# **OVER 1700** Photographic Items

INCLUDING WORLD-FAMOUS NAMES ... AT SAVINGS!

INDEX PG. 49...ORDERING PG. 53

# **OVER 300**

**Money Saving** Extras

✓ EXTRA LOW PRICES

✓ EXTRA FEATURES

✓ EXTRA BONUS ITEMS

As Much As 50% OFF On Many Items







1959 Camera Shop



PHONE

**Argus C-20 Color Outfit** 

**Everything Needed to Take and See Color Slides** 

An Example of Ward's Money-Saving Values on Top-Name Brand Cameras. Listed and Described on Page 9

Nat. Adv. \$59.95

# On All Your Photo **Problems**

JUST WRITE BOB ADAMS FOR EXPERT HELP SEE PAGE 54

# Only \$5 DOWN

ON ORDERS OF \$50.01 TO \$200.

# Only \$10 DOWN

ON ORDERS OVER \$200.

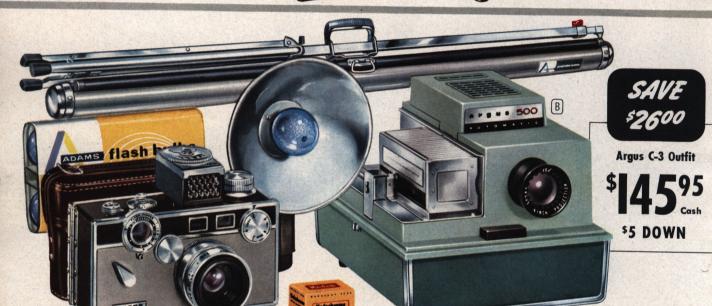
10% Down on \$20 to \$50 Orders SEE PAGE 52

Take Up To 24 MONTHS To Pay

ON WARDS NEW CAMERA CREDIT PLAN

SEE PAGE 52







# SAVE \$26 to \$83 On Famous Name-Brand 35mm Camera Outfits

# **Argus C-20 Complete Outfit**

SAVE \$36.10 . . . at Nationally Advertised Prices you would pay \$113.85 . . . at Wards, you pay Only \$77.75. Only \$5 Down on New Easy Terms.

Enjoy Argus Quality and Argus Dependability at exclusive Ward prices. Outfit includes camera, Argus viewer with batteries, flashgun with batteries, film, flashbulbs, all attractively boxed, plus 300-watt projector and Adams Better 40x40 screen—everything you need to start taking pictures indoors or outdoors right away.

Argus C-20 Camera features "Color-Matic" settings for easy use of 35mm color film—coupled rangefinder for quick, precise focusing. Fast f/3.5 Cintar lens gives brilliant pictures, even in dim light. Shutter has 4 speeds from 1/25 to 1/200 plus Bulb, synchronized for companion plug-in flashgun using No. 5 or 25 bulbs. Fast, lever-action film transport automatic exposure counter with double exposure reminder.

Argus 300-Watt Projector has easily operated manual changer for all 2x2-in. slides. Has heat filter plus efficient motor driven blower to protect your slides. All-metal construction, lightweight aluminum body. For 110–120 volt AC. With 300-watt lamp.

Argus Pre-View Hand Viewer takes all standard 2x2-in. slides. Brilliant illumination, oversize 11/4x2-in. lens, for easy viewing. Complete with flashlight batteries.

Also Included in Outfit are six No. 25B blue flashbulbs for taking color shots inside with outdoor film; roll of 20-exposure Daylight Kodachrome; and Adams Better 40x40-in. screen. 67 R 660 Y—Ship. wt. 22 lbs. Complete Outfit at Wards. \$5 Down......Cash Only \$77.75

# Argus C-3 Match-Matic Complete Outfit

SAVE \$26.54 . . . at Nationally Advertised Prices you would pay \$172.49 . . . at Wards, you pay Only \$145.95. Only \$5 Down on New Easy Terms.

Fine Quality Argus Outlit at an unusually low price. Outlit includes camera, camera case, flashgun with batteries, flashbulbs, film, 500-watt projector and Adams Best 50x50-in. screen—all ready for taking pictures right away either indoors or outdoors.

Argus C-3 Match-Matic Camera—the famous and familiar Argus, modernized with today's features. Easy-to-use model that will give you perfect exposures by simply matching number on snap-on exposure meter and on lens ring. Accurate rangefinder coupled to lens—when rangefinder is in focus, lens is automatically in focus too. 50mm f/3.5 coated Cintar lens stops down to f/16, focuses from 3 ft. to infinity. Flash guide on rangefinder. Adams flash gun with batteries—plugs into side of camera. Synchronized at 1/30 for Nos. 5 and 25 bulbs. With case—holds camera without meter in place.

Argus 500-Watt Projector gives brilliant illumination for all 2x2-in. slides. The 4-in. f/3.3 wide angle lens will fill a 50-in. screen at 12 ft. Special "pre-warming" device eliminates "popping"—keeps your slides in focus from beginning to end of show Airequipt changer holds 36 slides—simple push-pull action of lever delivers new slide, re-files previous slide. Complete with one magazine and 500-watt lamp.

Also Included in Outfit are ten No. 5-B blue flashbulbs for taking color shots inside with outdoor film; one 20-exp. Daylight Kodachrome film; and Adams Best 50x50-in. screen. 67 R 658 Y—Ship. wt. 31 lbs. Complete Outfit at Wards.....\$5 Down, Cash Only \$145.95

# Zeiss Contaflex II Complete Outfit

SAVE \$83.04 . . . at Nationally Advertised Prices you would pay \$257.54 ... at Wards, you pay Only \$174.50. Only \$5 Down on New Easy Terms.

One of Our Finest Outfits—Includes imported German-made camera with case, Adams flashgun with batteries, 500-watt projector, flashbulbs, film, and Adams Best 50x50-in. glass-beaded screen—everything you need for professional quality pictures. You'll enjoy real pride of ownership with this outfit.

Zeiss Contaflex II Camera, famous for years in the photographic field. Single-lens reflex type camera with eye-level, through-the-lens prism viewfinder that lets you see your subject just as it will appear on the finished picture. Fast 4-element 45mm Zeiss Tessar f/2.8 lens. Single turn of knob advances film, counts frames and sets camera for next exposure—prevents double exposures. Compur shutter has speeds from 1/500 to 1 sec. plus Bulb. Synchronized for all bulbs and electronic flash at all speeds. Built-in exposure meter is easy to use—assures you correct exposures without guessing or figuring. Self-timer lets you get into your own picture. Adams flashgun with batteries, attaches with bracket.

Revere "505-S" 500-Watt Projector takes all 2x2-in. slides. Features Selector Control for automatic or manual operation—with just a turn of knob you can select any single slide or show slides in regular sequence with transport lever. Built-in arrow points out highlights. Magazine holds 36 slides. Coated 5-in. f/3.5 lens. Heat filter, condenser and blower system keep your slides cool. Tilt control. Lift-off top. Complete with 500-watt lamp.

Outfit Also Includes ten No. 5B blue flashbulbs for taking color shots indoors with outdoor film; one 20-exp. Daylight Kodachrome film; and Adams Best 50x50-in. screen. 67 R 659 Y-Ship. wt. 31 lbs. Complete Outfit at Wards.....\$5 Down, Cash Only \$174.50

# Zeiss Contaflex | Complete Outfit—Save '79.04

Same outfit as (C) above, but with Contaflex I Camera pictured and described on Page 8. At Nationally advertised prices you would pay \$238.54 for this outfit. 67 R 666 Y—Ship. wt. 31 lbs. Complete Outfit at Wards.....\$5 Down, Cash Only \$159.50

Buy Your Outfit NOW—Pay for it on Monthly Payments. See Page 52 for Special New Terms

Kodak Outfit DN Kodak 35 Electric-Eye D

# **New Kodak 35 Complete Outfit**

SAVE \$32.54 . . . at Nat. Adv. Prices you'd pay \$257.04 . . at Wards, only \$224.50. Only \$10 Down on Terms.

Kodak 35 Electric Eye Camera automatically selects correct lens opening for existing light—manual setting too if you prefer. Fast 44mm i/2.8 lens. Synchro-80 shutter. Simplified "Zone" focusing; manual focusing for flash. Synchronized for all bulbs and electronic flash. Single stroke film advance cocks shutter; prevents double exposures.

Kodak Cavalcade "520" Projector. 500-watt brilliance. 5-in. Ektanar f/3.5 lens. Automatic timer shows slides for 4, 8 or 16 second periods. Push-button control lets you hold slides on screen, reverse, or skip. Special lever lets you remove, replace or rearrange slides while tray is in projector. Pre-warming prevents "popping". Blower cooling. With one magazine for 40 slides. Self-contained unit, with lift-off top.

Includes camera, case, projector, Kodak flash unit, 10 Adams 5B blue flashbulbs for color shots indoors with outdoor film; roll of 20-exposure Daylight Kodachrome film; and Adams Best 50x50-in. glass-beaded screen. Only \$10 Down on Terms.

67 R 657 Y-Ship. wt. 38 lbs.

Complete Outfit.......Cash, only \$224.50 2 WARDS 3

A Ward

SAVE \$10.00 to \$37.50 FAMOUS NAME OUTFITS TO TAKE



# Kodak Starflash 127 Outfit

SAVE \$10.00 . . . at Nat. Adv. Prices you would pay \$41.49 . . . at Wards, you pay Only \$31.49. Only \$3.50 Down on Terms.

Ward's Lowest-Priced, Easiest to Use Camera Outfit. Complete 127 outfit includes everything you need to take, and show your own color slides . . . simply, economically. No calculations, or complicated adjustments.

Kodak Starflash Camera. No focusing or exposure-setting required—simply move one lever when you change from black-and-white to color. Takes crisp, clear black-and-white or Kodacolor album-size prints . . . or brilliant, true-to-life full-color 2x2-in. Superslides for showing with projector (you can order color prints from Superslides, too).

get 12 exposures on each roll of 127 film. Prints are 31/2x31/2 in. Use Starflash outdoors in good light, indoors and at night with flash—self-contained flashgun uses economical M-2 bulbs.

Mansfield Starlight Projector (described on Pg. 29) shows all 2x2-in. slides, including Superslides from Starflash camera. 150-watt lamp, dual condensers insure adequate brilliance for darkened room. Convection-cooled —no blower. Prestomatic changer gives you magazine convenience without magazine cost—lets you load up to 40 cardboard-mounted slides at one time (a deluxe feature seldom found at this low price). A compact, lightweight projector—easy to carry and store.

Outfit Includes: Kodak Starflash Camera with built-in flashgun, one set of flash batteries, four clear M-2 flashbulbs plus bonus package of 10 Adams M-2B blue bulbs (use flash with black-and-white or daylight color films), one roll Ektachrome daylight color film, one roll Verichrome-Pan black-and-white film, plus two FREE 75c Mailers which entitle you to free developing and printing of your first two rolls of black-and-white film.

Also included: Mansfield 300-watt Starlight projector with Prestomatic changer that holds up to 40 cardboard-mounted slides... gives you magazine convenience without magazine cost. Push-pull action delivers slides, then refiles them in original sequence. Projector described on Pg. 29. In addition, you get an Adams 18x24-in. screen that sets on table or hangs on wall.

67 R 654 Y—Ship. wt. 14 lbs. \$3.50 Down, \$5 Monthly.......... Cash \$31.49



# Kodak Pony II 35mm Outfit

SAVE \$24.00 . . . at Nat. Adv. Prices you would pay \$106.29 . . . at Wards, you pay Only \$82.29. Only \$5 Down on Terms.

The Most Economical, and Easy to Use 35mm Camera Outfit Wards Sell. A complete 35mm Outfit . . . with accent on simplicity and low cost . . . with everything you need for shooting and viewing 35mm color slides.

Kodak Pony II Camera takes 20 or 36 exp. on regular 35mm film-full-. . Kodacolor or black-and-white prints color 2x2-in. slides for projection. for your album. Camera described in detail on Pg. 13.

Extra-easy Focusing and Exposure-setting. Simplified zone focusing—you simply set lens to "scenes," or "close-ups," depending on your subject (or set by foot markings, if desired). One single number sets correct exposure just read Walz light meter (included), transfer this single-number reading to the camera, and you have the proper exposure.

No other settings required. You set flash exposures just as easily . . . calculator cards supplied with camera quickly tell you the proper EVS number to use

Fast Anastar f/3.9 lens gives excellent results, even in poor light . . . and you get Extra picture width, too. Turning single knob advances film, sets camera for next shot, and counts exposures. No double-exposures or blanks. Flashgun plugs into camera—uses all regular bulbs.

Mansfield Midway II 300-watt Projector (described on Page 29) shows all 2 x 2-in. slides . . . 35mm, Bantam, and Superslides. Brilliant pictures with 4-in. f/3.5 lens. Blower cooled. Prestomatic changer holds up to 40 cardboardmounted slides. Slides automatically re-filed in original sequence.

Outfit Includes: Kodak Pony II 35mm Camera, FREE Walz light meter (just set Outs Includes: Roack Pony It Somm Camera, FREE watering in the let your synur film speed, point and read), Kodek Super M-40 flashgun with set of batteries, package of 10 Adams M-2B blue flashbulbs, one roll 20-exp. daylight Kodachrome 35mm film. Also included: Midway II projector, plus Adams  $40 \times 40$ -in. full-size floor-stand projection screen (see Page 94).

on 35mm Color Slide Outfits

AND PROJECT YOUR OWN COLOR SLIDES

BUY NOW PAY LATER

For Terms See Pg. 52

Complete Outfit





# Super Franka 35mm Outfit

SAVE \$10 Extra. If bought separately at Words Low Catalog Prices you'd pay \$128.24 . . . as a Ward Outfit, you pay Only \$118.24.

Deluxe 35mm Outfit with Extra Features, Including Coupled Light Meter. For the amateur seeking finest results under a wide range of shooting conditions.

Super Franka Camera with built-in coupled light meter, for semi-automatic exposure setting. Cross-coupled shutter and lens settings for single-number exposure control. Prontor SLK shutter with speeds from 1 sec. to 1/300 plus B. Fully synchronized with all flash at all speeds (described on Page 10).

Fast 1/2.8 Westanar 45mm lens—semi wide-angle design giving extra picture coverage—crisp clear Kodacolor or black-and-white prints...3½x3½-in. plus sparkling 2x2-in. color slides. Fast lever-action film advance also sets camera for next shot—counts frames, prevents double-exposures and blanks. All-metal body. Complete with deluxe leather case. A direct Ward import from Western Germany.

Adams Magazine Projector. Huge capacity—holds up to 150 cardboard-mounted 35mm and Bantam 2x2-in, slides. Unique dual magazines store your slides. Projector automatically shows then restacks slides in their original sequence... all at the touch of a button. Powerful 300-watt lamp—motor driven blower, 5-in. f/4. For complete description of projector see Page 29.

Outfit includes: Super Franka camera and deluxe leather case, Adams folding flashgun with B-C flash battery, package of 10 Adams 5-B blue flashbulbs, one roll 20-exp. Kodachrome daylight 35mm film. Also: Adams magazine projector complete with two magazines, plus Adams Better 40 x 40-in. "White Magic" glass beaded projection screen sold on Pg. 94.

67 R 656 Y-Ship. wt. 22 lbs. Only \$5 Down, \$6 a Month..... Cash \$118.24

### NEW LOW DOWN PAYMENTS ON CAMERAS AND PHOTO EQUIPMENT

Pay only \$3.50 Down on Starflash Outfit . . . only \$5 Down on other three outfits on these pages. You can build your order to \$200, and still pay only \$5 Down. On orders over \$200, the down payment is only \$10. See Table Of Terms on Pg. 52 for complete details of Word Terms.

# Kodak Bantam 828 Outfit

SAVE \$37.53 . . . at Nat. Adv. Prices you would pay \$145.28 . . . at Wards, you pay Only \$107.75. Only \$5 Down.

Kodak Bantam Outlit Uses Economical 828 Film . . . Ideal for Casual Camera Users. No need to wait until you finish a 20 or 36 exposure roll of film. Bantam 828 film has only 8 exposures on each roll—plus extra picture area. Actual picture size is larger than 35mm. Slides pictured in color on Pg. 77 show the difference in picture area—you get oversize viewing from your 2x2-in. Bantam color slides . . . brilliant album-size Kodacolor or black-and-white prints, too  $3\frac{1}{2}x3\frac{1}{2}$ -in. size.

Kodak Bantam Camera (described, Pg. 9) has built-in rangefinder for easy, precise focusing. When rangefinder is in focus, camera is automatically in focus. Fast f/3.9 Ektanon 50mm lens. Versatile Flash-300 shutter with speeds to 1/300 sec. plus B. Synchronized for Kodak B-C flashgun which uses No. 5 and 25 flashbulbs.

"Semi-Automatic Action. Simply turn knob to advance film—stops automatically at next frame. No double-exposures or blanks. Rugged brown plastic body covered with neat, leather-textured Kodadur. Camera comes complete with Wards top-grain cowhide case and straps.

Kodak "300" Readymatic Projector (described on Pg. 29). Smart-looking, efficient design—compact, and easy to carry or store. Handles with the ease of an overnight bag or portable radio. Actual weight only about 9 lbs.

Readymatic Changer gives you magazine convenience without extra cost. Simply drop in handful of slides—show, with simple push-pull action. Powerful 300-watt lamp, 4-in. f/3.5 Ektanon lens. Turbine-type blower for efficient cooling, Self-cased body about  $5 \times 11$  in. square.

Outfit Includes: Kodak Bantam camera with Leather Case, Kodak B-C flashgun, camera bracket, plus powerful long-life B-C flash battery, 10 Adams 5-B blue flashbulbs, one roll Daylight Kodachrome 828 film. Also: Kodak ''300'' projector with Readymatic changer, and Adams Better 40 x 40-in. glass-beaded Screen fully described on Page 94.
67 R 661Y—Ship. wt. 21 lbs. Only \$5 Down, \$6 Monthly.....Cash \$107.75

# 35mm—Most Popular Camera

HERE'S WHY ... BEST FOR COLOR ... EASIEST TO USE

Favorite choice of 5,000,000 Americans, for photography, especially popular for taking convenient color slides. Over 90% of the 35 mm cameras used today are used for color—and it's easy to understand why. 35's became popular because they offer economy, versatility and convenience—greatest possible flexibility in one neat, compact unit. Film is available in 20 and 36-exp. rolls.



### **USE HAND-VIEWER OR PROJECTOR**

Color Slides can be Viewed Two Ways: (1) with hand or table viewers which enlarge image slightly, or (2) with 35mm projectors which provide big-screen viewing that can be enjoyed by larger groups.



### PRINTS FOR ALBUM OR WALLET

Many camera fans prefer prints that can be mounted in an album, always ready for viewing, 35mm film provides the most economical B & W prints . . . you can have color prints made, too, from 35mm transparencies.



## **ALWAYS READY FOR CANDID SHOTS**

Once You Have Acquired a 35mm Camera, you'll find yourself reaching for it time after time, to capture illusive once-in-a-lifetime shots. Many such prize-winning shots have been made by amateur photographers.

BUILT-IN METERS

rangefinder is sharp,

ABLE LENSES

## AUTOMATIC ACTION

Single Movement of finger on lever (or winding knob) pro-vides rapid film-advance, automatic exposure counting on most models. Shutter is usually also automatically cocked. Prevents double-exposures or blanks. No wasted film. Lets you concentrate on the picture you're after.

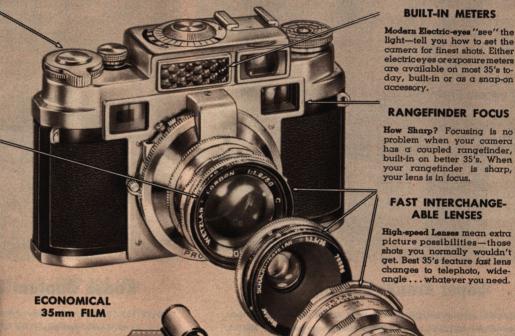
### MODERN SHUTTERS

The Fastest Speeds Available are yours in modern 35's ... whether focal-plane or between-the-lens types . . . speeds from 15-sec. up to 1/1000 sec! Flash-synchronization, too, for regular flash bulbs and electronic flash. Built-in self-timers on many 35's give you 10 sec. or more to get into picture.



NEAT ... COMPACT

Small, Light, Easy-to-Hold. Designed to cradle in your hands. Almost all 35's are complete with neck cord for easy porta-



Choose From Widest Range of Films Available

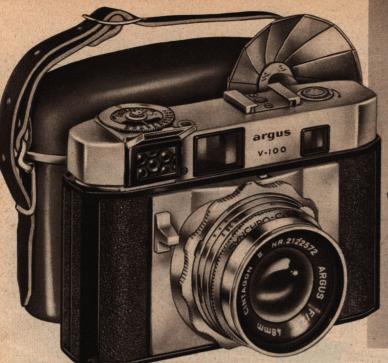
- Black-and-White Film-Greatest economy, versatility . . . speeds to ASA 1600!
- Color Film—Choose two types: Kodacolor for full-color prints. Ektachrome or Kodachrome for color slides.

# Stereos Are Simply 35mm Cameras With Two Lenses

Stereo pictures are most realistic of all . . . you get all the beauty of natural colors, PLUS 3rd dimension which gives you the feeling of standing at the exact spot where the picture was taken. Stereo cameras operate exactly the same as any other 35mm camera—when you snap your picture, you have taken two pictures instead of one. A 20-exp. roll of film yields 15 Stereo pairs; a 36-exp. roll, 28 pairs. The most satisfactory method for viewing stereo slides, is with a hand viewer. These are inexpensive, and available in either battery or electric models.



You can also project 1/2-stereo slides in many 35mm projectors (without 3-D effect), by using an inexpensive Stereo Dapter or Argus Projector on Pg. 29. Stereo pictures project well . . . they are almost always critically sharp because depth-offocus is so great. Flash shots are easy, too some cameras have accessory shoe on top which accepts flash gun; others have fitting for flash bracket. It is easier than ever to own a Stereo Camera. Wards list three of the finest cameras on the market at ½ price, on Pg. 25. Pay only 10% Down. See Pg. 52.



# argus V-100

FINEST ARGUS CAMERA

# 12 PRICE at Wards Only

Fine German-Made 35 mm

# Never Before at Wards ...So Many Features at Such Low Prices

- Choice of Two Models-Fast f/2.8 or Extra-Fast f/2.0 Lenses.
- Synchro-Compur Shutter-10 speeds from 1 sec. to 1/500.
- Fast Single-Stroke Lever Action—Advances Film, sets Camera.
- Built-in Light Meter for Quick, Correct Exposures.
- Fast, Accurate Focusing with Coupled Optical Rangefinder.

An Outstanding Camera, at Outstanding Savings you'll find Only at Wards. For color or black-and-white. Built-in light meter insures accurate exposures. EVS single-number scale simplifies operation.

Good Lenses? Sure thing. Take your pick of fast 52 mm 3-element 1/2.8 for all-around shooting, or ultra-fast 6-element 1/2.0 for greatest versatility. Both made to exacting Argus specifications—provide excellent 2 x 2-in. color slides, color or black-and-white prints.

Easy Focusing? Simple and precise, thanks to coupled rangefinder. When rangefinder is in focus, camera is automatically in focus.

How About the Shutter? Versatile MXV Synchro-Compur with 10 speeds from 1 sec. to 1/500 plus B. Fully synchronized, too—use all flashbulbs or electronic flash, at all speeds. Unique Argus folding flashgun clips neatly on camera top, lets you use both standard bayonet base bulbs (No. 5 or No. 25) or newest midget base (M-2, M-5) bulbs without special adapters. B-C circuit assures hundreds of sure flashes.

Shoot Fast Action? Fast lens and shutter make it possible—singlestroke lever action makes it easy. One quick "flip" advances film, sets camera for next shot, prevents double-exposures. Takes 20 or 36 exposures on regular 35 mm film, color or black-and-white.

Precision-made for Argus in Western Germany. All-metal construction—die-cast aluminum body with leather-grained black covering.

Outlit Includes: camera, leather case, and flash gun. Batteries not included . . . order 67 R 3227 on Pg. 40; or Kit, below.

 ARGUS V-100 OUTFIT

f/2.0 Model

f/2.8 Model

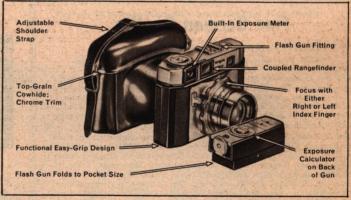
\$6950 Cash

\$5950

Sold Nationally

Sold Nationally for \$121.15

WITH LEATHER CASE AND FLASHGUN



KIT for V-100 Argus. Retaining ring, Type F filter to shoot indoor film outdoors, one 20-exp. 35 mm Indoor Kodachrome film, with processing, 10 No. 5 Adams bulbs, BC battery. Wt. 1 lb.

67 R 414—For f/2.0....\$8.97 67 R 415—For f/2.8..... 8.44



# New Credit Plan

MAKES BUYING CAMERAS AND PHOTO EQUIPMENT

**Easier Than Ever** 

# Only \$5 Down ON ORDERS OF \$50 TO \$200

ONLY \$10 DOWN ON ORDERS OVER \$200

ONLY 10% DOWN ON ORDERS OF \$20 TO \$50

Take Advantage of Wards New Credit Terms on Photographic Supplies . . . even on orders over \$200 you pay only \$10 Down. Enjoy using your new equipment while you pay. See Page 52 for terms.

A Ward Extra



# CONTAFLEX

35mm Reflex

at 1/2 PRICE



Contaflex I Nat. Adv. at \$134.00 \$66<sup>50</sup> Cash

Price Includes Genuine \$12 Zeiss Case—German-Made of Top-Grain Leather With Chromed Steel Reinforcement

THIS LOW PRICE ONLY AT WARDS

ONLY \$5 DOWN

EASY TO USE

You View . . . Frame . . . Focus . . . In Just One Operation . . . Through Just One Lens



## What You SEE . . . You GET!

What You SEE ... You GET! One highly corrected precision lens shows your subject, helps you frame and focus ... and takes the picture. You wiew and focus with lens wide open for glass-clear clarity and brilliance. Built-in prism brings the image from the lens up into the viewfinder to show you the picture exactly the way it will appear on the film. No distortion or parallax possible—ever! Built-in Fresnel field lens provides uniform picture brightness across whole viewfinder area—no falling off of light at edges. Extra-bright, full scene viewing.

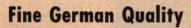
Automatic Single-Lens Reflex Design. Viewing, focusing and shooting through one lens. Mirror inside reflects light from lens up into prism which directs it through viewfinder to your eye. The instant you press release, mirror flips out of the way, lens diaphragm automatically closes down to f-stop you selected, and shutter trips. The image you saw an instant before is now on film, the way you saw it.



## Precise Rangefinder Focusing

Easiest of all rangefinders to focus. When you look through the extra-bright view-finder, you see a circle within a circle. All you have to do is turn the focusing ring with either index finger, until portion of subject included in inner circle, is in perfect alignment with outer circle. When rangefinder image is unbroken, lens is automatically in focus.

This split-image type of optical rangefinder is simple, positive and fool-proof.



- Precision Made by Zeiss of Stuttgart, Western Germany
- NEW, Fully Guaranteed, Includes Zeiss Factory Guarantee

See the Picture Through the Lens ... Compose Like The Experts Do ... Right On The Ground Glass. Contaflex features single-lens reflex viewing—one precision lens for viewing, focusing and picture-taking (see right) ... plus fully automatic pre-set diaphragm. Unusually brilliant viewfinder shows exact picture clearly, even in poor light. Built-in optical rangefinder for precise focusing.

Get Brilliant 2 x 2-in. Color Slides ... Black-and-white or color prints from regular 35 mm film. Finest picture quality from fast f/2.8 4-element Zeiss Tessar 45 mm lens. Cross-coupled, single-number LVS settings. Versatile MXV Compur shutter: 10 speeds, 1 sec. to 1/500 plus B. Fully synchronized for all flashbulbs and electronic flash, at all speeds. Self timer. Single turn of over-size winding knob advances film, sets camera for next exposure. Automatic exposure counting, double-exposure prevention. All-metal body, black leather covered, chrome trimmed. Order flashgun and Adapter Ring extra below.

Contailex I with \$12 Zeiss Case. Nat. Adv. Price \$134.00

67 R 428 L—Ship. wt. 3 lbs. Only \$5 Down on Terms, Cash \$66.50

Contailex II, and Case. Built-in Meter for Easy Exposure Setting. Simply read meter, set correct exposure.

Adams Folding B-C Flashgun with Contaflex Mounting Clip. Compact, lightweight—drops into pocket easily. With PC shutter cord, long-life B-C Battery included, good for hundreds of flashes.



Fast f/2.8 lens and attachment mounts onto either Contaflex I or II in seconds using bracket supplied. Image size increased nearly twice. Ideal for sports, portraits, distant scenes. Full ground glass focusing to 8 ft. Same through-the-lens focusing and viewing as when normal lens is used alone. With leather pouch case. German-made. Was \$110 in Ward's 1957 Camera catalog. Ship. wt. 8 oz.

Zeiss 1.7X Telephoto Lens Attachment.

67R417 L-Only \$5 Down, Cash \$46.50

8 WARDS 2



Argus C-20 Takes All 3—Color Slides, Kodacolor Prints and Black and-White Prints—on economical 35mm film. Complete flash camera, and viewer outfit, in handsome gift box. Save ½ from 1958 Nationally advertised price of \$59.95... Because of Wards close-out purchase from Argus.

Argus C-20 Camera with Split-field Coupled Rangefinder, for easy, accurate focusing. When rangefinder is in focus, camera is automatically in focus, 1/3.5 Cintar 44 mm lens—fully corrected for brilliant black-andwhite, glowing color pictures. Focuses as close as 2½ ft. 4-speed flash shutter—1/25 to 1/200 plus B. X-type synchronization—use electronic flash at all speeds, No. 5, 25 flashbulbs at 1/25. Simple color-matic lens settings. Single rapid-wind knob advances film, prevents double-exposures, blanks.

# argus

C-20 35mm Color Kit

# 1/2 PRICE

Nationally Advertised at \$5095 \$2944

\$3 DOWN \$5 A MONTH

### THIS LOW PRICE ONLY AT WARDS

- Because Wards Bought Entire Argus Stock of This Nat. Adv. \$59.95 Complete C-20 Outfit
- Outfit Includes Everything You Need to Take and See Beautiful Color Slides
- Complete With \$7.95 Tabletop Slide Viewer
- Guaranteed—(Includes Argus Guarantee and Factory Service)

Argus Pre-Viewer. Handy table-top viewer for all 2x2-in. slides, complete with batteries. Over-size 2 x 1½-in. lens magnifies slides, lets the whole family see the picture at the same time. Argus Plug-in Flashgun with 2 flash batteries, for regular No. 5, 25 flashbulbs. Outfit also includes one roll 20-exp. Daylight Kodachrome film, plus six No. 5-B Blue bulbs—to take flash pictures with daylight color film. Everything you need in one neat package. Order case extra below. See Page 33 for Ser. 5, 19½-in. Adapter Ring.

Pay only \$3 Down on Wards Easy Terms—See Page 52 for Details.



# Kodak

**Bantam Color Camera** 

1/2 PRICE

Was Nationally
Advertised at
\$6025

**529**97

\$3 DOWN \$5 A MONTH

## THIS LOW PRICE ONLY AT WARDS

SAVE 50% on Kodak Bantam Rangefinder Camera with B-C Flash Unit, Nat. Adv. in 1957 by Kodak for \$60.25. SAVE \$30.28 Only at Wards.

Rangefinder

Built-in Coupled Rangefinder, makes picture-taking easy—when range-finder is in focus, lens is automatically in focus. Fast f/3.9 coated Ektanon lens with "click" stops—beautiful outdoor snaps or indoor flash shots, in color or black-and-white . . . slides or album prints.

Use Bantam 828 Film—The Perfect Size for the Family Photographer. Only 8 pictures on each economical roll. No need to wait days or weeks to finish a 20 or 36-exposure film. Bantam film is available in all types—Choose from Kodak Ektachrome or Kodachrome for color slides, Kodacolor for full color prints. Popular black-and-white films also available.

Shoot Over-size Color Slides. Processed color transparencies returned to you mounted as 2 x 2-in. slides with extra picture area, ready to show in any regular 35 mm projector or hand viewer.

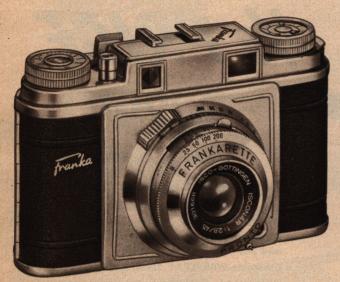
Synchro-300 shutter—4 speeds to 1/300 plus B. Use No. 5, 25 bulbs with companion B-C flashgun supplied. Automatic film stop, double-exposure prevention. High-impact plastic body—brown Kodadur covering, chrome trim. For filters, sunshade, order Series 5, No. 22 Adapter Ring (see Pg. 33).

Kodak Bantam Color Outfit: Camera, Neck strap, Flashgun and B-C Battery. 67 R 567 L—Order Case Extra Below. Ship. wt. 3 lbs. \$3 Down, Cash \$29.97

67 R 566-Ward's Top-Grain Cowhide Case. Wt. 8 oz.\$4.49 WA

# f/2.8 Franka 35's DIRECT WARD IMPORTS FROM WESTERN GERMANY

FOR EXTRA QUALITY · · · EXTRA FEATURES · · · EXTRA SAVINGS





Rangefinder Focusing— Align Double Images . . . Lens Focuses Itself.

# Rangefinder Franka

\$4 \$3950 A MO.

- Ward-Imported 35mm Rangefinder Camera
- Fast 3-element 45mm Coated f/2.8 Lens
- Coupled Rangefinder for Automatic Focus
- Double Exposure Prevention . . . Self Timer



# Super Franka with Meter

\$5 \$5950 A MO.

- Built-in Meter Coupled to Shutter
- Fast 4-element 45mm Coated f/2.8 Lens
- LVS Cross-coupled Single-number Settings
- Full MX Synchronization for Flash Shots



Built-in Film-speed Dial Insures Quick, Accurate Exposures Every Time.

Franka . . . Engineered for Simplicity, and Precision Operation. Built-in coupled rangefinder provides quick, exact focus at all distances . . . under all conditions. Viewfinder, and rangefinder combined in a single easy-to-look-through window. You view, focus in one precise operation. When rangefinder is in focus, lens is automatically in focus. Just a touch of the finger at either side of lens mount sets distance, from  $3\frac{1}{2}$  ft. to infinity. Sharp 45 mm 3-element lens provides great depth of field—extra sharpness range in picture taking. Takes color slides, Kodacolor and B & W on 35 mm film.

Fast f/2.8 Maximum Aperature provides extra speed for taking shots under difficult conditions. Flash Pronto shutter—4 speeds from 1/25 to 1/200 plus B. Synchronized for electronic flash at all speeds, regular flashbulbs at 1/25 and 1/50. Takes any flashgun with PC fitting (see Adams gun on Page 41).

Built-in Self-timer. Fast lever film advance also cocks shutter, counts exposures, prevents double-exposures, blanks. Die-cast aluminum body, black leather covered. Order extra, case, adapter ring at right.

67 R 452 L—Ship. wt. 2 lbs......Only \$4 Down on Terms, Cash \$39.50

FRANKA CAMERAS ARE IMPORTED FROM WESTERN GERMANY, shipped directly to Wards; saves handling by Importers and Distributors. This reduces our cost per camera, and this saving is passed on to our customers . . . another Ward Extra!

Super Franka—Extra Simple Operation with Built-in Coupled Light Meter for Easy, Exact Exposure Setting. All you do is set meter for film speed, turn dial (see picture above) until two arrows are matched, press button, and the camera is set. No complicated calculations.

Has no rangefinder . . . nor does it need one. Depth of sharpness is so great, with a 45mm lens, you can hardly avoid getting sharp pictures; at f/5.6 you are in perfect focus from 15 ft. to infinity. Take sparkling 2 x 2-in. color slides or brilliant Kodacolor or Black-and-White prints. Uses 35mm film.

Fast 4-element f/2.8 Westenar Lens provides fine pictures under all conditions. LVS cross-coupled, single-number shutter and lens settings. Prontor SLK shutter—8 speeds from 1 sec. to 1/300 plus B. Full MX synchronization for electronic flash or regular bulbs, at all speeds.

Fast Single Lever Advances Film, sets camera for next picture; prevents double exposure. Die-cast aluminum body with leather covering. Takes PC flash fitting. Order flashgun, case and adapter ring extra below.

Screw-in Adapter Ring for Both Frankas. Holds Series 5 Filters.
67 R 2258—Ship. wt. 2 oz. See Page 33 for Lens accessories.......\$1.79

BUY ON TERMS ONLY 10% DOWN ON \$20 TO \$50 ORDERS ONLY \$5 DOWN ON \$50 TO \$200 ORDERS



## Minolta "16" Outfit . . . \$39.95

Pocket-Size "16"—Fixed focus f/3.5 lens stops down to f/11. Three shutter speeds from 1/25 to 1/200 sec., synchronized at 1/25 for M2, 5, 25 bulbs, at all speeds with electronic flash. Takes 20 B & W or color shots on Minolta "16" film. Slides can be mounted to fit any 35mm projector. With 2 rolls Panatomic X, 1 roll Tri-X-Pan, 1 roll Kodachrome—sell for \$4.16; leather Case and 2 Close-up Lenses. Shipped promptly from Stock in Chicago, Baltimore, or Oakland Pay postage from nearest M.O. House. 67 R 484 LT—Wt. 6 oz. \$4 Down. Cash \$39.95 67 R 1597 T—Panatomic X, Wt. 2 oz. ......996 67 R 1598 T—Tri-X Pan. Wt. 2 oz. .....996 67R 1599 T—Kodachrome Day, Wt. 2 oz.\$1.19



### Mini Projector

"Mini 16" Shows 35 mm and 2x2-in. Slides—From smallest subminiatures (when mounted in 2x2-in. ready mounts), 40mm f/2.5 lens. Includes manual changer, and adapter for your Airequipt magazine changer.

