	1/11	1/8	1/5.6
Kodacolor A	100	1/16- 1/22	1/11- 1/16	1/8- 1/11	1/5.6- 1/8

BASIC FLOODLIGHT EXPOSURE GUIDE FOR POPULAR FILMS, USING TWO No. 2 PHOTOFLOODS

Lamp No. 1 at	DISTANCE, LAMPS TO SUBJECT, IN FEET, INDOORS			
	3 1/2	4	5	7
Lamp No. 2 at	5	6	7	9
	8	12		
	USING FILM TIME AND F/STOP SHOULD BE			
Super XX	1/25	1/25	1/25	1/25
Anso Press	1/11	1/8	1/6.3	1/5.6
Super Pan.				1/4.5
Plus-X	1/25	1/25	1/25	1/10
	1/8	1/5.6	1/4.5	1/4
Kodachrome A	1/25	1/25	1/10	1/10
Anso Color	1/5.6	1/4.5	1/5.6	1/4.5
				1/5.6
Kodacolor	1/25	1/25	1/10	1/10
	1/5.6	1/4.5	1.5/6	1/4.5

# Sunshine Indoors with Flash Lamps



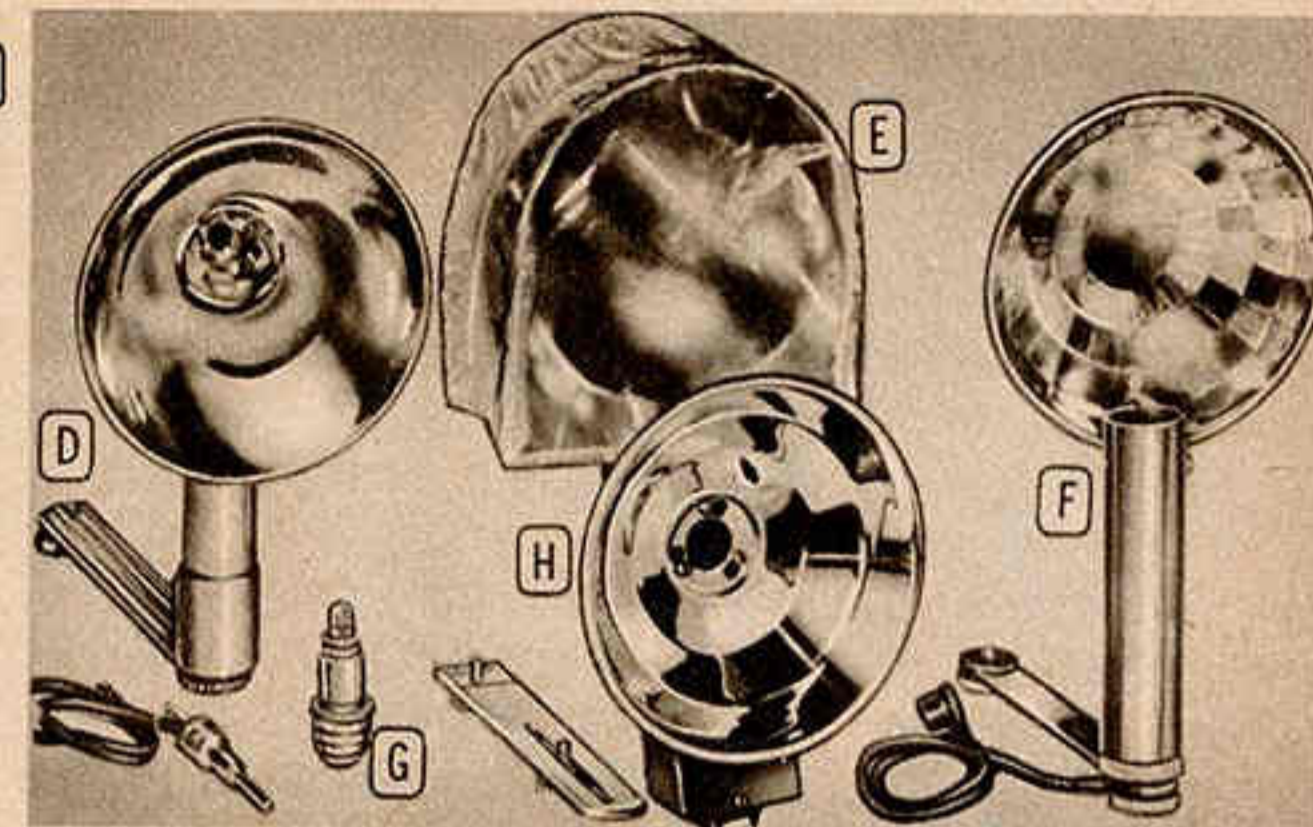
HOW TO FIND A FLASH UNIT

- A Standard A.S.A. fitting fitted to Kodak and other cameras.
- B Prontor-Compur fitting fitted to all modern German cameras that have pre-synchronized shutters.
- C Fitting for non-synchronized camera—camera must have cable release socket.

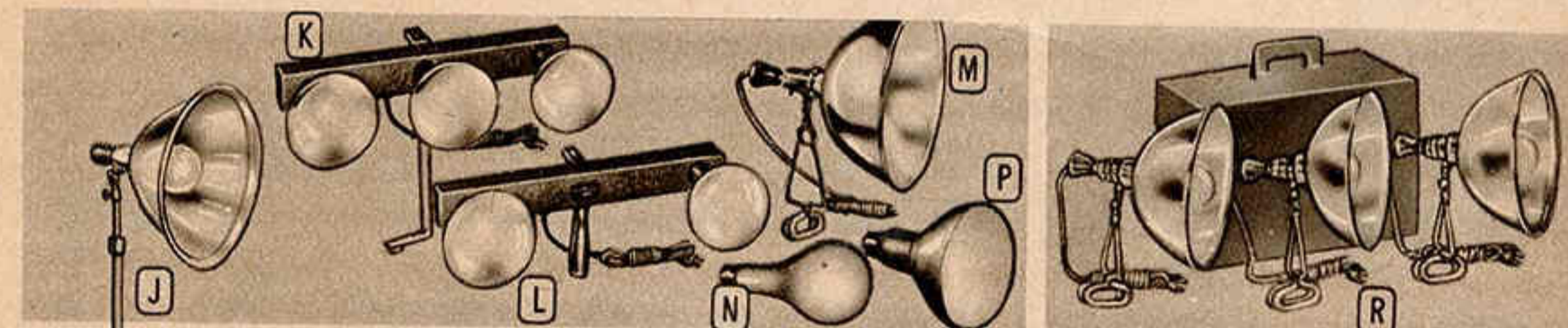


## FLASH LAMPS

- TOWER No. 5 FLASH LAMPS. A general purpose midget bulb at an economy price, which can be used for all cameras.
- 55P2445—Sleeve of 8..... 1.29
- G. E. No. 5 FLASH LAMPS.
- 55P2420—Sleeve of 8..... 1.36
- SYLVANIA PRESS 25 FLASH LAMPS.
- 55P2446—Sleeve of 10. Delivered..... 1.70
- No. 11 FLASH LAMPS. Larger bulb with screw base has greater light output than No. 5.
- 55P2421—Sleeve of 8..... 1.52
- S.M. GAS-FILLED FLASH LAMPS. In open flash has flash equivalent to 1/200 sec. shutter speed.
- 55P2459—Sleeve of 8..... 1.44
- No. 6 FLASH LAMPS for cameras with focal plane shutters, such as Tower 35, Leica, etc.
- 55P2465—Sleeve of 8..... 1.52



- D ALL-METAL DUOFLECTOR FLASH UNITS fitted with a patented adjustable socket which will fit both midget or large screw-base flash lamps.
  - 55P2471—Prontor-Compur fitting as (B)..... 13.95
  - 55P2472—A.S.A. Kodak fitting as (A)..... 13.95
- E FLASH GUARD. Fits over any flash gun. One side clear, other side blue for using outdoor color film indoors.
  - 55P2469—Price..... 49c
- F ALL-METAL FLASH GUN for synchronized cameras.
  - 55P2422—A.S.A. Kodak shutters as (A)..... 4.95
  - 55P2423—Prontor-Compur fitting as (B)..... 4.95
  - 55P2424—For non-synchronized cameras as (C)..... 6.95
- ECONOMY-PRICED UNIT FOR PRONTOR-COMPUR fittings as (B).
  - 55P2450—Price..... 2.95
- G ADAPTER AND TESTER. Reduces No. 11 to No. 5 base.
  - 55P2438—Price..... 89c
- H PANORAMA B.C. FLASH UNIT. Lightweight pocket-sized battery capacitor model. Uses 22 1/2-volt battery. Complete with a mounting shoe, mounting bracket and battery.
  - 55P2467—Prontor-Compur fitting as (B)..... 9.95
  - 55P2468—A.S.A. Kodak fitting as (A)..... 9.95



- J LIGHT STAND UNIT with 10-in. reflector. Extends to 6 1/2 ft., collapses to 42 in. 3-section lock adjustment.
  - 55PL2457—Price..... 8.95
- K TOWER 3-LIGHT BAR. Camera mounts under bar by tripod socket. Uses reflector photo lamps (not supplied). With cord.
  - 55P2476—Price..... 8.95
- L TOWER 2-LIGHT BAR. Camera mounts on top of bar. Uses reflector photo-flood lamps (not supplied).
  - 55P2475—Price..... 6.95
- M TOWER ECONOMY 10-IN. REFLECTOR for use with photo-flood lamps.
  - 55P2473—With cord and clamp 4.50

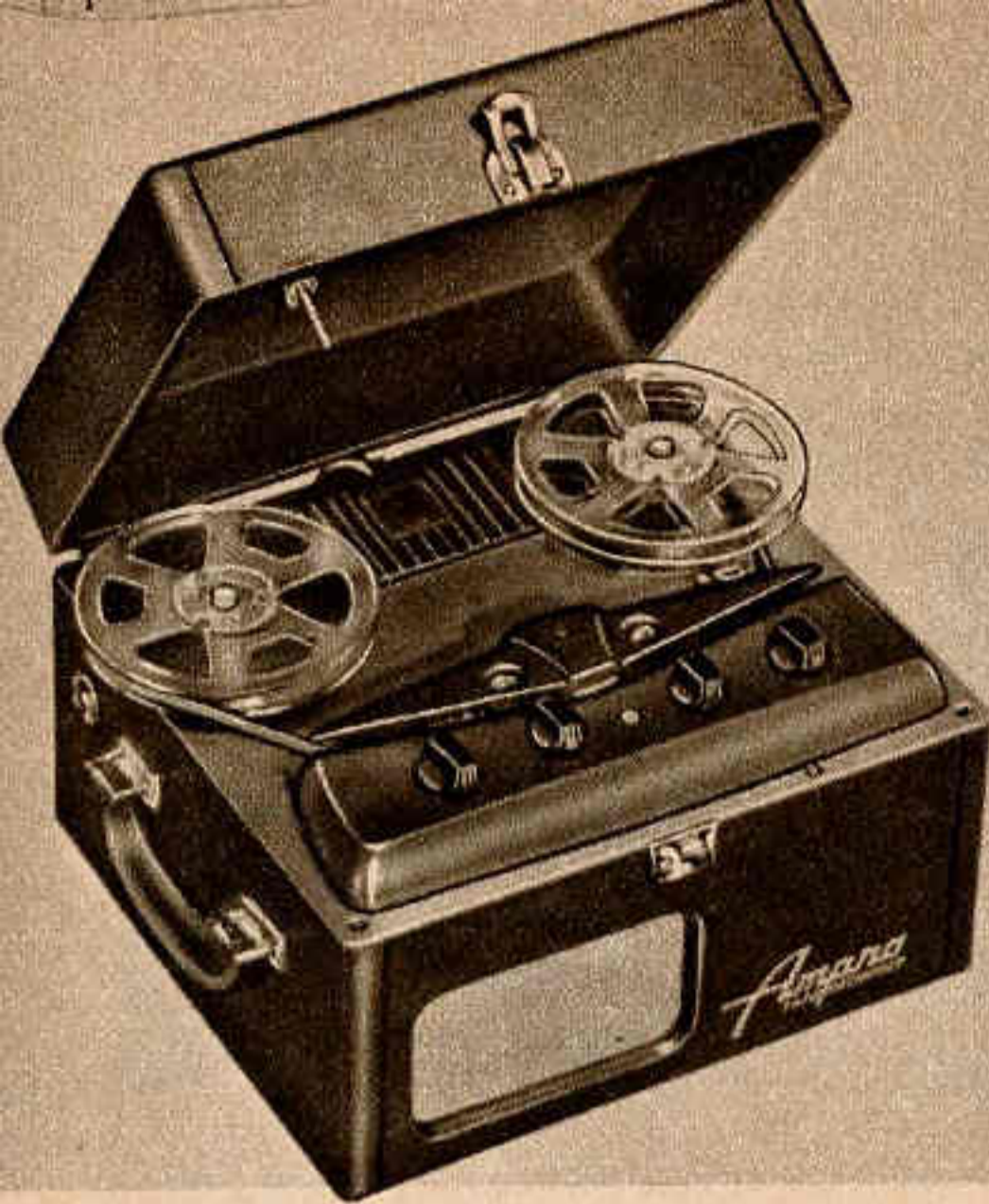
- TOWER CLAMP-ON SOCKET. (Not shown.) For use with reflector-type photo-floods. With cord.
  - 55P2474—Price..... 2.49
- N STANDARD PHOTO-FLOOD LAMP.
  - 55P2441—No. 1, 250 watts..... 23c
  - 55P2442—No. 2, 500 watts..... 44c
- P REFLECTOR-TYPE PHOTO-FLOOD LAMP with built-in reflector. 2 types—flood, beam spread abt. 80-90°; spot—beam spread abt. 15-20°.
  - 55P2443—Flood..... 1.50
  - 55P2444—Spot..... 1.70
- R TOWER LIGHT KIT. Includes two 10-in. reflectors, one 9 1/2-in. reflector, two No. 2 photo floods, one No. 1 photo flood, one 15-ft. 3 way extension cord.
  - 55PL2477—Price..... 14.95

