



MONTGOMERY WARD

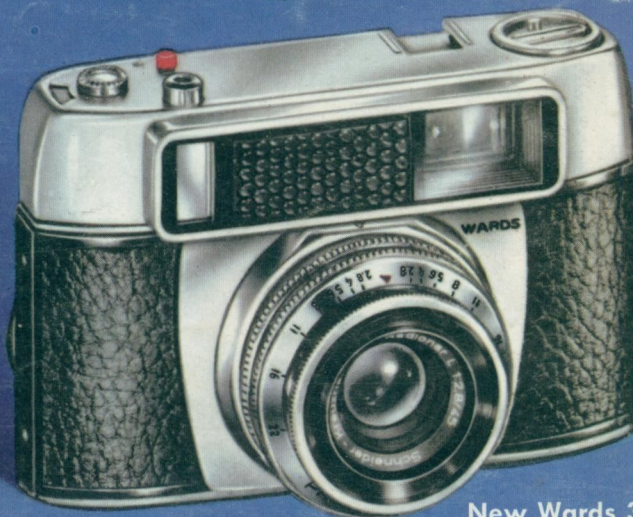
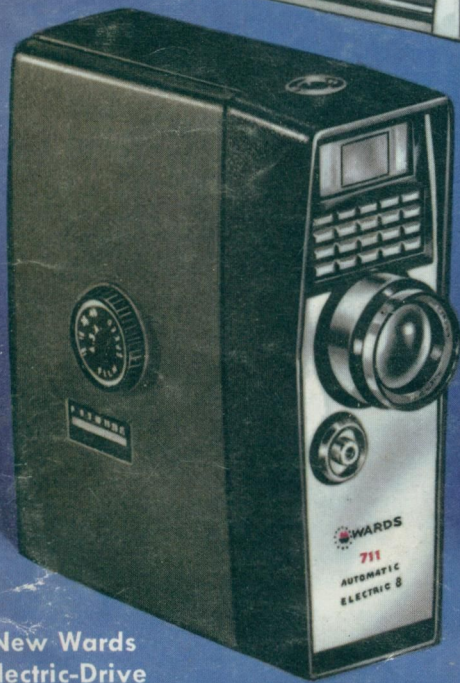
1963

CAMERA

Catalog

New Wards
Projector Shows
100 Slides—Page 19

*See What's New in
Automatic Photography*



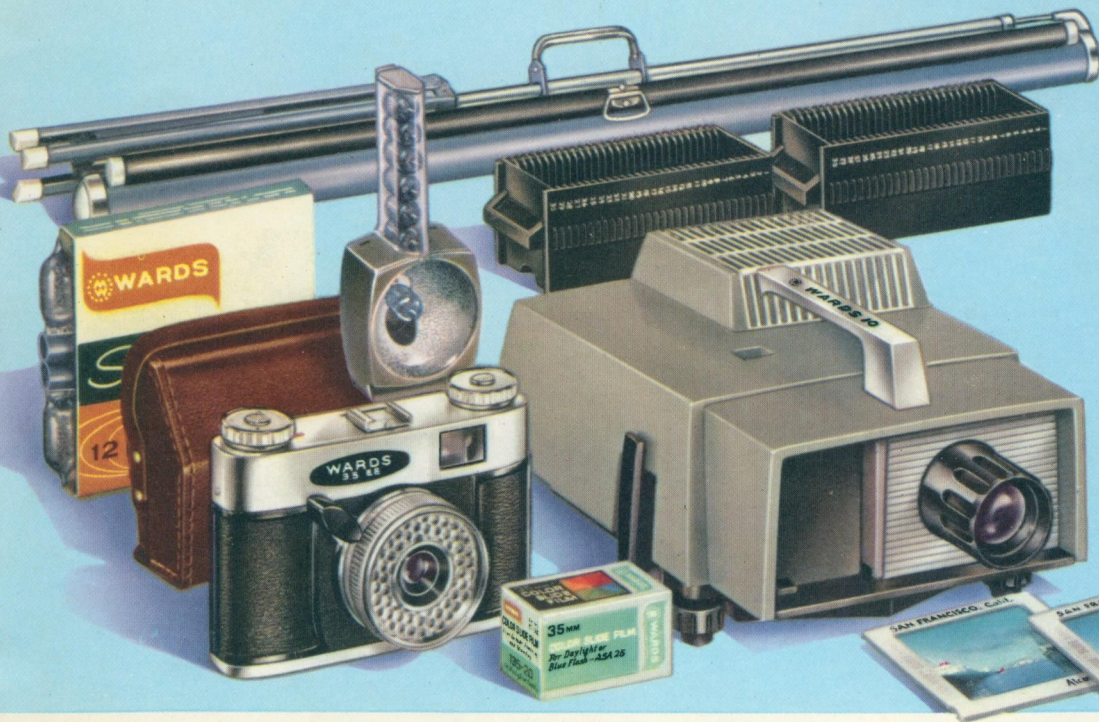
New Wards
Electric-Drive
Movie Camera—
Page 40

New Wards 35mm
Automatic Camera
—Page 7



INDEX ON PAGE 3 • CREDIT TERMS ON PAGE 38

SAVE \$10.54 on WARDS Complete 35mm Color-Slide Outfit



\$69⁹⁵ NO MONEY DOWN
Cash

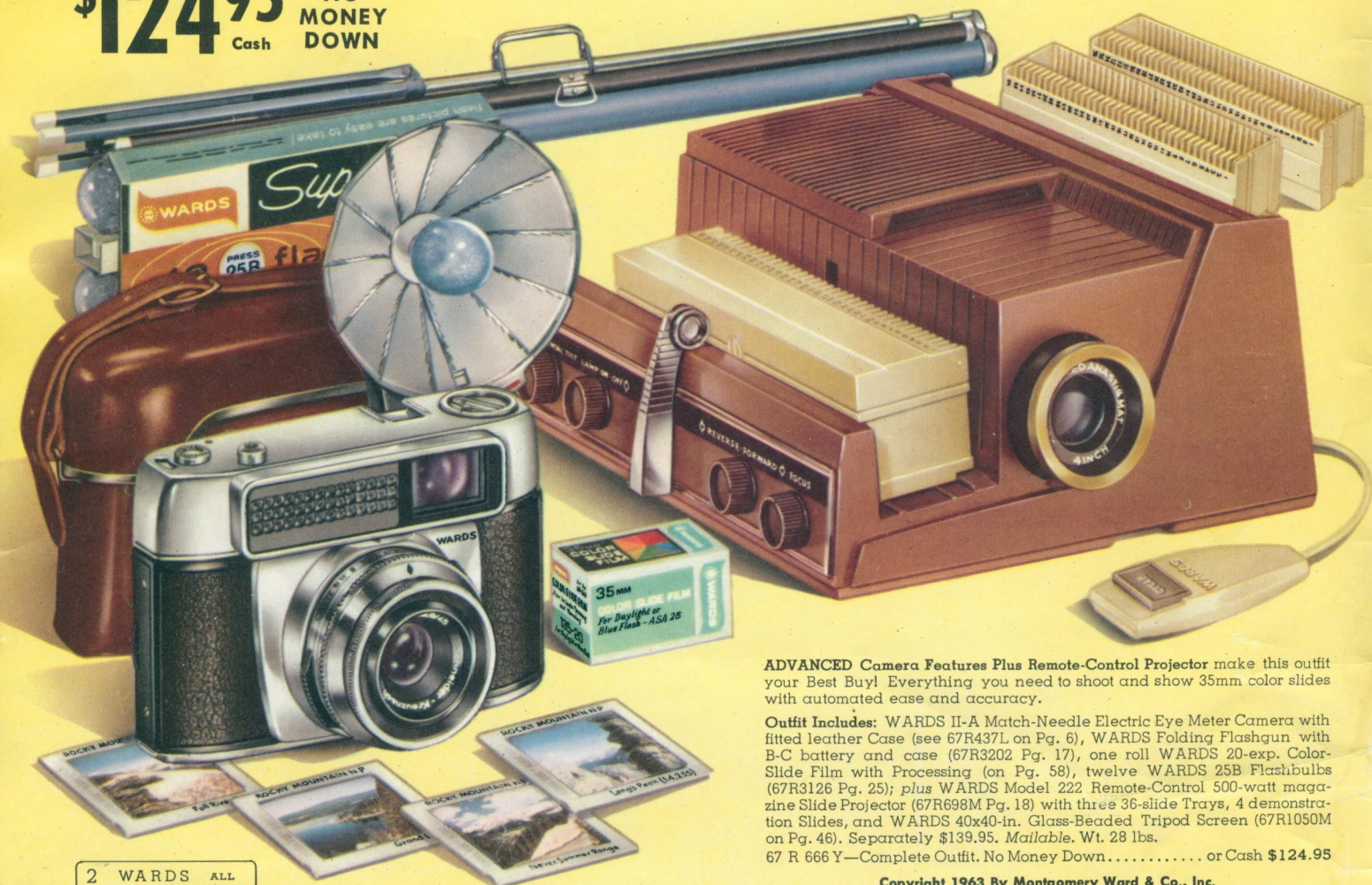
ECONOMICAL OUTFIT ... Provides clear, sharp color-slide shows. Simple—easy to use. An ideal choice for the beginner or family photographer—perfect as a gift.

Outfit Includes: WARDS 35mm Electric-Eye Camera (see 67R423L on Pg. 5) with leather Case (67R523), WARDS magazine repeating Flashgun (67R3215 on Pg. 17), one roll WARDS 20-exp. Color Slide Film with processing (see Pg. 58), twelve AG-1B WARDS Flashbulbs (67R3124 Pg. 25).

Also Includes: WARDS Model 10 semi-automatic Magazine Slide Projector with 3 slide Trays (67R600M described Pg. 20), 4 demonstration Slides, plus WARDS 40x40-in. Tripod Projection Screen (67R1050M Pg. 46). Separately \$80.49. Mailable. Ship. wt. 20 lbs. 67 R 665 Y—No Money Down...Cash \$69.95

SAVE \$15.00 on WARDS Automatic Color-Slide Outfit

\$124⁹⁵ NO MONEY DOWN
Cash



ADVANCED Camera Features Plus Remote-Control Projector make this outfit your Best Buy! Everything you need to shoot and show 35mm color slides with automated ease and accuracy.

Outfit Includes: WARDS II-A Match-Needle Electric Eye Meter Camera with fitted leather Case (see 67R437L on Pg. 6), WARDS Folding Flashgun with B-C battery and case (67R3202 Pg. 17), one roll WARDS 20-exp. Color-Slide Film with Processing (on Pg. 58), twelve WARDS 25B Flashbulbs (67R3126 Pg. 25); plus WARDS Model 222 Remote-Control 500-watt magazine Slide Projector (67R698M Pg. 18) with three 36-slide Trays, 4 demonstration Slides, and WARDS 40x40-in. Glass-Beated Tripod Screen (67R1050M on Pg. 46). Separately \$139.95. Mailable. Wt. 28 lbs.

67 R 666 Y—Complete Outfit. No Money Down..... or Cash \$124.95

2 WARDS ALL

Copyright 1963 By Montgomery Ward & Co., Inc.

Introducing... Wards Fine New 1963 Cameras and Photographic Equipment

An Exciting Full-Line Offering . . . everything you need to take and show good pictures. Choose from WARDS still or movie cameras, WARDS slide projectors, WARDS flashbulbs, WARDS color or black-and-white film, WARDS darkroom accessories . . . plus hundreds of other useful items to make photography more fun for you. At Wards, you enjoy one-stop shopping for your photo needs . . . over 750 factory-fresh items kept in stock.

Who Makes Wards Brand Photographic Equipment?

Only Top Manufacturers Supply Wards Items . . . companies long established in the industry, and known for best materials and workmanship, Equipment is made to Wards exacting specifications, painstakingly developed and engineered. New developments are carefully studied to bring you best performance at lowest practical prices.

In Addition to America's Leading Firms, Wards search the world markets . . . West Germany, Italy, Japan, England . . . to bring you best values.

Wards Guarantee Satisfaction or Money Back

We Guarantee Every Article to be as described, and guarantee that it will give you the service you have a right to expect.

If, for any reason, you are not completely satisfied with any article purchased from us, you may return it at our expense. We will exchange it for what you want, or refund what you have paid, including any transportation charges paid by you.

Value-Packed WARDS brand equipment is your **BEST BUY!** Wards own cameras, photo supplies and optical equipment is equal to or superior to similar nationally known merchandise. You get name-brand quality, but at Wards extra-value low prices! Wards deal direct, and buy direct, on all WARDS brand merchandise. And on many other brands, you enjoy Wards special-purchase, big-lot buying savings, plus an unusually wide assortment.

Wards Direct Import Policy emphasizes straight-line shipments from factory to Wards to bring you the maximum in savings and values.

Wards Quality Control Program is your assurance of rugged long life, top performance and outstanding value. Wards Laboratories constantly inspect and test photographic merchandise. Before any item can bear the WARDS name, it must pass rigid laboratory tests by skilled technicians using modern, advanced test equipment.

Serving America Since 1872! For 91 years, Wards Guarantee of Satisfaction has won the confidence of millions of customers. It is proof of Wards fair dealing, proof that Wards stand squarely behind everything we sell. Shop at Wards and be sure.

No Money Down at Wards. Enjoy the photographic equipment you need now—pay later . . . see Pg.38.

3 Camera Services Wards Offer



BOB ADAMS... WARDS TECHNICAL ADVISER

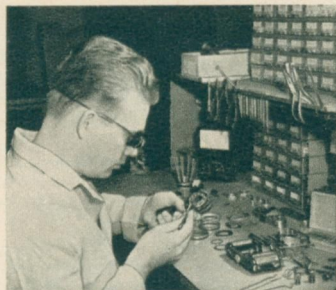
Wards Photographic Expert is at your service. Whatever your problem, he's eager to assist you. He's Wards photo specialist, with years of experience.

Do You Have a Technical Problem? Bob Adams will be happy to suggest a solution—write you a note of explanation or send information on new products.

Having Picture Problems? Let Bob Adams tell you what's wrong. He's looked at thousands of slides and prints, and can usually spot mistakes immediately.

Not Sure of What You Need? Bob Adams knows the equipment amateurs and professionals need—he's helped make their selections for years. Whatever your needs, he will advise what equipment and materials are best for you.

Choosing a Gift? Let Bob Adams be your personal shopping adviser. He knows what people like, can suggest what's best within your budget. Remember—there's no charge or obligation. See Page 56 for complete details.



WARDWAY CAMERA REPAIR

Wards Complete Repair Service is ready, willing and able to handle your photographic equipment repairs.

A Complete Service, fully equipped to repair almost any American or imported camera you may have. No matter where or when you purchased it, you can be sure your camera will receive the finest, expert attention.

Typical Services Offered: A simple check-up, adjustment or complete overhaul (for cameras, movie or still; projectors, slide or movie—light meters too). Modernizing old equipment, too.

Highly Trained Technicians skilled in all phases of camera and optical service will handle your equipment.

Service is Prompt and reliable, and the prices reasonable. You can get less expensive service, but none better.

All Work Is Guaranteed . . . First, under Wards general policy of "Satisfaction Guaranteed" and second under Wardway's policy on specific repairs (Pg. 56).



WARDWAY PHOTO SERVICE

Processing Plus! Your best exposures deserve the best processing . . . Wardway processing. Your films—whether color, black-and-white, movie or still—will be handled by one of the most progressive, efficient and quality-conscious laboratories in the world.

Expert Technicians personally supervise your films at every step of the way. Advanced, automated equipment handles your films with super-human care, controls processing results far more critically than human senses ever could.

A Complete Service . . . Geared to every need, to every user. Amateur photographers will enjoy fast, economical processing of their color slides, plus Kodacolor or black-and-white album snapshots. And there's a wide range of special services. See Pages 54, 55.

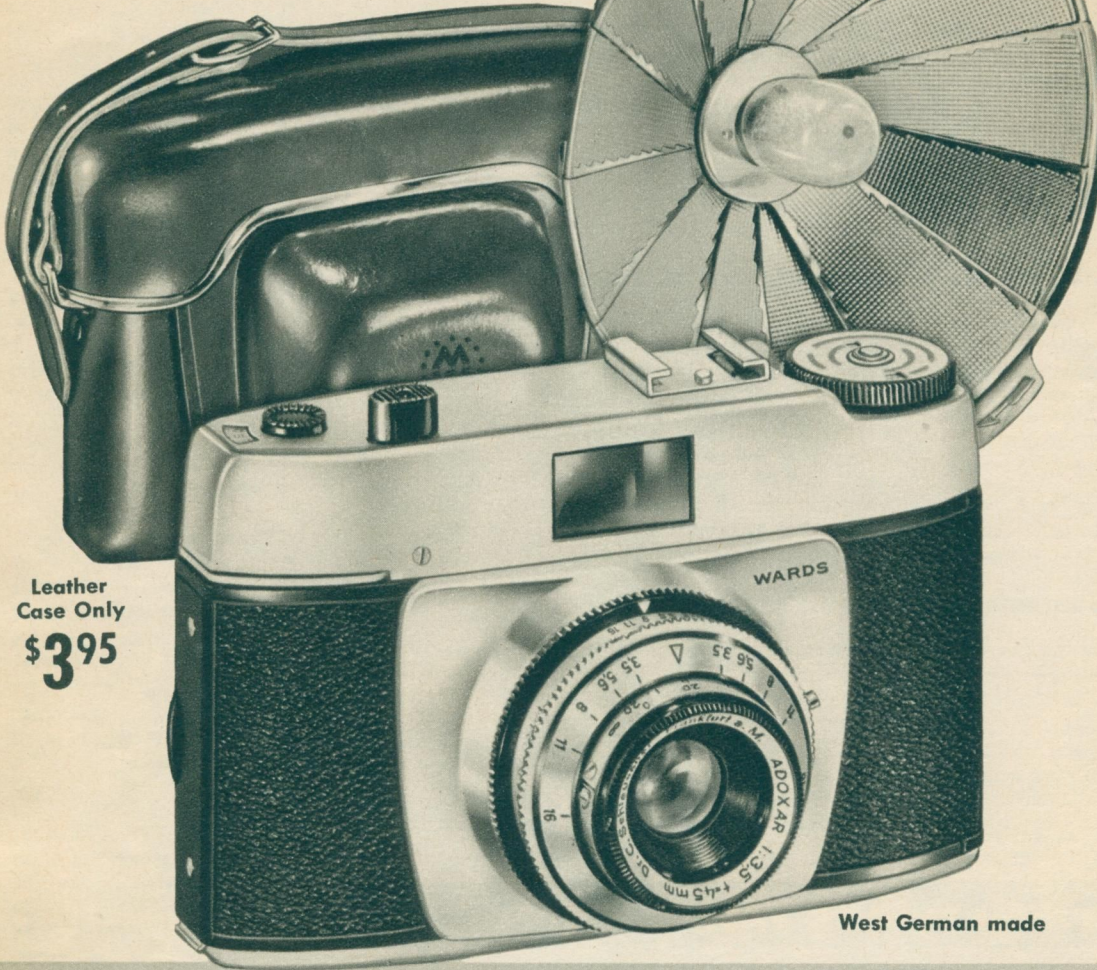
So Convenient Tool Service near as your mailbox. Just drop off your exposed films—have finished work returned to your home, ready to enjoy.

INDEX

Adapter Rings	24
Albums	52, 53
Bags, Gadget	26
Barlights	52
Batteries	17
Binoculars	37
Bob Adams Service	56
Blubs, Flash, Flood	25
Projection	24
Cameras, Box	15
35mm	2-11
Fotron	13
Movie	40-43, 60
Polaroid	14
Reflex	10-12
Sub-Miniature	13
Cartoon Movies	51
Chemicals	35
Color Film	58, 59
Color Processing.54, 55, 34, 35	
Credit Terms	38
Darkroom Needs	28-35
Dryers, Print	33
Editors, Movie	48, 49
Electronic Flash	16, 17
Enlargers	28, 29
Exposure Meters	25
Files, Slide	23
Film, Black and White	57
Color	58, 59
Polaroid	14, 57, 58
Processing	54, 55
Filters	24
Finishing, Photo	54, 55
Flash Bulbs	25
Flash Units	16, 17
Gadget Bags	26
Lamps	24, 25
Lighting Equipment.26, 27, 52	
Light Meters	25
Magazines, Slide	22
Mailers, Processing	54
Monthly Terms	38
Mounts, Print	52
Movie Cameras	40-43, 60
Accessories	46-52
Film	58, 59
Lights	52
Projectors	44, 45
Oil Colors	31
Ordering Information	39
Papers, Chemicals	35
Polaroid Cameras	14
Printers	32
Projection Lamps	24
Projectors, Movie	44, 45
Slide	18-21
Reels, Movie	50, 51
Repair Service	56
Screens, Projection	46, 47
Shipping Information	39
Slide Accessories	21-24
Projectors	18-21
Sorters	23
Viewers	21
Splicers, Movie	48
Tables, Projection	23
Telescopes	36
Titlers, Movie	49
Trays, Slide	22
Developing	31
Trimmers, Paper	34
Tripods	27
Viewers, Slide	21
Wardway Photo Service	54
Washers, Print	33

"CHARGE IT"

See Page 38



Flash Unit
Only
\$6⁹⁵

Camera only

\$16⁹⁵

Full Outfit

\$25⁹⁷

Leather
Case Only
\$3⁹⁵

West German made

WARDS I-A...Advanced Features, Yet Priced Low!

LOOK AT THESE FEATURES:

- Coated f/3.5 Adoxar 45mm W. German Lens
- Quality Optics Assure Clear Sharp Pictures
- Manual Focusing for Sharpest Close-ups
- Clear and Bright Oversize Optical Viewfinder
- Simple Manual Exposure-Setting Controls
- 4-Speed Shutter—1/30 to 1/125th plus Bulb
- Fast Single-Stroke Lever Film Advance
- Accessory Shoe for Flash, Other Extras

WARDS I-A . . . Our Lowest Priced 35mm Camera. Workmanship and quality that will amaze you at this low price. Ruggedly built, with automatic features you would expect to find only in far more expensive cameras.

Fast f/3.5 Adoxar lens takes clear, sharp pictures, even in poor light. Fully focusing—permits sharpest close-ups. Provides 2 x 2-inch color slides, plus Kodacolor or black-and-white prints from 35mm film. Easy to use oversize viewfinder shows subject in natural 1-to-1 size.

Single-stroke Lever advances film, counts exposures—prevents double-exposures or blanks. Automatic counter shows number of pictures left. Popular P-C flash fitting. Metal trimmed plastic body. Order case and flash separately.

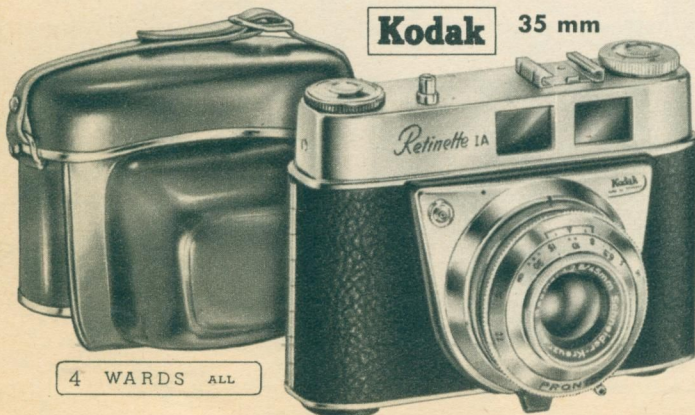
67 R 420 L—Camera only. Ship. wt. 2 lbs. . . . Only **\$16.95**
67 R 2277—Ser. 5 Filter Adapter Ring. Ship. wt. 2 oz. . . . **2.19**

SAVE on Wards I-A Outfit. Includes Camera described at left, plus fitted top grain leather Case with strap, Wards folding Flashgun (using No. 25 or M-2 bulbs) and powerful B-C battery, plus one roll 20-exposure Wards Color Film with color-slide Processing included. Ship. wt. 3 lbs. 8 oz.

67 R 422 L—Outfit. **\$25.97**

Leather Case for Wards I-A.
67 R 421—Ship. wt. 8 oz. **\$3.95**

Wards Folding B-C Flashgun.
67 R 3202X—Batt. incl. Wt. 8 oz. **\$6.95**



4 WARDS ALL

German-Made Retinette **\$41⁹⁷** Camera Only

- **Extra-fast f/2.8 45 mm Schneider Lens**
- **Fully Focusing for Sharpest Close-ups**
- **4-Speed Shutter, 1/30 to 1/250th Sec. Self-timer**
- **Viewfinder with Projected Frame**
- **One-Stroke Rapid Film Advance**
- **Finest W. German Craftsmanship**
- **Featherweight All-Metal Body**
- **Fine Leather Case Available Too**

Retinette by Kodak . . . Low in price, but built to the same high standards as other Retinas, in Kodak's West German factories. Fast f/2.8 Schneider Reomar semi-wide angle lens provides fine quality pictures—2 x 2-inch color slides, Kodacolor or black-and-white album prints. Focuses as near as 3 1/2 feet for sharpest close up shots.

Versatile Pronto Shutter offers speeds from 1/30th to 1/250th sec. plus Bulb. Self-timer for delayed release too. Single-stroke lever film advance cocks shutter, counts pictures—prevents double-exposures or blanks. Rugged, lightweight body—brushed chrome, black leather trim. Accessory shoe holds Flash attachment—P-C socket for flash cord. Order case, or adapter ring sold separately below.

67 R 529 L—Camera only. Ship. wt. 3 lbs. Cash **\$41.97**
67 R 530—Leather Case for above. Ship. wt. 1 lb. . . . **7.97**
67 R 2275—Ser. 5 Adapter Ring. Size 506. Wt. 2 oz. . . . **2.19**

BUDGET PRICED MODELS

NO MONEY DOWN

See Page 38

6-Shot
Flash
\$349

Order B-C
Batt. Separately

Case
\$349



Automatic Electric Eye

Camera Only
\$29⁹⁵
Cash

Complete Outfit
\$34⁹⁷
Cash

WARDS "35-EE"—Easiest to Use, Just Aim and Shoot

CHECK THESE FEATURES:

- Fully Automatic Electric-Eye Exposures
- Coated f/4.0, Sharp 4-element Lens
- Fast Enough for Good Results in Most Light
- No Focusing Needed for Sharp Pictures
- Oversize Bright-Frame Optical Viewfinder
- Single-Speed Shutter—Preset for Ease
- Oversize Winding Knob Advances Film
- Accessory Shoe for Flash, Other Extras

Our Lowest Priced Electric-Eye 35mm Camera. Fully automatic ease—just aim and shoot. No fuss, no focusing. No settings or adjustments to make during picture-taking. Electric-Eye controls exposure as you shoot scene after scene.

Fast f/4.0 Lens provides clear, sharp pictures from 35mm film—2 x 2-in. color slides, plus Kodacolor or black-and-white album prints. For best results, use camera outdoors—or indoors using companion flashgun listed at right.

Twist of Knob advances film—readies camera for next picture. Automatic exposure counter. Handy oversize shutter release for easiest operation. Dependable single speed shutter (1/60th sec.). Rugged all-metal body—brushed chrome and black leather trim. Accessory shoe on top accepts clip-on flash. Popular P-C flash fitting.

67 R 423 L—Camera only. Ship. wt. 2 lbs. . . . Cash **\$29.95**

SAVE on WARDS 35-EE Outfit. Includes Camera, plus fitted leather Case with strap, Wards 6-Shot Repeating Flashgun (for AG-1 bulbs), B-C flash battery, plus one roll Wards 20 Exposure Color Slide Film with Processing.

67 R 524 L—Ship. wt. 2 lbs. **\$34.97**

67 R 2285—Ser. 7. Adapter Ring. Size 708. Ship. wt. 2 oz. . . . **\$4.95**

Case Only for 35-EE Camera.

67 R 523—Ship. wt. 8 oz. . . **\$3.49**

Wards Repeating Flash. No batt.

67 R 3215X—Ship. wt. 8 oz. **\$3.49**

67R3231X—Battery. Wt. 2 oz. 1.05

Popular Match-Matic Outfit **\$59⁹⁷** Cash

A ARGUS C-3 . . . Featuring Match-Matic Ease of Settings. Clip-on light meter reads directly in Match-Matic single-number settings—no calculations.

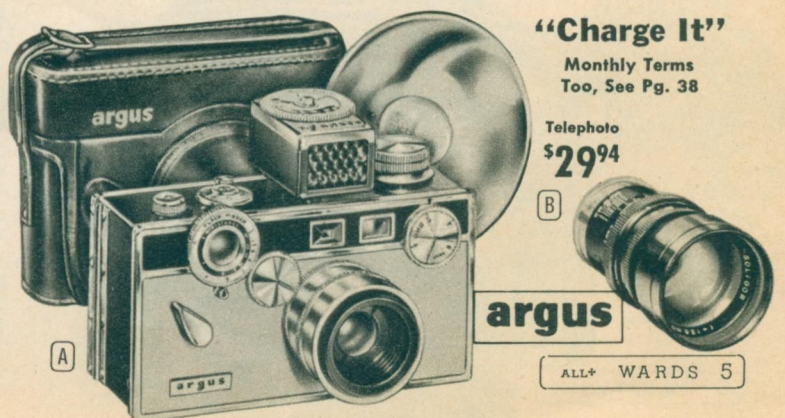
Coupled Rangefinder for easy focusing. When rangefinder is sharp, lens is automatically sharp. Focuses near as 3 ft. for sharpest close-ups. Built-in retaining ring accepts Series 5 filters sold on Page 24 . . . saves buying ring.

Interchangeable Lenses. Famous f/3.5 Cintar 50mm (normal) lens easily replaced by accessory lens sold below. 4-speed shutter (speeds to 1/300th sec.) synchronized for companion plug-in flashgun that uses No. 5 and 25 bulbs. Oversize knob winds film—prevents double-exposures or blanks.

Outfit: Match-Matic C-3 Camera, Case, Light Meter, Flash with batteries.
67 R 526 L—Ship. wt. 4 lbs. See Wards Terms, Page 38. . . . Cash **\$59.97**

B Accessory Soligor Lens for Argus C-3. Precision 4-element design that couples to rangefinder. With viewfinder mask that outlines subject, for precise composition. 135mm Telephoto f/4.5.

67 R 2225 L—Ship. wt. 10 oz. No Money Down. . . . Cash **\$29.94**



"Charge It"

Monthly Terms
Too, See Pg. 38

Telephoto
\$29⁹⁴



argus

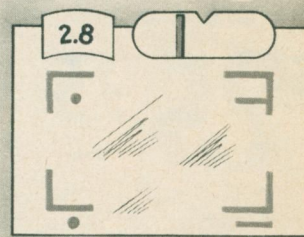
ALL+ WARDS 5



**NO
MONEY
DOWN**
See Pg. 38

Camera
and Case
\$59⁹⁵
Cash

ELECTRIC EYE METER
Center-The-Needle Exposure Control



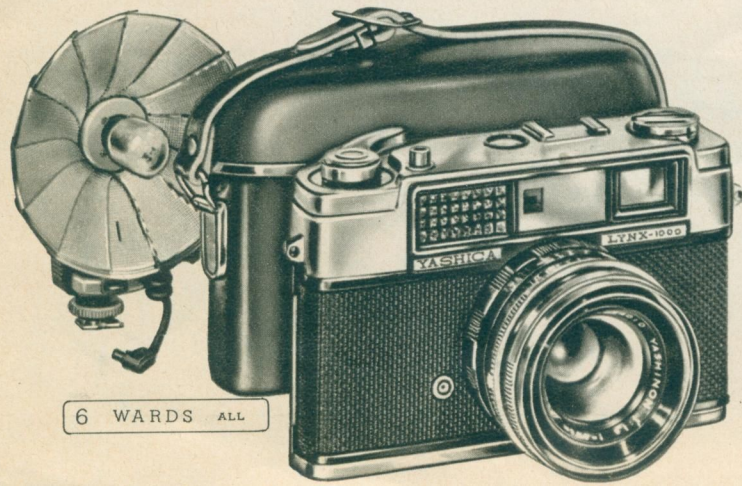
Complete Outfit
\$64⁹⁵
Cash

WARDS II-A . . . With Match-Needle Exposure Control

- Extra-fast f/2.8 Schneider 45mm Lens
- Take Color Slides, Kodacolor, or B & W Shots
- Simply "Dial" Your Subject for Distance . . . Scenics, Groups, or Close-ups
- Focusing Lens Takes Portraits as Near as 3 ft.
- Built-in Coupled Electric-Eye Meter Exposure Control . . . Just Match Needle Within Viewfinder
- Bright-line Finder Shows Subject and Lens Settings
- Shutter Speeds from 1/30 up to 1/500th Sec.
- Self-timer Too, for Delayed Release of Shutter
- Fast Single-Stroke Lever Advances Film

WARDS II-A Camera . . . Fast and Easy Exposures with Electric-Eye accuracy. Just select the shutter speed to "stop" your subject (up to an action-freezing 1/500th sec.), then center the needle with finger-tip ease—Shoot! The view within your bright-line finder (see above) tells the whole story . . . Green signal says "O.K. Shoot," Yellow cautions "Be careful," Red warns "Don't shoot." You even see the exact lens f-stop you've selected. **Precision German Lens** assures finest pictures. Automatic depth-of-field indicator shows your range of sharp focus at any lens setting. Built-in self-timer even lets you get into your own pictures. Single-stroke lever advances film—readies camera for next exposure. No double-exposures or blanks. Accessory shoe. P-C flash fitting. West German made. With fitted Case. 67 R 437 L—Camera and Case only. Ship. wt. 3 lbs. Cash \$59.95

SAVE on Wards II-A Outfit. Includes Camera described at left, with fine fitted topgrain leather Case and strap, plus Wards folding Flashgun (for use with No. 25 and M-2 bulbs) and powerful, long-life B-C battery, plus one roll of Wards 20-exposure Color Slide Film with processing included. 67 R 438 L—Ship. wt. 4 lbs. \$64.95
Adapter Ring for Series 5 filters. 67 R 2277 X—Ship. wt. 2 oz. \$2.19
Order Flashbulbs from Page 25.



6 WARDS ALL

\$89⁹⁵
Cash

- Camera, Case and Flash**
- Built-in Cross-Coupled Meter
 - Ultra-High Speed f/1.8 45mm Lens
 - Coupled Rangefinder
 - Single-stroke Lever Film Advance
 - Built-in Self-Timer Release
 - Bright-Line Viewfinder

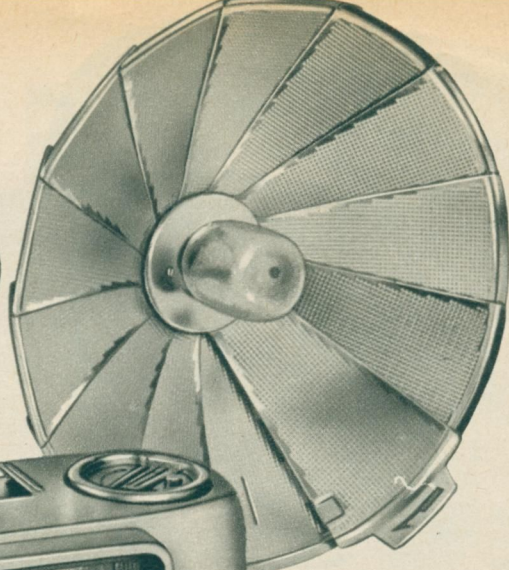
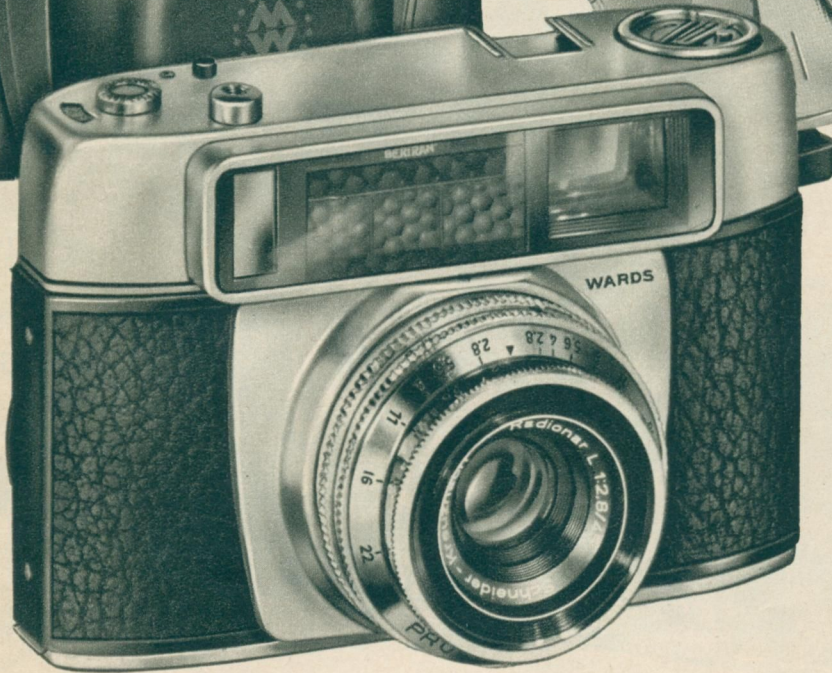
Yashica Lynx-1000 Outfit

Popular Yashica Lynx . . . with coupled Meter and Rangefinder, plus ultra-fast lens. Electric-eye accuracy and ease—just center needle visible within viewfinder and exposure is set. **Ultraspeed f/1.8 Yashinon 45mm lens** permits good pictures even under very dim light. Split-image coupled rangefinder assures pin-point precision focus with fingertip ease. Extra large viewfinder has bright-line frame markers for greatest ease and accuracy of subject composition. **Single-stroke lever** advances 35mm film—eliminates double exposures or blanks. Self-timer. Full flash synchronization. P-C socket. Flashgun clips onto accessory shoe atop camera. **Outfit:** Camera, topgrain leather Case with strap, plus folding Flashgun with powerful B-C battery. Shipped from factory warehouses in New York, Boston, Chicago, Miami, Atlanta, Cleveland, Dallas, Wash., D.C., Los Angeles, San Francisco, Seattle or Denver. Allow time. 67 RP 406 K—Outfit. Postpaid. No Money Down. Cash \$89.95 67 R 2283 TT—Ser. 6 Adapter Ring. Wt. 2 oz. Allow time. 2.49

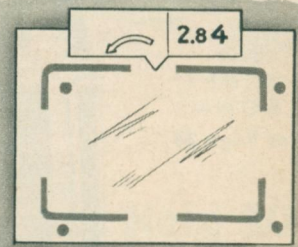
**WITH
PRECISION
EXPOSURE
CONTROLS**

Camera and Case

\$74⁹⁵
Cash



AUTO ELECTRIC EYE
Fully Automatic Exposure Control



Complete Outfit

\$79⁹⁵
Cash

WARDS III-A ... With Fully Automatic Electric Eye



Just "Dial"
Your Subject:

Dial to "Portraits"
(5 to 7½ ft.)



Dial to "Groups"
(7 to 15 ft.)



Dial to "Landscapes"
(15 ft. to Infinity)

- Extra-fast f/2.8 Schneider Lens
- Easy Dial-Your-Subject Focusing—See Left
- Fully Focusing for Sharp Close-ups to 3 Feet
- Fully Automatic Electric-Eye
- Full Manual Control Too
- Bright-line View-finder
- Shutter Speeds from 1/30 to 1/500th sec.
- Single-stroke Film Advance

OUR FINEST WARDS Automatic 35mm Camera . . . for those who demand greatest ease of use, precision. Fully automatic exposure control. Electric eye sets the lens as you shoot—assures good pictures every shot. Deluxe Prontor-Matic shutter lets you choose the speed you prefer, from 1/30 to 1/500 sec. Bright-line viewfinder frames subject precisely—shows actual lens f-stop in use, plus light-warning signals: Red, yellow or green ('stop, caution or go'). Manual control too.

Easy Zonal Focusing . . . Just dial your subject (see left), "close-up," "groups" or "scenes." Get sharpest closeups too. Single stroke advance. P-C fitting. Fitted leather Case. Ship. wt. 3 lbs. 67 R 439L—Camera and Case.Cash \$74.95

SAVE on Wards III-A Outfit. Includes Camera described at left, with deluxe fitted topgrain leather Case and strap, plus Wards folding Flashgun (for use with No. 25 and M-2 bulbs) and powerful, long-life B-C battery, plus one roll of Wards 20 exposure Color Slide Film with processing included (described Pg. 58).

67 R 440L—Wt. 4 lbs. Cash \$79.95

Adapter Ring for Ser. 5 filters. 67 R 2277X—Ship. wt. 2 oz. \$2.19

Pay NO MONEY DOWN at Wards

Kodak Automatic 35F Outfit

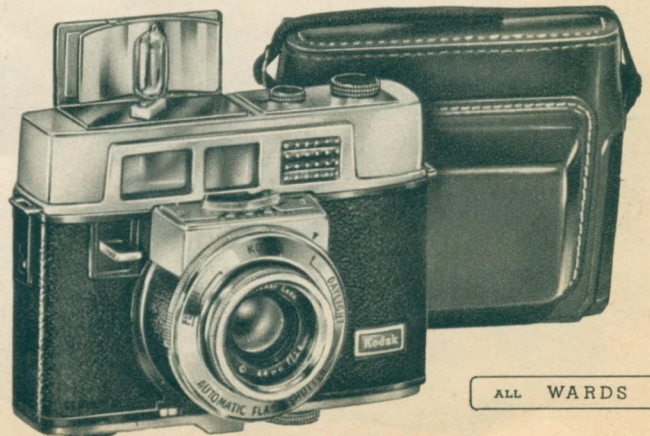
\$89⁹⁷
Cash

Electric Eye Kodak Auto 35 . . . designed to make every shot a great picture. Automatic exposure control assures perfect pictures outdoors. Automatic flash exposure control indoors.

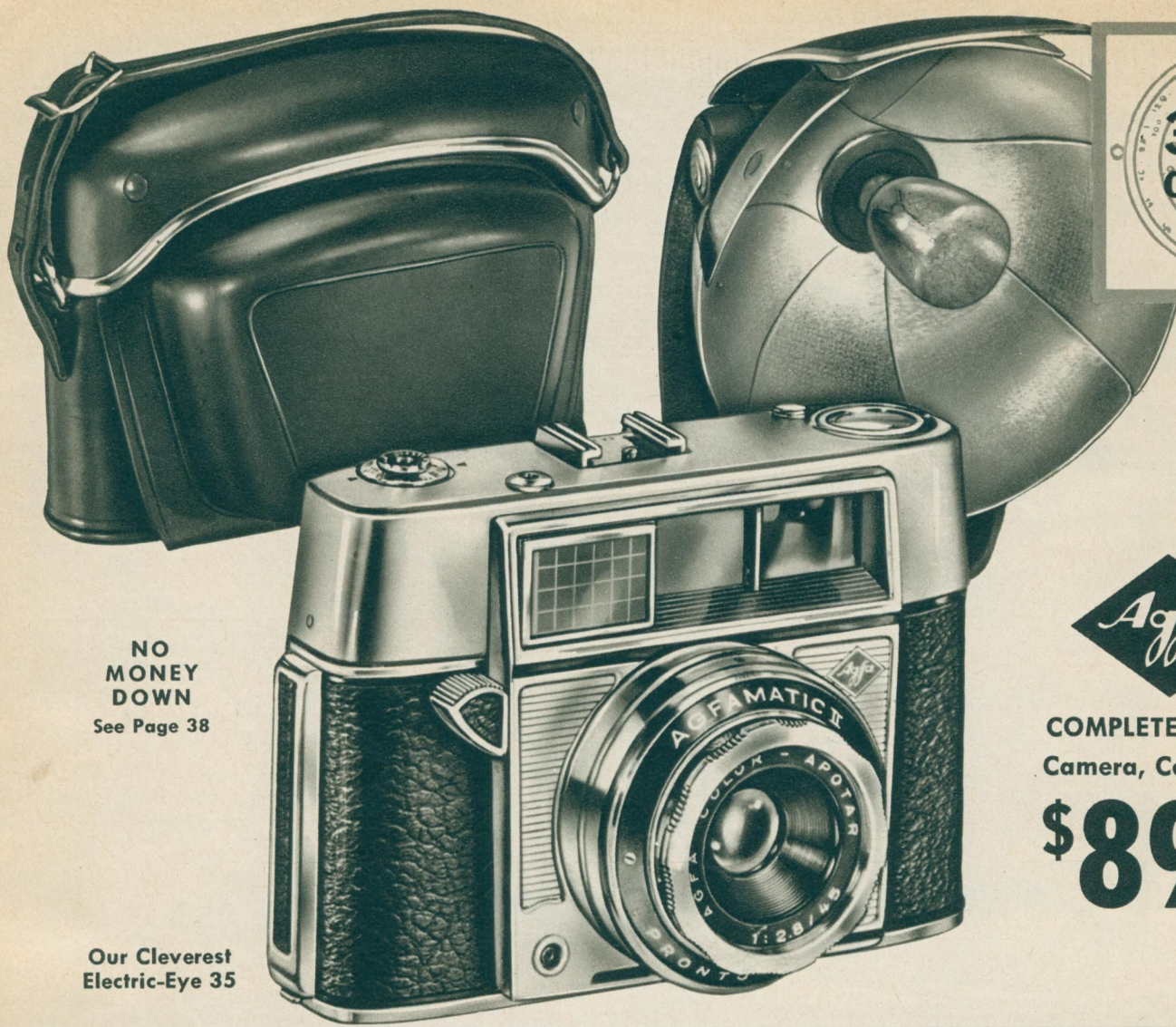
Fast f/2.8 Ektanar 44mm lens features simple zonal focusing. Just dial "close," "group" or "scene" to match your subject. Electric Eye controls exposure as you shoot—signal in viewfinder warns if light is too dim. You expose at 1/80th sec. outdoors—changes automatically to 1/40th with flash, and you don't have to calculate lens settings with flash either.

Built-in Flashgun is ready for instant action. Folding reflector pops up in a wink, eager to accept economical AG-1 bulbs. New, compact high energy manganese batteries (included) store within camera body—add nothing to bulk or bother. And there's also an outlet for using separate flashgun if you wish. Built-in adapter for using Series-5 filters, and lens extras. 67 R 598L—Camera only. Ship. wt. 3 lbs.Cash \$89.97
67 R 502—Leather Case for above. Ship. wt. 8 oz. 6.47

- Electric-Eye Exposure Control
- Fast f/2.8 Lens
- Easy Focusing
- Automatic Flash Control Ease
- Single-stroke Film Advance
- Built-in Flash for AG-1 Bulbs
- Single-speed Flash Shutter
- Exceptionally Easy to Use



ALL WARDS 7

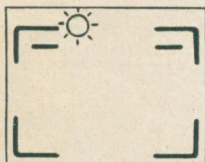


**NO
MONEY
DOWN**
See Page 38

**COMPLETE OUTFIT:
Camera, Case, Flash**
\$89.94
Cash

**Our Cleverest
Electric-Eye 35**

A WARD Exclusive . . . Agfamatic II



STOP AND GO SIGNAL

Electric Eye Signals through viewfinder . . . GREEN when light is right, RED when light too dim for good shots.

- Finest f/2.8 Color-Apotar Lens
- Fully Focusing . . . Just "Dial" Subjects, "Close-up," "Group," "Scenes"
- Completely Automatic Exposures . . . Fullest Range Electric-Eye Control
- Stop-and-Go Signal in View Finder
- Shutter Speeds up to 1/250th . . . Automatically Selected as You Shoot
- Single-stroke Lever Film Advance

MOST REFINED ELECTRIC EYE 35mm WE SELL . . . Fully automatic, with an exceptionally wide range of picture-taking capabilities. Sets BOTH best shutter speed and lens opening. No settings, calculations or adjustments as you shoot.

Electric Eye sets exposure for you, the instant you shoot . . . always selects fastest possible shutter speed to assure sharpest possible pictures. Nothing for you to adjust once camera has been set for film speed (10 to 250 ASA).

Agfamatic II thinks for you, acts for you. It even warns when light is too dim (through stop-and-go signal). Oversize optical bright-line viewfinder. Color-Apotar 45mm lens accepts Series 6 accessories with adapter ring sold at right.

Simple Zonal Focusing near as 3½ feet—just "dial" to match your subject. "Close-up" (5 to 7½ ft.), "Group" (7½ to 15 ft.), "Scenes" (distances over 15 ft.).

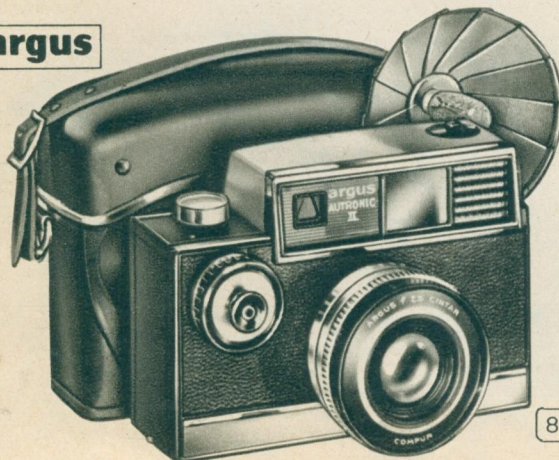
Complete Outfit includes everything you need to shoot 2x2-inch color slides or snapshots around the clock.

Outfit: Agfamatic II Camera, deluxe leather Case with strap, plus folding Flashgun (for M-2 bulbs)—all genuine German-made Agfa—plus long-life, B-C battery. Ship. wt. 4 lbs.

67 R 575 L Cash \$89.94

Ser. 6 Filter Adapter Ring.
67 R 2281—Wt. 2 oz. . . \$2.49

argus



Automatic "Autronic II" 35mm Outfit

\$104.97
OUTFIT

- Electric-Eye Automatic Exposure-Control
- Compur Shutter Speeds Up To 1/500th Sec.
- Coupled Rangefinder for Focusing Ease
- Fast f/2.8 Cintar Lens . . . Famous Quality

AUTRONIC II by Argus . . . World leader in 35mm color-slide photography. Frameline finder shows your subject coverage brilliantly, precisely. Signal warns when light is too dim for good pictures.

Electric-Eye controls exposure as you shoot, yet lets you select shutter speeds you prefer. Fully automatic ease, plus full manual control. Cintar lens is threaded to accept Ser. 5 filters—order Retaining Ring below to hold filters in place.

Coupled Optical Rangefinder assures pin-point focus with fingertip ease. Full M-X flash synchronization at all shutter speeds. Plug-in Argus flashgun folds compactly—opens to accept both type "M" and No. 25 bulbs.

Outfit. Camera, leather Case, Flashgun. Order one B-C battery 67R3227 on Page 17.

67 R 540 L—Ship. wt. 5 lbs. Cash \$104.97

67 R 2251X—Retaining Ring. Holds Series 5 Filters (not incl.) in place. Wt. 4 oz. 89c

8 WARDS ALL

... SPECIAL ADVANCED FEATURES

UP TO 24 MONTHS
TO PAY
Terms, Page 38



Kodak

Newest 35F
Motormatic
\$104.97
Cash

(F)

Retina
Automatic
\$124.97
Cash

(E)

W. German-Made
Lordomat

\$115.00
Cash

(A)

Telephoto
\$64.50

(B)



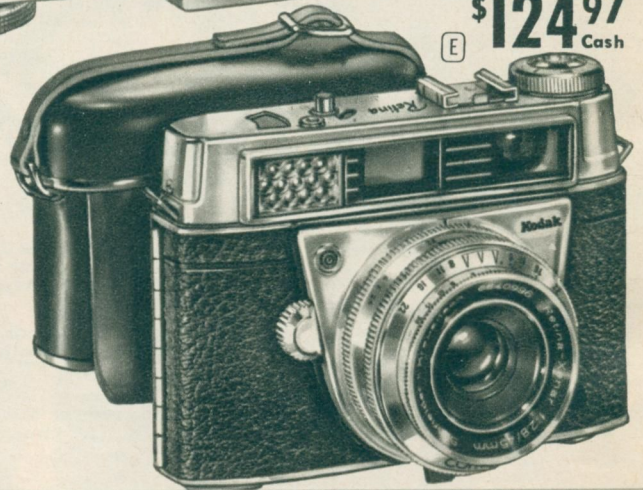
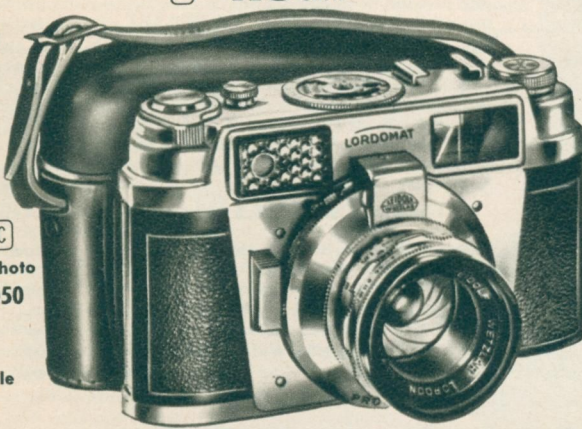
(C)

Telephoto
\$39.50



(D)

Wide-Angle
\$29.50



VERSATILE 35's With Extras You'll Like

Lordomat . . . Built-in Meter, Interchangeable Lenses

(A) Lordomat 35 with Fine 6-Element f/1.9 Lens. Built-in coupled electric-eye meter . . . just match needle visible at camera top, and correct exposure is set. Dozens of other deluxe features. Prontor SVS shutter offers 9 speeds from 1 sec. to 1/300th plus B. Fast single-stroke lever advances film, readies camera, with a flip of your thumb.

Interchangeable Lenses available for an extra dimension of picture-taking ease. Supplied with ultraspeed f/1.9 coated 6-element 50mm (normal) lenses focusing down to 3½ ft.—order extra lenses listed below. Coupled rangefinder assures on-target accuracy of focus with all lenses used. Shutter synchronized for using bulbs at 1/30th sec.—electronic flash at all speeds. Order any flash with P-C fitting from Pg. 16, 17. W. German. See NOTE. 67 R 436 LT—Camera with deluxe leather Case. Ship. wt. 2 lbs. 8 oz. . . . Cash \$115.00

Lordomat Accessory Lenses. W. German. 4-element. Leather cased. Use adapter.
(B) 67 R 404 LT—135mm Telephoto Travenar f/5.6. Ship. wt. 12 oz. Cash \$64.50
(C) 67 R 403 LT— 90mm Telephoto Travenar f/4.0. Ship. wt. 10 oz. Cash 39.50
(D) 67 R 402 LT— 35mm Wide-Angle Travitar f/3.5. Ship. wt. 10 oz. Cash 29.50
67 R 2279 T—Adapter Ring size 601 for Series 6 lens accessories. Ship. wt. 2 oz. 2.49

Automatic III . . . Cleverest Retina Yet!

(E) Retina III Automatic . . . Professional in Capabilities, yet with amateur ease of use. Electric-eye automatic exposure-control—yet offers all the precision manual controls you'd expect in a fine, refined 35mm camera. Made in Kodak's West German factories.

Won't Let You Make A Mistake. If light is too bright or too dim, shutter release locks and word "STOP" appears in finder, signaling you to change shutter speed or use flash. Electric-Eye adjusts lens aperture to fit your choice of Compur shutter speeds, from 1/30 to 1/500th. Adjusts for films with speeds from 10 to 1300 ASA.