Ultra compact—only about 3x41/2x5 in., closed. All-metal. Self-cased body opens in an instant. Swings closed, Plush-lined leather carrycase. With 75-W. ASA-Type CBC or CBJ lamp—for 110-120 volts AC-DC. Wt. 5 lbs. 67 R 604 MT... Cash \$34.95

**Imported Top Grain** LEATHER CASE With Both Lordomate

# LORDOMAT Only at Wards

**INTERCHANGEABLE-LENS 35'S...WARD-DIRECT IMPORTS** 

















Wide-Angle Lens for Wider Coverage (Order Extra)

Normal Lens for Average Shooting (Included)

Telephoto Brings Scenes Up Close (Order Extra)

Lordomat f/2.8

FAST F/2.8 LORDONAR LENS

Versatile, Moderately Priced . . . for the Serious Photographer. Single 4-element 50 mm 1/2.8 coated Lordonar lens for normal shooting as close as 3 ft. Interchangeable lens mount for wide-angle, telephoto lenses—order extra below. changeable lens mount for wide-angle, telephoto lenses—order extra below. Rangefinder conveniently in viewfinder window (see picture above)—when rangefinder is in focus, lens is automatically in focus. Fully synchronized Prontor SVS shutter—8 speeds from 1 sec. to 1/300 plus B. Use electronic flash or flashbulbs, at all speeds. Takes any flashgun with PC fitting. Accessory shoe on top holds Adams gun (see Page 41), or other accessories.

Fast Finger-tip Single Lever Advances Filmsets camera for next exposure. Use 35 mm film—Black-and-white or color. Die-cast aluminum body—black leather covered. Complete with chrome trimmed deluxe leather case. For filters order Series 6, No. 62 Adapter Ring (see Page 33).

67 R 570 L-Camera and Case, Ship. wt. 2 lbs. Only \$5 Down... Cash \$77.50



Clip-On Wedena Exposure Meter for Lordomat. Fits Lordomat above (or any other camera with standard accessory shoe). Measures incident or reflected light. Shows f-stops f/2 to f/22, speeds from 60 sec. to 1/1000. ASA indexes, Made in Western Germany.

67 R 2165L-Ship. wt. 4 oz. With Leather Case...\$14.95

Lordomat f/L9

BUILT-IN PHOTO-ELECTRIC EXPOSURE METER

Lordomat C-35. Wards Finest 35 with Ultra-Fast f/1.9 Lordon 6-element 50 mm Lens. 6-element design for fine pictures, black-and-white or color. Click stops. Interchangeable lens mount permits easy use of companion wide angle and telephoto lenses (order extra below). All lenses couple to rangefinder for quick, accurate focusing.

Special 4-Lens Built-in Viewfinder. Adjustable to show fields of normal 50 mm lens, plus 35, 90 and 135 mm accessory lenses. No need to buy separate viewfinder. Convenient single window viewing, focusing.

Built-in Exposure Photo-Electric Meter. Just point camera, turn the dial, and you have the right exposure-instantly. Reads directly.

Prontor SVS—MXV Shutter. 8 speeds from 1 sec. to 1/300 plus B. Self-timer. Full M-X synchronization of flashbulbs, electronic flash at all speeds. Use with any flashgun having PC fitting on cord. Adams flashgun (see Page 41) snaps securely into accessory shoe on top.

Single-Lever Fast Advance Lever advances film, cocks shutter, counts exposures—prevents double-exposures, blanks. Use standard 35 mm film. Die-cast aluminum body—chrome trimmed, black leather covering. With deluxe leather case, strap, Takes Ser. 6, No. 62 Adapter Ring (see Page 33). 67 R 401L-Camera and Case. Ship. wt. 2 lbs. 8 oz. Only \$5 Dn. Cash \$127.50

# **Lordomat Accessory Lenses . . . from Germany**

Accessory lenses below fit both Lordomats . . . couple to rangefinders for precise rangefinder focusing. Viewfinders below are needed for using lenses on cameras except Lordomat C-35. All lenses are 4-element anastigmats made in Western Germany by Schacht. Take Series 6 No. 62 Adapter Ring sold on Pg. 33.

- 90 mm Telephoto Lens. Travenar f/4.0. Subject is enlarged 80%.
- 35 mm Wide Angle Lens. Travitar f/3.5. Enlarges picture area 96%.
- 135 mm Telephoto Lens. Travenar f/4.0. Subject is enlarged 270%.
- Turret Viewfinder. Shows field covered by 35, 50, 90 and 135 mm lenses.

You Don't Need Cash... See New Low Down Payments on Photo Supplies, Pg. 52



# SAVE \$15 and \$22 on argus



## Argus C-33 Outfit \$ 10845 with FREE Meter

Argus C-33—Completely NEW 35mm Design. Accepts snap-on Argus Coupled Meter (above) . . . Easy, accurate exposures with simple color-matic settings. Famous f/3.5 4-element 50 mm interchangeable lens. Bayonet mount takes accessory lenses (extra, below). 9-speed shutter: 1 sec. to 1/300 plus B. Full M-X synchronization. Coupled rangefinder in single window with viewfinder. Single stroke lever advances 35 mm film, cocks shutter—prevents doubleexposures. Built-in series-5 adapter. Ship. wt. 4 lbs.

Argus Coupled Exposure Meter. (Picture at left, below, shows Meter on Camera...sets shutter speed automatically. For C-33, and Rapid-wind model C-4, and C-44. Includes Leather Case.

67 R 540 L-Ship. wt. 6 oz. \$2.50 Dn., Cash \$22.00

Argus Lenses for C-33. (Not shown.) Each lens cut \$5 from Nat. Adv. prices.

100 mm f/3.5 Telephoto. Brings subject twice as close; for sports, distant scenes

67 R 539 L-Ship. wt. 10 oz. \$4.50 Dn., Cash \$44.50



## Argus C-44 Outfit \$11995 with FREE Motor

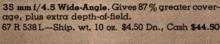
Argus C-44 with FREE Argus Coupled Exposure Meter, described at left, below, for simple, one-step semi-automatic exposure setting.

Coupled Rangefinder. Brilliant viewfinder and rangefinder combined in single window for speed and accuracy. Fast f/2.8 Cintagon 4-element 50 mm lens—bayonet mount takes accessory lenses listed below. 5-speed shutter—1/15 to 1/300 plus B. Full M-X synchronization for all flashbulbs and electronic flash, at all speeds. 2-stroke rapid-wind lever advances 35 mm film—sets camera for next exposure. Folding fast-rewind crank. Accessory shoe. Chromed, leather-covered all-metal body. Built-in Series-5 adapter. Ship. wt. 4 lbs.

67 R 536 L—Outfit: Camera, Case, Flashgun (takes M-2, 5 and No. 25 bulbs), Batteries, FREE \$22 Argus Meter with Case, \$5 Down, \$6 a Mo. Cash \$119.95

Argus Lenses for C-44. Ship. wt.:

- 100 mm f/3.5 Telephoto Lens. A 67 R 448 L-\$4.50 Dn. Cash \$42.95
- 35 mm f/4.5 Wide-Angle Lens. B 67 R 447 L—\$4 Dn. . Cash \$39.95
- C Argus Zoom Viewfinder for (A) (B). Shows fields of 25, 100 mm lenses. With bracket for Flashgun.





\$5 DOWN

12 WARDS

See Argus C-3 Outfit Complete with projector, on Page 2



Soligar Lenses for Argus C-3 (regular or Match-Matic models). Imported from Japan. Precision 4-element designs that couple for rangefinder focusing. With viewfinder masks, and built-in sunshade. Pay only \$3.50 Down on Terms.

35 mm f/4.5 Wide-Angle. Provides 87% greater picture area. 67 R 2226 L-\$3.50 Down, \$5 Monthly. Ship. wt. 10 oz. Cash \$34.95

100 mm f/4.5 Telephoto. Brings subjects twice as close. E 67 R 2225 L-\$3.50 Down, \$5 Monthly. Ship. wt. 10 oz. Cash \$34.95

## Argus C-3 Outfit \$5995

Argus C-3 with Match-Matic Setting Simplicity . . . You Just Match Numbers and Shoot . . . Get Perfect Pictures, Always. Simplified, single-number values set lens and shutter—no complicated f-stops or fractional shutter speeds. Easy to use outdoors with Match-Matic Meter (included), indoors with flash. Clip-on Meter reads directly in Match-Matic settings—no calculations required.

Coupled Rangefinder for easy focusing. Famous f/3.5 Cintar 50 mm lens easily interchanged with accessory lenses (below). 4-speed shutter synchronized for companion flashgun, for using No. 5, 25 bulbs. Oversize winding knob advances film, sets camera for next shot—counts exposures, prevents double-exposures. Use regular 20 or 36 exp. 35 mm film—get 2 x 2-in. color slides, black-and-white or Kodacolor prints, too. Built-in adapter ring takes Series 5 filters. Precision molded plastic body with chrome trim.

Outfit: C-3 Match-Matic Camera, and Meter, Case, Flashgun with Batteries. Was \$74.95. You Save \$15.

67 R 526 L-Ship. wt. 4 lbs. Only \$5 Down, \$5 Monthly. Cash \$59.95

# SAVE \$6 to \$26 on Kodak



## Kodak Pony II \$2950 With FREE Motor

Extra Easy To Use 35 mm . . . A simple number sets your exposure. Simply read single EVS number from meter—then set camera exdial . . . That's ALL. Perfect exposures easily—always. Set of 8 EVS-cards (included) tell your meter setting for whatever film you use. Take 2 x 2-in. color slides—Kodacolor or black-and-white album prints from economical 20 or 36-exp. 35 mm film.

Fast Kodak 1/3.9 Anastar 44 mm Lens provides extra picture coverage. Simplified zonal focusing—simply dial "Scenes," "Groups" or "Close-Ups" to match your subject. Full focusing to 2½ ft., too. For filters, order Series-5, 1½-in. Adapter Ring on Page 33. Single shutter speed for extra simplicity—flash synchronized (order Flashgun extra—see (A) Page 41 for Kodak Super M-40). Trim black and chrome body.

Outfit: Pony II Camera, plus Free \$6.95 Walz EVS Meter with case. 67 R 546L-Ship. wt. 2 lbs. Only \$3 Down on Terms. Cash \$29.50 67 R 425-Top-Grain Leather Case. Ship. wt. 8 oz...Only



NOW

Nat. Adv. at \$82.50

## Kodak Signet 50 With Flash

Built-in Exposure Meter reads in exposure-value numbers —provides more accurate exposure recommendations under a greater variety of light conditions. A single number determines your exposure.

Fast 44 mm Kodak 1/2.8 lens. Shutter speeds from 1/4 to 1/250 plus B. Synchronized for No. 5, 25 and M-2 bulbs at 1/30; for electronic flash at all speeds. Easy Zonal Focusing; simply slide lever to "Groups," "Scenes" or "Close-ups," or use footage indicator for more critical focus. Thumb-lever film advance provides rapid shooting, automatically cocks shutter, counts trames, prevents double exposures and blanks. Includes Kodak Super M-40 Flashgun complete with batteries.

Built-in Adapter Ring for Series 5 filters (sold on Page 33). Uses 35 mm film. 67 R 565L—Ship, wt. 3 lbs. \$5 Dn., \$5 Monthly, Cash \$57.50

67 R 426—Top-Grain Leather Case. Wt. 8 oz...... 6.95







at \$129.50



## Kodak Pony IV 53194

Excellent choice for the serious beginner . . . a little more advanced than the single-setting simplicity of Pony II—more shutter speeds; but still extremely easy to operate. Outstanding feature is the Exposure Value System—You get seven EVS cards corresponding film you are using. Simply read the number, set camera accordingly for perfect exposures every time.

Takes 20 or 36 exposures on 35mm color, black-and-white or Kodacolor film, 44mm Anastar f/3.5 lens. Shutter has 4 speeds from 1/30 to 1/250-sec. plus B. Synchronized for flash. To focus simply dial for "Groups," "Scenes" or "Close-ups." For more precise focusing, use footage scale and depth-of-field guide.

Film advance cocks shutter, counts exposures, prevents double exposures and blanks. Die-cast aluminum body, black leatherette covering. Built-in adapter ring for series 5 Filters. Order Kodak Super M-40 Flashgun separately, (A) on Page 41.

67 R 425—Eveready Case. Top Grain Leather. Ship. wt. 8 cz. 5.95

## Kodak Signet 80 . . . At Wards \$10350

NEW Signet 80 with Built-in Exposure Meter . . . Simple, accurate EV single-number exposure settings. Coupled Rangefinder for precise focusing of interchangeable lenses. Fast t/2.8 Ektanar 50 mm lens included—order others below. Shutter fully synchronized from 1/4 to 1/250 plus B, for all flash. Order Kodak Flashgun extra—see Page 41 for Super M-40. Takes Series-5 filters directly. Rapid 35 mm film advance.

67 R 542L-Ship. wt. 3 lbs. Save \$26 at Wards. \$5 Down, \$6 Monthly... Cash \$103.50

67 R 455-Signet Leather Case. Wt. 8 oz. \$13.95

### **Kodak Lenses for Signet 80**

Couple for rangefinder focusing up to 21/2 ft. 90 mm f/4.0 Telephoto. Save \$4.

67 R 544 L-Wt. 10 oz. \$5 Dn. . Cash \$65.50

35 mm f/3.5 Wide-Angle and Case. Save \$3. 67 R 543 L-Wt. 10 oz. \$5 Dn. . . . . Cash \$54.50 Multi-Frame Finder for Both Lenses. B 67 R 545—Ship. wt. 6 oz. . . . . . . . . . . . . . . . . . \$16.50



WARDS 13

# **SAVE** on Fine Japanese Imports



New Aires V with F/1.5 Lens Built-in Exposure Meter and FREE \$15 Case. Finest 35mm model in Aires line—imported from Japan. Bayonet lens, mount takes accessory lenses (sold separately below). With normal, high speed, 45mm 6-element f/1.5 lens. All three lenses couple to rangefinder that gives you "projected frame" focusing with continuous automatic parallax correction over wide range from 32 in. to infinity. Rangefinder and view-finder combined in one window—shows field for normal, wide angle and telephoto lenses. LVS Seikosha MFL shutter has 9 speeds from 1 to 1/400 plus Bulb. Flash synchronized for all bulbs and electronic flash at all speeds. Order flash unit with PC fitting, Pg. 41. Single action lever counts pictures, advances film and cocks shutter—double exposures may be made if you wish. Self-timer—get into your own picture. Handy light value scale.

67 R 527 LT-With FREE \$15 case. Ship. wt. 4 lbs. \$5 Dn., \$8 a Mo. Cash \$159.50

## Extra Lenses for Aires V



Telephoto Lens (at left). 5-element, 100mm, f/3.5. Couples to rangefinder. Nationally Adv. \$89.50. 67 R 528 LT—With Case. Save \$10. Wt. 10 oz. .\$79.50

Wide Angle Lens (at left). 4-element, 35mm f/3.2. Click stops. Couples to rangefinder. Nat. Adv. \$59.50. 67 R 529 LT—With Case. Save \$7. Wt. 6 oz. . . . . \$52.50

New Aires F/1.9 Viscount 35mm with FREE \$12.50 Case. Enjoy Aires qualling and dependability at a moderate price. Fast 6-element, f/1.9 coated lens, for needle-sharp black-and-white prints or superb color slides. Dependable SLV shutter has ten speeds from 1 to 1/500-sec. plus B. Built-in self timer gives you 12 seconds to get into the picture yourself. Diaphragm stops down from f/1.9 to f/16. Single-action lever advances film, cocks shutter and prevents double exposures, in one swift stroke. Exposure counter has automatic pre-setting. Single window range and viewfinder assures perfect focus every time . . . when image is sharp in rangefinder, lens is in focus. Unique illuminated gold frame in viewfinder indicates field of normal 45mm lens; red frame gives field of 80mm lens attachment sold below. Parralax correction marks . . . light value scale. All settings clearly visible from top of camera. Synchronized for flash bulbs, electronic flash at all speeds. Accessory shoe accepts any flash gun with PG fitting ... order flash extra on Pg. 41. Uses 35 mm film. 67 R 548 LT—With \$12.50 FREE leather case. Wt. 4 lbs. \$5 Dn., Cash \$69.50



### Save \$5 on 80mm Attachment Lens

Aires 80mm Telephoto Attachment Lens sells Nationally for \$39.50. Coated 4-element f/5.6 lens fits Aires III, III C, III L and Viscount. No viewfinder needed for Viscount. . built-in frame indicates field of view. With case. 67 R 549 LT—Ship, wt. 6 cz. \$3.50 Down..Cash \$34.50



# Two Brand New "Extra Feature" 35mm Cameras

New Konica IIIM with F/1.8 lens, coupled meter and FREE Case, Flash Unit and Battery—You save \$24. Built-in coupled exposure meter permits accurate settings, by aligning pointer and diamond. Hinged meter cell folds compactly. Rangefinder and viewfinder combined in same big, bright window. Exact self-adjusting field frame-lines give accurate field size from 3½ ft. to inf., including automatic parallax correction . . . no other 35mm camera can boast of this unique feature. 6-element 50mm f/1.8 lens. MXL light value shutter electrically coupled to aperture and shutter speeds . . . use coupled, or independently. MXL shutter with speeds from 1 to 1/500-sec. plus B. MF X flash synchronization at all speeds. 2-stroke lever advances. Self-timer.

 New Minolta V-2 with the world's fastest shutter on a 35mm camera—will literally "freeze" fast action at 1/2000 second. It's ideal for shooting the fastest sports. Total of 12 speeds from 1 to 1/2000 plus Bulb. Rokker 45mm, 6-element, double coated f/2 lens. Click stops from f/2 to f/22. Built-in range-finder combined in single window with viewfinder. Ultra bright Lumi-Frame automatically moves to correct parallax, focuses from 30 in. to inf. Aperture and shutters speeds coupled to set together, or individually if you prefer. Light value table. Single stroke film advance cocks shutter, counts exposures. Rapid rewind lever. Built-in self-timer. Synchronized for all bulbs and electronic flash at all speeds. Order flash with PC fitting on Pg. 41.

67 R 531LT—With FREE \$12.95 Case. Shipping weight 4 lbs. \$5 Down,

# SAVE on Fine German Imports



New Vitomatic II with built-in, shockproof exposure meter and range finder. Uses principle of lens-coupled photo-electric eye operation for the latest in picture-taking ease. "Magic Circle" automatically combines speed and aperture for easy setting of f/stops, light value numbers without figuring or guessing. Coupled rangefinder combined with viewfinder—when subject is in focus, lens is in focus too.

Lifesize super bright-line viewfinder frames your shots, eliminates "peepsight" viewing, you can even keep your glasses on. 50mm Color-Skopar f/2.8 4-element lens. Single stroke fast rewind. Prontor SLK-V shutter has 9 speeds from to 1/300 second. Fully flash synchronized for all bulbs or electronic flash. Order flash unit below or any flash with PC fitting on Page 41.

67 RP 495 K-Complete with FREE \$8.95 case. Shipped Postpaid..

Vitomatic I (not shown). Same as above but without rangefinder. 67 RP 496 K—Complete with FREE \$8.95 case. Postpaid......\$89.50

Vitomatic BC Flash Unit (Not pictured). Fits on accessory shoe on top of camera. Folds up for easy carrying. Takes bayonet base bulbs.

Postpaid from Chicago, Ill. and Portland, Oregon. Order from the Ward Mail Order House nearest you.

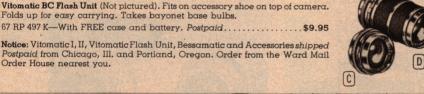
New Bessamatic Single Lens Reflex combines 6 "extras" in one camera-B through-the-lens viewing and focusing, coupled exposure meter, fully coupled interchangeable lenses, "magic circle" indicator in eye level prism finder, split image rangefinder and automatic diaphragm.

Coupled electric eye meter and magic circle indicator combine speed and aperture for easy setting of f/stops and shutter. You focus rangefinder and compose through fully opened lens—when you're ready to shoot, diphragm sets to pre-selected aperture, automatically returns to full aperture. Bayonet mount normal 50mm 4-element f/2.8 Voigtlander Color-Skopar lens (accessory lenses below). Synchro-Compur shutter has 10 speeds from 1 to 1/500 plus Bulb. Synchronized for all bulbs and electronic flash. Single stroke lever advances film. Accessory shoe for Vitomatic flash unit above. 67 RP 533 K-With FREE \$14.50 case. Shipped Postpaid...

Accessory Lenses for Bessamatic. Full focusing © D Accessory Lenses to Describe to bayonet mount. Automatic diaphragm, coupled depth-of-field pointers. Automatically couple to camera rangefinder and meter. Postpaid. (C) 67 RP 534 K—Wide Angle Voigtlander Skoparex 6-element, 35mm f/3.4. With \$5 Case Free...\$79.50

(D) 67 RP 535 K—**Telephoto** Voigtlander Super-Dynarex 4-element 135mm f/4.0. With \$6 Case Free **\$79.50** 

See Page 38 for new ZOOM lens for Bessamatic





\$3500







Retina f/1.9



Kodak Retina IIIC . . . \$35 off Nationally Adv. Price. Built-in meter and Kodak Retina IIIC . . . \$35 on Manonary Nav. Field of 35, 50 and 80mm coupled rangefinder focusing. Finder shows field of 35, 50 and 80mm lenses. 50mm Schneider Xenon 6-element f/2.0 lens; click stops to f/22. Shockproof, built-in meter. Self timer. Film advance cocks shutter, prevents double exposures. Guide marks for parallax. Uses 35mm film. EVS Synchro Compur shutter has 10 speeds from 1 to 1/500 plus B. Fully synchronized for flash bulbs and electronic flash. Order Series 6 No. 629 Adapter Ring, Pg. 33.

67 R 487 LT—Ship. wt. 2 lbs. 8 oz. \$5 Down, \$7 a Month....... Cash \$139.50 67 R 491T—Top grain Leather Case for Retina IIIC. Ship. wt. 8 oz..... 13.95

Retina f/4.0 Longar 80mm Telephoto Lens. Sells Nationally for \$80. 

Retina f/4.0 Curtar 35mm Wide Angle Lens. (Not shown). Sells Nat. \$77.50. 

New Reting Reflex S. New behind-the-lens shutter combination enables New Retina Reliex S. New Definite lies States Communication of the States of the State plus split-image rangefinder focusing. Corrected for parallax. 50mm Xenon f/1.9 lens. Synchro Compur shutter has 10 speeds from 1 to 1/500 plus B. Full MX synchronization. Automatic depth-of-field indicator. Self timer. Single stroke advances film, prevents double exposures.

67 R 439 LT-Ship. wt. 3 lbs. Sells Nationally for \$235.00. \$5 Dn., Cash \$199.50 67 R 449 T—Top Grain Cowhide Case for Retina S. Ship. wt. 8 oz. . . . . 14.95 Retina Curtagon f/4.0 28mm Wide Angle 7-element Lens (Not shown). For Model S Retinas.

Retina Tele-Xenar f/4.0 135mm 5-element Telephoto Lens (Not shown). For Model S Retings

67 R 569 LT—Nat. \$87.50; Save \$8.00. Wt. 14 oz. . . . . \$79.50 WARDS 15





Buy a Complete EXA Outfit—Get FREE Westar 100 mm f/4.5 Telephoto—SAVE \$25 on Exa, moderately priced version of Exakta, made in same East German factory.

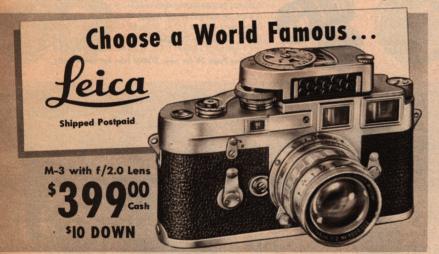
Fast f/2.9 Meritar 50mm Lens with Pre-Set Diaphragm. Lets you manually set f-stop, after focusing wide open for greatest brilliance. Single-lens reflex viewing and focusing—you see the exact picture you get—no parallax or hidden distritions. Flip-in magnifier and sportsfinder. Most versatile single-lens reflex in its price class.

Focal Plane Shutter—speeds from 1/25 to 1/150 sec. plus B. Synchronized for No. 6 and 31 bulbs at all speeds, electronic flash, or No. 5, 25 bulbs at 1/25 and 1/50. Allmetal body—black leather covered, with chrome trim.

Outfit: Exa Camera with f/2.9 Meritar Lens, FREE Nat. adv. \$25, 100 mm f/4.5 Telephoto Lens (brings subject twice as close). Leather Case, Flashgun, B-C Battery. SAVE \$25. 67 R 557 LT—Complete EXA Outfit. Ship. wt. 4 lbs. \$5 Down, \$5 a Mo.... Cash \$99.95

### **Accessory Lenses for Exakta Cameras**

135 mm f/3.5 Meyer Primotar. Brings subject 2½ times closer.
67 R 515 LT—German-made. Ship. wt. 10 oz. \$5 Down, \$5 Monthly...... Cash \$87.50
35 mm f/2.5 Angenieux Retrofocus Wide-Angle. Covers 1½ times area of 50 mm lens.
67 R 507 LT—French import. Ship. wt. 10 oz... \$5 Down, \$5 Monthly..... Cash \$97.50
See The New ZOOM Lens for Your Exakta Pictured and Described in Detail on Pg. 37.



Leica M-3 . . . Precision-made in Western Germany by E. Leitz, Wetzlar. Choice of 2 fine 7-element 1/2.0 Summicron 50 mm lenses: Rigid-mount (focusing to 40 in.); Dual-Range (focusing to 19 in.). All lenses have fast-change bayonet mounts—couple fully for range-finder focusing. Viewfinder shows fields of 50mm, 90mm, and 135mm lenses (order extra lenses, right). Fast 2-stroke lever advances film, sets camera for next shot. Easy drop-in loading of 35 mm film. Single dial sets shutter speeds, from 1 sec. to 1/1000 plus B. Clip-on MC light meter sold separately (shown on camera, order extra, right) couples to dial for easy exposure setting. Synchronized for flashbulbs, electronic flash. Built-in self-timer. All-metal body. Either camera—Postpaid.

67 RP 419 K-Leica M-3, with 1/2.0 Rigid-mount 50 mm Lens. \$10 Down...Cash \$399.00 67 RP 420 K-M-3 with 1/2.0 Dual-Range 50 mm Lens and Viewfinder. \$10 Dn., Cash 438.00

Leica M-2 (not shown) . . . Has Most of the Features of the M-3 Above . . . designed for photographers whose needs vary somewhat from those of M-3 users. Has single-stroke film advance. Viewfinder shows field of 35mm, 50mm, and 90mm lenses. No self-timer. Uses same lenses and accessories as M-3. Postpaid.

Automatic Exakta IIA With Case, Penta Prism finder and splitimage rangefinder glass. Picture will be exactly as you see it on ground glass. Image right-side-up, correct from left-to-right. No parallax—what you see, you get.

Fully automatic pre-set diaphragm—lets you keep lens wide open while you focus. Pressing shutter release closes diaphragm and releases shutter in split-second succession.

Rapid Advance Thumb Lever winds 35 mm film and cocks shutter, prevents double exposures. Built-in self-timer. Focal plane shutter has 27 speeds from 12 sec. to 1/1000, plus B. Synchronized for No. 6 and 31 bulbs at all speeds; electronic flash at 1/30. Metal body, black leather cover, chrome trim. Made in East Germany. With leather Case and FREE \$59.50 Nat. Adv. Hugo-Meyer f/4.5 Primagon 35mm wide angle lens with pre-set diaphragm stop.

Exakta IIA with f/2.0 Auto-Westagon Lens. Includes Camera Case. 67 R.585 LT—Ship. wt. 3 lbs. 8 oz. Only \$10 Down. . Cash \$350.00 Exakta IIA with Automatic 50 mm f/1.9 Schneider Xenon Lens. Same Camera as above, but with finer lens. Includes Case. 67 R.582 LT—Ship. wt. 3 lbs. 8 oz. Only \$10 Down. . Cash \$410.00 B-C Flash Unit for Exakta. Uses No. 5 and 25 bulbs.

67 R 584 T-Ship. wt. 10 oz. (Includes B-C battery.).....\$14.95

B B

### Leica M-2 and M-3 Accessories

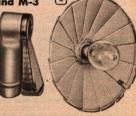
- 90mm Lens for Leica M-2 and M-3. Collapsible Elmar f/4.0. 67 RP 458 K—Postpaid. \$5 Down, \$7 a Mo....Cash \$126.00
- B Wide Angle Lens for Leica M-2, M-3, 35mm Summaron f/3,5. Rangefinder focusing up to 26 in. with parallax correction. 67 RP 421K—Postpaid. \$5 Down, \$7 \alpha Mo. . . . . . Cash \$126.00

Model MC Exposure Meter for Leica M-2 and M-3. Shown on camera left. With booster cell for taking reading in dim light. 67 RP 460 K—Postpaid. \$4 Down, \$5 Monthly......Cash \$39.00

Leica Items Shipped Direct From New York City.

## Leica Flashgun for M-2 and M-3

Complete with B-C battery, good for hundreds of dependable flashes. Also includes plug-in bracket. Precision all-metal construction—the same fine-quality craftsmanship you associate with the Leitz-Leica name. Folding-leaf reflector provides flashgun small enough to drop into your pocket. Made in Western Germany.



For Exakta Accessories not listed, write Bob Adams — Page 54.

Order Your Fine 35mm Camera on New Easy Terms. Only \$10 Down on Cameras over \$200. See Page 52.

# NEW Electric-Eye Cameras

SET EXPOSURES FOR YOU AUTOMATICALLY



Why Fret and Frown Over Complicated Meters and Exposure Settings? New Electric-Eye cameras set proper exposure for you—automatically. Just Point and Shoot! Lens is set-instantly, automatically-to just the right exposure. You get periect pictures always. No wasted film.

Electric-Eyes Take ALL 3—Kodacolor, or black-and-white prints, and full-color slides. Kodak 35 takes regular 2x2-in. 35 mm slides—the other three electric eye cameras on this page produce Superslides on 127 film, regular 2x2-in. mounts that you can show in most 35 mm projectors and hand viewers to recreate the original colors of your scene. See Pg. 77 for comparison between picture areas of 35 mm and superslides.

NEW Kodak Starmatic 127 . . . Fully Automatic Exposure Setting at an Unusually Low Price. Just aim and shoot—correct exposures every time. Electric-Eye sets lens—signals if light is too dim. Manual setting, too, using simple EV numbers, handy for flash. Brilliant eye-level finder. 1/8 Kodar 3-element lens provides crisp, clear pictures. No focusing required. 12 exposures on 127 film -black-and-white or color. Compact—only about 31/4 in. high. Lightweightonly about 8 oz. actual weight. For flash, order Kodak Super M-40 gun (A) on Page 41. Flashgun takes M-2, M-5 bulbs—includes batteries. Black plastic camera body, bright metal fittings. To use filters and other accessories for professional-type pictures, order Series 6 Adapter Ring on Page 33.

67 R 408 L—Starmatic Camera, with FREE \$5.95 Kodak Eveready Case. 

NEW Bell & Howell Electric-Eye 127 Camera. "Eye" sets lens instantly for proper exposures—signals through viewfinder when light is too dim. Picture-window finder. Wide-view lens provides fine pictures with extrawide coverage, valuable when shooting groups. No focusing required. Flash shutter—action snaps, also time exposures. Takes 12 exp. on 127 film—3½x3½-in. Kodacolor or black-and-white prints, or 2x2-in. Superslides that can be projected in most 35 mm projectors. Plug-in flashgun for M-2, M-5 bulbs—calculation shows right aversures. Plug-in flashgun for M-2, M-5 bulbs—calculation shows right aversures. Plug-in flashgun for M-2, M-5 bulbs—calculation shows right aversures. Plug-in flashgun for M-2, M-5 bulbs—calculator shows right exposures. Die-cast aluminum body, with black leather covering. SAVE \$6.00 at Wards on Outrit: Camera, topgrain leather case, flashgun and batteries, plus 6 FREE Films—2 rolls Ektachrome daylight, 2 rolls Kodacolor, and 2 rolls Verichrome Pan B & W. 67 R 407 L-Wt. 5 lbs. Only \$5 Dn., \$5 Mo. Was \$79.95, Now Cash \$59.85



NEW Kodak Precision 35mm Camera with Electric-Eye, plus Other Automatic Features. Extra-sensitive Electric-Eye sets lens—signals through viewfinder when light is too dim. Manual setting, too, for flash—only one simple EV number to set. Full set of EV cards supplied—simply select card for film you're using, match settings, and shoot. Use regular 35mm film. Takes 2x2-in. color slides, and both Kodacolor and black and white for prints and enlargements.

Fast 44mm i/2.8 lens is semi-wide-angle for full coverage of subject. Synchro 80 shutter. Two speeds: 1/40 and 1/80-sec. Synchronization: for flash bulbs at 1/40 and for electronic flash at 1/40 and 1/80-sec. Order Super M-40 Flash separately ((A) on Pg. 41).

Optical Eye-Level Viewfinder. Bright projected field frames indicate exact composition. Single-stroke lever advances film, actuates counter, prevents double-exposures. Easy drop-in loading. All-metal body finished in black and chrome. With FREE \$12.50 Kodak top-grain leather case.

67 R 406 L—Ship. wt. 3 lbs. Save \$12.50. \$5 Down, \$5 Monthly. . Cash \$84.50

New Revere Electric-Eye. Aim and Shoot simplicity, plus full control over your exposures at all times. Brilliant viewfinder lets you watch exact focus and lens settings together ... manual setting, too. Precise rangefinder focusing to 3 feet. Flash-Matic action sets lens automatically as you adjust rangefinder while using flash.

Ultra-fast f/2.8 Wollensak 4-element 58 mm Raptar Lens permits brilliant 2x2-in. Superslides, as well as Kodacolor and black-and-white pictures. Dim light indicator in finder. Extra-fast Rapax shutter stops fast action at 1/100 sec. Full M-X synchronization—use all bulbs or electronic flash with ASA cord (order Revere Flash below). Rapid-wind lever advances 127 film -sets camera for next shot. No window to watch, takes Series-5 filters directly—no adapter needed. All-metal body finished in white baked enamel. 67 RP 409 L—Only \$5 Down, \$7 Monthly. Postpaid......Cash \$139.50 67 RP 410—Revere Top grain Leather Case. Postpaid..... 



# 50% OFF

Famous Sawyer's Nomad Cameras

EASY TO USE...
JUST AIM AND SHOOT



# Nomad "127" Outfit \$449

- Easy to Use . . . Nothing to Set . . . All You Do Is Aim and Shoot!
- Rugged, High Style Design . . . for Youngsters and Grownups, too.
- Sharp, Clear Black-and-White Snaps and Brilliant Color Prints.
- Outfit Includes Flash Gun, Batteries, Bulbs and Two Rolls of Film.

The Nomad "127". . . Was Nationally Advertised by Sawyer in 1958 at \$9.25—over twice Wards price. A fine set that will start you off in serious photography. Includes: Nomad Camera, Plug-in Flash Gun, 2 Batteries, six M-2 Bulbs, and 2 rolls of Kodak Verichrome Pan B & W film. Comes in attractive gift box. Ideal for youngsters or grown-ups. Uncomplicated—Nomad saves you time and yet gives bright, accurate pictures. Takes both flash and color. Takes 8 large 3½x5-in. pictures on 127 Kodacolor or Blackand-White film. Plastic body with bronze and aluminum trim.

67 R 15—Complete Nomad "127" Outfit. Ship. wt. 3 lbs.....Only \$4.49 67 R 16—Camera and Flash Gun Only (order 2 Batteries, (N) on Pq. 40). Sold nationally for \$7.45. Ship. wt. 2 lbs. 8 oz......Only \$3.69

67 R 18—Texon Case for Nomad "127." Ship. wt. 8 oz.........Only 1.79

# The Nomad "620" \$469

Save \$4.76. Sold Nationally at \$9.45. A Sawyer product...nationally known for top-quality workmanship. The Nomad 620 has aim-and-shoot simplicity. No adjustments to make, nothing to set. Provides 12 sharp album-size prints 3½ x 3½ in. from 620 Black and White or Kodacolor film. Takes time exposures. Double-exposure prevention. Brown plastic body, tan knobs—high-lighted with bronzed and natural aluminum trim. Comes with plug-in Flash Gun that takes economical M-2 Bulbs. Batteries not included—order two (N) on Pg. 40.

Nomad 620 Flash Kit. Everything you need to take Flash pictures with your 620 Nomad. 2 Verichrome-Pan 620 B & W film, ten M-2 flash bulbs and two batteries.

67 R 14-Ship. wt. 1 lb....\$1.89





Famous Kodak "Stars" Take Three Kinds of Pictures.  $2 \times 2$ -in. Superslides, and  $3\frac{1}{2} \times 3\frac{1}{2}$ -in. Kodacolor or Black-and-White Prints. You get twelve exposures on each roll of 127 film. Double-exposure Prevention.

A Starflash Outfit. Built-in Flash takes M-2, M-5 Bulbs. Outfit: Camera with Flash, Batteries, 4 M-2 Bulbs, 1 B & W Film, 2 FREE mailers (saves you \$1.50) for developing and printing 2 rolls of film. 67 R 11—Wt. 1 lb. 8 oz. ... \$9.95

Texon Case for Starflash Camera. 67 R 98—Ship, wt. 8 oz....\$1.79

18 WARDS 2

B Starflex Outfit. Large-size reflex finder. Outfit includes Camera, Flash, 6 M-2 Bulbs, Batteries, 2 B & W Film. 2 Free Mailers for development and printing 2 rolls of B & W film. 24 prints (saves you \$1.50).

