

# ONE CAMERA

16mm or 35mm  
in 10 SECONDS!

## Camerette 16/35

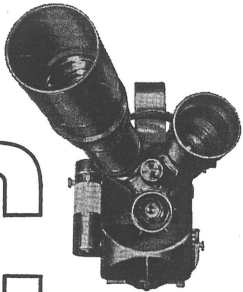
Reflex Motion Picture Camera

The perfect camera for the motion picture film maker working in both 16mm or 35mm color or black and white.

### LOOK AT THESE ADVANTAGES—

- The same lenses, same motor drives, same sound blimp and accessory equipment used for both 16mm or 35mm — to convert simply change the magazine.
- Precise rugged movement
- Reflex viewing
- 200 degree adjustable shutter
- Divergent three lens turret
- Automatic film gate 400' magazines 16 or 35mm — the 16mm magazine will accommodate daylight spools as well as standard core load.
- Light weight — only 14 pounds with 3 lenses, 400' magazine, and 6/8 volt motor.

Write for brochure



# C

## amerette

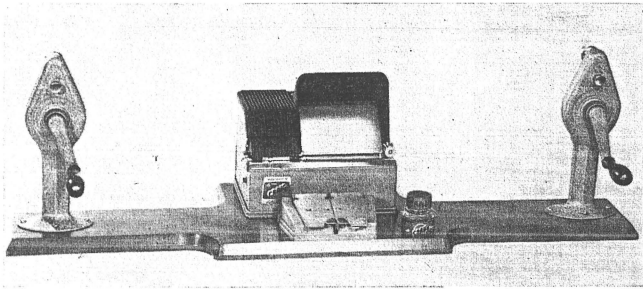
patents coutant-mathot

Manufactured by Ets. Cine. Eclair, Paris



# WHAT'S NEW

... in equipment, accessories, service



New Craig Professional Editor

### Pro Film Editor

Craig, Inc., division of Kalart, Plainville, Conn., announces a new professional model of the Craig Projecto-Editor for 8mm and 16mm films. New model is aimed at needs of the advanced amateur and professional, supplying a large screen viewer. Complete unit pictured above, includes rewinds to take 2000-ft. reels. List price is \$79.50.

resistant. Screen is mounted on frame by means of self-adjusting tension hooks, assuring a taut surface.

### Telephoto Lens

A new Angenieux 3-inch f/2.5 telephoto lens for 16mm cine cameras has been announced by Bell & Howell Co., Chicago. New lens replaces the company's 3-inch f/3.5 lens, and is made exclusively for Bell & Howell.

New lens is a 5-element true telephoto with the distance from film plane to front of lens only 2.4 inches. Because of its compact size, it can be used on camera turrets without optical or physical interference in combination with most other lenses.

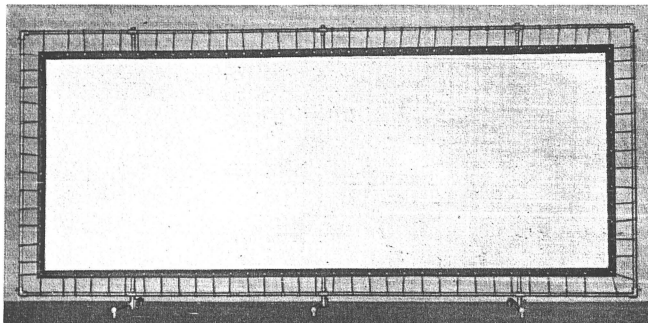
Iris click-stops range from f/2.5 to f/32 with a focusing scale from 4'

(Continued on Page 602)

### Wide Screen for 16mm

Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill., announces a new semi-portable aluminum frame and projection screen in 6 by 16 ft. and 8 by 21 ft. sizes for use in 16mm CinemaScope and wide-screen projection. Screen is made of mildew-resistant beaded fabric, which is also flame

New Radiant Wide Screen for 16mm Projection



## NOW BETTER THAN EVER!

New Sound Blimp adds a new dimension to the Camerette—the world's most versatile motion picture camera.

### ONLY THE CAMERETTE HAS

1-Ability to use both 16mm and 35mm film in one camera.

2-Reflex viewing through the taking lens at all times for both film sizes.

### AND NOW . . .

A Sound Blimp with reflex viewing, making a fully-blimped 16mm or 35mm camera. Synchronous motors — 110-volt single-phase or 220-volt three-phase.

### Write For Details

Benjamin Berg Agency, 1410 No. Van Ness Avenue, Hollywood 28, Calif.