Superb Schneider f/2.8 Xenar 45mm lens with precision coupled optical rangefinder assures sharpest possible pictures. Fully focusing too, for sharp close-ups. Bright-frame viewfinder includes parallax-correction marks. Single-stroke lever advances film—prevents double-exposures or blanks. P-C flash socket. Order flash Pages 16-17. See NOTE. 67 R 558 LT—Camera only. Ship. wt. 3 lbs. Cash \$124.97
67 R 559 T—Leather Case for Retina-Automatic II. Ship. wt. 1 lb. 9.97
67 R 2275 X—Adapter for using Ser. 5 Filters, lens accessories. Ship. wt. 2 oz. 2.19

NOTE: Retina and Lordomat items are shipped from Chicago, Baltimore, Oakland. Allow time.

Motormatic 35F SHOOT 10 PICTURES IN 10 SECONDS . . . AUTOMATICALLY

(F) Kodak's Fastest Shooting 35mm. Click off ten shots in ten seconds, without taking camera from your eye. Never miss a second shot—Motormatic is always ready for the next picture. Takes exciting story-telling sequences.

Always Ready when the fun begins. Built in flash pops open for instant use. Self contained high-energy manganese batteries store inside camera—no bulk or bother. Automatic flash control frees you from calculations, complicated settings.

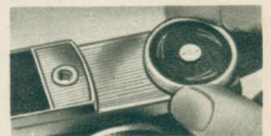
Electric Eye controls exposure automatically, as you shoot. Signal within viewfinder warns when light is too dim.

Fast f/2.8 Ektanar lens permits clear, sharp pictures—even under poor light. Excellent color slides—Kodacolor or black-and-white album prints. Simple zonal focusing—just "dial" your subject—closer, group or scene. Built-in adapter ring accepts Series 5 filters, accessories.

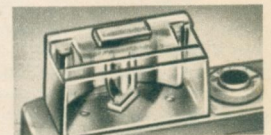
Easy Viewing using bright-line projected frame optical viewfinder.

Easy Drop-in Loading of 35mm film. No threading, no fumbling. Fast single stroke lever advances film—prevents double-exposures or blanks.

Shutter Speeds from 1/40 to 1/250th. Full (M-X) synchronization for all flash at all shutter speeds. External flash socket. With neck strap, flash batteries, no case. 67 R 599 L—Ship. wt. 3 lbs. Cash \$104.97
67 R 501—Leather Case. Wt. 8 oz. 6.97



MOTOR DRIVE advances film automatically, instantly at the touch of a button. Spring winds up quickly with a few twists of the wrist . . . takes 10 shots each full winding.



BUILT-IN FLASH for extra convenience. POP, it's open. CLICK—Hidden again. Uses economical AG-1 flashbulbs. Protective clear plastic flash shield shown above is incl. Order Wards AG-1 Flashbulbs from Page 25. They're powerful, economical... Guaranteed to flash.

ALL WARDS 9

NIKON MOST RESPECTED NAME IN JAPANESE "35" REFLEXES



NEW!



No Money Down
\$219⁵⁰ Cash

NIKON . . . World Leader in Optics, Tops in Deluxe Japanese 35mm Reflex Cameras. The very latest models of a famous family of advanced designs. Highly refined, with extra features. Dozens of accessories available—write Bob Adams for complete listing of Nikon cameras and accessories (see Page 56).

SHIPPING NOTE: All Nikon cameras, accessories (except adapter rings) sent promptly from factory warehouses at New York City and San Francisco. Nos. with "T" shipped from Stock in Chicago, Balt., Oakland; Items with "TT" shipped from Chicago Stock only. Allow time.

NO MONEY DOWN at Wards. Order your Nikon or accessory—just "Charge It." Or extend payments up to 24 months. See Page 38 for full details on Wards Terms.

NOW . . .

ZOOM lens

35MM PHOTOGRAPHY . . . Telephoto to Normal to Wide-Angle, in One Lens!

Exciting New Nikkorex 35 Reflex Zoom . . . First 35mm with Built-in Zoom lens. A major breakthrough in camera and lens design—another Nikon "first."

NOW . . . One Fast f/3.5 lens that combines the functions of 3 or more conventional optics—Normal shots (at 50mm position), semi wide-angle pictures (at 43mm setting), or telephotography (at 86mm lens position) of distant subjects.

Needle-Sharp 9-element Nikkor optics—Zoom versatility means no sacrifice of quality, at any focal-length. Full 2:1 zoom ratio, from 43 to 86mm. Complete focusing range, from 4 ft. to infinity. All settings visible from top.

Eyelevel Reflex Viewing through porro-mirror finder having brilliant fresnel screen. Split-image rangefinder assures pin-point accuracy of focus.

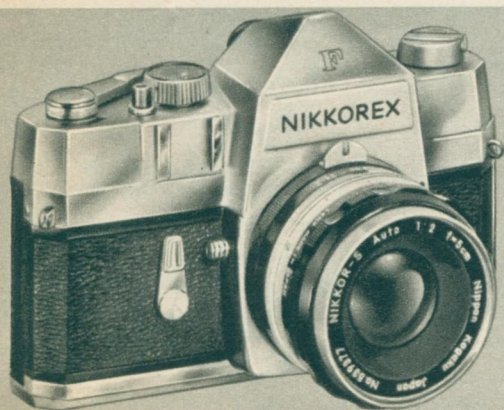
Coupled Exposure Meter. Match-needle indicator visible both within finder, and in window at camera top. Full exposure-control with fingertip ease. Meter adjusts for film speeds from 10 to 1600 ASA. No accessories needed.

Fully M-X Synchronized Shutter. Shoot all flash (bulbs or electronic) at all speeds, from 1 sec. to 1/500th plus B. Self-timer. Single-stroke lever advances film and exposure-counter, resets shutter—returns mirror and reopens diaphragm. Folding fast-rewind crank. Auto-reset exposure counter. Accessory shoe. Use any flashgun having P-C type cord. Order lens Adapter Ring 67 R 2286TT below.
67 RP 544 K—Sent *Postpaid*. Order Case below. No Money Down, Cash \$219.50
67 RP 545 K—Nikkorex deluxe leather Case for above. *Postpaid*. 18.50

Nikkorex with f/2.5 Nikkor Lens—Cut \$20 NOW \$9950

Standard Nikkorex 35-2 . . . Most economical Nikon camera. Same as described above but with non-zoom f/2.5 Nikkor 50mm automatic lens. Accepts wide-angle conversion lens, filter adapter, and camera case listed below.

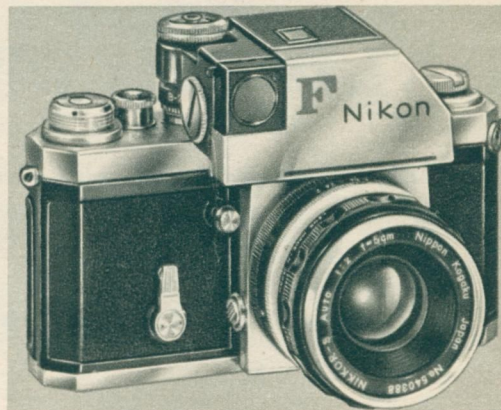
67 R 546TT—Ship. wt. 4 lbs. Was \$119.50. Cash \$99.50
67 R 498 TT—Nikkorex deluxe leather Case for above. Ship. wt. 1 lb. 9.98
67 RP 547 K—35mm f/5.6 Wide-Angle Conversion lens. Cased. *Postpaid* 42.00
67 R 2279 TX—Adapter Ring for Ser. 6 filters, lens access. Ship. wt. 2 oz. 2.49



Nikkorex F

\$199⁵⁰
f/2.0 lens

- Use Nikon F Lenses, Most Other Accessories
- Wide-Range Shutter, Speeds from 1 Sec. to 1/1000
- Prism Reflex View Finder
- Instant-Return Reflex Mirror
- Full-Range Flash Synchronization



Nikon F

\$375⁰⁰
f/2.0 lens

- Standard of Many Professionals
- Most Complete 35mm SLR System
- All the Top Extras You'd Want
- Prism Finder, Built-in Meter

Our Lowest Price Camera Using Nikon Optics, Accessories

Latest Nikkorex F . . . The Best Nikon Features at an Unusually Low Price. Offers all the versatile Nikon features that most advanced photographers normally use. Auto-Nikkor normal 50mm lens included. Other superb optics may be interchanged—accepts all Nikon-F lenses except 8 and 21mm wide-angle lenses. Fully automatic diaphragm. Built-in depth-of-field preview control.

Instant-return Mirror coupled to Instant-reopen Lens. View, shoot—a wink later you view again. Non-interchangeable finder has built-in split-image rangefinder.

Special Shutter designed with flash in mind. 13 speeds from 1 sec. to 1/1000th plus B and delayed release. Lets you shoot regular flashbulbs at M-delay setting up to 1/1000th—shoot electronic flash at 1/125th. Use any flash with P-C cord.

Single-stroke Lever advances film—readies camera for next exposure. Fast rewind crank folds. Order other lenses. Light Meter and Case below. Mailed *Postpaid*.

67 RP 549 K—With f/2.0 Nikkor lens. No Money Down or Cash \$199.50
67 RP 550 K—With f/1.4 Nikkor lens. No Money Down or Cash 264.50
67 RP 504 K—Nikkorex F deluxe leather Case. *Postpaid*. 18.50

Clip-on Light Meter for Nikkorex F. Cross-coupled to both shutter and lens.
67 RP 458 K—Fits Nikkorex F only. Complete. Sent *Postpaid*. Only \$27.50

LENSES to Fit Both Nikkorex F, Nikon F 67 RP 579 K—ZOOM 43-86mm f/3.5 (see at top). *Ppd.* \$169.50 67 RP 573 K—28mm Wide-Angle f/3.5 Auto-Nikkor. *Ppd.* \$169.50 67 RP 2286 TT—Adapter Ring for Ser. 7 filters. Wt. 2 oz. 4.98 67 RP 572 K—135mm Telephoto f/3.5 Auto-Nikkor. *Ppd.* 169.50

The Cameraman's Camera . . . Nikon's Finest

NIKON F . . . The Definitive 35mm Reflex, for Discriminating Users. Amazing versatility and responsiveness, effortless ease and speed of handling. Accepts a tremendous range of matched accessories that meet every need . . . incomparable Nikkor lenses from 8mm to 1000mm, and more, including telescopic systems.

New Photomic Prism-Meter system combines the facility of a prism reflex viewfinder with the convenience of an ultra-sensitive built-in CdS exposure meter. Couples directly to the shutter-speed dial and Auto-Nikkor lens diaphragm—needle indicator clearly visible within finder, also in window on top of meter housing. Adjusts for film speeds 10 to 1600ASA.

Instant-return Mirror and instant reopen lens with depth-of-field preview control. Interchangeable reflex viewing screen has matte surface with fine-focus center spot, and split-image rangefinder. 100% accurate composition.

Focal Plane Shutter with speeds from 1 sec. to 1/1000th plus T and B. Delayed release too. Full flash synchronization, plus electronic flash at 1/60th sec. Use with any flashgun having P-C cord. With Photomic Finder. Order Case below.

67 RP 553 K—With 50mm normal f/2.0 Auto-Nikkor lens. *Ppd.* Cash \$375.00
67 RP 554 K—With 58mm normal f/1.4 Auto-Nikkor lens. *Ppd.* Cash 440.00
67 RP 557 K—Nikon F deluxe Brown Leather Case. *Postpaid*. 18.50
67 RP 573 K—28mm Wide-Angle f/3.5 Auto-Nikkor. *Ppd.* \$169.50
67 RP 572 K—135mm Telephoto f/3.5 Auto-Nikkor. *Ppd.* 169.50

With Reflex Thru-the-Lens Viewing

Versatile MIRANDA DR f/1.9

Get Reflex Viewing Accuracy . . . Plus Rangefinder Focusing Speed

A Oh! That Miranda DR! . . . **Luxury Features at a Budget, Low Price.** A proven, popular, precision 35mm single-lens reflex camera . . . combining the accuracy of single-lens viewing with the speed and ease of coupled rangefinder focusing.

You're Doubly Sure your picture is sharp. No guesswork! Multi Split-Grid rangefinder—subject "snaps" into focus on brilliant ground glass screen. If your lens focus isn't right on-the-dot, a circle of diamond-shaped prisms appears in the center of the viewing screen—disappears when image is sharp and crisp. Clear circle around screen center lets you check depth-of-field by pressing a button.

Instant-Return Mirror . . . Whisper-quiet, vibration free. Fully automatic diaphragm reopens instantly after a picture, for convenient follow-up viewing. Removable prism finder. Fast f/1.9 Soligor 50mm lens quickly interchanges with other accessory lenses listed below. Wide-range focusing, as near as 17 inches. Unique design lens-mount accepts lenses from most other 35mm cameras, using special accessory adapter . . . write Bob Adams.

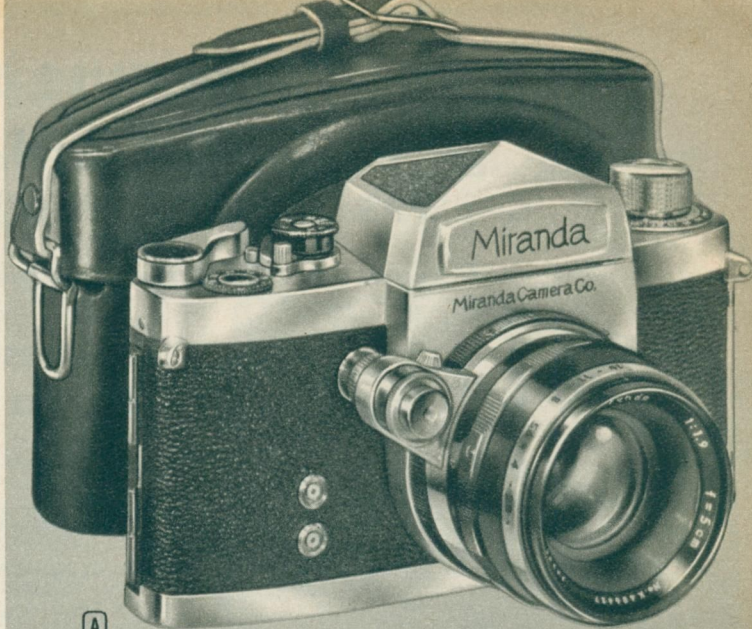
Focal Plane Shutter offers 12 speeds from 1 sec. to 1/500th sec. plus B. Fully M-X synchronized for flashbulbs and electronic flash. Use with any flashgun having P-C type cord. Rapid advance, short-stroke lever. Folding fast rewind crank. Supplied with one normal lens, and deluxe fitted leather Case.

67 R 536 K—Ship. wt. 4 lbs. See "Ship. Note." Terms, Page 38. . . . Cash \$159.95
67 R 2284 TT—Adapter Ring for Ser. 7 filters. From Chicago Stock. Wt. 2 oz. 4.98

Lenses and Accessories for the Miranda

- B C** **Matched Soligor Lenses.** Couple to Miranda. Pre-set (non-automatic diaphragm) type. Finest quality designs. Each supplied with fitted leather Case.
(B) 67 R 468 K—35mm Wide-Angle f/2.8. 6-element. Ship. wt. 10 oz. . . . Cash \$69.50
(C) 67 R 469 K—135mm Telephoto. f/3.5. 5-element. Ship. wt. 12 oz. . . . Cash 54.95
D 67 R 578 K—3-Pc. Extension Tube Set. 8, 16, 32mm lengths. For close-ups of 16 in. or less. Excellent for shooting small objects, etc. Ship. wt. 6 oz. . . . \$10.95

SHIPPING NOTE: Items above sent from factory warehouses at Chicago, New York, Dallas, Atlanta, Los Angeles. Pay postage from M.O. House nearest you. Allow time.



A

\$159⁹⁵
Cash

Wide-Angle Lens

\$6950



B

Extension Tubes

\$1095



D

Telephoto Lens

\$5495



C



- Removable Penta-Prism
- Split-Grid Rangefinder
- Ground-Glass Screen
- Depth-of-Field Preview
- Speeds 1 sec. to 1/500th
- Full Flash Synchronization
- Lens Mount Adapts to Other Popular Lenses
- Dozens of Lenses, Extras

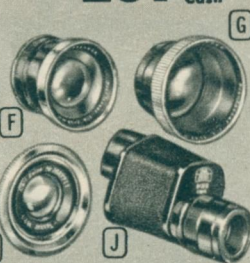
Anything Else You Want?
Just Write Bob Adams—See Pg. 56

ZEISS IKON Contaflex



German Zeiss

\$23750
Cash



Popular Contaflex "Super" 35mm Reflex

E **A Proven Design with Many Versatile Accessories Available.** Reflex viewing precision—extra bright picture. Split-image rangefinder action for easy focusing. **Built-in Light Meter** for exposure control. Simply center needle visible within finder, or atop camera. Meter dial is cross-coupled to camera settings. Synchro-Compur shutter offers 10 speeds from 1 sec. to 1/500th. Full M-X flash synchronization for all flash at all speeds. Popular P-C cord fitting.

Zeiss Tessar 50mm f/2.8 lens. Accessory component-type adapters easily added for telephoto or other special effects. Single-stroke film advance lever. Folding rewind crank. W. German made. Includes deluxe Zeiss leather case.

67 RP 470 LTT—Sent Postpaid, see Note below. . . . No Money Down, Cash \$237.50
67 R 2278 TT—Adapter Ring for above, for Ser. 5 filters. Ship. wt. 2 oz. . . . 2.19

- F to J** **Zeiss Ikon Accessory Lenses for "Super."** West German imports.
(F) 67 RP 472 LTT—35mm Wide-Angle f/4.0 Pro-Tessar Lens. Ppd. . . . Cash \$81.00
(G) 67 RP 473 LTT—85mm Telephoto f/4.0 Pro-Tessar Lens. Ppd. . . . Cash 84.00
67 RP 456 LTT—115mm Telephoto f/4.0 Pro-Tessar Lens. Ppd. . . . Cash 89.00
(H) 67 RP 474 LTT—1:1 Pro-Tessar Lens for copies, etc. Postpaid. . . . Cash 52.00
(J) 67 RP 475 K—8x30mm Monocular. Equivalent to f/16 400mm Telephoto lens. Shipped promptly from New York City Importer. Postpaid. . . . Cash \$99.00

NOTE: All Zeiss and Kodak Cameras and accessories above ending with "TT" are shipped from stock in Chicago only. If not Postpaid, you pay postage only from Wards M.O. House nearest you; allow extra time.

Kodak Retina



AGE 183

German-Made

\$19450
f/2.8 Lens
No Money Down

- Choose f/1.9 or 2.8—Extra Lenses Available
- Built-in Light Meter
- M-X Compur Shutter
- Synchronization for All Flash, All Speeds

Retina Reflex III . . . Kodak's Most Advanced 35mm Camera

K **Famous Quality and Precision** from Kodak's West German factories. Accurate eyelevel reflex viewing with split-image rangefinder focusing.

Built-in Light Meter cross-coupled exposure control. Dual indicators—visible within finder (as you shoot), atop camera (before and after shooting). All lenses couple automatically to this system. Superb Schneider-Retina optics.

Synchro-Compur MXV shutter speeds from 1 sec. to 1/500th. Synchronized for all flash (bulb and electronic) at all speeds. Use P-C cord. Single-stroke advance lever under camera body. Order Case, extra lenses below. Ship. wt. 3 lbs.

- 67 R 457 LTT—Retina Reflex with f/1.9 Xenon 50mm lens. Cash \$222.50
67 R 2287 TT—Adapter Ring for Ser. 7 filters for Retina f/1.9. Wt. 2 oz. . . . 4.98
67 R 459 LTT—Retina Reflex with f/2.8 Xenar 50mm lens. Cash 194.50
67 R 2280 TT—Adapter Ring for Ser. 6 filters for Retina f/2.8. Wt. 2 oz. . . . 2.49

Genuine Kodak Cases for Retina-Reflex III. Topgrain leather. Ship. wt. 8 oz.
67 R 513 LTT—For f/1.9 model \$15.95 67 R 512 LTT—For f/2.8 model \$12.95
67 R 494 LTT—28mm Wide-Angle 6-element f/4.0 lens. Ship. wt. 10 oz. . . . 78.50
67 R 569 LTT—135mm Telephoto 5-element f/4.0 lens. Ship. wt. 12 oz. . . . 79.50

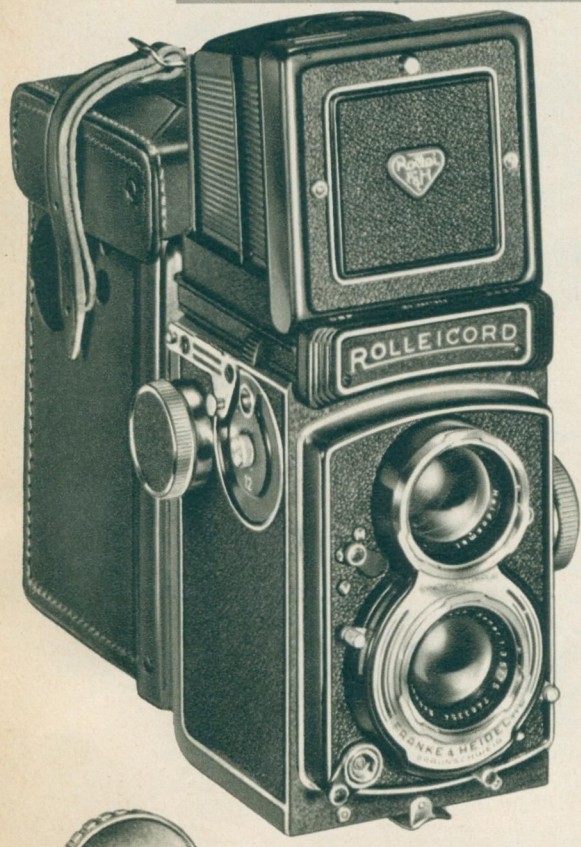
ALL WARDS 11

If You Didn't Get This From My Site,
Then It Was Stolen From...

www.SteamPoweredRadio.Com



WITH FULL-SIZE GROUND GLASS VIEWING



Newest Rolleicord Vb Permits 5 Picture Sizes*

- Sharp f/3.5 Xenar Lens
 - Shutter Speeds 1 sec. to 1/500
- \$145⁰⁰** Cash

LATEST ROLLEI Vb with removable focusing hood. Takes all Rollei accessories (order Flashgun below, left) plus special prism finder and projection attachment (write Bob Adams).

***Takes Up to 5 Picture Sizes.** Take 12 exp. (2 1/4 x 2 1/4 in. on 120 film. Special adapters (available from Bob Adams) also permit 16 exposures (either 1 5/8 x 1 5/8 or 1 5/8 x 2 1/4 in.), or 24 exposures (35mm or 828 size) . . . all using regular 120 film. Automatic spacing and counting in all picture sizes.

Semi-Automatic Advance. Once loaded, film stops automatically at each picture—just turn the wind knob, no window to watch.

Simplified EVS Single-Number Settings. Single control sets exposures—both lens and shutter are cross-coupled—may be uncoupled at will.

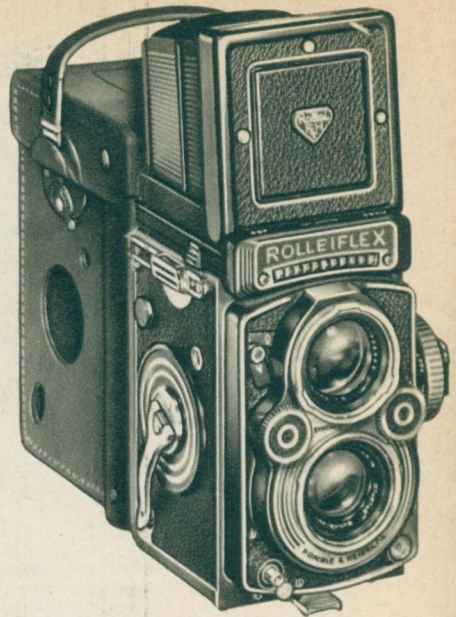
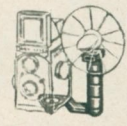
Sharp-Cutting, 4-Element f/3.5 75mm Schneider Xenar Lens with matched f/3.2 viewing lens. Syncro Compur shutter has speeds from 1 to 1/500 sec. and B. PC socket. Synchronized for all Flash at all speeds. Takes Series 5 filters using Adapter below. With genuine leather case. 67 RP 205 LTT—Postpaid. Cash **\$145.00**
67 R 2276T—ADAPTER RING, Size 508. Wt. 2 oz. 2.19

*For Rollei Accessories Not Listed in This Catalog Write to Bob Adams (see Page 56).

All Rollei cameras and accessories shipped Postpaid from Chicago Stock only—Allow Extra Time.

Hand Grip \$649

Grip for Reflex Cameras. Helps you hold camera more securely. Built-in accessory shoe for flash attachment. Grip fits all 2 1/4-in. size Reflex Cameras. 67R3213TT—Ship. wt. 8 oz. \$6.49



Automatic Rolleiflex "F" for Advanced Users

- Built-in Coupled Exposure Meter
 - Superb 5-Element Xenotar Lens
- \$275⁰⁰** Cash

Rollei With f/3.5 Schneider 75mm Lens . . . a professional camera with amateur ease. Built-in exposure meter—linked to lens diaphragm and shutter for convenience, accuracy. "Dial" camera setting by matching meter needles. EVS shutter may be uncoupled for flash pictures. All settings clearly visible atop camera.

Extra-Bright f/2.8 Reflex Viewing Lens. Reflex viewing and focusing on special Rolleiclear prismatic screen. Automatic parallax compensation. Single-motion hood with magnifier, sportsfinder for eye-level shooting. Automatic depth-of-field indicator.

Automatic Single Stroke film advance cocks shutter, counts exposures, prevents doubles, blanks. Fully automatic—no window to watch—stops automatically at next exposure.

Synchro-Compur MXV Shutter with 10 Speeds from 1 sec. to 1/500th sec. plus B Fully M-X synchronized—shoot all flash at all speeds. Built-in self-timer delayed release. Adjustment for exposure-correction when using filters. To use Series 6 filters, order Adapter Ring below. Includes fitted leather case. 67 RP 231 LTT—Postpaid. Cash **\$275.00**
67R2282T—Adapter Ring. Size 659. Wt. 2 oz. 2.49



Genuine Rollei Flashguns

Rolleiflash for No. 5, 25 and M-2, M-3 bulbs. Complete with B-C Battery and lens bayonet mounting clip. Shipped Postpaid. 67 RP 233 TT—For Rolleiflex Model F and old 3.5 G Model. Postpaid. Cash **\$24.95**
67 RP 228 TT—For Rolleicords and "Baby" Rollei 127. Shipped Postpaid. Cash **\$24.95**

Economical Yashica 2 1/4-in. Reflex Cameras

Order Wards Flashgun Pg. 17

Semi-Automatic Budget Yashica-D

- 9-Speed Shutter 1 Sec. to 1/500th
 - Fully MXF Flash Synchronized. All Flash at All Shutter Speeds.
- \$54⁹⁵** Cash

Full-Size Yashica . . . an excellent all-around camera. Takes 12 pictures 2 1/4 x 2 1/4-in. on 120 film.

Fast f/3.5 Yashicor 80mm Lens. 10-speed shutter—1 second to 1/500th plus B. M-X synchronization permits all types of flash at all shutter speeds. Order Clip-on Flashgun Pg. 17.

Semi-Automatic Advance frees you of window-watching. Turn the knob—film stops automatically at next exposure. Automatic exposure-counting too—no double-exposures, no blanks.

Handy Reflex Finder shows the full picture. Focus near as 3.3 ft. Folding magnifier—sportsfinder. To use lens accessories, order Adapter Ring at right. Includes fitted leather Case. 67 R 202 LT—Wt. 2 lbs. 8 oz. . . \$54.95

Shipping Note: Yashica Reflex Cameras shipped from Chicago, Baltimore or Oakland. Allow time.

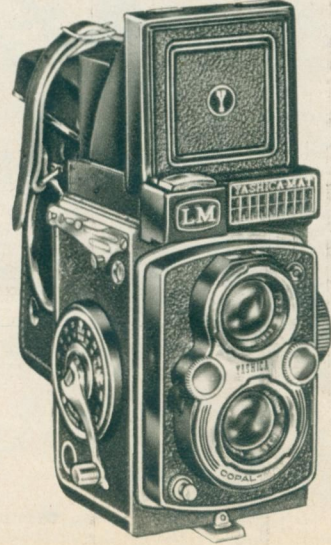
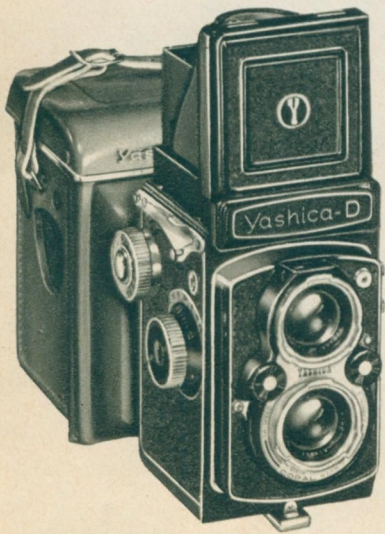
Yashica-Mat "LM" Deluxe Automatic

- Built-in Light Meter
 - Extra Miniature Waist-Level Viewfinder
- \$79⁹⁵** Cash

Just aim, read meter—and set controls. Get correct exposure. Fast f/3.5 Lumaxar 80mm lens—capable 4-element design. 10-speed shutter—1 sec. to 1/500th plus B. Fully M-X synchronized for all flash at all speeds.

Precise Reflex Viewing, Focusing. Bright circle and red lines on ground-glass, for easier focusing, framing. Built-in eye-level sportsfinder. Unique supplementary miniature waist-level brilliant viewfinder.

Fully Automatic lever-action advance. Just one stroke advances film. Get 12 2 1/4 x 2 1/4-in. exposures on 120 film. To use filters, order Adapter Ring below. With leather Case. 67 R 200 LT—Wt. 3 lbs. \$79.95
67R2276 TX—ADAPTER. Wt. 2 oz. 2.19



For People Who Love Pictures ... But Hate Photography

GUARANTEED* PICTURES EVERY TIME!

THE ELECTRONIC
fotron

**PERFECT
COLOR PICTURES
INDOORS
OR OUTDOORS**

EASY AS 1-2-3

1... SNAP

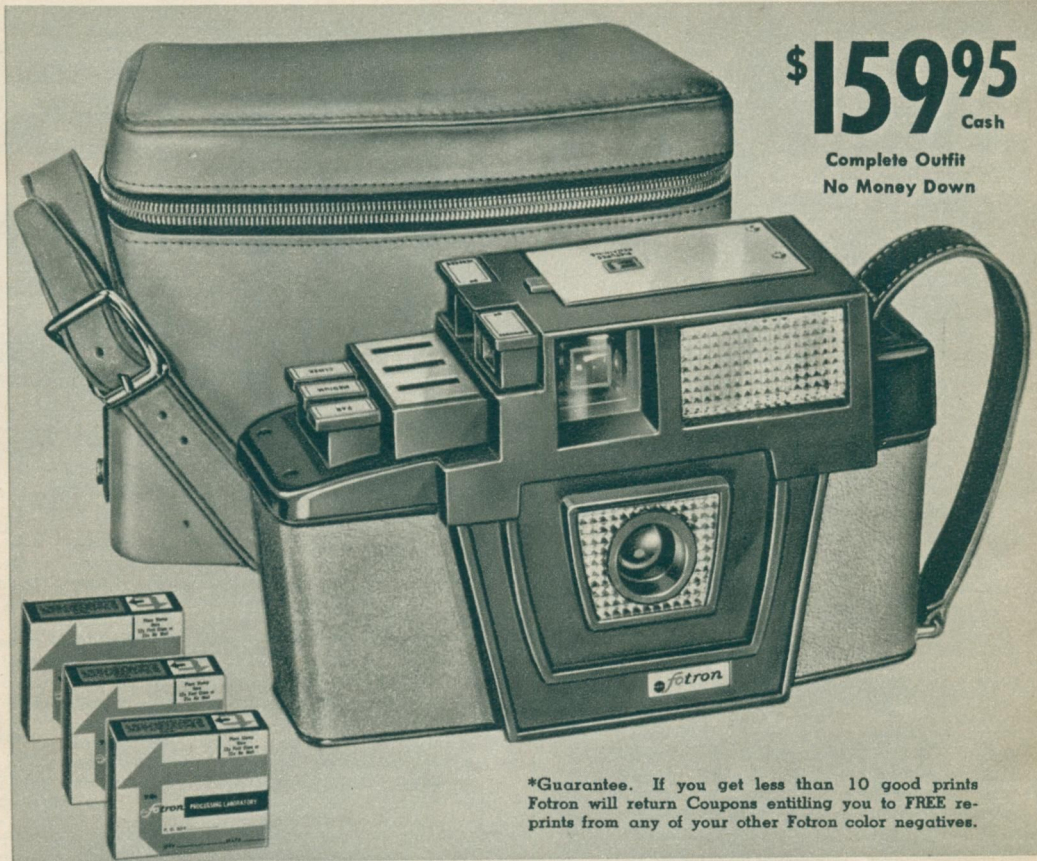
Snap in magazine... camera
is now loaded for 10 shots

2... PRESS

Press "indoors" or "outdoors"...
now you're ready for action.

3... PUSH

Push the taking button... and
you've taken a perfect color shot.



\$159⁹⁵ Cash
Complete Outfit
No Money Down

*Guarantee. If you get less than 10 good prints
Fotron will return Coupons entitling you to FREE re-
prints from any of your other Fotron color negatives.

Works Electronically ... Loads in 2 Seconds ... Takes Flash Pictures Without Flashbulbs

FOTRON ... A Space-Age Camera that eliminates the fuss in photography and brings out the fun. You simply push a button, get a perfect color picture, even in the dark. Where conventional "automatic" cameras ask you to perform 15 to 30 different steps, Fotron asks only 3. After 10 shots have been taken just snap out film magazine and mail for processing. That's all.

The complications of picture-taking have been invented away! Complete with built-in permanent storage battery good for 4000 shots—easily recharged overnight with power cord—never needs replacing.

So Easy To Use, the Fotron makes other "Automatic" cameras seem complicated. You never even touch the film. Just push a button and get a perfect picture—every time—even in the dark. The instant you push that button, Fotron takes over—automatically focuses the lens, sets the exposure, snaps the picture, moves the film (with built-in motor drive) to the next exposure. You get 10 full-color Kodacolor prints, 3½x3½-in. size, from each roll of film. Built-in electronic flash goes off every time you shoot. Completely foolproof. No double exposures or bad exposures.

Complete Outfit: Includes Fotron Camera with 3 snap-load Kodacolor Film Magazines, deluxe fitted Case.

67 RP 2L—COMPLETE OUTFIT (shown above). Postpaid. No Money Down.....Cash \$159.95
67 RP 1L—CAMERA ONLY. With one Film Magazine. Postpaid. No Money Down.....Cash \$139.95

Film Magazines For Fotron. 10 exposures in Snap-Load Magazine. Includes processing and large 3½x3½-in. album size color prints at no extra charges.

67 RP 1609—Postpaid....Each \$4.95; 3 for \$14.44

Pocket-Size Minolta "16"

Automatic Electric-Eye Sub Miniature
Still Camera for "Personal" Picture-Taking

Camera with Case \$6995

Black-and-White \$335 Color-Slide Film \$265

Color or Black-and-White
Film for Minolta "16"

Precision Sub-Miniature (only 4 inches long) is fully automatic, equipped with Electric Eye... get perfect pictures each time. Just aim and shoot. Easy two-position zone focusing for close-ups and distant scenes. Take color or black-and-white pictures on 16mm film (sold below).

Color Slides come back from processing in 2x2-in. mounts; can be viewed in any 35mm projector or hand viewer. And you can order prints too.

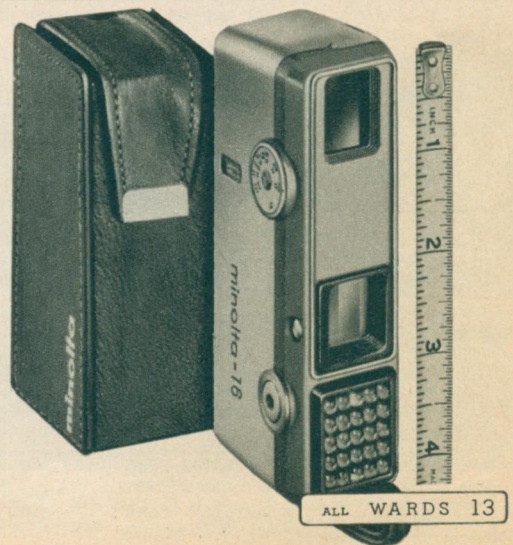
4-Element 25mm Rokkor f/2.8 Lens. Shutter speeds from 1/30 to 1/500 sec.—set automatically. Rapid thumb-wheel film advance. Bright frame finder. Synchronized for all flash—use any flashgun with PC fitting—see Page 17. Includes deluxe fitted leather case and wrist strap for easy toting. Ship. wt. 1 lb.
67 R 488LT—No Money Down, or Cash \$69.95

Prices for Minolta 16mm film includes prepaid processing mailer. Saves you time and money.

Kodak Tri-X Black-and-White Film. Fastest, finest quality film. Gives best results in dim light... indoors or outdoors. Speed: ASA 400.
67 R 1598T—Price includes developing and 20 prints—size 3x4 in. Ship. wt. 2 oz.....Each Roll \$3.35

Kodachrome II Daylight Color Film.
67 R 1599T—20 Slides in 2x2-in. mounts with Processing. Outdoor speed: 32 ASA. Wt. 2 oz. Each Roll \$2.65

Minolta Camera and Film shipped from Chicago, Baltimore or Oakland. Allow shipping time.



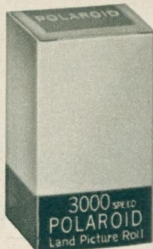
ALL WARDS 13

NOW ... POLAROID COLOR FILM

AT LAST . . . The Most Exciting News Since Polaroid Land "on-the-spot" pictures.



\$3.39
Type 38
Polacolor



\$1.59
Type 37
Black and White

NEW Polacolor . . . Only 50 sec. to finished print—6 pictures from each roll.

67 R 1600—Type 38 (2¾ x 3½ in.) Wt. 5 oz. **\$3.39**
67 R 1602—Type 48 (3¼ x 4¼ in.) Wt. 6 oz. **4.98**

Conversion Kits for Polaroid Color Film. Necessary for color. Fit only cameras below—for other models, write Bob Adams (Pgr. 56).

67 R 142 X—For Model J-66. Wt. 8 oz. **\$4.29**
67 R 143 X—For Model J-33. Wt. 8 oz. **4.29**

Notched Cutter Bar. Needed for easiest removal of plastic-coated Polacolor prints.

67 R 144 X—For Model J-66. Wt. 2 oz. **.45c**
67 R 145 X—For Model J-33. Wt. 2 oz. **.45c**

IMPORTANT: Do NOT ORDER POLAROID COLOR FILM OR ACCESSORIES ABOVE BEFORE JUNE 1, 1963.

Polaroid-Land Black-and-White Film

Polaroid Film	Type	Print Size	Cat. No.	Wt. Ea.	Rolls	6 Rolls
ASA 3000	37	2¾x3½ in.	67R1630	4 oz.	1.59	8.99
	47	3¼x4¼ in.	67R1631	6 oz.	1.99	11.44
Pola Pan 400	32	2¾x3½ in.	67R1601	4 oz.	1.39	8.19
Pola Pan 200	42	3¼x4¼ in.	67R1628	6 oz.	1.87	10.74



Widest-Range Electric-Eye Polaroid-Land . . . the "900"

OUTFIT \$189.50
Cash

(B) The "900" Takes Pictures in Any Light . . . Indoors, outdoors—sun or shade. No settings needed—Micro-Eye controls exposure automatically. Shutter speeds up to 1/1000 sec. Fully synchronized for Wink-Light, or electronic flash. Large illuminated frame optical finder combines viewing and range-finding.

Outfit: Camera, 2 rolls Type 47 film, Wink-Light with battery, 25 Postcarders, 2 Albums, Compartment Case. 67R100L—Wt. 11 lbs. No Money Down, Cash **\$189.50**
67 R 101 L—900 Camera only. Wt. 5 lbs. Cash **149.50**

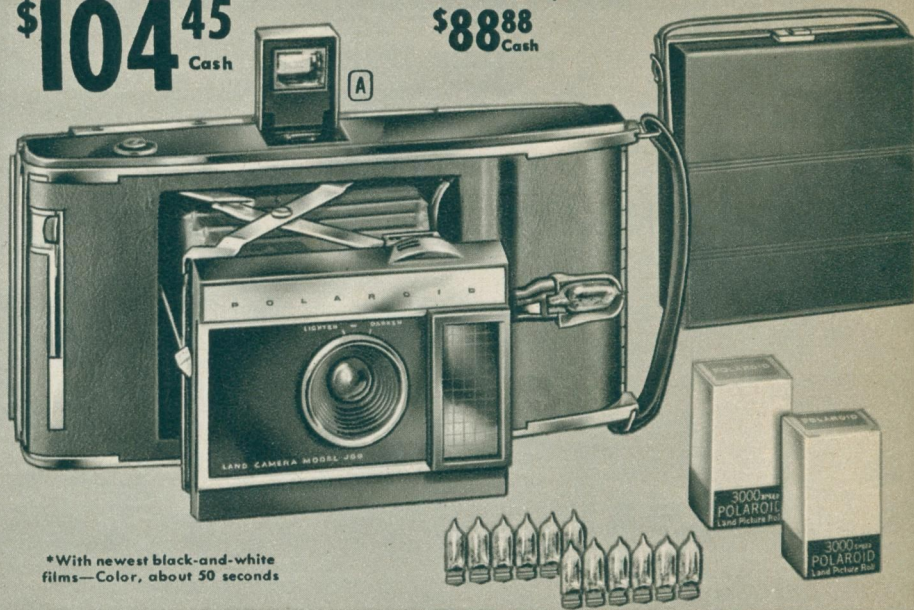
POLAROID 10-Second Pictures*

J-66 Outfit

\$104.45
Cash

J-66 Camera Only

\$88.88
Cash



*With newest black-and-white films—Color, about 50 seconds

(A) Automatic Electric-Eye J-66 . . . Simple push button operation makes it the easiest-to-use Polaroid-Land camera yet. No fussing—no focusing. Three buttons—red, white, blue—are numbered. Just count 1-2-3 and in 10 seconds see a perfect black-and-white print. Shoot color too, using new color film and conversion accessories sold at left. Takes large, album size 3¼x4¼-in. pictures.

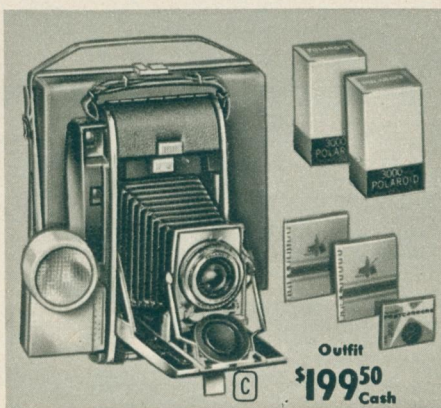
J-66 Outfit (Shown above) Includes: Camera, two rolls Type 47 black-and-white film, twelve AG-1 bulbs, plus fitted Compartment Case holding all.

67 R 137L—Wt. 9 lbs. No Money Dn. . . Cash **\$104.45**

Polaroid-Land J-66 Camera only. Described at left. 67R138L—Ship. wt. 5 lbs. No Money Dn., Cash **\$88.88**

Electric Eye controls exposure as you shoot. Warns when light is too dim for good results without flash. Built-in flashgun unfolds to accept tiny, economical AG-1 bulbs that brighten subjects up to 30 ft. away. (Use M3 clear bulbs with color film.) Flash adjusts for direct or extra-soft bounce lighting.

J-33 Polaroid Outfit. Compact, economical version of J-66. Takes wallet-size 2¾x3½-in. pictures using Type 37 film, or Color (using conversion accessories sold at left). Simple 1-2-3 push button operation. Includes Camera, one B & W Film, 6 Flash Bulbs, Case. 67 R 140L—Wt. 7 lbs. No Money Down, Cash **\$82.50**

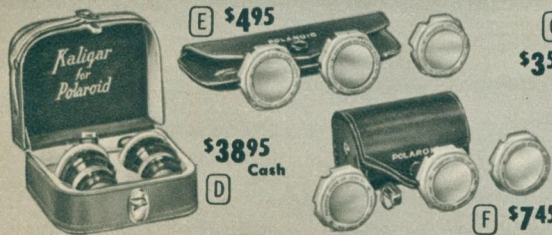


Deluxe Polaroid 110B

(C) Advanced, Refined "Pathfinder" Polaroid . . . for the professional or skilled amateur who wants versatility and broadest possible range. Not an automatic electric-eye camera, the 110B is for the photographer who wants to control exposure manually.

Fast f/4.7 German-made lens permits use in exceptionally dim light—stops down to f/45. Prontor SVS shutter—speeds from 1 sec. to 1/300th. Simplified EV (Exposure Value) number system. Self timer. Full flash synchronization. Coupled rangefinder and deluxe viewfinder. Takes large 3¼x4¼-in. pictures. Rugged, heavy-duty construction.

Outfit: Camera, Wink-Light with battery, 2 rolls Type 47 Black-and-White film, 25 Postcarders, 2 Albums, Compartment Case. No Money Down. 67 R 115LT—Outfit. Ship. wt. 10 lbs. . . . Cash **\$199.50**
67 R 110LT—Camera only. Wt. 5 lbs. . . . Cash **169.50**
"T" Items From Chicago, Balt. or Oak. Houses.



(E) \$495

(D) \$389.50
Cash

(F) \$745

(D) Add Telephoto and Wide-Angle Lenses to your Polaroid camera (models 80, 95, 150, 800, 850 and 900 only).

TELEPHOTO adapter doubles image size—WIDE-ANGLE increases image area 75%. Special combination VIEWFINDER shows accurate composition—has special bracket to accept clip-on flash. Shipped promptly from Chicago, Baltimore or Oakland Stock.

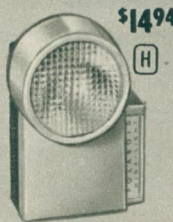
14 WARDS ALL2 67R154LT—Ship. wt. 2 lbs. **\$38.95**

(E F) Polaroid Lens Accessories. Fit all models except 110, 110A, J-33, J-66.

(E) Filter Kit darkens skies, brings out clouds—controls reflections. 3 filters plus case. 67 R 2406—Ship. wt. 6 oz. **\$4.95**

(F) Portrait Lens Kit permits subjects near as 6 in. 3 lenses, measuring tape, case. 67 R 2407—Ship. wt. 8 oz. **\$7.45**

(G) Flip-File Album holds 90 large Polaroid 3¼x4¼-in. prints. Clear acetate hinged sleeves. 67 R 6060 X—Brown covers. Ship. wt. 1 lb. **\$3.59**



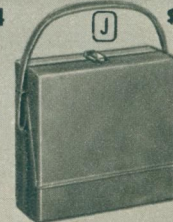
(G) \$3.59

(H) \$1494

(H) Wink-Light Attachment. Genuine Polaroid-Land. Automatically synchronized to shutters of models listed below. With 4S Filter, battery, Case. 67 R 119—For 80A, 80B, 150, 800, 850, 900, 100A, 110B. Wt. 1½ lbs. **\$14.94**

67R120—For Models 95, 100, 700 only. Ship. wt. 1 lb. 8 oz. **\$14.94**

Extra Battery and Bulb for (H) above. 67 R 126—Ship. wt. 8 oz. Set **\$1.95**



(J) \$775

Universal Case

(J) Holds all Polaroid cameras except 80-series. Rugged—economical. Tan Tolex plastic looks like leather, wears like iron. Aluminum trim. Adjustable shoulder strap. Size overall: 10¾x11¼x3¾ in. Holds camera, film and smaller accessories.

67 R 133—Wt. 4 lbs. **\$7.75**

Polaroid Timer

A "Must" with new Polacolor Film. Exact developing time can be set, avoid expensive guesswork. 67 R 148—Wt. 6 oz. **\$5.95**

NEW . . . EXCLUSIVE 127 Ready Flash

- Get Perfect Snapshots Indoors or Outdoors.
- Especially Good for Children and Students.
- Just Aim and Shoot for Perfect Pictures.
- Shutter Is Synchronized For Flash Pictures.
- Automatic Double-Exposure Prevention.

Wards Wonderful New Camera Outfit

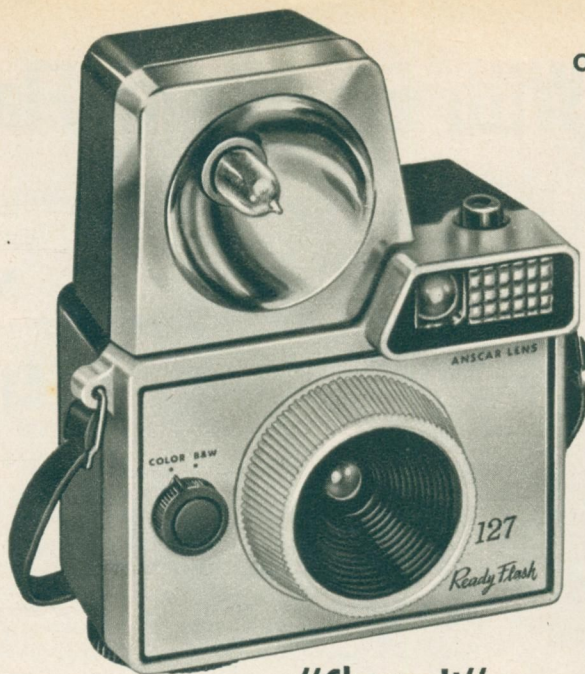
Nothing to Do But . . . just sight subject in bright eye-level viewfinder and shoot. Take pictures as close as 5 feet away to as far as the eye can see . . . fixed focus lens makes everything sharp . . . frees you from complicated adjustments. Automatic film counter won't let you take a double exposure . . . saves on film.

Neat, Compact-Size Camera . . . easy to tote, has clip-on neck strap. Complete with plug-in flash attachment . . . no extras to carry but the tiny, low-priced AG-1 bulbs.

Guaranteed too . . . Factory will replace this camera if it fails for ANY reason within 1 year of purchase. No charge will be made if found defective in the first 90 days; a 50c handling charge will be made thereafter.

Takes All Three Popular Sizes . . . 2x2-in. Superslides, Kodacolor prints or black-and-white prints. Takes 12 exposures on inexpensive 127 film. Smart two-tone gray body. Attractive red and black vinyl compartment case with shoulder strap.

67 R 33—Complete Outfit. Ship. wt. 3 lbs. . . . \$8.88



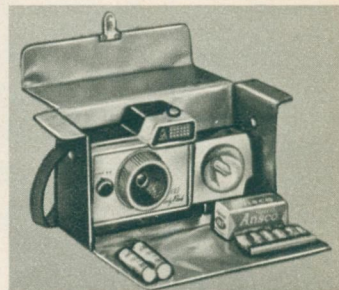
"Charge It"

See Pg. 38

COMPLETE OUTFIT

\$8.88

- Camera plus handy case, Flashgun, Batteries, B&W Film, 6 AG-1 Bulbs.
- Takes 2x2-in. Color Superslides, Kodacolor or Black and White Prints



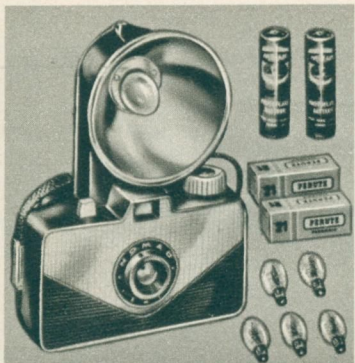
IMPERIAL LARK

Economical 127 Camera **\$4.97**
with Built-in Flash **Outfit**

Exceptionally handy and easy to use. Flashgun uses thrifty AG-1 bulbs. Shoot indoors or out. No focusing needed—just aim and snap.

Takes All 3 . . . 2x2-in. Superslides to project or view, plus Kodacolor or B&W album prints. Takes 12 shots on 127 film. Includes: Camera with built-in flash, 2 batteries, four AG-1 bulbs, one roll black-and-white film.

67 R 13—Ship. wt. 3 lbs. Outfit. **\$4.97**



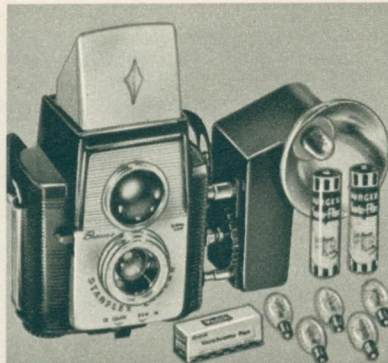
SAWYER NOMAD

Special Purchase **\$6.88**
127 Camera Outfit **Outfit**

Just Aim and Shoot. Nothing to set. Takes clear, sharp pictures in color or black-and-white.

Takes 8 Exposures each 127 roll—large album prints about 3 1/2 x 5 inches. Handy plug-in flashgun uses popular M-2 bulbs. Outfit Includes: 127 Camera, Flashgun with batteries, six M-2 bulbs, 2 rolls black-and-white film.

67 R 15—Outfit. Ship. wt. 3 lbs. **\$6.88**
67 R 18—Case. Ship. wt. 8 oz. . . . **1.89**



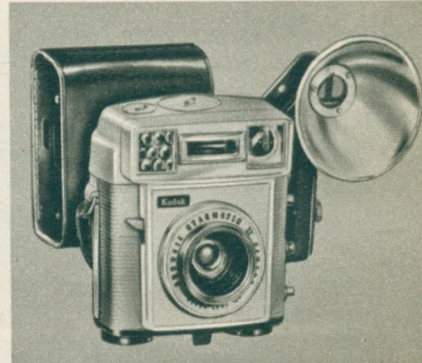
KODAK STARFLEX

With Big, Bright Waist **\$15.97**
Level Finder With Hood **Outfit**

Takes All 3 . . . Kodacolor and B & W snaps, color superslides. Get twelve pictures on 127 film. No focusing. Double exposure prevention.

Easy-Viewing reflex finder shows your subject clearly. Ideal for those who wear glasses. Folding hood.

Includes: Camera, Flash, 2 batteries, 6 AG-1 bulbs, and 1 roll B&W film.
67 R 8—Ship. wt. 3 lbs. . . . **\$15.97**
67 R 99—Case. Ship. wt. 8 oz. . . . **1.89**



KODAK STARMATIC II

Electric Eye Sets **\$36.97**
Perfect Exposure **Outfit**

Automatically Takes correctly exposed shots in color or black-and-white without any tinkering. Warns if light is too dim.

Takes All 3 . . . color or black-and-white album snaps about 3 1/2 x 3 1/2 in. using 127 film . . . plus color Superslides that you can show with most slide projectors. Act. wt. only 8 oz. Less than 4 in. high. Outfit Includes: Flash-gun (takes M-2 bulbs) 2 pen-light flash batteries, Case.