67 R 82-Ship. wt. 2 lbs...\$16.75

Texon Case for "Starflex" Camera. 67 R 99—Ship. wt. 8 oz....\$1.79 Hawkeye—Takes 2 Kinds of Pictures: Kodacolor and B & W. You get 12 prints about 3½ x 3½ in. on 620 film. Oversize, waist-level viewfinder. Flash Gun takes either M-2, M-5 Bulbs or larger No. 5, No. 25 bulbs. Outfit includes: Camera, Flash Gun, Batteries, 2 B & W Film, 8 No. 5 Bulbs, two 75c Mailers that entitle you to Free developing and printing of 2 B & W films. 67 R 12—Wt. 3 lbs. 8 oz..\$15.95

67 R 92-Case. Wt. 8 oz.. 2.49



### Mark IMPERIAL Outfit

Picture-window Viewing . . . just hold camera at waist-level and look down on ground glass to see image almost as large as it will appear on negative, and snap shutter; convenient for those who wear eyeglasses. Excellent choice for beginners. Takes 12 album-size 3½ x 3½-in. Black-and-White or Kodacolor pictures on 620 film. Outfit includes handsome black, aluminum-trimmed Imperial Camera, plastic neck strap, Flash Gun, batteries, ten M-2 Bulbs, and 1 Roll of Kodak Verichrome Pan film. For additional film, see Pages 74 and 75. Boxed.

67 R 44—Ship. wt. 3 lbs......\$5.79



# **Big-Picture**

COLOR CAMERAS

Picture at left shows Difference Between 35mm and Superslides. Outer dimension is the same—2 x 2 in. Can be projected in most 35mm projectors. Dotted line shows picture area of 35mm slide . . . you get 60% more picture area with Superslides.

### **Ricoh Super 44**

- 60 mm f/3.5 3-element coated Lens.
- · Complete with Case and Flash
- · Fully Synchronized for All Flash Speeds.

Small budget-priced reflex for Superslides. Fresneltype screen provides bright image for viewing and focusing. Single-motion hood has built-in magnifier and exclusive Ricoh sportsfinder that lets you view fast action with both eyes. Takes 127 film.

Easy-to-Operate Lever Focusing. MXV shutter—full synchronization at all speeds with flash bulbs, electronic flash. Speeds from 1 to 1/400-second. Cordless flash contact in accessory shoe for companion Flash Gun. Additional contact at front for regular PC fittings. All controls, depth-of-field indicator visible from camera top. Body shutter release. Film advanced using the regular watch-the-window system. All-metal body—chrome trim, leather covered. With leather case and Ricoh folding B-C Flash Unit with battery. Ship. wt. 3 lbs.

67 R 241 L-Nat. Adv. at \$60.20. Save \$11.25. \$5 Dn. Cash \$48.95



"BABY" YASHICA 44 REFLEX . . Small, Light, Dependable—Has features rarely found in a camera of its size (only 4¾ in. high). Yashikor f/3.5 60 mm hard-coated 4-element anastigmat lens. Copal shutter with built-in M-X synchronization for all types of flash. Shutter speeds from 1 to 1/500-sec. Field lens focusing screen. Sportsfinder.

So Easy to Handle Yet Amazingly Accurate. Smooth focusing knob with distance scale and depth-of-field scale. One turn of the crank and film advances. Built-in self-timer. Die-cast aluminum body

with leather covering.

Delivers 12 Superslides, B & W or color pictures on 127 film. Takes Series 5, No. 54 Adapter, Page 33. Complete with Adams tolding B-C Flash with battery and Yashica leather case. Takes No. 5 and 25 bulbs. Nat. Adv. at \$77.80. Save \$10—Imported from Japan. Ship. wt. 3 lbs.

SAWYER'S MARK IV . . . The Miniature Reflex That Brings You the Full Scope of an t/2.8 lens. Shutter speeds from 1 to 1/500-sec. plus bulb. Nearest focus: 2.2 feet. Top window viewing of settings with camera in focusing position. MXF synchronized for all flash bulbs and zero delay for electronic flash. Rapid crank film advance. Shutter is cocked automatically when you wind film.

Takes Three Kinds of Pictures—B & W, Kodacolor and color slides. Slides are big-picture Superslides pictured above. 12 exposures on popular 127 film. Lightweight and compact . . . easy to handle. Double-exposure prevention. 60 mm 4-element f/2.8 taking lens. Toko f/2.8 60 mm 3-element viewing lens. 2.5 power magnifying glass insures critical focusing. With Sawyer BC folding flysh er eveready case and Sawyer BC folding flash with battery. Nat. Adv. at \$99.50. Save \$10.

67 R 244 L-Wt. 3 lbs. \$5 Down, Cash.....\$89.50

AMAZING BABY ROLLEI . . . smallest member of the famous Rollei family. Uses 127 film which yields B & W or Kodacolor negatives, and 2 x 2-in. Superslides pictured and described above that may be projected in many 35 mm projectors.

60 mm f/3.5 Schneider Xenar lens. Synchro Compur shutter, speeds from 1 to 1/500-sec. Fully synchronized MXV for all types of flash. Self-timer. Single movement controls speed, lens stop. Focusing knob with cam drive. Depth-of-field scale. Double-exposure prevention. Collapsible folding hood acts as safety catch. Image magnified 4½ times, for critical focusing. Two-tone gray metal body. Complete with gray leather case with wrist loop and Adams B-C flash with lens-mount clip and coiled locking flash cord (sold on Pg. 21). Sells Nat. for \$126.00. Save \$11. Postpaid.

67 RP 232 LT-Only \$5 Down,

\$6 Monthly . . . . or Cash \$115.00 WARDS 19



# FREE SAVE \$10.00 SIO 95 CASE CASE \$5.00

### Save \$5 on Super Ricohflex Outfit

Full-Size Twin-Lens Reflex Outfit for the price of many reflex cameras alone. The picture you see on ground glass is just like the one you get on the film—a full 21/4 x 21/4 in. size. Matched pair of 80 mm. f/3.5 lenses focus as close as 3 feet. Single motion hood with flip-in magnifier for critical focusing-very convenient, especially for those who wear glasses. Shutter speeds from 1/10 to 1/200 sec. plus B. Use M-2, or M-5 flashbulbs with companion flashgun (included).

Takes 12 Exp. on 120 Film-Color slides, Kodacolor or black-and-white prints about 31/2 x 31/2 in.

Complete Outfit, ready for round-the-clock shooting (order film, bulbs extra): Super Ricohflex Camera, Leather Case, Flashgun for M-2, M-5 bulbs, plus Battery. SAVE \$5 from Nat. Adv. price of \$29.95. Wt. 4 lbs.

67 R 225L-\$2.50 Dn., \$5 a Mo., Cash \$24.95 20 WARDS

## Yashica-Mat With FREE \$10 Case

Automatic Action. Single flip of crank advances film, sets camera for next shot. Precise focusing of 80 mm lenses. High-speed f/3.5 shooting lens. Extra-bright reflex viewfinder shows actual negative size. Singlemotion hood with magnifier for critical focus. Sportsfinder for shooting fast action. Fully synchronized M-X shutter—use electronic flash or bulbs at all speeds from 1 sec. to 1/500, plus B. Delayed-action timer.

12 exp. from 120 Kodacolor or black-and-white film for  $3\frac{1}{2}$  x  $3\frac{1}{2}$ -in. prints. Full-size slides, too!  $2\frac{1}{4}$  x  $2\frac{1}{4}$ in. transparencies may be mounted as 23/4-in. square slides. Superslides also possible. To use filters, order series 5, No. 54 Adapter Ring (see Page 33). Imported from Japan. FREE \$10 quality leather case included.

Yashica-Mat Camera and Free Case. ONLY \$5 Down. 

Both Yashica and Minolta Reflexes use European (PC) Flash fittings. For flash, order Adams Gun, Pg. 21.

Shipped Promptly from Chicago, Baltimore or Oakland. Pay Postage from nearest Mail Order House.

## Minolta Autocord "L"-FREE \$10.95 Case

Built-in Exposure Meter. You simply read, set camera, and shoot. Sliding lever under front for quick easy focusing of both lenses—fast 75 mm f/3.5 for finest pictures, matched f/3.2 for brilliant viewing Built-in Magnifier. Hood opens, closes in one motion

Automatic Action. Single turn of crank advances film, sets camera for next exposure. Simple, fool proof, single-motion operation. LVS settings visible from top. M-X shutter—speeds 1 sec. to 1/500 plus B fully synchronized at all speeds for electronic flash flashbulbs. Takes 12-exp. on 120 film, Kodacolor of black-and-white, plus full-size slides. 2 x 2-in. Super slides with kit supplied. Imported. Uses series 5, No 54 Adapter Ring, see Page 33.

Minolta "L" with Free \$10.95 Quality Case and Ki that lets you take 12 Superslides on 120 film. 67R248 K-Ship. wt. 3 lbs. \$5 Down.... Cash \$124.50

67R249 K-Minolta Without Meter. Wt. 3 lbs. 99.50 Shipped promptly from New York, Chicago or Los Angeles. Pay postage from nearest Mail Order hse

Only \$5 Down on Photo Purchases of \$50 to \$200—10% Down \$20 to \$50. See Page 52 for Terms.

# \$5 to \$2395 on Versatile Reflex

BIG-PICTURE VIEWING . . . EASIEST WAY TO SEE WHAT YOU SHOOT



## New Rolleiflex "T" With Case

New Multiple Format Rolleiflex Gives You 3 Picture Sizes ... Regular 12-exposure size ( $21/4 \times 21/4$  in.), plus 16 exposures (either  $1\% \times 21/4$ , or 1%-in. Superslide size) using accessory Kit (67R239T (not shown) order extra below). All sizes automatically counted.

Simplified EVS Single-Number Settings. Single lever sets exposures. Lens and shutter cross-coupled. Fully automatic action—single flip of crank advances film, sets camera for

Improved 1/3.5 Zeiss Tessar 4-element 75 mm Lens. New extra-bright reflex viewing, focusing on special ground glass. Single-motion hood. Synchro-Compur shutter, speeds: 1 sec. to 1/500 plus B, self-timer. Fully M-X synchronized for all flash at all speeds.

With leather case, FREE \$23.95 Flash (A, right).

Rollei Exposure Meter Kit for Rolleiflex "T". Install meter yourself, easily. Nat. Adv. \$29.95. SAVE \$5.



\$5 or \$10 DOWN is All You Need to own a Rolleil See Pg. 52 for Details on New Terms on Photo Supplies.



## New Rolleiflex "F" With Case

New Rolleiflex f/3.5 is a Professional Tool. 75 mm 5-elenew Kollettlex 1/3.5 is a Professional Tool. 75 mm 5-element Schneider Xenotar lens. Takes 12 exp. on 120 film. Newest innovation is built-in exposure meter, linked to diaphragm and shutter cross-coupling system. Makes for quicker, super shooting . . . no need to make tiresome calculations. Simply turn adjusting wheel until pointer is in line with needle on exposure meter, then turn selecting wheel to set desired speed/stop combination. When you pre-select shutter speed, story combination, wheel will suffice! Shutter and diaphragm may be uncoupled for taking flash pictures (without meter). Film advance cocks shutter, counts exposures, prevents double exposures. Automatic parallax correction.

Synchro-Compur MXV Shutter with Speeds from 1 to 1/500 plus Bulb. New focusing hood folds flat, provides extrabrilliant reflex image. Automatic depth-of-field indicator. All settings clearly visible without moving camera from shooting position. Accepts Series 6 bayonet lens accessories. Incl. leather case and FREE \$23.95 Rolleiflash. 67 R 231LT—Ship. 3 lbs. \$10 Down......Cash \$266.50



Be prepared for dramatic shots ... clouds, sunsets, beach or snow scenes.

### Rollei Lens Hoods, Adapter Rings, Filters

Rollei Lens Hood. Bayonets onto lens mount or Fil-Rollei Lens Hood. Bayonets onto Island ters (D). Leather case. Ship. wt. 3 oz.

67R2230 T-Fits f/3.5 Rolleicord and Rollei "T" \$4.79 

Adapter Rings. To attach Kodak filters on pg. 33 B or Rollei filters below. Ship. wt. 2 oz.
67 R 2221T—For f/3.5 and "Baby"—Series 5..\$1.59
67R2222 T—For 3.5G and "F" Rollei—Series 6.. 1.79

67 R 2227 T—Fits f/3.5 and Baby Rollei...... \$4.79 67 R 2228 T—Fits 3.5G and "F" Rolleiflex..... 6.29

# C Rollei Glass Filters. Bayonet on. State color: Yellow, Green or Red. Ship. wt. 2 oz.

## Superslide Kits for Rolleis

(Not shown.) Take Superslides with your Rollei for viewing with most 35 mm projectors. You get sixteen 2 x 2-in. slides with 60% more picture area than ordinary 35mm slides, on 120 film.

Slides are returned from processing laboratory in readymounts, ready for projection. Kits contain viewing and focal plane masks. Complete with zippered leather case.

67 R 239 T-For Rollei "T". Ship. wt. 4 oz......\$4.79 67 R 3361 L-For Rollei "F". Ship. wt. 4 oz..........\$3.79 67 R 3362 T-Rollei Superslide

Mounts. Wt. 2 oz. . . . . 25 for 65c

## Flash Guns for Rolleis

Rolleiflash with Bayonet Receptacle. Fits on lens mount of all Rolleis. Capacitor type with B-C battery. Built-in test light. Retractable cord for off-camera flash. 51/4in. silver-lined reflector. B-C battery included.

Flash for Rolleiflex "T," Rolleicord, "Baby" Rollei, Minolta Autocord and Yashika Mat. Ship. wt. 2 lbs.

67R228 T-\$2.50 Down, Cash \$23.95 Flash for Rolleiflex "F" above and

Rollei f/3.5G. Wt. 2 lbs. 67R233 T-\$2.50 Down, Cash \$23.95

Adams B-C Folding Flash. (Described on Pg. 41.) Takes No. 5 and 25 bulbs. Mounts on lens mount of "Baby" Rollei, Rolleicord and Rolleiflex "T." Coiled shutter cord for off-camera use. Complete with battery, ASA and PC cord. 67R3245T-Ship.wt.8 oz.Only \$10.95



WARDS 21



Only Camera in the World that Provides Finished Prints in One Minute. No extra time or money to spend on developing prints. Once you have paid for the film, you have paid for the whole picture. Easy to operate—just set a single number, shoot, pull the tab. Don't take a chance. Verify right away that this is THE picture you want for your album.

Polaroids are Now Better Than Ever. Scientific research in developing methods now brings you even finer quality Polaroid pictures. You'll find greater permanence and beauty in outdoor snapshots, in flash shots at night.

67 R 108 L—80A Highlander Camera. Sells nationally for \$72.75... you SAVE \$8 at Wards. See Highlander description on opp. page—note, too, the complete outfit price at a Big \$16 Saving. Wt. 3 lbs. \$5 Dn., \$5 Mo... or Cash \$64.75



# Polaroid Print Copier \$2888

• Extra Print in a Minute

Once Again It's 60-Second Action With Polaroid. Make your own economical extra Polaroid prints at home in just one minute. Just plug Copier into any 110-120 volt outlet, attach Polaroid Camera, put picture you want to copy inside, and snap the shutter . . . 60 seconds later you have a perfect duplicate. Built-in light, copy-lens, timer. Ship. wt. 9 lbs.

67 R 177 L—Model 230. For Highlander 80 and 80 A. \$3 Down......Cash \$28.88 67 R 175 L-Model 2401. For 110 and 110A Polaroid Cameras....Cash \$28.88



De Luxe Polaroid Case by Perrin. Rugged "baseball-glove" tanned top-grain cowhide. Analine dyed in rich buck-tan color. Holds camera, with ample room in compartments for accessories. Extra pocket on inside-top flap. Adjustable shoulder strap. Corduroy lining. Lock and key. Size overall 11 x 11 x 51/4 in. Ship. wt. 5 lbs. 67 R 179—For 110A and 150.....\$19.50

67 R 180-For Highlander, Wt. 4 lb... 16.50

Economy Case (not shown). Plywood, covered with tan plastic Tolex. Shoulder strap; center catch. Fits all Polaroid Cameras. 67 R 178-11 x 11 x 5 in. Wt. 4 lbs..... \$8.75

# A Ward SIE



SAVE \$21

SAVE \$12

SAVE \$21 on Polaroid "150" 7-Piece Outfit at Wards . . . . camera alone sells Nationally for \$109.95. Eliminate Focusing and Guesswork with one of the latest Polaroid Cameras. Features: Coupled Rangefinder automatically assures needle-sharp pictures—just turn knob, it focuses for you, also aims viewfinder for close-ups and distance shots. You get exactly what you see in the viewfinder—no heads cut off, no misframing. Famous single-dial setting for shutter and lens. Takes 8 big 3½x4½-in. pictures. Flash gun connects automatically, will accept Comet Electronic Flash (B).

Outfit includes "150" Polaroid Camera, Flash Gun with BC battery, Bounce Flash Bracket, ten No. 5 flash bulbs, two Rolls Pola Pan 200 Film and \$19.50 Perrin Top-grain compartment bag.

67 R 163L-Complete Outfit, Ship, wt. 11 lbs. \$5 down, Cash \$129.79

"150" Camera Only. Nationally advertised at \$109.95 . . save \$12. 67 R 109 L-Ship. wt. 4 lbs. Pay only \$5 Down...... Cash \$97.95



Comet Electronic Flash. Now! You B can take Polaroid flash pictures without ever spending money on batteries or bulbs again. This German imported Comet Electronic Flash fits all new Polaroid Cameras except Highlander.

New, rechargeable dry cell nickel cadium batteries may be re-charged by plugging into AC or DC outlet, using ordinary household appliance cord. Includes extra PC shutter cord. Lightweight—only 2 lbs. Sturdy Gray Plastic case. Power pack fits into pocket or may be suspended on shoulder strap. Flash duration 1/2000 of a second stops almost any action. Size about 53/4x41/4x13/4 inches. Ship. wt. 3 lbs. 67 R 3484 L-\$5 Down.Cash \$49.95

Polaroid Film. Pola Pan 200-Best for Polaroid Print Copier.
Pola Pan 400 is much faster... best for available light shots.

Polarois

C Large Film for all Polaroids except Highlander. Gives eight 31/4 x 41/4-in prints. 67 R 1628-Pola Pan 200. Type 42. Ship. wt. 6 oz. ea. Each \$2.09....3 rolls \$5.94 67 R 1629-Pola Pan 400. Type 44. Ship. wt. 6 oz. each. Each \$2.24....3 rolls \$6.39

Small Film for Polaroid D Highlanders. 8 23/4x31/2-in. pictures per roll. Wt. 4 oz. 67 R 1601-Pola Pan 200; Type 32. Ea. \$1.59....3 for \$4.49

# '8 to '28 on Famous Land Polaroids



SAVE \$16 on Highlander 7-piece Outfit at Wards . . . camera alone sells Nationally for \$72.75. The Highlander is the smallest of the Polaroid Cameras. . . . light, compact and low-priced. On each roll of Pola Pan Film, Type 32 for Highlanders, you save 40c too, on economical small-size film. With Polaroid, there are no complicated adjustments to make, Operation is rapid and simple—a single dial sets both lens opening and shutter speed. The Highlander makes the same sharp, beautiful shots as the more expensive cameras. Takes 8 convenient wallet-size 2½x3½-inch pictures. Built-in synchronization for flash pictures. Finished in two-tone gray.

Wards have arranged for you a complete outfit to go with the Highlander 80A Camera—includes a Flash Gun with B-C Battery good for hundreds of flashes; a Bounce Bracket for flash gun that bounces light off ceiling or walls to create soft, shadowless pictures; two rolls of Pola Pan Film; Ten No. 5 flash bulbs, and a \$16.50 Perrin cowhide compartment case (A) on opposite page. SAVE \$16 on Highlander 7-piece Outfit at Wards .

67 R 164 L-7-Piece Highlander Outfit. Ship. wt. 10 lbs. \$5 Dn., Cash \$93.30 67 R 108 LX-Camera Only. Save \$8 Ship. wt. 3 lbs. \$5 Down.... Cash 64.75 SAVE \$30 on Pathfinder 7-Piece Outfit at Wards.... camera alone sells Nationally for \$169.50. Polaroid Pathfinder is the finest camera in the Polaroid line, with all of the versatility demanded by experienced photographers. The only Polaroid with both "EV" (Exposure Value) and conventional exposure systems. The simple EV system allows you to set both lens and shutter with a single number. Prontor shutter with 9 speeds from 1 to 1/300-sec. plus B. 4-element coated Rodenstock lens with apertures from f/4.7 to f/45. Coupled rangefinder focuses for close-ups or distant shots. Parallax-correcting viewfinder. Built-in self-timer gives you 10 seconds to get into picture. Fully synchronized for flash. Accepts Comet Electronic Flash (B) on opposite page. Takes eight 31/4 x 41/4-in. pictures on a roll.

Pathfinder Outfit Includes: Camera, BC flash with battery that provides hundreds of flashes, bounce bracket, ten No.5 flash bulbs, two rolls Pola Pam film, and De Luxe \$19.50 Perrin compartment case (A) opposite page.

67 R 110 L-Camera Only. Save \$20. Ship. wt. 5 lbs. \$5 Dn., Cash



A B M-25's—easier to carry, more economical.

(A) Walz Flash Gun for All Polaroid Cameras. Automatic bulb ejector. Built-in test light. Exposure Value Guide number dial simplifies exposures. Plastic shield included, for diffused lighting effects. Ship. wt. 8 oz. 67 R 159-Includes 15-volt BC battery......\$7.75

(B) USC Flash Gun for all Polaroid Cameras. Fits on accessory clip of camera. Ship. wt. 8 oz. 67 R 172—221/2-volt battery included......\$3.89

Polaroid B-C Flash for 80A Highlander and 150 Polaroid Cameras. Uses No. 5 and 25 flash bulbs. Complete with BC battery. Wt. 1 lb. 8 oz.

67 R 146—Includes hinged flash shield......\$12.55

Bounce Flash Bracket. Fits 80, 110A and 150. Bounce Flosh Browset, 118 69, 67 R 145—Diffuses light, Ship, wt. 1 lb. . . . . . \$2.79 New Polaroid Postcarders. Send a Postcard to your friends with a Polaroid Picture on it. Easy to use—just press any size Polaroid Print onto face of card which is treated with special instantaneous glue; write message, address reverse side, add 3c stamp and it's ready to mail. 67 R 166—Ship. wt. 8 oz......25 cards for 89c

Capture the Clouds with Filters. Kit includes 3 filters. For all Polaroids except 110A and 110. Eliminates haze. With Leather Case. 67 R 2406—Ship, wt. 6 oz.....\$5.60

G Lens Kit. For all Polaroid Cameras except 110A and 110. Used for making portraits and other close-ups from 6 to 36-in. distant from lens. Includes 3 snap-on lenses. +1, +2, +3; steel measuring tape, and leather case.

67 R 2407—Ship. wt. 8 oz.....Only \$8.60

GE PR-23A Meter Made by GE for Polaroid. GE PR-23A Meter Made by GE for relation.

Fits on the 80A, 110A, 150 and 800. Saves you time and money. All you do is point meter at subject, set shutter and shoot.

67 R 147 L—Ship. wt. 4 oz.....\$14.25

Walz Precision Meter for Polaroids. Reads directly in Polaroid numbers. Leather case. For more complete description, see Pg. 41. 67 R 141-Ship. wt. 4 oz.. Economy price \$7.95

Get into the Picture Yourself. Self-timer gives you 5 to 15 seconds before shutter clicks. Fits Polaroid's 150, 800 and 95B Cameras. 67 R 149—Ship. wt. 6 oz.....Only \$2.95

One Minute Timer. Fits all Polaroids. Signals when 60 seconds have passed. Wt. 8 oz. 67 R 158 ....\$3.94 WARDS 23

# NOW

YOU CAN HAVE ...

# 3-DIMENSION **STEREO**

The Pictures You Look INTO...not AT

You Are There, Realism





PICTURES PICTURES WITH D-E-P-T-H JUST AS YOU PICTURES OF THE ORIGINAL SCENE TOOK THEM

As Easy to Use as Any 35mm Camera

The 35 with the 3-D PLUS



See Slides in Full 3-D ... all the original depth and realism of the scene as you took it . . . (See stereo hand viewers below).



Get Beautiful Color Prints, Too . . . just as from any 35 mm. color slide. Details on "how to order" color prints from Stereo slide, see Page 79.



Project Slides on Any Standard 35 mm. Projector . . with Stereo-Daptor listed below. (Projects sin-gle frame of pair without 3-D effect).



As Easy to Focus as
Any 35 mm . . because lenses are
matched and coupled—a single motion
will set both of them
at the same time at the same time.



Use Standard Low Cost 35 mm. Film . . . 15 scenes in a 20 exposure roll, 28 in a 36 exp. In cardboard ready to view.



# Argus 300 **Projector**

COMPLETE WITH STEREO-ADAPTOR

Shows Stereo Slides and Reg-ular 2x2-in. Slides.

Features manual for regular slides PLUS Stereo-Daptor for showing Stereo slides without 3.D effect, by projecting one side of Stereo pair. Slim, trim, all-metal con-struction—only 5x8x11 in.

Durable, die-cast aluminum body with attractive gray wrinkle finish. Fast 4-in. f/3.3 lens—efficient condensers for extra brilliance. Optical heat filter and motor-driven blower protect slides. Power cord stores neatly inside body within trapdoor. For 110-120 volt AC only. Ship. wt. 8 lbs.

67 R 644 L-\$4 Dn., Cash \$39.95 Storage Case for above. 67 R 648-Wt. 4 lbs.....\$5.75



### Stereo Hand Viewers—Stereo-Dapter for Projection

B & H Deluxe Model Stereo Viewer. Short focal length achromatic lenses to B & H Deluxe Model Stereo viewer. Short recar length conduction increase image size. 2 focusing knobs—focus with either hand. Extra-large eyepieces. Adjust to your eye spacing. Black plastic body.

67 R 353—With batteries, bulb. Wt. 1 lb. Nat. \$17.50...... Now \$12.95

Kodak "Kodaslide" Stereo Viewer II. One of the finest, most convenient stereo viewers we know of. Operates on 110-volt outlet or with batteries (not incl.). Brightness control compensates for under or over-exposure. Color corrected achromatic lenses. Eye spacing, focusing adjust.

67 R 389-8-ft. cord and bulb. Ship. wt. 2 lbs. . . . . . \$2.50 Down, or Cash \$23.95

67 R 388—Kodak Kodaslide I. Similar to above but no AC operation or brightness control. Single element lens. With batteries. Ship. wt. 2 lbs.......\$13.50

Stereo-Dapter. Designed for those who enjoy seeing one-half of a Stereo pair projected on a screen like a 35mm slide (without 3-D effect). Available for almost all 35mm projectors, except those like Sawyer, Adams, Revere, which have built-in (non-removable) magazine-type changer.

67 R 355—State Name and Model of your Projector Ship. wt 4 oz.... Only \$2.98

# **Popular Stereo Cameras**

# Now at 1/2 PRICE





\$2975 Cash

53.00 DOWN

BELL & HOWELL "COLORIST" I Sold Nationally for \$6950



\$4975 Cash

\$5 DOWN

BELL & HOWELL
"COLORIST" II
Sold Nationally
for \$9950

\$4475

\$4.50 DOWN

KODAK STEREO Nationally Advertised Price \$8950

Nothing Compares with 3D Stereo for "you-are-there" realism. Captures fully the beauty of the scene you took . . . in 3 dimensions—not just height and width but in true-to-life D-E-P-T-H, too. The twin pictures through twin lenses, seen through a hand viewer (facing page) are as colorful, bright and real as the day you took them.

Bell & Howell "Colorist" Stereo Cameras for 3-dimension PLUS. Two fine 3-D cameras at Wards amazingly low cost—just half the price they are sold nationally—don't miss this opportunity to own a Stereo camera at so little cost. These are the famous "Colorist" Stereo cameras, simple to operate, produce fine quality pictures. Made in West Germany for TDC division of Bell & Howell—fully guaranteed, serviced by one of the top manufacturers of photographic equipment—Guaranteed by Montgomery Ward, too. 2, matched, coupled f/3.5 Trinar lenses take stereo pictures of identical quality, stop down to f/16. Fully flash synchronized at 1/25 second. Shutter speeds from 1/10 to 1/200 plus Bulb. B & H Flashgun (sold separately below), fits into clip on top of camera—uses No. 5 or 25 bulbs. Automatically counts exposures to prevent double exposures and blanks. A 20-exposure, 35mm roll of color film returned mounted in ready-mounts as 15 Stereo pairs, ready for viewing. Leather covered aluminum body.

(A) Bell & Howell "Colorist" I Stereo Camera. Great "depth-of-field" makes focusing easy. You just estimate distance and set focus yourself—has all the features described above.

67 R 361L—Ship. wt. 2 lbs. Save 50% from Nat. Adv. Price. Only...\$29.75

(B) Bell & Howell "Colorist" II Stereo Camera. Same as "Colorist" I above, but with built-in, coupled rangefinder. No need to estimate distance—when rangefinder is in focus, both lenses are automatically in focus.

67 R 350 L—Ship. wt. 2 lbs. Save 50% from Nat. Adv. Price. Only....\$49.75

67 R 351—Leather Case for Colorist cameras. Ship. wt. 8 oz......... 6.75

A 3-D Camera is as Easy To Use as a 35mm Camera Too... just one focus setting to make, because the twin matched lenses are coupled to work together. Actually focusing is easier than with a standard 35 mm camera because the short focal length of Stereo gives greater depth of sharpness; out-of-focus pictures are rare with a 3-D.

Kodak Stereo Camera for 3-D PLUS. As easy to operate as an old-fashioned box camera. Most adjustments are completely automatic. Built-in selector for correct daylight exposure. Simple pre-set design for Aim-and-Shoot operation. Zonal focusing for box-camera shooting (close-ups to 4 feet)—no focusing is necessary. Fast lever-action film advance cocks shutter and counts exposures—prevents double exposures and blanks to save film. Gives you 15 stereo pairs on regular 20-exposure roll of 35mm film. Matched pair of mechanically coupled f/3.5 lenses, stop down to f/22. Synchro shutter has 4 speeds from 1/25 to 1/200 plus Bulb. Synchronized at 1/25 for all flashbulbs. Brown Kodadur covering, satin aluminum trim. Built-in retainer ring for Kodak Series 5 filters (sold on Page 33). Order Kodak B-C Flashgun separately below.

67 R 385 L—Ship. wt. 2 lbs. Save 50% from Nat. Adv. Price....Now \$44.75

Kodak Leather Eveready Case for Kodak Stereo Camera.

67 R 386—Ship. wt. 8 oz. Nationally Advertised at \$10.25, at Wards..\$6.75

Kodak B-C Flashgun for No. 5 and 25 bulbs. Complete with d-c battery.
67 R 387—Ship. wt. 8 oz. Nationally Adv. at \$11.75; at Wards........\$7.95

## Stereo Photography Manual

Picture It In Stereo is one of the popular books compiled by Kodak to make stereo photography easier for beginners. Helps you see how simple 3-D photography really is—removes the mystery. Written in simple, easy-to-understand terms, with illustrations.

67 R 4815—Ship. wt. 4 oz. . . . . . . . . . Only 32c



Famous Name Brands...



# Stereo Realist 3-D Outfit \$17900 SAVE \$20.75 ON FREE CASE AND FLASH

True-to-Life, Brilliant 3rd-dimension Pictures with Stereo Realist, the 3-D True-to-Life, Brilliant 3rd-aimension Fictures with the control of Camera, famous for excellent service and dependability. Camera has coupled rangefinder that makes focusing easier—when rangefinder is in focus, lens is automatically in focus. Depth-of-field scale built into smooth focusing knob. Centered viewfinder eliminates parallax. Coated anastigmat David White 35 mm lenses focus from 3 ft. to infinity. Stop down to t/22. Shutter has 8 speeds plus B. Synchronized for flash with X-delay for electronic flash. Die-cast aluminum body with black leather covering. You can project 1/2-Stereo slides (without 3-D effect) by using Stereo-Daptor with your 35 mm slide Projector. See Page 27.

SAVE \$20.75 On Stereo Realist Outfit at Wards. Purchase of the Stereo Realist with f/3.5 or f/2.8 lens, entitles you to FREE \$12.25 Realist top-grain leather Case and FREE \$8.50 Realist clip-on Flash Unit. Flash plugs into camera, has 5-in. reflector; takes bayonet-base bulbs; and, comes complete with penlight batteries. Ship. wt. for either outfit, 3 lbs.

67 R 356 LT-Outfit with f/3.5 lens, speeds from 1 to 1/150. \$5 Dn.. Cash \$129.00 67 R 357 LT-Outfit with f/2.8 lens, speeds: 1 to 1/200. \$5 Dn.... Cash 159.00



# SAVE 54.48 on Solida Outfit 54250 AN EASY-TO-CARRY "SECOND" CAMERA

Solida II, Imported from Germany to Save You Money. Small, compact, takes twelve 3½x3½:n. black-and-white or Kodacolor prints, or 2¾x2¾-in. slides on 120 film. Coated Ennagon f/3.5 lens closes to f/22. Prontor SVS shutter; speeds from 1 to 1/300-sec. Synchronized at all speeds for flash and electronic flash. BUILT-IN self-timer. Eye-level viewer.

Take Close-ups to 31/2-ft. from Subject with Short Extension Bellows. Body shutter release and tripod socket. All metal body. Outfit includes camera, Eveready leather Case; Adams folding Flash with B-C battery; 10 Adams No. 5 bulbs; 2 Verichrome pan Film, and a Mailer entitling you to Free developing and printing of 1 roll of film. Outfit purchased separately would cost \$46.98.

### SAVE \$53.14 and \$63.14 on B & H Stereo Outfits

The 35 mm Camera with 3-Dimension Stereo PLUS for the most realistic pictures possible. Features Aim-and-Shoot zone-focusing. You estimate and set focus yourself—Colorist does the rest. Matched f/3.5 Trinar lenses. Flash synchro shutters—speeds from 1/10 to 1/200 plus B. Double-exposure prevention. Leather covered aluminum body. Camera alone sold for \$69.50.

Hand Stereo Viewer Included that increases size of image for better viewing. 2 focusing knobs permit adjustment to suit individual eyesight. Battery illuminated, (batteries included). Sturdy Black Plastic Body.

One Big Outfit at One LOW, LOW Price . . . Complete outfit formerly priced at \$109.50. Wards special price only \$59.50. You save \$53.14. Includes Bell &Howell Colorist I, Top-grain Leather Case, clip-on Flashgun with batteries, DeLuxe B&H Hand Stereo Viewer with batteries, one 20 exp. Kodachrome film, and ten Adams 5-B bulbs. Shipping weight 5 lbs.

Colorist II Stereo Outfit. Save \$63.14. Sold nationally for \$139.50. Just like above but with Colorist Camera II which features built-in coupled rangefinder. When you focus rangefinder, both lenses focus automatically. 67 R 365 L-Colorist II Outfit. Ship. wt. 5 lbs. \$5 Dn., \$5 Mo... Cash \$79.50

### SAVE \$59.09 on Kodak Stereo Outfit

Easy to Operate. All you do is choose setting for ''close-ups,'' ''groups'' and ''scenery.'' No focusing. Locate subject in eye-level viewfinder, and shoot! Position of viewfinder eliminates parallax. Single knob advances cocks shutter and counts exposures; prevents double exposures. Builtin selector for correct daylight exposures. Rugged plastic case, brown Kodadur covering. Matched f/3.5 Kodak Anaston lenses. Focuses from 4 feet. Stops down to t/22. Synchro shutter has 4 speeds from 1/25 to 1/200 plus Bulb. Synchronized at 1/25 for M-25, No. 5 and 25 bulbs. Built-in retaining rings for Kodak Series 5 filters. (Sold on Page 33).

 ${\bf ''Kodaslide''}$  I Stereo Viewer. Color-corrected achromatic lenses. Eye-spacing and focusing adjustments. Battery operated.

Complete Outfit includes Camera, Leather Eveready Case, and Kodak Flasholder with batteries. 20 exp. Kodachrome Film, and ten Adams 5-B bulbs., Kodaslide Stereo Viewer with batteries. Ship. wt. 4 lbs. 8 oz.

67 R 390 L-Complete Kodak Stereo Outfit. \$5 Down, \$5 Mo.... Cash \$69.50

### SAVE \$15.29 on Sawyer's Mark IV Camera Outfit

New Miniature Reflex That Brings You the Full Scope of an f/2.8 Lens. New Miniature Reliex that Brings four the Full Scope of an year Takes 3 kinds of pictures: you get 12 color and black-and-white prints and Superslides on 127 film. Lightweight and compact, the Mark IV has these wonderful features: 60 mm 4-element f/2.8 taking lens; Toko 60 mm 3-element f/2.8 viewing lens, 2.5 power magnifying glass. Double exposure prevention. Shutter speeds from 1 to 1/500-sec. Top window viewing of settings. MXF synchronized for all flash bulbs and electronic flash. Rapid crank film advance. Shutter cocks automatically.

Start Showing Your Slides Right Away with Your New Screen and Projector. New Sawyer Projector assures corner to corner coverage on Superslides. Built-in retaining springs hold slides securely; they can't fall out! Big 4-in. lens. Quiet blower cooling. Focusing knob. Carrying handle and self-cover. For efficient arranging of your slides, 6 extra \$1.39 trays are supplied. Adams Better Glass-Beaded 50 x 50-in. Screen included—sold on Pg. 94 has triangular shaped center tube that extends from bottom to top of screen for greater stability. "White Magic" beaded surface for true color fidelity.

Money-saving Outfit Includes Camera, \$10 Leather Case, Adams B-C Flash Gun for Nos. 5, 25 bulbs, ten 5-B Adams Bulbs, Projector, Screen and 1 roll Ekatachrome Film. Total nat. advertized price \$189.29. You save \$15.29. 67 R 220 Y-Complete Outfit. Ship. wt. 26 lbs. \$5 Dn., \$9 Mo... Cash \$174.00

## SAVE \$21.03 on Polaroid "150" Outfit

Eliminate Focusing and Aiming Guesswork with the Polaroid "150" that Eliminate Focusing and Aiming Guesswork with the Polaroid "150" that features a coupled rangefinder—automatically assures needle-sharp pictures. Just turn the large, smooth-acting knob that not only focuses for you, but also aims the viewfinder for close-ups and distance shots. You get exactly what you see in the viewfinder—no heads cut off, no mis-framing of group or scenic pictures. Famous single-dial setting for shutter and lens. In just one minute, you have beautiful 31/4x41/4-in. pictures. No extra time or money need be spent on developing prints. Once you have paid for the film, you have paid for the whole picture.