## FLASH BATTERIES

- BURGESS PHOTO-FLASH BATTERIES. Give extra power to flash unit.
- 55P2456—Penlite size. 2 for 29c
  - 55P2419—Medium size. 2 for 39c
  - 55P3004—Large size. 2 for 39c
  - 55P2492—22 1/2 volt, B.C. size 1.20

## PIXUR BLUE

- COATS ANY SIZE flash lamps (abt. 400 midget type). Enables you to use daylight color film with artificial light. Bulbs dip and dry in 15 seconds. With glass breaker and exposure guide.
- 55P2436—Price..... 1.95



## Recorder and Aids

### AMPRO TAPE RECORDER

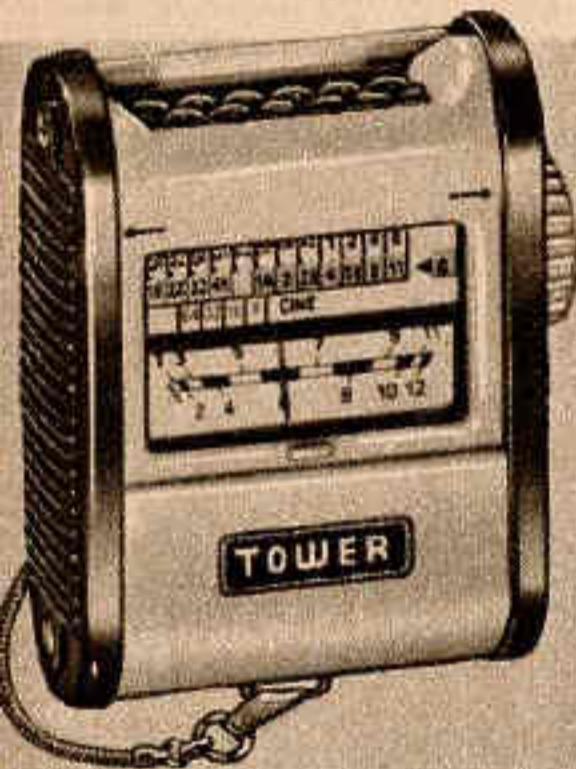
For recordings which can be made any time to go with your movies and slides. Parents can permanently record baby's first words, business men can use it for dictation, teachers can use it for audio-education. Can be played thousands of times without loss of quality. Sound can be automatically erased. Light flashes to show proper recording level. Fast forward; rewind speeds. Built-in 5 by 7 inch speaker for true tone. Plays 2 full hours on one 7-inch reel, 1 hour on 5-inch reel. Easy to thread and operate. In carrying case. Includes microphone, radio-attachment cord and empty reel. 110 volts A.C. or D.C.

50PLT1300—25-cycle model..... 235.00  
 50PLT1301—60-cycle model..... 199.50

NOTE: AMPRO TAPE RECORDER is available for schools, churches, etc. at reduced prices. 25-cycle model 185.00, 60-cycle model 148.50. For details, write to Dept. 55, Toronto. Sound-draft plastic magnetic recording tape for above recorder. 625 ft. on 5-inch reel will play up to one hour.

50PT1302—(Not shown.)..... 4.50  
 Five 5-inch reels of magnetic recording tape described above complete in a reel chest.  
 50PT1303—(Not shown.)..... 22.50

## EXPOSURE METERS AND RANGEFINDERS MEAN BETTER PICTURES

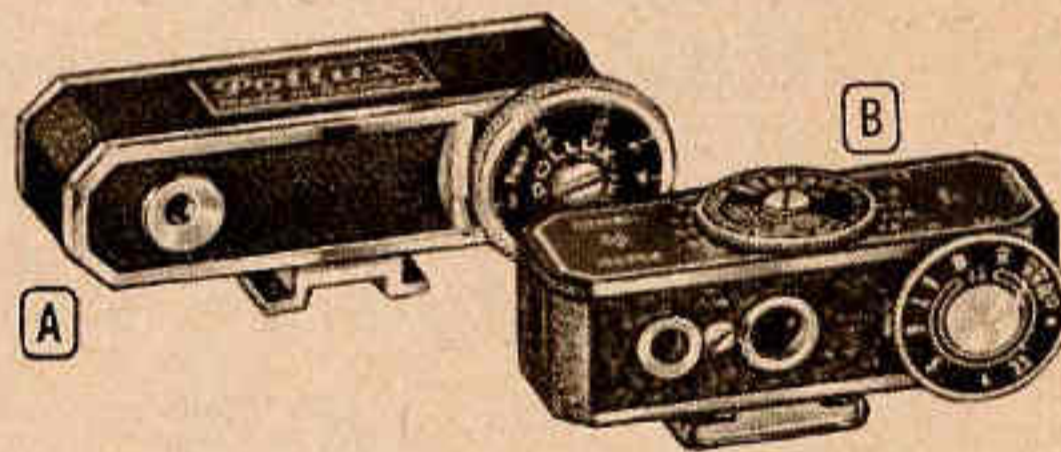


### TOWER DUAL-PURPOSE METER

- German made
- Precision movement
- Full size light cell
- Double readings
- Lightweight, compact

Don't let the low price mislead you. We believe this dependable precision meter is as fine as any. Dual purpose—reads both incident and reflected light. Protective roller blind closes over dial face.

Meter gives accurate reading for still or movie cameras, for color or black-and-white film. Reads from 1/500 to 5 seconds; f1.4 to f32. Convenient memo chart on back of meter lists A.S.A. ratings for all popular films. Clip-on chain for wrist or pocket. Order now—satisfaction guaranteed or your money back.  
 55P2533—Price..... 12.95



### RANGEFINDERS MEASURE DISTANCES ACCURATELY

- A** All-metal rangefinder complete with mounting, allowing it to be fitted to all cameras with accessory clips. Super-imposed-image type. Fully adjustable in case of accidental damage.  
 55P2453—Price..... 3.95
- B** All-metal combination rangefinder and exposure meter. Complete with case and instructions. Super-imposed-image type rangefinder. Exposure meter calibrated from 4 sec. to 1/1000 sec.; may be used indoors or outdoors. Rangefinder can be mounted directly onto any camera fitted with an accessory clip.  
 55P2451—Price..... 5.95

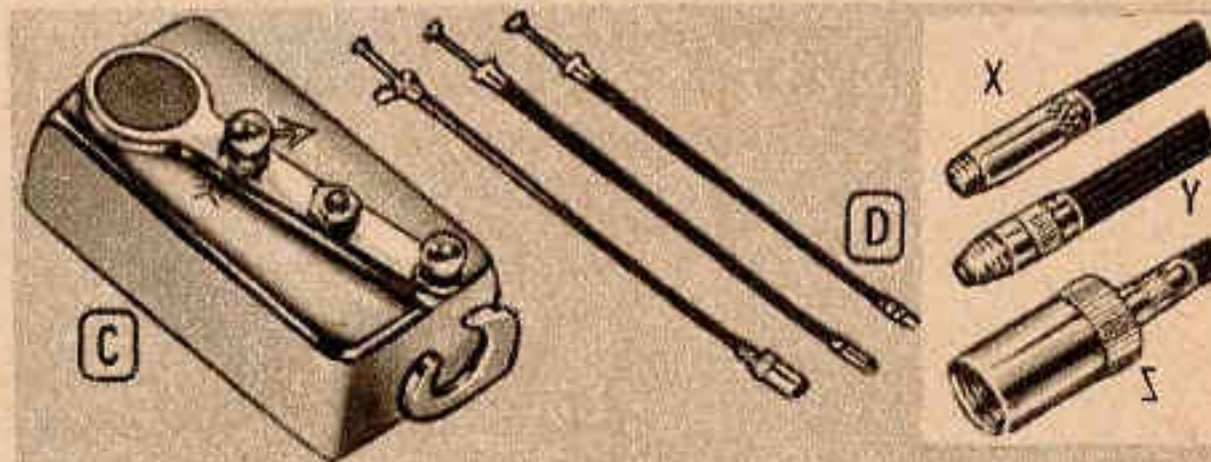


### TOWER STANDARD METER

May be used in both still and movie cameras using color or black-and-white film. Chart gives A.S.A. values of all popular films. Reads from 1/1000 to 16 sec.; f1 to f64.  
 55P2530—Instructions. 14.95

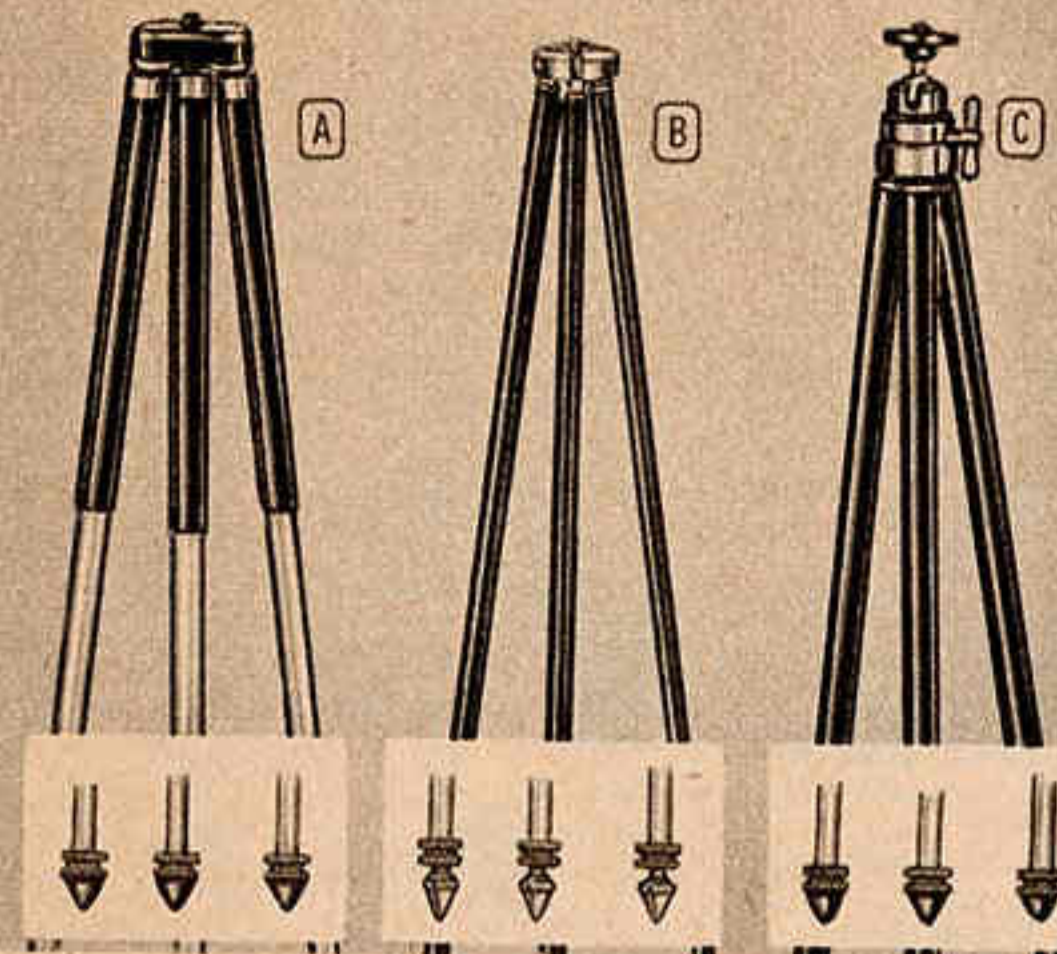
### TOWER DE LUXE METER

All-metal exposure meter, finished in brushed chrome. Although specially designed for our Tower 35, it will also fit most other cameras fitted with an accessory clip. Speeds graduated from 30 sec. to 1/500 sec.; from f1.4 to f45. Film speeds from 6 to 400 A.S.A. Size 1 3/8 by 3/4 by 2 1/8 in.  
 55P2534—Price..... 18.95