67R411L—Outfit. Ship. wt. 4 lbs. Cash **\$36.97**

HANDY CAMERA ACCESSORIES



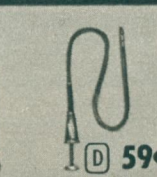
A Alexp Self Timer delays shutter release about 18 sec. Tapered thread fits all cameras except Kodak.
67 R 2348—Wt. 4 oz. . . . **\$2.49**



B Autoknips II Timer provides 15-sec. delayed release and controlled time exposure up to 10 sec. Use with cable release.
67 R 2349—Wt. 5 oz. . . . **\$3.29**



C Jeweler's Screwdriver Set. 5 interchangeable blades with handle.
67 R 2176—Plastic case. Wt. 4 oz. **\$1.29**



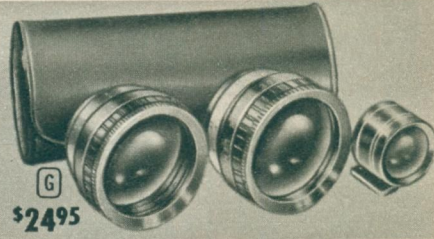
D Cable Shutter Releases for popular cameras. 10 in. long. Ship. wt. 4 oz.
67 R 2314—For Kodak shutters. . . . **59c**
67 R 2310—Tapered thread—fits most German and Japanese shutters. . . . **59c**
67 R 2312—Tapered. with Time lock. **89c**
67 R 2313—With Leica-type cap—fits Lordox cameras. With "Time" Lock. **89c**



E Lens Brush. Lipstick-type case works like magic. Camel hair brush removes dust and lint without creating static electricity—screws in and out of gold-finish metal 2-inch case.
67 R 2316—Ship. wt. 3 oz. . . . Each **95c**

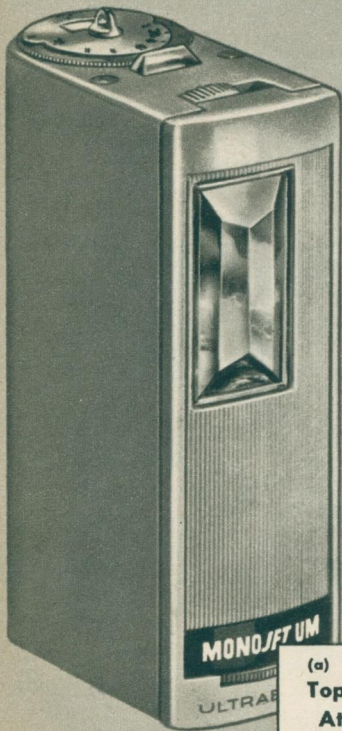


F 2-Pc. Lens Cleaning Set. Kodak lens cleaning fluid in 1-oz. squeeze bottle, and one pack of Wards lens lint-free cleaning tissue.
67 R 1327—Set. Ship. wt. 6 oz. . . . **95c**



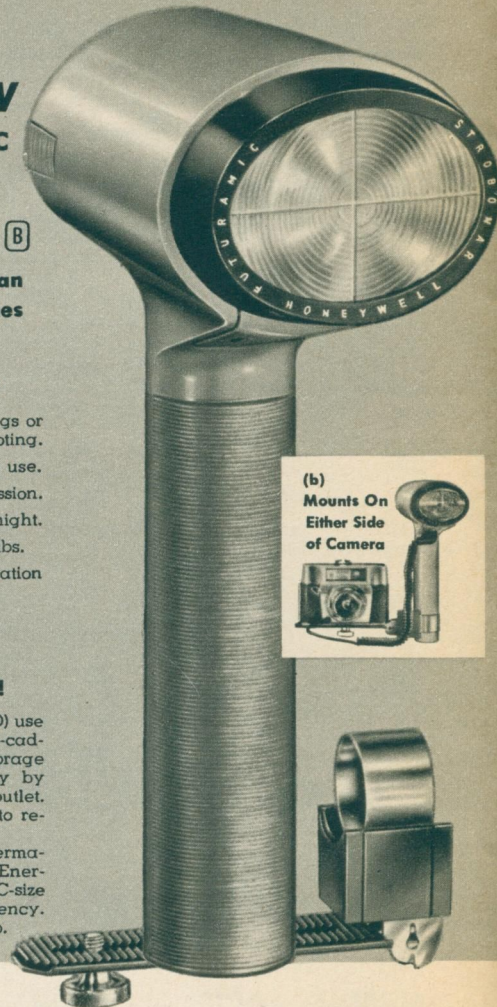
G Alexp Auxiliary 2-Lens Kit adds Telephoto and Wide-Angle versatility. Use with 35mm cameras having f/1.9 or slower lenses, Polaroid-Land, twin-lens reflex and 2 1/4 x 3 1/4-in. cameras. Attach using your Adapter ring. Telephoto is about 2-power, wide-angle increases area about 75%. With special clip-on viewfinder. Cowhide case. Japanese. From Chicago, Baltimore or Oakland—allow time. Ship. wt. 1 lb.
67 R 2318 LT—Fits Ser. 5 Adapters. . . . **\$24.95**
Kit for Ser. 6 Adapters.
67R2319LT—Wt. 1 lb. **\$29.95**

With Electronic Flash You're Always



NEW
MONOJET UM
\$59.95 Cash (A)
 Extra Small . . .
 All in One Unit

NEW
STROBONAR 65C
\$79.95 Cash (B)
 Extra Powerful . . . Can
 Use Flashlight Batteries



8 REASONS WHY ELECTRONIC FLASH IS BEST:

1. **No More Fumbling** for flash bulbs at important events like weddings or graduations where "once-in-a-lifetime" shots demand speedy shooting.
2. **No Forgetting to Re-load.** Electronic flash unit is always ready to use.
3. **You Never "Run Out" of Flash Bulbs** in the middle of a shooting session.
4. **Use Outdoor Color Film** for all color shots—indoors or out, day or night.
5. **No Spent Flash Bulbs to Dispose of**—no need to retrieve "hot" bulbs.
6. **Stops Action**, including camera movement. Lightning-fast flash duration will stop action with any camera, regardless of shutter-speed.
7. **Glareless Light . . .** Ideal for portraits; eliminates "hot" spots.
8. **Take Better Pictures . . .** use the same amount of light every time.



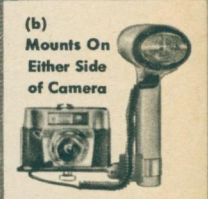
(a)
**Top Mount
 Attaches
 Easily to
 Camera Shoe**

Small, Compact Size . . . Fits Easily Into The Palm Of Your Hand. Takes Very Little Space In Your Gadget Bag.

Now . . . No More Batteries to Buy!

Here's Why: These electronic flashguns (A) to (D) use their own permanent-type high quality nickel-cadmium batteries you need never replace—storage batteries you recharge, fresh-as-new, simply by plugging the flashgun into the nearest wall outlet. No worry, no waste—no expensive batteries to replace. No other maintenance.

New Strobolar 65C lets you replace its "Permacad" nickel-cadmium cells, with regular "Energizer" magnesium-alkaline cells (type E-93), C-size Photoflash or even flashlight cells, in an emergency. All, (A) to (D), work off AC wall current too.

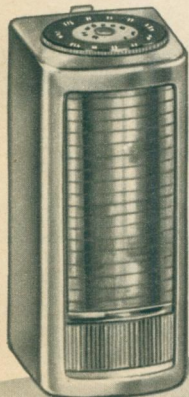


(b)
**Mounts On
 Either Side
 of Camera**

New Ultrablitz Monojet UM

- Nickel-Cadmium Battery . . . Rechargeable on 110-220 Volt AC Outlet.
- Gives 70 to 80 Flashes Per Charge . . . Recycles in 8 to 12 Seconds.
- Wide Angle Reflector Covers 70° Field of View Evenly, Without Hot Spots.

(A) **Tiny Electronic Flash Packed With Plenty of Power . . .** weighs only 14¾ ounces. Transistor-controlled relay . . . heart of a monitoring circuit that assures uniform light output from first flash to last for consistent exposure. 1/1000 second flash duration "freezes" fast action, eliminates blurred pictures. Fast flick of light also eliminates camera movement that often spoils pictures. Powerful condenser provides enough power for a Kodachrome II Guide No. 50. Audible and visible ready light, exposure guide dial, PC cord.
 67 R 3477 LT—Wt. 2 lbs. See "Note" below. Cash \$59.95



Ultrablitz "Cornet" M

Compact Flashgun, Separate Power Pack \$37.50



(c)
**Mounts
 Top
 Camera
 Shoe**

- Quick Rechargeable Nickel-Cadmium Battery.
- Takes Only 9 to 12 Seconds for Recycling.
- 50 Flashes Per Charge

(C) **Takes Hundreds of Pictures for Only Pennies.** No batteries to buy—has built-in permanent nickel-cadmium rechargeable battery. Also operates from 110-120 volt AC wall outlet.

Freezes Action at 1/1000 second flash—Kodachrome II Guide No. about 50. Extra wide 65° coverage. Built-in calculator, PC shutter cord. Feather-weight, compact 2-pc. design with separate power pack. From W. Germany.
 67 R 3450 L—Ship. wt. 2 lbs. . . Cash \$37.50

Honeywell Strobolar 65C

- Operates on Interchangeable Nickel-Cadmium Battery or Household Current.
- 3 Power Transistors for Even Light Output, Fast 6 to 12 Sec. Recycling.
- "Freezes" Action at 1/1500th Sec., Gives Sharp, Clear Picture Every Time.

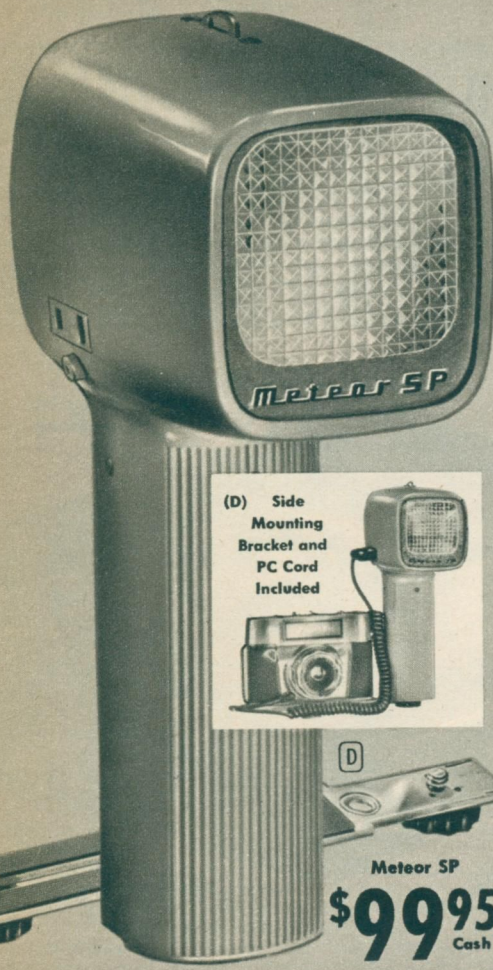
(B) **Ideal for Color Pictures . . .** unique design gives even light distribution over full picture area for all normal lenses. Rapid burst of glareless light doesn't bother subjects being photographed. Throws a 50° standard beam. Readylight signals when flash is recharged and ready to shoot. Completely portable . . . uses 3 Energizers, or 4 Permacads (incl.), or works directly from any 110-120 volt AC outlet. Exposure calculator dial. Kodachrome II Guide No. 75. Includes Folding Bracket, ASA, PC shutter cord, AC cord, and set of Permacad ½C cells.
 67 R 3481 LT—Ship. wt. 4 lbs. See "Notice" below. Cash \$79.95

COMPARISON CHART Electronic Flash Guns Can Be Used On Any Camera with "X" Synchronization PC Fittings.

Feature	(A) Monojet UM	(B) Strobolar	(C) Cornet	(D) Meteor SP
Kodachrome II Mfg. Guide No.	50	75	50	70
Average Batt. Recycle Time	8-12 Sec.	6-12 Sec.	9-12 Sec.	7-8 Sec.
AC Recycle	12 Sec.	12 Sec.	12 Sec.	12 Sec.
Battery Power Supply	Permanent Rechargeable Nickel-Cad Batt.	Interchangeable Nickel-Cad or Energizer Cells	Permanent Rechargeable Nickel-Cad Batt.	Permanent Rechargeable Nickel-Cad Batt.
Average No. Shots Per Charge	70-80	40-65	50	100
Power Supply Recharger	110-220 V. AC Cord Supplied	110-V AC Cord Supplied	110-V AC Cord Supplied	110-220-V AC Cord Supplied
Replacement Cost of Power Supply	Permanent Power Supply	Permanent or E-93s (\$1.62)	Permanent Power Supply	Permanent Power Supply
Actual Weight	14¾ oz.	31 oz.	23 oz.	34 oz.
Operates on 110-V AC	Yes	Yes	Yes	Yes

SHIPPING NOTICE: Items ending with letter "T" are shipped promptly from Stock at Chicago, Baltimore and Oakland—Allow Extra Time.

Ready to Shoot!



(D) Side Mounting Bracket and PC Cord Included

Meteor SP
\$99⁹⁵
Cash

Ultrablitz "METEOR SP"

- Rechargeable Nickel-Cadmium Battery.
- Compact One-Piece Unit, Handles Easily.
- Delivers up to 140 Flashes Per Charge.

(D) Transistorized Electronic Flash for the Professional that needs extra-strong, dependable lighting. Here's a one-piece electronic flash with 80-watt second power that weighs only 34 ounces and will deliver as many flashes as you'll ever need. Powered by rechargeable nickel-cadmium batteries or 110-220-volt AC. Full or half power switch.

Automatic Monitoring Circuit for constant light output. Guide No. 52 for Kodachrome II. 60° angle of illumination. Includes: PC coil cord, mounting bracket, AC cord, one battery and battery recharger. See "Ship. Notice" opposite page.
67 R 3476LT—Ship. wt. 2 lbs.Cash \$99.95

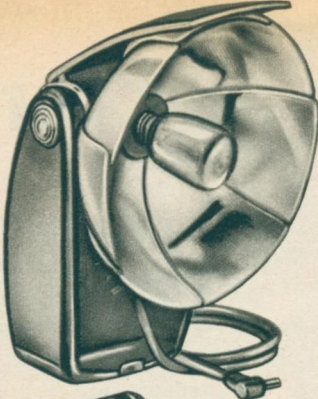
Wards Quality Flash Accessories and Batteries

(J) 3-Way Plastic Flash Safety Shield. One side blue, one side diffused white, one side clear plastic.
67 R 3249—Ship. wt. 2 oz.Only 29c

(K) Synchronized Shoe Adapter. Adapts cameras with synchronized shoe flash fittings for use with clip-on type flash units having PC shutter fitting.
67 R 3224—Ship. wt. 4 oz.Only \$2.25

(L) Alpex Bounce Flash Bracket. Has ball and socket for adjusting flash to bounce off walls or ceilings. One end fits camera accessory shoe. All metal.
67 R 3239—Ship. wt. 6 oz.Only \$2.49

(M) Wards Energizer Batteries. Heavy-duty alkaline-type cells. Give up to 10 times longer service than regular batteries. Especially fine for electronic flash guns or other heavy-duty application. U.S. made.
67 R 3226—E-95 "D" SIZE. Ship. wt. 4 oz.Each 69c
67 R 3221—E-93 "C" SIZE. Ship. wt. 2 oz.Each 54c
67 R 3220—E91 "AA" SIZE. Ship. wt. 2 oz.Each 49c



(E) **AGFALUX**
Imported from Western Germany

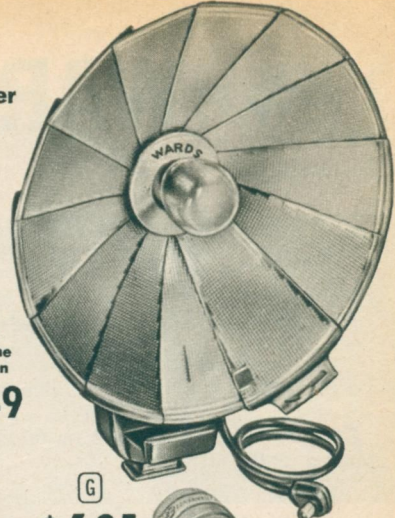
Folds up into neat, flat case for easy carrying.

\$875

FLASHGUNS with B-C Power for Sure Flashes



(F) **Wards Magazine Flashgun**
\$349



(G) **Wards B-C Flashgun**
\$695
Folds to Pocket Size
Complete with Zip Case

Compact, Pocket-Size Flashguns . . . Easy to Tote

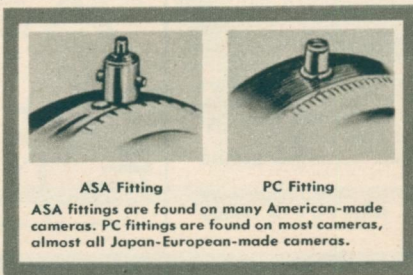
(E) Agfalux Gun for any camera equipped with accessory shoe at top of camera. Flashgun slides onto track of shoe and is held firmly in position. Fits Cameras equipped with PC fitting (see below) which is found on most European-made cameras. Takes M-2 and M-3 bulbs only. Complete with long-lasting B-C battery. Folds into a compact pocket size. Sturdy plastic housing. Made in W. Germany.
67 R 499—Ship. wt. 8 oz.Complete \$8.75

(F) Wards Magazine Repeating Flashgun . . . New! . . . Clear plastic, quick-loading magazine takes 6 bulbs . . . provides 6 flashes quick as you flick the trigger. Uses economical AG-1 bulbs. With: test light, built-in flash calculator on back, leatherette case. Accessory shoe on base for attaching to camera. Fits Cameras equipped with PC fitting (see below) which is found on most European-made cameras. Requires 15-Volt Battery (order 67 R 3231 below). Plastic construction.
67 R 3215—Ship. wt. 8 oz.Only \$3.49

(G) Wards B-C Flash. Collapses into convenient pocket size when not in use . . . opens instantly to full-size reflector. Slides onto accessory clip of any camera with accessory shoe fitting. Built-in ready-light on back assures you that battery is OK, and bulb is ready to fire . . . eliminates wasted film.

Fits both ASA and PC shutter fittings (pictured and explained below). Convertible socket accepts both bayonet and M-base lamps (No. 5, 25, M-2 and M-3, etc.). Built-in ejector expels spent bulbs. Convenient exposure calculator on back of gun. Body made of high-impact plastic. B-C battery and zippered case are included.
67 R 3202—Ship. wt. 8 oz. \$6.95

For Free Photo Help Just Write to Bob Adams, Wards Expert On Photography. Be sure to write fully. . . include all details. If you have a technical problem, describe your materials and equipment . . . see Page 56 for further details.



ASA Fitting PC Fitting
ASA fittings are found on many American-made cameras. PC fittings are found on most cameras, almost all Japan-European-made cameras.

5-Foot Extension Flash Cord for Off-Camera "Bounce" Light

\$198



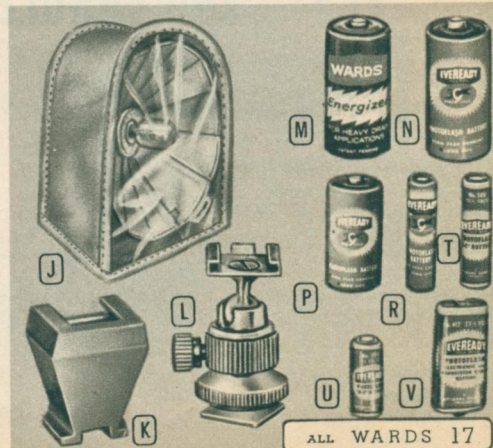
Improve Your Flash Pictures, with professional style "bounce" or off-camera lighting . . . permits wider lighting range. Plugs in between camera shutter with PC type fitting and flashgun with PC type fitting.

67 R 3263—Ship. wt. 6 oz.Only \$1.98

(N) (P) (R) Eveready Photo-Flash Batteries. Designed especially for flash work, have extra amperage for dependable power—build up charge while not in use for "9-lives." Guaranteed fresh. Last longer than flashlight batteries.

(N) 67 R 3228—E850 "D" CELL, about diameter of 50c coin. Ship. wt. for two, 6 oz.2 for 45c
(P) 67 R 3229—E835 "C" CELL, about the diameter of 25c coin. Ship. wt. for two, 6 oz.2 for 45c
(R) 67 R 3230—E815 "AA" SIZE PENLIGHT CELL. Ship. wt. for two, 4 oz.2 for 45c

(T) (U) (V) Eveready B-C Photo-Flash Batteries—give dependable flash for about a year. Designed especially for use with Battery-Condenser flash units. Guaranteed fresh. Ship. wt. each, 2 oz.
(T) 67 R 3227—E505 PENLIGHT SIZE, 2 1/2 volt \$1.39
(U) 67 R 3231—E504 SHORT PENLIGHT, 15 volt. 1.05
(V) 67 R 3232—E412 STANDARD SIZE, 2 1/2 volt 1.39





WARDS Projectors Show Up to

YOU GET 5 YEARS OF FULLY GUARANTEED PERFORMANCE* . . .

NEW and Exclusive at Wards!

Neat and Nice! Slick modern styling . . . a pleasure to look at or to watch perform. Slim low silhouette. Can't teeter or tip. Compact—just 5 x 11 x 12 in. Rugged all-metal body.

Power-Packed 500-Watt Illumination!

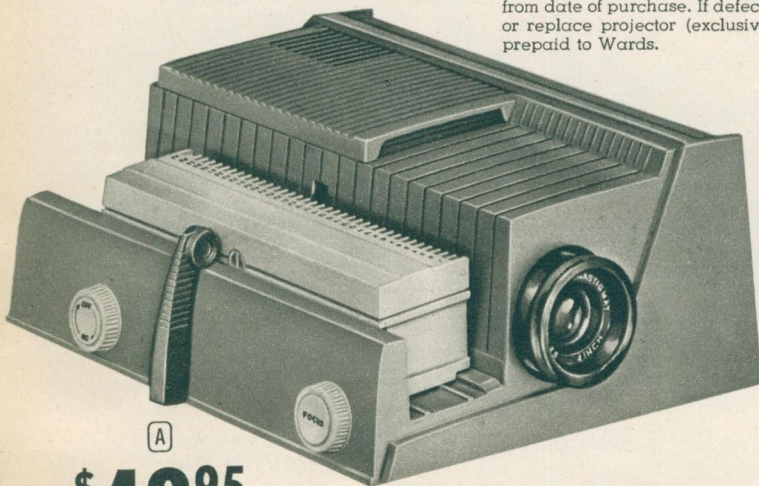
Brings out all the rich color and beauty of your slides . . . a brilliant answer to your projection needs. Turbine blower super-cools lamp for extra life. Slides pre-warmed to reduce "popping." Shows slides Bright, Sharp!

Show All 2x2-inch Color Slides

35mm, 828 Bantam or 127 Superslides—intermixed in any order—and in all cardboard, and most glass or metal mountings. Versatile! 4 inch f/3.5 lens gives full-size picture in smaller rooms. Big, Even Scene!

*MODELS 111, 222 AND 333 GUARANTEED against defects in materials and workmanship for 5 years from date of purchase. If defective, Wards will repair or replace projector (exclusive of lamp) if returned prepaid to Wards.

Satisfaction Guaranteed



A

\$48⁹⁵
Cash

NO MONEY DOWN!
See Terms, Pg. 38



B

\$58⁹⁵
Cash



MODEL 111

. . . with Economical Manual Slide Changing Action

A WARDS "111" . . . A Fine Way to Start slide projection fun. Easy, economical fully manual controls. Simple push-pull movement of carrier changes your slides, forward or in reverse.

Controls conveniently located on panel. Offers all fine features described at top of these pages. Self-cased. With one versatile 36-slide Easy-Edit tray—order more from right-hand page.

67 R 697 M—Ship. wt. 17 lbs. Cash \$48.95

67 R 3474—Adapter to use 100-slide Rotary tray with projectors (A) and (B). Ship. wt. 6 oz. . . \$2.00



MODEL 222

. . . with Easy Remote Control Push-Button Slide Changing

B WARDS "222" . . . Arm-chair Ease Added to Your Shows. Enjoy all the fine features described above, plus remote control up to 10 ft. from the projector. Your slides change by just a finger's touch to the remote control button resting in your palm.

Just Press . . . Projector advances to the next scene. Also changes in reverse, when you pre-set knob on projector. Use manual changer too if you wish. Horizontal tilt control knob. Includes one 36-slide Easy-Edit tray—order more from right-hand page. Self-cased. Includes remote control unit and cord.

67 R 698 M—Ship. wt. 17 lbs. Cash \$58.95

FACTS YOU SHOULD KNOW ABOUT COLOR-SLIDE PROJECTORS

Select Your Projector for the slide size you expect to show. All 2 x 2-in. projectors sold by Wards are designed to accept all 3 types—35mm, 828 Bantam and 127 Superslides.

To Show Big Slides, the 2 3/4 x 2 3/4-in. size obtained from 2 1/4-in. color transparencies, see projectors on Pg. 20. Some 2 3/4 x 2 3/4 in. models will show 2 x 2-in. slides individually.

Number of Slides depends on the type of slide tray a magazine-type projector uses. Most hold 36 to 40 slides. Get extra capacity from newest models holding 80 to 100 slides.

All Projectors handle cardboard and plastic-mounted slides. Most will also take thin glass or metal slides as well.

About Remote Control. All models we sell have full manual controls at the projector. Some deluxe models also feature electrically powered slide changers that operate at the touch of a button some distance from projector. Most of these will change slides both in forward and reverse directions.

Remote Focusing is the latest touch. The projector has a built-in electric motor that moves the lens to sharpen-up focus as you press a button on the remote control.

This is valuable since slides will vary slightly in thickness, changing the sharpness. Full remote control—changing and focusing—lets you control the show without moving from your easy chair.

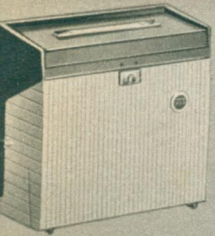
Picture Brightness on the screen is indicated by lamp wattage. A 300-watt projector is adequate for smaller, darkened rooms. 500-watt projectors are most popular, produce extra-bright color-slide showings.

Most Lenses have focal-lengths of 4 or 5 inches—suitable for average room-size viewing. For longer distances, over 20 ft.—write Bob Adams (Pg. 56) for a suitable lens (such as a 7-in.) to fit your projector.

Projector Lamps Guaranteed for their rated life. If your lamp burns out prematurely, return *only the lamp* to Wards for replacement, not the complete projector. We recommend ordering an extra lamp with your new projector so you'll always have a spare.

100 Slides... Guaranteed 5 Years

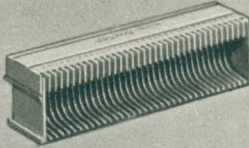
AND THESE QUALITY FEATURES ON ALL 3 MODELS



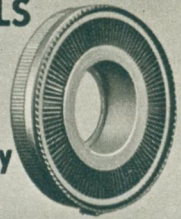
Easy Toting Too... Self-Cased

Practical slip-on case readies projector for prompt, protected storage... or trim travel ease.

Regular 36-Slide Tray



Big, New 100 Slide Rotary Tray



TAKE BOTH TRAYS

SHOWS

- Picture after
- Picture after
- Picture after
- Picture after
- Picture after
- Picture after
- Picture...

BY REMOTE CONTROL

- Using 100-Slide Rotary Tray
- Takes Easy-Edit 36-Slide Trays Too!

WITH REMOTE CONTROL UNIT AND ROTARY TRAY

\$78⁹⁵ Cash

(C) NO MONEY DOWN
See Page 38



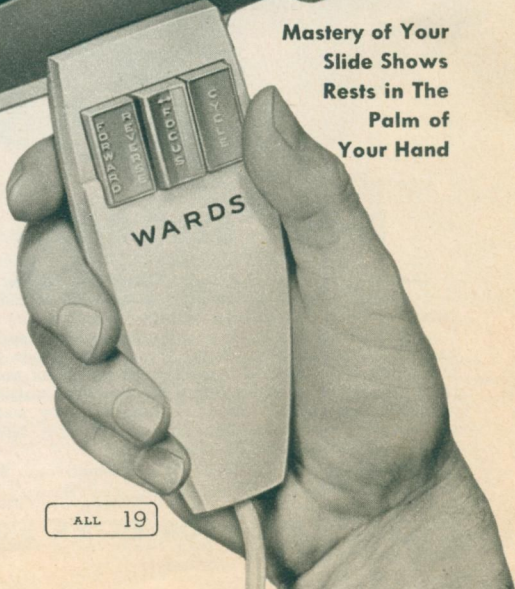
Mastery of Your Slide Shows Rests in The Palm of Your Hand



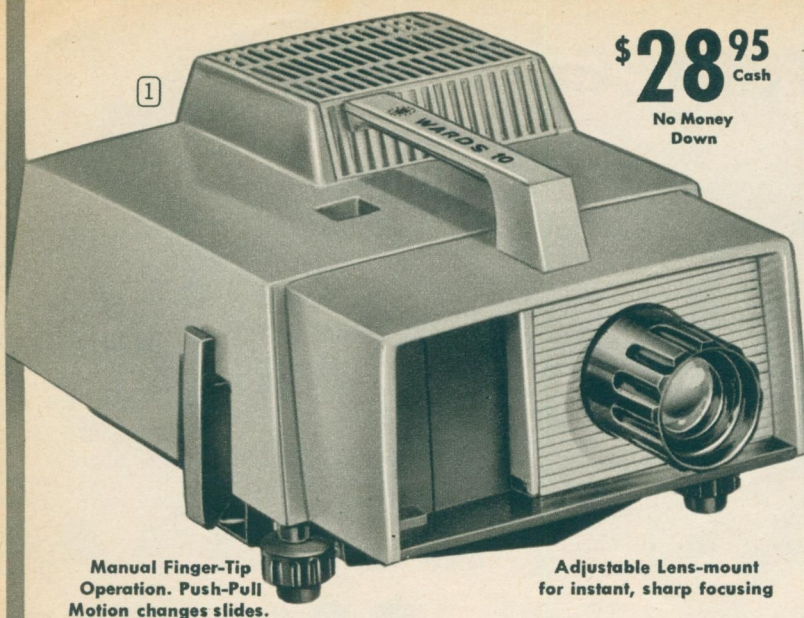
FULL REMOTE CONTROL EASE... FORWARD, REVERSE, PLUS FOCUSING

(C) WARDS "333"... **Finest Slide Projector Ever Sold Under Our Name.** Packed with every deluxe feature (see above and opposite page)... Plus full Remote Control up to 10 ft. away. Just press—projector advances to next picture. Press—projector returns to previous scene. Press—built-in motor sharpens up focus (there's no need for you to get up and disturb the show).

NEW Rotary Tray holds more slides in one loading than any projector, ever before, that we know of! Just insert up to 100 slides of any regular 2x2-inch mounting, and watch the show go on... and on. Projector takes either new Rotary or regular Easy-Edit trays. We include one of each—order more below.
 67 R 699 M—Ship. wt. 19 lbs. Pay No Money Down at Wards... Cash **\$78.95**
 67 R 3473 X—Rotary 100-Slide Tray with storage carton. Wt. 2 lbs. 8 oz. Each **2.89**
 67 R 3453 X—Regular 36-Slide Easy-Edit Tray. Ship. wt. 6 oz. Each **1.39**
 67 R 3166 X—Extra DAK 500-Watt Projection Lamp for (A) (B) (C). Wt. 8 oz... **4.39**



ALL 19



\$28⁹⁵ Cash
No Money Down

Manual Finger-Tip Operation. Push-Pull Motion changes slides.

Adjustable Lens-mount for instant, sharp focusing

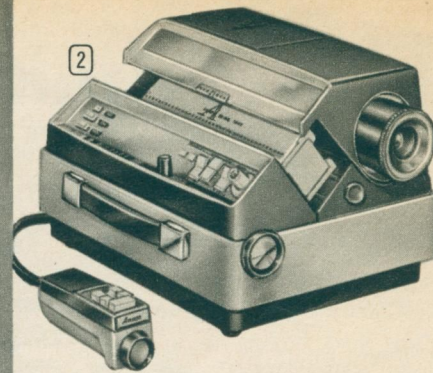
Wards New Model 10 Projector

Semi-Automatic 2x2 in. Color-Slide Projector

① Projects all 2x2-Inch Slides . . . 35mm, Bantam and Superslides. Three-element 4-inch lens and 150-watt Trufluctor lamp provides 300-watt brilliance. Produces pictures of remarkable sharpness filling a 40 by 40-inch screen at a distance of 9 feet. Spill-proof trays hold 30 slides. Jam-proof slide system—removes, positions and replaces slides with one simple push-pull motion. Index viewer on top of projector shows slide number being projected.

Built-In Tilt Adjustment and Elevation Control compensates for screen or table tilt. Unit is convection cooled for cool, quiet operation. Prevents slides from "popping" out-of-focus. Also eliminates warping or buckling. Compact, sleek body made of high-impact plastic. 110-120-volt, 60-cycle AC. UL Listed. One 30-slide tray included . . . order extra trays separately below. *Available.*

67 R 600 M—PROJECTOR. Ship. wt. 7 lbs. No Money Down.....Cash **\$28.95**
67 R 3466—Extra Trays for Model 10. Ship. wt. 12 oz.....2 for **1.58**
67 R 3155 X—Extra BEH Replacement lamp for above. Ship. wt. 8 oz..... **2.79**

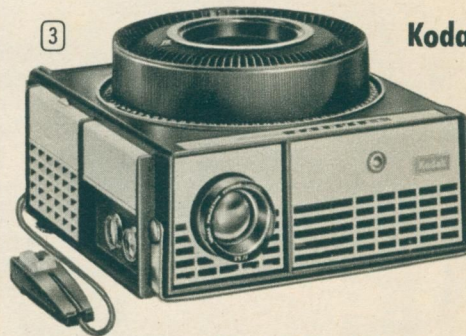


Anscomatic II

With Full Remote Control Operation Using 12-ft. Cord

\$114⁹⁵ Cash
No Money Down

② Changes slides forward and reverse . . . focuses slides with micrometer precision . . . has light-beam pointer. Push button control up to 12 ft. from projector. Shows all 2x2-in. slides in standard mounts—cardboard, plastic, glass, metal, or intermixed. Adjustable, automatic timer. 500-watt illumination, 5 in. f/3.5 lens lets you vary image brilliance. Interlocking trays hold 40 slides. Shows 2 3/4 in. and 1/2 Stereo—without adapter. Includes 10 trays plus Stak-Pak Chest that holds 9 Trays (360 slide storage). 67 R 635 MO—PROJECTOR (SELF-CASED). Mail. Wt. 26 lbs. . . . Cash **\$114.95**
67 R 3303—ANSKO STAK-PAK CHEST with 3 Trays. Wt. 2 lbs. . . . **3.95**
67 R 3164 X—Extra CZA Replacement lamp for above. Wt. 8 oz. . . . **4.79**



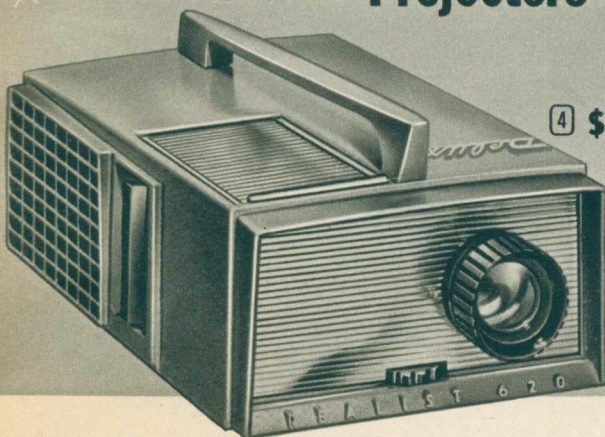
Kodak Carousel 550

Spill-proof...slides cannot drop out. To release slides, simply remove inner collar.

\$129⁸⁸ Cash
No Money Down

③ Rotary magazine takes 80 2x2-in. slides. Easy "press-a-button" remote control for advancing slides—reversing and focusing. Adjustable, automatic timer—5 to 20 seconds. Long 12-ft. remote cord. Hi-Lo control for dual brightness (500 or 300 watts), DFW lamp, f/3.5 five-inch lens. 110-120 volt AC. Includes one rotary magazine. *Available.*
67 R 680 M—PROJECTOR. Ship. wt. 20 lbs.Cash **\$129.88**
67 R 681 M—PROJECTOR WITH ZOOM LENS. Wt. 20 lbs.Cash **157.88**
67 R 682—CASE FOR PROJECTOR. Luggage Style. Wt. 3 lbs. **9.49**
67 R 3168 X—EXTRA DFW REPLACEMENT LAMP. Ship. wt. 8 oz. **5.19**

Projectors For 2 3/4 x 2 3/4 -in. Slides



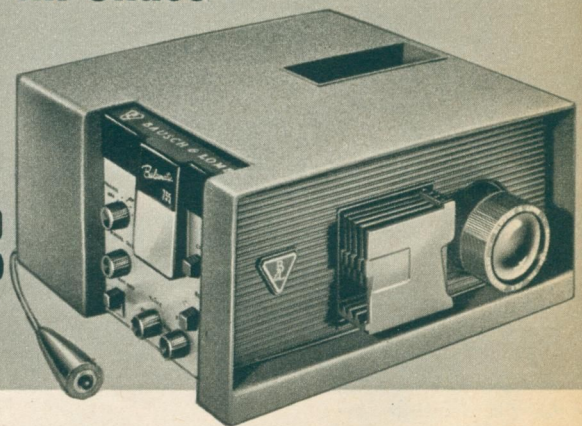
④ **\$39⁵⁰** Cash

Realist "620" Deluxe

④ Designed especially for large 2 3/4 x 2 3/4-in slides. Ideal choice for owners of twin-lens reflex, folding and other cameras taking 2 1/4-in. color transparencies on 120 or 620 film. Also shows 2x2 in. 35mm, Bantam, and Superslides, using adapter included. Write Bob Adams (Page 56) for Stereo adapters. Built-in compartment on top of projector holds large group of slides. Bright 300-watt illumination adequate for small groups. Manual changer—easy push-pull movement shows slides. Shipped from Chicago, Baltimore or Oakland. Allow extra time. *Available.*

67 R 602 MT—Ship. wt. 9 lbs. No Money Down. Cash **\$39.50**
67 R 3149 X—Extra CRA Replacement Lamp. Wt. 8 oz. **4.19**

20 WARDS ALL



⑤ **\$179⁵⁰** Cash

Balomatic "755" with Remote Control

⑤ Enjoy the latest in modern slide changing . . . push-button control forward or reverse, at any speed from 4 to 30-sec. intervals. Specifically designed for 2 1/4-in. slides in 2 3/4-in. mounts. Will also project 2 x 2-in. slides singly or intermixed. if you order special adapters below. Trays hold 40 slides; you can remove or replace slides without removing tray . . . or, show single slides without using tray. Handy built-in editing light. Brilliant 500-watt illumination. Sharp f/3.5 7-in. lens. Motor-driven blower for cool, quiet operation. Pre-warming chamber prevents "popping." All metal housing. Case included.

67 RP 611MT—Postpaid. Shipped from Chicago, Baltimore or Oakland. . . \$179.50
67 R 3349 T—ADAPTERS FOR 2x2-IN. SLIDES. Wt. 2 lbs. Pkg. of 20 **1.29**
67 R 3164 X—EXTRA CZA LAMP for above. Ship. wt. 8 oz. **4.79**

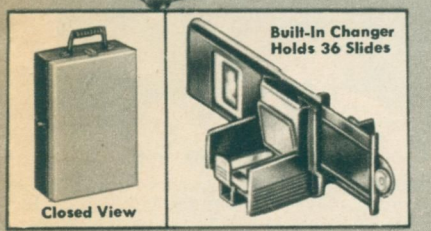


Convenient double-zipper Case included

FOR EXTRA SLIDE TRAYS AND STORAGE FILES, See Pages 22 and 23



1 Sets up in just seconds!



Built-In Changer Holds 36 Slides

Closed View

Sunset 88 Table Viewer \$44.94

1 Takes All 2x2-In. Slides. Ideal viewer when space is limited. 8-inch screen projects image large enough for a small audience. Sets-up in a few seconds: just open catch, lift cover, move it way back—lift screen frame, move it forward, insert slides, a handful at a time.

Built-In Slide Changer (see small picture above). Holds 36 slides in cardboard mounts. Just drop handful into changer for quick, easy operation. Push-pull movement of plunger changes slides; reflex them in original sequence. To focus, move focusing lever back and forth until image is sharp and clear. Colors are reflected in true-to-life brilliance. Plywood case, plastic handle. Includes: 9-ft. cord and 75-watt bulb. 100-125-volt AC or DC. Mailed promptly from Factory in New York, Boston, Chicago, Cleveland, San Francisco, Seattle or Denver.
67 R 3368 K—Ship. wt. 8 lbs. Cash \$44.94

Hand and Table Viewers for All Sizes of Color Slides

Unsurpassed For Quick "On-The-Spot" Viewing

DeLuxe 2-Way Viewer

2 Wards Electrically Lighted Table Model. The whole family can gather around and view your slides together. Illuminates your pictures two ways: Electrically from any convenient wall outlet, or by battery operation, using economical batteries that store inside the viewer. Easy to operate.

Shows all 2x2-in. slides . . . 35mm, Bantam and big Super-slides. You enjoy a brilliant 3 3/8-inch picture on inclined viewing screen. Slight pressure on touch-bar turns on light—may be locked at "on" position for sustained viewing. Rugged, attractive housing of high-impact plastic—wipes clean with damp cloth. Comes complete with 2 "D" size batteries, power cord and transformer for 110-120 volt AC operation. Ready to use.
67 R 3365—Ship. wt. 2 lbs. \$7.39

Wards Battery-Lighted Table Model. Same as (2) above but operates with batteries only.
67 R 3366—With 2 Batteries. Ship. wt. 1 lb. \$4.69

Be sure to read about Wards film-replacement plan on Page 55. When you send a film in for processing, you get your pictures PLUS a new roll of film. Your camera will always be loaded, and ready for those "spur-of-the-moment" shots.



\$7.39
Electric Model
\$4.69
Battery Model



\$1.00
Ea.

3 Pocket Slide Viewer . . . for all 2x2-inch slides: 35mm, Bantam, and Super-slides. Hold Viewer up to lamp, window or other light source. Slides will show clear and bright. Exclusive spring retainer. Attractive smooth plastic body. Keep several on hand, for "instant" viewing. Postpaid.
67 RP 3305—Each \$1.00



\$2.19
Battery Model

4 Wards Hand-Model Battery-Lit Viewer. Shows all 2x2-inch slides—35mm, Bantam, Super-slides. Cradles neatly in your hand . . . provides crisp, clear viewing. Just insert slide, push button and SEE. Your slides will be brightly illuminated with self-contained batteries. Batteries included. Ship. wt. 8 oz.
67 R 3364—Each \$2.19



\$4.49
Electric

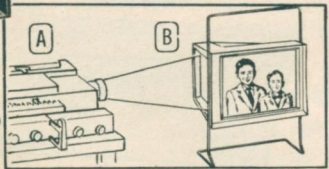
5 Electrically Illuminated Table Viewer for all sizes—2 3/4 x 2 3/4-in. and 2x2-in. slides. View on large magnifying lens . . . clear picture even in daylight. Illuminated with 7 1/2-watt lamp. 110-120-volt AC. All metal body. Use on any table top. Slides fit into oversize slot for fast changing. Convenient for small group. Wt. 2 lbs.
67 R 3420—With power cord . . . \$4.49

Modern Space-Age Viewer

- It's Done With Mirrors
- Shows Movies or Slides
- For Group Participation
- Height Can Be Adjusted
- Handle, For Portability



\$12.75
Cash



Viewer moves up and down on 14-inch carriage.

6 Here's one of the most unusual viewers on the market today! Instead of projecting slides or 8mm movies from a position in front of your screen, operator is seated to left side of viewer (Picture (A) above). Light beam from projector enters viewer and is reflected onto 7 by 9-inch Polarized projection screen for perfect rendition of image and color. Entire viewing cabinet slides up and down on 14-inch chromed steel carriage to most desirable viewing height (Picture (B) above). Constructed of high-impact plastic. Handle for convenient transporting.
67 R 3369—Ship. wt. 3 lbs. 8 oz. Cash \$12.75

Just say "Charge It" . . . use Wards Credit Plan and buy all the up-to-date equipment you need to have. Save time and money—get all your camera equipment this easy "arm chair-shopping" way! See Page 38.



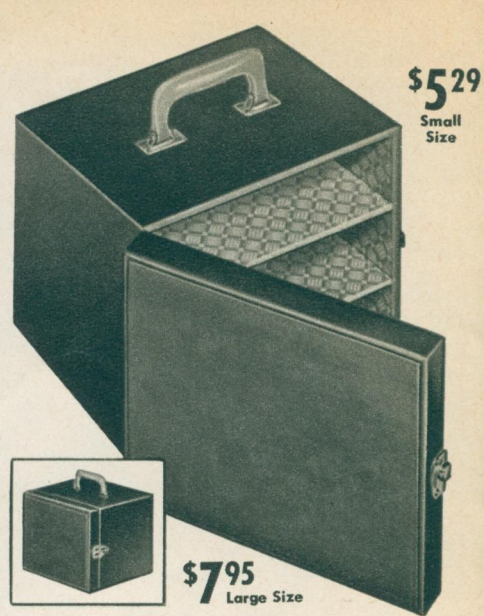
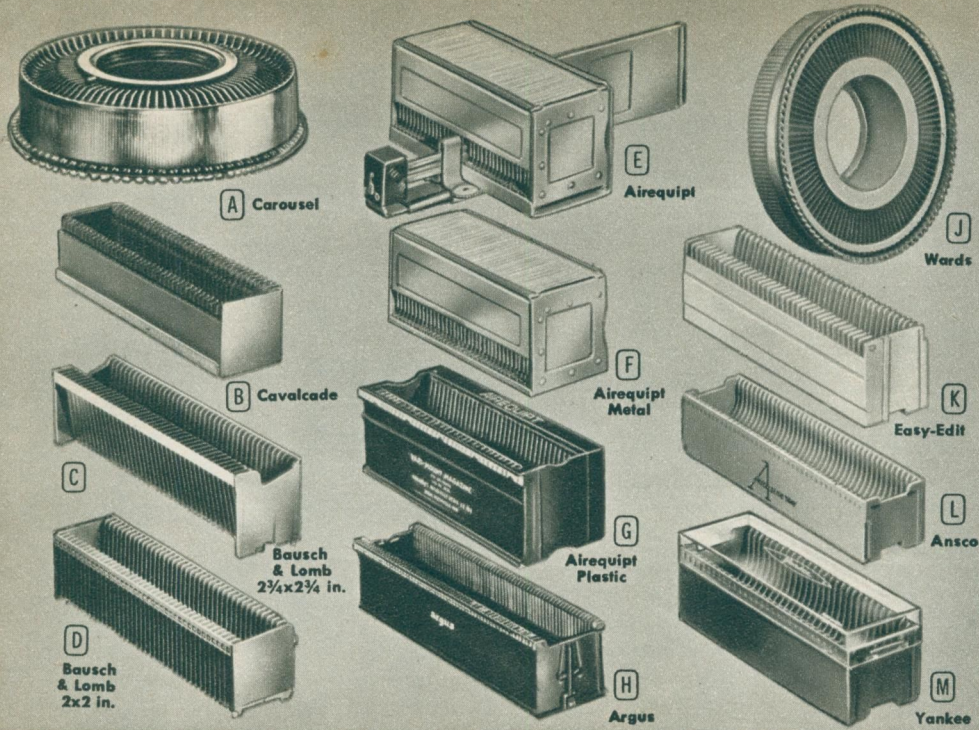
Sawyer Mirascreen . . . A New Way to Enjoy Your Slides

- Latest Development in Table-top Viewing Pleasure
- Fits All Projectors Sold by Wards in Last 5 Years

\$39.95

Charge It See Pg. 38

Sets Up For Group Showing in a Few Seconds . . . just slide your projector under Mira-screen (as shown), turn on projection lamp, focus your projector and you're ready to view or edit. It's like viewing pictures on a TV screen. Can be used in a brightly lighted room and is especially convenient for showing slides to small groups. Projects all 2x2, 35mm, Bantam and 127 Super-slides. Screen size is 9x9 in. Housing made of rugged, high-impact plastic; wipes clean with a damp cloth. Shipped from Chicago, Baltimore or Oakland. Pay shipping charges from nearest House. Allow extra time.
67 R 3355 T—Ship. wt. 11 lbs. \$39.95



\$529
Small Size

\$795
Large Size

Luggage-Type Tray Cases

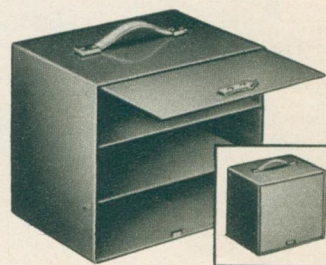
Tray Storage Case. Beautifully designed. Looks like a piece of fine luggage. Provides dust-proof storage for your slides. Big, roomy handle for ease in transporting trays. Hinged door opens wide for easy access. Made of kiln-dried plywood, covered with Black imitation leather. Scuff and moisture-resistant. Includes adjustable inserts that let you set shelf depth to best fit your trays. Two sizes.

Large Size. Holds 24 regular 2x2-in. size trays or 20 Cavalcade trays.

67 R 3431 M—Ship. wt. 7 lbs. Each **\$7.95**

Small Size. Holds 12 regular size trays, or 9 Cavalcade trays.

67 R 3430 M—Ship. wt. 4 lbs. Each **\$5.29**



\$369
and
\$395

Door lifts up and slides into top of case.

Wards Metal Tray Case

Specially designed to accommodate every popular make of slide magazine, except circular types. Chest is all welded steel construction finished in rich gray baked-on enamel. Door telescopes into top for convenient tray selection. Two shelves divide chest into three compartments; each holds four trays. Two Sizes:

67 R 3454—Holds 12 Airequipt, Viewlex or TDC 30-slide trays. Ship. wt. 6 lbs. 8 oz. Each **\$3.69**

67 R 3455—Holds 12 Revere, Wollensak, AO Executive, Bell and Howell and Kodak 36 or 40-slide trays. Shipping wt. 7 lbs. Each **\$3.95**

Buy 6 Trays . . . Save More!

A Kodak Carousel Slide Tray. Holds 80 slides. Slides are held in position by inner ring; cannot spill. Complete with bookshelf-type storage case.
67 R 683—Ship. wt. 12 oz. Each **\$2.69**; 6 for **\$15.49**

B Kodak Cavalcade Tray. Fits all Cavalcade projectors. Holds 40 2x2-in. slides.
67 R 3456—Ship. wt. 12 oz. 2 for **\$4.19**; 6 for **\$11.99**

C Bausch & Lomb Balomatic 755, 705 Plastic Tray. Has capacity for forty 2 3/4 x 2 3/4-in. slides.
67 R 3464—Ship. wt. 10 oz. Each **\$1.79**; 6 for **\$9.99**

D Bausch & Lomb Non-Spill 2x2 Slide Tray. Holds 40 slides, all type mounts, or intermixed.
67 R 673—Ship. wt. 8 oz. Each **\$1.19**; 6 for **\$6.49**

E Airequipt Slide Changer. Designed for 2x2-in. slides: 35mm, Bantam and SuperSlides in cardboard mounts. Holds 36 slides. Push-pull action of lever delivers new slide and re-fines previous slide. Fits almost any manual 2x2 projector with a removable slide changer. Includes a 36-slide metal tray. Order extra tray below. Ship. wt. 1 lb. 8 oz.
67 R 3470—State Make and Model of Projector. **\$14.45**

F Airequipt Metal Tray. For Airequipt, Argus (except new "500" series), and Kodak Signet changers. Hold 36 cardboard slides. Ship. wt. 8 oz.
67 R 3471—Ea. **\$1.89**; 6 for **\$10.49**

G Airequipt Plastic Tray. Holds 36 slides. Cannot fall out. For Airequipt "A" projectors only.
67 R 3469—Ship. wt. 5 oz. Each **\$1.39**; 6 for **\$7.99**

H Argus Tray. Rugged black plastic. Holds 60 slides. Every slot numbered.
67 R 3467—Wt. 12 oz. each. Ea. **\$1.67**; 6 for **\$9.49**

J Wards 100-slide Rototray. For Ward Projectors on Pg. 18-19. Made of rugged plastic. Each slot numbered. Slides lock in position; cannot spill, but may be emptied instantly, when desired. Ivory color.
67 R 3473—Wt. 12 oz. each. Ea. **\$2.89**; 6 for **\$16.49**

K Easy-Edit Tray. For Wards, Sawyer or Crestline projectors. Holds 36 cardboard or glass mounted.
67 R 3453—Wt. 6 oz. each. Ea. **\$1.39**; 6 for **\$7.99**

L Anscomatic Tray. For Anscomatic Projector. Sturdy plastic. Holds forty 2x2-in. slides.
67 R 3463—Ship. wt. 8 oz. each. Ea. **89c**; 6 for **\$4.99**

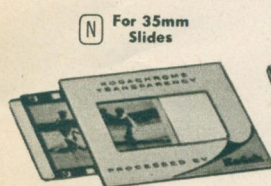
M Yankee Slide Trays. Plastic cover. Fit TDC, Bell & Howell (except Explorer and Telesonic), Keystone, American Optical Executive AO, Sawyer, Crestline, Kodak Universal, Viewlex, Anscomatic.