Flash Shots Are Easy Too...gun clips right to camera; automatically coupled for flash bulbs or electronic flash. The Comet electronic flash sold on Pg. 23 is an ideal gun for Polaroid—weighs only 2 lbs.

Save \$21.03 on Polaroid Outfit. Total nat. adv. price \$150.82. Includes Flash Gun with battery; Bounce Bracket (bounces light off ceiling and walls for soft, shadowless pictures); 10 No. 5 flash bulbs, 2 rolls Pola Pan Film and top-grain cowhide compartment bag by Perrin, described in detail on Pg. 23. Holds camera and all accessories. Ship. wt. 11 lbs.

67 R 163 LX—Complete Polaroid "150" Outfit. \$5 Dn., \$7 Mo.. Cash \$129.79

# ON THESE MATCHED OUTFITS

Shoot Stereo...Reflex...or Polaroid Pictures







Monthly Payments See Slides at their Best SPECIAL VALUES...CUT PRICES...ALL TAKE

See Green Pages

Midway II

Starlight









Special Value \$1695 With Prestomatic Special Value \$2895 Cash Special Value

\$3895 Cash \$4 DOWN

**Bell & Howell Headliner** 



FREE \$5.40 TRAYS \$5995 Cash Argus
"500"

SAVE
\$5995
Cash
\$5 DOWN

**NEW Sawyer Super 500** 

**NEW Revere 505-S** 



SAVE \$500 \$6450 Cash

**Bell & Howell Explorer 742** 



**Kodak Readymatic 500** 

SAVE \$800 \$6650 \$5 DOWN



FREE \$8.34 TRAYS \$6950 \$5 DOWN



FREE \$9.00 TRAYS \$7995 Cash

# With a Projector

35mm, BANTAM OR SUPERSLIDES

### **Mansfield Starlight**

A 150-Watt Projector for all A 2x2-in. slides—35mm, Bantam and Superslides—at a price that is almost unbelievable for a modern slide projector. An ideal inexpensive projector for the youngster taking his first color slides.

150-watt Lamp provides adequate illumination for slides in darkened room. 4-in. f/3.5 lens gives image to fill 40x40-in. screen. Choose standard manual changer model or Prestomatic changer model, holding up to 36 slides at one loading.

ASA Type BEH 150-watt lamp. For 110–120v. 60 cycle AC only.

Prestomatic Changer. (Shown). 67 R 646—Ship. wt. 5 lbs. \$16.95

Manual Changer. (Not Shown). 67 R 645—Ship. wt. 5 lbs. \$14.95

Carrying Case for either Model. 67 R 647—Ship. wt. 4 lbs. \$4.79

### B & H 300 Watt 7065

D 300-Watt Bell & Howell Projector with six extra Free Deluxe B & H Microfit Trays... you save \$5.40 at Ward's catalog price. Each tray holds 30 slides in cardboard, glass or metal mounts—for a total of 360 stored slides.

Semi-Matic Changer is operated by a "Push-pull" movement of selector arm which advances tray in projector. Tray can be moved forward, or backward to skip or review specific slides. Extra-sharp 4-in. f/3.5 lens. Blower for cool operation—fan turns on automatically when cord is plugged in. Fingertip tilt bar adjusts image on screen. Case holds projector with changer in place, and extra trays.

ASA Type CYC 300-watt lamp. For 110-120 volt, 60 cycle AC. Ship. wt. 16 lbs.

67 R 665 MO—Only \$5 Down, \$5.00 Monthly....Cash \$59.95

### **Kodak Readymatics**

Cover converts unit to compact, easy-to-carry case. Coated 4-in. i/3.5 lens. Efficient blowers keep slides cool during projection. Changer holds 36 slides in cardboard mounts. Push-pull movement changes slides easily, auickly.

(G) Readymatic 500, with ASA Type CZB 500-watt bulb. Sells Nationally for \$74.50. You Save \$8. Ship. wt. 13 lbs.

67 R 625 M—\$5 Dn., Cash \$66.50 Readymatic 300 with ASA Type CYC 300-watt bulb. Sells Nat. for \$64.50. Save \$7. Wt. 13 lbs. 67 R 650 M—\$5 Dn., Cash \$57.50

### **Mansfield Midway II**

Midway II 300-Watt Projector

B for all 2x2-in. slides—35mm,
Bantam and Superslides. You
enjoy magazine convenience
without added magazine cost.
Prestomatic changer holds 36
slides in cardboard readymounts—specially designed to
show slide, then refile it automatically in proper sequence.
Large condensers give cornerto-corner coverage of Superslides. Efficient downdraft cooling system keeps slides cool during projection. Friction drive
lens mount for critical focusing.
Tilt adjustment centers image
on screen. 4-in. f/3.5 lens.

ASA Type CWD 300-wattlamp. For 110-120 volt, 60 cycle, AC only. Ship. wt. 8 lbs.

67 R 624 M-\$3 Dn. Cash \$28.95

Luggage-Type Case for Model II. 67 R 629—Ship. wt. 5 lbs. . \$6.75

## Argus "500" Magazine

E jector. Save \$10 from nationally advertised price. For 35mm, Bantam and Supersiides. Projects α brilliant, sharp image. Exclusive slide editor makes it possible to preview your slides before projecting them. Argus-Airequipt Changer (see Page 31), holds 36 slides in cardboard readymounts.

Coated 4-in. f/3.5 Lens. Oversize triple condensers for uniform brilliance. Powerful blower keeps slides cool. Fingertip elevation adjustment. All-metal construction. Metal case with lift-off top holds projector with changer in place—space for carrying additional trays.

ASA Type DAK 500-watt Lamp and 36-slide magazine. Order extra magazines, Pg. 31. For 110-120 v. 60-cycle AC.

### Sawyer Super 500

NEW-Sawyer Super 500 Projector, with 6 extra Free Easy-Edit Slide Trays...you save \$8.34. For all 2 x 2-in. slides...35mm, Bantam and Superslides. Oversize condensers assure corner-to-corner coverage of Superslides.

Exclusive Easy-Edit Tray holds 36 cardboard or glass-mounted slides. Built-in retaining springs hold slides securely—can't drop out even when tray is inverted. Slides may be removed, changed or inverted while magazine is in projector. Also accepts 49c TDC trays on Pg. 31.

Big 4-in. f/3.5 Lens. Quiet, high efficiency cooling. Built-in leveling and tilting device. Runs forward or reverse. Low-style die-cast metal housing with storage space for cord and extra lamp. Self cover. With ASA Type DAK 500-watt lamp. 110-120 volts AC. Ship. wt. 12 lbs. 67 R 620M-\$5 Dn., Cash \$69.50

### **Adams Projector**

Magazine-Type Projector that projects four times as many unmounted slides as other projectors. Stack up to 150 cardboard mounted 35mm or Bantam slides in magazine. Prewarming chamber minimizes "popping." Coated 5-in. f/4 lens—quiet operation.

Finger-tip Touch on bar projects, changes, restacks slides in original sequence. Two magazines included.

ASA Type CLS 300-watt Lamp. For 110-120 volt, 60cycle AC. Ship. wt. 10 lbs. 67R612L—\$4 Dn.Cash \$38.95

Case for Adams Projector. 67 R 613—Wt. 7 lbs. 8 oz. \$8.50

9-In. Magazine. Wt. 1 lb. 6 oz. 67 R 615.......... 2 for \$2.49

Case for 6 Adams Magazines. 67 R 616—Wt. 5 lbs....\$6.95

### New Revere 505-S

Revere 500-Watt Projector. Save \$5 from Nationally advertised price. For 35mm, Bantam and Superslides. Features new Selector Control for manual or automatic operation. With just a turn of knob you can select any single slide you wish in magazine—index window shows its number—or show slides in regular sequence by merely pressing transport lever down to project, lifting it to cancel and refile slide. Built-in arrow points out highlights Magazine holds 36 slides in readymounts.

Coated 5-in. f/3.5 lens. Special heat filter, condenser and blower system keep your slides cool. Knurled leveling knob for tilt control. Lift off top.

ASA Type CZX 500-watt Lamp. For 110–120 volt, 60 cycle AC only. Ship. wt. 15 lbs. \$5 Down. 67 R 630 M.....Cash \$64.50

### B & H Explorer 742

300-watt. With 4 Extra Trays . . . Saves You \$9. Built-in automatic electricpowered changer shows slides by push-button located on back of projector. To change movement of slides either forward or reverse, press button.

Accepts all 2x2-in. slides: 35mm, Bantam or Superslides. New Micro-40 trays hold 40 slides...each slide positively locked in focus to prevent "popping." Slides may also be removed from magazine or replaced while magazine is in projector...speeds up editing.

Blower Cooled. Focusing and tilt controls located at rear of projector on lighted control panel, right at your fingertips. 4-in. f/3.5 lens. ASA Type DGA 300-watt Lamp. For 110–120 volt, 60-cycle AC. Extra trays, Pg. 31. Ship. wt. 10 lbs. Only \$5 Down.

67 R 635 M.... Cash \$79.95

# Facts to Help You Buy a Slide Projector

SLIDE SIZE. Your projector must fit your slides mechanically and optically—carrier must accept size of your slide mount; optical system must be capable of projecting entire picture area. Most

of our projectors for 2 x 2-in. slides will project 35mm, Bantam and Superslides. They have optical systems designed to fully cover the larger picture area of Superslides. If you take 23/4 x 23/4-in. slides on 120 or 620 film, select a special projector on Pg. 31, designed specifically for these large slides.

WATTAGE. Wards lowest priced projector has a 150-watt bulb. In a darkened room this will give you an image of satisfactory brilliance, even on a 40x40-in. screen. 300-watt projectors are the most popular. All 300-watt projectors

are the most popular. All 300-watt projectors sold by Wards have blowers to dissipate heat from lamp. They have adequate illumination for screens up to 50x50 in. Where extra brilliance is desired—for projection on extra-large screens, in a hall or auditorium, in partially lighted rooms, you will find a 500-watt projector most satisfactory.

CHANGERS. There are two kinds—Manual and Magazine. Manual changers feed one slide at a time into projector—as new slide enters machine, former slide is ejected. Magazine changers hold from 30 to 150 slides, depend-

changers hold from 30 to 150 slides, depending on model—entire magazine is inserted in projector, operation of a single-stroke lever projects slides, then refiles them in original sequence. Remote control projectors afford armchair convenience—load projector, then sit back and simply push button at end of power cord when you want to change a slide. Many projectors have a timer control that plugs into housing—slides change automatically at pre-determined time cycle.

PROJECTION LENSES. Every projector Wards sell has high optical-quality lenses. Most have 4 or 5-in. lenses. The 4-in. is desirable for projection in small

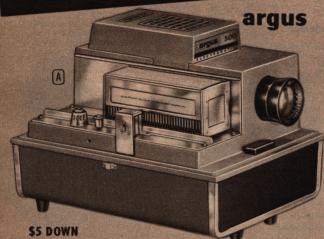
rooms—distance from lens-to-screen is short. A 4-in. lens at 10 ft. will fill a 40x40-in. screen, more than adequate for projection in living room of the average home. A 5-in. lens gives more audience space—you can increase your lens-to-screen distance. A 5-in. lens at 16 ft. will fill a 50x50-in. screen. Larger projectors designed for 234x234-in. slides usually have 6-in. lenses which fill a 50x50-in. screen at 12 ft.

Slides That "Pop" Out Of Focus. When slides are subjected to severe changes in temperature or humidity, they may buckle slightly. This condition is more prevalent in newly processed slides—the tendency to "pop" diminishes as slides age. Most projectors have built-in fans to provide adequate cooling and minimize "popping." Some have special pre-warming chambers which condition slides to projector temperatures.

Square Screens Are Best for Slides. Superslides and  $234 \times 234$ -in. slides have square picture areas. Pictures taken on 35mm and Bantamsize film are rectangular in shape, but may require either vertical or horizontal projection. So, for these slides, too, a square screen is best. If you take movies also, simply roll the square screen back and adjust it to suit the rectangular format required for movies.

# Relax in Your Easy Chair... Enjoy Your Slides with a

REMOTE CONTROL PROJECTOR



Argus Electromatic 500-watt \$9950 With FREE Screen

Gives You Automatic Time-cycle and hemote by Just set the time dial and your slides will be projected at the exact speed you prefer—AUTOMATICALLY—without your touching the projector. If you want to hold a particular slide, just press a

push-button to keep it on the screen longer—tap the button again

and your projector continues to show slides automatically. Or, plug in the 12-ft, remote control cord included, sit back with your guests and project your slides as you wish with the control button on the end of the cord. Either way, no further focusing is necessary-

patented system pre-conditions the slides and prevents them from "popping"—focus remains sharp and clear from start to finish of

Coated, Anastigmat 4-in. f/3.3 Lens. Cool blower operation. All-

metal Airequipt Magazine takes 36 cardboard or metal-mounted

35mm, Bantam and Superslides (order extra magazines from opposite page). New, smartly styled all-metal construction with attrac-

tive two-tone vinyl covering. Fingertip tilting lock for centering image on screen. ASA type DAK 500-watt lamp.

Complete with scuff-proof carrying case and FREE 50x50-in. Adams Better glass-beaded screen (sells for \$17.95 on Page 94).

67 R 637 YB-Ship. wt. 28 lbs. \$5 Down, \$5 Monthly. Cash \$99.50

\$5 DOWN

show . . . the ultimate in viewing enjoyment.

Gives You Automatic Time-cycle and Remote Control Operation.

Just a Touch of a Button operates projector . . . You sit back and enjoy the show, with full control at your finger tips

> FOR TERMS SEE PAGE 52

# FREE SCREEN

SAVES YOU 17.95, 123.95



With Projectors (A) and (C) you get a FREE 50 x 50-in. Adams Better Screen . . . sells for \$17.95 on Pg. 94. With Projectors (B), (D), (E), you get a FREE 50 x 50-in. Adams Best Screen . . . sells for \$23.95 on Pg. 94.

For Detailed Description of push-button ease and glassbeaded surface, see Pg. 94.

### All Projectors Below Operate . . .

- (1) Automatically timer changes slides at pre-set intervals.
- (2) By push-button on housing.
- (3) By Remote Control cord.

Bell & Howell



## B & H Explorer 754 Y \$17995 FREE

500-watt Projector with Bell and Howell's ex-B clusive f/3.5 Filmovara ZOOM lens that adjusts from 3½ to 4½-in, focal length to fill 50x50-in. in. screen from 11 to 14-ft. projector-to-screen distance. Also includes unique 4-way 8-ft. remote control cord, which holds . . . reverses . . . advances . . . or projects dot of light (Point-a-Ray) to pinpoint highlights on screen. Or, use built-in automatic timer and set it for 5 to 60-second interval; sit back and enjoy the show.

B & H Micro-mounts lock each slide in focus eliminates "popping." Micro-40 tray included. Takes 40 cardboard-mounted 35mm, Bantam or Superslides. (Order additional trays on opposite page.) Blower cooling. New streamlined design ... completely self-contained unit. Handle drops down, supports projector. Lighted control panel. Steel construction, vinyl covering.
With DAK 500-watt lamp and FREE Adams

Best 50x50-in. \$23.95 screen sold on Page 94. 67 R 636 YB-Wt. 36 lbs. \$5 Down, Cash \$179.95

Kodak With FREE

## Kodak Cavalcade 520 \$ 2450

500-watt Illumination, for 35mm, Bantam and Superslides. Built-in timer can be set for 4, 8 or 16-sec. intervals. Push-button control lets you hold, reverse, or skip slides. For remote control order cord extra below. Pre-warming prevents "popping." Ejector lets you rearrange slides while tray is in projector. Built-in pointer. Magazine holds 40 cardboard-mounted slides. Blower cooled. 5-in. f/3.5 Ektanar lens. Plywood case, leather-like covering.

With ASA type DFR bulb, FREE \$17.95 Screen. 67R626YB-Ship. wt. 22 lbs. \$5 Dn., Cash \$124.50 67 R 627-12-ft. Remote Control Cord for Cavalcade 520. Ship. wt. 8 oz.....\$3.79



## Argus President \$14995

500-watt Push Button Power-elevation raises or D lowers image on screen. Built-in control increases light for under-exposed slides; decreases, for over-exposures. Operates automatically by time-interval, or by remote control with 15-ft. cord included. May also be operated manually, or with push-button which moves tray backward or forward. Window lets you preview slide before projection. Tray included, holds 36 cardboard, glass or metal-mounted slides . . . 35mm, Bantam or Superslides; intermixed, if you wish. (Order extra trays on opp. pg.) 5-in. f/3.3 lens. Blower cooled. ASA type DAK 500-w. bulb, FREE \$23.95 screen.

67 R 641 YB-Ship. wt. 36 lbs. \$5 Dn., Cash \$149.95



## De Luxe Revere 888-D \$15950

500-watt for 35mm, Bantam, Superslides. Two condenser system: (1) Regular condensers for max. illumination of 35mm and Bantam, (2) Extra condenser for corner-to-corner coverage of Superslides. Operates automatically at timed intervals, by push-button, or with remote control cord sold extra below. Special slot for showing stereo slides (without 3-D). Built-in pointer. Pre-warming chamber prevents "popping." 7 trays, each holds 36 slides in glass or cardboard mounts. 5-in. 1/3.5 lens. ASA type CZX 500-w. bulb, FREE \$23.95 Screen.

67 R 631YB-Ship. wt. 34 lbs. \$5 Dn., Cash \$159.50 67 R 632-15-ft. Remote Control Cord for Revere 

# Popularly Priced Projectors FOR $2^3/4 \times 2^3/4$ -in. SLIDES





Picture at Right shows how slides are inserted in carrier a handful at a time. Automatically re-filed in their original sequence.

\$5 DOWN



**Nationally Advertised** gt \$44.50

New Realist "620-Deluxe" 300-watt Projector. Handsome, low-silhouette case. Designed specially for projecting 2½x2½-in. slides taken with reflex, box and folding cameras . . . and for projecting ½-Stereo slides (without 3-D effect) with Realist Stereo Unit sold separately below.

5-inch f/3.5 lens. Blower keeps slides cool. Built-in slide file with sliding cover, on top of case for storing both size slides. Manual changer—push-pull movement delivers slide, automatically ejecting former slide. Center front knob for elevation. New ASA type CRA 300 watt bulb. 67 R 602M-Ship. wt. 9 lbs. \$4 Down, \$5 a Mo. . . Cash \$39.50

Realist Stereo Unit. Projects one side of a Stereo pair (without 3-D effect). Incl. carrier, extra lens for larger screen image. 67 R 603—Ship. wt. 8 oz.....\$4.79

Bell & Howell Headliner 708 Duo 300-watt Projector. Designed to project 23/4-in. slides with full corner-to-corner illumination. Also projects 2 x 2-in. slides: 35mm, Bantam and Superslides. Combination manual changer accepts all sizes . . . no need to switch changers for different size slides. 5-in. 1/4 lens. Efficient blower cooling. Simple helical mount focusing. Handy push-button high. Die-cast aluminum construction. Light-weight, easy to carry. Complete with FREE \$5.95 lift-off top, vinyl carrying case, and ASA type CYC 300-watt bulb.

FREE \$5.95

Lift-Off Case

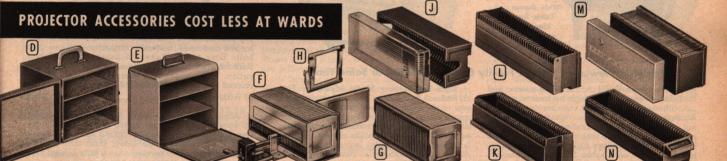
67 R 608 M-Wt. 10 lbs. \$5 Dn... Cash \$49.95

Brumberger 500-watt Magazine Projector.
Magazine convenience without magazine cost. For 234 x 234-in. slides. Simply insert handful of slides—25 metal mounts, or 75 nandful of slides—25 metal mounts, or 75 cardboard mounts in tray. Push-pull action delivers slide; as new slide is inserted, previous slide is withdrawn. For projecting 2 x 2-in. or Stereo slides (without 3-D effect) order special carriers below. 5-in. f/3.5 lens. Blower cooled. Complete with slide changer and 500-watt ASA type DAK bulb.

67 R 639 MT-Wt. 16 lbs. \$5 Dn., Cash \$69.95

Brumberger 300-watt Projector. (Not shown). Same construction as above, but with ASA type CLX 300-watt bulb. Ship. wt. 16 lbs. 67 R 652 MT-Pay only \$5 Dn... Cash \$59.95 67 R 653 T—Case for Brumberger 300 and 500-watt Projectors above. Wt. 8 oz......\$11.95

Manual Sliding Changers, Wt. 12 oz. 67 R 642 T—For 2 x 2-in. slides. ..... \$3.45 67 R 643 T—For 1/2-Stereo slides..... 3.45



 $\boxed{\mathbb{D}}$   $\boxed{\mathbb{E}}$  Magazine Storage Cases above serve two purposes . . . keep slides free of dust. Most convenient method for transporting slides for showing at camera clubs, etc.

(D) B & M Magazine Case. Luggage type—for any slide magazine. Plywood with Textron (plastic) covering. 67 R 3433—Holds 12 trays. Ship. wt. 5 lbs......\$4.95 67 R 3434—Holds 24 trays. Ship. wt. 6 lbs.................... 7.95

(E) Brumberger Slide Magazine Storage Cases. All-steel construction, platinum gray hammertone finish. Dust and moisture protection. Index card for quick selection.

67 R 3458—Holds 12 Airequipt or Argus Magazines. zines. Ship. wt. each, 7 lbs......\$6.45

Airequipt Slide Changer. For 35mm, Bantam and Super-slides in cardboard mounts. Holds 36 slides. Push-pull action of lever delivers new slide, re-files previous slide. Fits almost any manual 2x2 projector including AO, B & H, Brumberger, Golde, Kodak, Mansfield, Viewlex, and TDC. For Argus III, order below. Ship. wt. 1 lb. 8 oz. 67 R 3470—State Make and Model of Projector.....\$14.45

Airequipt Changer for Argus III Projector. 67 R 3469—Ship. wt. 1 lb. 8 oz.....\$14.45 G Airequipt Magazines. For Airequipt, Argus, and Kodak Signet Magazine changers. Holds 36 slides in cardboard readymounts or Fixed-Focus Mounts. With cover. 67 R 3471—Ship. wt. 8 oz.....\$1.95

Airequipt Slide Editor. For quick projection H of single slides in standard automatic changer. Fits every projector with an Airequipt or Argus changer. 67 R 3472—Ship. wt. 4 oz..................95c

B & H Micro-Fit Selectray. For Bell & Howell Selectron changer. Holds 30 card-board or glass mounted slides. Gray plastic. 67 R 3462—Ship. wt. 6 dz......95c

Economy B & H Type Plastic Tray. Fits TDC, Sawyer 500 and B & H changers (except Explorer). Holds 30 slides, cardboard or glassmounted. Includes cover, numbered index. 67 R 3461—Ship. wt. 6 oz..... Each 49c

Kodak Cavalcade Magazine. Fits all Cavalcade projectors. Numbered slots. Holds 40 slides in cardboard mounts. 67 R 3456—Ship. wt. 12 oz. . . . . . 2 for \$4.39

Sawyer 40 Slide Tray. For Sawyer Super 500 projector. Holds 40 cardboard or glass mounted slides in numbered slots. Hinged cover allows you to edit slides while magazine is in projector. Plastic construction. 67 R 3453—Ship. wt. 6 oz.....\$1.39

Bell & Howell Micro-40 Plastic Slide Tray. M For B & H Explorer projectors. Slides fit into protective Micro-mounts which actually lock each slide in focus—positive "popping" prevention, you focus only once for entire showing. Each tray takes 40 Micro-mounted 2x2-in. slides. Index numbers engraved on side of each slot for quick identification. 67 R 3457—Ship. wt. 10 oz.....\$2.25

Revere Slide Trays. For Revere projectors. Each holds 36 cardboard or glass mounted slides. Made of sturdy plastic. Slots numbered for easy slide identification.

67 R 3452—Ship. wt. 12 oz. . . . Set of two \$2.79

Argus President Slide Trays (Not shown). Trays hold 36 cardboard, glass or metal mounts. 67 R 3432—Ship. wt. 6 oz..... Each \$1.89

# Viewers for 35mm., Bantam, Superslides



ONLY \$779

- Large-Screen Viewing
- · Compact and Lightweight
- Battery Illuminated

Enjoy Brilliant Viewing of all 2x2-in., A 35 mm., Bantam and Superslides.
Will accept all type mounts—paper, will accept all type mounts—paper, metal, plastic, glass. Just insert slide, push down and Viewer lights. New Pana-View II is illuminated by flash-light batteries (included). Exclusive slide springs keep slide in proper focus, prevents it from falling out accidentally. Smart, hand-fitting design in sturdy gray Plastic. Ship. wt. 8 oz.

67 R 3300.....Only \$2.79



## Folding Viewers—Carry One With You

Imperial Folding Pocket Viewer. For 35 mm., Bantam Imperial Folding Focket viewer. 1 of our line of the and Superslides. Simply hold viewer up to light source and your slide will show clear and bright. Handy to have for on-the-spot viewing. Plastic body. 67 R 3308—Ship. wt. 4 oz......Only 79c

Pana-Vue III Folding Pocket-Size Viewer. Same large Pana-Vue III folding Pocket-size Viewer. Sallie large Clens used in bigger viewers. Folds so you can carry it in your pocket. Just hold it up to light and your slides show in full brilliant color. Its excellent lens gives bright, sharp image with no cut corners. For 35 mm., Bantam, and Superslides. Plastic.

67 R 3339—Ship. wt. 8 oz.....



### Tabletop Viewers . . . Entire Family Can Enjoy Slides at Same Time

Sawyer Pana-Vue I . . . A Hand-viewer and Table-viewer in Onel Stands by itself on a table ... affords single-handed viewing at all times. Accepts all 2 x 2-in. slides. Pictures loom up in full, all-over brilliance on 2x3-in. screen. Batteryoperated . . . lights up with slight finger pressure on slide. Unique design fits hand comfortably— stands by itself on a table. Sturdily constructed, quality assured by Sawyer. Batteries incl.

67 R 3338—Ship. wt. 1 lb......Only \$5.79

© Opta-Vue Battery Model Magnifies Your Slides 9 Times. Built on stand that permits you to tilt viewer at best angle for large or small groups. For 35 mm., Bantam and Super-slides. Complete with batteries and handy carrying case which holds viewer, 2 spare batteries, a spare bulb, leaves room for 100 slides. New Opthalene plastic. Sky-blue. Noiseless. Wipe clean with damp cloth.

67 R 3320-Ship. wt. 1 lb. 12 oz......\$8.79



Sawyer Bi-Lens "35" assures less eye strain—and you'll get thrilling new viewing pleasure from seeing your slides as you first saw the view. Illuminated by self-contained batteries. Fingertip pressure lights by sen-contained batteries. Fingerty pressure lights bulb. Easy to use. Takes all 2x2-in. slides: 35 mm., Bantam, and new Superslides. No color blur or distortion. Lightweight and compact. Sturdy, maroon-colored Plastic body. Complete with batteries.

Argus Pre-viewer for small group, around-the-table viewing. Shows your slides with maximum brilliance on a 2x3-in., battery-lighted screen. Takes 35 mm., Bantam and Superslides. Bulb and batteries included. Slides can be viewed in a fully lighted room. Attractive green plastic case with handle.

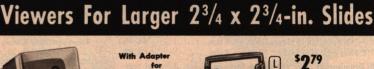


Opta-Viewer. Big 201/4-sq. H in. screen. Rheostat controls light density. With adapter for 35mm and Superslides. UL approved. 110-120 v. AC. 67 R 3301-Wt. 4 lbs... \$16.75

(H) and (J) Electrically

Brumberger Table Viewer for all 2x2-in. and 23/4x 23/4-in. slides. You see image through large magnifying lens. View slides in full color even in lighted room. Metal. With 7½-watt bulb.

67 R 3420-Wt. 2 lbs. \$4.98





Mico Duo-Viewer. Battery-lighted wide-screen viewer. Designed especially for 23/4x23/4-in. reflex slides but will also take 35 mm., Bantam and Superslides with special adapter provided. Magnifying front for larger images, better viewing. 2x2-in. screen. To use just insert slide, press light button and view slide. Gray lightweight plastic housing with wire tilt-control. Batteries included. 



Ansco Folding Viewer. Takes 23/4x 23/4-in. reflex size slides. Front and back fold toward center to form compact, easy-to-carry pocket viewer. Handy when selecting slides for mounting. Just insert slide and hold up to light. Built-in magnifier enlarges image.

67 R 3321—Ship. wt. 4 oz......\$2.79

# Advance from Amateur to Pro-With Filters

## YOU'LL ENJOY PERFECT RESULTS THE FIRST TIME YOU TRY . . . INSTRUCTIONS WITH EVERY FILTER

#### First, Get an Adapter Ring

First step toward successful use of filters is to get an Adapter Ring (1) below, which is a receptacle for holding accessory lenses. Each Adapter Ring separates into two parts . . . lens adapter (fits on camera lens) and retaining ring (holds filter, sunshade, etc.) The unit is then attached to the camera lens. Other accessory lenses may then be added, by the use of Step-up rings and Retaining rings. See "assembly line" pictured below. Order from Table below.

To determine the Series (or size) adapter ring you need for your camera, measure diameter of your lens, from edge to edge of outer rim that surrounds the lens on your camera (see picture below). For instance, if measurement on your camera is 1 inch, you know (by referring to sizes listed below) that you need a Series 5 Slip-on Adapter. If exact size for your camera is not listed here, order next size larger... prongs can be adjusted to fit.

If you are ordering a new camera, order Adapter Ring and filters at the same time . . . correct size is given along with the description of the camera.

If your camera is sold in this Camera Book, you will usually find correct adapter ring Series Number given with the description of the camera.

The Series Number of your Adapter Ring determines the size of all other lens accessories you use. If you order  $\alpha$  Series 5 Adapter Ring, order Series 5 Filters, Portra Lens, Lens Hoods, etc.

### Series 4 Adapter Rings

Screw-In Type. Seven sizes: No. 41, 42, 43, 44, 45, 46 and 47. State size when ordering.

Slip-On Type. Two sizes: 5% in. and 11/16 in. 67 R 2381—Ship. wt. 2 oz. State size....Each \$1.39

### Series 5 Adapter Rings

Screw-In Type. Available in four sizes: No. 522, No. 53, No. 54 (Bayonet) and No. 55, 56, 57. State size.

Slip-On Type. Seven sizes: 3/4 in.; 7/8 in.; 15/16 in.; 1 in.; 11/16 in.; 11/16 in.; 11/16 in. and 13/16 in.

67 R 2200-Ship. wt. 2 oz. State size....Each \$1.59

### Series 6 Adapter Rings

Screw-In Type. Available in five sizes: No. 626, No. 629, No. 61, No. 62, No. 63 and No. 65. State size.

Slip-On Type. Nine sizes: 1½ in.; 15/16 in.; 1½ in.; 113/32 in.; 115/32 in.; 11½ in.; 19/16 in.; 1½ in. and 121/32 in. State Size when ordering.
67 R 2201—Ship. wt. 2 oz. State Size...Each \$1.79

### Series 7 Adapter Rings

### Free Case With Series 4, 5 and 6 Filters

A Ward Extra—get a "see-through" plastic case with all Series 4, 5 and 6 Filters. Ends interlock to form a single dust-proof storage unit.



### Six Filters for Color Film—Order from Table Below

No. 81 and 82A Light Balancing Filters. Transparencies and color movies of snow scenes, beach scenes or shadowy areas often appear to be too blue. To correct this, a pale yellow filter, Order No. 81, will eliminate the excess blue. Pictures taken in early morning or late afternoon are frequently reddish or too yellow. To correct, use pale blue filter, Order No. 82A, which will eliminate excess "warm" tones.

No. 85 and 85C Filters for Using Indoor Film, Outdoors. Many photographers use indoor color film exclusively, so they are always prepared for either indoor or outdoor shooting. By using a filter, indoor film can be used outdoors. For Indoor Kodachrome movie film, Order No. 85. For 35mm., 828, or roll film flash-type (indoor) Ektachrome, Kodachrome or Anscochrome; Order No. 85C.

80C Filters for Using Outdoor-type Color Film Indoors. With clear flash lamps.

Skylight Filters No. 1A are used to minimize bluish lights usually present when you are shooting pictures in open shade under a clear, blue sky; when shooting through overcast or in hazy atmosphere; for distant mountain or marine views; for sunlit snow scenes, or for aerial shots. Order No. 1A.

### Four Filters for Black and White Film—Order from Table Below

The use of filters usually increases length of exposure, depending on film and filter you are using. The instruction sheet enclosed with every piece of film gives the filter factor for that particular film. If filter factor is 2X, this simply means that the exposure should be twice as long; i.e. if you are using a 1/50-sec. exposure at f/11, you would either increase exposure to 1/25-sec., or change the f/81 to f/81.

K2 Filters (light yellow) are the most popular of all filters. Used for natural rendition of clouds in blue sky; for snow or beach scenes when sun is bright and sky clear blue; for water scenes and foliage. Use with panchromatic or orthochromatic film. Wards black-and-white film is all panchromatic.

G Filters (orange-yellow)—another popular choice—they serve the same purpose as K2 above, but to a greater degree. Use with either panchromatic or orthochromatic film.

A Filters (red) produce over-exaggerated contrast—whites appear whiter; dark areas, darker. Provides endless possibilities for dramatic shots. For panchromatic film only.

X1 Filters (green) are useful when making shots of trees, fields and flowers, to help separate scenery from sky, and emphasize detail of flower and leaf structure. Also produces beautiful skin tones when making outdoor portraits. Used with panchromatic film.

Note: All of the Black-and-White Film Sold in Wards Camera Catalog is Panchromatic Film.

### Other Lens Accessories—Order from Table Below

Step-Up Rings. If you have two cameras, and they have different lens diameters, you can buy an Adapter Ring for the smaller lens, and by using a Step-up Ring, you can use the same filters, portra lens, etc. for both cameras. If you have any questions write Bob Adams; Page 54.

Portra Lenses—Open up an Exciting New Field of Photography—Portra Lenses are used to take close-ups of people, flowers and other objects where detail is desired. Most commonplace objects become a challenge—an autumn leaf, a butterfly, or a rose. You will never run out of ideas for subject matter, once you have become familiar with your portrait lens. Addition of lens requires no change in exposure. Available in Series 5 and 6 only. If your camera is Series 4, use a Step-up ring for Series 5 accessories.

1+ lens focuses as close as 21 in.—excellent for all around work. 2+ lens focuses to 13 in.—better for close work. 3+ lens focuses as close as 10 in.... best for copying or extreme close-ups. Order same series lenses as your Adapter Ring. See table of accessories below for prices.

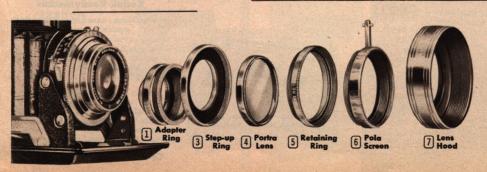
Retaining Rings. Used when you want to use two filters at once; or a filter and a portra lens simultaneously. Available in Series 4 and 5 only. Order from Table below.

Pola Screens cut down reflections and glare. Used when shooting at right angles to sun or other source of light. Indicator handle which projects from rim of Pola Screen must point in direction of sun or light source. Particularly desirable when shooting glass, objects under water, store windows, or any other non-metallic surface. In addition, Pola Screen offers the only way to achieve dark-sky effects in color photography; ordinary blue skies become a rich marine-blue.

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 abrasion.

Lens Accessories-Ship, wt. each 2 oz. When ordering filters, State Filter No.

ATTACHMENT	SERIES 4		SERIES 5		SERIES 6		Series 7	
	Catalog No.	Price						
Filters No. 81 or 82A			67 R 2207	\$4.39	67 R 2208	\$4.79		
Filters No. 85, 85C, 80C, 1A, K2, G, A, X1	67 R 2382	\$2.10	67 R 2205	2.39	67 R 2206	2.79	67 R 2224T	\$4.97
Step-Up Ring	67 R 2400	1.79	67 R 2202	1.79				
Retaining Rings	67 R 2384	89c	67 R 2251	89c	67 R 2252	1.10	67 R 2253T	1.79
Lens Hood	67 R 2383	1.59	67 R 2203	1.79	67 R 2204	2.39	67 R 2213T	4.79
Portra Lens 1+			67 R 2241	2.79	67 R 2244	3.59		
Portra Lens 2+			67 R 2242	2.79	67 R 2245	3.59		
Portra Lens 3+			67 R 2243	2.79	67 R 2246	3.59		
Pola-Screen	67 R 2385	7.29	67 R 2247	7.69	67 R 2248	8.69	67 R 2249T	12.6





HOW TO MEASURE

# Damaged Slides Can Never Be Replaced

## PROTECT THEM FROM FINGERPRINTS AND SCRATCHES



21/4 x 21/4 TRANSPARENCY. 2¾ x 2¾ in. over-all, Use C. E. G. J or M



SUPERSLIDE TRANSPAR ENCY. 2 x 2 in. overall. Use C or D



BANTAM TRANSPARENCY. (828 film). 2 x 2 in. overall. Use C. D or J



35 mm. TRANSPARENCY. A. B. C. D. E. F. H or J



### "Kwik-Klik" Binders

For 35mm slides. Time-saving A aluminum mounts. Simply place glass in recessed well, add unmounted transparency, second piece of glass; then press self-locking aluminum frame over entire group for permanent mount. Shipping weights: 10 oz.: 3 lbs.

67 R 3336-20-slide Kit......\$1.19 67 R 3337—100-slide Kit..... 5.95



### **Emde Slide Mounts**

Readymount Binders. For 35mm or Bantam slides, in Kodak or Technicolor cardboard Readymounts. One-piece aluminum frame, ultra-thin micro glass. Simply insert transparency between glass-cardboard mount and all. Slide entire unit easily into aluminum frame, and close open end. Ship. wts.: Pkg. of 20, 10 oz. . . . Pkg. of 100, 3 lbs.