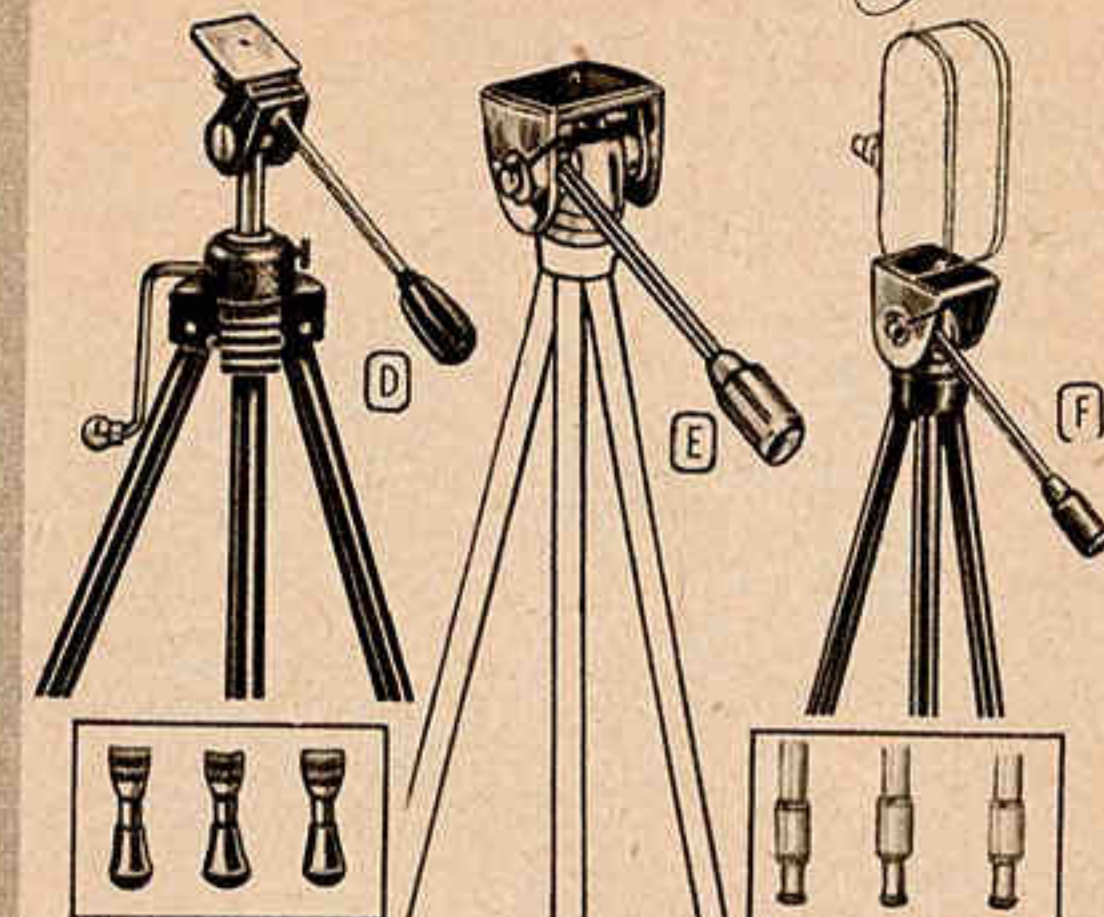


- C** AUTOKNIPS. All-metal self-timer for use with all cameras fitted with cable-release socket but not having built-in delayed action. Use with cable release.  
 55P2415—With metal case..... 2.50
- D** KODAK-TYPE CABLE RELEASE for most American-made cameras. Cloth-covered. 6 in. long. Tip as X.  
 55P2553—Price..... 49c  
 55P2554—Cloth-covered, 10 in. long..... 59c
- COMPUR-TYPE CABLE RELEASE for most German-made cameras. Cloth-covered. 6 in. long. Tip as Y.  
 55P2556—Price..... 49c  
 55P2557—Cloth-covered, 10 in. long..... 59c
- CABLE RELEASE for Tower 35, Tower Reflex and Leica cameras. 10 inches long. Tip as Z.  
 55P2555—Price..... 98c

## For Better



## Picture-Making



### TRIPODS GIVE NEEDLE-SHARP PICTURES

- A** GERMAN-MADE, 7-SECTION LIGHTWEIGHT TRIPOD. Aluminum construction. Reversible thread to fit either foreign or domestic cameras. Size when closed 9 1/2 inches, opens to 46 inches.  
 55P2522—Price..... 8.50
- B** ALL-METAL 3-SECTION LIGHTWEIGHT TRIPOD. German-made. Top tubes finished in black enamel, others in polished brass. Size open 42 in., closed 17 in.  
 55P2520—Price..... 4.95
- C** ALL-METAL 4-SECTION TRIPOD. Complete with built-in tilt-top head which will allow a camera to be swiveled in any direction. Top thread reversible to accept any camera. Top tubes covered in fluted celluloid, others polished brass. Feet have removable rubber tips. Measures 52 in. extended, 18 in. closed.  
 55P2521—Price..... 9.95

- TILT-TOP HEAD which can be screwed on to tripods allowing camera to be tilted in any direction.  
 55P2519—(Not shown.) Price..... 1.95
- D** ELEVATOR 3-SECTION TRIPOD. Black wrinkle finish. Holds all cameras up to 4 x 5 press size. Rubber feet. Elevator rise 11 in. Pan head and legs lock.  
 55P2544—27 in. closed, 71 in. open..... 19.95  
 55P2543—2-section. 34 1/2" closed, 64 1/2" open. 17.95
- E** TOWER STANDARD PAN HEAD with large platform. 150° tilt. Pans in complete circle. Single-operation action. May be fitted to most tripods.  
 55P2545—Price..... 5.95
- F** TOWER DE LUXE 3-SECTION TRIPOD COMPLETE WITH PAN HEAD. Aluminum tubing. 1/4-in. turn leg adjustment. Grey finish. Rubber feet. Opens to 52 1/2 in.  
 55P2546—Price..... 15.95

### COLOR YOUR OWN PICTURES

ROEHRIG OIL COLORING SET complete with instructions. Includes fifteen 1/2" x 2" tubes of color, 1 bottle each of turpentine and varnish, 1 pkg. of medium, 1 pkg. of cotton and skewers. Colors permit tones of photo to show through. No mixes necessary.  
 55P2552—Price..... 6.95

STUDENT COLORING SET. Includes seven 1/2" x 2" tubes of color, 1 small pkg. of cotton, 1 pkg. of medium and 3 skewers.  
 55P2550—(Not shown.)... 3.65

STANDARD COLORING SET. Includes 15 asstd. 1/2" x 2" tubes of color.  
 55P2551—(Not shown.)... 4.75



### STURDY PLASTIC GADGET BAGS

- G** MODERN-DESIGN PLASTIC GADGET BAG with zipper closing. Extra-large patch pocket to carry all your camera accessories. Adjustable shoulder strap.  
 55P2535—Price..... 3.95
- H** HEAVY-GAUGE DURABLE PLASTIC GADGET BAG in handsome saddle tan. Scuff-proof. Zippered filter pocket about 8 in. long in lid. Large pocket to hold film, exposure meter, etc. Outer seams piped and reinforced. Adjustable strap.  
 55P2536—Size 11 x 7 1/2 x 3 1/2 in..... 5.49



### DE LUXE GADGET BAG

Our finest quality carry-all gadget bag in a medium brown plasticized fabric for extra-long wear and durability. Scuff-proof, weather-proof, etc. Filter pocket in lid with 8 3/4-in. zipper closing. 2 removable pockets for lens accessories. Large pocket about 9 by 5 1/4 by 1 1/4 in. Adjustable shoulder strap with shoulder pad. Strap passes completely around body of bag for extra safety and strength.  
 55P2537—Size 12 by 8 1/2 by 3 1/2 in..... 8.95

# Magic in the Darkroom

Developing your own pictures is a rewarding hobby. It's easy, and you will thrill as your first prints come to life. See your photos appear before your eyes as if by magic. Make as many prints as you wish for a few pennies each. Anyone who can follow simple directions can make his own prints. Chemicals are packaged and ready to mix with water. You don't need a special darkroom to get started—your kitchen or bathroom can be easily converted.

## YOUR KITCHEN WILL DO FINE

Many photographers prefer to borrow their wife's kitchen, laundry or bathroom to get started in the fascinating hobby of making pictures at home. Place the enlarger on a counter, keeping sensitized paper in a drawer underneath if possible. The sink is an ideal place for your developing trays and print washing... reduces chances of staining cupboards or floors with chemicals. At night pull shades so room is dark. In the daytime, tack a dark blanket over windows to make room dark.

## STEPS FOR DEVELOPING FILM



If you follow these easy basic steps for developing your film you will have no trouble in getting started. First, load your film from camera into developing tank in a light-free room. It must be absolutely dark.

- (A) Remove film from paper backing and feed it into tank's grooves. Be sure the tank cover is tight before going out into light room. Then mix chemicals. Store film developer in brown bottle, fixer in clear bottle.  
 (B) Pour developer into tank quickly so developer covers all parts of film. Leave for prescribed time.  
 (C) Spin agitator rod several times each minute during period of development. Then pour developer back in bottle. Fill tank with clear water. Rinse water out and add fixer for prescribed time. Pour fixer out.  
 (D) Wash in running water for about one half hour. Top of tank can be taken off during washing. Then hang film up by clip to dry.  
 (E) Sponge only if water sediment has spotted film. Otherwise, no wiping is necessary. When dry, cut negative from film strip and you're ready to make prints.

## YOUR BATHROOM MAKES A DARKROOM

A bathroom is often a good temporary darkroom, since there's nearly always running water and usually only one window. This is easily blacked out at night by pulling the shade or by tacking up a dark blanket. Light may come through door cracks, but there should be no direct white light where sensitized paper is being handled. Place plywood board across the tub to support enlarger and developing trays. Wash prints in sink or bathtub. Please see Page 27 for developing kits.

## HERE ARE EASY STEPS FOR MAKING YOUR OWN PRINTS

### MAKING CONTACT PRINTS CAN BE FUN

Now that you've developed your film and have negatives from it, you're ready to make the actual pictures. You place a negative against a sheet of contact printing paper in either a print frame (illustration at left) or in a print box (illustration at right). The dull side of the negative should be placed against the shiny side of the paper. You shine a white light through negative for a few seconds... this forms an invisible image on the printing paper. This image becomes visible and permanent when paper is put into chemicals, as described at right. All these steps can be done under the dim light of a yellow or orange safelight. See Page 29 for safelights.

### DEVELOPING THE PRINTS

Leave safelight on while developing the prints. Put paper into developer tray and move back and forth. Do this for 20 to 40 seconds or until picture is as dark as you want. Watch the image "come to life". Transfer it to short stop tray for a few seconds. Put it in hypo fixer tray—leave for about 15 minutes moving it back and forth.

### THEN JUST WASH AND DRY

Wash prints in running water for 30 to 60 minutes. If you want to give a sepia or other tone to your print, simply follow instructions with the chemicals. To dry, wipe with a towel or use a rubber roller. For a real gloss, roll glossy surface paper on a ferrotype plate, removing water. Then dry over night, after which the white borders may be trimmed to the desired size. Now you have your finished picture for your photo album as easy as that. For Albums and Frames, see Page 32.

# Developing Kits

All You Need to Make Your Own Pictures

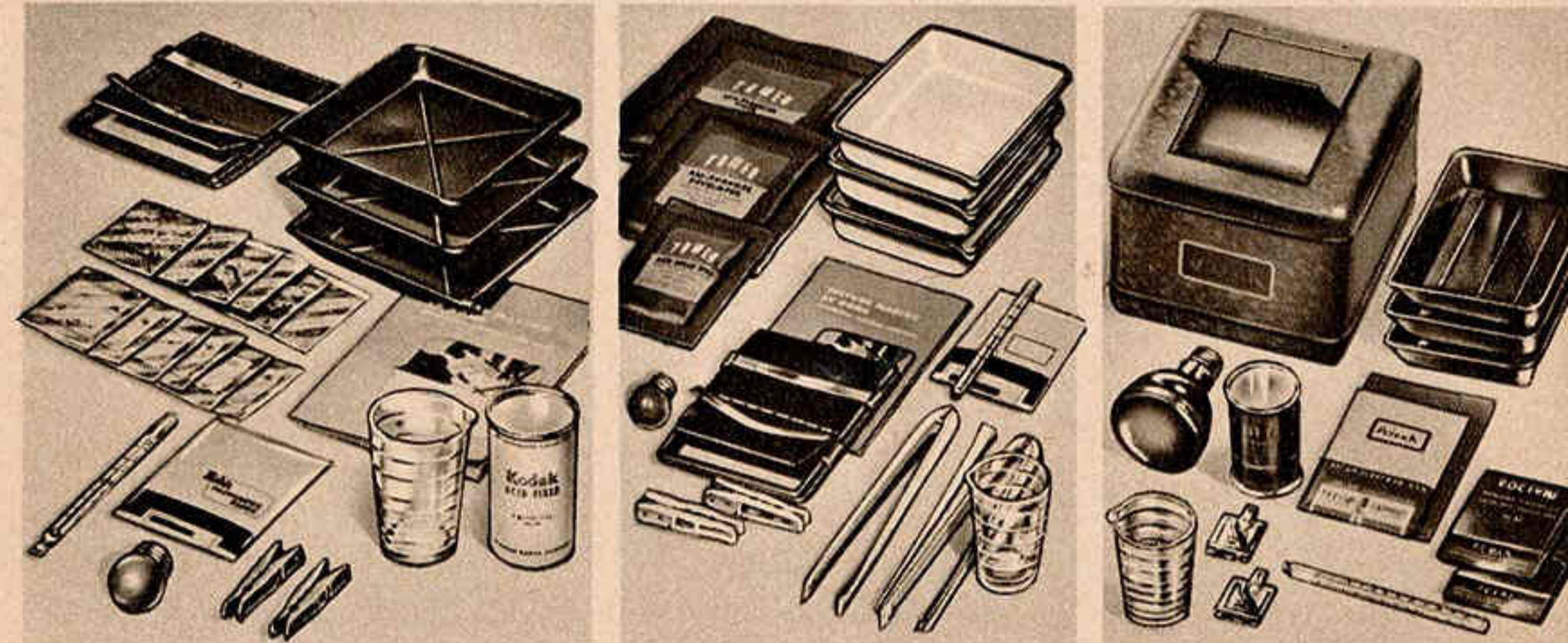
## TOWER DARKROOM ENLARGING OUTFIT

Simpsons-Sears finest darkroom outfit. Contains everything you need to make fine prints and enlargements. Save money by ordering items together. Complete instructions included.