Yankee U-30P. 30-Slide capacity. Numbered.
67 R 3435—Ship. wt. 5 oz. Ea. **39c**; 6 for **\$2.19**

Yankee U-40P. 40-Slide capacity. Numbered.
67 R 3436—Ship. wt. 6 oz. Each **69c**; 6 for **\$3.99**

Yankee U-30PC—6 magazines in carrying case.
67 R 3442—Ship. wt. 2 lbs. **\$2.88**; 6 for **\$16.49**

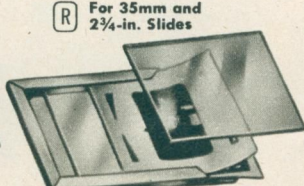
Yankee U-40PC—6 magazines in carrying case.
67 R 3443—Ship. wt. 2 lbs. 8 oz. . . **\$4.49**; 6 for **\$25.49**



N Kodak Readymounts. 35mm Size. Most economical method for mounting slides. Fast and easy to use. Paper guide included; simply pull out guide, insert slide, and seal edge with a warm iron. Used by fans who prefer to process their own slides. Ship. wt. 6 oz.
67R3395—Pkg. 50. **\$2.50**



P Binders for Cardboard Mount Slides. For 35mm or Bantam slides in any 2x2-inch cardboard readymount. One-piece aluminum frame with ultra-thin micro glass. Simply insert transparency between two pieces of glass . . . cardboard mount and all, just as you receive it from processing lab. Slide entire unit into aluminum frame and fold the open end, to close.
67 R 3325—Ship. wt. 3 lbs. . Pkg. of 100 for **\$6.97**
Superslide Mounts. For Anco Readymounts and SuperSlides mounted in Kodak Readymounts. Same fine aluminum mounts as (P) above.
67 R 3391—Ship. wt. 3 lbs. . . . Pkg. of 100, **\$7.45**



R Binders for Unmounted Transparencies. One-piece, with double-fold aluminum-colored mask. Pre-cut slots hold transparency in place. Simply slide mask into frame, and close end.
67 R 3393—35mm Size. Wt. 3 lbs. Pkg. 100 **\$7.97**
67 R 3389—2 3/4-in. Size. Wt. 1 lb. Pkg. 25 **3.29**
67 R 3335—2 3/4-in. Size. Wt. 5 1/2 lbs. Pkg. 50 **5.97**
Transparent Plastic Sleeves. Protect slides against fingerprints. Tough; last indefinitely.
67 R 3633—Stereo Size. Wt. 1 oz. Pkg. 100 **\$2.98**
67 R 3397—2 x 2-in. Size. Wt. 8 oz. Pkg. 100 **2.19**
67 R 3398—2 3/4-in. Size. Wt. 12 oz. Pkg. 100 **2.98**

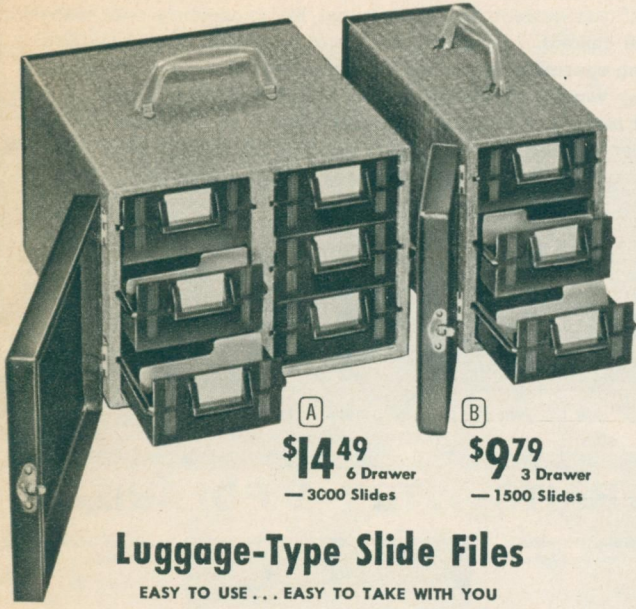


U Blower Brush. Removes dust and lint from slides. Soft-bristled brush combined with rubber bulb. Simply squeeze bulb to deliver forced air across surface of slide.
67 R 2315—Ship. wt. 4 oz. . . . **\$1.19**

V Kodak Slide Mounting Tape. For mounting slides between glass. Black, silky cloth tape is thin but tough; fits snugly around corners. Can be applied or removed in an instant. Rolls are 10 yds. by 3/8 in.
67R3314—Ship. wt. 8 oz. 2Rolls **\$1.59**

File, Store or Carry Slides With Ease

PROTECT THEM FROM DUST AND DAMAGE... KEEP THEM IN EASY-TO-FIND ORDER



A \$14.49
6 Drawer
— 3000 Slides

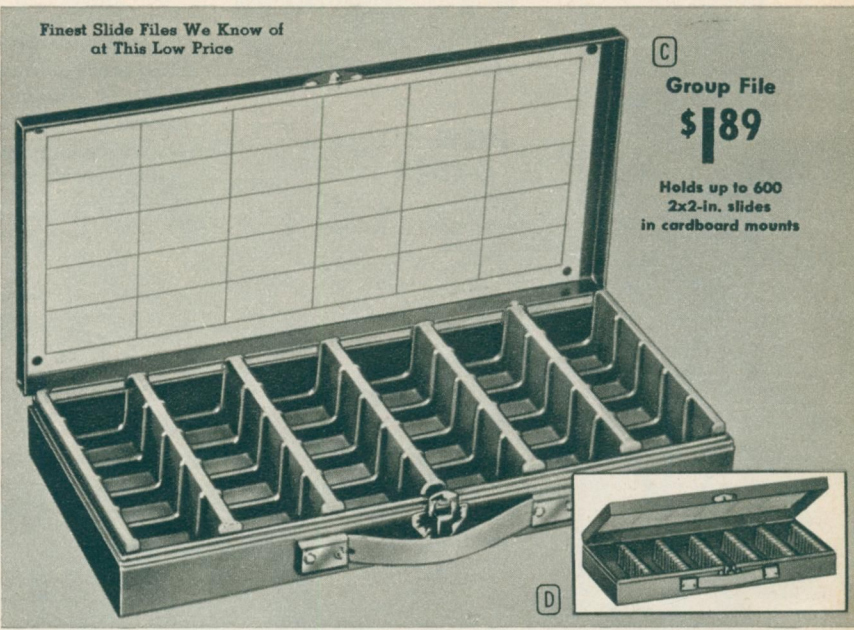
B \$9.79
3 Drawer
— 1500 Slides

Luggage-Type Slide Files

EASY TO USE... EASY TO TAKE WITH YOU

A B **Luggage-Type File.** For 35mm, Bantam, Stereo and Superslides. Plywood construction with plasticized fabric cover. Luggage-type snaps keep cover securely closed. Brass-plated hardware, rubber feet. Plastic drawers; dividers form compartments for groups of slides. Each drawer holds 500 cardboard mounted 2x2-in. slides; 1/2 as many Stereo slides; or 1/3 as many glass or metal-mounted slides. Removable index card on front of each drawer, for recording contents. (A) 67 R 3424L—6-Drawer File. Ship. wt. 8 lbs. \$14.49 (B) 67 R 3426L—3-Drawer File. Ship. wt. 5 lbs. 9.79 67 R 3427L—4-Drawer File. (Not Shown). Ship. wt. 6 lbs. 11.29

Keep an extra Projection Lamp on hand . . . avoid the disappointment of having a lamp burn out when you are half-way through a sequence of movies or slides. See our wide assortment on Page 24.



Finest Slide Files We Know of at This Low Price

C
Group File
\$189
Holds up to 600
2x2-in. slides
in cardboard mounts

Metal Files for Slides . . . 3 Popular Sizes

C D **Metal construction with attractive metallic finish.** No sharp corners. Rugged plastic handle for convenient portability. Size 14 1/2 x 7 x 2 in. Two styles.

GROUP-DIVIDED FILES. Keeps each roll or sequence of slides together. Each compartment holds 20 cardboard-mounted slides.

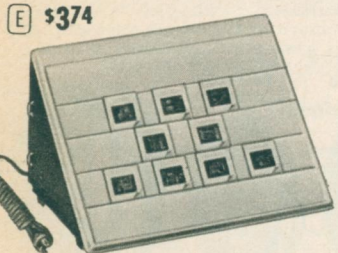
INDIVIDUAL FILES. Each slot holds two cardboard, or one mounted slide.

D **2 x 2-in. SIZE.** 150 slots hold 300 cardboard; 150 glass or metal mounts. 67 R 3350—Wt. 2 lbs. 4 oz. Each \$1.99

2 3/4 x 2 3/4-in. SIZE. 100 slots hold 200 cardboard; 100 glass or metal mounts. 67 R 3352—Wt. 3 lbs. 8 oz. Each \$3.39

C **2 x 2-in. SIZE.** Holds 600 cardboard mounts; 300 glass or metal mounted slides. 67 R 3351—Ship. wt. 2 lbs. 4 oz. Each \$1.89

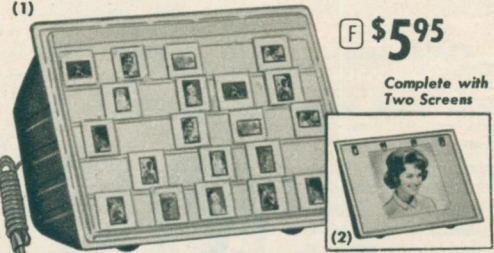
STEREO SIZE. Holds 75 stereo slides. 67 R 3354—Ship. wt. 2 lbs. 4 oz. Each \$2.29



E \$3.74

Wards Slide Sorter

E For 2 x 2-in. slides. Illuminated surface speeds up selection of slides when filling magazines. 5 translucent plastic tiers hold up to 40 slides. Simply insert 40-watt bulb (not included), and plug into outlet. Wt. 2 lbs. 67 R 3401—Each . . . \$3.74

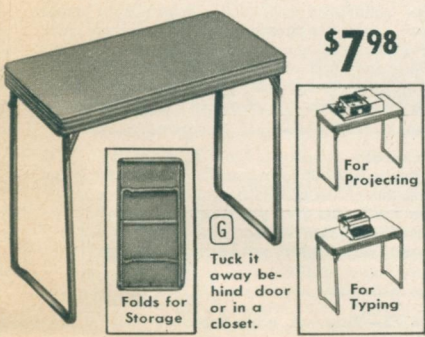


F \$5.95

Double-Duty Slide Sorter

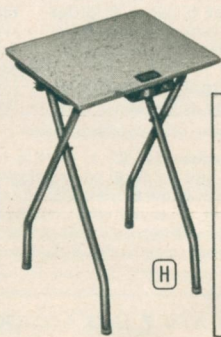
F For Any Size Slide. Entire 5-tiered viewing screen (1) for 2 x 2-in. slides can be instantly removed, and second screen (2) without tiers, can be used for viewing larger slides or negatives; metal clips across top hold large negatives. Excellent for retouching. Complete with 60-watt bulb. Vinyl construction, chrome trim. 67R3403—Ship. wt. 3 lbs. Each \$5.95

You Need a Projection Table for Showing Slides or Movies



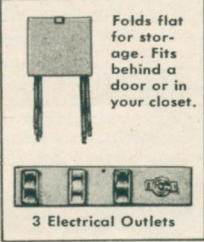
\$7.98

G **Multi-purpose Table.** Designed for projectors, but finds its way into every room in the house. Pulls over lap for letter-writing . . . just right for typing . . . gift-wrapping . . . kitchen or patio. Masonite top, Vinyl covered 17 1/2 x 33 1/2 in. braced in center. 26 in. high. Metal legs. Ship. wt. 11 lbs. 12 oz. 67 R 2128 MO. \$7.98



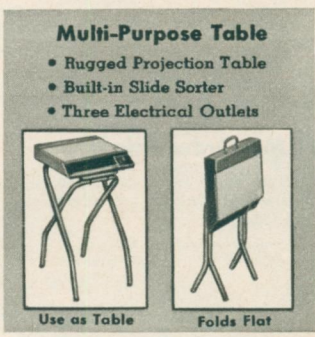
\$14.95

H **Tubular Steel Legs; Wood Top** 18 x 20 x 5/8 in. Tiny window has built-in bulb that provides illumination for reading commentary while projecting pictures. Handy electric control panel; projector plugs into center outlet; other two may be used for accessories or room light. 1000-watt capacity. 29 in. high. Complete with bulb and 10-ft. cord. Order clear plastic casters separately, below. Big 2-in. wheels will glide over floor or carpet. Mailable. 67 R 2129 MO—Ship. wt. 15 lbs. \$14.95 67 R 2130—CASTERS. Ship. wt. 1 lb. 4 oz. Pkg. of 4 1.98



Folds flat for storage. Fits behind a door or in your closet.

3 Electrical Outlets

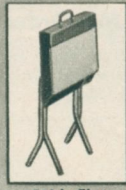


Multi-Purpose Table

- Rugged Projection Table
- Built-in Slide Sorter
- Three Electrical Outlets



Use as Table



Folds Flat

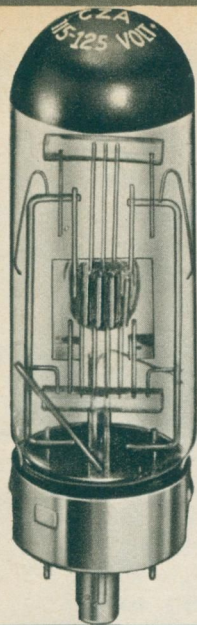


J
\$19.95

J Our finest table. Rock-steady for projectors. Built-in translucent 4-tier screen for editing 30 slides. Handy control panel has 3 built-in electrical outlets. 10-ft. retractable cord. Bulb included. Baked enamel rigid 16 1/2 x 17 1/2 in. metal top; Furniture grade tubular steel legs. 67R2134 MO—Wt. 17 lbs. \$19.95

Use as Sorter—Tray in front holds extra slides

Remove Dust and Lint from Slides With Staticmaster, Page 31



HOW TO ORDER

Be sure projector cord is disconnected. Remove present lamp. Look for 3-digit coded letter on top, as indicated on picture above. The instruction book you received with your projector will also give you the number. Filaments and bases differ, so it is important to know the correct number. Order lamp from table at right.

ASA CODE	Watts	Cat. No.	Price	ASA CODE	Watts	Cat. No.	Price	ASA CODE	Watts	Cat. No.	Price
BEH	150	67 R 3155	\$2.79	CAL	300	67 R 3162	\$3.89	DAK	500	67 R 3166	\$4.39
DCA	150	67 R 3152	4.99	CLG/CLS	300	67 R 3160	3.19	DAR	500	67 R 3167	5.79
DCH	150	67 R 3156	4.79	CMT/CMV	300	67 R 3159	3.99	DBJ	500	67 R 3065TT	5.19
DEF	150	67 R 3146	5.99	CRA	300	67 R 3149	4.19	DFR	500	67 R 3096TT	5.29
DFA	150	67 R 3151	4.99	CWD	300	67 R 3157	3.59	DFW	500	67 R 3168	5.19
DFC	150	67 R 3153	4.39	CYC	300	67 R 3161	3.29	EDK	500	67 R 3169	4.29
DKR	150	67 R 3189	6.19	DGA	300	67 R 3158	3.89	DDB	750	67 R 3170	4.99
DLG	150	67 R 3154	5.59	CZA	500	67 R 3164	4.79	DDW	750	67 R 3171	4.99
DLS	150	67 R 3188	5.79	CZX	500	67 R 3165	4.69	DFD	1000	67 R 3174	5.39

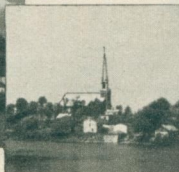
Cat. Nos. with "TT" are 120-volt; are shipped from Chicago Stock only.

CAPTURE THE CLOUDS...MAKE PORTRAITS...TRY A POLARIZER



Picture at left taken with Y-2 Cloud Filter.

Picture below taken without Filter.



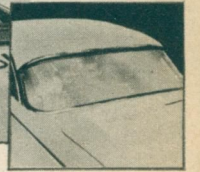
Picture at left taken with Close-up Lens.

Picture below taken with Normal Lens



Picture at left taken with Polarizer

Picture below taken with Normal Lens



1 Lens Adapter. This is simply a two-part receptacle which holds all other lens accessories firmly in front of your lens. More than one accessory lens can be used at the same time by using Step-up Rings and Retaining Rings (4) and (5) pictured and described at right.

FILTERS FOR COLOR FILM—Order Below

2 Light Balancing Filters. CTY-2, pale yellow, is used when making slides or color movies of snow scenes, beach scenes or shadowy areas which often appear too blue, and when using daylight color film with electronic flash.

CTB-2 Filters, pale blue, used when taking pictures in early morning or late afternoon to prevent yellow or red cast.

Speed Reduction Filter—neutral density 2½X factor converts high speed of new Kodachrome II film (indoor or outdoor) to speed of original Kodachrome. Used in electric eye cameras not capable of higher ASA ratings.

Type A Filters convert Indoor movie film to outdoor use and when using Kodacolor film indoors with electronic flash.

80 B Filters convert Outdoor film to indoor with photofloods.

80 C Filters convert Outdoor type rolls of "still" color film to indoor use with clear flash lamps.

Haze Filters minimize bluish light usually present when shooting in open shade under clear, blue skies, to shoot through haze, for mountain, marine, snow, or aerial shots.

FILTERS FOR B&W FILM—Order Below

Y-2 Filters for Clouds (light yellow) are used for natural rendition of clouds in blue sky; for snow or beach scenes when sun is bright; for water scenes and foliage.

R-2 Filters for Dramatic Effects (red) produce over-exaggerated contrast—whites appear whiter; dark areas, darker. Provides endless possibilities for dramatic shots.

FILTERS, SERIES 4, 5, 6 and 7 CODE NO. OF FILTERS

Size	Cat. No.	Wt.	Each
Series 4	67 R 2382 TT	2 oz.	\$2.39
Series 5	67 R 2205	2 oz.	2.66
Series 6	67 R 2206	2 oz.	2.98
Series 7	67 R 2224	2 oz.	4.97

TYPE	CODE NO.
CTY-2	01
CTB-2	02
Speed Red.	03
Type A	04
80 B	05
80 C	06
Haze	07
Y-2	08
R-2	09

Note: When ordering filters, please state Catalog No., Type and Code No. (from Table at right) . . . for example 67 R 2205, Type Y-2, Code 08.

24 WARDS ALL

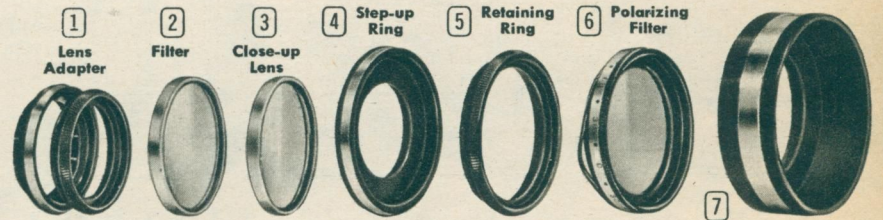
"TT" after Cat. No. means shipped from Chicago Stock only.

SYLVANIA'S NEW LONG-LIFE PROJECTION LAMPS

Keep an extra lamp on hand for your movie or slide projector . . . avoid the disappointment of a burned-out lamp just when you are half-way through a sequence of pictures. Advanced design by Sylvania; all except two are designed to perform on all voltage up to 125-volt current, to insure longer life expectancy with today's higher voltage house current. To prolong the life of projection lamps: (1) Avoid tilting projector during operation, to prevent excessive heat on one portion of lamp, (2) Avoid obstructing ventilating system or using projector when blower is not operating, (3) Avoid moving or bumping projector when lamp is turned On, and (4) Avoid using line-voltage in excess of rating on lamp. Ship. wt. 8 oz. each.

3 For Portraits, Use A Close-up Lens. All cameras have a near-focus limit. A close-up lens reduces this limit for portraits or copy work. A 1+ and 2+ may be combined to act as a 3+ lens. Example: Box cameras cannot focus closer than 6 ft. A 1+ permits focus from 4 to 6 ft; 2+ from 3 to 4 ft. Complete instructions included.

6 Polarizers Cut Down Reflection and Glare on any non-metallic surface. Used for shooting subjects in water, through windows, on highly polished furniture; to kill reflections from uncontrolled flash. (See picture above). The only way you can achieve dark, dramatic skies with color film. Reflex camera fans especially need one.



4 Step-Up Rings permit you to use your lens accessories for several cameras. If one uses a Series 5 adapter and another a Series 6, order a Series 5 Step-up Ring and Series 6 accessories; then you can use accessories with both cameras.

5 Retaining Ring. Used for applying more than one type of accessory lens at the same time.

7 Lens Hoods serve a double purpose. Eliminate glare by shading lens from bright sun or other disturbing reflections. Particularly useful when using side lighting, whether you are working outdoors in sunlight, or indoors with artificial light. Lens hood also serves as a retaining ring for holding filters or portrait attachments in place. Also protects lens against dust and abrasion.

NOTE: To use lens accessories (2) to (7) it is necessary to have a Lens Adapter (1), which is a receptacle that holds all other accessories in front of your lens. Correct adapters are listed or information is given in description of all cameras in this catalog. The Instruction Book you received with your camera will also give you this information. The size of your Adapter Ring determines the size of all other lens accessories; if you use a Series 5 Adapter, order Series 5 Accessories. For adapters not listed, write Bob Adams, see Pg. 56.

SERIES 5, 6 AND 7 LENS ACCESSORIES—Ship. wt. each 2 oz.

For Series 4 Lens Accessories, Write to Bob Adams, see Pg. 56

No.	ATTACHMENT	Series 5		Series 6		Series 7	
		Catalog No.	Price	Catalog No.	Price	Catalog No.	Price
(2)	Filters . . . Order Filters from listings at left.						
(3)	Close-up Lens (1+)	67 R 2241	\$3.29	67 R 2244	\$3.59	67 R 2262	\$5.45
(3)	Close-up Lens (2+)	67 R 2242	3.29	67 R 2245	3.59	67 R 2270	5.45
(3)	Close-up Lens (3+)	67 R 2243	3.29	67 R 2246	3.59	67 R 2272	5.45
(4)	Step-Up Ring	67 R 2202	1.32	67 R 2209	1.98		
(5)	Retaining Rings	67 R 2251	89c	67 R 2252	1.10	67 R 2253	1.79
(6)	Polarizing Filter	67 R 2247	8.98	67 R 2248	9.98	67 R 2249	10.98
(7)	Lens Shade	67 R 2203	1.98	67 R 2204	2.39	67 R 2213	3.98

WHY PAY MORE?

**Guaranteed To Fire
or Your Money Back!**

- Made by One of America's Leading Flash Bulb Manufacturers
- Available In Most Popular Sizes and Types



Facts About Flash Bulbs. We have pictured Wards bulbs actual size, to help you determine which is the correct size for your flash gun. Some guns are designed specifically for just one size bulb. Others, like (G) on Page 17 have a convertible socket which will accommodate various size bulbs.

AG-1 and AG-1B are tiny bulbs with a prong-type base that can be crammed by the dozen in pocket or gadget bag . . . provide same light output as larger M-2 bulbs. They can be used only in guns designed for them such as (F), Pg. 17.

M-2 and M-2B Bulbs have a Midget Base. Used in Guns like (E) and (G), Pg. 17.

M-3 clear bulbs are required when using new Polaroid color film with certain model Polaroid cameras.

Wards Press 25 and 25-B Bulbs have a bayonet-type base. Used in Guns like (G) on Pg. 17. Provide 3 times light output as M-2 or AG-1.

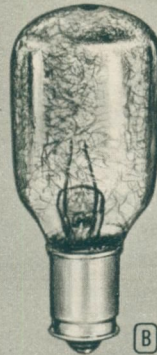
If You Have Any Question about Flash Bulbs or Flash Guns, write to Bob Adams; address on Pg. 56 . . . there is no obligation.

Actual Size of AG-1 and AG-1B Bulbs . . . world's tiniest flash bulbs. Provide as much light as M-2 bulbs. May be used only in Flash Guns designed for them such as (F) on Page 17.

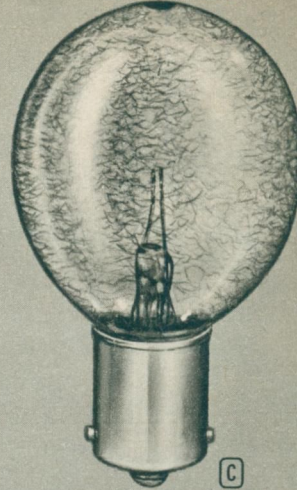
Actual Size of M-2, M-2B and M-3 Bulbs



A



B



C

Buy Them by the Case . . . Save Even More!

A B C You Can Buy With Confidence When You Buy Wards Flash Bulbs. The blue dot on each lamp indicates it will operate efficiently. Order Clear bulbs if using Indoor Color Film, Kodacolor or B & W Film. Order Blue bulbs if you are using Outdoor Color film either indoors or out.

Size	Color	Package of 12 Bulbs			Case of 144 Bulbs		
		Cat. No.	Wt.	Price	Cat. No.	Wt.	Price
(A) AG-1	Clear	67 R 3129	1 oz.	89c	67 R 3134	2 lbs.	\$9.49
(B) M-2	Clear	67 R 3127	2 oz.	95c	67 R 3132	2 lbs.	10.25
M-3	Clear	67 R 3123	2 oz.	\$1.19	67 R 3136	2 lbs.	11.77
(C) Press 25	Clear	67 R 3125	4 oz.	1.09	67 R 3130	5 lbs.	11.77
AG-1B	Blue	67 R 3124	1 oz.	1.05	67 R 3135	2 lbs.	11.29
M-2B	Blue	67 R 3128	2 oz.	1.09	67 R 3133	2 lbs.	11.77
Press 25B	Blue	67 R 3126	4 oz.	1.34	67 R 3131	5 lbs.	14.45

Bulbs For Enlargers

(Not pictured). Keep an extra one on hand to avoid the disappointment of a burned-out bulb. Made of opal glass to provide uniform distribution of light; no hot spots. Standard screw-type base. For use on 105-125 volts. Ship. wt. 4 oz. each

67 R 3073—No. 211 Bulb. 75-Watt Size. Each 54c
67 R 3074—No. 212 Bulb. 150-Watt Size. Each 58c

Sylvania Super-flood Bulbs

D Use with either Black & White or Indoor color film; use B2 blue bulbs to supplement natural light for outdoor color shots. All have screw-type base.

No. 1 Superflood. Light equals 750 watts. Use up to 6 bulbs safely on household circuit (250 watts).
67 R 3068—Approx. life 4 hours. Ship. wt. 6 oz. . . 2 for 55c

No. 2 Superflood. Light about 1500 watts. Use up to 3 safely on household circuit (500 watts). Life 8 hours.
67 R 3069—Ship. wt. 10 oz. 2 for 99c

No. B2 Blue Superflood. Used as supplementary light for outdoor color shots. Light about 1500 watts. Use 3 safely on household circuit (500 watts). Approximate life 8 hrs.
67 R 3070—Ship. wt. 5 oz. Each 75c

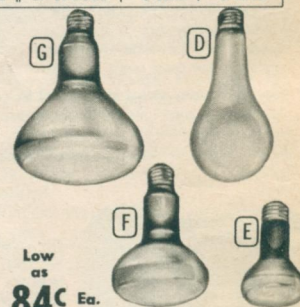
Sylvania Floods for Barlights

E F G Three sizes. R-34, 375-watt bulbs—fit standard-size barlights; 200 and 300-watt bulbs that fit newer, small-size barlights.

(E) DAN Small Size 200-watt Floods.
67 R 3102—Ship. wt. 6 oz. . . Ea. \$1.19
67 R 3103—Ship. wt. 1 lb. 4 for 3.99

(F) BEP-Size 300-watt Reflector Floods.
67 R 3106—Ship. wt. 8 oz. . . Each 84c
67 R 3107—Wt. 1 lb. 8 oz. 4 for \$2.99

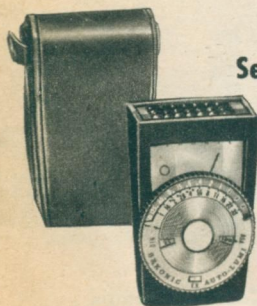
(G) R-34, 375-watt Reflector Floods.
67 R 3071—Ship. wt. 10 oz. Ea. \$1.12
67 R 3072—Ship. wt. 2 lbs. 4 for 3.99



Low as **84c** Ea.

BE SURE, WITH AN EXPOSURE METER

Why Guess? . . . Enjoy Perfect Results Every Time



Wards Sekonic L-86

\$595

Complete With Leather Case And Neck Cord



Wards Sekonic L-38

\$895

"Auto-Leader" Meter Flip-up Booster to Increase Sensitivity 400%



Wards Sekonic L-88
Cadmium Sulphide Microlite Meter

\$1895

Auto-Lumi Meter. Smaller than a pack of cigarettes. For all films . . . any camera . . . movies or stills. For reflected light reading.

Simple to operate: set ASA film speed, point meter, rotate computer dial to match needle. Read exposure instantly from dial scale.

Calibrated ASA settings 6 to 12,000. Lens apertures f/1 to f/32. Shutter speeds 8 sec. to 1/2000-sec. EV or LVS Nos. 2 to 19 for Polaroid and LV Scale cameras. Movie speed 16 fps. Zero calibration adjustment keeps meter at top efficiency. Imported from Japan.
67 R 2184—Ship. wt. 4 oz. \$5.95

Measures three degrees of reflected light illumination . . . with cover closed, measures bright light; cover open measures average reflected light; built-in booster cell amplifies sensitivity 400%.

Four times more sensitive than model L-86 at left. Easy to use: simply set ASA film speed, select degree of illumination, point meter, rotate dial to match needle, and read exposures from scale.

Calibrated ASA settings 6 to 12,000. Lens apertures f/1 to f/32. Shutter speeds 8 sec. to 1/2000-sec. Movies, 8 to 64 fps. EV or LVS Nos. 2 to 19. Zero calibration adjustment. Imported from Japan.
67 R 2183—Ship. wt. 8 oz. \$8.95

Measures reflected light, from dimly-lit interiors to sun-drenched beach. 32 times more sensitive than Model L-86 at far left. Employs new principle making measurement of lowest light intensity, a practical photographic reality. Permits light input angle to be narrowed from usual 65° down to 40°, thereby absorbing less unwanted side light to give you a more accurate reading. Uses "Follow-the-needle" principle; adjusts for high or low light conditions by merely turning a dial. ASA settings from 6 to 12,000. Lens apertures from f/1 to f/32.

Shutter speeds from 16 sec. to 1/2000-sec. Movie speeds from 8 to 64 fps. LVS or EV Nos. from 1 to 18. High and low illumination range selector. Convenient On/Off button. Made in Japan.
67 R 2185—Ship. wt. 12 oz. . . . 18.95

ALL2 WARDS 25

Save at Wards on Gadget Bags



- Padded Shoulder Strap
- Five Built-In Pockets
- Removable Meter Pouch

\$749

Our low price is possible because this is a direct Wards Import from Japan.



3 Deluxe Case of Distinction . . . Hand-Crafted of Fine Leather

\$12⁵⁰

11x5x8 1/4 in. Size

Contour Curved Bag for Extra Comfort

3 Finest Quality, Hand-Crafted Equipment Bag . . . Made in U.S.A. Full top grain leather for long service. Rich natural texture of leather is tanned and dyed a deep rich brown color. You can be sure that the leather used in this bag has received painstaking care at the hands of skilled craftsmen.

Bag is completely lined with shock-resistant foam rubber for greatest protection to your expensive equipment. Leather partition adjusts and holds camera securely. Heavy-duty wrap-around zipper closure. Saddle stitched seams for durability and good looks. Adjustable shoulder strap.

Outside front pouch stores film and small accessories for easy access . . . roomy 8x5x1 1/2-in. in size. Handy closure with brass buckles. Bag is contour curved to fit the body.

67 R 3375—Abt. 11x5x8 1/4-inch Size. Ship. wt. 2 lbs. 8 oz. \$12.50
67 R 3376—Abt. 11 1/2x7x10 1/4-inch Size. Ship. wt. 3 lbs. . . 15.50

Imported Pigskin Gadget Bag With Sturdy All-Around Zipper

1 Offers advantages of an expensive bag at Wards direct import price. Features roomy pockets seldom found in bags at this price range. Top lid has zipper closure inner pockets for hand-books; two pockets with snap closures for filters and other small accessories. Meter pouch snaps inside case and may be removed for carrying meter on belt.

Flexible inner strap snaps flat to case body or folds out as a divider . . . cushions and keeps camera safely in place. Adjustable shoulder strap has non-slip foam rubber pad. Outer pouch with spring snap fastener and pull tab. Size: about 10 1/2 by 3 3/4 by 8 inches. Capacity about 386 cubic inches. 67 R 3370—Medium Brown Color. Ship. wt. 2 lbs. 8 oz. Only \$7.49



Practical Plastic Bags \$1.89 and \$4.59

2 Tolex Plastic That Looks and Feels Like Real Leather . . . extra durable, reinforced for strength. Fiberboard ends, top and bottom. Heavy-weight zipper on 3 sides. Seams stitched and riveted at points of strain. Snap pockets in lid, adjustable shoulder strap. Outside pouch with snaplock for accessories. Size: about 10 1/2x3 1/2x8 1/2 in. Capacity 348 cu. in. 67 R 3315—Medium Brown Color. Ship. wt. 2 lbs. \$4.59

Vinyl Plastic . . . rich, soft luxurious texture, yet scuff and dirt-resistant. Heavy-duty zipper. Shoulder strap. Outside pouch for accessories. Size: about 10 1/2x8 1/2x3 1/2 inches. (Not shown.) Similar to above. 67 R 3348—Medium Brown Color. Ship. wt. 1 lb. 8 oz. \$1.89



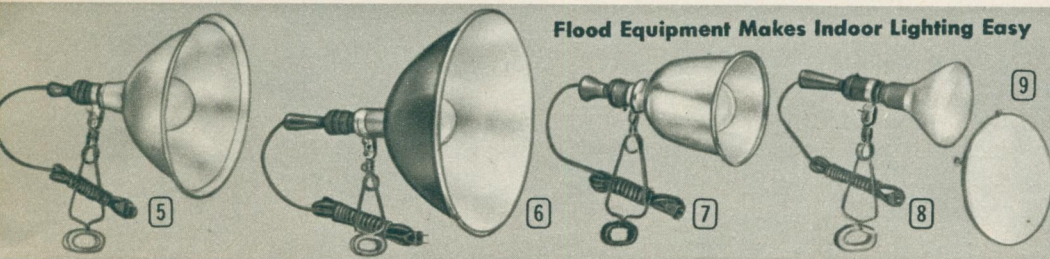
4 Here's An Exceptional Buy at Only

\$10²⁹

Compare Our Price . . . Check Our Features

Luggage-Style Black Leather "Pro" Bag

4 Heavy-Duty Professional Bag Has Plenty of Room for All Your Equipment. Made like fine luggage. Lid opens wide for full access. Carry it in your hand or over your shoulder. Removable shoulder strap with foam rubber pad. Extra-strong white saddle stitching along seams. Chrome-plated snap-lock with key. 67 R 3383—10 1/4x6x8 1/4-in. Size. Ship. wt. 3 lbs. \$10.29



Flood Equipment Makes Indoor Lighting Easy

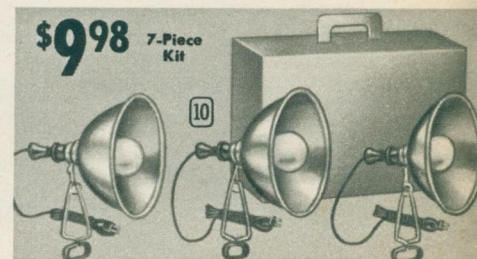
5 10-In. Reflector . . . spun aluminum surface provides soft light. 6 3/4-in. deep. Ball-swivel clamps. Rubber-covered clamps. Push-switch socket takes No. 2 photoflood lamp. Lamp not included. (See Pg. 25) 67 R 3223—With 6-ft. cord. Wt. 1 lb. 12 oz. . . . Ea. \$2.98
67 R 3298—Buy 2 Above—Save. Wt. 3 lbs. Pair 5.79

6 12-In. Reflector . . . heavier gauge aluminum with etched reflecting surface. Gray enameled exterior. Extra-large for uniform illumination. 8 in. deep. Heat-resistant bakelite socket with push switch. Removable rubber-covered ball and socket clamps. Takes No. 2 superflood lamp. Lamp not included. (See Pg. 25) 67 R 3277—With 10-ft. cord. Ship. wt. 3 lbs. \$5.19

7 6 1/2-In. Reflector . . . for background lighting with No. 2 superflood or as protective shell for reflector floods. Spun aluminum 7 in. deep. Swivel spring clamp, rubber-covered jaws. Push-switch. 67 R 3265—8-ft. cord. Without lamp. Wt. 2 lbs. . . . Ea. \$2.95

8 Reflector-Flood Holder. One of the handiest lights for the home photographer. Rubber-covered jaws hold light securely, without marring. Push-switch, on heat-resistant bakelite socket. 6-ft. cord. 67R3288—Without lamp. Ship. wt. 1 lb. 8 oz. Ea. \$1.98

9 Diffusing Screen. Creates uniform, soft lighting effect that simulates sunshine. Tough fabric is firmly held in metal hoops, easily clipped to reflector. 67 R 3290—For 10-In. Reflectors. Wt. 7 oz. . . . Ea. \$1.49
67 R 3279—For 12-In. Reflectors. Wt. 7 oz. . . . Ea. 1.69



\$9⁹⁸ 7-Piece Kit

3-Light Kit with Case and Lamps

10 Two 10-In. and One 9 1/2-In. Reflectors. Made of highly polished spun aluminum. This kit is all you need for effective lighting in your home. You'll be amazed at the professional results in your movies and still pictures. Recommended for portrait photography . . . excellent for table-top compositions too. Rubber-jawed, spring-type clamps. Kit also includes two No. 2 and one No. 1 superflood bulbs, exposure guide for taking better pictures and sturdy corrugated case with handle for easy carrying and safe storage. All have cords. UL Listed for your safety. 110-120-volt AC-DC. 67 R 3258—Ship. wt. 5 lbs. 8 oz. Kit \$9.98

Just say "Charge It." See Page 38 For Terms

26 WARDS DFPO

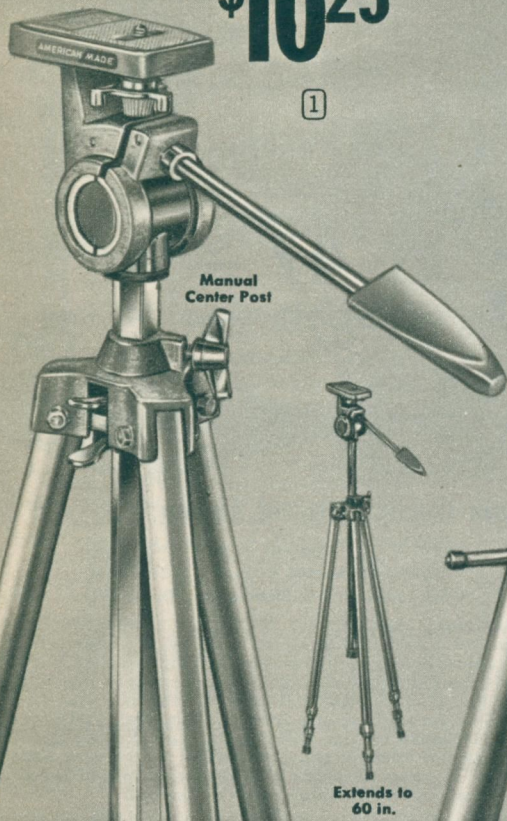
NO MONEY DOWN
SEE PAGE 38

Wards Precision Engineered Tripods

ALL THREE MADE IN U.S.A.

\$10²⁵

1

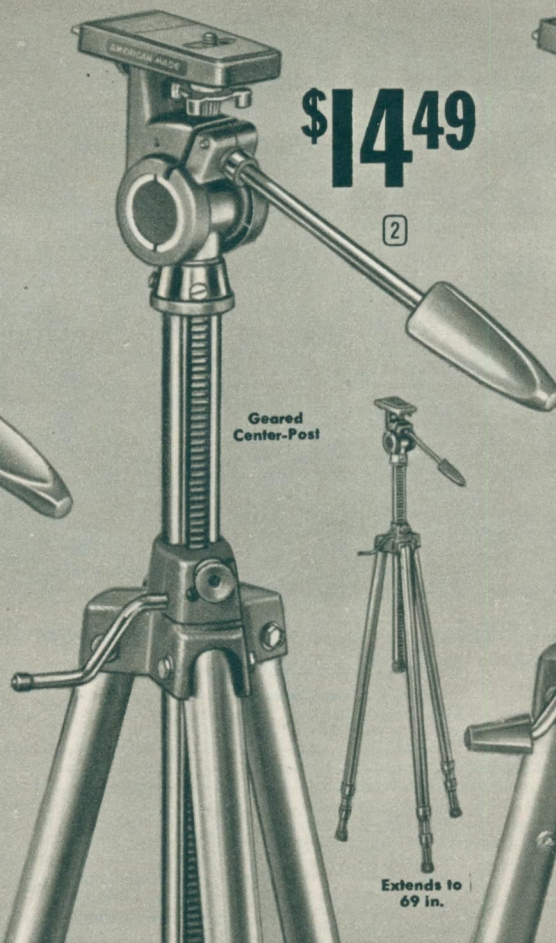


Manual Center Post

Extends to 60 in.

\$14⁴⁹

2

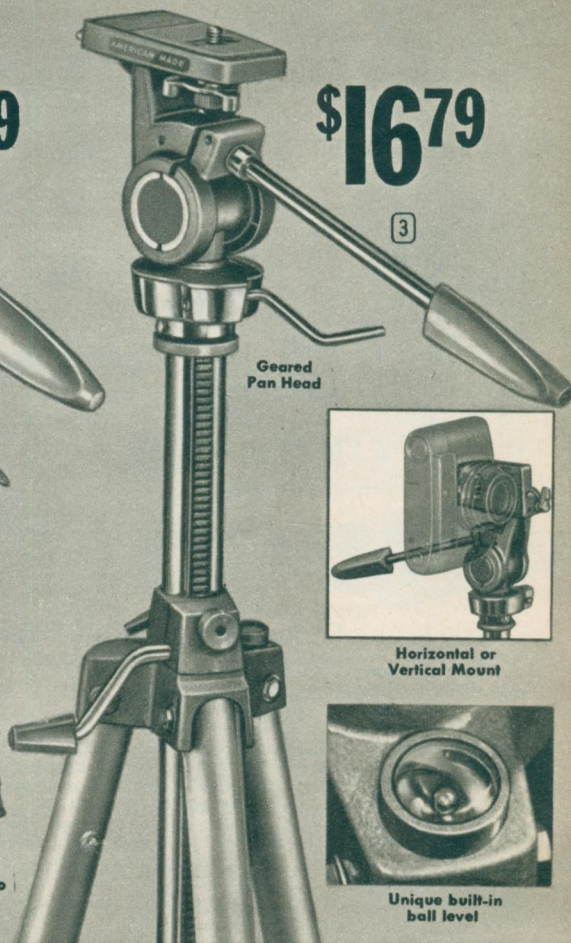


Geared Center-Post

Extends to 69 in.

\$16⁷⁹

3



Geared Pan Head

Horizontal or Vertical Mount

Unique built-in ball level

Tripods (1), (2) and (3) have chromed elevating center post . . . change camera height quickly without moving tripod. Post is reversible . . . pan head and camera can be mounted upside-down for copy photographs or low angle shots and un-

usual effects. Three section tubular anodized aluminum telescoping tripod legs with sure-grip clutch collars. Vertical tilt lets you point camera 60° up or straight down. Locks firmly in any position. Non-skid rubber tipped legs.

1 Wards Lightweight Tripod. Holds 8mm movie and 35mm cameras. Hexagon elevating center post prevents post from turning and insures rigidity. Spring clamp releases and locks center post for manual adjustment. Camera mounts in one position only. 60 in. fully opened, 18 in. closed . . . 13¾-in. center column rise. 3-section legs . . . ¾, ⅜, ½-in. diam. 67 R 2143—Ship. wt. 3 lbs. 8 oz. **\$10.25**

2 Wards Heavy-Duty Tripod. Holds 8mm up to 16mm movie or up to 4x5 press cameras. Adjustable camera screw pulls camera to pan head. 3-section legs . . . ⅞, ¼ and ⅝-in. diam. Precision geared center elevating post with positive ratchet lock . . . 12-in. rise. 69 in. opened, 26½ in. closed. Extra 90° pan head tilt allows horizontal or vertical mounting. 67 R 2142—Ship. wt. 5 lbs. **\$14.49**

3 Wards Extra Heavy-Duty Tripod With Geared Pan Head. Has all features of (2) at left plus horizontal gear arrangement for smooth movie panning. Also has ball level for positive ground leveling. Convenient knob on center post for easy grip. 69 in. fully opened, 27 in. closed. Fold-up metal spikes on feet assure solid footing on any surface. 67 R 2141—Ship. wt. 5 lbs. **\$16.79**

Everything You Need for Indoor Lighting

4 2-Section Stand and Reflector . . . made of heavy-ga. steel tubing, cadmium-plated. Removable ball stud permits use of all types of reflectors. Thumb screws lock sections securely at all elevations; *will not slip*. Standard ⅜-in. top rod sections, eared at base to prevent accidental withdrawal. Tripod legs lock at any point. Elevates to 6½ ft.; closes to 42 in. Foot spread 26 in. Reflector is heavy-ga. alum. 10½-in. diam., 7¼ in. deep. Heat-insulated bakelite sockets. Wood handle. Ball and socket attachment fits any stand with ⅜-in. stud. With 10-ft. rubber cord and switch. 67 R 3235 Y—Lamp *not included*. Wt. 6 lbs. **\$7.69**
67 R 3233 M—STAND ONLY. Wt. 3 lbs. 12 oz. **4.19**
67 R 3261—REFLECTOR ONLY. Wt. 2 lbs. 4 oz. **3.59**

5 3-Section Stand . . . similar to above but made of heavier ga. steel. Elevates 8 ft.; closes to 37½ in. 67 R 3234 M—Foot spread 33 in. Ship. wt. 6 lbs. 8 oz. . . . **\$6.49**

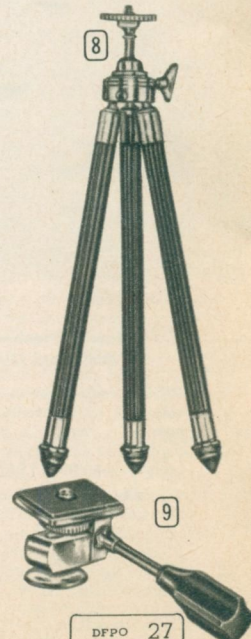
6 3-Section Lightweight Stand. Elevates to 6 ft.; closes to 24 in. Stand is steel tubing, legs nickel-plated. Rubber tipped feet. Lever-lock holds tube at desired ht. Standard ⅜-in. top rod and removable ball stud. 32-in. foot spread. 67 R 3266—STAND ONLY. Ship. wt. 3 lbs. **\$3.59**

7 Light Up the "Scene" the Hollywood-Way with a Mini-Boom Light. Ideal when used with reflector-flood lamp. 44-in. alum. boom arm with counterweight, control handle and positive-lock swivel socket. 12-ft. elec. cord, 600-watt socket incl. 6½-ft. folding stand with widespread self-locking legs. Stocked at Chi., Balt. and Oak. only. 67 R 3267 MT—Stand Only, Lamp *not incl.* Wt. 7 lbs. **\$10.49**

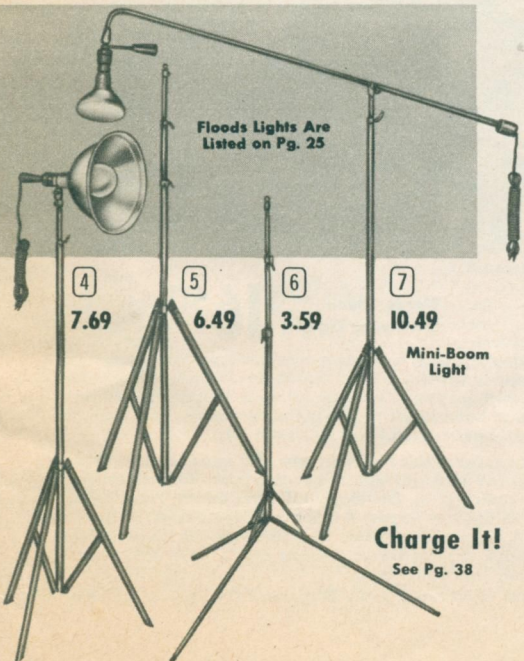
Bantam Tripod

8 Perfect tripod to take along when you travel . . . you can slip it right into your gadget bag . . . actual weight is only 1½ lbs. Tilt head with ball socket adjustment. No horizontal pan action. 4-section brass legs have dual-grip tips . . . use rubber feet when working on slippery floors or deep-pile rugs. Ship. wt. 1 lb. 12 oz. 67 R 2144 **\$4.79**

9 Midget Pan Head. Permits panning over 360° horizontal; 140° tilt arc. Lets you point camera up or down, 4½-in. handle. Head locks in desired position. Chrome-plated steel. Ship. wt. 8 oz. 67 R 2133 **\$2.00**



DFPO 27



Floods Lights Are Listed on Pg. 25

Mini-Boom Light

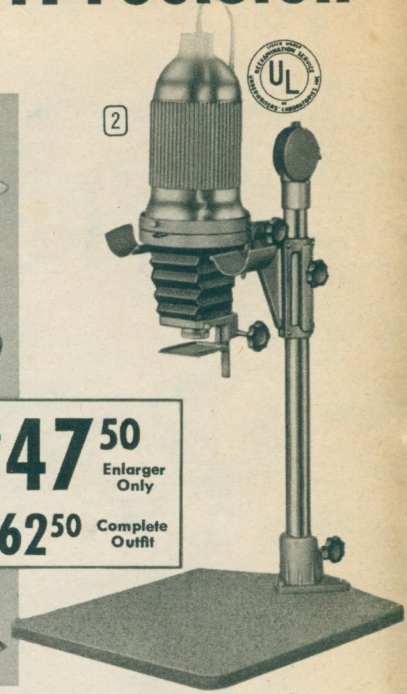
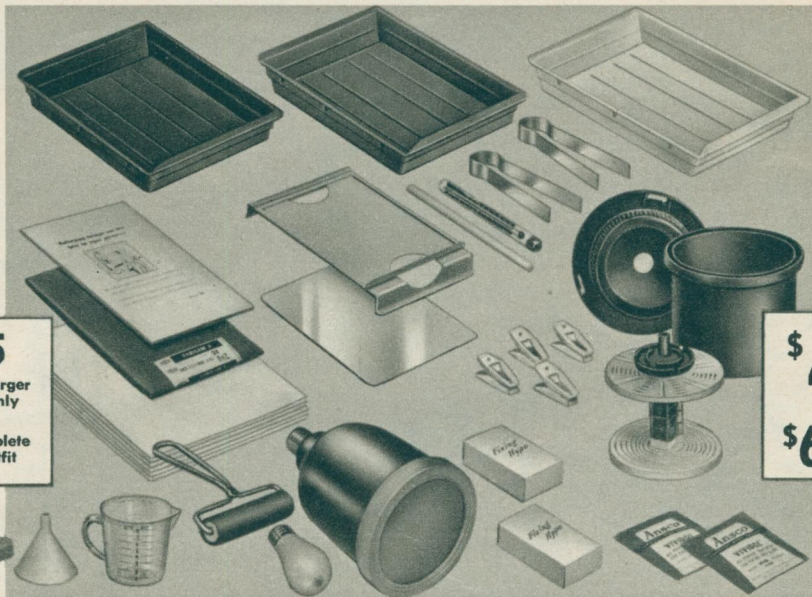
Charge It! See Pg. 38

7.69 6.49 3.59 10.49

New Wards Enlargers... Precision-



\$26⁹⁵ Enlarger Only
\$41⁹⁵ Complete Outfit



\$47⁵⁰ Enlarger Only
\$62⁵⁰ Complete Outfit

Choose Either WARDS Enlarger With 48-Piece Darkroom Outfit Pictured Above

- Three 5x7-in. Plastic Developing Trays
- 25 Sheets of 5x7-in. Enlarging Paper
- 2 Print Tongs, Four Plastic Film Clips
- 2 Pkgs. Developer and 2 Pkgs. Fixer
- One Darkroom Thermometer
- One 15-Watt Darkroom Safe Light
- One 5x7-in. Enlarging Easel, Ferrotyping Plate
- Rollifilm Developing Tank, 4-in. Print Roller
- Graduate, Funnel, Stirring Rod, Blotter Pack

1 Wards Model 202 Enlarger. Takes all negative sizes from 35mm to 2 1/4 x 2 1/4 and enlarges up to four times on a 13x17x3/8-in. baseboard, or even larger on wall or floor. Lens is fully coated, 90mm, 3-element F/6.3, mounted on interchangeable lensboard. Iris diaphragm precisely controls light. 19-in. chromed post. Red swing-away filter allows you to safely preview your negatives on paper or baseboard. Fine rack and pinion type focusing for critical adjustments. Includes 2 1/4 x 2 1/4 negative carrier and 75-watt enlarging lamp, instruction book. UL Listed. Made in America. For better prints, order condensers sold below.

- 67 R 4018 Y—ENLARGER PLUS 48-Pc. DARKROOM OUTFIT. Ship. wt. 24 lbs. . . . \$41.95
- 67 R 4019 M—ENLARGER ONLY. Ship. wt. 15 lbs. 26.95
- 67 R 4023 TT—CONDENSER SET FOR 2 1/4 x 2 1/4-IN. FILM. Fits (1) and (2). Wt. 1 lb. 6.50
- 67 R 4025 TT—CONDENSER SET FOR 35MM FILM. Fits (1) and (2). Wt. 9 oz. . . . 4.95
- 67 R 4026 TT—NEGATIVE CARRIER FOR 35MM FILM. Ship. wt. 2 oz. 3.95

2 Wards Model 203 Enlarger. Same enlarger as (1) at left but with following refinements—takes negative sizes from 35mm up to 2 1/4 x 3 1/4 in. Larger 16x19x3/8 in. baseboard makes enlargements up to 6 times with double coated, 90mm, 3-element f/4.5 lens, with iris diaphragm and clickstops, mounted on interchangeable lensboard. Has longer 24-in. chromed post for extra large blow-ups. Post has built-in counterbalance for easy raising and lowering. Holder takes all color correction filters—red filter included. 90° and 180° tilt marks for enlarging on wall or floor, or for distortion control of enlargement. 2-in. forward extension for extreme cropping. Cups hold film in place. Complete with 2 1/4 x 3 1/4-in. rotating negative carrier, 75-watt lamp, plastic cover. UL Listed. Made in America.

- 67 R 4020 Y—ENLARGER PLUS 48-Pc. DARKROOM OUTFIT. Ship. wt. 24 lbs. . . . \$62.50
- 67 R 4021 M—ENLARGER ONLY. Ship. wt. 19 lbs. 47.50
- 67 R 4024 TT—CONDENSER SET FOR 2 1/4 x 3 1/4-IN. FILM. Fits (1), (2). Wt. 2 lbs. . . 9.50

SHIPPING NOTE: Catalog Nos. ending with "TT" shipped from Chicago Stock only. Order from your nearest Wards M. O. House. Allow extra time.

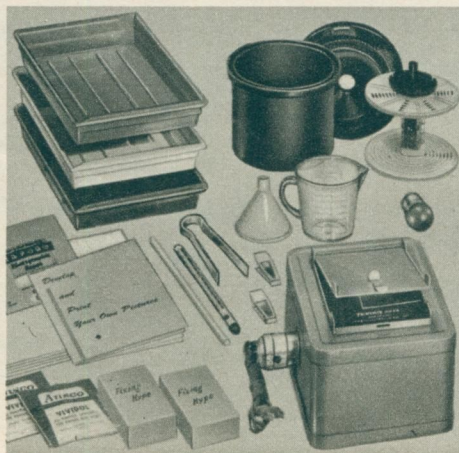


Wards "Freshman" \$6⁵⁰
 Darkroom Outfit

All the basic equipment you need to start developing and printing your own pictures at home. You can fully process all sizes of black-and-white negatives up to 120 and 620. Excellent assortment for the beginner.

Outfit Includes. 5x7-in. Print Frame, Rollifilm Developing Tank. Three 5x7-in. Plastic Developing Trays, Thermometer, 2 Plastic Film Clips, Darkroom Lite, 2 Pkgs. Developer, 2 Pkgs. Fixer, 25 sheets Contact Paper, Blotter-pack, and complete Instructions.