67 R 3394—For 20 slides......\$1.75 67 R 3325—For 100 slides..... 7.45

Emde Superslide Binders. For Super slides mounted in ready mounts and 35 mm. Ansco Readymounts.

67 R 3390—Wt. 10 oz....20 for \$1.75 67 R 3391—Wt. 3 lbs....100 for 7.45



67 R 3392—Wt. 10 oz....20 for \$1.75 67 R 3393-Wt. 3 lbs....100 for 7.45

Emde 23/4x23/4-in. Slide Binders. For 120 and 620 film from roll film cameras. Insert transparency in aluminum foil mask; pre-cut slots lock film in position. Place glass on each side, ert in aluminum frame.

67 R 3389—Wt. 1 lb.....25 for \$3.29 67 R 3335-Wt. 5 lbs. 8 oz. 50 for 5.97





67 R 3342-Wt. 12 oz....36 for \$3.49 67 R 3343-Wt. 2 lbs....100 for 7.95



### **Readymount Protectors**



For 35 mm., 828 (Bantam), Super-© slides, 23/4x23/4-in. roll slides. Sleeves are open at each end. Just squeeze sides of sleeve gently, and insert transparency. Transparent, invisible; has no effect on your viewing pleasure. Will last indefinitely. Clean with Kodak Film Cleaner, sold on Page 100. Ship. wts.: 2-in. size 8 oz.; 21/4-in. size 12 oz.

67 R 3397—2 x 2 in....100 for \$2.19 67 R 3398-23/4x23/4 in.. 100 for 2.98



# May be re-used; easy to open



### **Light Plastic Binders**

F G For 35 mm. and 21/4 x 21/4-in. slides. Frames made of smooth, lightweight, noiseless plastic, which contains Film-Gard, a chemical that protects films against moisture. Extra-thin glass is pre-washed, for a speedier, time-saving operation. Slight pressure locks film in mount.

(H) 35 mm. size. 2 x 2 in. overall. 67 R 3384—Wt. 8 cz....20 for \$1.69 67 R 3385-Wt. 21/2 lbs. 100 for 7.79

(J) 23/4 x 23/4-in. (120 or 620 film). 67 R 3386—Wt. 12 oz....12 for \$1.69 67 R 3387-Wt. 2 lb. 12 oz. 48 for 6.49

### **Kodak Readymounts**

For 35mm. unmounted slides. Fastest, easiest, most economical mounts available for 35 mm. slides. Simply pull out guide, seal edge with warm iron. Paper guide included, for easier insertion of film.

67 R 3395-Wt. 6 oz....50 for \$2.10

### BUY ON TERMS

Pay Only 10% Down on \$20 to \$50 Orders . . . then pay the balance monthly. See Page 52 for details of Wards Convenient Credit Terms.

Camera Need Repairs? See Pg. 56.



Slide Masks. Heat-deflecting paper. Corner slots pre-cut to hold film in place. Write data on mask. Glass, tape below.
67 R 3307—35 mm. Size. From 35 mm. film. Wt. 2 oz.......50 for 49c
67 R 3368—Bantam Size. From 828 film. Wt. 2 oz........50 for 49c 

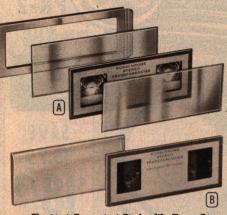
Glass for Slides. Optically clear. Order 100 pieces for 50 slides. 67 R 3306-2x2-in. for 35 mm., Bantam. Wt. 1 lb. 6 oz. 100 for \$1.29 67 R 3355—234 x 234-in. Size. For 21/4 x 21/4-in. transparencies. Ship.

Kodak Slide Mounting Tape. Tough, black, silky cloth tape. Never becomes sticky along edge. Unaffected by climate. 67 R 3314—10 yds. x 3/8 inches. Ship. wt. . . . 2 rolls for \$1.39

34 WARDS

# **Emde Stereo Binders**

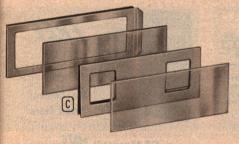
FOR READYMOUNTS



The Most Convenient Binder We Know Ot tor cardboard mounted stereos. Simple to use—just place readymount between special pre-washed glass, slip mount and glass into aluminum frame and close. For hand viewers and Stereo Daptor projection. If you want to project ½ stereo slides on a screen (without 3-D) order Argus projector or special Stereo Daptor for your present slide projector, listed on Page 24. Shipped to you complete with glass and aluminum frames. 67 R 3632—Wt. 1 lb... Package of 20... \$2.95 67 R 3602 T—Wt. 4 lbs. Package of 100... 11.95

Handy Stereo Protector Sleeves. Protect slides mounted in cardboard stereo readymounts Clear Plastic sleeve slips easily over readymount. Sleeves protect your slides against fingerprints and dust while viewing.

67 R 3633—Ship. wt. 10 oz... Box of 100...\$2.98



### **Emde Sets for Unmounted Stereo Frames**

For Advanced Stereo fans. Save \$1.00 per 15-exposure roll by having your processed color film returned unmounted. Cut accurately with film cutter (see D below), and mount for permanent protection in these binders.

Assures required accuracy of slide alignment for perfectly registered 3-D projection. Simply slip transparencies into mask under locking slots. Then, place between pre-washed glass, fit into frame, and fold over end. Normal Mounts have windows placed for shots where the subject is 7 ft, or more away. Medium Mounts are for subjects that are 4 to 20 ft. away. Closeup Mounts are for subjects up to 7 ft. from camera.

Set includes everything you need. Aluminum frames, Glass and Aluminum masks, and labels. 67R3603-Normal Mts. Wt. 1 lb. 4 oz. 20 for \$2.97 67R3604 T-Normal Mts. Wt. 6 lbs. 100 for 13.95 67R3605 T-Medium Mts. Wt. 1 lb. 4 oz. 20 for 2.97 67R3607 T-Close-up Mts. Wt. 1 lb. 4 oz. 20 for 2.97

# STEREO Cutting Kit \$795





"Group-Divided" File for 2 x 2-in. Slides. Movable dividers (18 included) let you file slides in subject groups or by rolls. Capacity: holds 600 cardboard mounts or 300 glass or metal-mounted slides. Steel, both-type handle. All metal welded construction. Wt. 2 lbs. 4 oz. 67 R 3326—Overall size 14½x7½x2½-in. \$1.79

Metal File for Stereo Slides (not pictured). Same construction as (E). Holds 300 unmounted or 150 mounted slides in groups like (E).

67 R 3329—Ship. wt. 2 lbs. 4 oz......\$1.79

Individually Slotted Metal File for 2 x 2-in. Slides (not pictured). Same as (E) above, with a separate slot for each slide. Holds 300 mounted or 150 glass or metal mounts.

67 R 3327—Ship. wt. 2 lbs. 4 oz.......\$1.79

Metal File for 23/x23/4-in. Slides taken on 120 or 620 film. Holds 440 unmounted or 200 glass-mounted slides. Individual slots.

67 R 3328—Ship. wt. 3 lbs. 8 oz..........\$3.29



F Ready File. Holds 200 cardboard mounted, or 100 Stereoslides. Fits inside many projector cases. Made of

jector cases. Made of polystyrene plastic... lightweight, washable, durable. Very compact, and easy to carry. Removable divider cards permit filing by rolls or groups. 9½ x 2½ x 2½ in. overall.

67 R 3447—Ship. wt. 6 oz.....\$2.09

Kodaslide Compartment File. For 35 mm, Bantam or Superslides. Rugged metal case. 12 unbreakable plastic compartments can be tipped up and out individually, or in groups, to empty contents of file. Each compartment holds a complete roll of film—20 slides. Holds 240 cardboard mounts, or 96 glassmounted slides. Index in cover.

67 R 3404—7x5x21/4 in. Wt. 1 lb. 8 oz....\$3.99

Luggage Type File. For 35 mm, Bandam, Stereo and Superslides. Plywood construction with plasticized fabric cover. Luggage-type snaps keep cover securely closed. Brass hardware, rubber feet. Plastic drawers; dividers form compartments for groups of slides. Each drawer holds 500 card-board-mounted 35 mm, Bantam or Superslides; 1/2 as many Stereo; 1/3 as many mounted slides.

(H) 3-Drawer File. Holds 1500 slides. 67 R 3426—Ship. wt. 5 lbs.......\$8.75

(J) 4-Drawer File. Holds 2000 slides. 67 R 3427—Ship. wt. 6 lbs......\$10.50

6-Drawer (Not shown.) Holds 3000 slides. 67 R 3424—Ship. wt. 8 lbs............\$13.50

NOTE. Capacities stated are for  $2 \times 2$ -in. unmounted slides. Files will hold  $\frac{1}{2}$  as many Stereo;  $\frac{1}{2}$  as many mounted slides.



# UNBREAKABLE PLASTIC SLIDE FILES

Handsome, Practical Cases made of new opthacial lene Plastic which contains Film-Gard, a chemical discovery that protects films against moisture. Unbreakable, washable, smooth and scratch-proof. Guaranteed for lifetime of case, against deterioration of material from which it is made, or hinge failure! 12 compartments for separating groups of slides. Handy index on inside of cover, for recording data. Big handle. Snapclosure keeps cover closed. Gift box.

(L)  $2\frac{3}{4}$ x $2\frac{3}{4}$ -in. Slide File. For reflex size slides taken on 120 or 620 film size cameras. Holds 150 slides. Overall size  $5\frac{1}{2}$ x  $6\frac{1}{4}$ x  $2\frac{1}{4}$ -in.

67 R 3429—Ship. wt. 1 lb.............\$2.49 WARDS 35



## Adams Exposure Meter for Movie, Still Camera

Made exclusively for Wards by leading instrument maker in Japan. Accurate exposure settings insure good pictures every time with still or movie cameras, black and white or color films. For correct exposure under normal picture-taking light conditions. Calibrated for ASA film speeds up to 400.

Fills the demands of the amateur photographer. Easy to operate—just take light reading, turn dial to film speed to get exposure and f/stop. Dependable, easy-to-read results... whether using simple beginner's camera, popular 35mm, or any movie camera. Meter in plastic body. One-year replacement guarantee. Complete with leather case, neck cord.

67 R 2172—Complete instructions included. Ship. wt. 6 oz.......Only \$6.79



## GE PR-2 . . . One of the Easiest-to-Use Meters Ever Made

B With Any Camera, Any Film...in Any Lightl Just push a button...and there's your exposure. No fancy calculations—no confusing number combinations. Reads directly in camera f-stops (from f/1 to f/45). What you read off the Big Dial, you set on your camera. Once you preset film, shutter speeds, they're locked—can't slip free. Extra-rugged design—meter arrow locks when not in use, to help protect against damage. GE quality and durability. Comes complete with neck cord and deluxe leather eveready Case. No need to remove meter from case.

67 R 2154 L-Ship. wt. 8 oz. Nat. Adv. for \$34.50-Save \$15.75. Now Only \$18.75



Booster Cell (left)
plugs into Kalimar Meter...increases light
sensitivity 64
times, for unusually low levels
of light.

# Kalimar A-I Meter With Booster \$1095

Complete with booster plug-in cell; amplifies light 64 times, for low levels of light. Reads reflected or incident light.

Film Sensitivity Scale. ASA 3-ASA 3200. Exposure Time Scale: 1/1000 sec.-60 sec. Lens apertures: f/1-f/32. Polaroid Exposure Numbers: 1-9. Light Value Scale: 1-18. Movie Camera Frames per second: 8-64. With leather case, neck chain.

67 R 2181—Ship. wt. 8 oz.....\$10.95





Slides onto accessory clip of camera, instantly available. For movies or stills.

# Kalimar Clip-On \$745

Slips on camera clip. Reads reflected or incident light. Same film, scale, as (C).

Film sensitivity scale: ASA 6-ASA 3200. Exposure time scale: 1/1000 sec. to 30 sec. Lens apertures: f/1-f/22. Light value scale: 1-19. Movie camera, frames per second: 8-64. 67 R 2182—Case included. Wt. 6 oz....\$7.45



FREE \$1.39 CASE

It's Another Ward Extra

## GE Mascot II \$975

Easy-to-Use. For Polaroid, movies or still cameras; black-and-white, or color film. Gives instant readings. Shutter speeds from 1 second to 1/1000. f/stops from f/1.9 to f/32. Plastic Body. With neck cord, FREE \$1.39 quality Case.

67 R 2150—Ship. wt. 8 oz...... \$9.75



#### KODAK EXPOSURE GUIDES

Small enough to carry in your pocket or gadget bag. Easy for beginner or expert, to understand.



## **Complete for Computing Exposures**

F Kodak Master Photoguide. For still cameras.
Text gives you data on exposure, filters, depth-of-field, dramatic shots.

67 R 2153—Wt. 4 oz.\$1.65
Kodak Movie Photoguide
(not shown). Master guide
especially for movies.
Same format as (F) above.

67 R 2164-Wt. 4 oz.\$1.65

36 WARDS 2

Kodaguide Movie Dial. (Not shown.) Same as (G) above, but written for movie camera users. 67 R 2174—Shipping weight

# Walz Meters ... for Movies—Polaroid—Stills



Direct Reading Meters . . .
easiest of all meters to read.
Simply point meter at subject, read scale and set camera. In expensive . . . dependable. All complete with neck cord and case. Imported from Japan . . . means extra savings for you.

Movie Meter. Indoors or out, with all popular color film. 4 film-speed guides. Directions. 67 R 2186—Ship. wt. 6 oz. .\$5.95

Polaroid Meter. Designed specially for Polaroid. Reads directly in Polaroid numbers. 67 R 141—Ship. wt. 6 oz...\$7.95

Exposure Value (EVS) Meter. (Pictured with Pony II, Pg. 13.) Designed for still cameras with EVS or LVS settings.
67 R 2190—Ship. wt. 6 oz...\$6.95



## Accessories

TO HELP YOU GET BETTER PICTURES



Super Watameter Rangefinder. Focuses from 12 in. to Super Watameter Hangefinder. Focuses from 12 in. to infinity. DeLuxe model—read footage through viewing window while focusing. All metal with leather covering to the covering window. ing, satin trim. Fits camera accessory clips. About 2 in. long. Made in Western Germany.

Accurate Rangefinder. Focuses from 30 in. to infinity. B Just turn dial until two images come together, then read footage on outside dial. All-metal, satin chromed finish. Fits camera accessory clips. About 2 in. long. Imported from Japan.

67 R 2188—Ship. wt. 8 oz.......\$3.29

Alpex Zoom Finder. Shows exact field for lenses from 28 to 135mm. Parallax adjustment up to 3 ft. Fits camera accessory clips. With pigskin case. Imported

67 R 2320T—Ship. wt. 6 oz.....\$18.95







Alpex Self Timer. Allows up to 18 sec. delay so that you may enter your own picture. Screws into cable release socket; fits popular shutters except reflex cameras. All metal, chromed finish. Imported from Japan.

67 R 2348—Ship. wt. 4 oz......\$2.49

Autoknips II Self Timer. Provides delayed release of Autoknips il Seit Timer. From des activités de la sette shutter and controlled time exposures up to 10 sec.—set camera on "bulb." Use with cable release below to protect shutter from shock. Made in Western Germany. 67 R 2349—With plastic case. Ship. wt. 5 oz..... \$3.29

Jeweler's Screwdriver Set. Swivel handle. Complete with 5 interchangeable blades to fit camera screws. 67 R 2176—Ship, wt. 8 oz......\$1.49

G Cable Releases. Tapered threads fit most German, Japanese and Wollensak shutters. Ship. wt. each 4 oz. 67 R 2314-10 in. with thread for Kodak shutters.... 59c 67 R 2310—10-in. tapered thread.......59c 67 R 2312-10 in. with lock for time exposures. . . . . 89c 67 R 2313—10 in. with Leica-type cap, fits Lordox and Wardflex II cameras. Complete with lock-on screw for

#### **Handy Brushes**

For Cleaning Lenses and When Mounting Slides

Lens Brush. Looks exactly like a lady's H lipstick. Brush portion screws into goldfinish metal case. Bristles are camel hair -ideal for removing dust and lint without creating static electricity. Overall size about 2 in. Popular gift item. 67 R 2316—Ship. wt. 5 oz......89c

Blower Brush. The perfect solution for removing dust particles and lint from your slides . . . a soft bristled brush com-bined with a blower. Simply sweep your slides with the super-soft bristle brush, then squeeze the soft rubber bulb gently. Neck made of white plastic . . . you can write your name on it.

67 R 2315-Ship, wt. 4 oz.... Only \$1.19

## NEW ZOOM LENS by VOIGTLANDER



VOIGTLANDER-ZOOMAR Lens For Single-lens Reflex Cameras . . . the lens that lets you approach or recede from your subject, without moving a step! Here, in one lens, you have the equivalent of thousands of dollars worth of conventional optics. You have at your fingertips a wide-angle lens, a normal lens and a moderately long-focus lens, but in addition, you have every possible focal length in between . . . all in one lens! VOIGTLANDER-ZOOMAR Lens For Single-lens Reflex Cameras

Wital Statistics: (1) Focal Length: continuously variable from 35 to 80mm, marked on barrel: 35, 40, 50, 60, 70 and 80mm by simply moving focusing ring. (2) Lens speed: 1/2.8. Iris pre-set ring is marked in stops from 1/2.8 to 1/2. (3) Focusing Range: 4½ ft. to inf. (4) Focusing Scale: Marked on focusing ring for 4½, 5, 6, 10, 15, 25, 50 ft. and inf. (5) Lens Attachments: Front end of Zoomar is internally threaded to accept accessories. (6) Optical Elements: Includes 3 stationary groups and 2 movable groups; movement of these lenses is linear, without cams or gears. (7) Automatic Diaphragm: couples internally to Bessamatic, externally to other single-lens reflex cameros. Ship. Postpaid promptly from Fact.

67 RP 2333 K—Zoomar Lens for Voigtlander Bessamatic. \$10 Dn., \$14.50 a Mo., Cash \$298.00

Zoomar Lens for Alpa, Ashiflex, Exakta, Miranda and Praktica Cameras. Requires Factory fitting of lens to camera. Send order to your nearest Ward Mail Order House. You will receive instructions for sending your camera to Voigtlander U.S. Agency for Factory installation at no extra charge. After installation, your camera will still accept all other accessory lenses without change or alteration. Shipped Postpaid.

67 RP 2334K—Zoomar Lens including Factory fitting. \$10 Down, \$15.50 a Mo., Cash \$318.00



#### Schneider Lenses . . . from Germany

- COATED LENSES-precision made, superior resolving power
- 9 SHUTTER SPEEDS—plus bulb, delayed-action shutter release
- COMPUR SHUTTERS—fully synchronized for flash at all speeds
- BLADE ARRESTOR—holds shutter open while you focus

Famous Schneider Lenses . . . the name that signifies top optical quality for amateur and professional. Precision made, in Western Germany. All lenses coated and color corrected. For press and view cameras up to 4 x 5-in. size. Compur MX shutters are fully flash synchronized with

20-millesecond delay for Class M lamps and (X) zero delay for electronic flash. Nine speeds from 1 to 1/500-sec. plus Bulb. Blade arrestor for easier ground glass focusing. Cable release sockets. With locking nut for lens-board mounting, and lens cap. Boards and viewfinder masks can be ordered from Bob Adams (See Page 54). See Terms, Page 52.

135mm f/4.7 Schneider Xenar. Complete with Compur MX shutter. 

90mm 1/6.8 Schneider Angulon. Wide angle lens. (*Not pictured.*) Convertible for three focal lengths: 90mm, 100mm, and 135mm. Complete with Compur MX shutter. 

FOR ONLY \$10 DOWN, on a \$200 purchase . . . \$5 DOWN on \$50 to \$200 purchase, you can buy any of the merchandise listed in this Camera Catalog. If you already have an account at Wards, it is often possible to use your Add-on privilege, without increasing your monthly payment. Take advantage of the many money-saving offers in this catalog . . . made possible only because of special purchases by Wards. See Page 52 for details.

Everything Wards sell is Backed by Our Guarantee "Satisfaction Guaranteed, or Your Money Back." 2 WARDS 37



## \$349 Album Add Pages Easily GOOD

249

81/2×11-in.

## BETTER 119 D

BEST \$/169 E

Wards Most Economical Standard-Grade Al-Wards Most Economical Standard Features an unusually wide range of cover colors: white, brown, ivory, blue, wine, and green. Plastic simulated-leather covers—gold border design. Multi-ring snap-binder. Each album supplied with 6 acetate sleeves about 81/2x 11-in. over black paper sheets, pre-gummed and ruled. Easy print mounting—just dampen print edges, and apply. No cement or hot iron required. State color wanted.

67 R 6040—Ship. wt. 2 lbs. 4 oz............\$3.49

67 R 6042-Refill. Ship. wt. 10 oz..... 6 for 1.39

action opening—closure can't pinch your fingers as you work it. Sheets are pre-gummed and ruled for easy print mounting without cement or hot iron. Select from three cover colors: red, tan, or light blue. State color when ordering.

67 R 6072—Ship. wt. 2 lbs......\$4.19

WITH HANDSOME, PRACTICAL

**Your Best Pictures** 

Handy Flip-File Albums. Convenient book-style storage for all popular print sizes, including Polaroid. Transparent plastic sleeves of the type recommended by Polaroid Corp., hold your pictures neat and secure, protected from dust, abrasion and fingermarks. No mounting cement required. Prints slip neatly into place.

Easy viewing ... just flip the sleeves to the pictures you want. Handy index on inside cover. Each album holds 90 prints—folds neatly for storage, resembling expensive book when on shelf. Attractive simulated leather covers with gold tooled ornament. Colors available: brown, green, pale aqua, rose. State color when ordering. Wt. 2 lbs. 8 oz. ea.

- 67 R 6060—Takes 31/4x41/4-in. (90 large-type Polaroid, etc.).....\$3.79 67 R 6061—Takes 21/4x31/4-in. (90 small-type Polaroid, etc.)..... 3.79
- 67 R 6064—Takes 31/2x5-in. (90 Jumbo prints or 180 21/4x31/4-in.).. 3.79 67 R 6065—Takes 31/2x31/2-in. (90 Jumbo prints from 12-exp. rolls).. 3.79
- New Holson Pik-Pak Photo Album. Practically unlimited capacityplace as many pictures in as you like in this expandable book. 36 prints, negatives store together in clear plastic sleeves. Order extra refills, below. Envelopes have heavy White stock inserts, laminated plastic hinges for long wear. Comes in two sleeve sizes: 31/2x31/2-in., and 3½x5-in. Padded, washable simulated leather contour cover has goldcolor design. Colors: Red, tan or light blue.
- 67 R 6033—State color and size wanted. Ship. wt. 1 lb. 14 oz.....\$3.49 67 R 6034—36-Print Refill. State size. Wt. 6 oz.............. 1.59

Pik-Pak Albums for Popular Sizes Incl. Polaroid. Choose 2½x3½z-in. sleeves (hold 24) or 3¼x4½-in. sleeves (hold 18)—Colors: Red, Tan or Lt. Blue. 67 R 6069—State Color and size wanted. Ship. wt. 1 lb. 14 oz. ...\$3.49 67 R 6070—Refill for above. State size. Ship. wt. 6 oz........... 1.59

Wards Album with Many Extra Features . better-quality 8½x11-in. album supplied with 10 black sheets in acetate protector sleeves. Heavy, padded leather-like plastic covers with delicate gold-color border design. Multi-ring steel-back binder with easy lever-

67 R 6071-Refill. Ship. wt. 8 oz.....10 for 1.98

Wards Best Standard-Grade Photo Album. E Heavily padded Fabrikoid Moire cover. Ver-Heaving pathodal milking with the color for sentimental notes. With 6 easy to insert acetate windows—space for 42 more. Colors: 5x7-in. Wine or White: 8x10-in. Wine, White or Green. 81/2x11-in. Wine, White, Blue, Green. State color.

67 R 6027-81/2x11-in. Ship. wt. 2 lbs. 4 oz.. \$4.69 67 R 6056—8x10 inch. Ship. wt. 2 lbs. 6 oz.. 4.39 67 R 6057—5x7 inch. Ship. wt. 1 lb. 8 oz.. . . . 3.89

67 R 6028-81/2x11-in. Refill. Wt. 8 oz.... 6 for 1.49 67 R 6059—8x10-in. Refill Wt. 6 oz..... 6 for 1.19 67 R 6058—5x7 in. Refill. Wt. 6 oz.... 6 for 89c

## Genuine **Leather Covered** Album

Your Cherished Pictures Will Look Their Finest in this bequtiful top-grain cowhide-covered album. Heavily padded soft to the touch. A handsome album that will keep your photos clean, neat. Ginger Brown colored cover has matching satin Moire inside lining. Gold-color design on front cover. Chromed multi-rings with rigid metal backbone. Easy insertion or removal of acetate protectors. Parchment flyleaf. 6 clear acetate protectors over heavy white mounting sheets. 67 R 6055 T—8x10 in. Ship. wt. 2 lbs. 10 oz...............\$8.50 67 R 6075—5x7 in. Ship. wt. 1 lb. 4 oz. ..... 6.75

Refill Acetate-Paper Sheets. Ship. wt. 6 oz.

67 R 6059—8x10-in.....6 sheets for \$1.19 67 R 6058—5x7-in.....6 sheets for 89c 38 WARDS

#### BUDGET-PRICED, GENERAL-PURPOSE PHOTO ALBUMS



10 x 13-in. Album. An excellent choice for albums that are not handled a great deal. Washable leatherette cover—gold-color titled. Supplied with 60 gray paper mounting sheets—screwpost construction.
67 R 6002—State choice of cover color: Aqua, or Rose. Ship. wt. 3 lbs....\$2.69

12 x 14-in. Album. Similar to above (G) but larger size. Washable leatherette cover. Supplied with 30 gray paper sheets—screwpost binder.
67 R 6004—State choice of cover color: Wine, Green. Ship. wt. 3 lbs. 8 oz. \$3.25

Springfield Family Album. Washable, padded pyroxylin cover. 11x14 in. Fringheid Family Abdult. Washeds, Place Color: Red or Blue, Wt. 3 lbs.....\$1.29

"Transporo" Art Corners. Plastic-rugged, clear as glass. For all mounting. 

Fas-Dri Adhesive. Quick to dry—won't harm prints. Water soluble. 67 R 6425—Handy 6 oz. squeeze plastic bottle. Ship. wt. 10 oz. Only \$1.49



## Deserve the Best Care

PHOTO ALBUMS FROM WARDS



Exciting New Holson Baby Album. Preserve those cherished baby snapshots in a beautiful Moire album. Glift boxed with plastic jacket, one bound acetate insert, parchment flyleaf, 50 sheets 5x7-in. Covers and pages colored Pink or Blue, your choice. 67 R 6049—State color. Wt. 1 lb. 10 oz.\$4.19

Springfield Baby Album. Fine pyroxylin coated cover. Design in Pink and Blue on White background. Contains 36 heavy white pages and birth record page.

67 R 6024—Ship. wt. 2 lbs.....Only \$1.29

Baby Album. Provides a lovely pictorial record of your baby's early years. Washable 6½ x 7½-in. heavy-weight padded cover fitted with Multiring chromed steel snap-binder—extra inserts easily added. Supplied with six acetate inserts holding twelve prints 5x7-in. or smaller. For extra refills, order 67 R 6058 (below). Parchment fly-leaf has spaces for birth figures, names of parents. Three cover colors available: Baby Blue, Baby Pink or White. State color.

67 R 6005—Ship. wt. 14 oz.....\$2.98

### Wedding Albums for Treasured Memories 5449 8x10 in.



One of Wards Most Attractive Presentation Albums...Lush, heavily padded white Fabrikoid cover, vertical gold-color design. Rich moire texture. Lovely to look at ... something to treasure and show proudly for years to come. Parchment fly-leaf provides space for wedding inscriptions, autographs and sentimental notes. Supplied with 10 white paper sheets in clear acetate protector sleeves—order extra sheets below. Choice of two convenient sizes: 5x7-in., and 8x10-in.

67 R 6067—8x10-in: Album. Ship. wt. 1 lb. 4 ozEa.	\$4.49	
67 R 6068—5x7-in. Album. Ship. wt. 14 ozEa.	3.69	
67 R 6059—8x10-in. Refills. Ship. wt. 6 oz 6 for	1.19	
67 R 6058—5x7-in. Refills. Ship. wt. 6 oz 6 for	89c	



Four Answer to a Lifetime of Photographic Family Memories.

Wards own deluxe album, "This is Our Life"... for permanent mounting and storage of family snapshots. Heavily padded leather-like Fabrikoid cover with gold-color design and title. Wide choice of colors: Rose, Aqua, Brown, Green or Ivory. Expandable post-type binding accepts dozens of extra sheets. Album

POST-TYPE BINDERS FOR

supplied with 30 sheets heavy gray paper. Lots of room for all your pictures.
67 R 6011-12x14½-in. State color. Ship. wt. 3 lbs. 2 oz....\$3.49

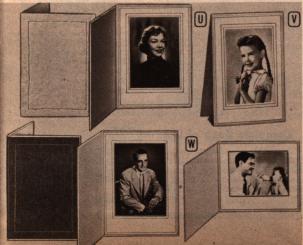
67 R 6013-Refills (with Expander Posts). Wt. 1 lb. 30 sheets for 1.29

Finest Family-Type Album Wards Sell. For those who insist on only the very best. Luxurious, heavily-padded 14x12½-in. Fabrikoid cover with leather-like textured finish in rich Ginger Brown color. Parchment fly-leaf, for inscriptions and notes by the family historian. Expandable post-type binder takes extra sheets as required, yet retains its handsome "bound" look. Supplied with 25 sheets—heavy weight mounting paper.

67 R 6012—Ship. wt. 3 lbs. 10 oz.....Only **\$6.95** 

67 R 6014—Refills and Posts. Ship. wt. 1 lb.........25 for 2.98

#### Slip-In Mounts Give Your Pictures a Professional Touch CHOOSE VERTICAL OR HORIZONTAL STYLE



- Fotocraft folders are ideal for presenting to friends or relatives. Ivory Vello patterned cover with feather-trimmed edge. Plain White insert has heavy beveled opening Easy mounting . . . just slip pictures in under opening. No gluing necessary. Comes in three sizes of vertical and horizontal styles. State Catalog Number and Size.
- New Fotocraft Easels. Decorated Ivory Vello cover. Snow-White insert adds greater contrast to your color or black-and-white photographs. Picture opening has depressed beveled edge. Available in three sizes of vertical, horizontal styles. Bottom folds back to form sturdy stand-up base. State Catalog Number and Size.
- Distinctively Styled El Dorado folder will add extra beauty to your candid shots and enlargements. From its handsome, textile-grained Maroon cover to the Pure White insert, the El Dorado is a classic example of beauty. Cover has faint Black design running through it and a White feathered edge. Beveled border sets off picture opening. Comes in three sizes of vertical and horizontal styles. State Catalog Number and Size.

Picture	Shipping	(U)Vertical	(U) Horizontal	(V) Vertical	(V) Horizontal	(W)Vertical	(W)Horizontal
Size	Weight	67 R 6426	67 R 6427	67 R 6428	67 R 6429	67 R 6430	67 R 6431
4x 5 in.	1 lb.	12/\$1.98	12/\$2.09	12/\$2.09	12/\$2.19	12/\$2.29	12/\$2.49
5x 7 in.	11b.10oz.	12/ 2.49	12/ 2.79	12/ 2.79	12/ 2.99	12/ 2.89	12/ 3.29
8x10 in.	3 lbs.	12/ 3.89	12/ 4.29	12/ 4.09	12/ 4.49	12/ 4.49	12/ 4.79



## Flash Shots Are Easiest to Take

#### CREATE LIGHTING AS SOFT AS MOONLIGHT OR DRAMATIC AS SUNLIGHT



(1) WITH ORDINARY FLASH. Notice deep shadows, harsh lighting



(2) WITH BOUNCE FLASH.
Diffused light, shadow
areas are "opened up"



(3) OUTDOORS . . . NO FLASH. Notice deep shadow under rim of hat



(4) OUTDOORS WITH FLASH. Shadows softened, picture is improved

Most picture opportunities are indoors, where flash pictures are easiest to take. With flash bulbs, you can always be sure of having sufficient light, exactly where you want it. Exposure for flash is easy to calculate because light from each type of flash bulb is always of the same intensity.

Bounce flash is a popular method of achieving uniform, shadowless lighting. For "bounce flash" simply aim your flash gun toward ceiling, the light is actually bounced off, and reflected on your subject for uniform, natural lighting. See Pictures (1) and (2). Alpex Bounce Flash Bracket (A) below has ball and socket which enables you to aim flash at ceiling.

Flash, used as an auxiliary light is often used for outdoor shots, especially in full sun. If you are using color film, you must use blue flash bulbs; for all other film, use clear bulbs. The flash makes little difference in your exposure, but illuminates shadows to strengthen details. See Pictures (3) and (4). Notice how picture is improved when fill-in flash is used to illuminate shadow areas.

Correctly exposed pictures are easiest with flash bulbs. Each carton or sleeve of flash bulbs has an easy-to-follow table printed on the outside, that will give you all of the information you need. Every roll of film you buy has a printed sheet enclosed which gives you valuable information on correct exposures, for both outdoor and indoor shots.

Just find the guide number indicated for the combination of film, flash bulbs and shutter speed you are using, then divide this "guide number" by the distance in feet from camera to subject—the result is the correct "f-stop". For example: using No. 5 or 25 flash bulbs, Flash type Kodachrome film and a shutter speed of 1/50 second, the "guide number" is 85. For a subject 8 feet from the camera, correct lens opening is f/11. For a subject 10 feet from the camera, correct exposure is f/8. Try a few test shots; see how easy it is!

Many of the flash units Wards sell have a convenient built-in flash calculator which indicates correct exposures even more quickly and easily.



- Alpex Bounce Flash Bracket. Has ball and socket for adjusting flash to bounce off walls or ceilings. One end fits camera accessory clip, other end accepts flash unit. Bends in any direction.

- © Kodak B-C Flashpak. Converts any flash unit using 2 "C" batteries to powerful B-C.
- 67 R 3207—With battery. Ship. wt. 6 oz. . . . . . \$3.97
- Converts Kodak Midget Flashpak. Converts Kodak Midget and Super M-40 Flash units to sure-to-fire B-C flash unit. With 15-volt B-C battery.

- F Test Light. Inexpensive device for bayonet base for testing circuits and batteries.

- Kodak Flash Adapters. Adapts flash units with ASA connectors for use on cameras with PC fitting explained on Pg. 41, or clip-on flash fitting. Use one flash unit on several cameras.
- (H) 67 R 3242—For clip-on fittings. Wt. 2 oz. \$1.45 67 R 3241—For PC fittings. Wt. 2 oz. . . . 1.19
- Synchronized Shoe Adapter. Adapts cameras with synchronized shoe flash fittings for use with clip-on type flash units with PC shutter fitting (like units (D) and (E), on Page 41). Use one Flash Gun for several cameras.

  67 R 3224—Ship, wt. 4 oz......................\$2.25
  - one (M)
- Eveready B-C Photo-Flash Batteries—give dependable flash for about a year. Designed especially for use with Battery-Condenser flash units that provide strong flashes—higher cost is balanced by longer life. Guaranteed fresh. Ship. wt. each, 2 oz.
- teed tresh. Ship. Wt. each, 2 oz.
  (M) 67 R 3227—Penlight size. 22½-volt....\$1.39
  (P) 67 R 3232—Standard size. 22½-volt.... 1.39
  - (R) 67 R 3231—Short penlight size. 15-volt. . 1.05

#### **Extension Cords for Off-Camera Shots**



- Allows you to hold flash gun away from camera for various lighting effects, permits wider lighting range. With fittings for camera shutter and flash unit. Ship. Wt. 6 oz.
- 67 R 3263—5-ft. cord with PC fittings.....\$1.98 67 R 3204—3-ft. cord with ASA fittings..... 2.89
- Covers black-and-white and color photography. Complete rundown on light sources such as flash, electronic, and flood lights. Discusses equipment for both movie and still lighting. Written

Complete Book of Lighting \$279

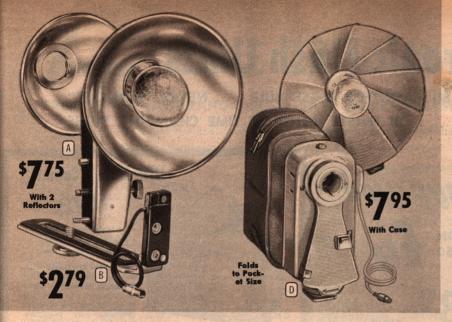
in simple, easy-to-understand terminology.

67 R 4841—Ship. wt. 1 lb......\$2.79



40 WARDS

You Can Buy With Confidence from Wards . . . Complete Satisfaction Guaranteed



#### Kodak Super M-40

# \$ 98

#### Fold-Up Flasholder Bracket

For attaching clip-on flash guns to cameras without accessory clip. Attaches to tripod socket of camera. Fits in pocket.

67 R 3236—Ship. wt. 4 oz...\$1.98

#### Adams BC Flash

A Ward exclusive. Handy fan-fold reflector is lightweight aluminum. Collapses to convenient pocket size—leaves open instantly to make full-size reflector. Fits on accessory clip of any camera. Order Bracket (C) below at left for cameras without accessory clip.

Fits both ASA and PC shutter fittings pictured and described at bottom of page. For use with Nos. 5, 25, or any other bayonet base flash bulbs. Built-in bulb ejector expels spent bulb.

Exposure calculator on back. Housing made of high-impact plastic. With 22½ volt Eveready BC battery, good for hundreds of dependable flash shots; often lasts for over a year. Includes zippered carrying case. Made in Japan, exclusively for Wards.

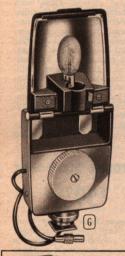
67 R 3243—Ship. wt. 8 oz.....Only \$7.95



#### Flash Guns for Polaroid

Both Flash Guns take M-2, M-5 or M-25 Bulbs with Midget base. These small-size bulbs are more economical, require less storage space, yet provide sufficient light for most shots. For regular Polaroid Flash Gun that takes No. 5 and 25 bulbs, see Pg. 23.