- 1—Portable Testrite Fotolarger. Fully described on Page 29. See 55P2300.
  - 2—Tower 8 x 10 in. Adjustable Easel.
  - 3—Tower Contact Print Box. For paper up to 4 x 5 in. Uniform exposure.
  - 4—Tower Developing Tank. Takes 35 mm. to 616 film. 32-ounce size.
  - 5—Tower Interval Timer. Range up to 30 min. Rings when time is up.
  - 6—Tower 10 x 14 in. Ferrotype Plate.
  - 7—Tower Print Roller. 6 in. wide.
  - 8—Tower Blotter. 18 big 9 x 12 in. heavy white blotter leaves.
  - 9—Tower Darkroom Thermometer.
  - 10—Tower Print Tong and Rod Set.
  - 11—Tower Plastic Funnel.
  - 12—Tower 32-oz. Glass Graduate.
  - 13-15—Three Tower 8 x 10 in. Plastic Darkroom Trays.
  - 16-17—Two Film Drying Clips.
  - 18—Kodak 2 1/2 x 3 1/2 in. Printing Paper. Glossy surface. Pack of 100 sheets.
  - 19—25 Sheets 5 x 7 in. enlarging paper.
  - 20—Microdol Film Developer. Quart.
  - 21—Kodak Dektol Paper Developer. One half gallon size.
  - 22—Kodak Acid Fixing Powder. 2 qt.
- 55PL2358—22-Piece Kit..... 69.95



## IT'S FUN TO DEVELOP AND PRINT YOUR OWN



TOWER ECONOMY DARKROOM OUTFIT. Basic set for the beginner to develop his own negatives and make sharp contact prints. Outfit includes 4 x 6 in. metal printing frame; 3 enameled 4 x 6 in. trays; Tower thermometer; 4-oz. glass graduate for measuring; two plastic film clips for hanging negatives up to dry; red darkroom bulb; 6MQ Developer packs; 1 quart Kodak acid fixer; 25 sheets glossy 2 3/4 x 4 1/2 in. paper for contact prints.  
 55P2303—Instructions... 4.95

TOWER STANDARD DARKROOM OUTFIT with illustrated instruction book giving clear step-by-step instructions. Includes 4 x 6 in. metal printing frame; three 4 x 6 in. developing trays; 4-oz. glass graduate; combination thermometer-stirring rod; two plastic film clips; tong and rod set for stirring and handling prints; red darkroom bulb; Tower Tri-Develop chemicals which make 2 quarts each of developer, acid stop and fixer; 25 glossy sheets 2 3/4 x 4 1/2 in. printing paper.  
 55P2359—Price..... 6.95

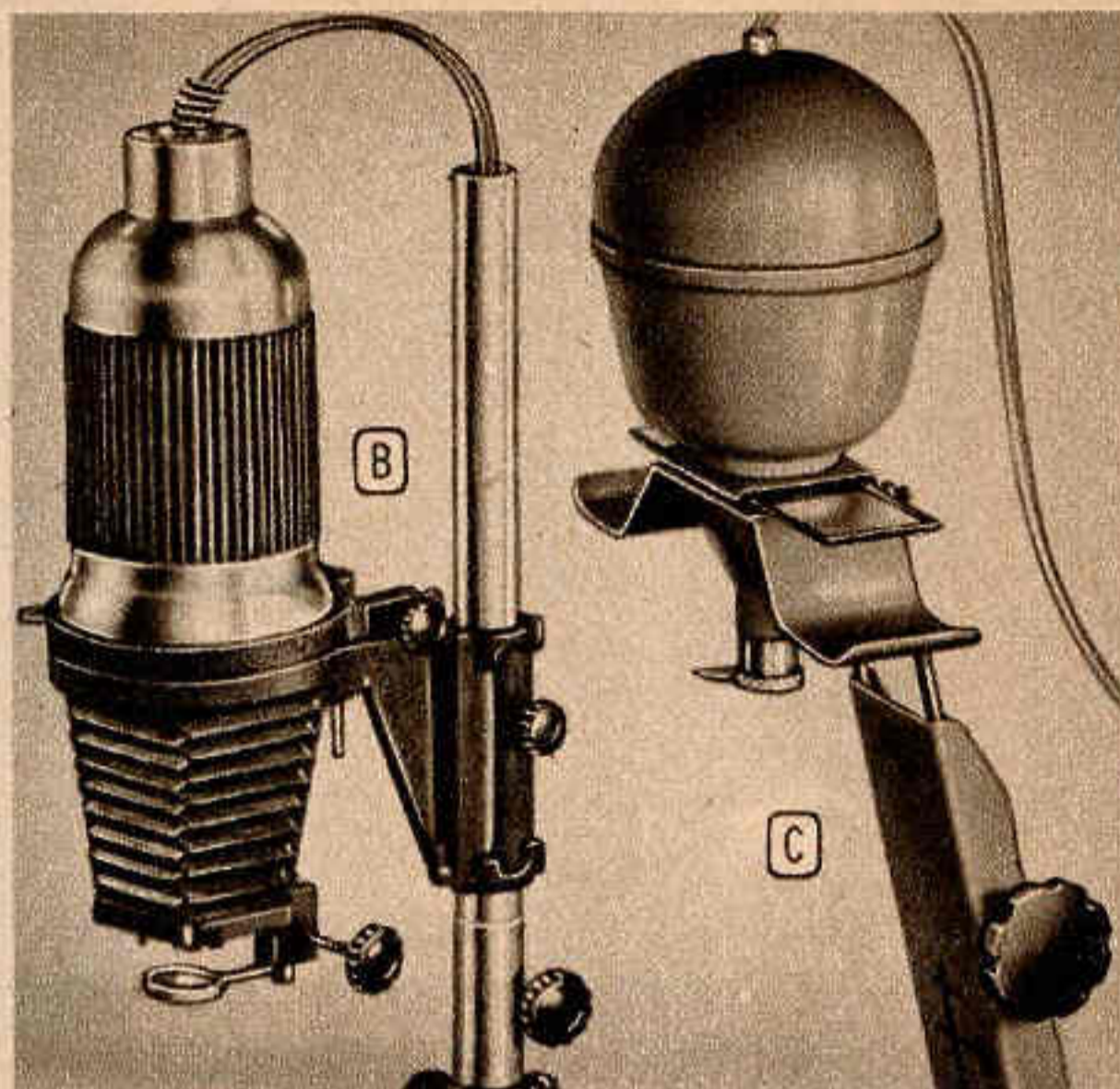
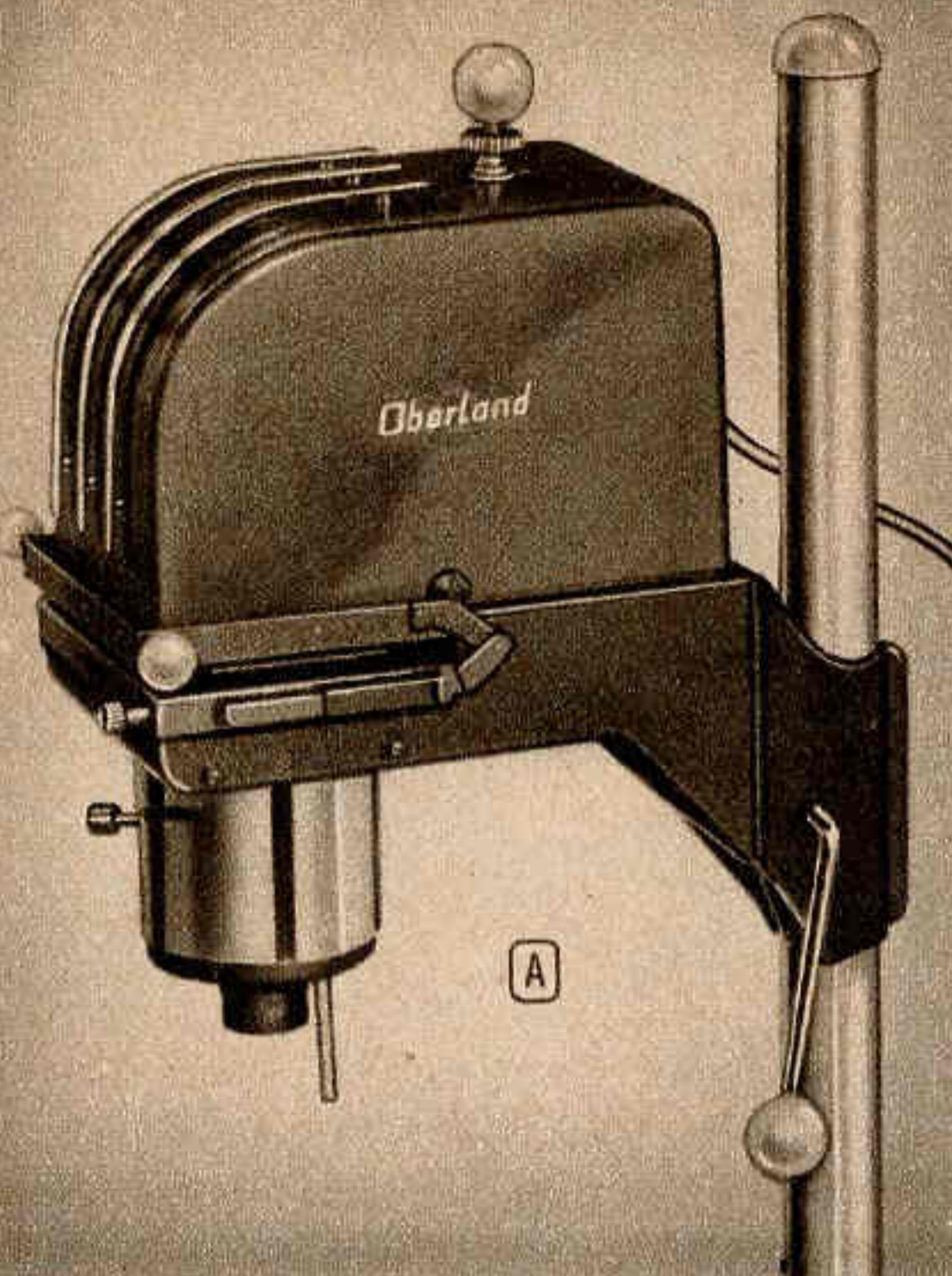
ANSCO HOME DEVELOPING KIT containing everything needed to make professional quality pictures. You'll love this lifetime hobby—it's easy and it costs so little. Outfit contains three 4 x 6 in. molded plastic trays; 2 easy clip stainless steel film clips; one 4-oz. photography graduate; 1 combination stirring rod and thermometer; 1 darkroom safelight adaptable for developing and printing; 25 sheets of Ansco Convira printing paper 2 1/2 x 3 1/2 in.; 2 packets of Ansco Vivido Developer; 1 quart Ansco acid fixer; negative masking sheet.  
 55P2324—Instructions..... 10.95

USE SIMPSONS-SEARS PRINTED ORDER FORM.

A SIMPSONS-SEARS... 27

# Precision Enlargers

Produce Professional Quality Prints  
in Black-and-White and Color



## LATEST MODERN DESIGN, AND STANDARD IMPORTED ENLARGERS

**A** OBERLAND GERMAN-MADE ENLARGER for negatives up to 2 1/4 by 2 1/4 inches. Highest luminosity obtained through a double condenser system in combination with a horizontal 75-watt enlarging lamp. Linear magnifications on the baseboard up to 8 times; however, the enlarger head may be tilted through 180 degrees for up to 16 magnifications. The newly designed negative holder with variable mask bands will accept negatives up to 4 by 6 inches, but will only enlarge an area of 2 1/4 by 2 1/4 inches. The cut out always lies in the centre field of illumination. Illumination is by a 75-watt lamp through a top quality 102 mm. double-condenser system and a special mount allowing for easy cleaning and ventilation. The 9 cm. lens is a Definon f4.5 special enlarging anastigmat with a built-in iris diaphragm and red filter. The baseboard is of best quality plywood with a polished surface, measures about 19 by 14 inches and stands on rubber feet. Overall height of enlarger at full elevation is about 36 inches.  
55PL2344—Price..... 65.00

OBERLAND ENLARGER as above to enlarge negative areas up to 2 1/4 by 3 1/4 inches. Fitted with a rectangular double condenser about 3 1/4 by 4 1/2 inches and a Cassar f4.5 coated 105 mm. lens with a built-in iris diaphragm and red filter. Has weight equalization for height adjustment. Baseboard 22 x 19 in., of best quality plywood.  
55PLT2345—Overall height about 43 inches..... 89.50

OBERLAND ENLARGER as above but for 35 mm. negatives. Fitted with 50 mm. condenser and a 5 cm. Definon f4.5 enlarging anastigmatic lens with built-in iris diaphragm and rotating red filter holder. Enlargements up to 16 magnifications possible by tilting the head through 180°. Baseboard of best quality plywood, measures about 14 by 17 inches.  
55PLT2346—Overall height about 29 in..... 45.00

**B** TESTRITE 2 1/4 x 3 1/4 Diffusion-type Enlarger. Can be taken apart and stored in durable carton. Enlarger head swings to allow projection on floor or wall when big blow-ups are desired. Lens is an f4.5 coated, color-corrected, enlarging anastigmat. For further details and condenser set see Page 29.  
55PL2352—Price..... 59.50

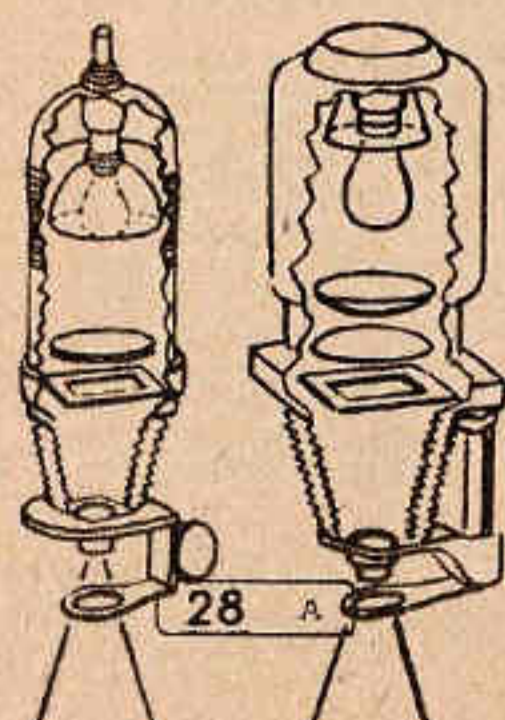
**C** AMATOFIRM MODEL 11 35 MM. ENLARGER. German-made, with a newly designed column which makes for extra rigidity through a board-base double-track channel. Elevation by a knurled wheel with a magnification scale on the column. Extra-size enlargements beyond the baseboard may be made by rotating the main column through 180 degrees. Fitted with a 75-watt lamp and a 55 mm. condenser lens. Lens is a 50 mm. Laack f6.3 enlarging anastigmat with an inset diaphragm and a rotating red filter. Negative holder consists of two beveled optical clear-crystal glass surfaces 2 by 7 inches, which will hold 4 or more negatives. The 12 by 10-in. baseboard is of strong plywood and fitted with rubber feet. Sturdy all-metal construction, nicely finished in enamel. Overall height abt. 24 inches.  
55PL2343—Price..... 27.50

## FUNDAMENTAL STEPS IN ENLARGING

DIFFUSION ENLARGERS (at left) employ an opal or ground glass to distribute the light evenly, give a slight softness to prints and minimize negative defects. Use for portraits.