28 WARDS DFPO 67 R 4720—Ship. wt. 4 lbs. \$6.50

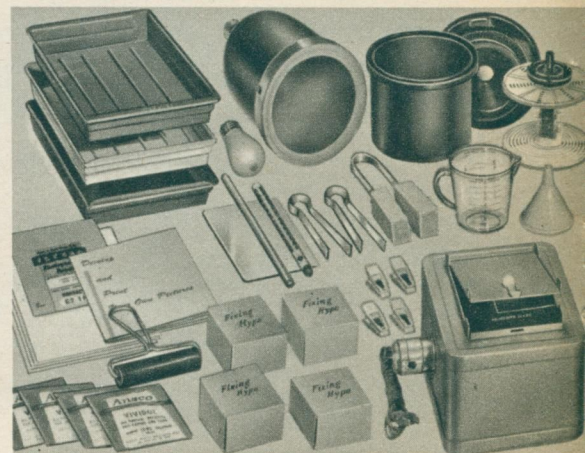


Wards Popular, "Junior" \$12⁹⁵
 Darkroom Outfit

For the Hobbyist who regularly develops and prints pictures at home. Provides larger assortment of equipment than "Freshman" outfit at left; plus a printing box for added speed of print-making, versatility and ease of use.

Outfit Includes. Rollifilm Developing Tank, Printbox with mask, socket, cord and bulb, Three 5x7-in. Developing Trays, 25 Sheets of Contact Paper, Darkroom Lite, 2 Packages Developer, 2 Packages Fixer, 2 Plastic Film Clips, Thermometer, Graduate, Funnel, Blotterpack, 1 Print Tong, Stirring Rod and Instruction Book.

67 R 4721—Complete Outfit. Ship. wt. 6 lbs. \$12.95



Wards "Senior" \$16⁵⁰
 Darkroom Outfit

Everything you need for turning out salon-type, professional prints. Fine quality accessories . . . makes developing pictures easier, faster, and more fun. You can set up a temporary darkroom in kitchen or bathroom if you have no permanent darkroom. Safelight can be attached to an extension cord.

Outfit Includes. Print Box complete with mask, socket, cord and bulb, sturdy safelight with 1 filter and bulb. Rollifilm Developing Tank, three 5x7-in. Developing Trays, 4-inch Print Roller, 25 sheets of Contact Paper, 4 Packages Developer, 4 Packages Fixer, 4 Plastic Film Clips, Thermometer, Graduate, Funnel, Blotterpack, 2 Print Tongs, Stirring Rod, Film Wiper, Ferrotyping Plate and Instruction Book.

67 R 4722—Complete Outfit. Ship. wt. 7 lbs. \$16.50

Built, Easy to Use



3



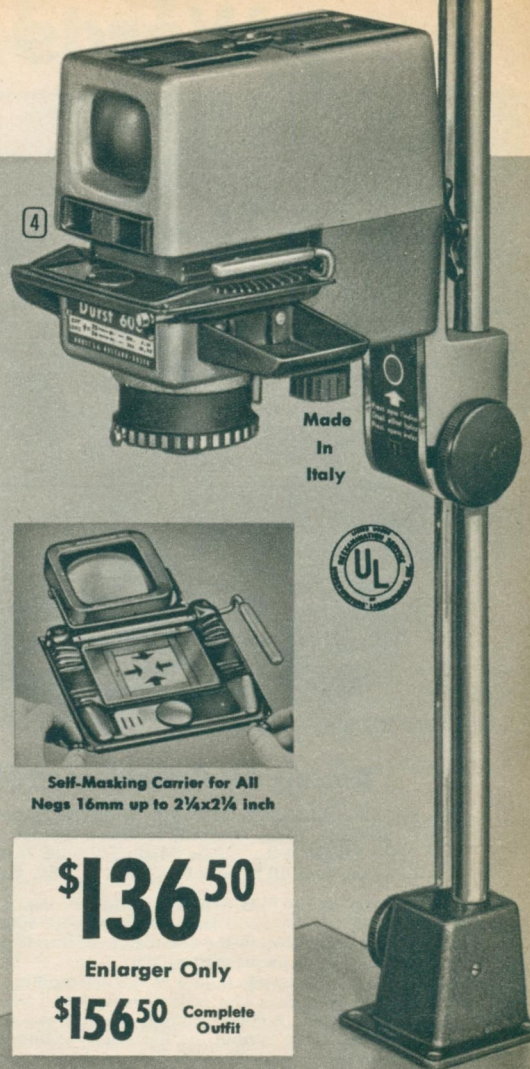
\$82⁵⁰ Enlarger Only

\$102⁵⁰ Complete Outfit

Compare Our Features
CHECK WARDS PRICES



4



Made in Italy



Self-Masking Carrier for All Negs 16mm up to 2 1/4 x 2 1/4 inch

\$136⁵⁰ Enlarger Only

\$156⁵⁰ Complete Outfit

Professional-Type Enlargers Plus 44-Pc. Darkroom Outfits

- Stainless Steel Thermometer
- 26-Oz. of Paper Developer
- 26-Oz. of Film Developer
- 26-Oz. Bottle Fixer (Hypo)
- Film Developing Tank
- Safelight with 4 Filters
- Three 8x10-in. Trays
- 2 Plastic Print Tongs
- Dodger and Vignetter Set
- 8x10-inch Enlarging Easel
- 25 Sheets 8x10 Paper
- Print Drying Blotter Book
- 2 Stainless Steel Clips
- Squeegee; Filter Funnel
- Print Scale; Instructions
- 16-oz. Plastic Graduate

3 **Wards Model 405 Enlarger.** Takes all negative sizes from 8mm to 4x5 in. Enlarges up to 7 times on 19x23x 3/4-in. baseboard or larger on wall or floor. Fine 3-element 135mm coated "Perflex" f/4.5 lens, with iris diaphragm and click-stops, mounted on interchangeable lensboard. 36-in. chromed post for extra-large blow-ups. Post has built-in counterbalance for easy raising and lowering of enlarger. **Filter Holder** takes all color correction filters. Includes red filter. Has 90° and 180° tilt marks for enlarging on wall, or for distortion control. 2-in. forward extension for extreme cropping. Complete with 4x5-in. neg. carrier, 3 extra masks (35mm, 2 1/4 x 2 1/4, 2 1/4 x 3 1/4), diffusion glass, porcelain lamp fitting, copy arm, 150-watt enlarging lamp, plastic cover. Built-in paper drawer.
67 R 4075 RT—ENLARGER PLUS 44-PIECE DARKROOM OUTFIT (as pictured above). Ship. wt. 33 lbs. Cash **\$102.50**
67 R 4076 RT—ENLARGER ONLY. Wt. 23 lbs. Cash **82.50**
67 R 4079 TT—CONDENSER SET FOR ABOVE. Wt. 7 lbs. **21.95**

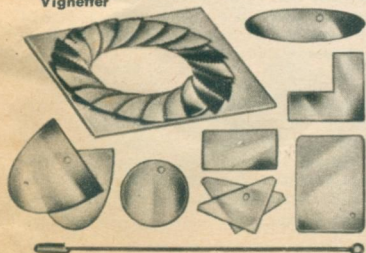
4 **World Famous Durst 606.** Imported from Italy . . . famous for precision workmanship and quality.
Outstanding Features Include: double condenser system which provides maximum even illumination for ALL negative sizes from 16mm to 2 1/4 x 2 1/4 in.; single negative carrier features built-in adjustable masks, rapid advance lever. **Built-in Filter Drawer**, outside image-forming path assures ultimate in print sharpness. Horizontal projection for mural size enlargements. Distortion control through lateral swing. Height adjustment through controlled tension. Reflex viewing and copying with use of copy adapter (order separately at right). Helical focusing . . . swift, accurate. Interchangeable lensboard with Schneider and Leica thread. Complete with Schneider componar 75mm f/4.5 lens. Baseboard is 16x19 1/2 in. Includes 75-watt enlarging lamp.
67 R 4077 RT—ENLARGER PLUS 44-PIECE DARKROOM OUTFIT. (as pictured above). Ship. wt. 37 lbs. Cash **\$156.50**
67 R 3950 RT—ENLARGER ONLY. Ship. wt. 27 lbs. Cash **136.50**

Durst 606 Accessories

Enlarger Cover. Vinyl plastic, drawstring.
67 R 3951 TT—Ship. wt. 1 lb. **\$3.50**
Lens Extension Tube. Permits use of 2-in. (50mm) lens. 35mm negs or smaller sizes. Threaded to accept either Schneider or older (only) Leica lenses. *State which lens.*
67 R 3952 TT—Ship. wt. 8 oz. **\$4.50**
Copy Camera Adapter. Fits in place of negative carrier, converting enlarger to single-lens reflex view camera. With ground glass and one film holder (write Bob Adams for additional information; address, Page 56.)
67 R 3954 LTT—Ship. wt. 3 lbs. **\$26.95**
Kodak Filter Set for using Polycontrast Papers. Includes: 7 filters 2 3/4 x 2 3/4-in. size—Nos.: 1 to 4 in half steps. (Paper on Pg. 35.)
67 R 3970 LTT—Ship. wt. 2 lbs. **\$9.95**
Kodak 9-Filter Set for Color Printing. Incl.: 05Y, 10Y, 20Y, 40Y, 05M, 10M, 20M, 40M and 2B. Plus heat absorbing glass.
67 R 3971 LTT—Ship. wt. 2 lbs. **\$14.95**

NOTICE: Cat. Nos. ending in "TT" from Chicago, Balt. or Oak; Nos. ending with "LTT" from Chicago; pay shipping charges from M. O. House nearest you. Allow time.

Vignetter



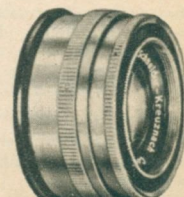
Dodger-Vignetter

Wards 11-Pc. Outfit. Create professional-quality enlargements using tools of the experts. Vignetter is made of transparent red plastic leaves, pivoted, with sawtooth edges. Use it to "fade-out" backgrounds.
Dodgers Include ten different, unique sizes and shapes—fit into end of wire handle for easy manipulation.
67 R 4995—Ship. wt. 12 oz. **\$3.49**

Schneider Enlarging Lenses

Comonar Lenses made in West Germany by Jos. Schneider & Co. Opitic Werke, Kreuznach. Fully coated, rare earth lenses. Fit popular enlarger lensboards. Shipped from Chicago. Order, pay postage from nearest House.

Cat. No.	Focal Length	Speed	Ship. wt.	Cash
67RS122LTT	2 in. (50mm)	f/4.0	8 oz.	\$32.98
67RS119LTT	3 in. (75mm)	f/4.5	8 oz.	32.98
67RS120LTT	4 in. (105mm)	f/4.5	8 oz.	32.98
67RS121LTT	5 3/8 in. (135mm)	f/4.5	8 oz.	49.98



DFPO WARDS 29

Wards Practical Darkroom Aids



Reel Adjusts for 5 Film Sizes

\$5⁹⁵
Film Developing Tank

YOU'LL ENJOY THIS ONE!

Anscopic Ratchet-Load Film Tank

- Exclusive Self-Loading Reel—Film Winds On Easily In a Few Seconds.
- Economical—16-Oz. Capacity Minimizes Amount of Solutions Required.
- 3-In-1 Stirring Rod . . . Easy Reading Solution Thermometer and Gauge.
- Accommodates All Popular Film Sizes . . . 120, 620, 127, 828, 35mm.

Ratchet Action Makes Tank Extremely Simple to Use. Slip end of film into reel, then twist reel top back and forth—ratchet action rolls film in smoothly without buckling or overlapping in the same groove. Hands need never touch the film while loading . . . no finger-marred film.

The patented clear upper flange of the self-loading reel permits making the second exposure of color film without removing it from the reel. Light-tight lid and pouring spouts. Baffled, multiple-pouring spouts provide for quick, safe emptying of solutions. Stirring rod has easy reading solution thermometer and gauge. Helps keep accurate check on temperatures and quantities.

Strong high-impact black plastic tank for long, hard service . . . resists chemicals. Reel adjusts easily—you need only 1 tank to develop all film sizes—black-and-white or color.

67 R 5032—ANSCOMATIC FILM TANK. Shipping weight 1 lb. Only **\$5.95**
67 R 5033—EXTRA RATCHET REEL. Ship. wt. 8 oz. **2.98**



\$2³⁹

Budget Priced Reel-Eze Film Developing Tank

Takes All Sizes of Roll Film from 35mm, 20-exp. and 36 exposures, 828-Bantam, 127, 120, 620 and 116. For black-and-white or color film. Transparent reels permit the second exposure in color processing without removing the film from the reels; speeds up operation.

Constructed for easy loading of the film from inside. Colored spacers separate the two guide reels which are locked rigidly in place. Easy and fast pouring of solutions. Durable black plastic . . . chemically resistant . . . easy to clean. 32-oz. capacity.

67 R 5125—Ship. wt. 1 lb. **\$2.39**



\$13⁹⁵ Our Finest
Complete Outfit for 120 or 620 Film

Nikor Stainless Steel Film Developing Tanks

Special DeLuxe Film Tanks are unsurpassed for quality and design. The finest we know of for the professional. Made of top quality stainless steel that withstands all chemicals used in processing color or Black-and-White film. May be rinsed and dried for immediate reuse . . . always retain their bright, sparkling finish. Nikor tanks are so rugged, they last indefinitely. Open-wire construction of reels speeds up loading . . . film "spins" onto reel in seconds; Light-proof daylight cover with removable cap permits rapid, convenient filling, emptying and washing. Complete with semi-automatic film loader. Shipped promptly from Chicago, Balt. or Oak.

120 and 620 Outfit. Reel designed for 120 and 620 film only. Wire clip on core holds end of film securely in position. Complete with guide for feeding film onto reel. Includes Reel, guide, tank.

67 R 5059 T—Ship. wt. 1 lb. **\$13.95**

35mm Outfit. Reel accepts both 20 and 36-exp. rolls as well as 828 Bantam film. Includes reel, guide for feeding film onto reel, and developing tank.

67 R 5058 T—Ship. wt. 1 lb. **\$9.95**

Extra 35mm Reel Only. For above.

67 R 5060 T—Ship. wt. 8 oz. **4.95**

For Free Photo Help Write Bob Adams

Bob Adams is Wards expert on photography. Whatever your needs, he can expertly advise what equipment and materials are required. If you want to trade-in your old camera, Bob Adams will give you an estimate on the allowance Wards can make toward the purchase of a new model . . . there is no charge; no obligation. For complete details see Page 56 of this Catalog.



Play It Safe!
ONLY
\$3⁹⁵
17x17 in.

Handy Film Changing Bag

A Portable Darkroom . . . ideal for loading film tanks (like tanks above), cut film holders, or cameras. For unloading film, or switching film in camera for another type. Lets you work under full normal room light—eliminates fumbling in dark closets. Ideal for travel, folds compactly.

Double Bag Construction, of durable black satin locks out light—lets you work in safety. Two full-length zippers open bag to accept camera, film or tank. Elastic arm holes close snugly around arms.

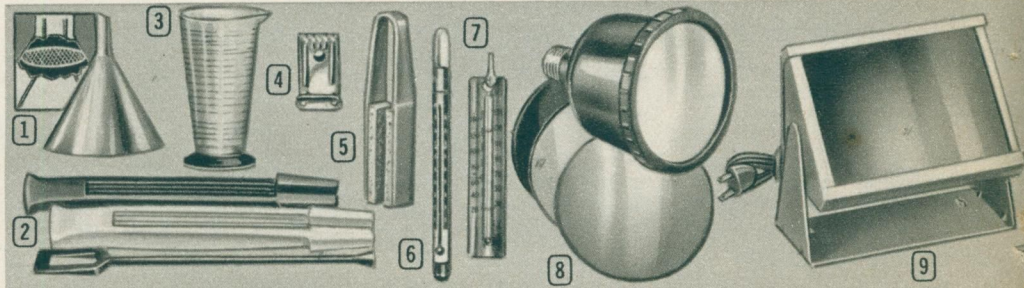
Regular 17x17-inch Size Changing Bag.

67 R 5080—Ship. wt. 12 oz. **\$3.95**

Oversize 27x29-inch Size Changing Bag.

67 R 5081—Ship. wt. 1 lb. 8 oz. **\$6.98**

30 WARDS ALL



Practical Accessories for Efficient Darkroom Operations

1 Filter Funnel pliable plastic cone with fine mesh stainless steel filter in throat to strain out undissolved particles. Resists acids, will not corrode.
67 R 5140—Ship. wt. 4 oz. **99c**

2 Pair of Plastic Print Tongs and Stirring Paddle. Tongs in two colors, for handling prints in trays. One color for developer, one for hypo bath.
67 R 5137—Ship. wt. 4 oz. **Set 69c**

3 Darkroom Graduate. Clear styrene plastic with calibrations in ounces and cc's plainly marked.
67 R 5141—16-oz. Capacity. Ship. wt. 4 oz. **69c**

4 Stainless Steel Film Clips. Powerful spring action and teeth hold film firmly while drying. Clips are of sufficient weight to prevent film from curling.
67 R 5139—Ship. wt. 1 lb. **Pkg. of 4 89c**

5 Film Squeegee. Cellulose sponges attached to plastic tongs wipe both sides of film simultaneously . . . assures clean, uniform drying of film up to 4 x 5 in.
67 R 5136—Ship. wt. 4 oz. **89c**

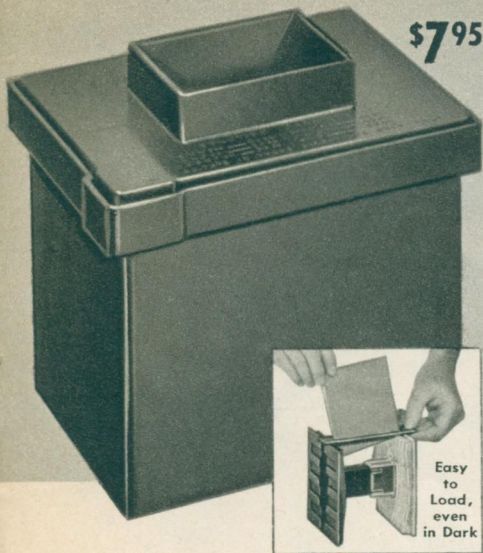
6 Thermometer. Completely enclosed in glass casing. Rubber floaters keep face of thermometer upright. Use in tank or tray. Accurate for darkroom work.
67 R 5143—Ship. wt. 2 oz. **Ea. 39c; 2 for 69c**

7 Precision Thermometer. Accurate within 1/2° at the critical 68° Fahrenheit temperature. Stainless steel scale with easy-to-read black calibrations.
67 R 5144—Ship. wt. 3 oz. **89c**

8 Safelight and Filter Set. Heat-resistant bakelite plastic. Fits into any household outlet or drop cord. Use 15-watt bulb (not included). Includes 4 Filters: Red, Orange, Green, Amber.
67 R 5127—Ship. wt. 8 oz. **\$4.75**

9 Bracket-Type Darkroom Safelight. Provides maximum utility—stands on table or shelf, has slots for screws for attaching to wall or ceiling. Hinged to swing up and down. All-metal hinged door. 5x7-inch Amber filter, safe for enlarging papers such as Medalist and Kodabromide. Handy on-off switch. Complete with 7-watt bulb.
67 R 5142—Ship. wt. 2 lbs. 8 oz. **\$6.50**

Make Your Hobby More Fun!



\$7.95

Easy to Load, even in Dark

Cut-Film Developing Tank

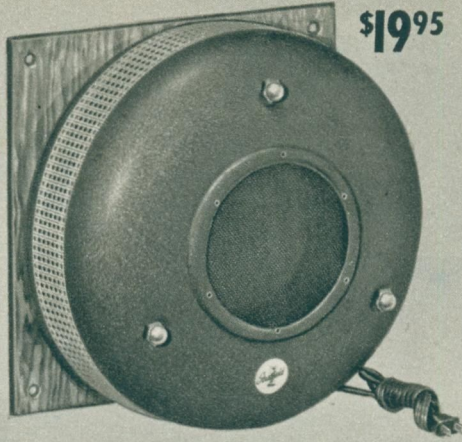
Perfect Tank for Owners of Press and other cameras using cut-film or film packs. You can work in fully lighted room after film has been loaded in dark and lid is in place. Constructed entirely of finest quality sturdy, chemically resistant black bakelite.

Takes up to 12 Pieces of Cut-Film or One Film Pack. Adjustable from 2 1/4 x 3 1/4 in. to 4x5 in. Specially designed top permits developing, washing, fixing in the same tank. Special guide assures easy positive film loading even in total darkness. Film can't sag or touch adjoining film. Film can be easily removed for inspection during developing or fixing period, or for reversal exposure of color film.

Tank Comes Complete—ready-to-use with guides for cut-film—no extra hangers are necessary. Engraved capacity chart on cover. 4 stainless steel pins included for use when processing 3 1/4 x 4 1/4, 9x12 cm. or 4x5 film pack. Shipped promptly from Chicago, Baltimore and Oakland.

67 R 5126 T—55-oz. cap. Ship. wt. 2 lbs. \$7.95

See Color Developing Materials on Pg. 34.



\$19.95

"Lite-Tite" Air Ventilator Mounts on Wall in a Few Minutes

Designed Exclusively for Darkroom Installation to Maintain Clean, Fresh Air. Protects your health . . . makes working conditions more pleasant. Clears average room in approximately two minutes. Exhausts stale air at the rate of 200 cubic feet per minute.

Specially Baffled to Exclude Light. May be mounted on any wall in a few minutes with just a screw-driver and saw. Small compact size: 12 inches in diameter, 7 inches deep. Plugs into any 110-120 volt, AC household outlet. 70 watts.

Precision Built Motor . . . self-oiling, porous bronze bearings. Five 8-inch blades. Synchro-balanced for whisper-quiet operation. UL Listed.
67 R 4911 T—Ship. wt. 9 lbs. Cash \$19.95
"T" items shipped promptly from Chgo., Balt. or Oak.; pay charges from nearest house.

Wards Convenient Monthly Payment Plan makes it easy for you to have all the up-to-date equipment you want now. And remember everything you buy at Wards is backed by Wards famous 91-year-old guarantee of satisfaction or your money refunded. See Page 38.



1 \$1.99 Ea. 8x10 in.



2 3 for 99c 5x7 in.

Darkroom Developing Trays

1 **Pure White Semi-Flexible Dow Styron Developing Trays**—will never rust, corrode, or leak. Dent-proof, scratchproof and highly acid-resistant. Really heavy-duty for professional use. Has no metal parts to touch your prints. Smooth, glossy inside surface with smooth round edges for easy agitating, handling and cleaning. Oversized . . . allows plenty of room to slide your fingers under the prints for easy removal. Convenient pouring lip. Tapered sides for stacking.

67 R 5128—8x10-in. size. Ship. wt. 9 oz. Each \$1.99
67 R 5129—11x14-in. size. Ship. wt. 1 lb. Each 3.99
67 R 5130 T—14x17-in. size. Ship. wt. 2 lbs. Each 6.49

2 **Lightweight Plastic Trays.** Easy to store. Strong ribbed bottom to keep prints in solution and for easier removal. Sides of tray are tapered for convenient stacking. 3 trays in a package—one red, one white and one black.
67 R 5131—5x7 in. Size. Ship. wt. 12 oz. Pkg. of 3, 99c
67 R 5132—8x10-in. Size. Ship. wt. 2 lbs. Pkg. of 3, \$3.19
67 R 5133—11x14-in. Size. Ship. wt. 3 lbs. Pkg. of 3, 5.89



3 4 5 49c 6 7 8

COLOR YOUR PRINTS, IT'S EASY!

Everything You Need for Drying Matte or Glossy Prints

3 **Chrome-Plated Steel Ferrotypes Plates.** Produce a high gloss on paper, without polishing. May be used with electric dryers or for air drying. Use roller (5) at right to squeeze out excess water . . . polish (6) to keep mirror-bright.
67 R 5035—12x17 in. (Holds two 8x10's). Ship. wt. 3 lbs. Pkg. 2 \$3.29
67 R 5036—10x14 in. size. Ship. wt. 2 lbs. Pkg. 2 \$2.69
67 R 5037—14x20 in. size. Ship. wt. 4 lbs. Pkg. 2 \$4.69

4 **Blotters.** For drying matte prints; also flattens glossy prints.
67 R 4953—Two 6 ft. x 11 1/2-in. Blotters. Ship. wt. 2 lbs. \$1.29
5 **4-In. Print Rubber Roller.** Stainless steel frame; removes excess water.
67 R 4901—Ship. wt. 4 oz. 49c
6 **Ferrotypes Polish.** Prevents sticking—develops brilliant luster on glossy paper. 8 oz.
67 R 4346—Ship. wt. 14 oz. 89c

NEW . . . Anti-Static Brush. Cleans negatives before printing and enlarging, cleans slides before mounting and projecting . . . also cleans camera and other optical lenses. 1 in. wide. Made of Polonium—a nuclear metal. Only one brushing action removes attracted particles and eliminates static electricity. Cleaned surface will not re-attract dust or lint.
67 R 5150—Ship. wt. 4 oz. \$4.49

Introduce Living Color Into Your Black-and-White Photographs

Easier to Use Than Crayons in a Child's Coloring Book . . . if you are not pleased with a color after it is applied, wipe off with pinch of cotton dipped in Medium solution. Colors are scientifically blended to give natural, life-like quality to skin, cheeks and lips. Transparency of colors lets tonal qualities of photo show through.

7 **Finest Oil Coloring Set** . . . best buy for the serious hobbyist because of wide range of colors and larger-size accessories. 20 beautiful colors included: Cobalt Violet, Carmine, Lip, Cheek, Flesh, Chinese Blue, Ultramarine Blue, Tree Green, Verdian Green, Oxide Green, Cadmium Yellow, Cadmium Orange, Burnt Sienna, Raw Sienna, Verona Brown, Sepia, Payne's Gray, Black, Flake White, and Neutral.

In Addition, You Receive . . . a tube of Medium solution which makes photographic paper receptive to oils; Duolac Varnish; drier; extender; a roll of cotton; 6 skewers for applying paints; a palette and instructions on mixing and applying colors.
67 R 4364—Attractive Partitioned Container. Ship. wt. 2 lbs. 8 oz. \$7.25

Learn To Color Photo Set for beginners (not shown). Contains 9 basic colors—sufficient for portraits and simple landscapes, Medium solution, skewers and cotton.
67 R 4331—Instruction booklet included. Ship. wt. 1 lb. 6 oz. \$3.25

8 **Oil Color Pencils.** Made in France. Use as supplement to oil colors above, to "pencil-in" highlights, eyes, lips for a professional touch.
67 R 4363—Attractive gift box. Ship. wt. 1 lb. \$4.39

Shop in the comfort of your home—enjoy a truly large selection—get all your needs at Wards.

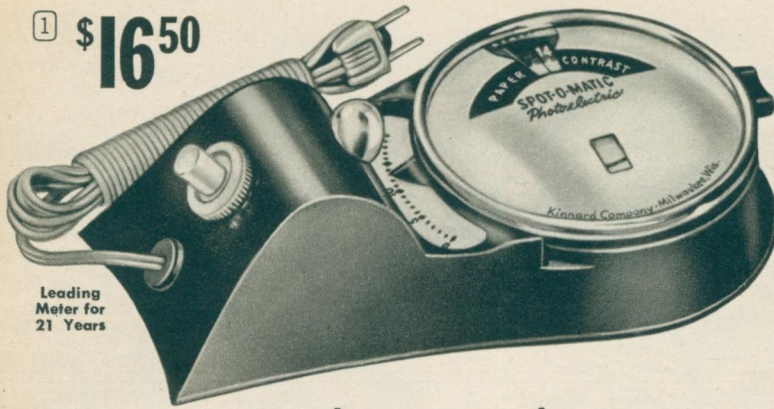
ALL WARDS 31

Eliminates Static Charge

\$4.49

If You Didn't Get This From My Site,
Then It Was Stolen From...
www.SteamPoweredRadio.Com

End Guesswork... Use Wards Enlarging Aids



1 \$16⁵⁰

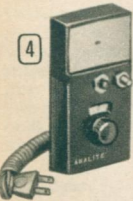
Leading Meter for 21 Years

Spot-O-Matic II Electric Eye Enlarging Meter

1 Closest thing yet to automatic printing . . . more valuable for enlarging than a light meter is for a camera. Enjoy extremely accurate exposures of enlargements . . . speed up your operation with expert electronic selection of correct paper grade or contrast number.

Super-Sensitive Photocell is accurate to about 1/2000-foot candle. Built-in electric-eye is actuated by light from your enlarger, and by variable mask within Spot-O-Matic. Mask is calibrated to read directly in commercial paper contrast grades (or filter numbers for variable-contrast papers) and photo density figures. Rugged . . . Trouble-Free. Compact—about 6 inches long. Rests on enlarger easel in use. Includes 6-ft. power cord and informative instruction book.

67 R 4978—For 110-120 volts AC-DC. Ship. wt. 1 lb. \$16.50

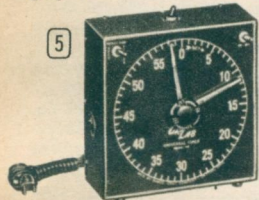


NEW! ANALITE Electronic Darkroom Exposure Computer \$22⁹⁵

4 For Color or Black & White. You select the timing . . . Analite electronically selects correct lens opening to give perfect prints every time. No need to make test strips; Analite "remembers" ideal exposure levels for every kind of paper. You work faster, produce finer quality prints.

67 R 4976—For 110-120 volts. Ship. wt. 1 lb. \$22.95

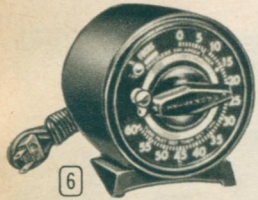
Gra-Lab Electric Timer \$24⁹⁵



5 Our Most Versatile Timer . . . for processing film, papers—timing exposures. Times intervals precisely from 1 second up to 60 minutes. Just set the hands, flip a switch. At end of cycle hands return to zero, buzzer sounds. Large 7-inch dial has luminous numbers you can read in the dark. "Focus" switch turns on enlarger without cycling timer. 8½-inch square x 2½/16 inch. 750-watt capacity. For 110-120 volts 60-cycle AC only.

67 R 5055—Ship. wt. 5 lbs. Cash \$24.95

Economy Electric Timer \$8⁹⁵



6 Ideal for Short-Interval Use. Offers range from 1 to 60 seconds. Switch starts timer—shuts off appliances (enlarger, printer, etc.) automatically. Can be used as manual on-off switch. Big, easy-to-read numerals. Compact, lightweight. Ship. wt. 1 lb.

67 R 4964—For 110-120-volts 60-cycle. AC only. \$8.95

SHIPPING NOTICE. Catalog Nos. with "T" Suffix shipped promptly from Chicago, Baltimore or Oakland; pay charges from nearest.

Time-O-Lite \$28⁹⁵

- Fully Automatic . . . Resets Self
- Accurate . . . Intervals 1 to 60 sec.
- Controls Enlarger and Safelite
- Takes Accessory Plug-in Foot Switch

7 TIME-O-LITE "Professional" . . . Our Finest quality timer . . . the unit found in studios.

Fully Automatic. Resets itself after each timing cycle. You just dial a setting—press a button. Internal synchronous motor cycles instantly, accurately. Remote control operation too, using accessory plug-in foot switch.

Coordinated Action. Safelight turns off automatically—when timer is set on "Focus" or "Expose". Turns on automatically, too.

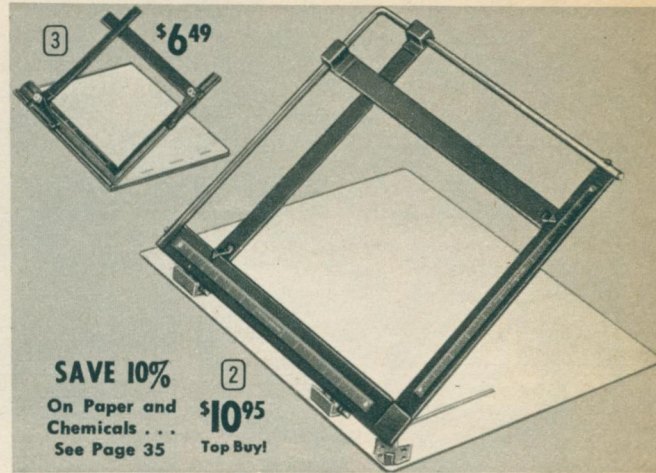
Rated 1500-Watt Capacity, for heavy-duty timing applications. For use on 110-120 volts, 60-cycle AC only. With cord. See "Ship. Note".

67 R 5013LT—Ship. wt. 5 lbs. \$28.95

67 R 5014T—Same as above but 750-Watt. No Remote Outlet. Ship. wt. 5 lbs. \$22.50

TIME-O-LITE FOOT SWITCH AND CORD.

67 R 5018T—Ship. wt. 1 lb. \$6.95



3 \$6.49
2 \$10⁹⁵
SAVE 10%
On Paper and
Chemicals . . .
See Page 35
Top Buy!

Premier Enlarging Easel

2 Quality 11x14-Inch Enlarging Easel. Takes paper sizes up to 11x14 inches. Dual clamps provide positive grip on paper when frame is lowered. Margin control permits independent adjustment of horizontal and vertical borders for a variety of border sizes up to 1½ in. Sliding masks made of watch-spring steel. Easy-to-read scale graduated in 1/32-in. White focus area. Sturdy all-metal construction with protective felt pad on base to prevent marring.

67 R 4954—Just say "Charge It." Ship. wt. 7 lbs. \$10.95

Wards Enlarging Easels

3 Wards 11x14-Inch Enlarging Easel. Exceptionally low priced yet with features usually found on higher priced models. Sliding masks made of spring steel. Easel remains wide open for easy paper insertion . . . press release to close. Accurate calibrating system clearly ruled with white marking on black background for easy reading in darkroom. Scale is graduated in 1/32 inches.

67 R 5146—Sturdy all-metal construction. Ship. wt. 4 lbs. \$6.49

Wards Economy 8x10-Inch Enlarging Easel. (Not shown.) Similar to (3) above, except smaller size. Scale also graduated in 1/32 inches.

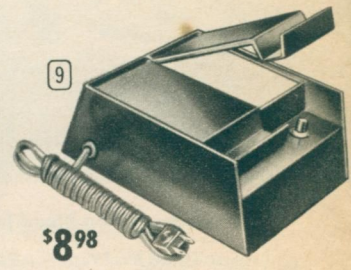
67 R 5145—Sturdy all-metal construction. Ship. wt. 1 lb. 6 oz. . . . \$4.85

WARDS MONTHLY PAYMENT PLAN

Wards makes it easy for you to have all the newest photographic equipment you need. Save time and money—shop in the comfort of your home. Enjoy a truly large selection. Just compare Wards quality and low prices and you'll see why Wards is the best place to buy. See Pg. 38 for Terms.



8 \$11⁹⁸



9 \$8⁹⁸

Popular Contact Printers

8 Airequipt Junior Printer with automatic light switch. Takes all negatives up to 4x5 inch. Adjustable masks for making white borders of various widths. Top and left-hand margins set simultaneously. Spring-loaded panel holds paper in place until platen is lowered.

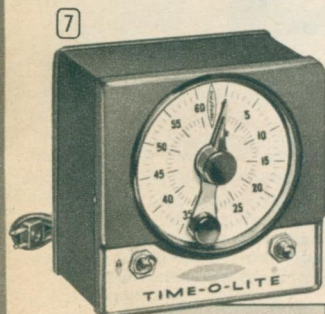
Lid locks for long exposures—turns on white printing light when lowered. Diffusion glass spreads light uniformly. 7½-watt darkroom and 25-watt clear bulbs included. Red safe-light burns constantly. Sturdy metal construction. Abt 6x7x8½ in. 67 R 4948—Ship. wt. 6 lbs. \$11.98

9 Yankee Printer. Takes negs up to 4x5 in. Two separate sponge-lined platens assure uniform pressure. Built-in diffusing glass and automatic on-off switch. Heat-resistant plastic body. Black mask and red darkroom bulb included.

67 R 5135—Wt. 2 lbs. \$8.98

New Economy Printer. (Not shown). Accommodates negatives up to 4x5 in. Hinged back and sliding clamp assures perfect contact of film and paper. Complete with cord, socket, bulb and diffusion glass.

67 R 5085—Wt. 1 lb. \$3.85



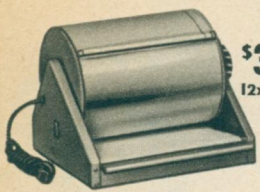
7

Side view shows how Safelight and Timer plug in.



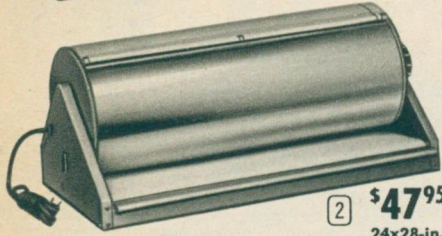
32 WARDS DFPO

Make Your Own Prints . . . It's Fun!



①
\$31⁹⁵
12x28-in.

Small Size
dries up to
thirty 8 x 10's
per hour . . . Large
Size up to 60.



② **\$47⁹⁵**
24x28-in.

New Rotary Print Dryers

- Prints Require Very Minimum of Handling.
- Just Slip Print Into Dryer and Turn Knob
- Fine Quality UL Listed Heating Elements
- Highly Polished Chrome Ferrotypes Metal

① ② Premier Print Dryers have been designed to dry prints of all weights, smoothly and rapidly. Heat is controlled by simply setting temperature control indicator. Thermostatically controlled heating element provides maximum uniformity of surface heat on platen leaving balance of dryer safely cool. Red safety light shows when current is on. Quick feeding . . . just slide print on canvas print table and turn knob. Automatic spring tension and heavy rubber roller squeegee provides perfect contact with drying surface at all times. Highly polished chrome ferrotypes metal insures prints of extremely smooth, high gloss finish . . . matte finish, if desired.

① Premier Model A-1. Drying surface is 12x28 in. Dries two 11x14's, three 8x10's or eight 5x7's at one time. Dries up to 30 8x10's an hour.
67 R 5040—Ship. wt. 12 lbs. **\$31.95**

② Premier Model A-2. Drying surface is 24x28 in. Dries four 11x14's, six 8x10's or sixteen 5x7's at one time. Dries up to 60 8x10's an hour.
67 R 5041M—Ship. wt. 20 lbs. **\$47.95**



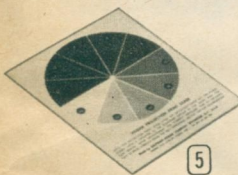
BAUSCH & LOMB MAGNIFIER

④ **\$5⁹⁵**

Low-Cost
Insurance for
Sharpest
Enlargements

- Saves Time
- Saves Paper

④ Provides critical focus even with very dense negative. Place magnifier on easel where paper would rest—view negative in enlarger through telescope-type eye-piece. Accuracy achieved by focusing on grain rather than picture detail. No ground-glass screen is used. No internal adjustments needed.
67 R 5015—Ship. wt. 1 lb. **\$5.95**



KODAK PRINT SCALE

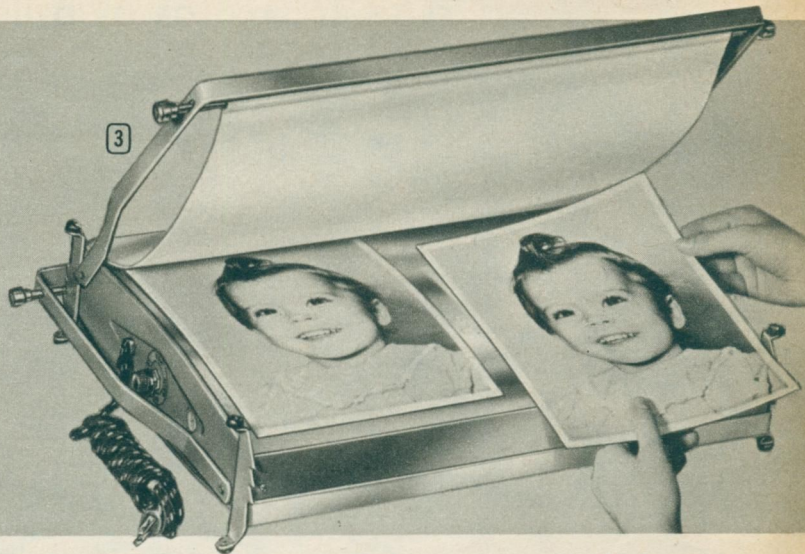
⑤ **\$1³⁹**

⑤ Gives Correct Exposure for Enlargements, easily—quickly, for any negative. Simply place over enlarging paper, expose for 60 sec. Processed print will show correct time. Developed by Kodak Co. to help amateur become expert.
67 R 5001—Ship. wt. 4 oz. Only **\$1.39**

③
**URNS
OUT DRY
PRINTS
IN 8
MINUTES**

\$19⁴⁹
Cash

Large Size
13x17½ in.



Lee Duplex Dryers . . . Easy to Use . . . Economical, Too

- Turns Out As Many As Four 8x10-Inch Prints in 4 to 8 Minutes
- Only Four Inches High . . . Requires Minimum Storage Space
- Has Dual Surfaces . . . Use Both Sides At Same Time
- For Glossy Prints Order Ferrotypes Plates Listed on Page 31

③ Practical, Economical, Efficient Dryers. Easy to operate, maintain. Last for years with ordinary care. Dry matte prints by applying prints to surface of reversible drum. Sanforized canvas apron, under tension, holds prints firmly against reversible curved satin-aluminum heating surface.

To Dry glossy prints, order Ferrotypes Plates, listed on Page 31 . . . apply prints to surface of plate and proceed as you would for matte prints.

Dryers are only 4 inches high—require very little operating and storage space. Frame is made of heavy-gauge steel with protective rubber feet. Well constructed heating elements maintain uniform temperature . . . about 195°F. Ceramic insulators. For 110-120-volt AC-DC. UL Listed.

Large 13x17½-Inch Lee Dryer (Shown above). Our best seller. 300 watt. Built-in adjustable thermostat for regulating drying time, speeds up drying operation, on mass production. Dries four 8x10-inch prints or eighteen 4 by 5-inch prints at one time on reversible drum . . . two 8x10-inch pictures on each side.

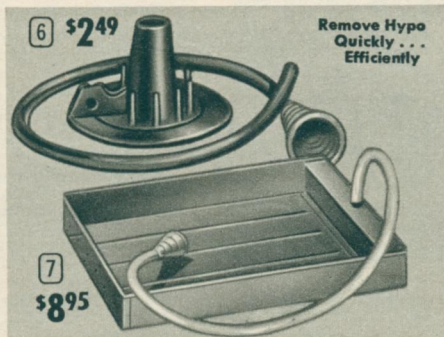
67 R 5069—Ship. wt. 7 lbs. **\$19.49**

Standard 13x15½-Inch Lee Dryer. Economy model. 225 watt. Dries two 8 by 10-inch or ten 4 by 5-inch prints at one time. Frame of heavy-gauge steel with protective rubber feet—same fine construction as larger dryer above, but does not have built-in thermostat. Heats to a satisfactory drying temperature and maintains the same temperature.

67 R 5078—Ship. wt. 5 lbs. 12 oz. **\$12.95**

For Free Photo Help Write Bob Adams, Wards Expert on Photography, See Page 56 for Address.

Print Washers With Slip-On Faucet Connectors



⑥ **\$2⁴⁹**

Remove Hypo
Quickly . . .
Efficiently

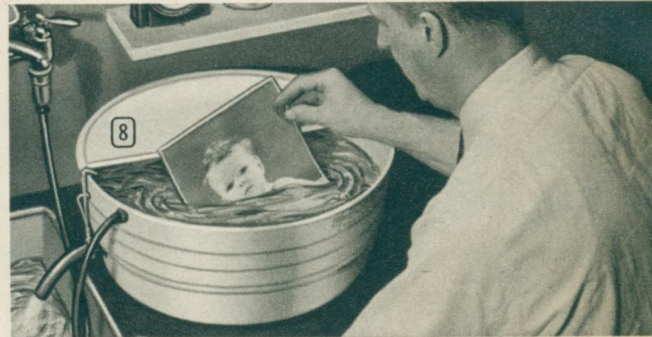
⑦ **\$8⁹⁵**

Hypo Print Washer

⑥ Economy model washer . . . no plumbing changes required . . . fits right on any faucet. Converts bowl or tub into practical, low cost washer. Automatically maintains 2¾-inch water level at all times.
67 R 5007—Wt. 12 oz. . . **\$2.49**

Arkay Print Washer

⑦ Straight Line Jet-Flow Action. Efficient washing. Convenient for prints up to 11x14 in. Rust-resisting steel tray. Metal fittings. Includes 3-ft. rubber hose, slip nipple.
67 R 5046—Wt. 5 lbs. . . **\$8.95**



Richard Print Washers . . . Exclusive Design **\$26⁹⁵** Small Size

⑧ For the Serious Amateur or Professional who wants the best. No installation cost, no moving parts to wear out, no maintenance cost. No flooding . . . automatic water level control removes overflow. Made of white, semi-flexible Dow Styron, rustproof, dentproof, scratchproof and acid-resistant . . . no metal to touch prints. Washes prints better, faster than conventional type washers. Center sump and sloping bottom pull hypo from water. Fluted sides prevent prints from sticking to sides or to each other. Solid brass fittings, impervious to chemicals in photographic solutions.

Patented triple-jet action prevents matting by: (1) one jet keeps floaters down, all prints wet; (2) another jet separates prints with stream of bubbles; (3) third jet forces water to travel faster than prints—you wash rather than soak them. Only 18x8 in. yet washes 60 or more double weight 8x10's in 25 minutes. Easy to move, weighs 3½ lbs. Only washer we know of with all these features. Includes supply and drain hoses.
67 R 5049 M—Just Say "Charge It." See Page 38. Ship. wt. 4 lbs. 4 oz. . . . Cash **\$26.95**

Richard 24-Inch Diameter Print Washer (not shown). Similar to (8) above but larger. Washes up to 100 size 8x10's. Will accept 14x17-inch enlargements. Shipped promptly from Chicago. Pay shipping charges from there.

67 R 5047 MTT—Ship. wt. 11 lbs. Cash **\$45.95**

DFPO WARDS 33

MAKE YOUR OWN COLOR PRINTS

FROM KODACOLOR OR OTHER NEGATIVE COLOR FILM



\$12⁹⁵

Complete Kit

Developer
5
Minutes

Fixer
3
Minutes

Bleach
10
Minutes

- Make Brilliant Color Prints Right In Your Own Dark Room
- Use the Same Equipment You Use for Making Black & Whites
- From Negative to Superb Color Prints in Less Than 1 Hour

A Make Color Prints from any negative color film. All you need, in addition to the FR Kit is an enlarger, 3 standard developing trays, a thermometer and timer. Emulsion is tough—you can develop several prints at the same time by shuffling them in each solution without fear of damaging surface of prints. Exposure is determined by Theilgaard Calculator which is included. Prints may be air or heat dried.

No refrigeration necessary for paper or chemicals. Life of paper is equal to that of any bromide paper (approx. 2 yrs.). Chemicals can be stored in airtight full bottles; will last 3 or 4 weeks after mixing.

FR Kit Contains 20 sheets of 3½ x 5-in. color enlarging paper, chemicals to prepare one quart each of developer, fixer and bleach; Theilgaard rapid exposure calculator; Three filters: red, green and blue; Universal filter holder that fits all enlargers; Safelight filter and diffuser; infrared filter for all enlargers; Instructions. Order additional paper and chemicals below. See "Ship. Note" below.

- 67 R 4709—COMPLETE FR COLOR KIT. Ship. wt. 2 lbs. \$12 95
- 67 R 4290 TT—3½ x 5-IN. COLOR PAPER. Ship. wt. 8 oz. 20 Sheets. 2.49
- 67 R 4291 TT—8 x 10-IN. COLOR PAPER. Ship. wt. 1 lb. 25 Sheets. 11.75
- 67 R 4307 TT—FR COLOR CHEMICAL REFILL. Sufficient to prepare 1 qt. each Developer, Fixer and Bleach. Ship. wt. 1 lb. 4 oz. \$2.39

Develop Your Own Color Slide Film with These Two Kits



No special equipment required; use the same Tank you use for B & W.

B Kodak E-2 Kit for Regular and New High-Speed Ektachrome Film. Includes all chemicals for processing four to six 120 or 35mm rolls with adjustment of developing time. Entire operation, after first 14 minutes, can be completed with lights on. Total processing time only 50 minutes, plus drying. Instructions included. *Not Mailable.*

67 R 4701R—Wt. 1 lb. 8 oz. . . . \$4.50

C New Ansochrome Developing Unit-fit. Contains chemicals needed to develop Ansochrome and Super Ansochrome color films. Solution is sufficient to develop up to 5 rolls of 20 Exp. 35mm film. Processing time at 80° is 46 minutes, of which only 10 minutes is in dark. Instr. included. 67 R 4707—Ship. wt. 2 lbs. . . . \$2.09

Make Your Own Color Prints from Slides, Using Your B & W Equipment

To make color prints with Printon, you will need either an Enlarger or Contact Printer, Trays, Graduate, Timer, Washing Facilities.



D Printon Processing Kit. For making color prints from positive transparencies when used with Printon paper sold separately below. One quart develops about 500 sq. in. of prints. Full time for processing is 54 minutes at 75° plus drying time.

67 R 4702—Ship. wt. 3 lbs. Kit \$5.69

Printon. High gloss, sensitized material for making full color prints and enlargements. Cut to size needed. See "Ship. Notice" Below.

- 67 R 4127 T—4x5-in. size. Ship. wt. 8 oz. Pkg. 10 sheets \$1.79
- 67 R 4128 T—5x7-in. size. Ship. wt. 12 oz. Pkg. 10 sheets 3.19
- 67 R 4129 T—8x10-in. size. Wt. 1 lb. 12 oz. Pkg. 10 sheets 6.75

Complete Filter Set for Printon. Contains 21 color compensating filters and one ultra-violet filter to balance the light in your enlarger or contact printer for exposing Printon. Filters are standard 4x5-in. may be trimmed for exact fit. Filters for Durst enlargers sold on Page 29. 67 R 4979 TT—Set of 22 filters. Ship. wt. 12 oz. \$15.98

For Omega Colorheads or color compensating filters to fit your equipment write to Bob Adams . . . See Page 56 . . . and tell him what you need. He will get them for you. No obligation.

SHIPPING NOTICE: Catalog Nos. with "TT" Suffix Shipped promptly from Chicago Only. Items with "T" suffix shipped from Chicago, Baltimore and Oakland.

SAVE MONEY, USE A PAPER TRIMMER

Cut 11 x 14's or 8 x 10's Down To Suit Your Need



Three Popular Sizes

\$6⁹⁵

10-In. Size

Your paper Trimmer will soon pay for itself if you buy large-size paper and trim it to smaller sizes.

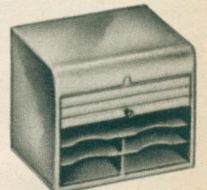
Store it in a Paper Safe like the one at right. You'll wonder how you ever got along without a trimmer. Use it to trim edges of prints too, like professionals do.

Board is rugged, reinforced hard-rock Maple, calibrated in inches across top for precise cutting. Cutting edge made of finely ground and hardened steel. Adjustable paper guide glides back and forth across surface. Big, roomy, handle grip.

Size	Catalog Number	Ship. Wt.	Price Each
10 Inch	67 R 5088	6 lbs. 4 oz.	\$6.95
12 Inch	67 R 5089	7 lbs. 12 oz.	9.95
15 Inch	67 R 5090M	19 lbs.	15.98

\$12⁹⁵

Protects Paper Against Fogging

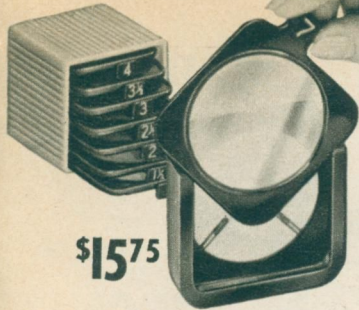


Holds printing, enlarging or color paper, up to 8 x 10-in. size. You can turn ordinary room light "On" without danger of fogging. You can save money too, by ordering 8 x 10-in. paper and cutting it down to smaller sizes. For instant access to paper, simply raise roll-up door; shuts automatically when handle is released. Shelves have dividers to accommodate various sizes. Cut-outs make it convenient to remove just one sheet at a time. Rugged all-steel construction.

67R5053M—Ship. wt. 12 lbs. \$12.95

34 WARDS ALL

Charge It! . . . See Pg. 38



\$15.75

Polycontrast Filter Kit

- Everything You Need to Use Polycontrast Papers
- Provides Over 7 Contrasts

Kit Includes 7 optical filters for printing with Polycontrast Paper at right, special filter holder, and a handy dustproof storage rack for filters (pictured above) that clamps to your enlarger, or may be attached to the wall in a convenient location. By using these filters, the contrast of Polycontrast paper can be varied over a wide range, from No. 1 to No. 4 contrasts. Stocked at Chicago only—allow extra time.

No Discount Allowed On This Item.
67 R 4133 TT—Ship. wt. 9 oz. **\$15.75**

Polycontrast

"ONE-PAPER" PRINTING

Use the same paper for any negative . . . not several grades as you do with conventional papers. Seven Filters produce every graduation you want.



Newest, Most Advanced Printing Method. Eliminates need to keep many boxes of various contrast paper on hand . . . just one box, with Polycontrast Filters will meet any printing requirement. You have at your fingertips over 7 half-grades of contrast—comparable to using single-contrast papers No. 1 through 4—without filters. Similar to No. 2.

Use Polycontrast In Any Darkroom. Solutions and handling are the same as for ordinary single-contrast papers. But for best results, order any Safelight on Pg. 30 . . . designed for either Polycontrast or conventional papers.

POLYCONTRAST RAPID DOUBLE WEIGHT PAPER

State Catalog No., Size, Code No., Quantity
67 R 4155 TTD—Fine-grain Luster (G). Cream.
67 R 4156 TTD—Silk Luster (Y). Cream.

Size	Code No.	Quantity	Ship. wt.	Price
4x5 in.	4	25 sheets	7 oz.	\$1.09
		100 sheets	1 lb.	3.50
5x7 in.	5	25 sheets	10 oz.	1.79
		100 sheets	2 lbs.	5.80
8x10 in.	8	25 sheets	1 lb.	3.69
		100 sheets	5 lbs.	12.89
11x14 in.	11	10 sheets	1 lb.	2.87

*Available only in Y (silk) surface.

POLYCONTRAST RAPID SINGLE-WEIGHT PAPER

White stock. Neutral black tone (similar to Medalist below). For those who do not require heavier, double weight paper stock . . . costs less than double weight.

State Catalog No., Size, Code No., Quantity
67 R 4115 TTD—Smooth Glossy surface, (F). White.

Size	Code No.	Quantity	Ship. wt.	Price
4x5 in.	4	25 sheets	7 oz.	82c
		100 sheets	1 lb.	\$2.69
5x7 in.	5	25 sheets	10 oz.	1.34
		100 sheets	2 lbs.	4.59
8x10 in.	8	25 sheets	1 lb.	2.89
		100 sheets	5 lbs.	9.87

NOTE: For Printing Papers or Chemicals not listed on this page, write to Bob Adams, address on Pg. 56.