(E) Walz Flash Gun for Polaroid Cameras. Automatic bulb ejector. Built-in test light. Exposure Value Guide number dial simplifies exposures. Plastic shield included, for diffused lighting effects. Ship. wt. 8 oz. 67 R 159 X—Includes 15-volt BC battery......\$7.75







(1) (2)
ASA Fitting PC (European)
Fitting

## Kodak Generator Flash Unit \$1395

- Built-in Generator Fires Flash Bulbs
- Folds So Small You Can Carry in Pocket
- No Batteries to Wear Out or Replace

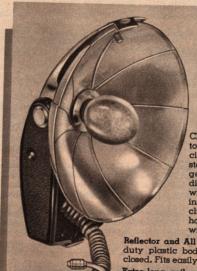
Kodak's Exciting New Advance in flash power. No batteries needed...simply turn the big knurled knob to generate current for each flash. You always have plenty of electricity when you need it; no need to spend money for batteries.

Current re-charges capacitor, and you are ready to fire the bulb as soon as you press shutter release. Charge will last for about 5 minutes, with two rapid turns of the wheel. Dual socket accepts all popular bulbs: No. 5, 25, M-5 and M-25. Folds to 31/4x3x1¾ in., about the size of an electric razor; you can carry it in your pocket.

Flash calculator on back reads in both "f" stops and light-value numbers. Shoe fitting mounts on accessory clip of camera. Cord has fittings for both ASA and PC shutters. 67 R 3220—Ship. wt. 1 lb.....Only \$13.95

#### **Fittings for Synchronized Shutters**

If your camera has a fitting like (1) at left, you need a flash gun with an ASA fitting. If fitting is like (2), you need a gun with PC (European) fitting. Some flash guns have adapters that function with either type. Read descriptions under Flash Guns above to determine which one will fit your camera.



## Walz Flashmaster 1 \$1175

Cleverly Designed to give photographer maximum flash efficiency, yet requires minimum storage space in pocket or gadget bag. A flick of your finger disengages leaves of reflector, which folds compactly and slips inside case. Reflectors have exclusive finish which eliminates hot spots and vignetting, even with wide angle lenses.

Reflector and All Components fit inside heavy-duty plastic body only  $4\frac{1}{2} \times 2\frac{1}{2} \times 1\frac{1}{2}$  in., closed. Fits easily in coat pocket or gadget bag. Extra-long coil cord extends up to  $2\frac{1}{2}$  ft. for using flash off-camera. Cord has both ASA and PC fittings (described at lower left). Ejector expels spent bulbs.

Complete with BC battery. New circuit preserves life of battery—charging automatically cuts off when lid is closed. Exposure calculator on back gives correct lamp-to-subject distance. Imported from Japan.

67 R 3251—Flashmaster I with 5½-in. reflector. For No. 5 and 25 bulbs. Ship. wt. 14 oz. \$11.75 67 R 3250—Flashmaster M5-M25. With 3½-in. reflector. For M-2, M-5, M-25 bulbs.Wt. 10 oz.\$8.75 67 R 3260—Flug-in Cord for Argus C-3 Matchmatic. Also usable on older Argus Cameras if you order bracket (C) extra. Fits Flashmaster I only. Wt. 3 oz. . . . \$1.79

## **Electronic Flash Units**

YOU'LL NEVER HAVE TO BUY ANOTHER FLASH BULB . . . NEVER "RUN OUT" AT A CRITICAL MOMENT . . . OR WASTE VALUABLE TIME CHANGING BULBS



Shutter Cords for FR 150 Flash Units. Specify the type you need for your camera. (1) PC; (2) ASA; (3) C-3 (For new cameras with colormatic dial); (4) Electric Shoe (For Colorist and Realist Stereo Cameras); (5) For Polaroid Models 150 or 110A; (6) Kodalite for Kodak Cameras (Kodalite screw-in fitting).

67 R 3487 T-State type and number of cord. Ship. wt. 4 oz......

.....Only \$1.69 67 R 3490 T—Mounting Bracket for Polaroid 150 or 110A Cameras. Wt. 8 oz...... 1.79 67 R 3491T—Universal Angle Bracket for Tripod Socket Mounting. Wt. 8 oz...... 2.29

FR Charger for AC. Plugs into front of FR 150 Flash Unit pictured above. Add Hundreds of Flashes per Set of FR Batteries with this special Recharger.

67 R 3488 T-Plugs into 110-120 volt AC house current. Ship. wt. 1 lb..............\$5.59



**Universal AC Battery Charger.** Just plug into ordinary 110–120 volt AC household current and prolong FR batteries' life up to 8 times. Economical, easy-to-use. Ship. wt. 2 lbs. 67 R 3489T—For FR 150 and conventional Flash Guns. \$7.49

FR Rechargeable Batteries for Electronic Flash Units.

Use in any unit that takes D-size batteries. Easily rechargeable, using Recharger (A) above. Prolongs battery

67 R 3492 T—Ship. wt. 6 oz...... 2 batteries for 45c

#### **Facts About Electronic Flash Units**

. most important, you always have flash available when you need it, for either indoor or outdoor shooting, with black-and-white or color film. Light from electronic flash is the same as daylite, so you can use outdoor color film for all of your shooting.

All Units Can Be Used Indoors by simply plugging into household outlet. The FR 150 and Strobonar operate on photoflash D-type or FR rechargeable batteries (B) above. Permanent nickel-cadmium batteries used in the Ultrablitz Comet and Meteor.

All Flash Units on This Page can be used on any camera having shutter with X synchronization. If yours does not, Wards will install one for you, for only \$11. See Pg. 56.

You Will Enjoy Using Electronic Flash. Units are lightweight and easy to transport. High-speed flash stops action regardless of shutter speeds. Flash tubes deliver thousands of dependable flashes. Flash Units are complete with power cord for 110-120-volt AC. ASA cord fits shutters like (1) on Pg. 41; PC cord fits shutters like (2) on Pg. 41.

If you have any question about electronic flash units, write to Bob Adams . . . address on Pg. 54. There is no obligation.

42 WARDS 3



Ultrablitz "Comet"

- · No More Batteries to Buy
- Fits into Your Pocket
- Shock-resistant Case

30 Flashes for 1 cent with the Ultrablitz Comet. Operates on permanent nickel-cadmium batteries. Up to 50 flashes per charge. Recharge by plugging into AC household outlet using cord included. Duration of flash is 1/2000 second. Recharges in about 12 seconds. Kodachrome Guide No.: 21. Lig weight . . . only 2 lbs.

Sells Nationally for \$54.95. Save \$5.00 at Wards. Fits in your pocket, or hangs from your shoulder, with strap. Matching rugged gray Plastic case. PC cord included. Fits camera accessory clip. Imported from Germany. Small, convenient: Power-pack measures 53/4x41/4x13/4 in. Includes nickel-cadmium batteries and built-in charger. Wt. 3 lbs.

67 R 3479 L—Only \$5 Down, \$5 a Month......Cash \$49.95



Sells Nationally for \$99.50
—SAVE \$10 at Wards.
You can take a flash every 9 seconds-over 100 flashes per charge. Flash with batteries or on AC outlet. Permanent nickel-cadmium batteries included nev-

er need replacement. Built-in charger plugs into regular 110-120 volt AC house hold power with cord supplied. Automatic transistor circuit reduces battery drain. Kodachrome guide exposure No.: 44. Compact and lightweight—easy to carry with shoulder strap. Flash head snaps into camera accessory clip. Comes complete with PC shutter cord.

67 R 3496 LT—Ship. wt. 4 lbs. \$5 Down.....or Cash \$89.50



SAVE \$10

**ONLY \$5 DOWN** 

## **Futuramic Strobonar**

No Power Pack of Any Kind. Flash unit operates on three D-size photoflash batteries or directly on household power to the lamphead alone.

Gives 70° Light Distributionenough for most wide-angle lenses—due to exclusive combination of special flash tube, new smaller reflector, optical lens. Ready-light signals when flash is ready to shoot. Big exposure dial to make correct camera setting easier. Perfect for both color and black and white film. Kodachrome Guide No.: 35.

FREE \$9.95 Quality Kit: Quick release clamp, bracket, ASA and PC cord, 3 photoflash batteries. Ship. wt. 4 lbs.

67 R 3497 LT—Only \$5 Down, \$5 a Month......Cash \$59.95



## **SAVE 32%-41%**

#### FROM NATIONAL BRAND PRICES—SAVE MORE IN CASE LOTS

#### Adams Bulbs Equal National-Brand Lamps in Performance and Dependability

Adams Flash Bulbs were developed to bring you dependable, high quality bulbs at low cost . . . M-2's are less than 7c each; No. 5's less than 9c. Made exclusively for Wards, in Japan. Tested and approved by Wards Bureau of Standards. M-2's with Midget base are ideal size for box cameras; No. 5's with bayonet base are most popular size . . use in Flash Guns that accept bayonet-base bulbs.

67 R 3199—M-2 bulbs. Ship. wt. 3 lbs.................(Save 95c Extra.) Case of 100 bulbs for only \$5.95 67 R 3198—No. 5 bulbs. Ship. wt. 4 lbs...............(Save 95c Extra.) Case of 100 bulbs for only \$7.95

Adams Blue Flash Bulbs are same as lamps above, but have blue coating for daylight quality flash light.

and for midne proces were and reduce of be acree much arrange in midne and account.	
67 R 3195—M-2B bulbs. Midget M-2 base. Ship. wt. 6 oz	79c
67 R 3193—M-2B bulbs. Midget M-2 base. Ship. wt. 3 lbs (Save 95c Extra.) Case of 100 \$6	.95
67 R 3194—No. 5-B bulbs. Bayonet base. Ship. wt. 10 oz	.09
67 R 3192—No. 5-B bulbs. Bayonet base. Ship. wt. 4 lbs (Save 95c Extra.) Case of 100	.95

#### Save 20% on Case Lots of Sylvania Bulbs

For black-and-white film, or indoor-type color film. Wards have Sylvania's complete line of bulbs—even the new M-5's; same size as tiny M-2's, yet supply same light output as larger No. 25 bulbs. Ideal for vacations—you can cram dozens of them into your gadget bag. Complete with the famous blue dot-Sylvania's badge of dependability. M-2 and M-5 have Midget base; No. 25's, bayonet base.

(A)	) 67 R 3175—M-2. Midget M-2 base. Ship. wt. 6 oz	\$1.29
	67 R 3176—M-2. Midget M-2 base. Ship. wt. 4 lbs	11.88
	67 R 3075—New M-5 Press, Midget M-2 base. Ship. wt. 6 oz	1.59
	67 R 3076—New M-5 Press. Midget M-2 base. Ship. wt. 4 lbs Save \$3.96. Case of 144 for	15.12
(B)	) 67 R 3183—No. 25. Bayonet base. Ship. wt. 12 oz	1.59
	67 R 3139—No. 25. Bayonet base. Ship. wt. 5 lbs	15.12
	67 R 3081—FP-26 (Focal plane). Bayonet base. Ship. wt. 12 oz	1.89
	67 R 3082—FP-26 (Focal plane). Bayonet base. Ship. wt. 5 lbs Save \$5.25. Case of 144 for	17.43

#### Sylvania Blue Flash Bulbs for Daylight Color Film

Used to supplement daylight when taking outdoor color pictures, to fill in shadows; or as the sole source of light for taking pictures indoors with daylight-type color film. M-2B is the same size as M-2 clear flash bulbs; M-5B is new type (like M-5)—same size and base as M-2B; same light output as 25-B. 25-B is the same as No. 5 or 25 bulbs; FP-26B is the same as FP-26 for focal plane shutters.

(A) 67 R 3077—New M-5B Press. Midget M-2 base. (described above). Ship. wt. 6 oz.....Pkg. of 12 for \$1.99 

Sylvania Type SF Flash Bulbs—Bayonet-base. Equivalent of 1/100-sec. shutter speeds. For stopping action with box cameras and low-cost folding cameras not fully synchronized at high speeds. 67 R 3079—Ship. wt. 12 oz......Pkg. of 12 for \$1.89

Sylvania Press 40 Flash Bulbs-Screw-base. For Sylvania Fress 40 Flush screw-base flash gun. Extremely powerful, used where it is necessary to cover a large area. Extra "Long-peak." 67 R 3083—Ship. wt. 12 oz......Pkg. of 8 for \$1.98

67 R 3084-Ship. wt. 8 lbs..... Case of 120 for 22.50

67 R 3080—Ship. wt. 5 lbs..... Case of 144 for 17.28

#### Sylvania Reflector Floods

E F Two sizes: R-34, No. 375 bulbs that fit standard barlights, like (A) Pg. 45 and 300-watt bulbs that fit small barlights like (B) (C), Pg. 45.

(E) R-34. 375-W Bulbs. Life about four hours. 67 R 3071—Ship. wt. 10 oz.........Each \$1.35 67 R 3072—Ship. wt. 2 lbs...Pkg. of 4 for 4.98

(F) Small-Size 300-Watt Reflector Floods.

67 R 3106—Ship. wt. 8 oz. . . . . . Each 99c 67 R 3107—Ship. wt. 1 lb. 8 oz. . . . . 4 for \$3.79

Lamps for Enlargers—Standard screw base. Opal

glass. 105–125 volts. 67 R 3073—No. E-10. 75-Watt. Ship. wt. 4 oz. 49c 67 R 3074-No. E-11. 150-Watt. Ship. wt. 4 oz.54c

#### Sylvania Photoflood Bulbs

For B&W or color. Use B2 Blue to supplement daylight G in color photos; not recommended as only source of light for daylight color film. Use No. 1 and 2 with B&W and indoor color film. All have screw-type base.

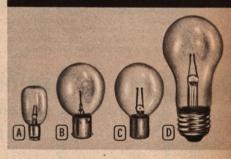
No. 2 Photoflood. Light about 1500 watts. Use 1, 2 or 3 safely on household circuit (500 watts). Ship. wt. 10 oz . . 2 for 84c 67 R 3069—Life about 8 hours... No. B2 Blue Photoflood. About 1500 watts. Use 1, 2 or 3 safely on household circuit (500 watts). Ship. wt. 5 oz. 



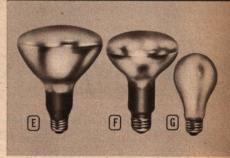
#### COMPLETE ASSORTMENT



#### FLASH BULBS



#### FLOODS



#### Sylvania Projection Bulbs for Movie, Slide Projectors... Order a Spare; Avoid Disappointment—Ship. wt. 8 oz.

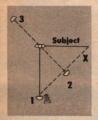
Don't wait until your projection bulb burns out to re-order. Keep a spare on hand.

It's easy to determine which projection bulb you need. On the top of your present bulb, you will find a 3-coded letter which is the ASA No. The bulb you are using is also identified in the literature you received with your projector. Descriptions of all projectors listed in this catalog also include the correct ASA number of the bulb. Filaments and bases differ in each bulb ... the ASA number indicates correct filament—it is important that you know this number. If all of these methods fail, and you are still in doubt about the correct bulb for your projector, write to Bob Adams. See Page 54 for address.

ASA No.	Watts	Catalog No.	Price	ASA No.	Watts	Catalog No.	Price
CBJ	75	67 R 3090T	\$1.53	EDK	500	67 R 3066	\$3.96
DFA	150	67 R 3087	4.50	CZB	500	67 R 3094	4.18
DCA	150	67 R 3088	4.50	DHJ	500	67 R 3095	5.62
DLG	150	67 R 3089T	5.59	DFR	500	67 R 3096T	4.72
BMA	150	67 R 3093	2.38	CZX	500	67 R 3053	4.14
BEH	150	67 R 3067	1.80	DAK	500	67 R 3060	3.96
CRA	300	67 R 3091	3.28	DBJ	500	67 R 3065T	4.72
CWD	300	67 R 3059	2.79	DAR	500	67 R 3062T	4.50
DGA	300	67 R 3105	3.06	DEJ	750	67 R 3063T	5.22
CMT	300	67 R 3061	3.60	DDW	750	67 R 3092T	5.13
CLS	300	67 R 3056	2.79	DDB	750	67 R 3050	4.45
CYC	300	67 R 3057	2.79	DFD	1000	67 R 3051T	5.17
CLX	300	67 R 3058	2.83	DFK	1000	67 R 3064T	5.89

## Indoor Lighting Technique Is Simple

FOR PROFESSIONAL RESULTS, USE 3 LIGHTS, CORRECTLY SPACED







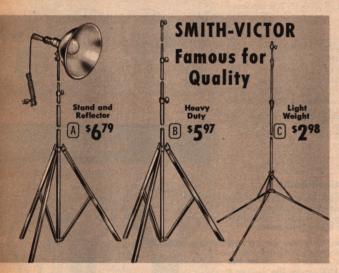
## Good Lighting is Easy

The lighting formula pictured above is used by most portrait photographers. The No. 1 light falls on subject and background; No. 2 adds sparkle and texture; No. 3 gives more depth and roundness to the figure.

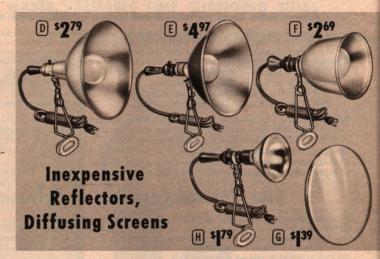
First, place camera and subject where you want them. Measure distance between them. Now, measure same distance, at right angle to subject, and mark the spot (X). Notice that distance between camera, subject and X becomes a triangle. Now you are ready to place your lights. Use floods, spots or flash; but do not intermix lights.

Place No. 1 light next to camera, about same height as lens. Place No. 2 light midway between No. 1 and X, a little higher than No. 1, so light falls on head and shoulders.

Now, place No. 3 light directly opposite No. 2, exactly the same distance from subject...slightly higher than No. 2 to bring out highlights in hair. Portrait will look like picture above. Use an entire black-and-white film as an experiment. Try several different lighting effects on the same subject. With a little practice, you will soon achieve expert results.



- 2-Section Smith-Victor Stand and Reflector. Stand made of heavy-gauge 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 \( \frac{1}{2}\sin\)-in. top rod sections eared at base to prevent accidental withdrawal. Tripod legs lock at any point. Elevates to \( \frac{1}{2}\sin\)-it. Foot spread 26 in. Reflector is heavy-gauge aluminum. \( 10\frac{1}{2}\sin\)-in. diam., \( 7\frac{1}{2}\sin\)-in. deep. Heat-insulated bake-lite sockets. Wood handle. Ball and socket attachment fits any stand with \( \frac{1}{2}\sin\)-in. stud. With \( 10\sin\)-ft. rubber cord and switch. \( Bulb\) not included. \( 67\) R 3235 Y—Stand and Reflector. Ship. wt. \( 6\) lbs. \( \lime\). \( \frac{1}{2}\sin\)-2-Section Stand Only. Ship. wt. \( 3\) lbs. \( 12\sin\). \( 3.29\)
- 3-Section Lightweight Stand. Satisfies needs of average home photographer. Packs compactly—weighs only 2½ lbs. Elevates to 6 tt.; closes to 24 in. Standard is steel tubing, legs nickel plated. Rubber-tipped feet. Lever-lock holds tube at desired height. Standard 3½-in. top rod and removable ball stud fit all reflectors sold on this page. 67 R 3266—Foot spread 32 in. Ship. wt. 3 lbs. \$2.98



- Smith-Victor Good Quality Reflector. Spun aluminum surface provides soft light, 10-in. diam., 634 in. deep. Ball-swivel clamps. Rubber-covered jaws clamp to chair, other support. Push-switch socket takes No. 2 photofolo
- Smith-Victor Better Quality Reflector. Heavier-gauge aluminum with etched reflecting surface. Brown enameled exterior. Extra-large for uniform illumination. 12-in. diam., 8-in. deep. Wood handle. Heat-resistant bakelite socket with push switch. Removable rubber-covered ball and socket clamps. Takes No. 2 photoflood lamp.
- 67 R 3277—Complete with 10-ft. cord. Without lamp. Ship. wt. 3 lbs......\$4.97
- Harwood Broad-Flood Reflector. For background lighting with No. 2 photoflood or as protective shell for reflector floods. Spun aluminum 6½-in. diam., 7 in. deep. Swivel spring clamp, rubber-covered jaws. Push-switch socket. 67 R 3265—With 8-ft. cord, and handle. Without lamp, Ship. wt. 2 lbs....\$2.69
- Giffusing Screen. Creates a uniform, soft lighting effect that simulates sunshine. Tough fabric, resistant to heat, scorch and tearing. Firmly held in metal hoops that can be clipped to reflector in a jiffy.
- Smith-Victor Reflector-Flood Holder. One of the handiest lights for the home photographer. Particularly convenient for those who have limited storage space for photographic equipment. Rubber-covered jaws hold light securely, without marring. May be attached to chair, door, or any other convenient prop. Handle is used for tilting light up or down to get most effective illumination. Pushswitch, on heat-resistant backelite socket. Order bulb separately, either Reflector-flood or Reflector Spot sold on Page 43. Complete with 6-ft. cord.



Triangle Lighting Kit. Practical, lightweight, easy to use. Recommended for portrait photography; excellent for table-top compositions. Includes two 10-in. and one 9½-in. reflectior made of spun aluminum, highly polished for maximum reflection. Rubber-jawed, spring-type clamps may be attached instantly, by squeezing, to any available support—back of chair, floor lamp, etc. Use them singly or in groups. Outlit also includes: two No. 2, one No. 1 photoflood bulbs, an exposure guide for taking better pictures, and a sturdy, corrugated case with convenient handle for storing or carrying. UL Approved.

# TOOO!

When Junior suddenly decides to walk out of the lighted area, do you have to stop the camera and miss a choice scene? Is your closet filled with difficult-to-store, unpredictable lighting equipment? If you answer "Yes" it's time to try barlights.

With Barlights, Your Subject Can't Move Away from Light Range as long as you point the camera at him. Why? Because the Barlight is attached to the camera and travels with it. You are always sure of perfect concentration of light at the point of focus. You'll be delighted with film results.

Save Time, Space, and Electricity, Too. The flick of  $\alpha$  switch floods your subject with light, another flick turns it off.



FACTS ABOUT BARLIGHTS: The length overall of a barlight is determined by the size of bulb it accommodates. 25-in. Barlight (A) below uses four 375-watt bulbs of 45%-in. diam. 1494-in. Adams barlight (B) and 9-in. bar (C) at right use small, highly efficient 300-watt bulbs of 35%-in. diam. Smaller barlights are easier to manipulate and transport.



#### **DeLuxe Barlight With Lamps and Title Set**

Complete Titling Outfit and Top Quality Light Bar. Ample light for movies at f/2.8 with subjects up to 14 ft. away. Title board inside cover—laminated, won't warp. 25-in. bar folds together in center and stores in case with lights attached—ready for instant use. Enough room remains for storage of your camera, films, cord, etc.

Versatile . . . Use All 4 Lights Or Only 2. Just flick the switch indicated for type of light needed. Cover of case has piano hinge—permits shooting at any angle. Just attach camera to mounting bracket on light bar. Long 14-ft. 110-120 Volt Cord incl.

130 Bright Letters and Numerals For Making Titles. Cover of case drops forward to reveal removable board: white on one side; scarlet on the other—serves as background for lemon-yellow letters and numerals. Letters are "flocked" on back, which makes them stick to veloured background until you lift them off; self-adhering and re-usable.

For Easy Loading and Unloading, cover falls forward. 15x15x51/2-in. all-Steel case has Tan hammerloid finish. Plastic handle. Single draw-bolt locking device keeps door securely closed. Set of 4 large 375-watt, 41/2-in. reflector flood lamps included.

67 R 3256—Ship. wt. 12 lbs......Set, Only \$14.95





#### Save on Adams Barlight Sets

Adams Four-Bulb Barlight. Just remove 143/4-in. long barlight from its handsome Gold and Gray Aluminum case, attach to your movie camera, screw on handle and start shooting. One on-off switch. Included are Exposure Guide, 6 ft. 4-in. AC Cord, and 4 small 300-watt bulbs—35/6-in. diam. Provide ample light for Kodachrome movies at 1/2.8 with subjects up to 12 ft. away from camera. Handsome two-tone carrying case 171/2x41/2x61/4 in. with Plastic handle. Holds bar with lights attached, no need to wait for lamps to cool. Protects your barlight from accidental breakage. Easy to carry. Fit any camera with standard tripod socket.

67 R 3255—Barlight with metal case and 4 bulbs. Ship. wt. 7 lbs. 8 oz. . . . . . \$9.97 67 R 3254—Barlight with corrugated carry-carton and 4 bulbs. Wt. 4 lbs. . . . . 7.47

Only 9 in. Long. Handy, economical Adams 2-light bar slips under camera with ease. Detachable handle. Takes small 300-watt 3%-in. bulbs. Ample light for movies at f/2.8 with subjects up to 9 ft. away. Place in stunning gold-and-gray aluminum case without removing bulbs. Easy to carry, with plastic swivel handle. Case  $11/2 \times 4/2 \times 6/2$  in. 6 ft. 4-in. AC cord included.



#### Extension Cord \$219

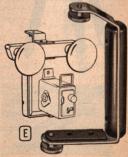
D 25-ft. Cord for photofloods and reflector floods. Heavy-duty 16-gauge copper wire delivers full current (ordinary cords cut current, cause inadequate lighting). Tough rubber insulation. For 110-120 volt AC. UL Approved.

83 R 1271-Wt. 2 lbs....\$2.19

#### Hi-Lite \$129

New Hi-Lite Attachment in proves lighting when you are taking movies, by eliminating shadows. Especially fine for electric-eye cameras. Lights are raised 7 in. above camera. Steel bracket with easy-to-grip wood handle. Can be quickly attached to any movie camera or barlight with standard tripod sockets. Ship. wt. 8 oz.

67 R 3257-Only...\$1.29



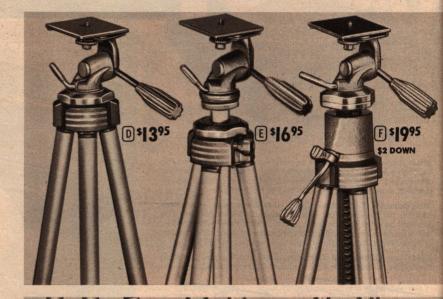
WARDS 45



B

\$495

## For Professional Results,



# AAA HAAAA

#### **ECONOMY MODELS**

A B C For cameras up to reflex size. Inexpensive tripods that are convenient in size, lightweight to carry, speedy to erect. Popular "second" tripods for vacation trips—require little space.

Telescopic legs made of brass. A half-twist, until a "click" is heard, locks the entire leg assembly in place. To collapse simply press firmly on each leg individually—all sections telescope quickly.

Pan head with handle for turning head in complete 180° arc or for tilting. An easy twist of handle locks head in any position.

Upper sections are covered with a tough, black, non-slip ribbed synthetic which makes tripod easy to carry. (Picture at bottom of page shows how compact and easy to handle these tripods are when closed.)

Detachable Non-Slip Rubber Feet Provide firm, sure footing for sections—guard against spills.

#### 8-Section \$995

Medium Size 45 in. open, 11 in. closed. Pan head, leather zipper case. Act. wt. 1 lb. 12 oz. 67 R 2128—Ship. wt. 2 lbs.. \$9.95

#### 4-Section \$495

B Economy Model (Case and pan head not included.) Measures 45 in. extended; 14 in. closed.

67 R 2118—Ship. wt. 11/4 lbs.\$4.95

#### 9-Section\_\$1295

© Deluxe Elevator Model. Same construction and special features as (A), (B) above with added convenience of 6-in. elevator with swing-over head. Extends to 51 in.; closes to 10 in. With pan head, zipper-closed leather case. Ship. wt. 2 lbs.

#### Star-D Tripods . . . Noted for Quality

DEF SAMOUS STAR-D, a name recognized by all photographers for outstanding quality and performance. All 3 Star-D tripods listed here have these exclusive features: Multi-Cam platform head... a twist of 2 cams removes platform designed for reflex and press cameras; converts tripod to a slim base, for movie or miniature cameras. All have non-slip rubber feet.

SWING-OVER ACTION lets you change from horizontal to vertical picture format, instantly. Synchro-lock lifting mechanism... holds your camera securely. Nylon gears and guides, for a quiet operation; never need oiling. Famous swing-tilt head, with separate controls for pan and tilt. Bronze leg bushings with built-in leg-spread arresters. Grip-tite leg locks. Made of aluminum alloy.

#### Star-D 3-Section Tripod \$1395

Dunusually Sturdy—rigid enough for 16-mm movie, 4 by 5 press, or all smaller cameras. Three-section legs extend to 59 inches, and close to 25½ inches. Quarter turn of knurled ring locks legs in position at any height; leg locks never "freeze." Rubber tips on legs give firmer support on all types of surfaces. Tripod screw fits all standard American sockets. Control handle tensions 180° tilt; lever controls 360° pan.

Removable platform provides solid support for all sizes and types of cameras. With platform in position you have a firm 23½-inch square base for larger cameras such as press or reflex. Lever lock releases platform from standard head to accommodate smaller still and movie cameras.

Precision machined of aluminum alloy and chrome plated steel with bronze bushings on all moving parts. Outer leg sections have platinum-like finish. Actual weight about 3½ lbs.

67 R 2138 M-Ship, wt. 4 lbs. 8 oz...\$13.95

#### 3-Section "Platinum 33" \$ 695

Latest Member of the Star-D Family, one of the steadiest lightweight elevating tripods on the market. A tribute to the designer, who has incorporated all of the "most-wanted" features in a tripod.

Made of Extruded Aluminum Alloy Tubing (aircraft quality), in combination with steel, brass, bronze, Nylon, chrome and rubber. Actual weight only 3½ lbs.

As Beautiful as it is Practical, with satinsoft platinum-like finish. You will fall in love with it, the moment you see it. Holds any camera up to Press size, and holds it steady as any single-extension tripod. Internal Nylon leg locks never freeze or bind—1/4 turn, and they lock or unlock.

Push-Button Control elevates center post; camera slides up or down instantly... you need try it just once to appreciate its value—invert center post for low-angle shots. Just twist a button to lock it in position. 601/4 in. extended, 23 in. folded.

67 R 2139 M—Ship. wt. 5 lbs......\$16.95

#### Star-D 3-Section Elevator Tripod \$1995 \$2 Down

Poperates with one-hand. Thumb lock tightens center post securely in position. One-piece crank handle—requires no folding or unfolding. Swing-tilt head, grip-tite locks, tri-pressure bronze bushings. Synchro-lift spiral gear mechanism remains securely in elevated position because center post cannot be forced out of position without turning hand crank. Center post glides on smooth nylon. Never squeaks or requires lubrication. No dirt to rub off on hands or clothing. Always remains free and in perfect adjustment. Center post can be inserted from bottom if you want to make dramatic, low-angle shots with camera on tripod. Accepts all cameras up to Press size. Elevator column gives 16-inch height adjustment. Full 360° pan, 150° tilt. Extends to 72 inches, 28 in. when closed. Finished in durable blue enamel, with aluminum legs. Actual weight 4¾ lbs.

c s|295

Q-Section

With Case

46 WARDS

Folds

You'll Like Wards Convenient Credit Terms . . . See Page 52 for Complete Details

## Use a Ward Tripod



#### For Greatest Versatility, Use An Elevator Tripod

Leg Locks Rubber Tips.

Champ II Super Quick-Set, Save \$3 from Nationally advertised price of \$33—it's another Ward Extral Tri-Lock Pan Head gives you simultaneous control of pan and tilt; separate control, or complete immobility—all you do is turn the selector screw.

Quick-sure-set leg locks are rigid at any length. A half-turn locks or unlocks 3-section Quick-sure-set leg locks are rigid at any length. A nati-turn locks or unlocks 3-section aluminum alloy legs with rubber tips. 2-way fingertip elevator control adjusts camera height. Column may be lifted or pushed down for fast action, or adjusted for height by hand crank. Can be locked at any height or inverted, for low-angle shots, by turning locking knob. Height extended 71½ in.; closes to 26 in.; elevator rises 15 in.

67 R 2105 MT—Actual weight only 4¾ lbs. Ship. wt. 5 lbs.........\$3 Down, Cash \$29.95

Adams Elevator Tripod . . . A trim, compact all-purpose tripod combining ultra-modern styling with the finest in extra features. Chromed steel pan head provides full 360° rotation,  $90^{\circ}$  swing-over tilt. Oversize knob fastens camera quickly, solidly.  $6\frac{1}{2}$ -in. handle locks pan head with just a twist of the wrist. Folding crank raises precision-machined aluminum elevator shaft 9 in.—thumbscrew locks at any height. 4-section legs: top section of blonde finished wood with chromed steel fittings, lower 3 sections of polished aluminum. Rubber-tipped feet. Height fully extended 61 in. Closes to 19½ in.
67 R 2134—Ship. wt. 2 lbs. 8 oz. Import. from Japan for Extra Savings.....Only \$14.95



M

#### **Handy Tripod Accessories**

Leg Locks

· Rubber Tips.

Alpex Pan Head. Full 360° pan, 140° tilt. Single 4½ in. handle controls movement—locks head in desired

67 R 2133-Ship. wt. 8 oz. Chrome plated steel.. Only \$1.98

Tilt Top Tripod Head. Oversize ball-and-socket assures smooth 360° pan, 180° tilt. Large knurled ring locks, unlocks ball. Holds small cameras; folding, 35 mm, or 8 mm movie. Fits standard American tripod screws.

67 R 2110—Ship. wt. 4 oz. . . . . . . . . . . . Only \$2.49

Klicklok Tripod Speed Adapter. Extra fast attachment for removal of camera from tripod. Upper portion screws to tripod socket of camera, lower part to tripod. No need to have to thread tripod to camera each time it's needed. Just 'Klick,' it's on—pull lever, it releases.

67 R 2109—Ship, wt. 8 oz. For all American threads..\$3.49

#### **Fold-Away Projector Table**

- Firm Support For Either Movie or Still Projectors
- Tubular Steel Frame is lightweight, yet durable
- Husky ¾-in. Thick Masonite Top, Size 18 by 16 in.

Holds any still, sound or slide projector sold in this catalog . . . provides rigid support—no projection-jump or unsteady sway. Rugged—yet attractive enough to grace your living room. No need to rearrange furniture—just set it up anywhere. 3/4-inch thick Masonite top, size 171/2x151/4 inches, has appearance of stained cork; clamps to foldingtype enameled tubular steel legs. Plastic feet. Stands 28 in. high.

67 R 2125 M—Ship. wt. 13 lbs. Folds flat for easy storage....Only \$7.95





• Built-in "Sunlight" Filter for Daylight Color Film

- · Constant-level Light Output
- Transistorized Battery-

saver Circuit Power-saving, transistorized printed circuit and automatic low-drain idling between shots assure 400 flashes per set of 4 D-cell batteries. Mecablitz UV filter provides exact day-

light quality light, correct for outdoor color film or black-and-white film. Constant-level ciroutdoor color him or black-and-white him. Constant-level cir-cuit assures same light output every time ready-light shows. Kodachrome Guide No. 32. Wide 65° light coverage for normal or wide-angle shots with same Guide No. Universal camera mounting, bracket for lightweight flash head, PC shutter cord and high-impact resistant power pack.

67 R 3493 L-With 4 D-cells, shoulder strap. Wt. 4 lbs... \$34.95



#### **Ednalite Accessory Filter Kits**

Be Ready! Don't Let Priceless Shots Escape You . . . keep a filter kit handy in your gadget bag...you'll reach for it time after time. The first four kits below all include a filter mounting ring, Sunshade, Haze filter for subduing overcast when taking mountain or marine scenes, a Type F filter for using indoor color film outdoors, and a close-up attachment for making dramatic still-life and portrait shots. Filters fit into protective leather pouch. Ship. wt. 6 oz. each.

67 R 2265—Kit for Argus C-3 (1957, and earlier).....\$7.95 67 R 2266-Kit for Argus Matchmatic C-3; C-44; V-100 with f/2.8 lens; Pony IV, Signet 30-40- and 50; and all other cameras with built-in Series 5 Adapter Ring......\$9.95

67 R 2268—Kit for Pony II Cameras: 135, 135C, 828..... 9.95 67 R 2269—Kit for Contaflex Cameras..... 67 R 2267—Kit for cameras with f/3.5 bayonet-mount: Rolleicord, Wardflex II, Yashica, Ricoh "G" and "L." Includes Adapter ring, sunshade, K-2, G-1 and Type F filter. .\$9.95

Other Filters and Lens Attachments on Pg. 33



#### Genuine Leather Bag . . . With All-around Zipper

Same Quality Often Sells For Much More-Offers advantages of an expensive bag at Wards direct import price. Features pockets seldom found in bags in this price range. Lid has zipper closure inner pockets for handbooks; two pockets with snap closures for filters and other small accessories. Meter pouch snaps inside case—may be removed for carrying meter on belt. Flexible inner strap snaps flat to case body or folds out as a divider. Adjustable shoulder strap, non-slip foam rubber pad. Outer pouch with spring snap fastener, pull tab. Large 10½x3¾x 8-in. size. Medium brown. A direct Ward Import from Japan.

67 R 3370—Capacity 386 cubic inches. Ship. wt. 2 lbs...........\$7.75







(3) Adjustable

#### Rugged Tolex Plastic Gadget Bags

- Lightweight and Attractive, Yet Durably Constructed
- Waterproof Material—Perfect for All-Weather Use
- Designed to Resist Abrasion—Will Not Stain or Crack

\$498 Med. Size

Tolex, a medium brown plastic that looks and leels like real leading. Extra durable—reinforced for greater strength, long wear. Waterproof, scuffproof, abrasion-resistant fabric will not stain or crack (see Fig. 1). Fiberboard reinforced ends, top, and bottom; will hold their Tolex, a medium brown plastic that looks and feels like real leather. shape. Heavy-weight zipper on three sides. Full-opening hinged top for easy access. Seams stitched and riveted at points of strain to assure long

Medium Size (shown). 101/2x31/2x81/2 in. Pocket in cover for accessories. 67 R 3315—Capacity 348 cubic inches. Ship. wt. 2 lbs.......\$4.98

wear. Snap pockets in lid (2), adjustable shoulder strap (3).