**16 mm**  
Kodachrome enlarged  
to 35 mm  
Anso direct  
positive  
color release  
prints

**35 mm**  
Color blow-ups on  
Eastman Color Negative  
and Anso Color  
Negative and  
release prints

Unsurpassed separation  
positives and color inter-negatives,  
with special effects, made on our new  
precision triple-head  
register printer

Specialists  
in  
color  
effects

specialized laboratory services

**FILM EFFECTS**  
of hollywood

1153 North Highland Avenue  
Hollywood 38, California  
HOLLYWOOD 9-5808

zooms  
montages  
dissolves  
superimposures  
frame sequence  
alteration  
special effects  
wipes

## WHAT'S NEW

(Continued from Page 598)

inches to infinity. The depth of field scale is clear and easy to read. Lens has a C-mount and rotating back for setting iris and focusing marks at the most convenient point. It retails for \$99.50.

### New Zoomar Offices

Zoomar, manufacturers of high precision lenses, has opened a West Coast branch office at 1536 Cross Roads of The World, Hollywood 28, Calif. Here a complete line of Zoomar products will be represented, including the new 8mm, 16mm and 35mm Zoomar lenses. Literature on Zoomar products is available from this new office.

### Interval Timer

Anson Research Co., 4337 Clybourn Ave., North Hollywood, announces a new electronic interval timer for time lapse photography with 16mm cameras. The unit, which was demonstrated at the SMPTE convention in Hollywood in October, received wide acclaim. For literature and further particulars, write manufacturer and mention *American Cinematographer* magazine.

### Animation Stand

Animation Equipment Inc., 38 Hudson St., New Rochelle, N. Y., announce the new Oxberry stand and compound for animation of films and slides. It features the exclusive Tri-motion which gives live motion effects for pictures by combining a number of image movements in the animation procedure.

Illustrated brochure and full particulars may be had by writing the manufacturer and mentioning *American Cinematographer* magazine.

### Variable Shutter for Bolex

Tullio Pellegrini, 1545 Lombard St., San Francisco 23, Calif., announces a variable shutter for the Bolex H-8 cine camera. Installation of shutter enables H-8 owners to make fades and lap-dissolves in the camera, same as with the Bolex H-16 and Cine Special, etc. Cost installed is \$99.60; on cameras having outside frame counter, cost is \$109.80.

### Magnetic Tape Splicer

F. Reiter Co., 3340 Bonnie Hill Drive, Hollywood 28, Calif., announces a 1/4-inch magnetic tape splicer which automatically ejects, applies, cuts off, and presses into place the correct mount of splicing tape. Only three operations are required to complete a splice. Base size is 4 3/4" by 5 1/4". Finish is grey wrinkle enamel. List price is \$69.75.

THE

is this:

FULL COATED 3 CHANNEL RECORDING

FASTEST

to this:

MAGNA-STRIPE® FOR EDITING

WAY

to this

OPTICAL SOUND RELEASE PRINTS

LET SOUNDCRAFT MAGNETIC FILMS

• SPEED YOUR SOUND PRODUCTION  
• BETTER YOUR SOUND QUALITY  
• SAVE YOU MONEY

Do as progressive film producers do. Make virtually distortion-free, full fidelity sound tracks—fast... with Hollywood-accepted, time-proved Soundcraft Magnetic Recording Films.

Soundcraft coated films are made with the same superior magnetic coating used on Magna-Stripe, the development that won Soundcraft the coveted "Oscar" of the Academy of Motion Picture Arts and Sciences in 1953.

When you use both Soundcraft full-width film for original recording and Soundcraft Magna-Striped Film for editing and mixing, you are assured of maximum fidelity release prints without

time-consuming, intermediate photographic-track processing.

Both the 35-mm and 17.5-mm Soundcraft full-coated stock come with or without footage marks. The 35-mm stock is also available coated between sprocket holes only, where a clear edge is desired. Full-coated 16-mm is available with either single or double perforations.

For full details on how Soundcraft Full Coated and "Oscar"-winning Magna-Striped Films can improve your original and edited sound tracks, speed your work, and open new business frontiers, write Dept. AE12.

All Soundcraft magnetic films use a 5-mil tri-acetate safety backing. They are extremely compliant for intimate head contact. Full-width film is Micro-Polished® to remove minute surface defects, and assure perfect frequency response right from the start. Output variation is ± 1/2 db. within a reel, ± 1 db. reel-to-reel.

REEVES **SOUNDCRAFT** CORP.  
10 East 52nd St., New York 22, N. Y.