10% BONUS DISCOUNT

When You Buy \$15 Worth of Papers or Chemicals from This Page

Cash In On This Discount Offer . . . Enjoy even greater savings from Wards already low prices. Order any Printing or Enlarging Papers or chemicals from this page (except Polycontrast Kit) totaling \$15 or more. Deduct 10% from total—mark "Special 10% Quantity Discount" on your Order Blank.

CONVENTIONAL PAPERS

For Those Who Prefer To Make Prints With Single Contrast Paper



Kodak Velox. Single weight printing paper, ideal for album prints. Glossy paper, designed to fill the needs of amateur and "Pro". Blue-black tone. No change in contrast or image color, with added development.

Wide exposure-development latitude . . . you rarely waste a sheet of this paper. White, smooth, glossy surface (F). Contrast 2.

State Catalog No., Size, Quantity and Code No. given in table below.

67 R 4118 TTD—White

Size	Code	Ship. wt.	Pkg.	100
2½x2½ in.	2	6 oz.		93c
2½x3½ in.	3	8 oz.		\$1.11
4x5 in.	4	14 oz.		2.17

Medalist Enlarging Paper. Single weight. Highly versatile medium-speed paper. Semi-warm black tone. Wide development latitude provides the best possible print from a wide variety of negatives. Be sure to State Catalog No., Size, Code No., Contrast and Quantity.

67 R 4105 TTD—White. Glossy, smooth (F), Contrast 2.

67 R 4106 TTD—White. High luster, smooth (J). Contrast 2 and 3.

Size	Code	Quantity	Ship. wt.	Price
5x7	5	25 sheets	10 oz.	\$1.34
		100 sheets	2 lbs.	4.39
8x10	8	25 sheets	1 lb.	2.84
		100 sheets	5 lbs.	9.89

Kodabromide Single Weight Enlarging Paper. Chloro-bromide paper—ultra high speed, suitable for use with all enlargers. Deep brilliant blue-black tone. Neutral white paper stock. Contrasts: 1, 2, 3, 4 available in 25-sheet packs; 100-sheet boxes in contrast 2 only. State: Cat. No., Contrast, Size, Quantity, Code No.

67 R 4110 TTD—Glossy, Smooth (F) White.

Size	Code	Quantity	Ship. wt.	Price
4x5 in.	4	25 sheets	7 oz.	79c
		*100 sheets	1 lb.	\$2.66
5x7 in.	5	25 sheets	10 oz.	1.34
		*100 sheets	2 lbs.	4.39
8x10 in.	8	25 sheets	1 lb.	2.84
		*100 sheets	5 lbs.	9.89
11x14 in.	11	*10 sheets	1 lb.	2.17

*Available in contrast 2 only.

Kodabromide Double Weight Enlarging Paper. Has all of the same fine qualities as single weight at left, but heavier paper stock. Contrast 2 only. Widely used for commercial, press, and salon-type prints. Tones beautifully. State Cat. No., Size, Code No., and Quantity.

67 R 4109 TTD—Glossy, Smooth (F) White
67 R 4111 TTD—Luster, Fine Gr. (E) White
67 R 4113 TTD—Luster, Fine Gr. (G) Cream

Size	Code	Quantity	Ship. wt.	Price
4x5 in.	4	25 sheets	7 oz.	\$1.04
		100 sheets	1 lb.	3.49
5x7 in.	5	25 sheets	10 oz.	1.67
		100 sheets	2 lbs.	5.69
8x10 in.	8	25 sheets	1 lb.	3.58
		100 sheets	5 lbs.	12.95
11x14 in.	11	10 sheets	1 lb.	2.69

SHIPPING NOTE: All papers on this page stocked only in Chicago to insure fresh emulsions. When ordering, pay postage from Wards nearest Mail Order House—allow extra time.

Use Fresh Chemicals from Wards . . . See Discount Offer Above

(A) Microdol-X Replenisher Powder. To make one quart. Saves you money . . . increases life of developer over 300%.
67 R 4355 D—Ship. wt. 12 oz. **89c**

(B) Kodak Microdol-X Film Developer. Particularly designed for latest, improved film emulsions such as Plus-X and Tri-X. Gives extremely fine grain, yet improved acutance (image sharpness) with no loss in working film speed. Particularly suited for slower, ultra-thin emulsion films—works well with all others. Powder is supplied in cans . . . mix solution as you need it.
67 R 4353 D—Makes 1 Quart. Ship. wt. 8 oz. **89c**
67 R 4354 D—Makes 1 Gallon. Ship. wt. 2 lbs. **\$1.69**

(C) Yankee Instant Film Dryer. For Black & White films . . . you can print your negatives in 2 minutes. Simply bathe processed films in Dryer solution, squeeze and hang up for a few moments. Hardens emulsion, flattens negative, resists static charges.
67 R 4316 D—1-Pt. plastic bottle. Ship. wt. 1 lb. **\$1.99**

(D) Kodak Tri-Chem Pak Paper Developer. All the chemicals needed for printing. Each unit makes: 8 oz. Kodak Developer, 8 oz. Universal Stop Bath, 8 oz. Universal Fixer. Dissolve in water . . . Mix as you need it. Allows fresh chemicals for each printing session.
67 R 4345 D—Ship. wt. 12 oz. 2 Packets **94c**

(E) Kodak Dektol Print Developer. All-purpose cold tone. 67 R 4397 D—Each powder packet makes 8 oz. working solution. Ship. wt. 12 oz. **6** for **69c**
67 R 4318 D—Each powder can makes ½ gallon concentrate. Ship. wt. 2 lbs. **2 cans \$1.38**
67 R 4319 D—Each powder can makes 1 gallon concentrate. Ship. wt. 3 lbs. 6 oz. **2 cans \$1.99**

(F) Kodak Stop Bath. Stops development instantly. Prolongs life of hypo. Each packet makes 8 oz. solution.
67 R 4396 D—Ship. wt. 10 oz. 12 Packets for **\$1.15**

(G) (H) (J) "F-R" Film and Paper Solutions—Perfect Trio for Processing. Convenient liquids for all films or papers—just dilute and use. Come in handy brown poly squeeze bottles with 1-oz. calibrations. All three are 26-oz. size.

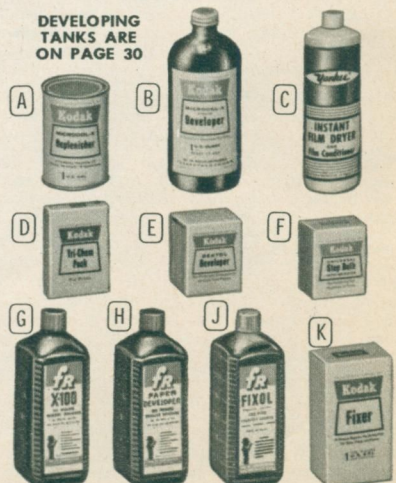
(G) 67 R 4380 D—X100 Negative Developer. For all films (only). Dilute 7 to 1. Ship. wt. 2 lbs. **\$1.34**

(H) 67 R 4381 D—Paper Developer. For all papers (only). Dilute 4 to 1. Ship. wt. 2 lbs. **\$1.34**

(J) 67 R 4382 D—Fixol. Rapid fixer for films and papers. Dilute 3 to 1. Ship. wt. 2 lbs. **\$1.34**

(K) Kodak Fix Powder. Rapid fixing bath for films, papers. Each package makes 1 gallon.
67 R 4314 D—Ship. wt. 4 lbs. 2 Pkgs. for **\$1.48**

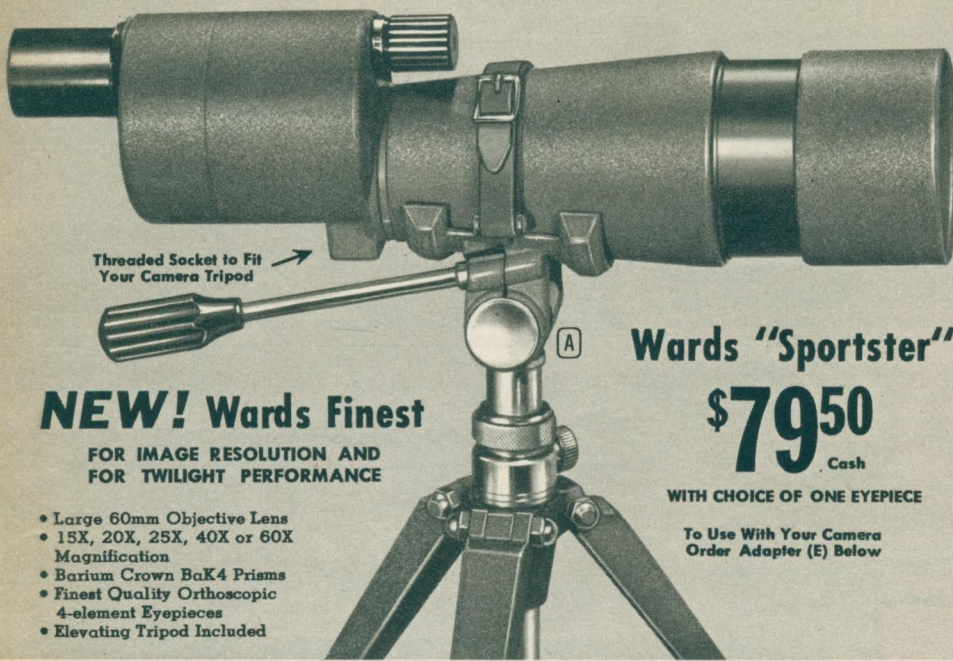
DEVELOPING TANKS ARE ON PAGE 30



SATISFACTION GUARANTEED OR MONEY BACK—YOUR ASSURANCE OF QUALITY

ALL WARDS 35

Conquer Space With a Wards Spotting Scope



Wards "Sportster"
\$79⁵⁰ Cash

WITH CHOICE OF ONE EYEPIECE

To Use With Your Camera
Order Adapter (E) Below

NEW! Wards Finest
FOR IMAGE RESOLUTION AND
FOR TWILIGHT PERFORMANCE

- Large 60mm Objective Lens
- 15X, 20X, 25X, 40X or 60X Magnification
- Barium Crown BaK4 Prisms
- Finest Quality Orthoscopic 4-element Eyepieces
- Elevating Tripod Included



Wards "Marksman"
\$59⁵⁰ Cash

With Elevator Tripod and 5 Eyepieces

(B) WARDS "MARKSMAN" Spotting Scope. Large 60mm objective lens (2 element). BaK7 prisms. Achromatic optics with single coatings on all surfaces, for clear, sharp viewing. Complete with 5 eyepieces (15X, 20X, 30X, 40X, 60 power). Screw-in Kellner type eyepieces (3 element) except 60X which is Orthoscopic 5-element. Field at 1000 yds.: 158 to 32 ft.

Large ring focuses objective lens. Use with companion tripod. Actual weight less than 5 lbs. Stands about 12 in. high—elevates to 18 in. Head tilts, swivels and locks. Includes elevator tripod, 5 eyepieces—order case below. To use with your camera, order Adapter (E) below. Ship. wt. 8 lbs.

67 R 7223 L—No Money Down..... Cash \$59.50

(C) Deluxe Fitted Leather Case with shoulder strap. Fits Scope (A) or (B).
67 R 7225—Ship. wt. 2 lbs..... \$12.95

Which Scope Is Best For You? (C) \$12⁹⁵ Case
Compare these Specifications:

	(A) Sportster	(B) Marksman
Objective	5-Element	2-Element
Prisms	BaK 4	BaK 7
Eyepiece Design	4-Element Orthoscopic	3-Element Kellner
Focus Adj.	Internal Prism	Objective Cell
Near-Focus	Near as 24 Ft.	Near as 54 Ft.
Length	About 10½ in.	About 14 in.



Finest Quality Optics for Image Clarity and Brightness

(A) NEW . . . WARDS "SPORTSTER" Spotting Scope. An exciting adventure in long-range vision and telephotography. Highest resolution at any power. Large 60mm objective with 5 elements for extra achromatic correction—edge-to-edge sharpness.

Top quality BaK4 prisms improve resolving power, twilight performance by adding to image brightness.

Deluxe Orthoscopic eyepieces—sharpest image, depth-of-field over entire field of view. Diameter of eyepiece lens about 1/3 larger than scope (B), for easier, more comfortable viewing, especially at high powers. An exceptionally fine instrument.

Micro-Fine Internal Prism Focusing. Rugged alloy body—act. wt. about 4 lbs. Pull-out lens shade. To attach scope to camera, order Adapter (E) below. Includes 12-in. Tripod with 6-in. elevating, pan-tilt head, plus your choice of one eyepiece (State Cat. No. and Power, see below). Order Case at right.

67 R 7260 L—Ship. wt. 7 lbs..... Cash \$79.50
EYEPIECES Only. Ship. wt. 4 oz. ea..... Ea. \$15.00

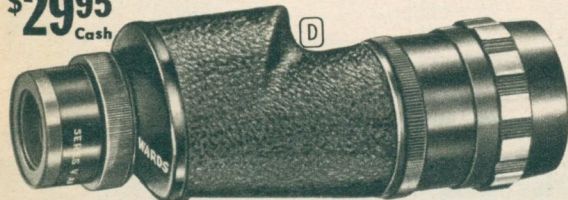
Power	15X	20X	25X	40X	60X
Field	150 ft.	112 ft.	94 ft.	57 ft.	39 ft.
Cat. No.	67 R 7254	67 R 7255	67 R 7256	67 R 7257	67 R 7258

NOTE: Telescope (A) and Monocular (D) available about May 1; do not order before then.

Wards New Monocular

Your Most Economical Choice for Tele-Photography

\$29⁹⁵ Cash



(D) WARDS Tele-Reflex Monocular . . . High-power, precision optics for the 35mm single-lens reflex camera user. Separately—hand held—it's a 7x35 monocular for "personal" viewing. Used on your camera's lens, a powerful tele-photography lens that substitutes for hundreds of dollars worth of conventional telephoto lenses.

Provides 350mm Focal-length, effectively, when coupled to normal 50mm camera lens. The small f/10 aperture is necessary to give maximum depth-of-field so necessary at this focal-length.

Fine-Quality Optical System. Achromatic lenses specially designed to be compatible with most camera lenses. BaK4 prisms for best sharpness. All surfaces fully hard coated for maximum light transmission. Convenient front focusing using oversize ring.

Lightweight Aluminum alloy body—actual weight only 14 oz. Compact too—only 6½ in. long. Removable eyecup unscrews, revealing thread that mounts directly to any Series-5 filter adapter, step-up or step-down ring (for larger sizes see below). Adjusts and locks on camera to best position. Recommended for use with 35mm single-lens reflex cameras only, but can be adapted to other types. Full instructions. Includes deluxe fitted leather case with velour lining and handy strap. See "NOTE" above.

67 R 7240 L—Ship. wt. 1 lb. 4 oz..... Complete, cash \$29.95

Step-Down Adapter Rings. For cameras using Series 6 or 7 filters.
67 R 2401 TT—Series 6 to 5 step-down. Ship. wt. 2 oz..... \$2.98
67 R 2402 TT—Series 7 to 5 step-down. Ship. wt. 2 oz..... 2.98

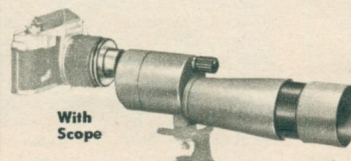
36 WARDS ALL Items with "TT" after Cat. No. sent from Chicago. Allow extra time.

NOW . . . Long-Range Photography with Your 35mm Single-Lens Reflex Camera

Tele-Photography is Easy . . . For best results, use your 35mm single-lens reflex camera, fast film, a sturdy tripod and long cable shutter release. Note: Focal-lengths up to 2700mm are possible.

Here's What You Get With Popular Combinations:

Camera Lens	7X Monocular	15X Scope	20X Scope
Normal 50mm	350mm-f/10	750mm-f/13	1000mm-f/17
Tele 90mm	630mm-f/18	1350mm-f/23	1800mm-f/30
135mm	945mm-f/27	2125mm-f/36	2700mm-f/45



With Scope



With Monocular



Using 50mm Lens



With 7x Monocular

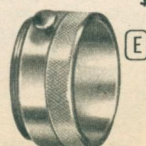


Using 15x Spotting

Widest Range of Results is possible using either scope listed at top of Page. Effective focal-lengths from 750 to 2700mm (or more) are possible by interchanging eyepieces.

Economy, Compactness plus ease of carrying and use. You simply thread on a small, lightweight unit that stores in your pocket. Picture quality is very good.

\$4⁹⁵ Camera-to-Scope Adapter

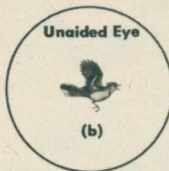
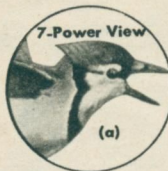


(E) Custom Adapter for mounting your camera to Wards spotting scope (A) and (B) above. Threaded for standard Series-5 filter adapter rings or step-up or step-down rings sold at left. Locks to scope eyepiece. 67 R 7234 TT—Sent from Chicago only. Allow time. Ship. wt. 2 oz..... Only \$4.95

Save at Wards on Imported Featherweight Binoculars

Here Are Tips To Help You Choose:

How To Select Magnification: If you use a 7-power binocular to view a subject 1000 ft. away (b), it will be magnified 7 times (7X) and appear to be 143 ft. from you (a). It is generally impractical to use over 8 power for hand held use. For higher magnifications, choose a Spotting Scope (at left). For greatest comfort, select the lowest power that will do the job for you! See Guide Below.



Check These Tips, Also See "Guide" Below

What About Objective Lens Size? The second figure of each binocular classification (7x35) stands for the diameter of the objective (front) lens, in millimeters. The bigger the lens, the greater the light gathering capacity—and the brighter your view under dim light.



With Pigskin Case

A
WARDS
6x30mm
\$2947
Cash

Quality Imports
from Japan



With Deluxe Fitted
Cowhide Case

WARDS
Deluxe 6x30mm
\$4450
Cash

**NOTE: All Binocular Prices
Include Federal Excise Tax**

Guide to Use of Binoculars

All Purpose 6x30, 7x35
Bird Watching . . . 7x35WA*, 7x50
Sports 6x30, 7x21WA*, 7x35
Yachting 6x30, 7x35
Hunting, Open 7x35
Hunting, Wooded 6x30
Night Use 7x50
Racing 7x21WA*, 7x35WA*

WARDS BINOCULARS . . . Your Assurance of Quality, Performance and Value! Painstakingly developed by the factory, carefully selected and refined by Wards Testing Laboratories, these binoculars offer outstanding built-in quality features at hard-to-match prices. Made to Wards exacting and increasingly improved specifications. Imported directly to save you money.

Wards Popular-Priced BINOCULARS . . . Quality "Lightweights" for Every Need

- Lightweight Aluminum American-Style Mono-Mold Bodies
- Quality Optics, Adequate for All Normal Viewing Needs
- BaK7 Prisms Offer Good Image Clarity and Brightness
- Rugged, Attractive Pigskin Fitted Case with Straps

A Practical Choices for Many Uses. One-piece barrel construction provides extra protection against shock, moisture or dust. Black leather covering. Center-focus for superior ease of adjustment. Adjustable right eyepiece. Fully achromatic optics eliminate color fringes. Select BaK7 Barium Crown prisms provide brilliance, sharpness. All optical surfaces (not just outside ones) fully coated. 3-element eyepieces (except Wide-Angle which is 5-element).

Power and Obj.	Size, Closed	Field	Act. Wt.	Cat. No.	Ship. wt.	Cash
6x30mm	4 3/4 in.	393 ft.	21 oz.	67 R 7012L	3 lbs.	\$29.47
7x35mm	5 1/8 in.	376 ft.	22 oz.	67 R 7019L	3 lbs.	32.37
7x35mm WA*	5 1/16 in.	578 ft.*	32 oz.	67 R 7016L	4 lbs.	39.47
7x50mm	7 in.	376 ft.	40 oz.	67 R 7021L	4 lbs.	38.37

*Wide-Angle Model . . . greater field of view. Field given at 1000 yds.

Wards Deluxe BINOCULARS . . . Featherweight, With Finest Japanese-Made Optics, Hard Coated Twice

- Featherweight Magnesium American-style Mono-Mold Deluxe Bodies
- Our Finest Japanese Optics—for Sharpest and Clearest Viewing Pleasure
- BaK4 Prisms, Best Available, 10% Brighter by Day, 40% Brighter by Night
- Deluxe Cowhide Fitted Case, Plush-Lined with Chromed Trim and Rain Guard

B Best Quality We Know of at These Low Prices. American style mono-mold design for extra protection against shock, moisture or dust. Black genuine leather covering. Sharp, clear and brilliant viewing. Finest BaK4 Barium Crown prisms and fully double, hard coated lenses transmit 10% more light in daytime, 40% more at night than BaK7. Finest, most highly corrected 3-element eyepieces (except Wide-Angle which are 5 element) have removable eyecups, handy for those who wear glasses. Exclusive 7x21 WA model has all these features packed into an ultra-compact, pocket-size model.

Power and Obj.	Size, Closed	Field	Act. Wt.	Cat. No.	Ship. wt.	Cash
6 x 30mm	4 3/8 in.	459 ft.	17 oz.	67 R 7076L	3 lbs.	\$44.50
7 x 21mm WA*	2 15/16 in.	525 ft.*	15 oz.	67 R 7075L	3 lbs.	44.50
7 x 35mm	5 1/4 in.	402 ft.	20 oz.	67 R 7077L	3 lbs.	55.00

*Wide-Angle Model . . . far greater field of view. All fields given at 1000 yds.

Wards Finest Binoculars Ever!

C BEST WIDE-ANGLE OPTICS WE'VE SEEN are featured in Wards new premium-grade binoculars. Superb 6-element Erfle-type eyepieces (see left) give extra optical correction, assuring corner-to-corner sharpness across an extra wide field of view. Finest BaK4 prisms. Your assurance of superior clarity and crispness.

Finest West German Quality by a leader in European fine optics. Precisely crafted of best materials, by skilled Old World craftsmen with whom the making of optical glass has always been an art rather than a science. **Ultra-lightweight Magnesium** alloy body. Lightest weight, true wide-angle binoculars we know of. Expert construction seals out dust, moisture. Unusually precise center focus—so smooth you can feel the quality. Full hard-coated optics assure best light transmission. With deluxe cowhide fitted case.

Power and Obj.	Size, Closed	Field	Act. Wt.	Cat. No.	Ship. wt.	Price
6 x 30mm WA	4 1/4 in.	540 ft.	18 oz.	67 R 7091L	3 lbs.	\$69.95
7 x 35mm WA	4 1/2 in.	525 ft.	18 oz.	67 R 7092L	3 lbs.	79.95
8 x 30mm WA	4 1/2 in.	480 ft.	18 oz.	67 R 7093L	3 lbs.	77.50

WARDS 6x30mm Wide Angle

\$6995
Cash
Made in W. Germany



With Fitted
Case

NEW

Extra
W-I-D-E
Angle View

ALL 2 WARDS 37



Picture Now . . .



Pay Later!

UP TO 24 MONTHS TO PAY with Wards Special Terms for Camera Equipment

Buy your "dream camera" or projector NOW, when you want it . . . then pay for it conveniently in the months to come, while you are using and enjoying it. A Ward credit account is easy to open:— just write your order in the usual way, on the order blank enclosed. Initial order must be a minimum of \$20. Turn the order blank over and have it filled-in and signed, by the head of the household. Once your account at Wards is established, you can order additional mer-

chandise, without "red tape" or delay. The table at right indicates the maximum balance permitted, for whatever amount you wish to pay monthly. If your add-on order creates an unpaid balance larger than the balance of your original order, your monthly payments will also be larger.

For terms on amounts larger than shown in the table at the right, or for any other credit information or details, please write or ask Montgomery Ward.

TABLE OF TERMS

Monthly Payment	Unpaid Balance	We Add for Credit Price
\$3.00	Up to \$10.00	10%
	\$10.01— 12.50	\$1.25
	12.51— 15.00	1.50
	15.01— 20.00	2.00
4.00	20.01— 25.00	2.50
	25.01— 30.00	3.00
5.00	30.01— 35.00	3.50
	35.01— 40.00	4.00
	40.01— 45.00	4.50
	45.01— 50.00	5.00
	50.01— 55.00	6.50
	55.01— 60.00	7.00
	60.01— 65.00	7.50
	65.01— 70.00	8.00
	70.01— 80.00	10.00
	80.01— 90.00	12.00
90.01—100.00	14.00	
6.00	100.01—110.00	15.00
6.00	110.01—120.00	17.00
7.00	120.01—130.00	19.00
7.00	130.01—140.00	21.00
7.50	140.01—160.00	25.00
8.50	160.01—180.00	29.00
9.50	180.01—200.00	32.00
10.50	200.01—220.00	35.00
11.50	220.01—240.00	38.50
12.50	240.01—260.00	41.50
13.50	260.01—280.00	45.00
14.00	280.01—300.00	48.00
15.00	300.01—320.00	51.00
16.00	320.01—340.00	54.50
17.00	340.01—360.00	57.50
18.00	360.01—380.00	61.00
19.00	380.01—400.00	64.00
20.00	400.01—420.00	67.00
21.00	420.01—440.00	70.50
22.00	440.01—460.00	73.50
23.00	460.01—480.00	77.00
24.00	480.01—500.00	80.00
25.00	500.01—520.00	83.00
26.00	520.01—540.00	86.50
27.00	540.01—560.00	89.50
28.00	560.01—580.00	93.00
29.00	580.01—600.00	96.00

Or You Can Order and "CHARGE IT"

- Just Open a Ward Revolving Charge Account . . . Pay in 30 Days.
- If You Wish, You Can Stretch Your Payments over Many Months.
- Whichever Way You Use Your Account, There is No Down Payment.

The easy way to shop; just mention your account and say "Charge it". No pick-up delays, if you call for your order; just show your Revolving Charge Plate. And no C.O.D. charges to pay; delivery charges are included in your account. It's flexible: you can pay in full in 30 days, with no service charge, or spread pay-

ments over many months, with a small service charge. \$10 per month pays for \$100 in merchandise. (See table at right.) Wards will send you a statement each month, with copies of your sales-papers, to let you know where you stand. To open an account, fill-in the application and agreement in Wards General Catalog.

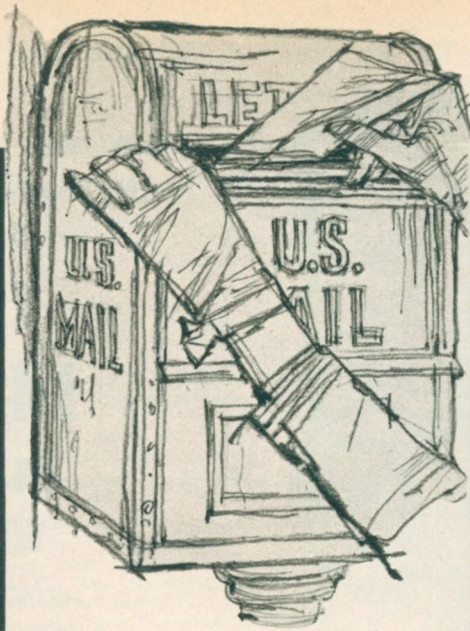
If the unpaid balance is:	The scheduled monthly instalment will be:
\$.01—\$10.00	Balance
10.01—100.00	\$10.00
100.01—150.00	15.00
150.01—200.00	20.00
200.01—250.00	25.00
250.01—300.00	30.00
300.01—350.00	35.00
Over \$350.00	1/10 of the account balance

FOR ANY FURTHER CREDIT DETAILS, PLEASE WRITE OR ASK WARDS

by phone



It's easy—simply phone the Ward store near you. (For the number, see Page 1305 of our big Spring catalog). Wards telephone shopper will do the rest for you!



by mail

It's so convenient to shop Wards catalog by mail! You don't have to leave home and you can shop at any hour. Just write your order on the order blank in our catalog. A trip to the nearby mailbox . . . and your shopping is finished!

in person



It's fun to visit the Ward store near you (for its location, see Page 1305 of our Spring catalog). See Wards Catalogs come to life in displays of actual catalog merchandise.

IT'S EASY TO SHOP WARDS CATALOGS

Your merchandise is shipped promptly from stock unless otherwise stated in the catalog description. You pay shipping charges from the nearest Ward Mail Order House unless the catalog states that the item is "postpaid" or "prepaid", or will be shipped direct to you from a factory (identified by the letter "F" or "K" after the catalog number). On factory and warehouse shipments, you pay transportation from shipping point.

Merchandise with catalog numbers ending in "T" (77 R 387T) may be shipped from any of Wards 9 Mail Order Houses, but your transportation charge will be the charge from Wards Mail Order House nearest you. You needn't send money for freight or express charges if there is an agent in your area; you can pay the agent upon delivery of your merchandise. Estimated REA Express Rates are below; see Page 1327 of Wards Spring 1963 Catalog for Estimated Freight Rates.

ESTIMATED REA EXPRESS RATES

Use this service for bulky, unmailable items. Where REA Express service is available, goods are delivered to your door at no extra cost (see Page 1327 of Wards Spring Catalog).

Shipping Weight	100 Miles	200 Miles	300 Miles	400 Miles	500 Miles	750 Miles	1000 Miles
5 Pounds.....	\$2.95	\$2.97	\$2.98	\$3.02	\$3.05	\$3.13	\$3.20
10 Pounds.....	3.05	3.10	3.20	3.35	3.40	3.57	3.72
15 Pounds.....	3.20	3.30	3.47	3.67	3.77	3.98	4.23
20 Pounds.....	3.40	3.52	3.72	3.97	4.08	4.40	4.72
25 Pounds.....	3.57	3.72	3.98	4.28	4.45	4.85	5.27
35 Pounds.....	3.92	4.08	4.50	4.92	5.12	5.68	6.25
55 Pounds.....	4.57	4.90	5.53	6.20	6.52	7.46	8.28
75 Pounds.....	5.27	5.65	6.57	7.43	7.92	9.10	10.33
100 Pounds.....	6.10	6.67	7.80	8.93	9.57	11.17	12.73

PARCEL POST RATES

Parcel Post is best for packages weighing up to 40 or 50 lbs. Packages weighing as much as 70 lbs., measuring not more than 100 inches in length plus girth, may be mailed to all zones, with some exceptions. (See Page 1328 of our Spring Catalog.)

Shipping Weight of Your Order	ZONES				
	With-in This City	1-2 Not Over 150 Miles	3 151 to 300 Miles	4 301 to 600 Miles	5 601 to 1000 Miles
Up to but not including 16 ounces.....	4c for the first 2 ounces and 2c for each additional ounce				
16 ounces to 2 lbs.....	24c	33c	35c	39c	45c
2 lbs. 1 oz. to 3 lbs.....	26c	38c	41c	47c	55c
3 lbs. 1 oz. to 4 lbs.....	28c	43c	47c	55c	65c
4 lbs. 1 oz. to 5 lbs.....	30c	48c	53c	63c	75c
5 lbs. 1 oz. to 6 lbs.....	32c	53c	59c	70c	85c
6 lbs. 1 oz. to 7 lbs.....	34c	58c	65c	77c	95c
7 lbs. 1 oz. to 8 lbs.....	36c	63c	71c	84c	\$1.05
8 lbs. 1 oz. to 9 lbs.....	38c	68c	77c	91c	1.15
9 lbs. 1 oz. to 10 lbs.....	40c	73c	83c	98c	1.25
10 lbs. 1 oz. to 11 lbs.....	42c	77c	89c	\$1.05	1.35
11 lbs. 1 oz. to 12 lbs.....	44c	81c	95c	1.12	1.45
12 lbs. 1 oz. to 13 lbs.....	46c	85c	\$1.01	1.19	1.55
13 lbs. 1 oz. to 14 lbs.....	48c	89c	1.07	1.26	1.65
14 lbs. 1 oz. to 15 lbs.....	50c	93c	1.13	1.33	1.75
15 lbs. 1 oz. to 16 lbs.....	52c	97c	1.18	1.40	1.85
16 lbs. 1 oz. to 17 lbs.....	54c	\$1.01	1.23	1.47	1.95
17 lbs. 1 oz. to 18 lbs.....	56c	1.05	1.28	1.54	2.05
18 lbs. 1 oz. to 19 lbs.....	58c	1.09	1.33	1.61	2.15
19 lbs. 1 oz. to 20 lbs.....	60c	1.13	1.38	1.68	2.25
Ea. addl. lb. to 50, add.....	2c	4c	5c	7c	9c
Ea. addl. lb. 51-70, add.....	2c	4c	5c	6c	8c

Above Rates Subject to Change by Post Office Department



No Winding, No Waiting,
No Lost Shots with
Electric Drive 8's



New Wards Model 711 Slimline Electric Drive "8"

- FULLY AUTOMATIC . . . Aim-and-Shoot Electric-Eye Ease
- HIGH SPEED LENS . . . Fast f/1.8 Never Needs Focusing
- OPTICAL VIEWFINDER . . . Brilliant, Accurate Framing

NEVER AGAIN MISS THE ACTION . . . Wards 711 Camera is always ready when the fun begins. No winding, no waiting, no worrying—you're never more than a fingertip touch away from color home movies. Compact—fits in pocket or purse. Light—carry it anywhere and never tire. Battery drive—ready to go instantly!

New-Look Slim-Line Styling. The shape of things to come . . . here! No folding parts or clumsy accessories. Compact—only 5x5½x1½ inches small. Rugged, light aluminum body, attractively finished.

Electric-Drive Ease. Just press a button and your movie-making begins. Release has handy cable-release socket too. Quiet electric motor runs film—operates from four penlight batteries. Automatic footage indicator. Uses economical 8mm roll film . . . easy drop-in loading.

Electric-Eye exposure control frees you from manual settings or calculations. Just aim and shoot. Signal visible in optical finder warns when light is too dim for best results. Adjusts for film speeds 10 to 40 ASA.

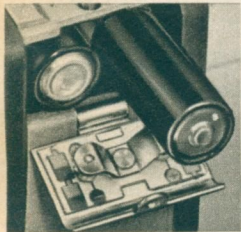
Fast f/1.8 lens takes clear, sharp pictures—lets you film under a wide range of lighting conditions, even relatively dim light.

Finest Quality—made for Wards by a leading manufacturer. Two threaded sockets let you mount movie light beneath or atop camera. Shipped ready to use with 4 new type Energizer penlight batteries. Includes Type A filter. Order case and handgrip below.

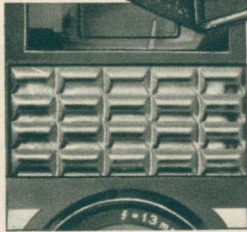
- 67 R 711L—Camera with batteries. Ship. wt. 4 lbs. Cash **\$42.95**
- 67 R 712L—"711" Camera and Case. Save \$2.40. Wt. 5 lbs. Cash **44.50**
- 67 R 720—Fitted Case only for "711". Ship. wt. 10 oz. **3.95**
- 67 R 1372—Pistol-style Hand Grip for "711". Ship. wt. 6 oz. **2.69**
- 67 R 3285 X—Twin-Beam Movie Light. (See Pg. 52.) Ship. wt. 2 lbs. **9.89**

CAMERA AND CASE
\$44⁵⁰ Cash
No Money Down

So Sleek and Slim



No-Wind Electric Motor powered by four self-contained batteries

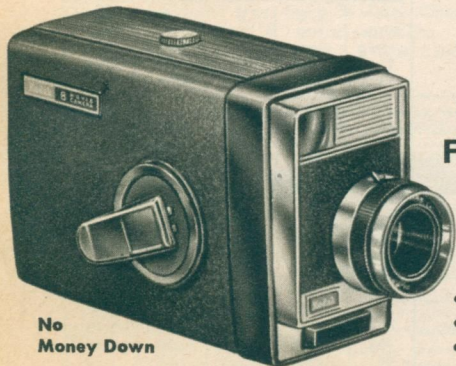


No-Worry Electric-Eye, Fully Automatic, controls exposure as you film scene after scene



No Waste of Film. Easy to see needle shows Electric-Eye in use, warns when light too dim

Economical "Family" Kodak 8



No Money Down

ONLY **\$37³⁹** Cash
Camera with **FREE \$9.89**

Twin Beam MOVIE LIGHT

- Easy to Use
- No Batteries
- Fast f/1.9 Lens

Brownie 8 for Filming Family Fun. Easy to use, easy to own at Wards low price. Takes clear, sharp color home movies—easily, economically. Lightweight—easy to hold.

Fast f/1.9 Lens—unusual at this low price. No focusing needed. Simple manual exposure-setting—just "dial" the lens to match your lighting. Automatic footage counter. Uses 8mm roll film. Folding crank winds up spring motor.

FREE \$9.89 Wards Movie-Light Included (see 67R3285 Pg. 52).
67 R 713 L—Camera and Light. Ship. wt. 6 lbs. Cash **\$37.39**
67 R 1394—Fitted Eveready Case for camera. Wt. 8 oz. **3.98**

40 WARDS DFPO Pistol-style Handgrip for camera.
67 R 1366 X—Ship. wt. 8 oz. **\$1.85**

Ultra-Compact Nikkorex-8 ELECTRIC DRIVE, ELECTRIC EYE



Pay No Money Down **\$79⁹⁵** Cash

- F/1.8 Nikkor Lens Needs No Focusing
- Fully Automatic CdS Electric-Eye
- No Springs to Wind . . . Electric Motor Drive
- Exceptionally Compact and Lightweight

Just Push a Button . . . automatically get perfect movies. No winding, no waiting, no worrying—you're always ready to shoot movies. No settings, no calculations. Just aim—shoot.

So Compact (5⅞ in. high) so convenient, you'll never have to leave it behind. Fits pocket or purse. Folding optical viewfinder.

New CdS Electric-Eye Extra sensitive, controls exposure as you shoot—and you can set it manually if you wish. Dim-light warning. Fixed-focus 10mm f/1.8 Nikkor—an outstanding name in finest optics—assures best results. Includes Type A filter.

No-Wind Electric Drive operates on 4 self-contained penlight batteries (included). Easy drop-in loading of 8mm roll film. Rugged all-metal featherweight body. No case or handgrip needed.
67 R 731L—Ship. wt. 3 lbs. Cash **\$79.95**

Electric Drive Compacts



FREE \$16.95 Movie Light With New Nikkorex Zoom 8

- New, Slim, Compact-Style Body
- Fast f/1.8, Famous-Quality Nikkor Zoom Lens with Fingertip Zoom Control
- Exceptionally Wide Zoom Range (4 to 1) with Fingertip, Single-Lever Control
- Reflex Through-the-Lens Viewing, Composition and Focusing
- Split-Image Rangefinder Focusing Ease
- Fully Automatic Electric-Eye Control
- Electric Motor Drive—Always Ready to Go

CAMERA AND MOVIE LIGHT

\$179⁹⁵
CASH

No Money Down



NEW
from
Nikon

NEW Nikkorex Zoom 8 by Nikon. Finest, most feature-filled movie camera yet from this famous name in Japanese optics. Always ready to use when the fun begins. Perfect for filming family fun, so easy to use . . . Yet packed with refined, extra features, for professional results.

Extra Zooming Range—4 to 1 (8 to 32mm)—provide a broad new scope of filming effects. Fingertip zoom control lever. Traditional Nikkor-quality optics assure finest results at all lens settings. Fully focusing too—sharpest closeups, titles, near as 3 feet. Recessed lens design for improved balance, protection.

Automatic Electric-Eye controls exposure as you shoot. Deluxe CdS cell—unusually sensitive, responsive. Adjusts for all popular film speeds.

NOTE: Above Items Stocked at Chicago, Baltimore, Oakland M.O. Houses Only—Allow Extra Time.

Reflex Viewfinder shows exact composition, lens sharpness. Split-image rangefinder at center, helps set exact focus. Eye-piece adjusts to suit your vision.

Electric Drive runs film at 16 FPS—locks for continuous run. (single-frame stills too, using your cable release) Uses 8mm rolls. Auto reset footage counter.

Compact Metal Body . . . weighs only 2½ lbs. Carrying strap. Includes batteries. Imported from Japan.

FREE \$16.95 Wards Movie Light (67R3282 described Pg. 52) included too. 67 R 730 LT—Ship. wt. 7 lbs. . . . **\$179.95**

Nikkorex Fitted Leather Case, strap. 67 R 1379 T—Ship. wt. 2 lbs. . . . **\$15.95**

Remote Control Release with Cable. Wt. 8 oz. 67 R 1381 TT—Sent from Chicago. . . **\$6.95**

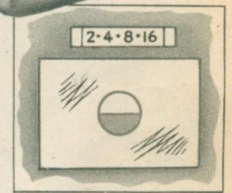


Grip
\$6⁹⁵

Pistol-style Grip assures steadier filming—on-target shots. Threads on. Wt. 6 oz. 67 R 1380 T . . . **\$6.95**



Fingertip Zoom Control ranges from wide-angle, normal, telephoto shots.



Reflex Viewfinder shows subject, focus, also lens f-stop in use.

NEW Wards Automatic All-Electric Reflex 8

\$94⁵⁰
Cash

- Thru-the-Lens Reflex Viewing for Most Precise Composition
- Fully Automatic Electric-Eye; Manual Exposure Control Too
- Battery Operated . . . No Winding, No Waiting



Wards Model 763 . . . a Delight for Beginners. Yet versatile enough for experienced movie-makers. Latest compact design (only 6½ x 4 x 1½ in.)—slips into pocket or purse. Never miss a scene—battery-powered electric motor drive is always ready. Still-pictures or continuous run. Slip-off front cover protects lens.

Reflex Viewfinder for precise composition. Fast f/1.8 Wollensak lens needs no focusing. Electric-Eye controls exposure automatically—permits manual control too, for unusual conditions. Signals through finder when light is too dim for good movies. Adjusts for film speeds 10 to 40 ASA. Built-in Type A filter lets you load one type film for both indoor, outdoor shooting. Quick, easy drop-in loading of 8mm roll film. Automatic footage counter. Made in U.S.A.

67 R 763 L—Camera with 4 penlight batteries. Ship. wt. 2 lbs. 8 oz. . . . Cash **\$94.50**

Zoom Lens Reflex With 3 Speeds

\$129⁹⁵
Cash

- Fast F/1.8 ZOOM Focusing Lens
- Fully Automatic CdS Electric-Eye Control
- Precise Reflex Finder
- 3 Electric Drive Speeds



NEW
Bell & Howell
Canon

12, 16 and
24 Frames Per Second

NEW Bell & Howell/Canon with advanced features. Fast f/1.8 ZOOM lens, 10 to 25mm—fully focusing for sharp closeups. Reflex viewfinder helps you compose most precisely. Extra-sensitive CdS Electric-Eye controls exposure—adjusts to wide range of film speeds. Manual exposure control too. Imported from Japan.

Wide-Range Electric Drive offers three filming speeds—12, 16, 24 FPS—unusual in electric-drive cameras. You enjoy normal, plus slow-motion filming. The "Cine Canonet 8" operates from 3 self-contained penlight batteries (included). Built-in battery tester. New-style compact body—actual size only 3¾x7¾x1¾ inches. Featherweight too—weighs 26 oz. Uses 8mm rolls.

67 R 739 L—Camera with batteries, and Soft Case. Available May 1st. Ship. wt. 5 lbs. . . . Cash **\$129.95**

DFP02 WARDS 41



NO MONEY DOWN
at Wards
See Page 38

\$119⁵⁰
Cash



VERSATILE REFLEX

3-Speed Electric Drive

- Fully Automatic Electric Eye Control
- Reflex Dual-Prism Through-Lens Viewing
- f/1.8 Yashinon Fingertip Zoom Lens
- Extra Controls for Professional Effects
- 3 Filming Speeds—12, 16, 24 F.P.S.

Deluxe Yashica with Professional Features. Amateur camera ease, with an added range of capabilities. **Reflex Viewing** through the lens. Exact composition as you film, in any zoom setting. Unique Dual-Prism design provides bright image regardless of lens f-stop setting. Adjustable eyepiece too.

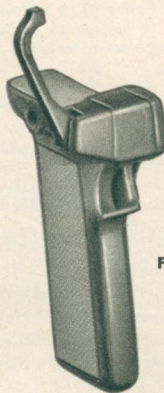
Zoom f/1.8 Lens ranges from 9mm wide-angle to 28mm telephoto positions with fingertip control. Focuses near as 3½ ft. for sharpest close-ups, titles.

Electric-Eye, fully automatic exposures, plus a full range of manual control. Aperture indicator on camera side lets you check exposure settings under difficult conditions. Eye adjusts for film speeds from 10 to 40 ASA. Built-in "fader" diaphragm. Swing-down 2X and 4X masks, for use with accessory neutral density filters (not included).

Electric-Drive runs film at 12, 16 or 24 FPS. Automatically corrects Electric-Eye if you change speeds. Powered by 4 penlight batteries. Film rewind key coupled to precise footage counter, permits professional-style lap dissolves. With one set of batteries, hand grip and wrist strap. No Money Down.

67 R 773 L—Ship. wt. 8 lbs.....Cash \$119.50

COMPLETE WITH MATCHED HANDGRIP

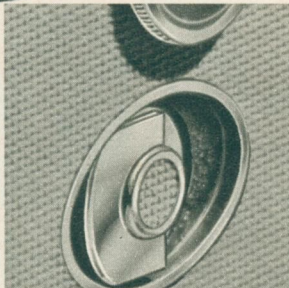
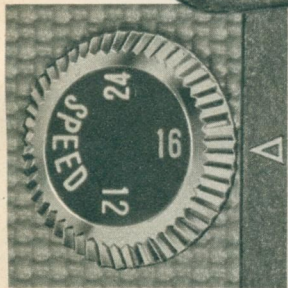


Rests
In
Your
Fingers

Pistol Grip . . . Practical, So Handy
Assures steady, on-target filming. Easiest shooting, that helps make movie making a pleasure.

Rewind Key . . . Professional Extra.
Dozens of clever, advanced effects are possible, including "fades" and "lap dissolves."

3-Speed Electric Filming Ease Just dial the speed you want—Slow Motion (24 FPS), Normal (16 FPS) or Dim-Light (12 FPS) speed.



Leather Case \$10⁹⁵

Elegant Design holds and stores your camera, film and small accessories. Curved to fit the hip. Saddle-stitched. Black Top-grain leather. Rich red velour lining. Dividers. Chrome trim. Deluxe quick-release clasp. Shoulder strap. Wt. 4 lbs. 67 R 1395—Only \$10.95



Budget Electric Eye Zoom Automatic

- Fast f/1.8 Zoom Cinepar Lens
- Continuous Zoom Coupled Viewfinder
- Built-in Type A and Haze Filters

- Automatic Electric-Eye Exposures
- Shoots Single-Frame Still Pictures
- Rapid-Wind Spring-Powered Motor

NEW Holiday Zoom by Mansfield. A wonderfully versatile, easy to use 8mm movie camera. Enjoy Zoom movie-making with fast f/1.8 lens. Single lens combines wide-angle . . . normal . . . and telephoto filming effects, with just a flick of the wrist. Convenient fixed-focus design—you never need to focus, nearly everything you shoot will be sharp and clear.

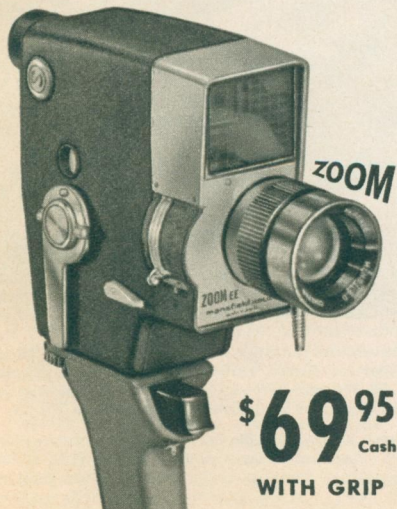
Matched Zoom Finder shows subject coverage clearly—Zooms along with "taking" lens, no separate setting needed. Shoot normal continuous run—or single-frame "still" pictures too, if you wish. Automatic footage indicator shows you how much unexposed film is left. Frame counter too. Easy drop-in loading of 8mm roll film. Exceptionally simple to load. Full instructions.

Electric-Eye Exposure Control. Nothing to set, no adjustments as you use the camera. Simply aim and shoot—get perfect color home movies. Full-time, fully automatic control. Adjusts for popular color films having speeds from 10 to 40 ASA.

Rapid-Wind Crank powers spring motor. Rugged all-metal body. Type-A and Haze filters are conveniently built-in. You can use Indoor film for all shooting.

Trigger-Action pistol grip included. Assures on-target, steady filming with added ease.

67 R 735 L—Ship. wt. 4 lbs.....Cash \$69.95
LEATHER CAMERA BAG. Shown and described above. 67 R 1395 X—Ship. wt. 4 lbs.....Only \$10.95



\$69⁹⁵
Cash
WITH GRIP

ZOOM LENS ELECTRIC EYE MODELS

Optronic Eye Reflex Zoom with Auto-Load

\$209⁹⁹ Cash **NO
MONEY
DOWN**

- NEW Auto-Load, Fast and Convenient
- Reflex Optronic Eye Automatic Exposure-Control
- Reflex Viewing Through-the-Lens Precision
- Zoom Filming with Fast f/1.8 Varamat Lens
- Fully Focusing for Sharp Close-up Shots
- Powered Zooms with Fingertip Push-Buttons
- Automatic Slow-Motion without Adjustments
- Long-Run Filming by Extra-Powerful Motor

A **NEWEST Deluxe "Director" 418** ... Latest from Bell & Howell. Now with new cassette loading that combines magazine convenience with 8mm roll film economy, dependability. Simple drop-in loading of cassette supplied with camera—no threading or adjustments. A quick flip of cassette readies camera to expose second half of your 8mm roll—no rethreading needed.

Optronic Eye looks through lens for unusually precise exposure control—it can't be fooled at any lens zoom position, wide-angle or telephoto. Reflex viewfinder assures the same precision composition of your subjects. Exposure Beacon warns when light is too dim for best results—Tele-Zoom indicator shows zoom lens position (focal-length) in use. View finder eyepiece adjusts for individual vision.

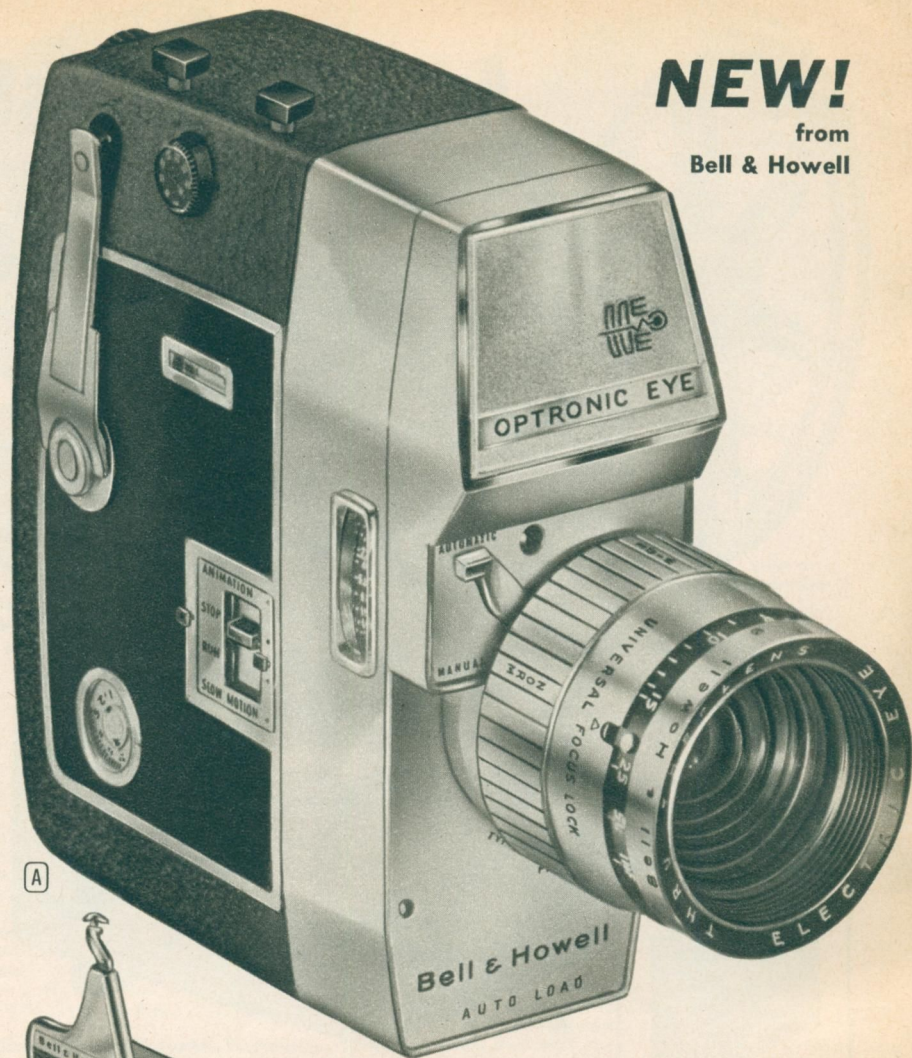
Varamat f/1.8 Zoom 11-element lens focuses to 6 ft. Or you can leave it at universal-focus position for most filming. Push-button powered Zoom too. Type-A filter lets you use indoor color film outdoors.

Two-speed Motor runs at normal 16 FPS speed—Zooms to 48 FPS for true slow-motion filming, by simply pressing all the way down on release button. Single-frame stills too. Extra-long 15-ft. run from powerful spring-drive motor. Reserve power indicator. *Camera similar to picture.*

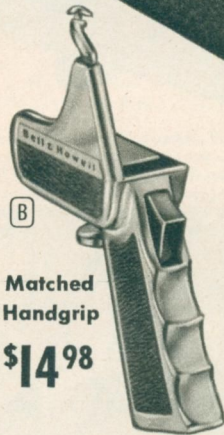
67 R 746L—Ship. wt. 7 lbs. Cash \$209.99

Fitted Bell & Howell Leather Case for above.

67 R 1375—Ship. wt. 1 lb. 8 oz. \$17.50



A

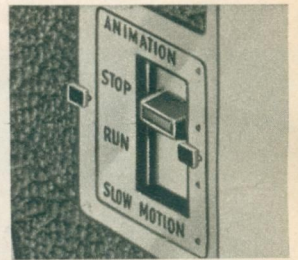


**Matched
Handgrip
\$14⁹⁸**

B **Matched B & H Handgrip.** Aluminum. Fastens under camera. Fits 418 only. 67 R 1371—Wt. 3 lbs. . \$14.98



Lens Does All 3 ... Takes picture, shows subject in reflex finder, sets exposure with Optronic Eye reflex Electric-Eye.



Clever 3-Way Release. Raise for single-frame; press for normal run, press more for slow-motion filming.

KODAK Electric ZOOM Automatic

- Fast f/1.6 ZOOM Fixed-Focus Lens
- Electric-Eye Exposure Control
- Automatic Built-in Type-A Filter
- Battery-Powered Motor Drive
- New Duex 8 Cassette Loading
- Magazine Ease, Roll Economy

NEW Zoom Automatic ... Nimblest Kodak 8 Yet. Proof—home movie-making is easier than ever. Fully automatic—no winding, no waiting or worrying.