Large Size. 12x41/4x91/2 in. With a snap pocket in lid. 67 R 3344—Capacity 456 cubic inches. Ship. wt. 2 lbs. 6 oz. . . . . \$7.50

C

#### **Miralon Plastic Bags**

Small Size Bag For Movie Makers. Same Small Size Bag For Havie Practice Rade of rugged construction as bags above. Made of Miralon vinyl plastic lightweight . . . without the rugged construction of the rugged construction as bags above. Made of the rugged construction as bags above. fabric reinforcement. Heavy-duty zipper. Adjustable strap, rubber shoulder pad. Pouch outside for accessories. 73/4x6x33/4 in. Cap.: 213 cu. in. For small cameras. Med. brown.

67 R 3347—Ship. wt. 2 lbs......\$2.19

67 R 3312—Medium Size Bag like (C), 10½x3½x 7½ in. Capacity 315 cu. in... Wt. 2 lbs. \$2.89



#### Top Grain Cowhide—Luggage Tan Color

- Handsome and Spacious . . . A Bag You'll Enjoy for Many Years.
- Your Camera and Accessories are Protected and Readily Available
- Practical and Useful . . . Drop front Makes Loading Easier and Faster.

Luggage Tan Top Grain Cowhide Gadget Bag-good for long, hard wear. Just unzip heavy-duty side zippers and front opens twice as wide for easier accessibility. 2 handy front pockets. 1 removable inner pouch with snap. Small zippered pocket in cover for filters, film. Adj. shoulder strap. Divider in center of case can be laid flat. Spring snap fastener. A direct Ward import from Japan. 67 R 3371—10x8x41/4 in. Capacity 340 cu. in. Ship. wt. 3 lbs.........\$11.75 67 R 3372-Larger Bag. 11x81/2x5 in. Capacity 465 cu. in. Wt. 4 lbs..... 14.75



101/2×4 x8 in.

Heavy-Duty Cowhide Pro-Bag

See How Compactly you can carry your camera, flash gun, flash bulbs, film, exposure meter and other accessories. (Picture at right).



Top Grain Cowhide Bag For Camera and Accessories. See open view above. Top Grain Cownide Bag for Camera and Accessories, see Special and bottom. Handsome brown leather is fiberboard reinforced at sides and bottom. Heavily stitched and riveted at points of strain. Front key lock. Bruse prodector feet. Adjustable shoulder strap can be detached when comfortable hand grip is used. A professional type bag with plenty of room for carrying all your equipment. Cover opens wide for full access to interior.

67 R 3353—Size 101/2x4x8 in. Capacity 340 cu. in. Ship. wt. 3 lbs......\$9.95 67 R 3354—Split Leather Pro-Bag. Has same construction and all of the fine features of top-grain bag (E) above, but split leather is not quite as handsome or 



#### **Perrin Thor Compartment Bag**

Finest "Presentation" Bag. Rugged, F high style bag, of topgrain harness leather, is truly a show-piece. Large and roomy—can double as a traveling bag. Measures 14½x5½x10 in. Every convenience for camera, accessories. 5 built-in leather pockets, pouch pocket inside of cover. Easy accessibility-just unzip two front heavy-duty zippers, front drops open.

Adjustable removable shoulder strap with foam rubber pad'. Removable leather handle for easy-carrying. Outside straps for attaching tripod. Sturdy constraps for attaching tripod. Sturdy construction. Saddle-stitching. Reinforced at points of strain. Will always holds its shape. Capacity 797 cu. in. Sells Nat. for \$49.50. Ship. wt. 4 lbs.

67 R 3378—\$4 Dn., \$5 a Mo.Cash \$39.50

# Adams Cameras PRICES REDUCED CUT \$10 Was \$38.95 ... Now \$2895

Save \$10 on the Adams 351—known for superb workmanship, quality lenses and picture-making ability. Rapid wind film advance cocks shutter and prevents double exposures in one swift stroke. 3-element 1/2.8 Triplon 50 mm lens. Takes wide-angle, telephoto shots with accessory lenses sold below.

Built-in Self-Timer. Shutter speeds from 1/25 to 1/200-sec. Synchronized for No. 5, 25 bulbs and electronic flash. Use any flash with PC fitting. Takes slides, Kodacolor and B&W prints on 35 mm film. West German import. Aluminum body.

67 R 411L—Ship. wt. 3 lbs. \$3 Down, \$5 Monthly, Cash \$28.95

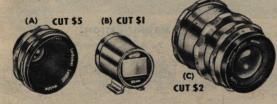
67 R 413—Eveready Case—Top grain leather. Wt. 8 oz...



Was \$58.95 . . . Now \$4495

\$14 OFF on Adams 352 With Coupled Rangefinder . . . for perfect focusing. Takes accessory lenses sold below. Rapidwind lever advances film, cocks shutters, prevents double-exposures. Imported from Western Zone of Germany.

4-element 50 mm Lordonar f/2.8 lens takes slides, Kodacolor, black-and-white prints on 35 mm film. Shutter speeds from 1/25 to 1/200-sec. Synchronized for No. 5 and 25 bulbs and electronic flash. Order Flash with PC fitting, sold on Page 41. Self-timer. Film-type reminder. Die-cast Aluminum body. 67 R 412 L—Ship. wt. 1 lb. 8 oz. . . . . \$4.50 Down, Cash \$44.95 67 R 413—Evereapy Case—Top grain leather. Wt. 8 oz. 4.75



#### Adams Accessory Lenses At Lowest Prices

## **Complete Index**

-A-	Files, Negative35, 70	Paper Safes
Adapters, Flash 40	" Slide	Paper Safes 68
Adapter Rings33	Film, 35mm74-77	Papers, Printing63
Albums38, 39	" Black and White 74, 75	Pencils, Coloring70
Apron, Darkroom58	" Brush	Polaroid Cameras 22, 23
Art Corners38	" Castle95	Polaroid Meters3
	" Cement	Polaroid Print Copier 2
B-		
Bags, Camera 48, 88	" Cleaner	Polish, Ferrotype69
Barlights45, 103	" Clips58	Postcards, Polaroid23
	" Color	Printers70, 7
Batteries40, 42	" Exhibition	Projector Stands 47, 84
Binders, Slide	" Hangers58	Projectors,
Binoculars50, 51	" Holders	Movie 81-93, 102, 103
Bob Adams54	" Movie76, 77	" Sound
Blotters	" Polaroid	" Still
Books	" Processing73, 74, 78, 79	
Bracket, Flash		-R-
Brushes, Lens37	" Reels, Cans98	Rangefinders3
" Film37	" Roll and Sheet 74-77	Reducers, Film6
	Filters 33, 47, 59, 63, 97	Reels, Movie9
Bulbs, Flash 43	Finishing Service,	Reflectors
Bulbs, Projector43	Black and White 73, 74	Repair Service5
Bulbs, Photoflood 43	" Color74, 78, 79	Retouching Supplies7
The state of the s	Flash Bulbs43	THE RESERVE OF THE PERSON OF T
-c-	Flash Units 22, 23, 41, 42	Rewinds, Movie100, 10
Cable Releases37		Roller, Print6
Cameras, Box18	Funnel	-S-
" Electric Eye17	Frames, Picture39	Safelights
" Folding	Frames, Printing70	Scale, Print
" Land22, 23, 27	-G	
" Miniature	and and and and	Screens94, 9
	Gadget Bags48	Screwdriver3
" Movie 80-92, 102, 103	Graduates57	Shipping Information5
" Polaroid	-H-	Slide, Changers3
" Reflex, 35 mm15, 16, 49		" Mounting Needs 34, 3
" Stereo	Handles, Movie88	" Projectors24, 27-3
" 35mm7-15, 104	Hangers, Film59	" Viewers24, 3
" Twin Reflex 19-21, 26, 27	Нуро60	Splicers10
" Outfits1-5, 9, 18, 86, 104	The training of contras Blottle	Sponge5
Camera Repair56		Spotlights4
Cases, Camera22, 48	Intensifiers, Film60	
" Movie Reel	-L-	Squeegee, Film5
	Land Cameras22, 23, 27	Stereo Supplies24, 2
Castle Film95		-T-
Changing Bag58	Lamps43	Table, Projector47, 8
Chemicals	Lenses, Adams49	Tape, Binding3
Clips, Film58	" Aires14	Telephoto Lenses.8-16, 37, 4
Color Developing Kits60	" Argus12	
- Joseph Million Heller	" Camera, Movie84, 85	Telescopes5
_D_	" Contaflex8	Test Light, Battery 4
Darkroom Plans57	" Enlarging	Thermometers5
Developers60	" Exakta16	35mm Cameras 7-15, 10
Developing Kits57	" Kodak	Time Payment5
Developing Tanks58, 59	" Leica16	Timers23, 37, 6
Dodgers		Titlers9
Dryers, Print69	" Lordomat11	Toners
bryers, Filit	" Retina	Tongs, Print5
THE HOLD	" Schneider37, 66	Trays31, 5
Easels, Enlarging64, 71	" Voightlander	
	" Zoom	Trimmers6
Editors, Movie 100, 101	Lighting Equipment .40-45, 47	Tripods46, 4
Electric Eye Camera,	Light Meters23, 36	-V-
Movie80-82, 84-90		Ventilator6
" Still	-M- betraction	Viewers, Slide24, 3
Electronic Flash22, 42, 47	Magnifiers	Vignetter
Enlargers64-67	Monthly Payment Plan52	
Exposure Meters23, 36	Mounts, Photo39	-w-
Extension Cords 40, 45, 88		Wards Easy Terms5
Extension corus 40, 43, 66	Movie Accessories 97-101	Washers, Print6
avad -F	2000 -0-	Wide Angle Lenses
Facts About Cameras 6, 55	Oil Colors70	11-16, 37, 49, 9
		-z-
Ferrotype Plates	Outfits, Still. 1-5, 9, 18, 86, 104	
Field Glasses 50, 51	" Movie	Zoom Lens

WARDS 49

MORE SEE-POWER PER DOLLAR

WARDS DIRECT-TO-YOU IMPORTS ... MEAN



**Fine Precision Binoculars** 





GOOD AN EXCELLENT VALUE AT THESE LOW PRICES

\$2 DOWN

• Die-cast Metal Body

- Standard 2-Pc. Barrels
- Sheath-type Leather Case • 2 Models \$19.98 and \$29.95

S3 DOWN



BETTER

SUPERIOR QUALITY FOR ONLY A LITTLE MORE

 Lightweight Aluminum Body • Mono-mold 1-Pc. Barrels Saddle-stitched Pigskin Case

• 5 Models \$29.95 to \$44.50

Mag. Power and

Objective Diam.

BEST FINEST LENSES, PRISMS FOR EXTRA-SHARP VIEWING • Featherweight Magnesium

\$4.50 DOWN

- Mono-mold 1-Pc. Barrels
- · Finest Cowhide Case

Catalog

Number

37 oz. 67 R 7074L 4 lbs. 74.95

• 5 Models \$44.95 to \$74.95

Ship. | Cash

Means Top SEE-POWER Values . . . The Finest We Know of at These Prices. Optically ground and polished, fully corrected lenses—antireflection coated for crisp, clear images. All-metal bodies—modern lightweight designs, easy to hold and wear. Quick, easy center-focus, plus separate right-eye adjustments. Precision hinged bridges accommodate distance between eyes. Made to Wards rigid specifications, ADAMS binoculars are imported direct from Japan for greatest savings...for top SEE-POWER values.

Adams GOOD Binoculars. Coated lenses. Zeiss-type, die-cast metal body, black leatherette covered. Supplied with sheath-type Pigskin carrying case, straps.

Adams BETTER Binoculars. Lightweight die-cast aluminum body, covered with black leather. B&L-type mono-mold one-piece barrel construction provides extra protection against shock, moisture. Coated, fully achromatic lenses. Supplied with lens caps, plush-lined top-grain Pigskin case, neck straps.

Adams BEST Binoculars. Featherweight . . . note actual weight in column at right—body made of die-cast magnesium for extra lightness, rigidity. Black leather covering. High-quality B&L-type mono-mold barrels. Coated, fully achromatic lenses, plus BaK4 prisms, eliminate color abberations—insure clear, extrasharp images. You get sparkling clear coverage of extra-wide field, for greatest SEE-POWER. Extra-hard lens coating gives superior brightness, contrast, plus added exterior services are taking fives. added protection against scratching. Adams Best, supplied with lens caps, lens brush, plush-lined top-grain Cowhide case and two straps.

A GOOD Adams Qu	ality with	die-cast met	al bodies	1943			
6-Power x 30mm. 45	/16 in.   39:	3 ft.   20 oz	167 R 7001 13	lbs. \$19.98			
7-Power x 50mm. 7							
B BETTER Adams Q	B BETTER Adams Quality with die-cast aluminum bodies						
6-Power x 30mm. 43	4 in.   39:	3 ft.   21 oz	67 R 7012L 3	lbs. \$29.95			
7-Power x 35mm. 51	/8 in. 36	7 ft.   22 oz	67 R 7019L 3	lbs. 32.50			
8-Power x 40mm. 55	/s in. 36	7 ft. 24 oz	67 R 7020L 3	lbs. 36.50			
7-Power x 50mm. 7	in. 37	6 ft. 40 oz	67 R 7021L 4	lbs. 38.50			
*7-Power x 35WA. 51	/16 in.   52	ft.   32 oz.	67 R 7016L 4	lbs. 44.50			
*Wide Angle Vi	ew (ov	er 40% grec	ter field of vie	ew).			
© BEST Adams Quality with featherweight magnesium bodies							
6-Power x 30mm. 45	8 in.   460		67 R 7070L 3				
7-Power x 35mm. 51		ft. 20 oz.	67 R 7071L 3	lbs. 49.95			
8-Power x 40mm. 55	/s in.   393	3 ft. 23 oz.	67 R 7072L 3	lbs. 64.95			
7 Danier = 50-   63	/ 1- 071	2 4 1 22	LET D TOTAL	11 00 05			

Field at

Note. All binocular and field glass prices include 10% Fed. Exc. Tax.

Enjoy Precision Optics on Easy Terms . . . See Page 52 for Details.

#### Important Facts You Should Know to Help You Buy Binoculars

#### BINOCULAR BUYING GUIDE

E-Excellent; G-Good;

Subject	6×30	7x35	WA*	7x50	8x40	10x50
All Purpose	E	E	G	G	G	NR
Sports	E	E	E	G	G	NR
Horse Racing	E	E	E	E	E	NR
Bird Watching	E	E	E	G	E	G
Hunting, Wooded.	Е	G	G	G	G	F
Hunting, Open	G	G	E	G	E	G
Mountain Use	F	E	G	G	G	E
Water Sports	E	E	E	E	G	G
Night Use	G	G	G	E	G	F

\*7 x 35 Wide Angle-40% Extra Field

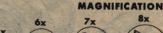
50 WARDS

See Page 52

#### HELPFUL TERMS

RELATIVE BRIGHTNESS compares the brilliance or light-gathering power of one binocular to another. A Relative Brightness of 25 is about average; The large 50 mm objective of the 7x50 binocular provides a very brilliant relative brightness of 49, which is especially well suited for use in dim light.

FOCUSING. Most binoculars have centerfocusing and separate right eye adjustment. Once the right eye adjustment is made, you can leave it at that point and use the center focusing knob for scene changes. All Adams binoculars leature center-focus—superior in speed and ease of use, plus adjustable right eyepieces for utmost viewing pleasure.





10-Power x 50mm. 7 in. 367 ft.







CHART ABOVE compares the size of subject as you see it with various magnifications (also called Power). One-power (1X) is what you see with the unaided eye. Six-power (6X) means the image is 6 times greater in size. For example, if an object is magnified 6X, at 600 ft. it will appear to be 100 ft. away from you.

FIELD OF VIEW, means the actual width of the picture you see through the lenses, and is given as the width in feet of a scene 1000 yards away.

## POWERFUL SCOPES FOR LONG RANGE VIEWING



D 40-Power—Wards Finest Pocket-sized Telescope. Precision-made by the skilled craftsmen of Hertel & Reuss, Germany. Scope has 4 magnifications in preset "click" stops: 15, 20, 30, and 40 power. Chrome plated draw tube adjusts instantly for desired power. Coated lenses. 31 to 79-ft. field of view at 1000 yds. depending on magnification used. Black leather covered 5-section body closes to only 9 in. Complete with brown leather protective case.

Economical, Good-Quality Pocket Telescope. 12-power, with 30 mm objective. Lenses coated for greater brightness, image quality and protection. Fine for general use or for youngsters. Black leather-covered, chromed tube.

67 R 7212-Closes to 9-in. No Case. Ship. wt. 1 lb......Only \$4.95

Imported 30-Power—Wards Most Economical Full-Size Scope, with many features usually found only in much more costly instruments. Coated lenses —40 mm objective, 30-power focusing eye-piece in chromed draw-tube. About 22-in. closed—extends to 25-in. Steel and aluminum construction. Black finish. 67 R 7205—With 8-in. tripod. Ship. wt. 5 lbs......Only \$14.95

Adams Field-Weight 20 x 50 Scope . . . the pertect answer where a compact and lightweight, powerful telescope is needed. Compact—only 10½-in. long, 2½-in. diam. Lightweight—only 2 lbs. actual weight. Powerful—20X long, 242-in. dam. Lightweight—only 2 lbs. detail weight. Foweritt—20x magnification with precision focusing eyepiece. Binocular-type prism permits extra-compact construction—crisp, brilliant images. Coated optics. Dustproof, lightweight all-metal construction in gray wrinkle finish. Use hand-held, on companion 8½-in. tripod, or with your own camera tripod. With tripod and lens cap., and rugged wooden storage case.

67 R 7224 L—Ship. wt. 3 lbs. Only \$2.50 Down on Terms....... Cash \$24.95

#### NEW EASY-PAY PLAN

On All Photo and Optical Purchases at Wards See Page 52 for Complete Details.



Bausch & Lomb BALscope Sr.—Wards Finest Full-Size Telescope . . . One of America's top favorites. Superior craftsmanship and design, for rugged allpurpose use. Requires separate eyepieces—choose from selection below, 15 to 60-power. A trim 161/2 in, overall—act. wt. only 3 lbs. Airtight, dustproof construction. Adjusta-prism internal focusing with external knob. 60 mm objective with 2-in, sunshade attached. Extra-hard, anti-reflection Balcoted optics 67 RP 7217 LT-Order eyepieces extra below. Postpaid. \$5.00 Down, Cash \$90.00

J Eyepieces Only—B & L BALscope Sr. State Power Desired.

Power of Eyepiece	15	20	30	60
Field in ft. at 1000 yds	140	111.8	78.4	28.6
Relative Brightness	16	9	4	101

67 RP 7218 LT—Postpaid......\$2.50 Down on Terms. Cash ea. \$25.00



## Single-Motion, ZOOM Focusing

Complete With Deluxe Leather Case NEW German Telescope Featuring True Z-O-O-M Focusing, You've seen it on TV ... you've seen it in the movies ... those sweeping shots seen it on TV... you've seen it in the movies... those sweeping shots that zip in close, then drop back to get the Big picture in full-width—that's real Z-O-O-M focusing!

that's real Z-O-O-M focusing!

This New Hertel & Reuse Scope permits this same Z-O-O-M action. One universal eyepiece provides a continuous range of magnifications from 25X to 60X, which you select easily by a simple turning motion. Use lowest power (25X) for wide-field viewing (98 ft. at 1,000 yds.), such as sports events . . middle powers to bring you in closer (at 40X the field is 65 ft.) . . Z-O-O-M to 60X for high-power close-ups (field now 52 ft.). Everything you look at, wire-sharp, up close, at just the right magnification. Sure SEE-POWER for anyone desiring a single scope for all uses—spotting, target or field, general viewing, at home or on vacation, plus celestial work, watching airplanes, stars, plants and those elusive space satellites.

Large 60mm Objective. All lenses coated for crisp, clean images. Lightweight, all-metal construction—actual weight only 21/4 lbs. Black wrinkle finish—sunshade extends 11/2 in. Compact—only 15 in. closed.

Complete with Deluxe German-made Case of saddle-stitched top-grain leather, with convenient shoulder strap. Tripod not included—order extra on Page 46 (takes any American-thread tripod). Precision made in Western Germany. Ship. wt. 3 lbs. 8 oz.

67 R 7230 L...... Only \$5 Down on Terms, Cash \$99.50



#### **Vest Pocket** Binoculars

ONLY \$ 365 With Case



Featherweight Adams Prism Binoculars—Pocket-size, All-Purpose SEE-POWER. Unusually small—only 41/6 in. long. Actual weight only 6 oz. Ideal for pocket or purse—perfect for sports or theatre. Magnifies 6 times—360-ft. field of view at 1,000 yds. Precise individual eyepiece focusing. Aluminum frame, miniature prisms permit extra-compact featherweight construction. Black finish, chrome trimmed.

67 R 7032—Complete with leather case. Ship. wt. 1 lb.......Only \$13.65

For Other Telescopes, Field-Glasses See Wards Big General Catalog

WARDS 51

ON ORDERS FROM \$50 TO \$200

# Gou Pay Only \$500MN

up to 24 Months to Pay!

\$10 DOWN

10% DOWN

On Orders Over \$200

On Orders from \$20 to \$50

#### Cameras at Wards are Now Easier to Buy

An important change ... a change you will like! Wards now make it far easier for you to buy a fine camera, and to pay for it during the months to come, while you're using and enjoying it. On a \$100.00 photographic purchase at Wards, you now pay only \$5 Down, \$5 a Month (instead of the usual \$10 Down and \$9 a Month). Even on a \$199.00 purchase, you pay only \$5 Down, \$10 a Month, instead of the usual \$19.90 and \$14. And as long as 24 months to pay. (On orders from \$20.00 to \$50.00, the down payment is 10%, with up to 18 months to pay the balance.) So, if you've been dreaming of a famous Zeiss-Ikon or Leica, or a Bell & Howell Movie Camera, but have hesitated for lack of full cash-on-hand, Wards terms can make your dreams "happen" ... right now! Remember ... these convenient terms apply on ALL THE MERCHANDISE IN THIS BOOK; just build your order to \$20.00 or higher.

#### At Wards, It's Easy to Open an Account

Here's all you do. Just write your order in the usual way (first order should be for \$20 or more). Then turn the Order Blank over and have it filled in and signed by the head of the household. Enclose a check or money order for the Down Payment (see Table of Terms at right) and mail it. If there is a Ward Retail Store or Catalog Store nearby, the Credit Manager will be more than happy to assist you in opening your account—and best of all, your credit account is good at Wards anywhere.

#### It's Easy, Too, to Add-On to Your Account

Wards "Add-On" Plan is Better, More Convenient Than a Charge Account—You don't have to pay in full at the end of each month. Once your Account is open, you can add purchases of \$5 or more without an additional down payment... and often without increasing the amount you pay monthly. The Table of Terms at right will quickly show you how much you can add to your account without raising the payments. For example: if you are now paying \$16 each month, and your present balance is \$100, you can add purchases up to \$230 without increasing your monthly payments.

#### WARDS REFUND POLICY ON LOWER PRICES

As Wards new 1959 Camera Book goes to press, the prices quoted are Wards lowest. If, however, merchandise costs go down, or if Federal taxes are removed or lowered during the life of this book, all catalog orders for photographic equipment and optical goods will be filled at the reduced prices—and the difference will be promptly refunded to you. This has always been our guaranteed pricing policy...just one more reason why it always pays to shop at Montgomery Ward.

Wards Guarantee

We guarantee the quality of every article 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 paid, including transportation charges paid by you.

MONTGOMERY WARD & CO.

You May Handle Your
Ward Time Payment Account
As a "30-Day Charge"

Wards will refund all of the carrying charge if you pay your account in full within thirty days after the date of purchase. Or, you may prepay your account in full anytime after thirty days; a portion of the carrying charge will then be refunded to you.

#### **Tables of Terms**

FOR 10%-DOWN ORDERS

Monthly Payment	Balance After Down Payment	We Add for Credit Price
- The	Up to \$10.00	10%
Park The The	\$10.01- 12.50	\$1.25
THE REPORT	12.51- 15.00	1.50
100 AT 125	15.01- 17.50	1.75
	17.51- 20.00	2.00
	20.01- 23.00	2.30
\$5.00	23.01- 26.00	2.60
	26.01- 29.00	2.90
	29.01- 32.00	3.20
	32.01- 35.00	3.50
	35.01— 40.00	4.00
Commit 822-/16	40.01- 45.00	4.50
	45.01— 50.00	5.00

#### FOR \$5-DOWN ORDERS

Monthly Payment	Balance After Down Payment	We Add For Credit Price
\$5.00	\$50.01 to \$55.00 55.01 to 60.00 60.01 to 65.00 65.01 to 70.00	\$6.50 7.00 7.50 8.00
	70.01 to 75.00	9.00
5.00	75.01 to 80.00 80.01 to 85.00 85.01 to 90.00 90.01 to 95.00 95.01 to 100.00	10.00 11.00 12.00 13.00 14.00
6.00	100.01 to 110.00 110.01 to 120.00	15.00 17.00
7.00	120.01 to 130.00 130.01 to 140.00 140.01 to 150.00	19.00 21.00 23.00
8.00 8.50	150.01 to 160.00 160.01 to 170.00	25.00 27.00
9.00 9.50	170.01 to 180.00 180.01 to 190.00	29.00 30.50
10.00	190.01 to 200.00	32.00

#### FOR \$10-DOWN ORDERS

		10.000	and the second second second second
Monthly	Balance A	fter	We Add For
Payment	Down Payr	nent	Credit Price
\$10.50	\$200.01 to \$2	10.00	\$33.50
11.00	210.01 to 2	20.00	35.00
11.50	220.01 to 2	30.00	37.00
12.00	230.01 to 2	40.00	38.50
12.50	240.01 to 2	50.00	40.00
13.00	250.01 to 2	60.00	41.50
13.50			43.00
14.00	THE RESERVE OF THE PARTY OF THE	Service Control of	45.00 46.50
	200.01 10 2	30.00	40.30
14.50	290.01 to 3	00.00	48.00
15.00	300.01 to 3	10.00	49.50
15.50	310.01 to 3	20.00	51.00
16.00	320.01 to 3	30.00	53.00
16.50	330.01 to 3	40.00	54.50
17.00	340.01 to 3	50.00	56.00
17.50	350.01 to 3	60.00	57.50
18.00	360.01 to 3	70.00	59.00
18.50	370.01 to 3	80.00	61.00
19.00	380.01 to 3	90.00	62.50
19.50	390.01 to 4	00.00	64.00
	Payment \$10.50  11.00 11.50  12.00 12.50 13.00 13.50  14.00  14.50  15.00 15.50  16.00 17.50  18.00 18.50  19.00	Payment         Down Payment           \$10.50         \$200.01 to \$2           11.00         210.01 to 2           11.50         220.01 to 2           12.00         230.01 to 2           12.50         240.01 to 2           13.00         250.01 to 2           13.50         260.01 to 2           14.00         270.01 to 2           280.01 to 3         280.01 to 3           15.00         300.01 to 3           15.50         310.01 to 3           16.50         320.01 to 3           17.50         350.01 to 3           18.50         360.01 to 3           19.00         380.01 to 3	Payment         Down Payment           \$10.50         \$200.01 to \$210.00           11.00         210.01 to 220.00           11.50         220.01 to 230.00           12.00         230.01 to 240.00           12.50         240.01 to 250.00           13.00         250.01 to 260.00           13.50         260.01 to 270.00           14.00         270.01 to 280.00           280.01 to 290.00         280.01 to 300.00           15.00         300.01 to 310.00           15.50         310.01 to 320.00           16.00         320.01 to 330.00           17.50         350.01 to 360.00           17.50         350.01 to 360.00           18.50         370.01 to 380.00           19.00         380.01 to 390.00

## 3 Ways to Shop Wards Catalogs



## Shop By Phone

Jot down items you want and phone us. We'll do the rest (see your phone book or Wards big General Catalog for phone number to call). Tell Wards phone-clerk the catalog number, name, (size, color or finish if needed) and price of each item you want. Your order can be shipped to you or you may pick it up later.

About C.O.D. Orders . . . If you find it necessary to place an Order on a C.O.D. basis the Post Office collects for amount of order plus a C.O.D. handling charge plus a Money Order fee for forwarding payment to us, in addition to regular Parcel Post charges. This expense adds considerably to the cost, particularly if your order amounts to less than \$5.00. We do not ship C.O.D. orders for live animals and started chicks.

(These rates subject	Parcel P		The State of the S	epartment	:.)
ZONE ->	Local	1-2	3	4	5
Shipping Weight of	Within	Up To	151-300	301-600	601-1000
Your Order	This City	150 Miles	Miles	Miles	Miles
Up to but not including 16 ounces	3c for the first 2 ounces and 1½c for each additional ounce.				
1 pound	18c	23c	23c	24c	26c
	20c	27c	29c	31c	36c
	21c	31c	34c	38c	45c
	23c	35c	39c	45c	54c
	24c	39c	44c	52c	63c
5 lbs. 1 oz. to 6 lbs	26c	43c	49c	59c	73c
6 lbs. 1 oz. to 7 lbs	27c	47c	54c	66c	82c
7 lbs. 1 oz. to 8 lbs	29c	51c	60c	73c	91c
8 lbs. 1 oz. to 9 lbs	30c	55c	65c	80c	\$1.00
9 lbs. 1 oz. to 10 lbs	32c	59c	70c	87c	1.10
10 lbs. 1 oz. to 11 lbs	33c	63c	75c	93c	1.19
11 lbs. 1 oz. to 12 lbs	34c	67c	80c	\$1.00	1.28
12 lbs. 1 oz. to 13 lbs	36c	71c	85c	1.07	1.37
13 lbs. 1 oz. to 14 lbs	37c	75c	90c	1.14	1.47
14 lbs. 1 oz. to 15 lbs	39c	79c	96c	1.21	1.56
15 lbs. 1 oz. to 16 lbs	40c	83c	\$1.01	1.28	1.65
16 lbs. 1 oz. to 17 lbs	42c	87c	1.06	1.35	1.74
17 lbs. 1 oz. to 18 lbs	43c	91c	1.11	1.42	1.84
18 lbs. 1 oz. to 19 lbs	45c	95c	1.16	1.49	1.93
19 lbs. 1 oz. to 20 lbs	46c	99c	1.21	1.56	2.02
30 lbs. 40 lbs. 50 lbs. 60 lbs. 70 lbs.	61c	\$1.38	1.73	2.25	2.95
	75c	1.78	2.24	2.94	3.87
	90c	2.17	2.76	3.63	4.80
	\$1.04	2.57	3.27	4.32	5.72
	1.19	2.96	3.79	5.01	6.65



## 2 Shop In Person FOR PERSONALIZED SERVICE

If you'd like experienced clerks to help you in selecting your equipment, come in to Wards store or Mail Order House nearest you. See our ever changing displays of merchandise from the catalog. You might find it a good time, too, to open a Monthly Payment Account. (Any thing we sell may be bought on convenient terms.



## 3 Shop By Mail IT'S CONVENIENT, TIME-SAVING

Just list the items you want on the enclosed order blank or any plain paper, and mail it to your nearest Wards Mail Order House. If you wish your cash-order shipped by Parcel Post, please include enough extra to cover postage . . . as shown in Parcel Post Rate table below. If you send too much, we will refund the excess.

All items are shipped promptly from stock unless otherwise specified. You pay shipping charges from your nearest Ward Mail Order House unless description states that item is "Postpaid" or "Prepaid" or will be shipped direct to you from a factory (identified by the letter "F" or "K" after catalog number). On factory or warehouse shipments you pay shipping charges from shipping point; allow extra time for special handling.

DO NOT send money for Freight or Express Charges if there is an agent at your station. You can pay him when goods arrive. For estimate of Express charges, see below.

Items with Catalog Numbers ending in "T" (example: 67 R 387T) may be shipped from one of Wards other Mail Order Houses. However, you pay postage on all "T" items only from your nearest Ward Mail Order House.

#### **Estimated Express Rates**

Fastest way to ship non-mailable merchandise, especially bulky, fragile or odd shaped items.

Shipping Weight	100 Miles	200 Miles	300 Miles	400 Miles	500 Miles	750 Miles	1000 Miles
5 Pounds	\$2.22	\$2.22	\$2.22	\$2.22	\$2.22	\$2.22	\$2.30
10 Pounds	2.22	2.22	2.30	2.42	2.47	2.62	2.77
15 Pounds	2.22	2.38	2.54	2.70	2.79	3.01	3.23
20 Pounds	2.35	2.58	2.78	2.99	3.12	3.40	3.70
25 Pounds	2.48	2.76	3.01	3.29	3.44	3.82	4.19
35 Pounds	2.75	3.13	3.50	3.88	4.08	4.60	5.12
55 Pounds	3.28	3.86	4.45	5.05	5.38	6.19	7.02
75 Pounds		4.60	5.42	6.21	6.66	7.77	8.90
100 Pounds	4.46	5.54	6.61	7.68	8.27	9.76	11.25

#### Other Pages to Aid You in Buying at Wards

The 35mm Camera6 The Stereo Camera24 About Flash Shots40	Help for Problems
Index49	Printing Hints62
Monthly Payments52	Choosing a Movie Camera80



NOT SURE WHAT YOU NEED? Let Bob Adams help you. He's a photographic specialist with years of experience. He knows the sort of equipment beginners as well as professionals need, for he's helped make their selections in the past. Do you want to make color prints from 35 mm color negatives . . . make photo-murals ... retouch negatives ... take slides through a microscope? Whatever your needs, Bob Adams will advise you on what equipment and materials are required.

Are you interested in a simple camera for shooting Superslides? Bob Adams can suggest several, and if you'd like to see descriptive literature such as booklets from the manufacturer, he'll send you what is available. As always, there's no charge or obligation—it's another Ward Extra Service.

HAVING TROUBLE CHOOSING A GIFT? Let Bob Adams help you . . . he's been serving gift shoppers for years. He knows about almost every photographic item on the market. He can tell you what's available, what's best for your needs and budget . . . what people like to receive on holidays, and for special occasions. Christmas, Birthday or Graduation whatever the special date, Bob Adams will suggest just the right gift.

There's no obligation—if it's sold at Wards you order separately. If Wards doesn't stock your gift selection, Bob Adams will order it especially for you, if you wish. No charge of course—it's another FREE Ward Extra Service. Remember, you don't need cash to shop at Wards. Take advantage of the special terms on photographic supplies. See Pg. 52. IF WE DON'T HAVE IT, WE'LL GET IT. Anything you want we'll order just for you. Wards stock thousands of different items—all the most useful, most popular photo and optical goods. But not everything can be listed in this Catalog. So if you don't see it, write Bob Adams...if what you want is available, he'll get it for you.

Perhaps you'd like a camera outfit with accessories that aren't listed in the catalog— Bob Adams will be happy to make up a "custom" outfit just for you. There's no extra charge for this service, and you'll usually pay well under Nationally advertised prices. Tell Bob Adams what you want—he'll return a letter giving availability and cost. There's no obligation, no minimum charge—it's another Ward Extra Service.

#### BOB ADAMS YOUR TECHNICAL ADVISOR ...

DO YOU HAVE A TECHNICAL PROBLEM? Not sure how to set your shutter... use an exposure meter... what the numbers mean on your Polaroid camera? Bob Adams will be happy to give you a full explanation, or send you an instruction booklet from the manufacturer. He has collected information on photo products of all kinds, even including some obsolete equip-ment made years ago. Whether you bought it at Wards, or elsewhere, Bob Adams will gladly send you the information you want. Just send him a note. No charge, no obligation.

Would you like to know how to shoot an unusual picture, use special or unusual equip-ment with your camera, or in your darkroom? Bob Adams can tell you how—that's why he's here; address below. There's no charge, no obligation—another Ward Extra Service. HAVING TROUBLES WITH YOUR PICTURES? From time to time almost every photographer runs into a problem he can't solve—whether in using equipment, such as a camera or enlarger, or in doing his own processing.

Perhaps your camera has an adjustment you're not sure of. Perhaps your pictures are too dark or off-color . . . home-darkroom prints won't stay flat, or dry to an uneven gloss . . . or maybe your color processing is not coming out right. Minor negative, print or other picture flaws often have a simple explanation . . . a small oversight that only a highly experienced technician can spot. Send your problem-pictures to Bob Adams . . . he'll tell you what's wrong. He's seen hundreds of pictures, and can usually spot defects immediately. Another FREE Ward Extra Service.

WANT TO TRADE? Do you have a good camera that no longer satisfies present needs? Write Bob Adams for an estimate on the allowance Wards can make for your old one on the purchase of a new camera.

Wards money-saving prices and reasonable allowance on your used equipment will enable you to own a new camera for a minimum cost. Wards new credit plan on photographic cost. Wards new creati plan on photographic supplies makes it easier than ever to take advantage of the many exclusive offers in the camera catalog. Pay only 10% down on orders up to \$50 ... \$5 down on orders from \$50.01 to \$200 . . . and only \$10 Down on orders over \$200. See Page 52 for complete details. Your old camera may make a substantial down payment on a new one. Why not explore this possibility? No obligation.

SEND ALL MAIL TO: Bob Adams—Dept. 67 MONTGOMERY WARD 618 W. Chicago Ave. Chicago 7, III.

Be sure To Write Fully . . . include all details on your problem, and be sure to give your full name and return address on your letter or card.

When You Would Like Assistance on Choosing Merchandise, such as a gift, be sure to give your price range and some idea as to how advanced the user is. For example, if you'd like to give a child a simple camera costing under \$10, or if you're an advanced amateur and want topquality equipment, be sure to tell Bob Adams.

When You Have A Technical Problem, be sure to describe your equipment and materials—every-thing related to your problem. Include drawings or sketches if you think they might be helpful.

When you have a problem-picture—negative, print or slide—try to send a sample, it will be returned with your reply by Bob Adams. Be sure to include your return address, when you write. When writing about your cameras, accessories, etc., give make, model, any other information.