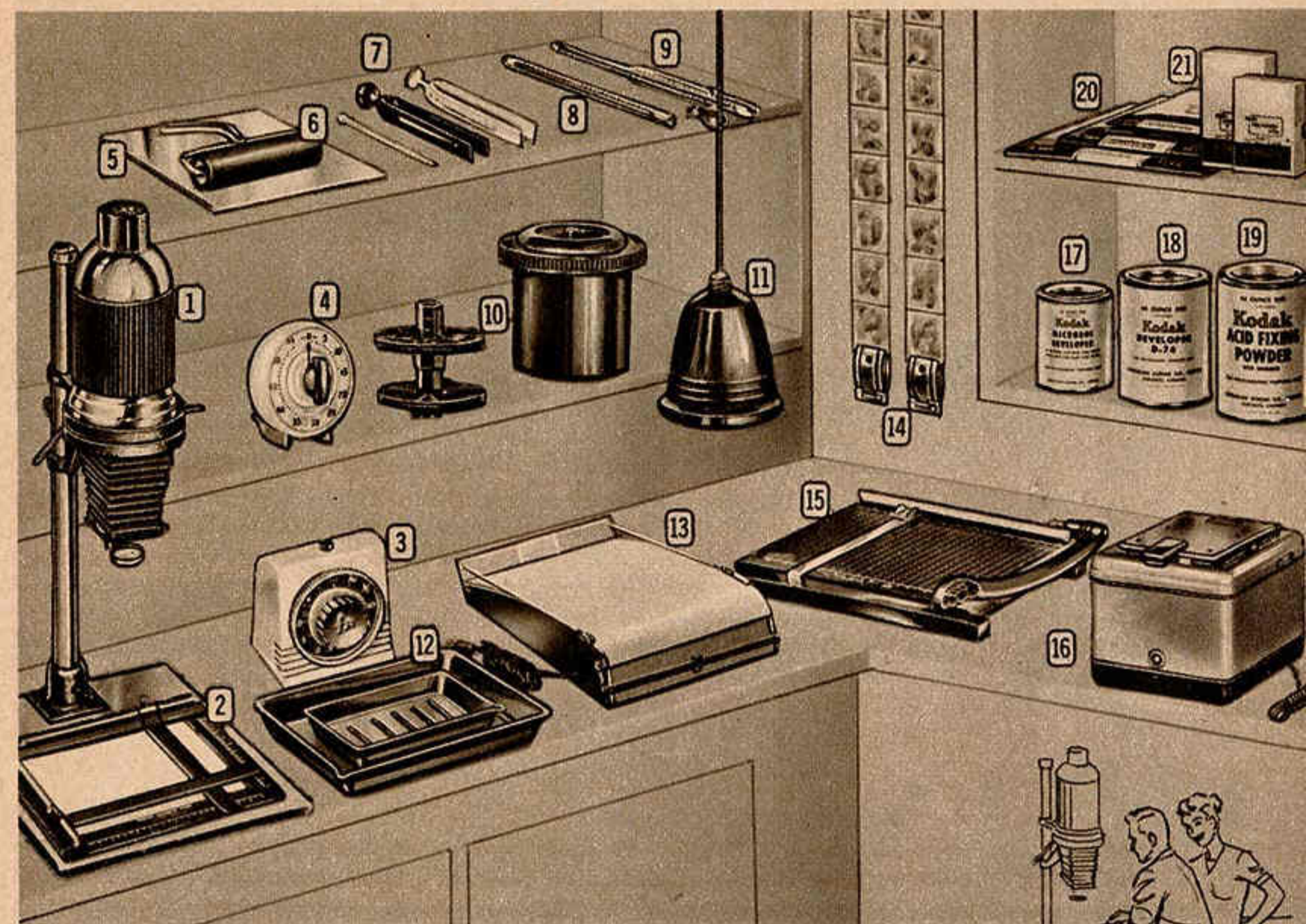
CONDENSER ENLARGERS (at right) focus the light sharply through condenser lenses, giving prints extreme sharpness of detail. A typical use would be for photos of buildings, etc.

ENLARGING IS A WAY OF MAKING PICTURES PERFECT. First place the negative in the enlarger, then put easel on baseboard of enlarger, turn room lights out and enlarger light on. Raise the enlarger head so the picture you want is framed on the inside of the easel, then focus. To make the exposure, swing the red filter over the lens, place enlarging paper in the easel, remove the filter and allow the white light to shine on the paper about 5 to 10 sec. After the exposure, put paper into the developing solutions as shown on Page 27. A light print indicates too little exposure, while a dark print indicates over exposure. Your kitchen or bathroom can be easily converted into a darkroom and will do fine. See Page 26.



SATISFACTION GUARANTEED OR MONEY REFUNDED.

# Equipment for Your Home Darkroom



## MAKE YOUR OWN PICTURES AT HOME

**1** PORTABLE TESTRITE ENLARGER. Model D 69. Accommodates negatives from 35 mm. to 2 1/4 by 3 1/4 in. Entire housing can be brought forward to make larger prints on the all-metal 19 by 16 in. baseboard. LIGHTING. Diffusion-type illumination produces even distribution of light to all parts of the negative. Diffusion system can be readily interchanged with double condenser lenses if desired. See 2301 below. LENSES. Coated, 3 1/2-in. f6.9. Red swing-type filter. Supplied with 2 1/4 by 3 1/4 glassless rotating negative carrier. Instructions.  
55PL2300—Price..... 39.95

4 1/2-IN DOUBLE CONDENSER SET for above and 55P2352 on P. 28.  
55PK2301—Price..... 9.75

AUXILIARY GLASSLESS NEGATIVE CARRIERS 2 1/4 by 2 1/4" or 35 mm. for above and 55P2352 on P. 28.  
55P2357—Price..... 3.95

**2** ALL-METAL ENLARGING EASEL for paper up to 11 by 14 in. With adjustable margins.  
55P2330—Price..... 8.95

**3** F.R. ELECTRIC TIMER for enlargers and printing boxes. Pre-setting type from 1 to 50 sec.  
55P2333—A.C. only..... 11.30

**4** DARKROOM TIMER. Times from 1-55 min. Single warning bell.  
55P2341—Price..... 3.95

**5** FERROTYPE PLATE for glazing prints. Size 10 by 14 in.  
55P2310—Price..... 1.59

FERROTYPE POLISH. 3-oz. bottle.  
55P2337—(Not shown)..... 45c

**6** FERROTYPE PRINT ROLLER.  
55P2309—Price..... 69c

**7** TONGS-ROD SET. 2 plastic print tongs, 1 stirring rod.  
55P2342—Price..... 49c

**8** TOWER THERMOMETER. Accurate within 2 degrees.  
55P2350—Price..... 2 for 69c

**9** ACURITE THERMOMETER. Fits in to roll-film tanks.  
55P2351—Price..... 98c

**10** ADJUSTABLE ROLL-FILM DAY-LIGHT DEVELOPING TANK. Takes all sizes from 35 mm. to 116.  
55P2304—Plastic..... 1.95

**11** DARKROOM SAFELIGHT complete with yellow filter.  
55P2348—Price..... 1.65

INTERCHANGEABLE FILTERS for above in green, red, orange.  
55P2349—State choice..... 50c

**12** SET OF 3 DEVELOPING TRAYS.  
55P2335—10 by 8 in..... 3.65

55P2336—5 by 7 in..... 1.75

**13** LOTT FAST FLAT PRINT DRYER for prints up to 17 by 12 in. Complete with Ferrotypes plate and adjustable cover apron. 100 volts.  
55P2329—Price..... 13.50

**14** FILM CLIPS. Stainless steel.  
55P2338—Price. 2 for 49c

**15** ADJUSTABLE PRINT TRIMMER.  
55P2306—12 1/2 in..... 8.95

**16** AIREQUIPT PRINTING BOX. Makes prints from 35 mm. to 4 by 5". Adjustable margins.  
55P2332—Metal..... 12.75

**17** KODAK MICRODOL FILM DEVELOPER.  
55P2318—Makes 32 oz. . 65c

**18** KODAK D-76 FILM DEVELOPER.  
55P2316—Makes 64 oz. 75c

DEKTOLO PAPER DEVELOPER. 3 pkg. 1 package makes 16 oz. solution.  
55P2317—(Not shown)..... 45c

55P2353—Makes 64 oz. . 75c

KODAK CHROMIUM INTENSIFIER.  
55P2354—Makes 16 oz. . 29c

KODAK FARMERS REDUCER.  
55P2355—Makes 32 oz. . 21c

KODAK SEPIA TONER.  
55P2356—Makes 1 qt. . 21c

KODAK ACID FIXING POWDER.  
55P2315—Makes 64 oz. 35c

**19** KODABROMIDE PAPER. 25 glossy v. sheets. Grades F1, F2, F3.  
55P2319—5 by 7 in. . 1.15

55P2320—6 1/2 by 8 1/2 in. . 1.70

55P2321—8 by 10 in. . 2.50

KODABROMIDE PAPER. 10 sheets.  
55P2340—11 by 14 in. . 1.85

**21** VELOX CONTACT PAPER. 100 glossy sheets. Grades F1, F2, F3. State choice.  
55P2322—2 1/2 by 3 1/2. . 1.00

55P2323—2 3/4 by 4 1/2. . 1.30

SIMPSONS-SEARS GUARANTEE: SATISFACTION OR MONEY REFUNDED.

A SIMPSONS-SEARS . . 29



## Filters Improve Your Pictures



COLOR FILTERS REDUCE GLARE AND MAKE CLOUDS STAND OUT



USE A PORTRAIT ATTACHMENT FOR BIG CLOSE-UPS AND PORTRAITS

## Books to Answer Your Questions

### "ALL ABOUT" SERIES

A library of self-contained pocket books all about your camera and photographic problems. Each is packed with helpful suggestions and illustrated with the finest photographs and brilliant drawings. Over 2,000,000 copies have been sold—proof of their excellence.

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All About Sunshine.  
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All About Winter Photography.  
All About Tracing Troubles.  
All About One Lamp Only.  
All About The Second Lamp.  
All About Composition.  
All About Better Prints.  
All About Against the Sun Effects.  
All About Pictures in Town.  
All About Cats and Kittens.  
All About Mother and Child.  
All About Architecture.  
All About Building Your Own Enlarger.  
All About Making Camera Gadgets.  
All About Processing 35 Mm. Film.  
All About Taking Parties and Groups.