Electric-eye controls exposure as you shoot. Manual exposure control too. Signal in viewfinder warns when light is too dim. Indicator shows when batteries need replacement. For films 10 to 40 ASA.

Fast f/1.6 Zoom lens adjusts from wide-angle to telephoto positions. And there's no focusing needed—ever! Type-A filter automatically positioned before lens, when Eye is set for Indoor color film.

Instant Cassette Loading. New Kodak Duex 8 system provides magazine simplicity with roll film economy. Unusually easy drop-in loading of 8mm rolls into cassette—no threading, or adjustments. Camera automatically stops when first 25 ft. are exposed, signalling you to flip over cassette.

Electric Drive permits continuous 16 FPS run or single-frame still pictures. Anti-run lock. Powered by 4 penlight batteries (one set included). Richly styled metal body about 5 1/4 x 3 x 5 in. Includes handle grip.

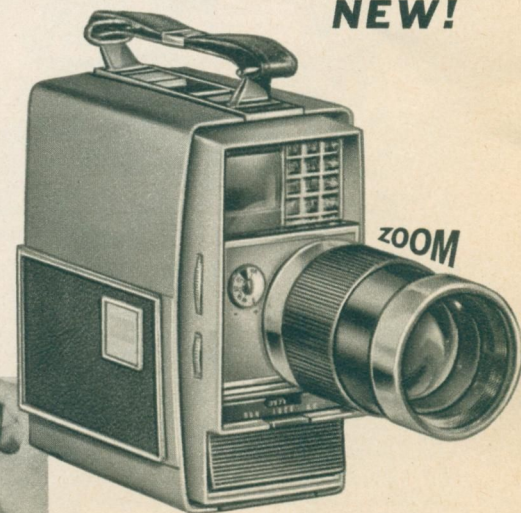
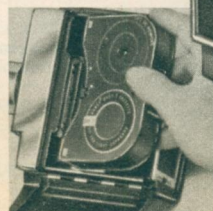
67 R 718L—See "Note" Below.
67 R 1395X—Leather Bag. Wt. 5 lbs. 10.95

NOTICE: This new Kodak Zoom Camera will be available about June 10. Write Bob Adams for price and delivery—see address, Page 56.

**BRAND
NEW!**

**NO MONEY
DOWN**

**NEW Drop-In
Kodak Duex-8
Cassette Load**

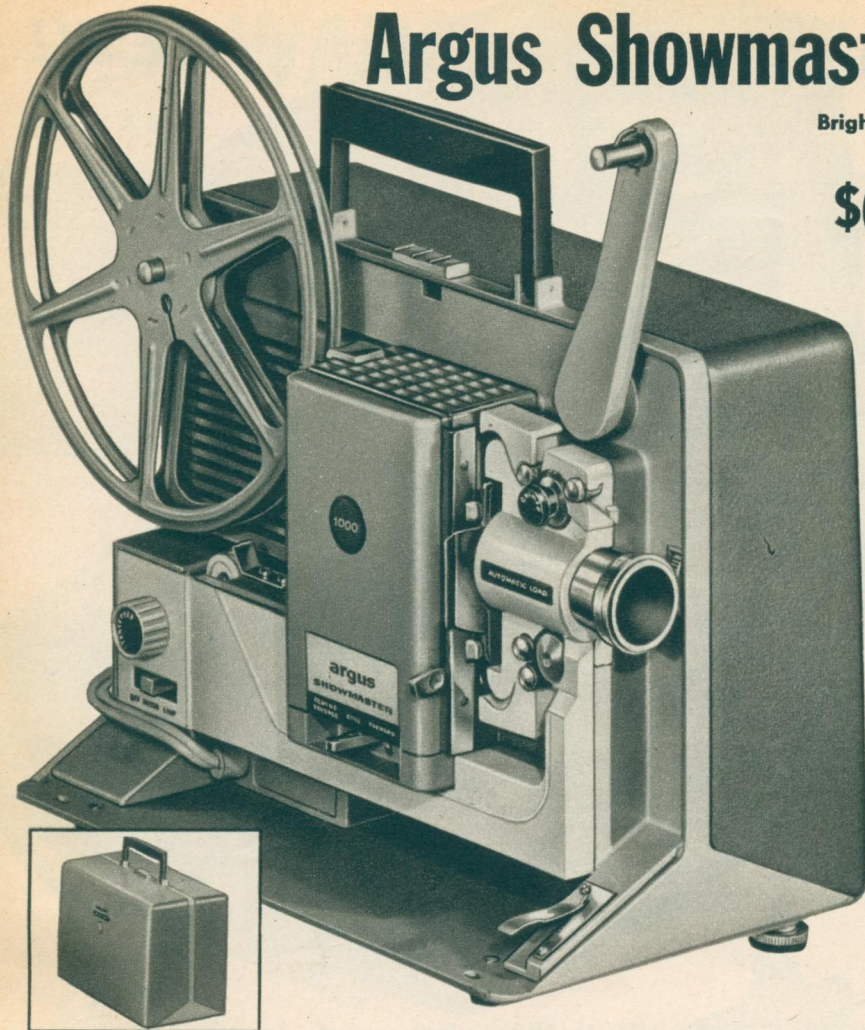
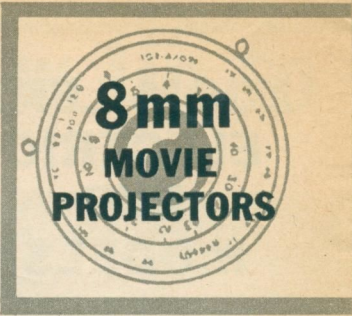


NEW!

Argus Showmaster 1000

Brightest 8mm Projector
We Offer!

\$99⁹⁹



- Extra Powerful 1000-Watt Brilliance
- Forward—Reverse—Still—Full Control
- Fully Automatic Threading—Easy to Use
- Variable Speed Control Quality Feature

Argus Projector Will Give Your Movies Sparkling New Brilliance. Special Tru-Flector bulb provides the equivalent of a 1000-watt lamp screen brilliance. Fast f/1.1 lens delivers a crisp, sharp image that will bring out every detail—DOUBLE the brilliance of most. Fully automatic threading . . . simply feed leader into projector; threads itself through machine and onto take-up reel in just a few seconds. You will appreciate the speed of the power re-wind when you are through viewing each reel. Big 400-ft. capacity for full one-half hour shows.

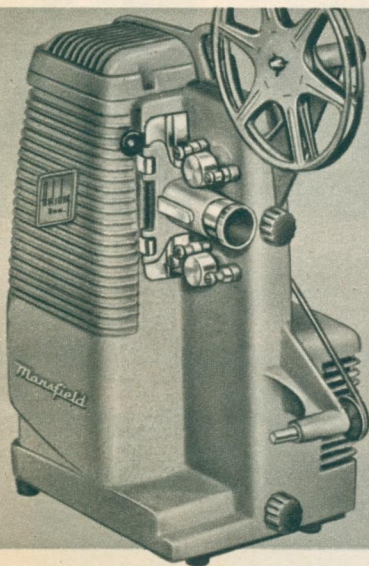
Shows Forward, Reverse or Single-Frame Stills. Showing movies in reverse creates many humorous effects to add to your viewing pleasure. Single-frame Still feature "holds" a single frame in focus when you want to dwell for more than a moment on an interesting scene or a favorite subject.

Variable speed control lets you adjust speed of film through projector. Rugged metal housing. Self-cased. Compact: 8x10³/₄x6 in. 67 R 914 R—Not Mailable. Ship. wt. 14 lbs. Cash \$99.99
67 R 3152 X—DCA Replacement Lamp. Ship. wt. 8 oz. 4.99

WARDS SPECIAL QUANTITY DISCOUNTS On All Items In This Catalog

If you plan an order of at least \$1,000 (based on Wards current prices), you may qualify for commercial prices through Wards new Contract and Commercial Sales Dept., which has been set up to sell all Wards merchandise, including photographic, to established business firms, institutions or Government agencies at special quantity-discount prices. Special credit plans are available. Send inquiry to:

Contract & Commercial Sales Dept.
Montgomery Ward & Company
619 W. Chicago Ave., Chicago 7, Ill.



Mansfield 8mm Projector

\$39⁹⁵

Dependable
Quality
•
Gadget-Free
Simplicity

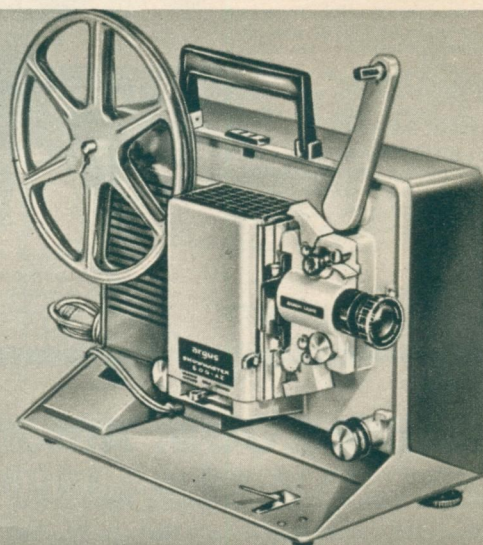
- 500-Watt Lamp Reflects Colors in True-to-Life Values
- Takes Reels from 50 to 400-ft. for Full Half-hour Films

Mansfield Projector. For the budget-minded movie fan. We know of no more reliable projector on the market at this low, low price. Quick film threading.

Combination of Fast f/1.6, 3/4-in. Lens and 500-watt illumination gives you a projected image that is startling in size and brilliance . . . you can project a 40-in. picture at just 13 ft. Projects pictures running forward only. Takes 400-ft. reels, for full half-hour shows.

Easy to Focus . . . simply turn knurled edge of lens mount for critical sharpness. Rugged all metal construction; die-cast aluminum housing with built-in carry-handle. Tilt-control knob on front of projector for raising or lowering image on screen. Permanently lubricated—never needs oiling.

67 R 895 R—Not Mailable. Ship. wt. 13 lbs. Cash \$39.95
67 R 3166 X—DAK Replacement Bulb. Ship wt. 8 oz. Each 4.39



Argus Auto-Zoom 8mm Projector

\$74⁵⁰

Full Control
Loads Itself
•
Plus Quality
Zoom Lens

- Zoom Lens—Adjust Picture Size Without Moving Projector
- Show Films Forward . . . Still . . . or Reverse to Add to Viewing Pleasure

Popular Argus Showmaster 500 AZ . . . Gives 500-watt screen brilliance from Sylvania Tru-Flector lamp. Sparkling rich colors, glowing with depth and detail. Zoom f/1.5 Lens lets you vary picture size to match your screen without moving projector or screen. Fills a regular screen at 11 1/2 to 19-ft. distances. Sharp, clear pictures.

Automatic Threading of film. Projector loads itself, in seconds. You simply attach leader to take-up reel. Single-lever control of your showings. Full 400-ft. capacity.

Forward, Reverse or Still projection at your finger tips. Add new interest to your showings—try reversing the action for comic effects. Rapid power rewind after the show. Enclosed reel drives. All-metal housing. Self-cased, with functional handle for easy portability. Not Mailable—State: Truck or Express when ordering.

67 R 893 R—Ship. wt. 13 lbs. Cash \$74.50
67 R 3151 X—DFA Replacement Bulb. Ship. wt. 8 oz. Each 4.99

WITH THE FEATURES YOU WANT

Bell & Howell Lumina 1.2

- Forward, Reverse, Still and Slow Motion
- Convenient Auto-Load Zoom Lens Projection
- Exceptional Brilliance: DLS Dichroic Lamp, F/1.2 Lens

De Luxe 8mm Bell and Howell Projector with all of the features most wanted in a movie projector. Fully automatic; film threads itself in just seconds! New ratchet sprocket assures smooth, trouble-free operation.

Slow Motion Feature adds to viewing pleasure . . . you can use any of your present films and switch instantly from normal 15 to 20 fps, to slow motion 7 to 10 fps to create many novel and interesting effects.

Enjoy Forward, Reverse and Still Projection. Variable speed control lets you speed up re-wind operation. 400-ft. capacity reels for showing full half-hour films.

New type T-14 Dichroic Lamp provides brilliant pictures up to 70 in. wide—protects films because film gate is cooler than with conventional lamps.

Fast f/1.2 Ultra Zoom Lens lets you vary size of picture on screen, without moving projector or screen. Knurled knob for quick, sharp focusing.

Extra Features Include Automatic room light receptacle: when projector turns On, room lights go out, and vice versa—a time-saver when you change reels.

Built-in Quick-Splice unit right at your fingertips for making on-the-spot repairs or for editing and splicing your movies as you view them; automatic-rewind power cord reel for quick, easy cord storage.

Rugged All-metal Construction with big, easy-to-grip built-in handle. Self-cased, reel arms are collapsible.

67 R 925 R—Not Mailable. Ship. wt. 20 lbs. . . . \$169.95

67 R 3188 X—DLS Replacement Lamp. Wt. 8 oz. . . . 5.79



Show Your Films in
S-L-O-W Motion
\$169⁹⁵

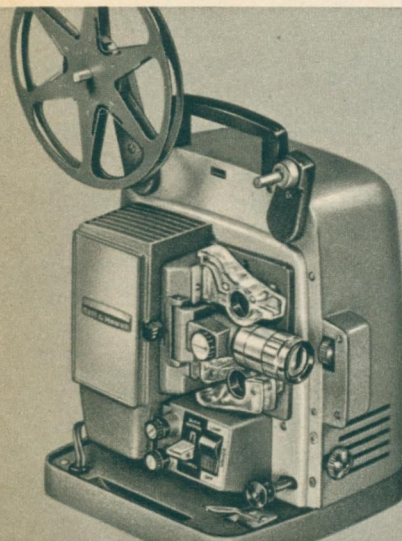
**AUTO-
LOAD
ZOOM!**

**New
Type
Lamp**

Bell & Howell 8mm Projector

\$129⁹⁵

**Auto Load,
Zoom Lens
Plus
Slow-Motion
Feature**



- Show Your Present Films In Slow Motion at 7 to 10 Frames per Second
- Vary Picture Size Without Moving Screen, With f/1.6 Zoom Lens

Bell & Howell Projector threads itself automatically . . . you simply insert leader—film feeds through gate, and sprockets, onto take-up reel.

Projects Forward, Reverse and Still, plus Slow Motion . . . you can switch instantly from normal 15 to 20 fps, to slow 7 to 10 fps with your present films, to create many novel effects. 150-watt tru-flector lamp gives equivalent to 500-watt screen brilliance. Power re-wind for speedy operation.

Gear-driven Reel Arms insure flawless movement of film through projector, at any speed. Takes full 400-ft. capacity reels for half-hour shows. Screw-type framer for positive picture lock. Double tooth shuttle gives steady pictures even with old film. Elevation knob on front for tilt-control. Rugged all-metal construction. Self-cased; reel arms fold down to form compact, easy-to-carry unit.

67 R 926 R—Not Mailable. Ship. wt. 19 lbs. No Money Down. . . . Cash **\$129.95**

67 R 3146 X—DEF Replacement Lamp. Ship. wt. 8 oz. 5.99



**Keystone
K107R
Projector**

**Novel
Viewer
Feature**

\$149⁹⁵

Remote Control . . . Low Silhouette

- 4-Way Remote Control . . . Stop . . . Start . . . Reverse or Stills
- Projecta-Viewer Attachment for Table-Top Preview and Editing

Keystone Model K107R. Functional styling with low, silhouette housing. Latest innovations in modern design include remote control changing with push-button operation at end of 10-ft. cord. Simply press button to Start, Stop, Reverse or for Still projection. Lamp turns on automatically as film threads.

Operates manually too, by turning control knob on side of housing. Fully automatic threading; simply insert leader, film threads itself through projector and onto take-up reel. Loads itself in 6 seconds!

Ultra-fast f/1.2 Zoom Lens brings new brilliance to your screen. Zooms picture to fit your screen from 11 to 20 ft. away. Dichroic lamp provides illumination for pictures up to 70 inches wide. Precision focusing knob.

Built-in splicer for making instant Quick-Splice dry splices. Detachable Projecta-Viewer attachment is unsurpassed for pre-viewing movies without setting up your screen, and for editing operation . . . built-in marker for indicating portions of film you intend to delete. 400-ft. capacity. All-metal housing. Self-cased.

67 R 933 R—Not Mailable. Ship. wt. 19 lbs. No Money Down. . . . Cash **\$149.95**

67 R 3146 X—DEF Replacement Lamp. Ship. wt. 8 oz. 5.99

Avoid the Disappointment of a Burned-Out Bulb . . . Order an Extra One!

ALL WARDS 45

WARDS "White Magic II" Glass-Beaded Screen

Get a Wards "Lenticular Screen" for the Price of an Ordinary Screen



Latest Advance in Glass Bead Screens . . . not just ordinary glass beads, but made with super-fine, perfectly formed beads to produce a surface that reflects colors with a new brilliance and clarity never before achieved with a glass-bead screen. New "Chemi-Cote" process insures wider audience-viewing angle. Mildew, fungus and flame-resistant. Stays white years longer than ordinary screens. Height is adjustable.

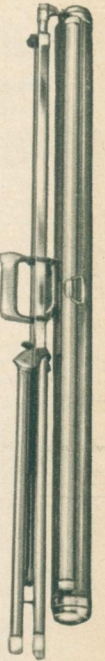
Toe-Tab Release . . . simply touch your toe and press down lightly on latch at base of stand . . . legs glide out effortlessly. To close screen, simply pull up latch; legs contract, and lock.

Screen is Built Into Round Metal Case that protects fabric and prevents wrinkles. Rugged triangular steel center post. Heavy chrome-plated, dome-type end caps . . . no exposed roller pins. Satin-gray baked-on enamel finish. Convenient molded plastic carrying handle.

67 R 1066 M—40x40-in. Size. Ship. wt. 11 lbs. . . . \$12.95
67 R 1067 M—50x50-in. Size. Ship. wt. 13 lbs. . . . 16.95



THREE



Completely automatic . . . screen case opens and closes instantly. Folds compactly.

WHICH SCREEN SIZE IS BEST FOR YOU?

Table below shows the screen size you can best accommodate in the room where you usually project movies or slides. For example: an 8mm Projector with 3/4-in. focal length lens projects an image at 13 ft. that will completely fill a 30x40-in. screen . . . requires a 16-ft. lens-to-screen distance to fill a screen 50 in. wide with a Zoom lens, your picture size on screen varies according to lens setting.

Type of Projector	Lens Focal Length	Necessary Lens-to-Screen Distance to Project Pictures	
		40 in. Wide	50 in. Wide
8MM MOVIE PROJECTORS	3/4-inch lens	13 ft.	16 ft.
	1-inch lens	17 ft.	21 ft.
16MM MOVIE PROJECTORS	1-inch lens	8 ft.	10 ft.
	1 1/2-inch lens	13 ft.	16 ft.
	2-inch lens	17 ft.	21 ft.
35MM 2x2-IN. SLIDE PROJECTORS	3-inch lens	7 ft.	9 ft.
	4-inch lens	10 ft.	12 ft.
	5-inch lens	12 ft.	16 ft.

- Automatic Operation . . . Press Button; Center Post Springs Up, Legs Glide Open
- Lenticular Surface Provides Greater Audience Viewing Angle . . . Up to 100°
- "V"-Grooved Silver Surface . . . Saddle Bar for Even Tension

Latest Development in Viewing Pleasure. Silver surface reflects colors in their natural true-to-life fidelity . . . V-shaped corrugations insure wider audience viewing pleasure . . . guests sitting on outer fringe areas enjoy the same color and sharpness as those sitting in center-front of screen. Wonder-Lite fabric is heavy-duty vinyl no cotton added . . . washable, flame, fungus and mildew-resistant. Spring steel saddle bar . . . self leveling ball.

One-Hand Push-Button Ease . . . simply press button—top support springs up ready to hold screen. To raise screen, swing case horizontally and draw screen up to desired height. Closes just as easily . . . legs contract and lock in position when catch is lifted. Heavy-gauge, round metal case encloses screen; blue with silver veiling. Chrome-plated end caps. Rugged square center post for rigid support. Contour-molded plastic handle with easy-to-operate tension device. Enameled legs have plastic feet to protect floors. Square screens are your best buy . . . accommodate both movies and slides.

67 R 1075 MO—30x40-in. Size. Ship. wt. 14 lbs. *Mailable*. Complete \$16.98
67 R 1076 MO—40x40-in. Size. Ship. wt. 15 lbs. *Mailable*. Complete 18.69
67 R 1077 MO—50x50-in. Size. Ship. wt. 18 lbs. *Mailable*. Complete 24.69

Special Lenticular Screen. (Not shown). Same fabric as above, but without automatic opening and leg locks. Construction is not quite as rugged.

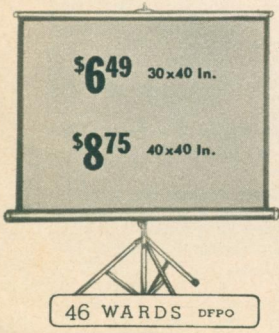
67 R 1070 MO—40 x 40-in. Size. Wt. 12 lbs. . . . \$17.39
67 R 1071 MO—50 x 50-in. Size. Wt. 14 lbs. . . . 22.50

ABOUT SCREEN SIZES. Square screens are most popular. They accommodate slides of all sizes, yet roll back instantly to the rectangular format necessary for showing movies.

ECONOMY SCREENS

Mildew-resistant glass-beaded fabric. Steel case, baked-on enamel finish. Legs glide open by slight pressure on center post. Plastic grips protect floor. Height is adj. Folds for storage. Dome-type end caps; no exposed pins. *Mailable*.

67 R 1049 M—30x40 in. Ship. wt. 8 lbs. 8 oz. \$6.49
67 R 1050 M—40x40 in. Ship. wt. 9 lbs. . . . \$8.75



Hang on Wall
or
Stand on Table

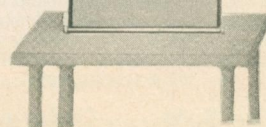


Table-Top Lenticular Screen \$3.98

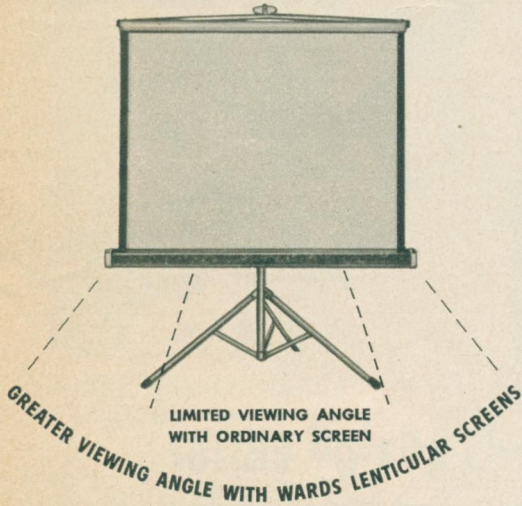
Ideal size where space is limited. Often used as an "extra" screen . . . lightweight and easy to carry to show slides or movies to friends. Sturdy spring-type wire easel supports screen on table. Rolls up for compact storage. New lenticular surface projects colors with true fidelity; permits wider audience viewing angle. Resists wear and tear. Will not sag. Washable; flame and mildew resistant.

67 R 1007—22x22-inch size. Ship. wt. 2 lbs. \$3.98

NO MONEY DOWN AT WARDS—See Page 38

Wards Finest Lenticular Screen With Four "Extra Quality" Features!

LENTICULAR SCREEN FEATURES



With ordinary screen, only persons sitting directly in front of screen enjoy good brightness, sharpness and vivid color. With lenticular screens, even those sitting in outer fringe areas enjoy excellent picture quality.

BRIGHTER PICTURES

Lenticular screens are made of heavy-duty vinyl with hundreds of tiny "V"-shaped grooves (as seen through magnifying lens at left). Silver metallic surface reflects light more uniformly than white screens.



\$28⁵⁰
40x40 in.

\$34⁹⁵
50x50 in.

- Mounted on Our Finest Automatic "Push-Button" Tripod
- Hi-Lo Picture Adjustment . . . low as 18 in. from floor
- Fabric is Washable . . . Flame, Fungus, Mildew Resistant
- Glamour Styling . . . Black-Silver Case, Polished Chromed Tripod

A Product of Modern Scientific Research. DeLuxe Lenticular Silver Screen is a scientifically designed, optically-corrected reflecting surface—with controlled brightness to achieve proper brilliance and up to 100° wide viewing angle. This permits quality projection even in an undarkened room. You'll be amazed at the sharpness, contrast and beautiful color reproduction from your slides and movies when shown on this new lenticular surface. Made of heavy-duty vinyl film—it will retain its shape indefinitely—won't sag, tear, or scratch. Washable, flame and mildew-resistant.

Automatic Operation for Ease of Opening. Deluxe features include "Thumb-Latch" tensioning device to stretch fabric flat; Super strength one-piece re-inforced steel case provides safety for your screen surface, see picture (1). Box Square center post offers staunch support for screen fabric—won't twist or distort screen surface. Leveling device on legs. Contour handle. Attractive black case with silver veil—baked-on enamel finish. Gleaming bright chrome-plated legs, support and end caps. *Mailable.*
67 R 1081 MO—40x40 in. Ship. wt. 15 lbs. Credit Terms Page 38. Cash \$28.50
67 R 1082 MO—50x50 in. Ship. wt. 18 lbs. Credit Terms Page 38. Cash 34.95

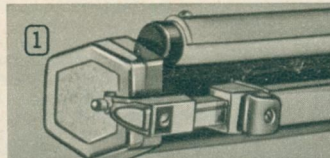
Handy Screen Cases \$2⁹⁸ and \$3⁸⁵

Protects screen against dust, scuffs, scratches. Ideal for storage, but even more valuable for carrying screen when you show slides or movies away from home. Made of rugged, long-wearing vinyl-coated cotton fabric that resists wear and tear. Heavy-duty zipper opening. Ship. wt. 1 lb. 8 oz. for both sizes.

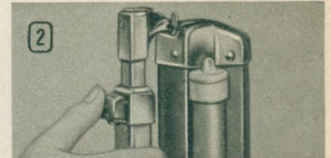
67 R 1000—CASE For 30 x 40-in. and 40 x 40-in. Screen. \$2.98
67 R 1001—CASE For 37 x 50-in. and 50 x 50-in. Screen. 3.85



Check These Four Unusual "Extra Quality" Features of Our Finest Screens



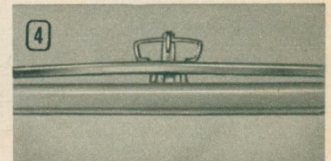
Heavy duty re-inforced steel case designed for greater strength. Protects screen surface (see picture above).



Fast Push-Button Action releases screen extension tube; legs glide into position instantly. Height adjustable.



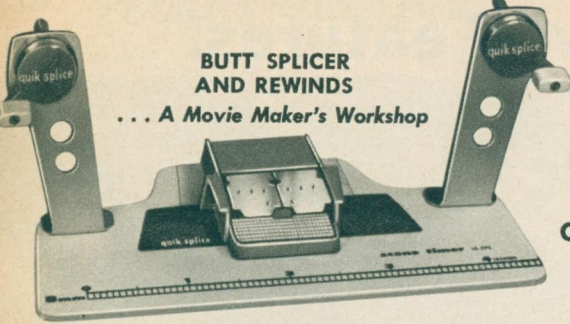
Heavy die-cast handle with convenient, no-mar lock that prevents scratching chromed center post.



Tensioning device along entire top, stretches screen tight.

DFPO WARDS 47

For Greater Enjoyment, Edit and Splice

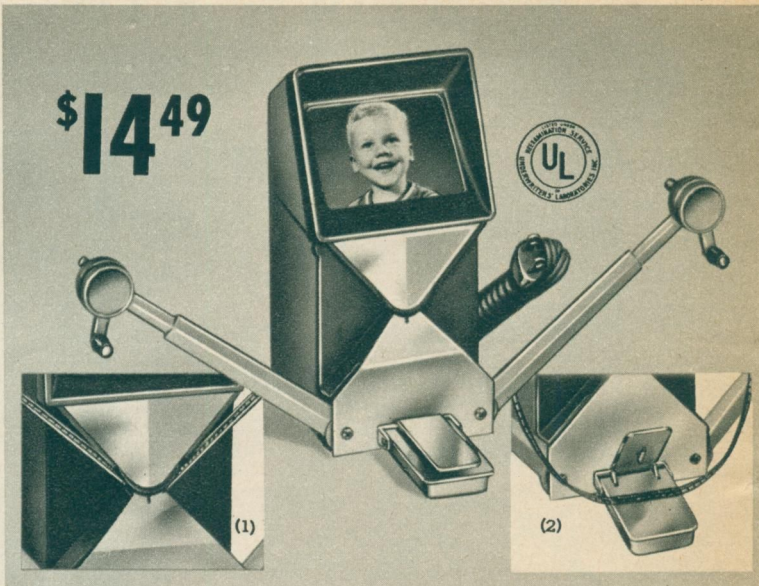


BUTT SPLICER AND REWINDS
... A Movie Maker's Workshop

\$6.89
Complete Unit

Wards Movie Makers' Workshop

8mm Automatic Butt-Splice Unit cuts film between frames—no over lap... apply HPI Quik-Splices that require no heat or cement. Splices are stronger than film itself—won't pull apart or gum up automatic projector mechanisms. Post rewinds hold reels up to 400 ft. Easy crank action—self-lubricating Nylon gears. Chromed steel arms. Frames-per-second scale on mounting board. Includes Butt-Splicer, Quik-Splices, rewinds, mounting board. Order extra splices below. 67 R 1287—In Strong Carrying Carton. Ship. wt. 2 lbs.....\$6.89



\$14.49



Wards ACTION Editor

Compare Our Features... Check Wards Low Prices Before You Buy:

- Slip-In Loading... Eliminates Conventional Threading, See Picture (1)
- Action Viewing... Picture is Always in Focus, Natural and Flicker-Free
- Instant Repairs with Handy Built-In Splicer (2)... Folds Away Instantly
- Folding Rewind Arms Hold 400 Ft. of Film... Full Half-hour Showing

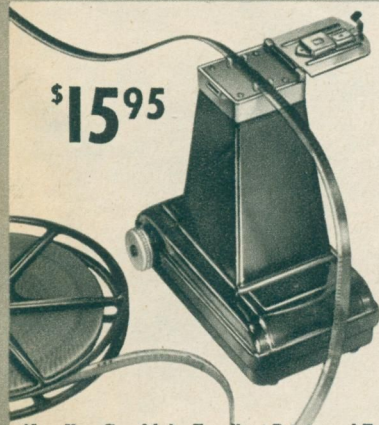
NEW... WARDS Editor. Shows your movies in action on 2 1/4x3-in. fine-grain screen. Action viewing is natural and flicker-free. Designed with the non-technical movie fan in mind. Get everything you need to assemble and repair 8mm film.

Magnifies Films 300 Times, shows them brilliantly. Operates from 110-120 volts AC-DC with 10-watt bulb (bulb included). Exclusive slip-in loading is effortless... eliminates conventional threading. No rollers, knobs, levers or sprockets. Automatic framing, focusing. Just slip in the film and you're ready to view.

Universal Splicer cuts between picture frames—no waste or overlaps. Uses most popular splicing tapes—no cement required. Splicer folds away. Frame marker.

Folding Rewind Arms hold full 400 ft. of 8mm film. Order HPI Quik-Splices below. 67 R 1266—In Handy Carrying Carton. UL Listed. Ship. wt. 4 lbs.....\$14.49

67 R 1350T—Replacement Bulb for above. Ship. wt. 3 oz.....Each 75c
Items with "T" after catalog number Shipped from Chicago, Baltimore or Oakland.



\$15.95

NEW Cinelarger

For 8mm Movie Film

Make your own negatives, prints and enlargements from your 8mm movies; B&W or color, with Cinelarger.

Uses 620 film, B&W or color. You get 16 negatives 1 1/8x2 1/16 in. Make prints or enlargements up to 8x10 in.

Now You Can Make Excellent Prints and Enlargements from 8mm movie film. Fine quality lens permits making sharp negatives which can be printed or enlarged up to 8x10 inch. Place movie film in Cinelarger gate, close cover, use No. 2 photoflood bulb for exposure (order bulb from Page 25). Has built-in shutter and lens, plus convenient exposure guide. Use 620 film, black and white or color. After exposure, develop in regular way.

67 R 3974—Ship. wt. 1 lb.....\$15.95



Low as **\$1.38**
Pkg. of 72 "Talkie-Tapes"

If you intend to add a sound track to your films some day; use "Talkie-Tape" priced low as silent tapes.

1 "Talkie-Tapes"... for sound-ripped 8 or 16mm movies. Designed for sound—ideal for silents. Leave magnetic sound track area free for splicing and editing any time. Ends disturbing "dead" spots, "splice booms" and audio "thumps". "Talkie-Tapes" are optically clear, incredibly strong DuPont Mylar, that is invisible on the screen.

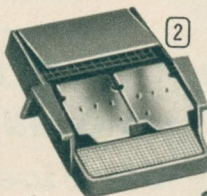
250 "Talkie-Tapes" packaged in handy dispenser. Just pull out tape, tear off a pre-cut patch and apply to film. No trimming, cement or heat is needed. 67 R 1299—Ship. wt. 8 oz.....\$4.49

72 "Talkie-Tapes" packed in envelope. 67 R 1298—Shipping wt. 4 oz.....Pkg. \$1.38

Regular HPI Mylar Quik-Splices for silent 8 or 16mm films. Dry type—no heating or cement required. 67 R 1297—250 Quik-Splices. Ship. wt. 8 oz.....\$4.49
67 R 1274—72 Quik-Splices. Ship. wt. 4 oz..... 1.38

48 WARDS ALL

Use Wards Convenient Credit Payment Plan. See Page 38.



\$3.49



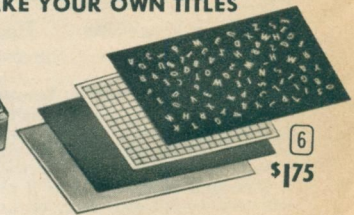
\$6.95



69c



\$5.95



\$1.75

MAKE YOUR OWN TITLES

Letters above can be re-used indefinitely.

2 Wards 8mm Quik Butt-Splice Unit for 8mm editing. Uses HPI DuPont Mylar Tape... dry-type. Splicer cuts between frames—no loss of frames or over-laps. Stainless steel non-magnetic cutting blades won't wear out—can't distort sound of sound-stripped film. Durable cast aluminum base. 67 R 1278—Splicer With Pkg. of Tape. Wt. 1 lb. \$3.49

3 NEW... 8mm Rapid Dry Splicer. Saves you time and money! Automatically tapes BOTH sides of film in easy, one-two operation. No need to turn film over or align holes. No liquids to use or tape backings to dispose of. Uses Polyester tape instead of individual tapes or cement. Each roll (listed below), will give you 200 splices at less than half a cent per splice. Cuts Film Automatically with concave cut to eliminate edge overlap and possible jamming at film gate; perforates new sprocket holes in tape. 67 R 1247—Splicer With 1 Roll Tape. Wt. 1 lb. \$6.95
67 R 1248—Polyester Tape. Ship. wt. 4 oz. Per Roll 89c

4 Film Cement for permanent, durable splices. 67R1209—1/2-Oz. Bottle with Applicator. Wt. 4 oz. 69c

5 Fine 3-D Letter Set. Elegant white molded characters with depth—shoot as regular characters, or light with shadows for thrilling 3-dimensional effects. Large 3/4x1/4 inch figures have a magic "magi-plast" adhesive that makes them adhere to any smooth shiny surface... may be used over and over. Letters can be kept clean with a damp cloth. 162 letters packed in clear plastic case. 67 R 1202—Ship. wt. 12 oz.....\$5.95

6 Wards New Economical Home Photo Titling Kit. Set consists of over 390 plastic characters. 1 1/16 in. high. Letters, numbers, and shapes in 3 different colors—2 blank sheets for do-it-yourself silhouette cut outs. Stick like magic to any smooth shiny surface. Letters are pre-cut in sheets. You need no glue, no water, no paste, no pins—just press them on transparent plastic sheet (included) and they stick like magic! Use them over and over again—they never wear out. Also included is a convenient lettering guide and two 1 1/2x17-in. background sheets. 67 R 1201—Ship. wt. 1 lb. 8 oz.....\$1.75

Home Movies Into Feature Length Films



\$19⁹⁵ Editor Plus Splicer

Order Extra Tapes From Facing Page

Preview Your 8mm Films Faster . . . Better . . . With New "Reporter Editor" . . . 4 Extra-Value Features

Mansfield . . . a new action editor-previewer that makes editing fun, and so easy to do. Fast and simple slip-in threading. Preview your films showing them in action . . . forward or reverse, or single frame-by-frame stills to allow careful inspection of each scene. Hood over screen insures sharp tonal contrast even in lighted room. Ground and polished lens, rotating optical prism shutter and front-surface coated mirrors for clear, steady projection.

30-Watt Bulb (included) provides bright illumination independent of room lighting, and without need to replace batteries. Operates on 110-120 AC-DC. UL Listed.

Front-Mounted Control Lever lets you adjust focus to obtain maximum picture clarity and sharpness on the screen. Check sharpness of film. Once adjusted, focus remains sharp no matter how slow or fast film is run through viewer.

Simple Threading for fast, efficient loading. Eliminates time-consuming threading . . . fumbling with film.

Geared Foldaway Rewinds will take up to 400-ft. capacity reels (reels not included) for full 30-minute shows. Take-up is geared low for smooth, flickerless film advance . . . rewind is geared high (4 to 1) for rapid rewinding. Steady forward or reverse operation without film spillage or backlash. Spindle arms fold away for compact storage.

Dry Splicer applies instant, permanent dry splices without cement. Built-in storage compartment for tape. Stainless steel splicing blades, die-cast aluminum base. Order extra HPI tapes from bottom of opposite page.

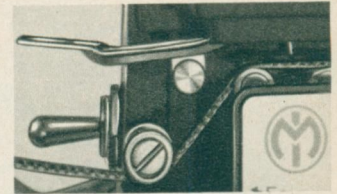
Precise Frame Marker built into previewer lets you notch film exactly where you wish to cut and edit. Positively identifies each frame. Speeds your work considerably.

Measuring Scale will inform you as to how much film footage you need to show a film frame from 0 to 3 seconds.

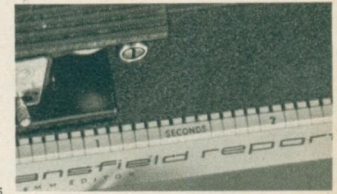
67 R 1295 L—Editor with Bulb, Splicer. Ship. wt. 5 lbs. . . \$19.95



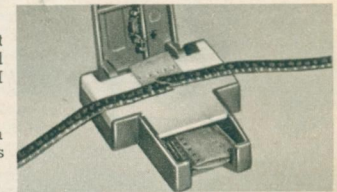
1 Precision Focus Control. Front mounted control lever enables you to check sharpness of film.



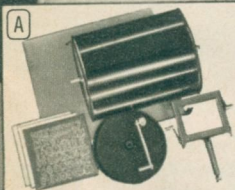
2 Accurate Film Notcher positively identifies each frame. Speeds your editing work considerably.



3 Measuring Scale shows how much film footage is required for viewing from 0 to 3 seconds.



4 Dry Splicer makes lasting splices without scraping or cement. Built-in compartment for tape.



\$29⁹⁸
(Use With Movie Camera or Still Camera)



Letters and Numerals are Re-usable

Premier Professional Title-Making Outfit

A Accessory Set for Making Titles Add Versatility to Premier M-3 Outfit (B) listed at right. Set includes: Rotary Drum you can turn while camera is photographing titles, Scroll Frame for length titles, Rotary Table for 3-D effects, Ground Glass Plate for rear projection of your own slides or movies, as backgrounds. Set also includes numbers and letters in 3 colors, instruction manual.
67 R 1229 MT—Wt. 7 lbs. \$9.98

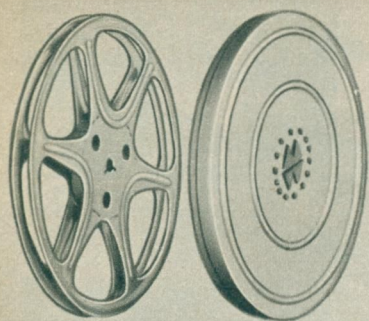
B Add interest to your home movies with "action" titles. You can make your own movie titles—create an endless variety of special movie effects such as "flip-flops", animations, etc.—dozens of interesting ideas. Use with still camera too for reproductions (placed vertically, an ideal copy stand), making color-slide titles, and holiday greeting cards. It's your springboard to a new dimension in photography. Make it a family affair . . . let everyone join in the fun.

Outfit Includes: Twin-rail optical bench, twin standards for perfect 45° non-glare illumination, universal camera platform (for any camera with standard tripod socket), two auxiliary lenses, three backgrounds in assorted colors, alignment mask for focusing, set of white letters and numerals, and full instructions. Order two extra DAN flood lamps from Page 25. UL Listed.
67 R 1228 MOT—Ship. wt. 16 lbs. \$29.98

Items with "T" after catalog number Shipped from Chicago, Balt. or Oakland.

ALL WARDS 49

Wards Reels and Cans Are Easy



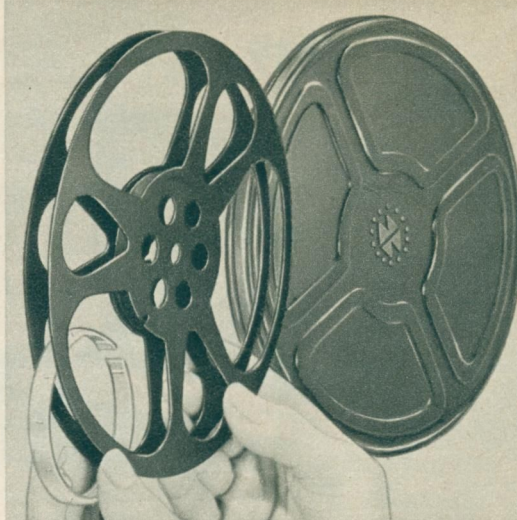
**Economy
Reel and Can Sets**
44c
8mm 200 Ft.
In Lots of 3
Self-stacking

Good Value at Budget Price

- Balanced Reels Complete With Sure-Stack Cans
- Reels and Cans Made of Sturdy Rust-Resistant Steel

Wards Reel and Can Sets. Finest we know of at this low price. Sturdy ribbed steel design retains shape, resists bending. Edges finished and curved for strength and scratch-free take-up. Metallic finish. Splice all of your movie films into long 200 to 400-ft. lengths, and store them in these rugged, inexpensive dustproof containers.

Approx. Diameter	Film Size	Reel Capacity	Cat. No.	Ship. wt.	Reel and Can	
					Each	3 for
5 in.	8mm	200 ft.	67 R 1310	5 oz.	47c	\$1.32
6 in.	8mm	300 ft.	67 R 1311	7 oz.	65c	1.85
7 in.	8mm	400 ft.	67 R 1312	10 oz.	69c	1.95
7 in.	16mm	400 ft.	67 R 1309	10 oz.	69c	1.95



Reel and Can Sets

90c Each
In Lots of 3
8mm x 200-ft.

SAVE 10%
Buy in Lots of 3

No. with "T" from Chicago, Baltimore, or Oakland Stock.

Wards "Reflex" Reels and Cans; Auto Pick-up

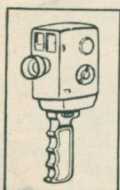
- 2-Way Hub Design For Regular and Automatic-Threading Projection
- Selected Quality Reflex Spring Steel with Smooth Scratch-Free Edges

Deluxe Quality In Every Detail. Individually hand inspected. Plastic automatic pick-up hub makes reels self-threading. Hub slips off for conventional threading (see picture above). Reels made of reflex spring steel to give years of use with ordinary care.

Flat unribbed reels retain shape, resist bending... are free of wobble. Non-scratch edges permit noiseless take-up. Dustproof cans are ridged for easy stacking. Time and footage markings. Satin black enameled... rust-resistant. Sets individually boxed. 16mm, 1600-ft. reel and can is non-auto. pick-up.

Approx. Diameter	Film Size	Capacity of Reel	Running Time	Catalog Number	Shipping Weight	Reel and Can	
						Each	3 for
5 in.	8mm.	200 ft.	Abt. 12-min.	67 R 1236	5 oz.	99c	\$2.70
6 in.	8mm.	300 ft.	Abt. 18-min.	67 R 1237	7 oz.	\$1.10	2.97
7 in.	8mm.	400 ft.	Abt. 24-min.	67 R 1238	10 oz.	1.20	3.24
7 in.	16mm.	400 ft.	Abt. 12-min.	67 R 1239	12 oz.	1.20	3.24
14 in.	16mm.	1600 ft.	Abt. 48-min.	67 R 1260T	5¼ lbs.	4.98	13.44

Metal Film Clips. Stops film fumbling. Movie film clips hold film securely on reel. Just slip film into clip and snap clip onto edge of reel. Reusable... fit both 8 and 16mm reels. Works on full or partially full reels. Prevents film unwinding. Each pkg. contains 12 clips. 67 R 1231—Ship. wt. 8 oz. per Pkg.....2 Packages 89c

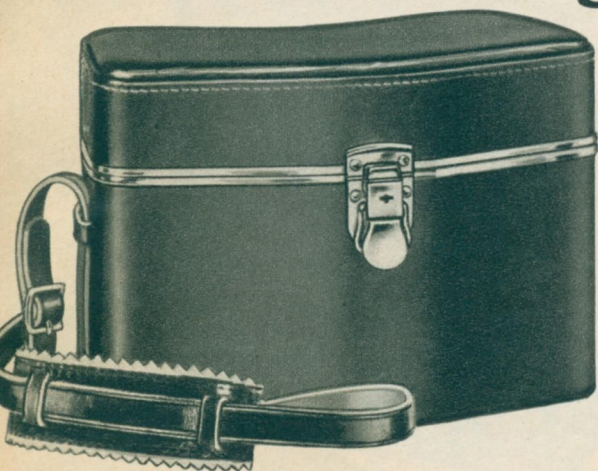


Easy-to-use

\$1.85 Steady Your Camera Detachable Grip Handle

Fits both movie and still cameras, especially useful for movies. Gives you greater freedom than you have with tripod, yet permits firm grasp of camera... helps keep movie action smooth. Prevents "fuzzy" slides and negatives. Threads into tripod socket of most movie cameras. 67 R 1366—Ship. wt. 10 oz. \$1.85

Wards Movie Bags ■ ■ ■ FIT ALL POPULAR 8mm MOVIE CAMERAS



Our Feature Camera Bag

\$12.95

- Protect Your Expensive Equipment in Wards Handsome Camera Bag
- Genuine Smooth, Tough Cowhide Gives Long Wear
- Bright Chrome Trim
- Contour Curved Shape
- Luxurious Red Velour Lining Inside Lid Case
- Adjustable Shoulder Strap... Non-Slip Pad



Wide Flap Opening **\$7.98** for Zoom Cameras

Good Looking and Long Lasting. Enjoy the beauty and durability of simulated leather at exceptionally low cost. Keeps your camera film, and other accessories assembled and protected, ready for action.

Rugged saddle stitching for hard use. Little chance of seams ripping, even after repeated heavy use. Shoulder strap adjusts to most comfortable length. Sturdy brass-plated lock, bumpers. Brown color. Texon-covered. Size: 9½x3½x7 in. overall. 67 R 1388—Ship. wt. 3 lbs. \$7.98

Just Say "Charge It," see Pg. 38.



Wrap-Around **\$4.98** Zipper Closure

Lid and Case Completely Lined With Foam Padding to protect your expensive camera and equipment from any possible damage. Even with rough use your equipment is safe. Adjustable divider keeps photo gear in order for quick access.

Simulated leather for good looks. Attractive ginger brown color. Strong saddle stitched seams. Adjustable shoulder strap with non-slip pad. Protective brass bumpers on bottom of case. Big roomy size: 8¼ by 4 by 6 inches. Zipper closure. 67 R 1387—Ship. wt. 2 lbs. \$4.98

Smart Deluxe Leather Case provides elegant carrying ease large enough to accommodate the latest zoom-movie cameras or any other camera. Beautifully finished smooth Black cowhide throughout. Contour curved for extra comfort... carrying ease. Attractive, contrasting red velour lining in both lid and case... red elastic holders to hold camera securely in position. Lid has white saddle-stitching; front of case has attractive double chrome rail for added rigidity and strength. Bright Chromed feet and spring latch. Adjustable handle and shoulder strap with non-slip rubber pad. 10x4x7 in. overall.

67 R 1396—Ship. wt. 3 lbs. Only \$12.95
67 R 1395X—Similar to above but partly Pigskin. Wt. 3 lbs. 10.95

50 WARDS DFPO

Loading, Self-Stacking, Low-Priced

Wards Quik-Load Reel Set With Plastic Ring and Reel

- Ring Seals in Film, Protects It from Fading, Dust
- Control Knob Makes Projector Loading Easier, Surer
- Automatic-Loading Core for Auto-Load Projectors
- Tunnel Feed Lead-In Lip Around Outside Feeds Film Smoothly

Display Your Films Proudly, Store, Protect Them Safely with "Quik-Load" plastic reel and ring sets. The latest innovation in 8mm movie accessories . . . designed for convenience in projection and editing.

Non-Magnetic plastic construction, can't distort sound-striped movies as metal reels will. Color safety filter, molded into transparent side panels and ring, protects valuable films against light-fading. Yet you can see film inside.

Handy Time Scale shows film footage, plus projection time in minutes . . . you can see at a glance just how much film is on reel. Write-on panel using special pencil.

Unique Self-Cased Design, unusually easy to handle or store. Featherweight ring separates instantly when reel is to be used—snaps back on for convenient storage. Ring keeps out dirt and dust—lets film breathe—prevents film spill-out during handling. Control knob on outside of reel eliminates confusion about which way reel goes on projector spindle.

Built-In Feet lets you stand up reel and ring on any flat surface. For most ideal storage order ring stand below or buy the Reel and Rack Outfit listed below and save.

Automatic-Loading Core for automatic-load projectors. Built-in pick-up pins for both forward and rewind loading.

Tunnel Feed lead-in lip around outside feeds film in or out smoothly. No spokes or burrs to snag films—smoothly rounded lead-in lip.

67 R 1212—8mm 400-ft. Reel. Ship. wt. 1 lb. 2 oz. Each \$1.15; 2 for \$1.98
67 R 1206—8mm 200-ft. Reel. Ship. wt. 1 lb. Each 1.00; 2 for 1.84

Wards Reel and Rack Set \$6⁹⁸ 200-Ft. Size

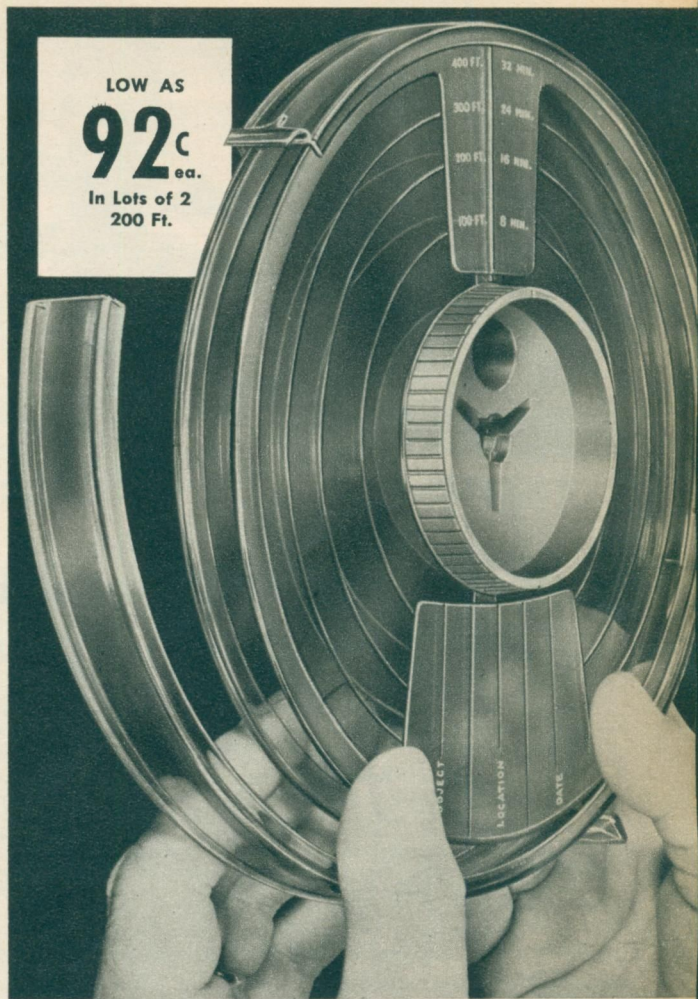
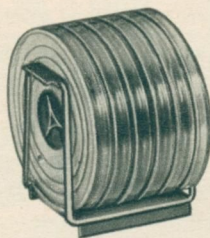
An Ideal Gift for Movie-Makers. Ring stand rack made of rugged bright chromed steel and charcoal black high-impact plastic. Special yellow pencil (included) for writing on reel write-on area.

Includes: 6 Quik-Load Reel 'n Ring Sets, and Rack Stand—all in handsome presentation box.

67 R 1211—400-Ft. Size. Ship. wt. 4 lbs. 8 oz. Set \$7.49
67 R 1207—200-Ft. Size. Ship. wt. 4 lbs. Set 6.98

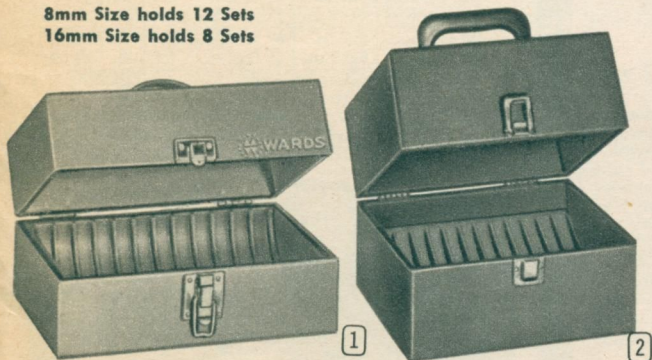
Rack Only. Same as in sets above. No reels.

67 R 1213—400-Ft. Size. Ship. wt. 1 lb. \$2.00
67 R 1208—200-Ft. Size. Ship. wt. 14 oz. 1.85



LOW AS
92c
In Lots of 2
200 Ft.

8mm Size holds 12 Sets
16mm Size holds 8 Sets



Wards Reel Cases for 8mm and 16mm Films

Why Store Your Precious Films Haphazardly? They deserve the best of care if they're to project properly, and last. It's easy to provide extra-good care, at low cost, with Wards storage cases. Order extra cans and reels above or on facing page.

① **Wards All-Steel Case.** Clasp fastens lid securely. Gray baked enamel finish. Plastic molded dividers. 8mm holds 12 reels and cans; 16mm holds 8 sets.

