

(Continued) The new reflex viewing for precise visual control or zooming has also been tested successfully in actual shooting by Paramount, Metro-Goldwyn-Mayer, Warner Brothers, 20th Century Fox, and Columbia Pictures.

**The BNC continues a long-standing record of high reliability and exceptional craftsmanship.**

Since the introduction of the BNC 33 years ago, we know of no camera serial number retired from service! Moreover, there are many properly maintained BNCs that have filmed seven to eight million feet of film—equal to 15 to 20

years of average major studio daily output—and are still in steady, trouble-free service. Continuing the same performance, the versatile BNCs can confidently be expected to give decades of highest quality service to professional film-makers.

**How Mitchell works to produce its world-standard cameras.**

Mitchell has set the professional cinema-camera standards for the past 35 years, establishing a world-wide reputation for finest design and craftsmanship.

This craftsmanship involves time and extreme personal care to produce

with no sacrifice of quality, performance, and dependability. For example, assembly of a BNC alone requires hundreds of man-hours, and that does not include parts manufacturing!

That is why we ask you to look ahead to your camera needs, discuss them with us in advance, and permit us to anticipate requirements by planning our inventories and work-in-progress. In that way, we can reduce lead time to a minimum and make certain of meeting your delivery dates.

For more detailed information on the Mitchell BNC, please phone, wire or write Mitchell Camera Corporation.

85% of all feature films shown in theatres or on TV throughout the world are filmed with Mitchell cameras.

# MITCHELL BNC

MITCHELL CAMERA CORPORATION / 666 W. Harvard Street, Glendale, California 91201 / Telephone: (213) 245-1005  
Vinten Mitchell Ltd. / Bury St. Edmunds, Suffolk, England / Tel: Bury St. Edmunds 2111  
Nagase & Company, Ltd. / 2-Chome Kohji, Shinjohashi, Tokyo, Japan / Tel: 03-562-6211