All About Photos in the Garden.  
All About Copying.  
All About Making Enlargements.  
All About Processing.  
All About Selling Photos.  
All About Sports and Games.  
All About Children Outdoors.  
All About Children Indoors.  
All About Dogs and Puppies.  
All About Cameras.  
All About Lighting For Glamour.  
All About Flash.  
All About Night Photography.  
All About Making Contact Prints.  
All About Using a Miniature.  
All About Taking Weddings.  
All About Taking Baby.  
All About Print Finishing.  
All About Colour.  
All About Colour Outdoors.  
All About Colour Indoors.  
All About Portraits in Colour.  
55P3100—State title . . . . . 50c

PHOTO-GUIDE BINDER. Will hold up to 12 of the "All About" Series.  
55P3112—Each . . . . . 3.75

THE PHOTO-AMATEUR'S POCKET BOOK. Abounds in a wealth of technical information on the following: cameras, film, elementary testing of apparatus, simple optical calculations, hyper-focal distances, depth of field, filters, filter factors, exposure corrections, electrical terms, photo-flash, speed flash, exposure tables, meter settings, shutter speeds for motion, processing, standard formulae, time and temperature and conversion tables.  
55P3111—Each . . . . . 1.25

THE RIGHT ADVICE ON HOME MOVIE MAKING. Tells the secret of making good films and shows the best methods of successful technique. Each is written in simple language by professional men who know the tricks of good photography. They explain fully all the technical terms and make a point of illustrating everything worth while.  
How To Film.  
How To Use Colour.  
How To Script.  
How To Direct.  
How To Act.  
How To Edit.  
How To Title.  
How To Make Holiday Films.  
How To Cartoon.  
55P3101—State title . . . . . 1.45

COLOUR TRANSPARENCIES. Gives up-to-date theory, technical data, and practical advice on the most popular and recent colour processes.  
55P3105—Each . . . . . 4.00

ENLARGING. The photographer's ability to judge negatives, apparatus, paper and chemicals, is turned into terms of practical experience in this easy-to-read book.  
55P3106—Each . . . . . 2.50

PHOTO-FLASH IN PRACTICE. The flash lamp has become the most popular means of illumination both indoors and outdoors, and under unfavorable light conditions.  
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35 MM. PHOTO TECHNIQUE. Technical factors of film, exposure and development producing the perfect negative. Written in simple, common-sense language that can be easily understood by the amateur.  
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55P3109—Each . . . . . 3.75

CAMERA GUIDES. Each of the following books is a comprehensive study of the particular camera. Contains a description of all models both past and present complete with accessories. State choice of (I) The Leica Guide, (II) The Rolleiflex Guide, (III) The Exakta Guide.  
55P3102—Each . . . . . 1.25

ALL-IN-ONE CAMERA BOOK. The easy path to good photography is shown as a pleasant hobby with a technical background—the problems are simplified but not concealed.  
55P3113—Each . . . . . 2.00

THE ROLLEI WAY. A composite work, built from the experience and advice of leading photographers, dealing with essential points of Rolleiflex or Rolleicord practice.  
55P3110—Each . . . . . 3.75

PHOTOGRAPHY AT SCHOOL AND COLLEGE. For active young people, showing short cuts to successful photography in general and dealing especially with the subjects that interest them most.  
55P3114—Each . . . . . 1.50

### REFERENCE BOOKS

KODAK REFERENCE HANDBOOK. A complete manual covering every phase of photography. Kodak data booklets on Kodak lenses, films, filters, color films, papers, processing and formulae, copying. Convenient loose-leaf style with hard-back binding. Book has 7 sections and separators with convenient index tabs. Space for new data booklets. Over 400 pages.  
55P3115—Each . . . . . 4.00

KODAK COLOR HANDBOOK. Includes the following color data book sections; Color as Seen and Photographed, Color Photography Outdoors, Color Photography in the Studio, Kodak Color Films. Together, these 4 sections form a complete guide to making still pictures in color. Convenient loose-leaf binder . . . add new data as it comes out.  
55P3116—Each . . . . . 4.00

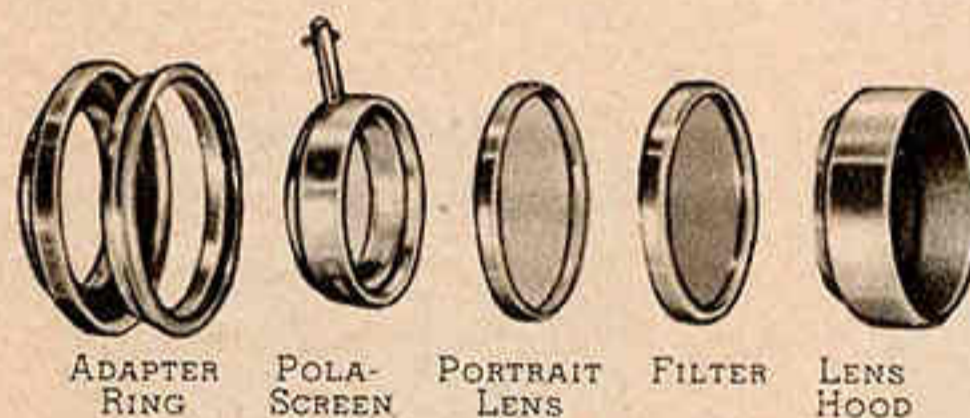
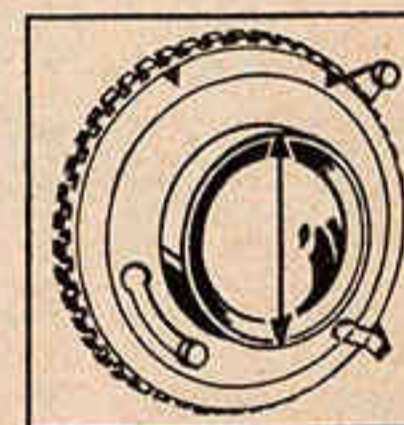
If there is a cloud in the sky, your camera will record it in its full beauty with a yellow filter for orthochromatic and panchromatic film. To use Tungsten-type color film outdoors, it is only necessary to place a type A Kodachrome filter over the lens. Use the Kodachrome skylight filter to cut haze in distant color shots and produce a warmer tone. In a black-and-white picture of a rose, the flower looks the same shade as the leaves. Use a green filter to lighten the contrasting foliage.

Take portraits and close-ups by moving close to record your subject big. By using the correct portrait attachment as listed below, you may get as close as 10 in. to your subject. The Kodak Pola-Screen has many uses, e.g., it reduces reflections from pictures taken in store windows; it cuts down the glare from water, snow, sand or any non-metallic surface. It is also the only filter which can be used with color films in order to darken the sky and produce a more dramatic effect.

### HOW TO FIND RIGHT LENS ACCESSORIES

It's easy to find the correct size of filters and other lens accessories for your camera. First, find the measurement of your lens mount diameter (the distance shown by the arrow in illustration at right). You can find this 1) listed with description of camera in the catalogue, 2) measuring it with the ruler at bottom of page (be sure to measure outside diameter).

Now you know the diameter of your lens mount. Order adapter ring below in same size or order next larger size if the exact size is not listed. Then you can order any filter and accessory with the same series number listed with adapter ring size below. For example: If your adapter ring is 27 mm., any Series V filter will fit. If it is 35 mm. any Series VI will fit.



ADAPTER RINGS. Slip over lens mount of camera. These are necessary for use with filters, portrait attachments, lens hoods. You can use any lens accessories in same Series as your adapter ring. If rings do not fit, prongs may be bent to size.  
SERIES V—22, 24, 25.5, 27, 28.5, 29, 30.5 mm.  
55P2430—State size. Each . . . . . 1.40

SERIES VI—31.5, 32, 33, 34, 35, 36, 37, 42 mm.  
55P2431—State size. Each . . . . . 1.75

LENS HOODS. A "must" with filters.  
55P2428—Series V. Each . . . . . 1.95  
55P2429—Series VI. Each . . . . . 2.40

SPECIAL ADAPTER RING AND LENS HOOD for Tower 35.  
55P2498—Adapter ring. Series VI. Each. 2.50  
55P2499—Lens hood. Series VI. Each. 3.65

POLA-SCREENS. Reduce glare from non-metallic objects. Bring out and sharpen detail. Darken blue of sky when used with color film.  
55P2548—Series V. Each . . . . . 9.15  
55P2549—Series VI. Each . . . . . 10.35

PORTRAIT ATTACHMENTS. Available in 3 sizes.  
(1) to take pictures from 38½ to 20½ in.  
(2) to take pictures from 19½ to 13¾ in.  
(3) to take pictures from 13 to 10 in.  
55P2434—Series V. State size . . . . . 2.25  
55P2435—Series VI. State size . . . . . 2.65

### LENS AND FILTER ACCESSORIES

FILTERS. TYPE A CONVERSION filters allow the use of indoor-type color film outdoors. Use the Skylight filters with color film to cut through distant haze and for warmer tone. Use colored filters with black-and-white film. With orthochromatic film use a yellow filter to bring out the clouds and cut through haze. Use an orange filter for a more dramatic effect, very dark skies, moonlight effects. With a panchromatic film, a green filter emphasizes clouds, lightens green foliage. A red filter will darken the sky, emphasize clouds, produce a more dramatic effect.

Color Filters to fit Series V adapter rings. Medium yellow, green, orange, red, Skylight or Type A Kodachrome.  
55P2432—Each . . . . . 1.95

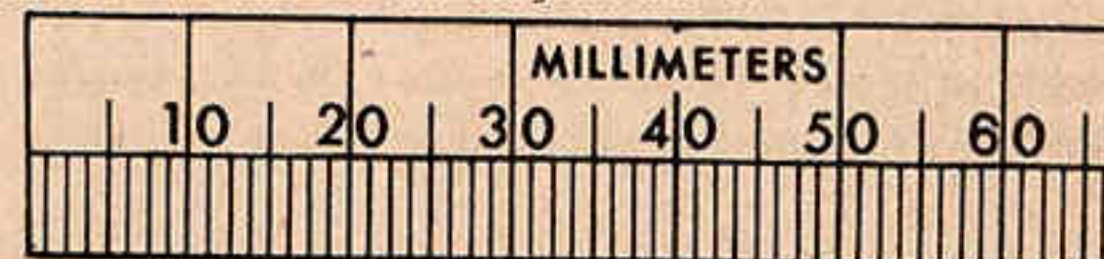
Color Filters to fit Series VI adapter rings. Medium yellow, green, orange, red, Skylight or Type A Kodachrome.  
55P2433—Each . . . . . 2.40

FILTER SAFES. Made of transparent plastic with strap loop. Will hold in one compact unit one lens shade, one adapter ring and 6 filters. Please state Series.  
55P2439—Series V. Each . . . . . 3.35  
55P2440—Series VI. Each . . . . . 3.65

FOCAL FILTER CHART. An easy-to-use and informative chart which tells you the correct filter to use, together with filter factors and when. See Page 30 for "All About Filters".  
55P2418—Price . . . . . 60c

If there is any adapter ring, filter or other lens accessory which you would like to have and do not see listed, please write and we will try to get it for you.

TO FIND YOUR LENS MOUNT DIAMETER place lens against the edge of the millimetre ruler . . . measure outside diameter as illustrated with arrow in the diagram above.





# Show Your Pictures with Pride

## PICTURE FRAMES FOR YOUR FINEST PHOTOS



**A** HEAVY-GAUGE METAL PHOTO FRAME with rich embossed design and corner ornaments. Hand-finished easel back. Non-tarnish gilt finish. State choice of Vertical or Horizontal shape.  
 55P2650—5 by 7 in. . . . . 1.19  
 55P2651—8 by 10 in. . . . . 1.49

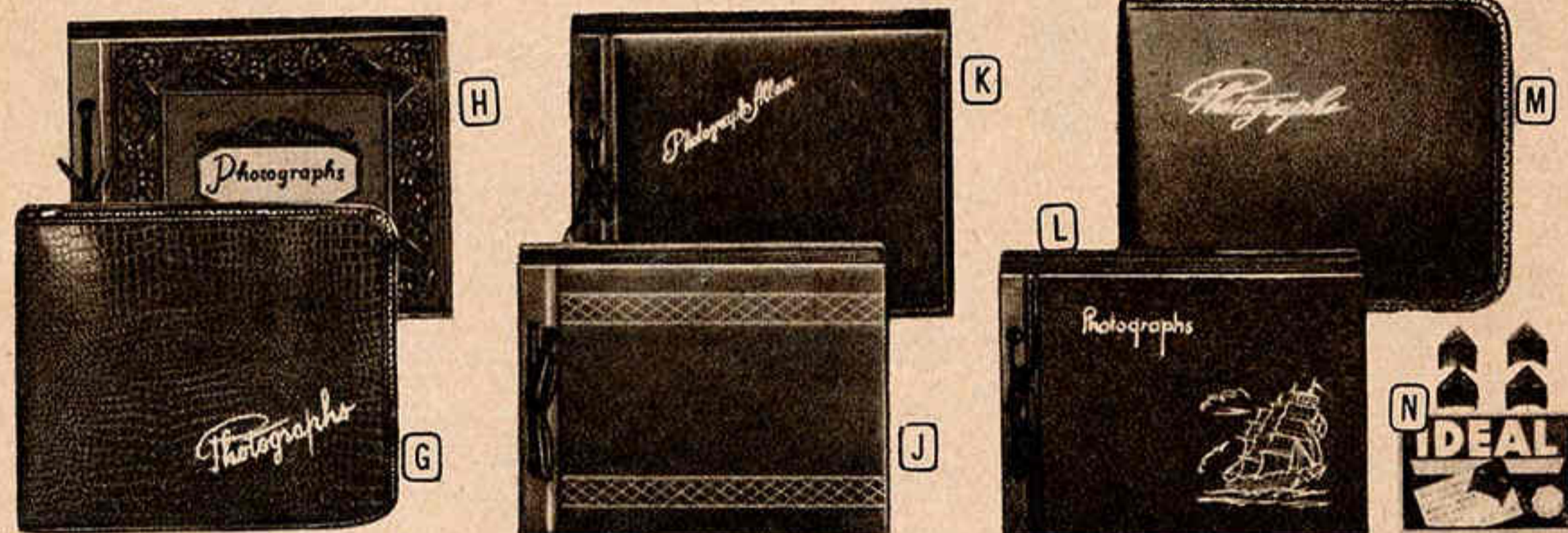
**B** HINGED, DOUBLE, METAL PHOTO FRAME with non-tarnish gilt finish.  
 55P2647—3¼ by 4¼ in. . . . . 1.29  
 55P2648—5 by 7 in. . . . . 1.79  
 55P2649—8 by 10 in. . . . . 2.49

**C** METAL PHOTO FRAME with non-tarnish gilt finish. Ornamented corners, sliding easel back.  
 55P2643—3¼ by 4¼ in. . . . . 59c  
 55P2644—3½ by 5½ in. . . . . 69c  
 55P2645—5 by 7 in. . . . . 79c  
 55P2646—8 by 10 in. . . . . 98c

**D** CRYSTAL GLASS PHOTO FRAME with neat, scalloped edges. Screen processed in 3 colors on an Ivory background. Die-cut easel back.  
 Size 6 by 8 in. for 4 by 6 in. prints. 55P2654—Price . . . . . 98c  
 Size 7 by 9 in. for 5 by 7 in. prints. 55P2655—Price . . . . . 1.39  
 Size 10 by 12 in. for 8 by 10 in. prints. 55P2656—Price . . . . . 1.89