67 R 1313—8mm, 200 ft. Ship. wt. 3 lbs. 8 oz. \$2.79

67 R 1314—8mm, 300 ft. Ship. wt. 4 lbs. \$3.49

67 R 1315—8mm, 400 ft. Ship. wt. 4 lbs. 8 oz. \$3.49

67 R 1316—16mm, 400 ft. Ship. wt. 4 lbs. 8 oz. \$3.49

② **Luggage-Type Case.** Simulated leather covering for good looks. Attractive rich black color with decorative saddle stitching. Plastic molded dividers keep cans separated. Holds 12 8mm 200 or 400-ft. reels and cans. Handy index inside lid. Luggage-type clasp fastens lid securely for spill-proof storage. Easy carrying too, with molded plastic handle. Ship. wt. 4 lbs.

67 R 1222—Case \$4.98

With or Without
Sound Track



8mm and 16mm Professional Movie Films

Entertain Children at Home Where You Know They'll Be Safe. Fill in coupon below and you will receive a "Home Movies Catalog" FREE. Complete listings of exciting Cartoons, Travelogues, Westerns, Story Classics, Fairy Fables, Old-Time Comedies, Short Subjects, Animal, Adventures, etc. Films are Black and White . . . with or without sound track.

FREE!

Home Movie Catalog

Send To: Bob Adams
Dept. 67
Montgomery Ward,
618 W. Chicago Ave.
Chicago 7, Illinois

Please send me, without obligation, a Home Movie Catalog

NAME _____
(Please Print Name and Address Plainly)

Route and Box No.
or Street Address _____

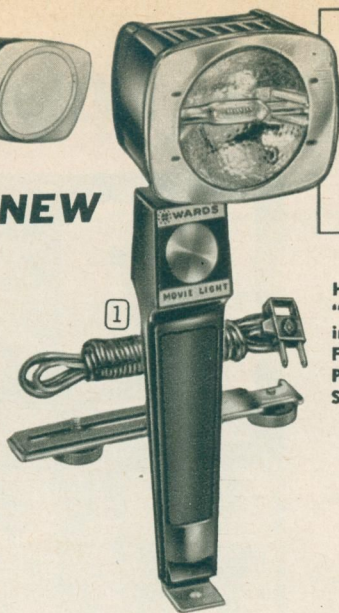
City _____

State _____ Zone _____

DPPO WARDS 51

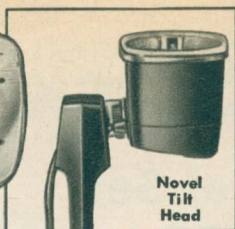


NEW



Head Tilts 90° for "Bounce" Style Lighting . . . More Natural, Flattering Especially for Portraits. Softens Harsh Shadows

\$12⁹⁵
Less Diffuser
Movie-Light Only
Just say "Charge It."
See Page 38.



Novel Tilt Head

So Easy to Use with Any Camera

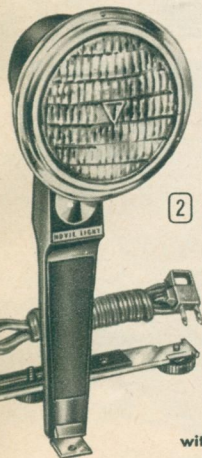
Diffusion Screen (Left) for Close-Ups Snaps on or off

Wards "Portable Sunshine" Light Takes Sun-Lit Movies After Sunset

- Small Compact Size . . . No Bulk, No Bar—Yet Delivers Plenty of Light for Sparkling Color
- As Convenient as a Flashgun . . . Mounts Alongside Your Camera as Shown Above
- Brilliant Lamp Is Highly Resistant to Clouding or Dimming, Stays Bright Its Entire Life

1 **NEW . . . A Lighting System** that does the work of a multiple-light bar yet is small and compact. Mounts on either side of camera, has finger-tip switch control. Unique snap-on diffusion screen enables you to take close-up portraits without squints—especially good when taking pictures of children. Removable head design permits still camera mounting in accessory shoe. Head also tilts up to desired angle for soft and flattering bounce light shadow-free movies. Sylvania Safety-Fused DWY quartz lamp has usable life of about 8 hours. Fits all movie cameras with tripod socket. Operates on standard 110-125-volt 60-cycle AC current. UL Listed. Exposure guide gives settings for cameras without electric eye or light meter.

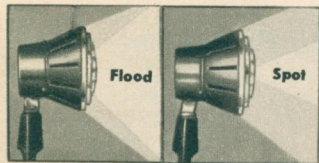
67 R 3282—Includes: light head, movie bracket, still bracket, light diffusion screen. Wt. 4 lbs. \$16.95
67 R 3283—Same as (1) above but no still camera bracket or diffusion screen. Wt. 3 lbs. 12.95



NEW
\$10⁹⁵

With Side-Mount Universal Bracket

Choose Flood or Spot with the Touch of a Finger



Wards Twin-Beam Light for Zoom Cameras

- Change from Spot to Flood With a Flip of the Switch
- Attach to Camera . . . Light Follows Your Camera
- Keeps Your Subject Well Lighted as You Shoot
- Get Effective Movies Always . . . No More Wasted Film

2 **One Of The Newest Movie Lights on the Market Today!** Really two lights in one unit . . . choose either spot light or flood light by flipping a switch (see inset Pictures at left). Small compact size. Mounts on either side of camera. (See separate listing below for top mounting.) Head tilts full 90° for bounce lighting . . . softens shaded areas . . . adds a look of natural lighting.

Sylvania FHA Zoom Lamp delivers plenty of light to give you brilliant color movies. Rated lamp life is about 8 hours for the spot and 8 hours for the flood. Operates on standard 110-125-volt 60-cycle AC current. Low current consumption. Universal fitting fits any movie camera with tripod socket. Convenient exposure guide, handy for non-automatic cameras. UL Listed.

67 R 3284—TWIN-BEAM Light with mounting bracket for cameras with bottom tripod socket. Wt. 2 lbs. 8 oz. \$10.95

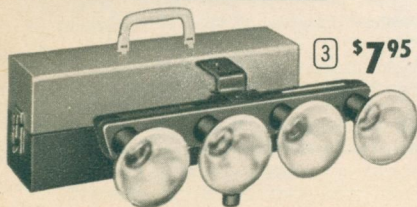
67 R 3285—TWIN-BEAM Light with top-mounting bracket. Fits Wards 711, Kodaks with top socket. Wt. 2 lbs. 8 oz. \$9.89

Wards 4-Light Bar

3 **Barlight With Four Powerful BEP 300-Watt Reflector Floods.** 14¾ inches long. Attaches to all cameras equipped with tripod socket. Detachable handle. Convenient on-off switch. Two-tone aluminum storage-carrying case, plastic handle. Use on camera or mount on tripod as fill-in light. UL Listed. 67 R 3255—With 4 lamps. Wt. 7 lbs. 8 oz. \$7.95

Two-Light Bar with Two BEP 300-Watt Reflector Floods. Detachable handle. On-off switch. Cardboard carrying case. 7-ft. cord included. UL Listed.

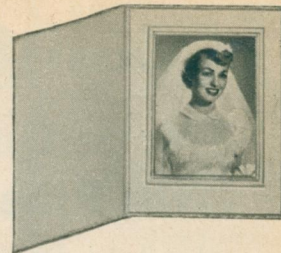
67 R 3252—With 2 Lamps. Wt. 2 lbs. 8 oz. \$4.95



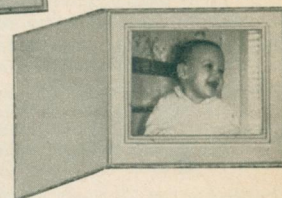
52 WARDS DFPO

If You Didn't Get This From My Site,
Then It Was Stolen From...
www.SteamPoweredRadio.Com

Slip-in Print Mountings
Vertical Folder 4
6 for \$139
5x7 in.



Horizontal Easel 5
6 for \$155
5x7 in.



Vertical Easel 7
6 for \$155
5x7 in.

Picture Folders

Provide A Professional Touch

4 **6** **Vertical or Horizontal White Slip-In Picture Folder**—fine for portrait and enlargement mounts. Feather-trimmed edge. Picture opening has depressed beveled edge.

Two sizes, 5x7 and 8x10 in. Vertical or horizontal type. *State Catalog Number and Size*—order from table below. Sold in Packages of 6. See Table below.

5 **7** **Vertical or Horizontal Slip-In Easel Mount.** Snow-white insert with depressed beveled edge adds beauty to your color or B & W photographs. Bottom folds back to form sturdy base. Two most popular sizes—5x7 and 8x10 in. *State Catalog Number, Size and type*—See Table below. Sold in Packages of 6.

Key No.	Print Size	Catalog Number	Ship. Lbs.	wt. Oz.	Price Pkg. 6
(4) Vertical	5x7 in.	67 R 6130	1	10	\$1.39
(4) Vertical	8x10 in.	67 R 6132	3	0	2.15
(5) Horizon.	5x7 in.	67 R 6134	1	10	1.55
(5) Horizon.	8x10 in.	67 R 6136	3	0	2.39
(6) Horizon.	5x7 in.	67 R 6131	1	10	1.39
(6) Horizon.	8x10 in.	67 R 6133	3	0	2.15
(7) Vertical	5x7 in.	67 R 6135	1	10	1.55
(7) Vertical	8x10 in.	67 R 6137	3	0	2.39



Scrapbook Album 8
\$2.98

8 **Leatherette Album and Scrapbook.** 11x14-in. size. Brown padded cover with gold-colored embossed design. Includes 36 black paper mounting 10½x13½ in. sheets (72 sides). Extra refills listed below. Screw-post binder—easy to add or remove pgs. Page accommodates nine 3½x3½-in. prints or six 3½x5-in. vertical or horizontal prints. Use with Art Corners (9) below. 67 R 6002—Ship. wt. 3 lbs. 8 oz. \$2.98
67 R 6003—Refill for (8). Pkg. of 30 sheets. Wt. 1 lb. 98c

9 **"Transpare" Art Corners.** Can be used for all mountings—pictures, post cards, matches and scrap book material. Made of clear plastic. 67R6406-4 Pkgs. (about 790). Wt. 4 oz. 98c

Just say "Charge It." See Page 38.





①
\$4⁹⁸
 Holds 120 Prints in
 3½x5-inch
 Acetate Pockets

E - X - P - A - N - D - A - B - L - E

Library Style Album "Grows" . . . Takes Popular Size Prints

- "Grows" as Fillers are Added—Huge Capacity
- Padded Cover Made of Fibers of Leather
- Expanding Back for Library Book Binder Appearance

① **Protect and Display Your Photographs With Expandable Photo Library Album.** 6 pages, each with ten 3½x5-inch acetate pockets which hold 20 jumbo (3½x3½ or 3½x5-inch) prints or 40 wallet (2½x3½-inch) prints per page when filed back-to-back. Total of 120 jumbo or 240 wallet prints or different sizes may be intermixed. You can also file negative between prints and have it handy when needed. Album closes flat even when full.

Album Cover has beautiful gold-tooled design. Wipes clean with damp cloth. Concealed screwposts take unlimited number of extra fillers (listed separately below—screwposts incl.). Detachable backbone covers binding of album . . . makes album look like fine leather-bound book on bookshelf. Overall size 8x9½ in. Available in Brown (50) or Ivory (10). 67 R 6011—State Color and Color Number Wanted. Ship. wt. 3 lbs. . . . \$4.98

Refills for Album (1) Above. Each page holds 20 prints.
 67 R 6079—3½x5-in. Pockets. Ship. wt. 8 oz. 2 Pages \$1.39



③
**Snap-Open
 Albums**
\$3¹⁹
 8x10-in.

Multi-Ring Binders For Favorite Photos

③ **The Rich Look of Leather . . .** padded cover made with fibers of leather. Wipes clean with damp cloth. Rounded corners. Trigger-action, multi-ring chromed steel binder. With 6 clear acetate white filler pockets. Gold-tooled Lily-of-the-Valley design on Brown (50) or Ivory (10) cover. State color and color no. wanted.
 67 R 6012—8x10-IN. ALBUM. Ship. wt. 2 lbs. 4 oz. . . . \$3.19
 67 R 6013—5x7-IN. ALBUM. Ship. wt. 1 lb. 8 oz. . . . 2.69
 67 R 6059—8x10-IN. REFILLS. Ship. wt. 4 oz. . . . 6 sheets 98c
 67 R 6058—5x7-IN. REFILLS. Ship. wt. 4 oz. . . . 6 sheets 69c

Handy Flip-File Albums



②
**ONLY
 \$3⁵⁹**

Wards Photo-Flip Albums Hold 90 Polaroid-Land or Kodacolor Prints

- Protect and Display Your Photographs in This Handsome Spiral Bound Flip-File Album
- Holds 90 Prints . . . Easy Viewing . . . Just Flip the Plastic Pockets to Pictures You Want
- Special Write-In Index for Picture Identification . . . Arrows Point to Picture Described

② **Convenient Photo Library . . . Book-Style Storage** for all popular print sizes, including Polaroid. Transparent acetate pockets of type recommended by Polaroid Corporation hold your pictures neatly and securely. You can look at them again and again and they won't be marred by finger prints or dust. The acetate pockets also keep your pictures from turning up at the corners. Easy to flip to next picture.

No Mounting Cement or Stickers Necessary . . . just slip prints easily into acetate pockets. You can fill an entire album in just a few minutes. Pictures can be removed without damaging print. File negatives right with the pictures behind prints for easy reference.

45 Sleeves Hold 90 Prints. Folds neatly for storage. Bookshelf style . . . resembles an expensive book on the bookshelf. Attractive padded covers of fibers of leather. Gold-tooled design contrasted against rich Brown color. Individually boxed, makes an ideal birthday, shower, anniversary gift. Ship. wt. 2 lbs. 8 oz.
 67 R 6060—FOR 3¼ BY 4¼-INCH PRINTS. (Large-size Polaroid) . . . Each \$3.59
 67 R 6064—FOR 3½ BY 5-INCH PRINTS. (Will also take 180 2¼ BY 3½-INCH PRINTS) . . . Each 3.59
 67 R 6065—FOR 3½ BY 3½-INCH PRINTS. (12 Exposure Cameras Take This Size) . . . Each 3.59

Wedding Albums Preserve Treasured Memories



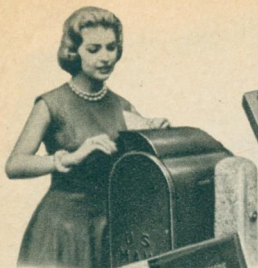
④
\$4⁴⁹
 5x7 in.

- Heavily Padded Cover
- Gold Embossed Inscription
- Lovely Rosebud Pattern
- Parchment Flyleaf

④ **Beautiful, Practical.** Rosebud pattern. Wipes clean with damp cloth. 8x10 album (only) has sewn, fully enclosed pockets with linen hinge and gold reinforced corners. Unlimited capacity.
 67 R 6090—8x10-IN. ALBUM. 6 Pockets. Wt. 2 lbs. 10 oz. . . . \$5.19
 67 R 6017—5x7-IN. ALBUM. 6 Pockets. Ship. wt. 1 lb. . . . 4.49
 67 R 6091—8x10-IN. REFILLS. Ship. wt. 6 oz. . . . 6 Pockets for 2.59
 67 R 6089—5x7-IN. REFILLS. Ship. wt. 4 oz. . . . 6 Pockets for 2.19

⑤ **White Wedding Album** with padded Fibers of leather cover. Gold tooled. 6 acetate pockets. Parchment flyleaf. Refills 67 R 6058—59 at left.
 67 R 6067—8x10 IN. Wt. 3 lbs. \$3.19; 67 R 6068—5x7 IN. Wt. 1 lb. \$2.69

⑤
\$2⁶⁹
 ALL WARDS 53



- Handy Mailing Envelopes for Photo Finishing
- Just Insert Exposed Film and Drop In Mailbox
- Price Includes Processing and Return Postage

LOW AS
\$1.10

Save Money on Wardway Film Mailers

Color Film Processing by Wardway Laboratories is done on latest electronic equipment, using modern up-to-date methods recommended by leading film makers. Films are processed within 48 hours of reaching Wardway Laboratories conveniently located near you.

Film is returned to you by first-class mail postpaid; allow up to 10 days for time in the mails. For fastest service, we suggest mailing film to Wardway by first class mail. 35mm film is returned in 2 x 2-in. cardboard mounts; movie film is returned as 50 ft. on reel. Order from nearest Mail Order House.

New Multi-Purpose Wardway Mailer can be used to process 5 different types of film—perfect for families with several cameras. Now you need just one type of mailer to process 35 mm. 20 exposure rolls; 8 mm. double 25-ft. roll movie film; or 127, 120 or 620 Ektachrome, Anscochrome rolls. 67 RP 6570—Multi-purpose Mailer. Postpaid..... \$1.29

35 mm. 36-Exposure Wardway Mailer. Postpaid.
67 RP 6571—Film returned in 2 x 2-in. mounts..... \$2.29

8 mm. 25-ft. Magazine Wardway Mailer. Net charge; magazine deposit has already been deducted. Postpaid.
67 RP 6572—Returned as 50 ft. on reel..... \$1.10

Kodacolor 12-Exposure Roll Wardway Mailer. Postpaid.
67 RP 6573—With 3 1/2-in. wide Jumbo prints..... \$2.89

Kodacolor 35 mm. 20-Exposure Roll Wardway Mailer. Ppd.
67 RP 6574—With Wallet-size prints..... \$3.19

Kodak Mailers For Color Film

For Kodachrome, Kodachrome II or Ektachrome Film. Films are processed within 48 hours after reaching Kodak Laboratory, and returned to you by 1st class mail. Order from nearest WARD Mail Order House.

For Film and Sizes Below	Films Returned	Cat. No.	Price
20-exp. 35mm Kod. or Ekta. . .	In 2x2 mounts	67 RP 6526	\$1.60
36-exp. 35mm Kod. or Ekta. . .	In 2x2 mounts	67 RP 6527	2.60
127 Ektachrome SuperSlides. . .	In 2x2 mounts	67 RP 6533	1.60
828 Bantam Kod. or Ekta. . . .	In 2x2 mounts	67 RP 6525	1.00
8mm—25-ft. Reel Kodak.	50 ft. On Reel	67 RP 6528	1.60
8mm—25-ft. Mag. Kodak.	50 ft. On Reel	67 RP 6529*	1.20

*Magazine deposit has already been deducted.



Share your choice pictures with your family and friends

PRINTS AND ENLARGEMENTS FROM YOUR COLOR SLIDES

Duplicate Slides . . . Duplicate Movies . . . Kodacolor Prints . . . Black and White Reprints



Wards can make duplicate slides, prints, enlargements or reductions from your present originals, whether they are color slides, color prints or B&W pictures or negatives. Even movie films can be duplicated for only 13 1/2¢ per foot. Quality of reprints is superb, only an expert could distinguish between original and duplicate. **All Services Are Postpaid.**

Color Prints from Slides . . . Wallet Size 25¢, Jumbo Size 30¢

Made from all 35mm, 828, 120 or 620 Anscochrome, Ektachrome, Perutz, Kodachrome, Kodachrome II or X transparencies. Made on Kodak Ektachrome material. Picture area may be cropped slightly to conform to size of print you order. Underexposed slides are not recommended for prints. *State No. and Size wanted.* **Wallet Size Prints.** (2 1/2 x 3 1/2 in.) Made from 35mm and 828 Slides Only Each 25¢ **Jumbo Size Prints** (3 1/2 in. wide). Made from all size slides. Each 30¢

Color Enlargements from Slides Or Negatives . . . 5x7-in. Size \$1.00

Made from all 35mm, 828, 120 or 620 Anscochrome, Ektachrome or Kodachrome Slides. Underexposed slides are not recommended for enlargements. **5x7-in. Size Ea. \$1.00; 3 for \$2.40; 8x10-in. Size Ea. \$2.25**

Duplicate Color Slides and 8mm Movies

Share your color slides and movies with family and friends. Excellent quality.

35mm Duplicate Slides. Returned in cardboard mounts. Each 20¢

35mm Stereo Color Duplicates. Returned in cardboard mounts. One Pair (2 slides) 60¢

8mm Color Movie Film Duplicates. Original film must be clean, splices in good condition. *If film is in poor condition, there will be an extra charge.* 13 1/2¢ per ft. minimum order. for \$6.75

SLIDES MADE FROM KODACOLOR NEGATIVES. 35mm slides made from Kodacolor negatives will be returned in 2 x 2-in. cardboard mounts, ready for projection. Each 20¢

Reprints and Enlargements from Kodacolor Negatives

Prints—Wallet Size (2 1/2 x 3 1/2 in.) made from 35mm Kodacolor negatives. Each 15¢

Prints—Jumbo Size (3 1/2 in. wide). Made from any size Kodacolor Negative. Each 25¢

Enlargements. Made from any size Kodacolor negative. If your negatives are square, we will crop them slightly to conform to the rectangular shape of 5 x 7 and 8 x 10-in. enlargements.

5 x 7-in. Enlargements. Each \$1.00; 3 for \$2.40 **8 x 10-in. Enlargements.** Each \$2.25

Black & White Reprints and Enlargements—Postpaid

Jumbo Sizes (3 1/2 in. wide) Made from assorted negative sizes 35mm to 620. Each 7¢; 20 for \$1.00

Wallet Size (2 1/2 in. wide) From assorted neg. sizes. Returned 3rd Class. Min. order 50¢. 20 for 1.25

5 x 7-in. Enlargement. Each 45¢; 3 for \$1.10 **8 x 10-in. Enlargement.** Each 65¢; 3 for 1.65

How to Order Printing and Enlarging Services: Send Film with Name, Address, correct amount of Cash, Check or Money Order payable to Wardway Film Service (Sorry, No Credit Orders). Mail to Wardway P.O. Box nearest you (see below). Allow up to 14 days.

Do Not Send Film for Processing to Wards Mail Order House

Anchorage, Alaska, Box 6287 An.
Atlanta 1, Ga., P.O. Box 403
Boston, Mass., P.O. Box 263
Chicago 80, Ill., P.O. Box 4370
Cincinnati 14, Ohio, P.O. Box 356
Cleveland, Ohio, P.O. Box 5151
Dallas, Texas, P.O. Box 5322
Denver, Colo., P.O. Box 1855

Detroit 31, Mich., P.O. Box 653
Jacksonville, Fla., P.O. Box 10182
Kansas City, Mo., P.O. Box 1171
La Crosse, Wisc., P.O. Box 944
Los Angeles 55, Cal., Box 55009
Minneapolis, Minn., P.O. Box 876
New Orleans 3, La., Box 50112
New York 13, N.Y., P.O. Box 304

Omaha, Nebr., P.O. Box 1227
San Antonio, Tex., P.O. Box 451
San Francisco 1, Calif., Box 1015
Seattle 11, Wash., P.O. Box 1744
Salem, Oregon, P.O. Box 2262
St. Louis 66, Mo., P.O. Box 342
Washington 13, D.C., Box 1134
Pittsburgh, Pa., P.O. Box 1438

You will receive 18 Wallet-size, four Album-size and two 5x7-in. prints

54 WARDS ALL+

New! Wards Photo Copy Offer!

You Get 24 Prints for Only \$2.95

We will make 24 black-and-white prints of any picture you send to us; your picture can be either a color print or black-and-white, up to 8 x 10 inches in size. The pictures you get will include two 5 x 7-in. prints, four 2 1/2 x 3 1/2-in. prints, and eighteen 1 1/2 x 2 1/4-in. prints . . . unmounted. You will not receive a negative;—this new process does not require a negative. If you wish additional prints, you must again submit a picture to be reproduced. **Do not send us a negative.** If your picture is in a frame, remove glass and frame before sending it to us; picture will be returned to you unharmed.

HOW TO ORDER. Send picture, together with Check, Money Order or Cash to any of the Wardway Laboratories listed directly above. We cannot accept orders for prints on Revolving Charge, Extended Payment Accounts, or C.O.D. Pictures will be returned to you by 1st class mail. Allow about three weeks for delivery. \$2.95

DO NOT SEND ORDERS FOR PRINTS TO WARD MAIL ORDER HOUSES . . . SEND TO ONE OF WARDWAY FILM SERVICES LISTED ABOVE

NEW! Wardway Processing With Replacement Film

Keep your camera loaded with fresh film . . . be ready for those "Once-in-a-life-time" shots of children, family pets, wild life, or colorful sunsets. When you send your films to Wards for processing, you get your finished pictures PLUS a new film. This offer applies to Kodak films listed below, including 8 and 16mm Movies. Processing is done in Wardway Laboratories located throughout the nation, including Alaska. Latest electronic equipment is used for both Color and Black-

and-White finishing. Skilled craftsmen process the films as fast as is practicable to maintain high standards . . . quality is never sacrificed for speed. All work is backed by Wards famous policy "Satisfaction Guaranteed or Your Money Back". Wardway Film Service is as close as your mailbox. Enjoy the convenience of having your pictures and film delivered right to your door by 1st class mail. Choose the Wardway Post Office Box located nearest you, from the listing at bottom of page.



KODACOLOR FILM
Includes Developing,
Printing and New Film

8 to 12 Exp. **\$3⁵⁰**

KODAK SLIDE FILMS
Includes Processing, Cardboard
Mounted Slides, and Replacement Film

35mm, 20 Exp. **\$2⁹⁰**

Wardway Color Prints are made with genuine Kodak materials. Prices include processing and one Jumbo size (3 1/2 in. wide) or wallet size print (2 1/2 in. wide) of each good negative. If some of your negatives are considered unprintable, we will include a coupon good for a reprint, for each of these negatives. (We will process 12-exp. rolls for same price as 8-exp. rolls. If your negatives are all good, you will receive 12 Jumbo prints. However, if you have less than 8 good pictures, we will send Coupons to cover as many as 8 pictures, but not 12).

- 8 or 12-Exposure Roll—With Jumbo prints and New Film. Each Roll \$3.50
- 16-Exposure Roll—With Jumbo Prints and New Film. Each Roll 5.19
- 20-Exposure Roll—With Wallet Prints and New Film. Each Roll 4.69
- 20-Exposure Roll—With Jumbo Prints and New Film. Each Roll 6.00

Processing Replacement Service below applies only to Kodachrome II or Ektachrome Films. Service Includes: Processing, Mounting, and replacement of film with the same type of film you send in. All slide films will be returned to you in rugged cardboard mounts, ready for instant viewing or projecting.

2 x 2-In. SLIDES. Exposed in 35mm or Bantam (828) cameras.

- 35mm, 20-Exp. Films. Mounted in 2 x 2-in. cardboard mounts. . . . Each Roll **\$2.90**
- 35mm, 36-Exp. Films. Mounted in 2 x 2-in. cardboard mounts. . . . Each Roll **4.25**
- Bantam (828) Film. Mounted in 2 x 2-in. cardboard mounts. . . . Each Roll **1.85**
- SUPERSLIDES. Exposed in 127 roll film cameras, or made on 120 or 620 film by using a Superslide mask. Returned in 2 x 2-in. cardboard mounts. . . . Each Roll **\$2.45**
- 2 3/4 x 2 3/4-in. SLIDES. Film exposed in 120 or 620 cameras that take 12 pictures per roll. Returned in 2 3/4 x 2 3/4-in. cardboard readymounts. Each Roll **\$2.45**
- STEREO SLIDES. 35mm film exposed in standard stereo cameras.
- 35mm, 20-Exp. Stereos, in cardboard mounts (about 15 pairs) . . . Each Roll **\$3.75**
- 35mm, 36-Exp. Stereos, in cardboard mounts (about 28 pairs) . . . Each Roll **5.25**



BLACK & WHITE FILM
Includes Developing,
Printing and New Film

8 or 12-Exp. Rolls **\$1⁰⁰**

We will return your developed film, one Jumbo print (about 3 1/2 in. wide) of each good negative, PLUS a new Ward roll of film in 127, 120, 620 sizes. 828, 35mm, 116 and 616 films will be replaced with Kodak film (We will process 12-exposure rolls for same price as 8-exposure. If your negatives are all good, you will receive 12 prints. If you have less than 8 good pictures, we will send Coupons to cover 8 pictures, but not 12).

- 8-Exposure Roll—Developed, Printed and Replacement Film. . . . Each Roll **\$1.00**
- 12-Exposure Roll—Developed, Printed and Replacement Film. . Each Roll **1.00**
- 16-Exposure Roll—Developed, Printed and Replacement Film. . Each Roll **1.20**
- 20-Exp. 35mm—Develop Jumbo Prints, Replacement Film. Ea. Roll **1.99**
- 36-Exp. 35mm—Develop Jumbo Prints, Replacement Film. Ea. Roll **2.79**
- Developing Only (No Replacement Film). Any size B & W roll developed. . . 35c

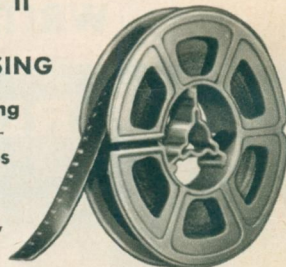
For Black and White Film Only See Page 57.



KODACHROME II
MOVIE FILM
COLOR PROCESSING

Includes Processing
and New Film—
8 and 16mm Sizes

\$3²⁵ 8mm, Roll



Movie Films will be replaced with Kodak Film. 25-ft. rolls are 50 ft. long after processing. Replacement film will be same size as you send. State: Daylight or Indoor.

- 8mm, double 25-ft. Rolls. Each **\$3.25**
- 16mm, 100-ft. Rolls. Each **\$10.75**
- 8mm, double 25-ft. Magazines. Each **\$4.50**
- 16mm, 50-ft. Magazines. Each **7.75**

HOW TO ORDER: Send film for processing with Name, Address, correct amount of Cash, Check or Money Order payable to Wardway Film Service. We cannot accept Charge or C.O.D. orders. Mail to Wardway Film Service, at P.O. Box nearest you . . . addresses below. Returned to you by 1st class mail. Allow up to 10 days in transit. For fastest service, mail to Wardway via First Class Mail.

ORDER FILM PROCESSING FROM NEAREST WARDWAY FILM SERVICE . . . ADDRESSES BELOW

P. O. Box 6287 Annex Anchorage, Alaska	P. O. Box 876 Minneapolis, Minn.	P. O. Box 55009 Los Angeles 55, Calif.	P. O. Box 304 Canal St. Station New York 13, N. Y.	P. O. Box 403 Atlanta 1, Ga.
P. O. Box 4370 Chicago, Ill.	P. O. Box 342 St. Louis 66, Mo.	P. O. Box 1015 San Francisco, Calif.	P. O. Box 1134 Washington 13, D. C.	P. O. Box 10182 Jacksonville, Florida
P. O. Box 653 Detroit 31, Mich.	P. O. Box 1171 Kansas City, Missouri	P. O. Box 2262 Salem, Oregon	P. O. Box 356 Cincinnati 14, Ohio	P. O. Box 5322 Dallas, Texas
P. O. Box 944 La Crosse, Wisc.	P. O. Box 1227 Omaha, Nebraska	P. O. Box 1744 Seattle 11, Washington	P. O. Box 5151 Cleveland, Ohio	P. O. Box 451 San Antonio, Texas
	P. O. Box 1855 Denver, Colo.	P. O. Box 263 Boston, Mass.	P. O. Box 1438 Pittsburgh 30, Pa.	P. O. Box 50112 New Orleans 3, La.

NOTICE

Wardway Service will process your order with greatest care. However, we cannot be responsible for any amount greater than purchase price of replacement film.

IMPORTANT

Do Not Send Films To Ward Mail Order Houses. Send only to Post Office Boxes listed at left. Be sure to include Name, Address and correct payment. See "How To Order" above.

Need Advice? CAN'T FIND WHAT YOU WANT?



Just Write Bob Adams **WARDS PHOTO EXPERT**

Let Us Help You. If you are not sure about which to buy . . . need technical advice . . . want more information . . . or are interested in trading your present equipment . . . write to Bob Adams. He's Wards photo specialist, with years of experience in the photographic field. Whatever your needs, he can expertly advise you.

If You Write About a Trade-in, please be specific: (1) Give us the make, model, purchase price, and condition of the camera you wish to trade, (2) Tell us what kind of camera or equipment you want . . . make, model, and Wards Catalog No. if possible, and (3) your own personal appraisal of the value of your trade-in items.

Please Write First, before you send us your present equipment.

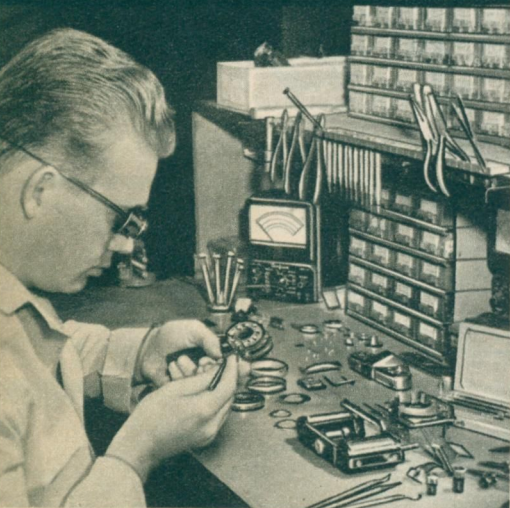
If You Don't See It, Ask for It. We list over 750 items in this catalog, but also can get hundreds of other items. Interested in Sound Projectors . . . Omega Enlargers . . . 16mm Equipment . . . Rolleis . . . Durst Enlargers . . . Zeiss . . . Fairchild? If Wards don't have it, we'll make every effort to get it! If you request it, we will send you manufacturer's literature if available.

Choosing a Gift? Bob Adams will help you—he has been assisting our customers for years. There is no obligation, of course.

If You Have Problem Pictures, send a sample negative, print or slide (well wrapped)—it will be returned, along with Bob Adams' analysis. Be sure to give your full name and address when you write.

WRITE BOB ADAMS Montgomery Ward—Dept. 67 • 618 W. Chicago Ave. • Chicago 7, Illinois

WARDS COMPLETE REPAIR SERVICE



WARDWAY Camera Repair Service Is Fully Guaranteed . . . First, under Wards policy of "Satisfaction Guaranteed or Your Money Back," and second, under the Wardway policy on specific repairs or other service work—each job guaranteed against defective materials or workmanship for a period of 90 days.

WARDWAY Is a Complete Service for repairing virtually all makes and models of cameras (still or movie), photographic and optical equipment such as binoculars. Wardway repairs both American-made and varied types of imported equipment. No matter where it was purchased, Wardway specialists will handle your work with finest expert attention and consult you on all parts and labor charges involved.

Cleaning, Adjusting

Your Best Equipment Deserves the Best Care . . . WARDWAY Service. Cameras, like most other precision equipment, require periodic attention such as cleaning and adjustment. This insures a long, useful life of solid service. Complex shutters for example, are just like fine watches—for best results, you should have them cleaned and re-timed every 2 years. Severe service or sudden catastrophe (such as immersion in water) call for immediate attention to avoid permanent damage. Whether it's just a spot-check, minor adjustment, or complete overhaul . . . WARDWAY is your answer to dependable, effective and efficient camera servicing.

Modernize Your Old Electric Eye Movie Camera

WARDWAY Repair can convert your present electric eye movie camera for use with new Wards or Kodachrome II movie film having higher ASA 25 speed. Many cameras sold prior to 1962 are limited to film with lower ASA 10 to 16 speed. There is no need to get an estimate—just ship your camera to WARDWAY Repair Service and include the conversion price as follows:

WARDWAY Will Convert Bell & Howell (all models); De Jur (all Models); Keystone (all models); Revere and Wollensak (single lens models); or Elgeet Electric Eye attachment for faster film, as described above. . . . Price **\$16.95**

WARDWAY Will Convert Revere and Wollensak Turret or Zoom Lens models for faster film, as described above. . . Price **\$18.95**
At the same time you send in your movie camera for conversion, WARDWAY will, if desired, make all other needed repairs on your entire camera for an additional flat charge of. . . . **\$9.50**

HOW TO USE WARDWAY CAMERA REPAIR SERVICE

What NOT to Send. All new photographic equipment sold by Wards is specially guaranteed for 1 year against defective materials or workmanship. Wards also guarantee some equipment additionally. Most manufacturers also guarantee their products.

If your photo purchase from Wards does not give you the service you have a right to expect, do NOT send it to Wardway (or to Bob Adams)—send it to Wards Mail Order House nearest you, with explanatory letter addressed to attention of Central Service Unit, for adjustment. Expect a prompt reply.

HOW TO SEND CAMERA TO WARDWAY. Pack it well with padding (we cannot be responsible for damage in transit). Important: Be sure to print your Name and Return Address on package, also on tag or tape attached to camera. Write a letter stating exactly what is wrong and what is to be done—attach letter (with extra 1st class stamp) to outside of package. Insure and mail only Parcel Post to:

WARDWAY CAMERA REPAIR SERVICE,

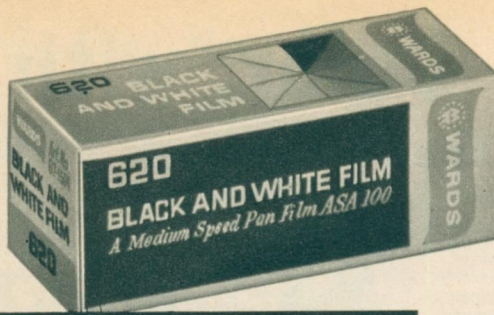
P.O. Box 7140, Chicago 80, Illinois

A FREE ESTIMATE will be mailed to you by Wardway shortly after receipt of your camera. You must reply before work is undertaken—repairs will not be done without your written authorization. If those few cases when Wardway cannot service your equipment, or you decide not to have the work done it will be returned Prepaid or a letter sent you advising what further action should be taken.

Minimum Repair Charge is \$3.00 (plus return postage and insurance). Therefore, we do not recommend you having any work done on equipment worth under \$10. No C.O.D. orders accepted.

56 WARDS ALL

SEE WARDS NEW
COLOR FILM ON
PAGE 58



WHY PAY MORE?



WARDS GUARANTEED BLACK AND WHITE FILM **29¢** A ROLL IN LOTS OF 3

- Save Money—Stock Up for Vacations . . . Buy 3 Rolls at a Time
- Made by the Leading Film Manufacturer in Western Germany
- Excellent for Outdoor Shooting, or for Flash Shots Indoors

Wards New Black and White Film is guaranteed to equal in performance, any similar speed black and white film on the market, or your money back! You will be delighted with the quality of the negatives . . . prints will be crisp and sharp, enlargements superb.

ASA speed 100 . . . medium fine-grain emulsion is balanced for optimum results with simple or box cameras. Excellent for both daylight and indoor shooting, with flash or flood lights. At this low price, you will feel free to experiment with exposures, lighting techniques and trick photography.

67 R 1503—127 Size. Ship. wt. 2 oz. each. One roll 30c; 3 rolls 87c
67 R 1502—120 Size. Ship. wt. 2 oz. each. One roll 30c; 3 rolls 87c
67 R 1504—620 Size. Ship. wt. 2 oz. each. One roll 30c; 3 rolls 87c



SAVE AT WARDS ON BLACK AND WHITE FILM

Only **52¢**
In Lots of 3



Low as **46¢**
In Lots of 3



Only **52¢**
In Lots of 3



Only **72¢**
In Lots of 3



Only **68¢**
In Lots of 3



Only **73¢**
In Lots of 3



Roll Film Sizes 35mm, 127, 120, 620, 116 and 616 . . . Fresh Dated Film

Size of Film	Name of Film	ASA Speed Index	Catalog Number	Ship. wt. per Roll	Price per Roll	3 for
120	Kodak Panatomic-X	40	67 R 1590	2 oz.	59c	\$1.56
120	Kodak Verichrome Pan	125	67 R 1516	3 oz.	49c	1.38
120	Kodak Tri-X Pan	400	67 R 1513	2 oz.	59c	1.56
620	Kodak Verichrome Pan	125	67 R 1517	2 oz.	49c	1.38
116	Kodak Verichrome Pan	125	67 R 1518	2 oz.	69c	1.84
616	Kodak Verichrome Pan	125	67 R 1519	2 oz.	69c	1.84

Size of Film	Name of Film	ASA Speed Index	Catalog Number	Ship. wt. per Roll	Price per Roll	3 for
35 mm, 20-exp.	Panatomic-X	40	67 R 1592	3 oz.	85c	\$2.16
35 mm, 20-exp.	Kodak Plus-X	160	67 R 1511	3 oz.	79c	2.04
35 mm, 20-exp.	Kodak Tri-X Pan	400	67 R 1514	3 oz.	80c	2.19
127	Kodak Verichrome Pan	125	67 R 1515	3 oz.	49c	1.38
127	Kodak Tri-X Pan	400	67 R 1512	2 oz.	59c	1.56

Facts About Kodak Black & White Film

Kodak Panatomic-X. Excellent for daylight and flash. Micro-fine emulsion allows greatest enlargement without objectionable grain. Excellent to retain detail.

Kodak Verichrome Pan—all-purpose film for successful pictures, even under adverse conditions. Medium-fine grain. Recommended for general all-around picture use in adjustable cameras as well as ordinary box cameras.

Kodak Tri-X Pan. So fast, you can get good results, even with poor light. Medium grain. Not recommended for box cameras. Good for sports, action.

Kodak Plus-X produces excellent results, even on cloudy days. Fine-grain emulsion produces top quality enlargements or larger blow-ups.

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Polaroid B & W Film

3000-Speed is for "J-66", or "J-33" or other electric eye models; Pola Pan for older Polaroids, and Print Copier.

Film Speed	Type	Cat. No.	Wt. Ea.	Each 6 For
ASA 3000	37	67 R 1630X	4 oz.	\$1.59 \$8.99
	47	67 R 1631X	6 oz.	1.99 11.44
PolaPan400	32	67 R 1601X	4 oz.	1.39 8.19
PolaPan200	42	67 R 1628X	6 oz.	1.87 10.74



Polaroid Color Film on Pg. 58

ALL WARDS 57

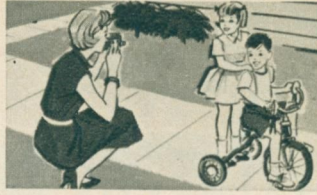
Shoot it in Color, with Any Camera

Film Prices Include Processing . . . It's As Easy As 1, 2, 3

Processing and return first-class postage is included with all of the color film sold on this page.

To Simplify Color Slide Photography, our selection of slide film has been confined to Outdoor type exclusively. This ends confusion over flash bulbs. With Outdoor film, you are always ready for either outdoor or indoor shots. When shooting indoors, use blue flash bulbs or electronic flash. Either will produce beautiful slides.

Movie Film is still available in both Indoor and Outdoor types. If your movie camera was designed for slow ASA 10 color film, you can use new, faster Wards 8mm color film, if you order a Speed Reduction Filter Pg. 24.



1. Shoot color slides, Kodachrome or beautiful Movies, Indoors or out.



2. Put film in handy envelope, drop in mail box.



3. Pictures will be returned to you by first-class mail.

Wards Color Film for Slides and Movies

Wards Outdoor Type Film is 2½ times faster than old-fashioned color film; opens up an entire new field of subject material . . . you can shoot in open shade or heavy overcast, without worry.

You Will Be Delighted with the true-to-life rendition of colors, particularly noticeable in black, browns and grays (most difficult colors to duplicate); they will be reproduced in natural tints and shades.

You'll be happily surprised with the sharpness of your films too, when you see them projected. Wards color film has resolving power that brings out the critical sharpness of modern day lenses in your camera.

Why Pay More? Price of Wards Color Film includes processing and first-class return postage. Wards new film will capture the scene just as you remember it, in natural colors; not artificial or exaggerated.

Processing is Fast and Efficient. Laboratories are equipped with modern processing machines, staffed by experts. Your films will be processed with precision and care . . . satisfaction guaranteed! Films are processed as fast as is practicable to maintain our high quality standards. Best of all, you don't have to rely on local Store hours . . . your finished pictures are delivered right to your door, by first-class mail.

(A) Wards 35mm Outdoor Type Film has ASA speed of 25. Made in Western Germany; hermetically sealed in metal cans to protect against moisture. Slides are returned in 2 by 2-inch cardboard mounts, ready for projection.

67 R 1500—35MM, 20-EXP. Ship. wt. 4 oz. Each \$2.14
67 R 1501—35MM, 36-EXP. Ship. wt. 4 oz. Each 3.49

(B) Wards 8mm, 25-ft. Movie Film. Made in U.S.A. 25-ft. double rolls are returned in 50-ft. lengths with a generous white leader. Ship. wt. 4 oz. each.
67 R 1900—Outdoor Type. ASA 25. . . . Roll \$2.39
67 R 1901—Indoor Type. ASA 16. . . . Roll 2.39

KODACHROME FOR COLOR SLIDES PROCESSING INCLUDED

Kodachrome II Outdoor Film has an ASA speed of 25; is 2½ times as fast as old-time Kodachrome Film.

New Higher Speed Kodachrome-X Outdoor film has ASA speed of 64. Now you can shoot earlier in the morning, later in the evening; you can even take indoor shots, where there are large expanses of window areas to provide adequate illumination.

KODACHROME II OUTDOOR FILM			
Film Size	Catalog Number	Ship. wt.	Price Each
35mm, 20-exp.	67 R 1526	4 oz.	\$2.90
35mm, 36-exp.	67 R 1527	4 oz.	4.25

NEW, HIGH-SPEED KODACHROME X Higher-priced than Kodachrome II			
Film Size	Catalog Number	Ship. wt.	Price Each
35mm, 20-exp.	67 R 1697	4 oz.	\$3.69
35mm, 36-exp.	67 R 1698	4 oz.	5.69

EKTACHROME FOR COLOR SLIDES PROCESSING INCLUDED

Regular Ektachrome, Outdoor type has an ASA speed of 64.

High Speed Ektachrome, ASA 160. Recommended for taking shots where both depth-of-field and fast shutter speeds are required. Gives you a basic exposure setting of 1/250 at f/16, in bright sun.

REGULAR EKTACHROME, OUTDOOR SLIDE FILM				
Film Size	ASA Speed	Catalog Number	Ship. wt.	Price Each
127—Makes 12 Superslides	64	67 R 1607	4 oz.	\$2.49
120—Makes 12 (2¼ x 2¼ in.)	32	67 R 1606	4 oz.	2.49
HIGH SPEED EKTACHROME, OUTDOOR SLIDE FILM				
35mm, 20-exp.	160	67 R 1596	4 oz.	3.49

AGFACHROME FOR COLOR SLIDES PROCESSING INCLUDED

Favorite 35mm Color Film of European Photographers. Imported from W. Germany. Available in 35mm, 20-exposure Outdoor Type only. Now available with domestic Agfa processing. Noted throughout the world for its extremely wide exposure latitude. Colors are natural in hue . . . grays, browns and blacks appear in true-to-life fidelity; brilliant colors and pastels register with amazing accuracy. Film speed rated as ASA 50. Price includes processing in New York area Laboratory.

67 RP 1572—Price includes return first-class postage. *Postpaid*. . . . Each \$3.85

KODACHROME II MOVIE FILM 8 AND 16 MM SIZES—PROCESSING INCLUDED

Kodachrome II Movie Film. Outdoor Speed is 25, Indoor 40. Lets you take movies with such superb color and fine grain, you can project them on large size screens. If your Movie Camera was designed for Regular Kodachrome, order a Conversion Filter on Pg. 24 so you can use the new Kodachrome II Film.

OUTDOOR SPEED 25; INDOOR SPEED 40.					
Film Size	Type	Catalog Number	Ship. wt.	Each	
8mm, 25-ft. Reel	Outdoor	67 R 1835	4 oz.	\$3.25	
8mm, 25-ft. Reel	Indoor	67 R 1836	4 oz.	3.25	
8mm, 25-ft. Mag.	Outdoor	67 R 1837	6 oz.	4.49	
8mm, 25-ft. Mag.	Indoor	67 R 1838	6 oz.	4.49	

16mm Movie Fans, Note: Read about Wards Film Replacement Plan on Page 55. 100-ft. Rolls and 50-ft. Magazines are replaced with Kodak Film.

Polaroid Color Film

(C) AT LAST . . . Color film is here for Polaroid camera owners. Just as easy to use and nearly as quick to see as black and white (takes about 50 seconds for a finished print) . . . yet it's far more exciting to see! You can use Polaroid with any Polaroid-Land Camera—but it is designed for best results using newer electric eye models such as J-66 and J-33. Be sure to order Conversion Kits below for your camera. For further information write Bob Adams (address, Pg. 56); give model and serial number of your camera when writing.

NEW Polacolor Film . . . Nearly as quick to view (50 sec. to finished print) as black-and-white—far more exciting to see. You get 6 pictures from each roll. Ship. wt. 6 oz.

67 R 1600—Type 38 (2¾ x 3½ in.) . . . Roll \$3.39
67 R 1602—Type 48 (3¼ x 4¼ in.) . . . Roll 4.98

Polaroid-Land Color Film Conversion Kits. Necessary for color. Fit only cameras below—for other models, write Bob Adams (Pg. 56).

67 R 142 X—For Model J-66. Wt. 5 oz. . . . \$4.29
67 R 143 X—For Model J-33. Wt. 5 oz. . . . 4.29

Notched Cutter Bar. Needed for easiest removal of plastic-coated Polacolor prints.

67 R 144 X—For Model J-66. Wt. 2 oz. . . . 45c
67 R 145 X—For Model J-33. Wt. 2 oz. . . . 45c

Polaroid Timer. Important in using color.

67 R 148—Ship. wt. 3 oz. . . . \$5.95

IMPORTANT: Do Not Order Polaroid Color Film or Accessories Above Before June 1, 1963.

Kodacolor Film For Color Prints

(D) For True-to-life Color Prints, Nothing Compares with Kodacolor. You can take them with almost any camera—even with the simplest box cameras you can get excellent results. Use indoors or out—use clear bulbs for flash shots indoors. Outdoor speed is 32; Available with or without developing and printing. From Kodacolor negatives you can order extra color prints or enlargements. Prints returned by 1st-class mail. Film with processing, 12 exposure prints 3½ x 3½ in., 20 exposure post card size 3½ x 5 in. Ship. wt. per roll 4 oz.

Film Size	Film Only	Per Roll	Developing and Prints	Per Roll
35mm, 20	67 R 1535	\$1.60	67 R 1610	\$6.00*
127 Rolls	67 R 1538	89c	67 R 1608	3.50**
120 Rolls	67 R 1536	89c	67 R 1611	3.50**
620 Rolls	67 R 1537	89c	67 R 1612	3.50**

*20 Jumbo Size Prints **12 Jumbo Size Prints

Why Pay More?

BUY WARDS COLOR FILM

- ✓ PRICED TO SAVE . . . PROCESSING IS INCLUDED IN THE PRICE OF WARDS COLOR FILM
- ✓ DAYLIGHT TYPE IS 2½ TIMES FASTER THAN OLD-FASHIONED OUTDOOR COLOR FILM
- ✓ ENJOY TRUE-TO-LIFE COLOR FIDELITY . . . REALISTIC BLACKS, BROWNS AND GRAYS
- ✓ WARDS MOVIE FILM IS MADE IN AMERICA . . . 35mm FILM IS MADE IN WEST GERMANY



35mm, 20-exp.

\$2¹⁴

Slides are returned in cardboard mounts, ready for projection



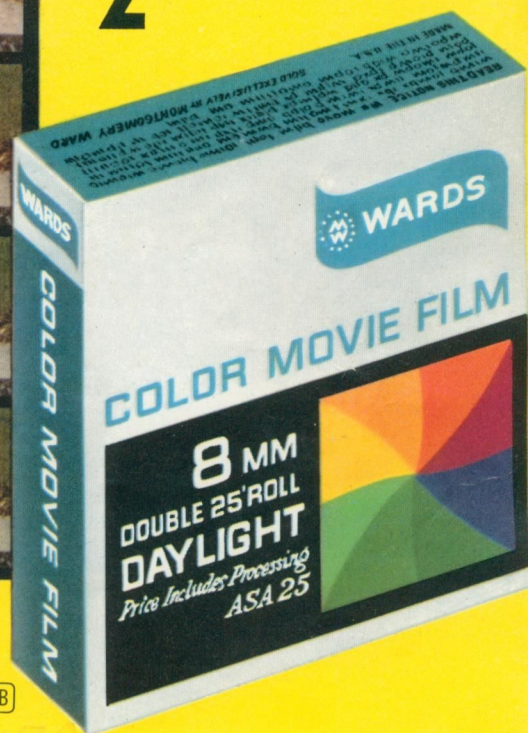
(A)



8mm, 25-ft.

\$2³⁹

Rolls are 50 ft. long after processing, plus a generous leader



(B)

See Wards Black-and-White Roll Film on Page 57.

POLAROID COLOR FILM



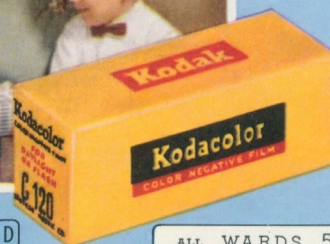
(C)



KODACOLOR FILM



(D)



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ALL WARDS 59



A WARD

EXCLUSIVE



Konica II 8mm
Zoom Reflex
Movie Camera

SAVE
\$85⁰⁰

SPECIAL
PURCHASE

\$99⁹⁸

Last Year \$184.98

Look at These Features

- 2 SPEED ELECTRIC MOTOR DRIVE
- BUILT-IN ELECTRIC EYE METER
- REFLEX VIEWING
- f/2.0 ZOOM LENS

Fine Quality Deluxe Movie Camera so packed with automatic features that it's easy to use for even "family" photographers, yet has many versatile professional "extras." Battery-powered electric drive—winding. Runs on 4 penlite batteries (included). Films at speeds of 16 or 24 frames per second plus 32 FPS without battery pack. Special slow-motion filming at 48 frames per second is possible by ordering Remote Control Battery pack below. Compact—only 6 in. high. All-metal housing. Uses 8 mm. roll film.

Sharp f/2.0 V-Hexanon Zoom Lens is recessed into housing for maximum protection. Lens zooms from wide angle (12 mm.) to telephoto shots (32 mm.); focuses as close as 32 inches. True reflex viewfinder shows scene exactly as it will appear on finished film—compose as you shoot. Through-the-lens prismatic optical system lets you view, frame, focus and control exposure through a single window. Cross-coupled exposure control—just pre-set film speed (10 to 160 ASA) and shutter speed; then match-needle as you film. f/stops show on control knob. Viewfinder eye-piece focuses to user's requirement.

Professional-Type Built-in Fader and Rewind Key allow fade-ins, fade-outs, lap-dissolves, etc. to add a dramatic touch to your movies. Other features include: built-in frame counter; footage counter; built-in battery tester; roller wheel pressure plate that holds film flat for sharpest pictures. Shipped promptly from Stock except Battery Pack and Conversion Lens mailed Postpaid from Fact. Warehouse in N. Y. City.

67 R 755 L—Camera with Batteries and Wrist Strap. Ship. wt. 4 lbs. 8 oz. Was \$184.98. Now Only \$99.98
 67 R 756—Soft Leather Case for camera above. Ship. wt. 8 oz. 9.75
 67 R 1370—Type A Filter. Converts indoor film for use outdoors. Ship. wt. 4 oz. 3.95
 67 RP 1368 K—Slow-Motion Remote Battery Pack. For shooting slow motion at 48 FPS. Postpaid. . . 12.95
 67 RP 1369 K—Wide-Angle Conversion Lens. Converts to 6 to 16 mm. Focuses to 13 in. Postpaid. . 39.95

MONTGOMERY WARD • Denver • Portland • Oakland