**E** OUR BEST GOLD-PLATED METAL PHOTO FRAME. Beautifully engraved. Gold-plated finish guaranteed not to tarnish. White antique finish on gold. Hand-finished easel back. Stands or hangs.  
 55P2652—5 in. wide by 7 in. high. . . . . 2.49  
 55P2653—8 in. wide by 10 in. high. . . . . 2.95

**F** SHADOW BOX PLASTIC FRAME with embossed gilt design on all four sides. In Ivory or Mahogany. State choice.  
 55P2641—5 by 7 in. . . . . 79c  
 55P2642—8 by 10 in. . . . . 1.29



**G** SOLID LEATHER PHOTOGRAPH ALBUM in alligator grain. Contains 40 black pages—80 surfaces for mounting prints. 3-ring, loose-leaf type permits the easy insertion of more mounting leaves. All-round zipper closing. Maroon. 13 by 11 in.  
 55P2617—Price . . . . . 4.95

**H** PHOTO ALBUM with embossed simulated leather cover. Contains 20 pages (40 sides for photos). In Black or Red. Size 11 by 14 in.  
 55P2615—State choice . . . . . 98c

**J** PHOTOGRAPH ALBUM of simulated leather with padded cover embossed in gilt. Has 40 pages—80 sides to mount. In Brown. Size 10 by 13 inches.  
 55P2607—Price . . . . . 2.49

**K** SIMULATED LEATHER PHOTO ALBUM for the safe keeping of all your treasured snapshots and souvenirs. Has 30 pages—60 sides you can mount. In dark Blue or Red with gilt-line trim around the edge. State choice. Size 11 by 14 inches.  
 55P2616—Price . . . . . 1.98

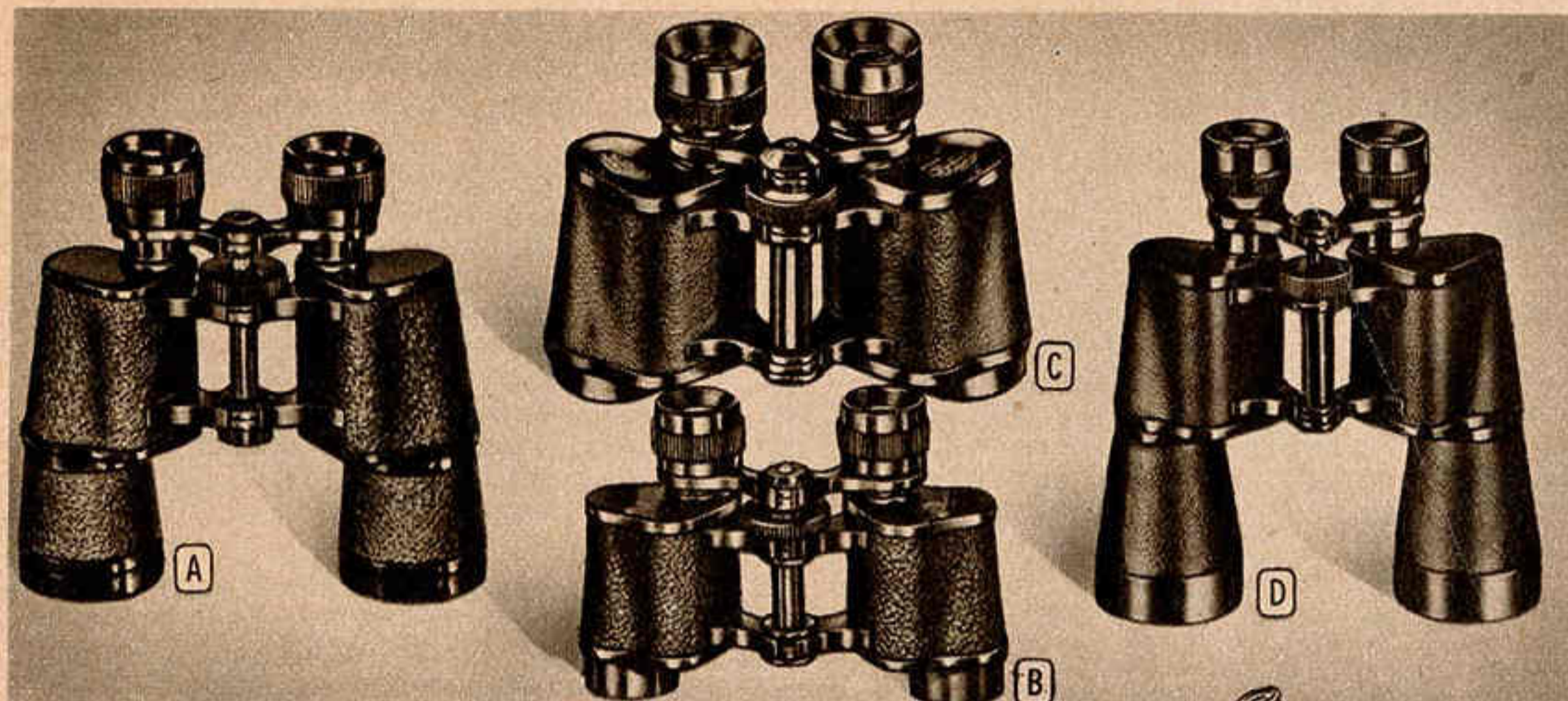
**L** PHOTOGRAPH ALBUM. Gilt-embossed imitation leather cover. 40 pages, 80 sides to mount. In assorted colors. Size 10 by 13 in.  
 55P2608—Price . . . . . 1.49

**M** PHOTO ALBUM in black simulated leather with 3-sided zipper closing. 40 pages, 80 to mount. Large negative envelope in back. Pages mounted by 3-ring method.  
 55P2602—9 by 11½ in. . . . . 3.50

**N** PHOTO CORNERS. Colors—Gold or silver, black or transparent. 100 corners in box.  
 55P2600— . . . . . 4 boxes for 39c

# Binoculars and Telescopes

## IMPORTED FROM WELL-KNOWN MANUFACTURERS



**A** 10 AND 12 POWER BINOCULARS imported from France and exclusive with Simpsons-Sears. Precision built. Fitted with coated achromatic 40 mm. objective lenses. Adjustable hinged-type bridge with right eyepiece compensation focusing by centre knurled wheel. Black leather-covered barrels. Leather carrying case, shoulder strap.  
 55PL2830—10 Power . . . . . 45.00  
 55PL2831—12 Power . . . . . 50.00

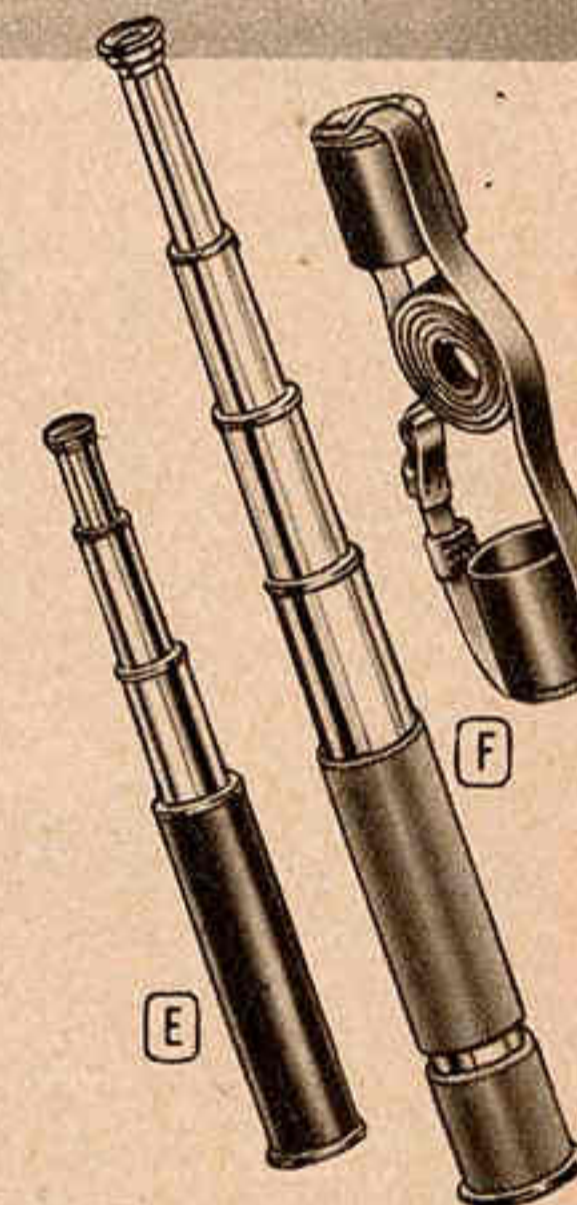
**B** 8 AND 10 POWER BINOCULARS by Clement of Paris. Fully coated achromatic lenses and prisms. Centre knurled wheel focusing with right eyepiece compensation focusing, adjustable hinged bridge. With leather case.  
 55P2832—25 mm., 8 power . . . . . 27.50  
 55P2833—30 mm., 8 power . . . . . 35.00  
 55PL2834—35 mm., 10 power. . . . . 45.00

**C** HARTMANN 8-POWER WIDE-ANGLE BINOCULARS. Made in Germany. Fitted with 30 mm. coated achromatic lenses and precision-ground prisms giving a 425-ft. field of vision at a distance of 1000 yds. Centre knurled wheel focusing with right eyepiece compensation. Black grain leather-covered barrels. Top grain cowhide case and strap.  
 55PL2808—Price . . . . . 60.00

**D** HARTMANN 10-POWER BINOCULAR. Fine quality high-power binocular for long distance requirements. German-made with precision-ground prisms and 50 mm. coated achromatic lenses. Diopter scale. Hinged-type bridge. Centre knurled wheel focusing with right eyepiece compensation. Gives a 300-ft. field of vision at 1000 yds. Barrels covered in Black grain leather. Complete with top grain cowhide carrying case and strap.  
 55PL2806—Price . . . . . 99.50

**E** ENGLISH-MADE 18-POWER TELESCOPE with leather-covered barrel. 3 brass draw tubes. 1-in. objective lens. Complete with metal lens cap. Closed 6½ in., open 17¾ in.  
 55P2879—Price . . . . . 16.50

**F** BROADHURST CLARKSON ENGLISH-MADE HIGH-POWER 4-DRAW TELESCOPE with pancratic (fully adjustable) eyepiece, giving magnifications of 25X, 30X, 35X and 40X. Fitted with 1½-in. objective lens. Bronzed-brass draw tubes. Covered with best quality brown calf leather. Complete with two end caps and leather shoulder carrying strap. Closed 10 in., open 30 in.  
 55PL2877—Price . . . . . 49.50



SEE WHAT



YOU'RE



MISSING

### FACTS TO HELP YOU CHOOSE THE RIGHT BINOCULAR

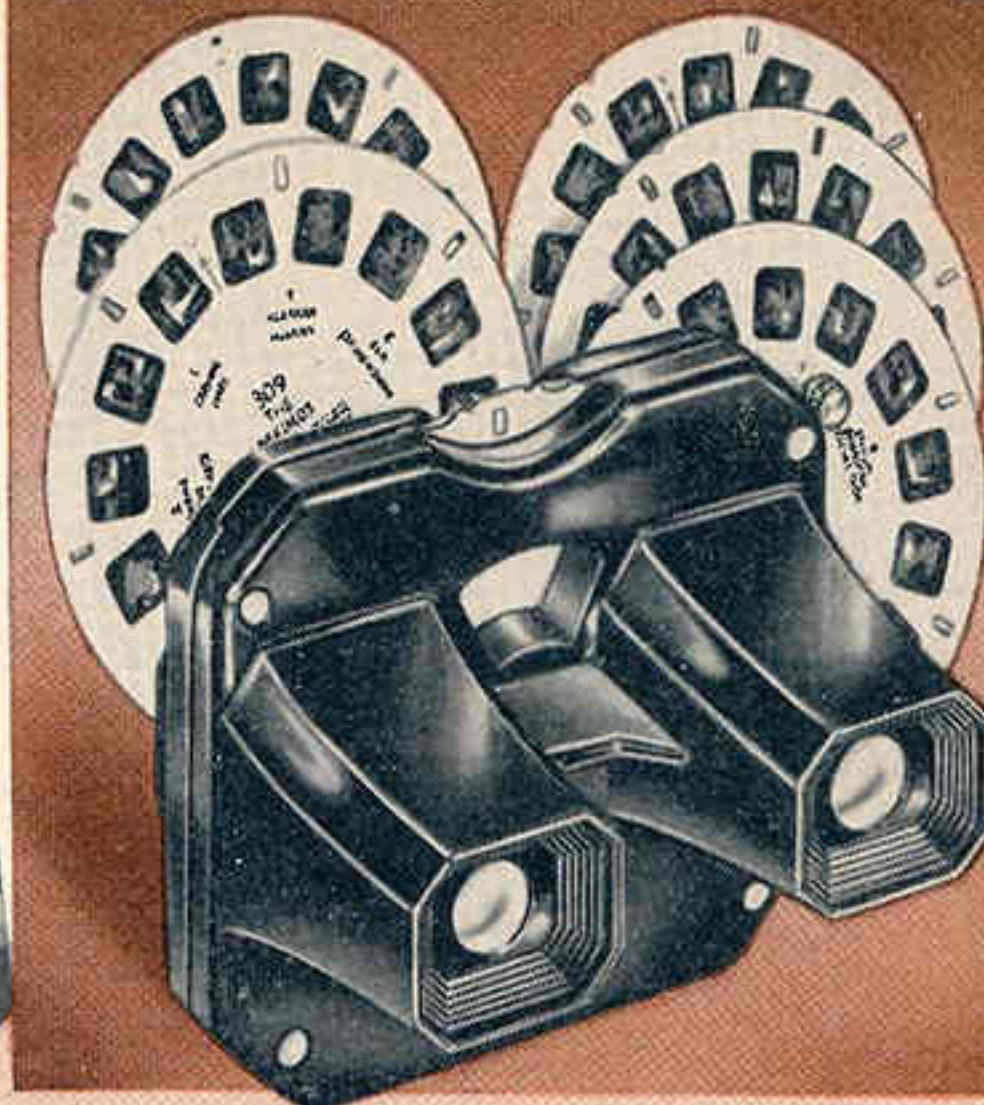
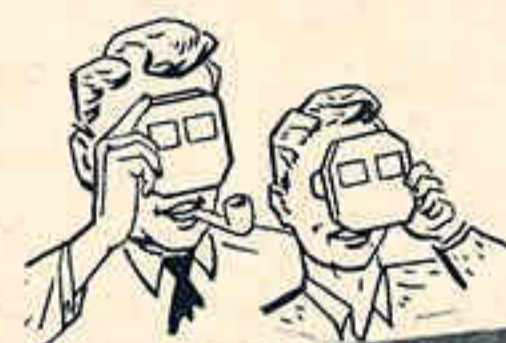
Magnification, light transmission, brilliance of image and field of view are the important factors to consider when choosing a pair of binoculars. For general use (e.g. racing, sporting events, bird watching, etc.) choose binoculars that magnify 8 times, have a 25-32 mm. objective lens and which give a wide field of view. For hunters, farmers, mountain-climbers, yachtsmen or others who require good definition at great distances, we suggest 7 power or 10 power binoculars with a 50 mm. objective lens. For use under bad lighting conditions or as a night glass, the 7 x 50 mm. marine type binocular with its extra high light transmission is the most suitable.

Power indicates number of magnifications. A 10-power binocular magnifies an object 10 times; or in other words an object 1000 yards away would appear only 100 yards distant with a 10 power binocular. Mm. refers to the diameter in millimeters of the objective lens, i.e. lens closest to subject. The larger the objective lens, the brighter the subject. Achromatic means the lenses have been ground to prevent color distortion and eliminate color fringe. Coating prevents internal reflection thus giving a brighter image. Compensation focusing means image can be further sharpened to allow for individual eye difference.

# Index and Easy Payment Plan

# View-Master Pictures

Scenes look real as life  
viewed in the  
stereoscope



## VIEW-MASTER REELS—MANY TO CHOOSE FROM

You'll find subjects to fascinate every member of your family among the 49 seven-scene View-Master picture reels listed below. There are thrilling stereo-story reels for children... travel reels of world-wide scenic and historic attractions for adults... all photographed in the amazing "come to life" realism of full color in three dimensions. You can also make your own View-Master reels with Personal Camera shown on Page 20. View-Master stereoscopic pictures are educational as well as entertaining. They make appreciated gifts. Reels are interchangeable in View-Master stereoscopes and projectors. When ordering your reels, please state the catalogue number, reel number and title of reel.

55P3000—Price, per reel..... 50c

- 316—Jasper Park, Can. Rockies.
- 318—Banff, Canadian Rockies.
- 319—Lake Louise, Canadian Rockies.
- 313—Victoria and Vicinity.
- SP-9066—Cape Breton Highlands.
- 375—Niagara Falls.
- 378—Ottawa.
- SP-382—Laurentian Mountain Area.
- 388—Gaspé Peninsula.
- SP-9067—Bird Sanctuary.
- 1001—London I.
- 1012—The Tower of London.
- 1013—Windsor Castle.
- 1302—Tipperary.
- 2009—Interlaken Region.
- 1601—Rome I.
- 1401—Paris I.
- 4300—Taj Mahal, Agra, India.
- 3303—The Great Pyramids and Sphinx.
- 5301—The Southern Alps, New Zealand.
- 3100—Victoria Falls, Africa.
- 164—Cypress Gardens, Florida.
- 166—Marine Studios—Marine land.
- 206—Sun Valley, Idaho—Winter.
- 342—Race Horses of the Bluegrass Country, Kentucky.
- 277—Autumn Foliage of New England.
- 158—Rockefeller Center and Empire State Building, New York City.
- 51—Garden of the Gods.
- 289—Desert Cactus in Bloom.
- 128—Yellowstone—Wyoming.
- FT-4—Snow White and the Seven Dwarfs.
- FT-25—Rudolph, the Red-Nosed Reindeer.
- 800—Bugs Bunny and Elmer Fudd.
- 701—A Day at the Circus I.
- 980—Garden Flowers of Spring.
- 981—Garden Flowers of Summer.
- 982—Garden Flowers of Autumn.
- 710—Fire Fighters in Action.
- 720—The Bullfight.
- 1200—Robert Burns' Country.
- 1201—Lock Lomond, Scotland.
- 1411—Shrine of Our Lady of Lourdes.
- 1425—The French Riviera.
- 1700—Romantic Seville.
- 1701—Old Castle, Spain.
- 1900—By the Zuyder Zee, Holland.
- 1901—"Windmill Land", Holland.
- 2300—The Tyrol, Austria.
- 2680—Monaco and Monte Carlo.

## VIEW-MASTER STEREOSCOPE

If you have ever looked through an old-time stereoscope, you will remember the thrilling fascination of three-dimensional pictures. Add to this the vivid full color of Kodachrome and you have an idea of the breathtaking beauty of modern View-Master stereoscopic pictures.

THE VIEW-MASTER STEREOSCOPE is a modern adaptation of the popular stereoscopic viewer of three generations ago. It is constructed of metal and sturdy shock-resistant plastic for long, pleasurable service. Lenses are accurately ground and polished. Gives full-color, three-dimensional views with depth and clarity. Easy-to-operate, it has an automatic changing lever to show one picture at a time. Needs no focusing. (Reels not included.) See list at left.

55B3001—Price..... 2.95

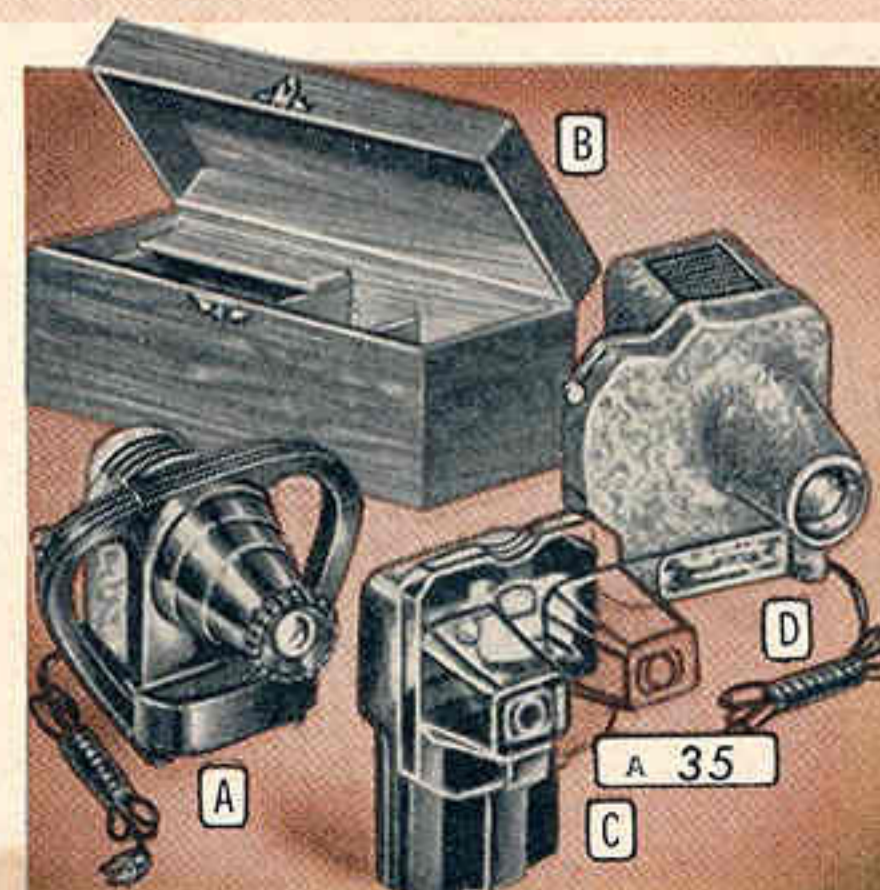
PERSONAL REELS (not shown). For mounting personal stereoscope pictures made with the View-Master Personal Camera illustrated on Page 20. Each blank reel takes 7 pairs of pictures.

55P3015—Pkg. of 6..... 1.50

FILM CUTTER (not shown) for use with View-Master camera. Position film in cutter over illuminated apertures—one downward stroke automatically cuts one pair of pictures ready for mounting in blank reels. See 55P3015 above.

55PT3014—Price..... 29.50

- A** JUNIOR PROJECTOR FOR VIEW-MASTER REELS. Projects full color, non-stereo pictures. Plastic and metal case. High quality f3 lens. 3 models: 6-volt (car battery size); 32-volt (home lighting plants); 110-120 volts A.C. or D.C. (regular home circuits). Screens on P. 17. 55PK3007—With bulb and cord. State voltage..... 16.95
- B** FILE BOX with index. Holds stereoscope and 75 reels. Made of finely grained, varnished hardwood. 55P3005—Price..... 2.95
- C** LIGHT ATTACHMENT. Provides correct light for viewing View-Master reels. Clips onto back of stereoscope. Use 2 batteries. 55P3002—Batteries not supplied..... 2.95  
55P3004—Batteries for above..... 2 for 39c
- D** SENIOR PROJECTOR. Provides brilliant non-stereo color pictures from View-Master reels up to 36 in. wide. All-metal body. Coated, anastigmatic f3 lens. Built-in pointer can project arrow for pointing to any part of picture. Side viewer reflects titles. Screens on P. 17. 55PTL3008—Use with any 110-120 volts, A.C. or D.C..... 65.00



## Order your New Camera Equipment Now Enjoy Using them while you Pay on Simpsons-Sears Easy Payment Plan

ONLY 10% DOWN AND A FEW DOLLARS EACH MONTH

You'll find Simpsons-Sears Easy Payment Plan a great convenience when you want to buy new photographic equipment but don't want to disturb your savings, or when you don't have all the ready cash on hand. With the help of Simpsons-Sears Easy Payment Plan you'll be able to have that camera you want when you want it—to use and enjoy right away while paying for it leisurely over the months ahead. Nor should lack of ready cash keep you from getting that much longed-for movie camera when a small down payment and easy monthly payments thereafter make its ownership possible. A few months from now will be too late to capture those precious moments of your child's first steps or the vacation trip you're planning.

Every item we sell in this or in any Simpsons-Sears Catalogue regardless of price is available on Simpsons-Sears Easy Payment Terms in orders of 20.00 or more.

### IT'S EASY TO ORDER ON SIMPSONS-SEARS EASY TERMS

Simply select the articles you want from any of our catalogues and list them on our regular Order Form. Fill in the answers to the application on the back of the form and sign the agreement. Enclose a money order or cheque for the down payment, and mail with order to Simpsons-Sears. If more convenient, take your order to a nearby Simpsons-Sears Order Office—our sales staff will be glad to help you.

FOR AMOUNT TO SEND WITH YOUR ORDER. Only 10% down payment is required on any cameras or camera equipment you order. You may send a larger down payment than the 10% required, if you prefer. By doing so you will reduce the amount added for service charge and the monthly payment as shown in the table below.

FOR AMOUNT PAYABLE MONTHLY—see Payment Table below.

ADD ON ORDERS. You may add camera equipment to your open account—minimum order 10.00. Just make a list of the things you want on our handy order form, give your Easy Payment account number, and write "Add to my Account". The terms on Add-On Orders will be in accordance with those shown in your current Simpsons-Sears catalogue.

### PAYMENT TABLE

UNPAID BALANCE	SERVICE CHARGE	MONTHLY PAYMENT
20.00 to 22.00	2.10	
22.01 to 24.00	2.30	
24.01 to 26.00	2.50	
26.01 to 28.00	2.70	5.00
28.01 to 30.00	2.90	
30.01 to 32.00	3.10	
32.01 to 34.00	3.30	
34.01 to 36.00	3.50	
36.01 to 40.00	3.80	
40.01 to 45.00	4.25	
45.01 to 50.00	4.75	
50.01 to 55.00	5.25	
55.01 to 60.00	5.75	6.00
60.01 to 65.00	6.25	
65.01 to 70.00	6.75	7.00
70.01 to 75.00	7.25	
75.01 to 80.00	7.75	
80.01 to 85.00	8.25	8.00
85.01 to 90.00	8.75	
90.01 to 95.00	9.25	
95.01 to 100.00	9.75	9.00
100.01 to 110.00	10.50	
110.01 to 120.00	11.50	10.00
120.01 to 130.00	12.50	
130.01 to 140.00	13.50	
140.01 to 150.00	14.50	11.00
150.01 to 160.00	15.50	

WRITE FOR TERMS FOR LARGER AMOUNTS

USE SIMPSONS-SEARS EASY PAYMENT PLAN.

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### NOTICE ABOUT PRICES

As this Camera Catalogue will be effective for approximately one year, it is possible that prices may vary slightly. If merchandise costs go down during this period, your catalogue orders will be filled at reduced prices and the difference will be refunded to you. Likewise if merchandise costs go up, we reserve the right to raise our prices on the items affected.

We hope you have enjoyed our Camera Catalogue and have found in it helpful information. If you would like a copy for a fellow photographer, please send us his name and address and we will be glad to send him a copy.