WHEN YOU WRITE BOB ADAMS

# Which Camera Should You Buy?

FOR BLACK AND WHITE...COLOR...MOVIES...3-D STEREO

Choosing the RIGHT Camera is Not Difficult. Let us help you make this important decision. First, decide what type of pictures you like best. Do you want pictures that can be mounted in an album, always ready to display to friends? Do you prefer slides in natural color that can be enjoyed with hand viewers or projected on a screen? Do you believe that Movies are the best method for capturing unforgettable moments? Or, would you rather concentrate your efforts on 3-D Stereo slides, most realistic of all pictures, with true-to-life colors, and 3rd dimension.



If You Want Album Pictures . . . choose (1) conventional black-and-white prints, (2) Kodacolor prints in true-to-life colors, or (3) Polaroid prints.

(1) Take excellent black-and-white pictures with simple box cameras on Pg. 18. All are complete with flash. This is the most economical method, to accumulate pictures.

(2) Take Kodacolor pictures with almost any camera . . . film is available in five sizes (See Pg. 77). Film and prints are more costly than black-and-white, but you have the added pleasure of natural colors.

(3) Polarcid gives you a finished picture in just 60 seconds, from snap to print. Cost is slightly more than black-and-white; less than Kodacolor. See Pg. 22 and 23.



 $2 \times 2$ -in. 35mm Slides are Most Popular . . . cameras are small and easy to transport; film, in 20 or 36-exp. rolls is economical.  $2 \times 2$ -in. slides can also be taken with two other types of camera: 828 (Bantam) with eight pictures per roll which of camera: 520 (dantam) with eight pictures per foil which give you a slightly larger picture than 35mm, or Superslides with 60% greater picture area than 35mm taken in cameras which accept 120, 127 or 620 film. (See all three sizes above).

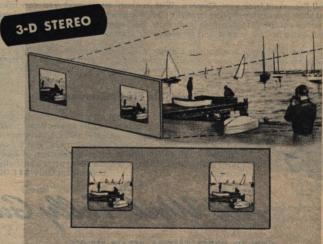
All projectors on Pgs. 28, 29 project all 3. If you want to take slides that can be projected on auditorium-size screens without loss of detail, take 23/4-in. reflex-size on 120 or 620 film.



Fun-loving Families Will Want a Movie-Record of their activities that can be re-lived and enjoyed time after time. It's such fun, when Junior has reached school age, to review pictures of his first toddling steps... or to re-run vacation movies during the winter or make your own movie titles.

With new electric eye cameras, movies are easier than ever . . . no wasted film due to incorrect exposure. Movie films in color, become more priceless with each passing year. Given ordinary care, stored in containers made for them, they last indefinitely from one generation to the next. Be sure to see the Bell and Howell movie camera at 50% off on the back cover and Pg. 84, and the lowest price Kodak Brownie, on Pg. 82. Pay only \$5 down on either camera, balance in convenient monthly payments. See Pg. 52.

Buy With Confidence from Words ... Complete Schistophian Gunzaniani



Many Fans Prefer Stereo Pictures to All Others. Nothing can compare with a color shot which has D-E-P-T-H, too (3rd dimension)... and few pictures are easier to take. Stereos are simply 35mm cameras with two lenses instead of one. Lenses are coupled... move as one, to give you focusing as easy as any 35 mm. See the complete Stereo story on Page 24.

Stereos use regular 35mm film; you get 15 Stereo pairs on a 20-exp. roll, 28 pair on a 36-exp. roll. View your 3-D slides with a hand viewer or project them on a screen (without 3-D effect) with a Stereo-Daptor that fits your 2x2-in. projector. See Pgs. 24 to 27 for Wards Exclusive ½-price Stereo Sale.

## Wards Complete Repair Service

ALL CAMERAS, BOTH STILL AND MOVIE ... BINOCULARS ... EXPOSURE METERS





#### We Repair All Camera Makes and Models . . . Workmanship is Guaranteed

A Complete Repair Service—fully equipped to repair any American or imported camera you may have (movie or still). No matter where you purchased it, you can be sure your camera will receive the finest expert attention. Highly trained technicians skilled in all phases of camera service will handle your equipment. The very best electronic and optical equipment available is used. Wards repair or adjust shutters, rangefinders, flash attachments or synchronization, camera bodies, lenses, winding springs on movie cameras—and install new bellows on folding cameras. The service is prompt and reliable, the cost reasonable.

Wards Repair Service is Fast, Efficient and all work is fully guaranteed. Free estimates are available. See "How to Order" below,

If you purchased a new piece of photographic equipment recently from Wards, and it is not performing satisfactorily, return it to the Ward Mail Order House, Retail Store or Catalog Store where you bought it. They will be happy to service it completely or return the purchase price to you. Remember—Wards Guarantee Satisfaction or your money back.



#### **Exposure Meter Repairs**

Wards repair and service Adams, Weston, General Electric, Brockway-Director-Norwood, De Jur-Amsco, Skan, and most other exposure meters with photo-electric cells, both domestic and imported. When repaired, your meter will perform as good as new. It is usually more economical to have your old meter repaired, than to discard it and purchase a new one. Wards exposure meter service is fast, efficient and reliable. All work is guaranteed by Wards or your money is refunded.

#### **Binocular Repairs**

Wards Repair Service is fully equipped to adjust, clean and repair all types of binoculars, microscopes, field glasses, telescopes, or any other precision-type optical instrument either domestic or imported. Technicians in this department are experts in the optic field, equipped with the latest electronic devices. Work guaranteed.



#### Let Wards Add Flash Synchronization to Your Present Camera

Get Full Enjoyment from your Camera. With a flash attachment you can take candid shots indoors or out, day or night. Children's activities, family gatherings and parties can be captured with flash shots. Your camera will be synchronized for flash bulbs at 1/25-second and for electronic flash at all speeds.

If You Order Flash Synchronization, Electronic Flash Conversion, or Automatic Film Counter installed on your camera, enclose payment with your order. Prices listed at right include return postage, insurance. See "How to Order" below.

Wards Will Equip Kodak Cameras with ASA and most other cameras with PC fittings. Order flash on Pg. 41 (BC Guns usually produce best results).

TYPE A—All cameras except focal plane, including Kodak 35, Retina, Circflex, Argoflex, Argus C2, Ikonta, Rolleiflex and many others with this type of shutter. Installation of synchronization......Only \$17.50



#### **Electronic Flash Conversion**

#### **Automatic Film Counter**

Reflex-type cameras (such as Wardflex I, Ciroflex, Argoflex, Ricohflex and others) can be equipped with this automatic film counter. Counter shows exact number of exposures taken; locks film at the end of each frame so you don't have to watch the red window. Service is dependable and quick. Trouble-free installation..........Only \$16.95



## All Work Fully Guaranteed by Wards

#### HOW TO ORDER CAMERA REPAIR SERVICE

Wrap your camera, meter, etc. in sturdy wood or cardboard container with sufficient padding to protect it from shipping damage. The package securely with stout cord. Enclose letter inside package with separate first-class postage on outside of package. State in letter exactly what you want done (repairs, synchronization, installation of rangefinder, or other accessories, etc.). This will avoid confusion and assure you quick, efficient service. See drawing at right, showing how to wrap package and attach postage.

Important—Be Sure to Print Your Name and Return Address on letter, envelope and package. Also attach slip of paper of adhesive tape to camera with your name and address printed on it.

Your Package Must be Insured and Sent by Parcel Post Only. Wards cannot be responsible for cameras, binoculars, meters or other photographic equipment damaged or lost in shipment.

A Free Repair Estimate will be given by Wards experienced and skilled technicians on any piece of equipment sent to them. Charges will include all necessary repairs and installation services. Minimum repair charge is \$3.00 plus return postage and insurance. Receipt of payment will be considered authorization to proceed with repairs or services. No C.O.D. orders accepted.

Place extra 4c stamp on package to cover first-class postage for letter enclosed with camera.

SEND TO

Wardway Camera Repair Service
P. O. Box 7140
Chicago 80, Illinois



56 WARDS

## All You Need to Process Your Pictures

IT'S EASY AND FUN WITH A COMPLETE OUTFIT FROM WARDS



#### **ENJOY PHOTOGRAPHY MORE...**



#### **Develop and Print Your Own Film**

The greatest enjoyment of photography comes from developing, printing and enlarging your own pictures. "Picture tak-" turns into a fascinating hobby. A kitchen, bathroom or any other room that can be made light tight will serve as an excellent place for darkroom activities.

Many enjoyable hours will be spent making your own fine pictures. Don't wait—gain the satisfaction of using your darkroom outfit now while you pay for it on Wards Monthly Payment Plan. See Page 52 for full information on Wards Credit Plan.



#### **Developing Film**

Modern film tanks with complete instructions make film developing simple. All operations except loading are done in full light. Pan type film is loaded in total darkness. Handle film by its edges. Fill tank with clear water for a few seconds, to wet film, then pour off. Fill tank with developer and agitate every two minutes. After advised time, pour

off developer and flush tank with water.

Fill tank with hypo (fixer) for 15 minutes. Let water run over film for 30 minutes. Wipe water from film to prevent spotting and hang to dry in dustless place.



#### **Making Contact Prints**

Kodak Velite paper may be used in regular room light, but other paper must be used under a Yellow safelight. If using a printing frame, you will need a White light, switch, clock with a second hand and 3 trays. With a printing box, place negative on glass, dull side up.

Cover the negative with a sheet of print paper, emulsion (shiny) side down and close top. Turn white light on for 5 seconds using clock second hand to time exposure. Turn off white light, open frame and take out paper for developing.



#### **Developing Contact Prints**

Slip printed paper into tray holding developer. In a few seconds, image will appear, in 60 seconds picture will be fully developed. Rinse in running water, and place in fixing bath (hypo). In a few minutes, examine print under light. If it is too light, you know your printing time

should be increased ... if it is too dark, printing time should be decreased. "Fix" in hypo for 15 min.; wash for one hour.



#### Darkroom Plans 250

If you wish to build a darkroom, Wards have plans in Booklet form. All details of construction with easy-to-follow, step-by-step instruc-tions. Scale drawings with list of materials. Plans include many drawers, shelves, racks for the most advanced amateur, but can easily be adapted for more simple needs.

67 RP 4250—Postpaid......25c



#### Save Extra Complete Enlarging Outfit . . .

Federal 290 \$5995 Only \$5 Down

Priced to save you money—Would cost \$62.30 at Catalog Prices if bought separately—SAVE \$2.35 extra at this outfit price. The Federal 290 Enlarger Outfit will always give you top performance. Perfect for cropping or blowing up prints to show fine details. Federal 290 diffusion enlarger is made of welded steel.

Takes negatives from 35mm to  $21/4 \times 31/4$ -inch size. Enlarges up to seven times on  $14 \times 16$ -in. baseboard. Swivel head for making ''blow-ups'' on the floor. 1/6.3 Decar 2-element lens for extra sharp prints. 30-in. upright post comes apart for easy storage. See Page 66 for more Enlarger details. Outfit also includes:

35 x 7-inch Trays

l qt. Kodak Versatol l Pair Film Clips

Kodak 32 oz. Graduate

Chaney Acurite Thermometer 5 x-7-inch Speed Easel

ctn. Kodak Universal

Stop Bath

25 Sheets Medalist SW, J-2 Paper 1 Federal 290 Enlarg 1 Kodak Book "Developing, Printing and Enlarging

1 Plastic Safelight

1 gal. Kodak Acid Fix 2 Chrome plated Ferrotype Plates 10x14

Pair Print Tongs

1 Kodak Developing Tank 1 Print Roller, 4 in. 1 Book "Enlarging is Thrilling"

1 Federal 290 Enlarger

67 R 4705 Y—Complete Outfit. Ship. wt. 27 lbs. Only \$5 Down.....Cash \$59.95





#### Good Outfit . . . \$ 698

If bought separately would cost \$18.63. B For greater photography enjoyment buy a complete darkroom outfit with all the equipment necessary for the amateur or advanced beginner. Takes up to 4 x 5 negatives. Outfit includes:

1 Economy Contact Printer

5 x 7 Trays

Kodak Glass 32 oz. Graduate

Chaney Acurite Thermometer

Pair Print Tongs

Plastic Safelight

Kodak Developing Tank Kodak Tri Chemical Packs

Pair Film Clips

Pack Photo Blotters

100 Sheets 2½x3½ Velox, SW, F-2 Paper 1 Kodak Book "Developing, Printing and Enlarging'

67 R 4703-Ship. wt. 12 lbs..Only \$16.98

#### Best Outfit ... \$2398

© Same outfit bought separately would cost you \$26.94. Airequipt printer takes negatives from 35mm to 4 x 5 in. Outfit includes:

1 Airequipt Jr. Printer

5 x 7-inch Trays

1 Kodak Glass 32 oz. Graduate 1 Chaney Acurite Thermometer 1 Safelight; 1 Kodak Tank

Pair Film Clips qt. Kodak Versatol

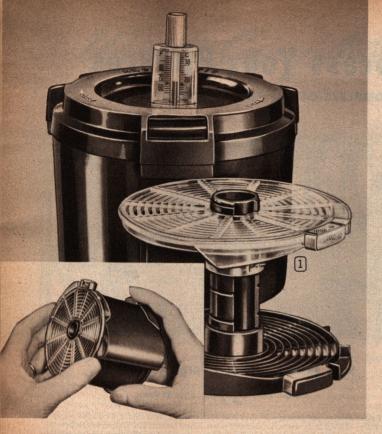
ctn. Kodak Universal Stop Bath

1 gal. Kodak Acid Fix; 1 Pr. Tongs 100 Sheets 21/2x31/2 Velox, SW, F-2 Paper

2 Ferrotype Plates 1 Print Roller, 4 in. 1 Kodak Book "Developing, Printing and Enlarging

67R4704-Ship.wt.18lbs.Only \$23.98

See Wards New Photo Credit Terms on Page 52



#### Ansco Ratchet-Load Tank \$579

- Fast, easy tank to load and use; only 16 oz. solution needed
- · An excellent choice for both black-and-white and color film
- Thermometer in stirring rod for convenient temperature check
- Ratchet action makes tank extremely simple to use. Slip end of film into feel, then twist reel top back and forth—ratchet action rolls film in smoothly without buckling or overlapping in the same groove. Clear transparent plastic reel for reverse exposure. Strong high-impact Black plastic tank for long, hard service. Adjustable—you can use only one tank to develop sizes 35mm to 120 or 620 film.

Use Wards Credit Plan to Equip Your Darkroom . . . pay a small amount Down and a small amount monthly—see Page 52 for details.





#### Economical, Easy-Loading Film Tanks \$298 and \$325

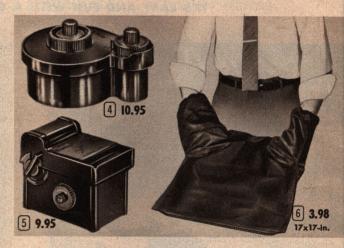
Consider the Construction of the Construction

Don't Throw Away Your Old Camera—Use Wards Repair Service—See Page 56. FR Special Tank. Loads wet or dry...allows you to develop second or third roll of film without having to dry reel between rolls. This versatile tank handles all film sizes from 35mm to 616.

Easy-to-load—just hook film on core of reel and roll from inside out. Film won't buckle, jam or overlap in the same groove. Extra smooth grooves make loading easy. Holds 16 ounces of developing solution. Solidly constructed of tough Black plastic with light-tight cover, reel and agitator rod. Beveled edges on top for easy pouring without a funnel—drain slot near edge.

67 R 4938—Ship. wt. 1 lb.....\$3.25

## Darkroom Needs...



Daylight Loading Tanks . . . Changing Bag

4 5 Load and develop your film in full daylight with a Daylight Loading Roll Film Tank. Complete developing can be done anywhere without "Blacking Out" or even dimming the room lights. The two tanks listed below load as easily as most cameras.

(4) Kodak 35MM Day-Loading Film Tank. Constructed of sturdy black molded bakelite for long trouble-free use. For either 20 or 36 exposure rolls. Holds 16 oz, of solution. Insert film pod in holder, thread and turn reel till loaded, add developer, other chemicals—all operations—even loading can be done in full light. 67 R 4924—Instructions. Ship. wt. 2 lbs. \$10.95

(5) Tank For 120 and 620 Roll Film. Use for processing color film as well as black and white. Film unwinds for reversal exposure without detaching from reel. Made of durable molded black plastic, Holds 12 oz. solution.

67 R 5077—Ship, wt. 1 lb. 8 oz.........\$9.95

Eightproof Changing Bag. A handy accessory, especially for those who don't always have a darkroom available. Lets you work in full room light when loading film holders or developing tank. No need for dark closets or "Black out" rooms. Double bags for safety—of durable Black satin with two full length zippers that let you put in film, holders, developing tank, etc. Light tight arm holes.

67 R 5080 — 17x17-in. Size. Wt. 12 oz....\$3.98 67 R 5081 — 27x29-in. Size. Wt. 1 lb. 8 oz.\$6.95



#### **Darkroom Developing Accessories**

Plastic Combination Funnel. 3 funnels in one. Fits both large and small-mouth bottles.

67 R 5034—Ship. wt. 6 oz......49c

8 Kodak Graduate. Shock-resistant glass—32-oz. capacity. Wide lip. 67 R 4923—Wt. 2 lbs. 8 oz. . . . \$1.49

9 DuPont Fine Grain Sponge. Long wearing, for drying film. Handy 11/4x31/2x5-in. Last indefinitely. 67 R 4908—Ship. wt. 6 oz... 2 for 98c

Darkroom Apron. Protects your clothes from stains. Opaque Black vinyl. Resists acids and oils. 67 R 5006—Ship. wt. 1 lb....\$1.29

Chaney Acurite Thermometer. For use with tank or tray. Magnifying tube protected by Pyrex jacket. Removable clip. 60° to 130°F. 67 R 4996—Ship. wt. 4 oz......79c

Kodak Color Thermometer. Designed for color processing. Accurate to one-half degree at critical 75° and 68° F. temperatures.

67 R 4934—Ship. wt. 4 oz.... \$3.49

Plastic Print Tongs. 2 colors for handling prints in chemical trays. One color for developer and second color for stop bath and hypo. 67 R 4942—Wt. 6 oz......Pair 39c

Film Squeegee. Wipes both sides of all roll films for fast, uniform drying without streaking. 2 soft sponges. Attached to metal tongs. 67 R 5021—Ship. wt. 6 oz....\$1.29

Faultless Film Clip. Chromed high tension steel. Corrosion and rust-resistant. Holds film securely with sturdy spring. 3x13/4 in. Prevents curling. Ship. wt. 12 oz.
67 R 4989—Set of 6........\$1.79

58 WARDS

Take Advantage of Wards Low Mail Order Prices—Your Dollar Will Go Further

## Make Work Easier, Pictures Better



#### Low-Priced, Easy-to-Use Cut-Film Tanks \$349 and \$875

Yankee Cut Film Tank. Sturdy Black Bakelite for use in Darkroom. Notched rim holds 12 cut film hangers up to 4x5-in. size (not included, order below). Requires 64 oz. developing solution. Complete with lid to prevent oxidation of solution while not in use. For convenience 3 tanks are required—one each for developer, stop bath and fixing. Size 6x6x51/2 in. deep. Order film hangers (17) below.

67 R 4907—Ship. wt. 2 lbs. 6 oz......\$3.49

#### Stainless Steel Film Hangers

Made of Heavy-gauge Stainless Steel—won't corrode. Hinged top section makes loading easier—holds securely through all phases of development. Prevents film from floating off when agitated. Use with Tank (16) above.

67 R 4985—21/4x31/4 in. Wt. 12 oz. . . . . 3 for \$2.79 67 R 4986T—31/4x41/4 in. Wt. 12 oz. . . . 3 for 2.79 67 R 4987—4x5 in. Ship. wt. 12 oz. . . . 3 for 2.79 Light-Tight FR Cut-Film Tank. Perfect tank for owners of Speed Graphics and other cameras using cut-film or film packs. Constructed entirely of sturdy, chemically resistant Black Bakelite plastics—designed to reduce darkroom operations to a minimum. You can work in fully lighted room after film has been loaded in dark and lid is in place. Takes up to 12 pieces of cut film or film pack. Adjust from 2½x3½-inch to 4x5-inch size. Specially designed top permits developing, washing, fixing in the same tank. Special guide assures easy positive film loading even in total darkness. Exclusive design keeps film from dislodging or buckling during development. Easily removed for inspection before washing or for reversal exposure of color film. Tank comes complete—ready-touse with guides for cut film—no extra hangers are necessary. Takes 30 to 52 oz. solution.

67 R 4956—Ship. wt. 3 lbs......\$8.75



#### **Eclipse Darkroom Plastic Trays**

19 Sturdily Constructed of durable, highly chemical-resistant plastic. Reinforced ribs add strength for longer service. Pouring spout on all trays is feature that provides real convenience.

Catalog Number	For Prints up to	Shipping Weight	Three
67 R 5065	5x 7 in.	1 lb. 4 oz.	\$1.39
67 R 5066	8x10 in.	3 lbs. 12 oz.	2.79
67 R 5067	llxl4 in.	4 lbs. 8 oz.	4.98

#### **Molded Ace Hard Rubber Trays**

Heavy-weight Trays made of molded hard rubber that are highly resistant to all photographic chemicals and are practically unbreakable. Bottoms are reinforced for added strength—ribbed for overall development. Edges flared for easier handling. With convenient pouring spout.

With Convenient pouring spour.		
67 R 4930—For 8 by 10-inch prints. Shipping weight 5 lbs	or	\$4.49
67 R 4931—For 11 by 14-inch prints. Shipping weight 5 lbs. 4 ozEac	h	2.98
67 R 4932T—For 14 by 17-inch prints. Shipping weight 6 lbs. 4 oz	h	5.49

#### Stainless Steel Trays

The finest—durable stainless steel alloy that won't chip, crack, break or corrode—will never need replacement. Impervious to photographic chemicals—completely unaffected by color processing chemicals. Ribbed bottom, rolled edges for added strength and easier handling—convenient pouring spout. Ship. wts. 1 lb. 8 oz. and 1 lb.

67 R 5096—For 8x10-inch prints . . . . . Each \$3.39 67 R 5070—For 5x7-inch prints . . . . . . 3 for 2.79

Be sure to see the complete selection of Darkroom Outfits on Page 57.



#### Safelights and Filters for Your Own Darkroom

Enjoy a light-conditioned room . . . not a darkroom. You don't need to grope around in the darkroom when you use one of the safelights listed below, and the proper filter. You can have all the light you need for efficient work without running the danger of spoiling valuable film or paper.

Brumberger Bracket-Type Safelight. For maximum utility—stands on table or shelf, has slots for screws to attach it to wall or ceiling. Hinged to swing up and down. All-metal hinged door. Handy On-Off switch, 6-ft. cord. With Amber 5x7-in. filter safe for chloro-bromide papers. Order other filters below.

67 R 5038-With 7-watt bulb. Wt. 21/2 lbs.. \$5.98

Filters For Safelight (22) above. Red for Orthochromatic films and variable contrast enlarging papers. Green for panchromatic films like Verichnome Pan and All Weather Pan. Amber for all papers but Varigam, Polycontrast.

67 R 5039-5x7 in. State color. Wt. 8 oz. . . \$1.19

Kodak Darkroom Light. Best Quality. Metal body with screw-on plastic filter retaining ring. Without filters—order 5½-in. filters (24) at right above. With 15 watt bulb.

67 R 4999—Ship. wt. 1 lb. 8 oz.........\$5.29

Safelight Filters. 5½-in. filters mounted between glass for longer life—Use for safelight (23) at left. Series OA, 3 and OC are Kodak filters, S-55X is Dupont. Ship. wt. each 6 oz.

67 R 5004—Series OC light amber. For Polycontrast and other enlarging papers. . . . . \$2.45 67 R 5003—Series 3 Green filter for inspection of panchromatic film during development. \$2.45 67 R 5002—Series OA Greenish-Yellow filter. For all single-contrast paper. . . . . \$2.45 67 R 5012—S-55X Orange-Brown. For Varigam and other printing and enlarging papers. \$2.45

Eclipse Safelight. A low-priced but efficient safelight for your darkroom. All plastic construction. Screws into regular light socket. Comes with 2 filters, Orange for contact printing paper and Red for single contrast enlarging papers. With 15-watt bulb.

67 R 4972—Ship. wt. 1 lb. 8 oz...........\$1.59

## Stock Up on Wards Fresh Chemicals

HAVE WHAT YOU NEED, WHEN YOU NEED THEM ... FOR COLOR OR BLACK-AND-WHITE





#### Chemicals for Black-and-White Processing

Serious camera fans prefer to develop and print their own film. Most photographers "can't wait" to see if they have captured on film, the composition they saw in their finder. Only by developing and printing your own pictures, can you enjoy the advantage of personal interest and care that money cannot buy. Cost of materials is *much less* than commercial finishing.

#### **Powder Film Developers**

Kodak D-76 Film Developer. For low contrast and maximum shadow detail. High emulsion speed, normal contrast. Medium fine grain. Powder—dissolve in water.

67 R 4324—Each makes ½ gal. working solution. Ship. wt. 1 lb. 7 oz. . . . . . . 2 for \$1.08 67 R 4325—Each makes 1 gal. working solution. Ship. wt. 2 lbs. 10 oz. . . . . 2 for \$1.62

Kodak Replenisher D-76R. For Kodak D-76 developer. Extends its capacity over 400%. Package makes 1 gallon working solution.
67 R 4323—Ship. wt. 1 lb. 8 oz..... Each 81c

Kodak Microdol Film Developer. Produces extremely fine grain negatives suitable for large blow-ups. Powder—dissolve in water. 67 R 4398—6 Packets, each packet makes 8 oz. working solution. Ship. wt. 12 oz...\$1.08 67 R 4341—One-gallon size. Makes 1 gal. working solution. Ship. wt. 1 lb. 11 oz..\$1.03

Kodak Microdol Replenisher. Increases life of Microdol developer about 300%. Makes 1 gal. 67 R 4373—Ship. wt. 2 lbs...... Each \$1.03

#### **Liquid Film Developers**

Kodak Microdol Liquid Developer. Same characteristics as Microdol developer above. May be used with addition of Microdol Liquid Replenisher also listed above. One quart.

67 R 4366—Ship. wt. 3 lbs. 6 oz......94c

Ansco Finex-L Developer. Liquid. For ultrafine grain full development. Single solution ready at all times. Replenished with Finex-L replenisher sold below, will process up to 60 rolls of No. 120 film. Quart bottle.

67 R 4351—Ship. wt. 3 lbs. 6 oz......\$1.19

Finex-L Replenisher. Liquid. For use with developer sold above. Helps maintain developer efficiency. Convenient pint size.

#### **Developers For Film or Paper**

Kodak Tri-Chem Pak. All the chemicals needed for developing and printing. Each contains: 8 oz. Kodak Universal M-Q Developer, 8 oz. Universal Stop Bath, 8 oz. Universal Fixer. Mix with water.

67 R 4344—Ship. wt. 1 lb. 2 oz....5 for \$1.80

Kodak Versatol Developer. Concentrated liquid developer for films or paper. Especially suited for cold-tone papers. 1-qt. bottle.

67 R 4365—Ship. wt. 3 lbs. 6 oz......996

#### **Paper Developers**

Kodak Dektol Print Developer. All purpose cold tone developer for Kodabromide, Medalist, Polycontrast, Velox and Velite.

67 R 4397—6 convenient packets each makes 16 oz. working solution. Wt. 12 oz......99c

Kodak Selectol Developer. Warm tone ideally suited to Opal paper, 1 pkg. makes 1 gal.

#### **Kodak Stop Baths**

Kodak Universal Stop Bath with indicator. Changes color when bath should be discarded. Stops development instantly. Prolongs life of hypo. Keeps indefinitely.

67 R 4396—12 packets powder make 8 oz. of solution each. Ship. wt. 10 oz......81c

Kodak Indicator Stop Bath. Liquid. Changes color of Stop Bath when bath is exhausted and should be discarded. 16 oz. of concentrated solution makes 8 gallons. *Not Mailable*. 67 R 4303 R—1 lb. Ship. wt. 1 lb. 8 oz...98c

#### Film and Paper Fixing Solutions

Kodak Acid Fix. Hardening, fixing bath for films, papers, plates. Each makes 1 gallon. 67 R 4314—Ship. wt. 4 lbs....... 2 for \$1.17

#### **Wetting Agent**

Kodak Photo-Flo Solution. A liquid concentrated wetting agent. Prevents water marks or streaks during drying. Facilitates retouching. 16-oz. bottle makes 20 gallons of solution. 67 R 4395—Ship. wt. 2 lbs...... Each 89c

Remove Dust From Negatives. Brushing  $\alpha$  negative tends to build up static electricity which holds dust tighter. Charge will be dissipated if holder is rested against a ground like a faucet or pipe while you brush.

#### Do Your Own Color Processing

You don't have to wait for several days to have your color films processed in a professional laboratory ... you can do it yourself. Best of all, you don't even need a dark room! Use modern developing tanks listed on Pages 58-59.

#### **Kodak and Ansco Processing Kits**

Kodak E-2 Kit for Regular and New High-Speed Ektachrome Film. Has all chemicals necessary for processing two 120 rolls or three 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. Two 16-oz. sets packed together.

67 R 4701—With instructions. Wt. 1 lb. 8 oz........\$3.96

Anscochrome Developing Outfit. Contains chemicals needed to develop Anscochrome color film. One pint develops three rolls of 120 or 620 film. Processing time at 68° is 87 minutes. Complete instructions included.

#### **Anscochrome Print Materials**

To make color prints with Ansco Printon you will need either an ordinary enlarger or contact printer, developing trays, graduate, timer, etc. plus materials listed below.

Printon (Anscochrome Type) Developing Outfit. For making color prints from positive transparencies when used with Printon, sold separately, below. One quart develops about 500 sq. in. of prints. Full time for processing is 54 minutes, at 75° plus time required for drying prints.

67 R 4702—Chemicals for one quart. Ship. wt. 3 lbs....\$5.49

**Printon** (Anscochrome Type). High gloss, sensitized material for making full color prints. Can be cut to size needed.

67 R 4127—4x5-in. size. Ship. wt. 8 oz......10 sheets \$1.69 67 R 4128—5x7-in. size. Ship. wt. 12 oz......10 sheets 2.98

Ansco Filter Set. For Anscochrome 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. size, may be trimmed for exact fit. (Omega Colorheads are listed on Page 65.) Complete instructions are included.

67 R 4979 T—Set of 22 filters. Ship. wt. 12 oz.......\$9.69

If color compensating filters to fit your equipment are not listed here, just write to Bob Adams . . . See Page 54 . . . and tell him what you need. He will get them for you.

#### **Reducers and Intensifiers**

**Kodak Chromium Intensifier.** Increases density of thin negatives. Sold in units of 3 packets. Each packet makes 16 oz. of solution and 16 oz. of cleaning bath.

67 R 4375—Ship. wt. 10 oz......Three packets 94c

Kodak Farmer's Reducer. Reduces density of emulsion on heavy negatives and prints. Sold in units of 3 packets. Each packet, makes 32 oz. of working solution.

67 R 4376—Ship. wt. 6 oz...... Three packets 94c

#### Blue and Sepia Toners For Added Print Beauty

For contact prints or enlargements. 1 Pkg. makes 32 oz. 67 R 4377—Kodak Blue Toner. Ship. wt. 3 oz..... 1 Pkg. 94c 67 R 4386—Kodak Sepia Toner. Ship. wt. 6 oz. 3 Pkgs. \$1.08

Wards Have a Complete Assortment of Printing Papers—See Page 63

## Cut Paper Waste With an Automatic Timer

DON'T GUESS, BE SURE! CHOOSE FROM WARDS COMPLETE, MONEY-SAVING SELECTION



#### Gra-Lab Electric Timer \$2295

For timing exposures, and developing. A 7-in. luminous dial. Provides both visual and audible interval timing in min. and sec. up to 60 min. To operate, set minute and second hand to desired interval and close switch. At end of interval hands stop at zero turning any applicance plugged into it On or Off. Warning bell rings. 8½x8½x25/16-in. size. For 110-120, 60 cycle AC only. 750 watt capacity. Ship. wt. 5 lbs. 67 R 5055—\$2.50 Down....Cash \$22.95

#### Electric Exposure Timer \$749

An economical, practical timer for enlarger or print box. Adjustable stop allows setting indicator to same interval each time—turning on lights. Toggle switch starts timer; appliance turns off automatically at end of cycle. Range 1 to 60 seconds. For 110-120 volt, 60 cycle AC only.

67 R 4964—Ship. wt. 1 lb......\$7.49

#### Minute Timer Alarm \$495

Spring wound, intervals from 1 to 55 minutes. Adjustable stop-timer can be set, reset at pre-selected stop. Bell sounds at end of cycle. Attractive bakelite case and knob. Bold figures on 2½-in. dial easily read in darkroom light.

67 R 4963—Ship. wt. 1 lb......\$4.95

#### Kodak Photo Timer \$997

No need to guess with the Kodak timer. Times both minutes and seconds. Has minute hand for timing longer processes—sweep second hand for exact exposures. You'll know exactly how long to expose for the best enlargement and print; how long to leave film in the developer for the best results. Use for timing enlarging and printing exposures and development. Metal base with swivel support—can be mounted on wall or table. Start and stop lever. Spring wound.

67 R 4929—Ship. wt. 2 lbs......\$9.97



## WORLD FAMOUS AUTOMATIC TIME-O-LITE LATEST P-59 MODEL—1500-WATT RATING

- Completely Automatic! Re-sets itself after every exposure
- Accurate! Timing intervals from one to sixty seconds
- Economical! Uses current only during focusing and printing

Three Receptacles on Side provide controls for every printing operation: FIRST controls Safelite . . . distracting light turns Off automatically when enlarger is on "Focus" or "Expose" . . . particularly valuable when "Burning in" or vignetting. SECOND controls enlarger or contact printer. THIRD receptacle accepts Foot Switch for remote control operation. Special plug is included for converting your foot switch. Rugged, all-steel construction; no electronic components to replace ever. Complete with heavy-duty cord. 1500 wattrating. For 110–120 volt, 60-cycle AC.

67 RP 5013 LT—TIMER WITH PLUG. Postpaid. \$3.50 Down. Cash \$32.50 67 RP 5014 T—Same Timer as above, but without built-in outlet for Foot Switch. 750-watt rating. Postpaid. \$2.50 Down....Cash \$24.50 67 RP 5018 T—TIME-O-LITE FOOT SWITCH FS-59. Postpaid...... 7.95



#### Lee Foot Switch \$597

Designed primarily to be used with enlargers. Operates by foot pressure. Step on it and enlarger light goes On, release it and light goes Off. 1000-watt capacity. Lets you keep both hands free for handling paper, enlarging easel, etc. Luminous button in center of black footplate ends fumbling in the dark, yet can't affect photo papers.

Approved 6-ft. rubber cord has combination plug and receptacle. Silver-alloy switch contacts. 3-in. footplate is die cast. Wetproofed for greater safety.

67 R 4983—Ship. wt. 12 oz......\$5.97

#### New Spot-O-Matic II \$ 495

No More Guesswork! Exclusive design couples super-sensitive photo cell directly with indicator lamp. Only Spot-O-Mattic gives direct contrast reading in illuminated window . . . tells proper grade or filter for variable paper contrasts. Automatically gives you lens stop for exposure time. Without such a reading, consistent results are impossible. Photo cell hermetically sealed for lifetime. Does not produce heat. For 110-120 volts AC-DC.

67 R 4978—Ship. wt. 1 lb.....\$14.95



Print Scale \$ 109

Kodak Projection Print Scale quickly, accurately determines correct exposure for enlarging any negative. Scale consists of wheel with transparent sections of various densities. Place Scale over print paper and enlarger, with negative in carrier, turn on for 60 sec. After developing paper, correct exposure time in seconds appears showing desired density. 67 R 5001—Ship. wt. 4 oz.\$1.09



B & L Magnifier \$549

Exclusive Bausch and Lomb design. Enlarging Focusing Magnifier provides critical focus for even the most dense negatives. No ground glass screen is used. Accuracy is achieved by focusing on grain of negative rather than on detail in picture. Assures professional quality prints, no waste of time, materials. Extremely lightweight, durable. 67 R 5015-Ship. wt. 1 lb.\$5.49

## Printing is Easy... Here Are Two Popular Methods

#### FLAT NEGATIVES

A flat negative has no distinct highlights...just an overall gray. By using No. 3 or 4 paper you can strengthen highlights and produce excellent prints.



Flat Negative.



On Soft Paper. Much too soft



On Medium Paper.
Too soft



On Hard Paper.
Just right

#### NORMAL NEGATIVES

A normal negative has well-balanced densities with detail visible in shadow areas as well as in highlights. Produces beautiful prints on Medium (No. 2) paper.



Normal Negative.
Just right



On Soft Paper. Too soft



On Medium Paper.
Just right



On Hard Paper Too hard

#### CONTRASTY NEGATIVES

A contrast negative usually results from improper lighting or overdevelopment. A soft paper (No.1) "opens up" shadow areas, tones down disturbing highlights.



Contrasty Negative.
Too hard



On Soft Paper.

Just right



On Medium Paper.
Too hard



On Hard Paper.

#### 1. STANDARD PRINTING . . .

Kodak Printing Papers are available at Wards in four popular grades and a variety of textures. Among the papers listed, you are sure to find the one best suited to your particular needs. Standard printing, with several different grades of paper has been the accepted method of reproducing film negatives, for almost one hundred years. No. 1 paper, SOFT, is best for contrasty negatives; No. 2, MEDIUM, is ideal for normal negatives; No. 3, HARD, is used for flat negatives to increase contrast, See the Series of 9 pictures above which illustrate results using three popular paper grades.

#### What Kodak Surface to Choose?

E Surface is a fine-grain luster on white stock. Usually preferred where a commercial paper of non-glossy type is needed. White stock makes it acceptable to engraver, and luster finish is always desirable.

F Surface is Kodak's glossy surface—favorite for pictures which are to be reproduced as commercial or news photos. Widely used for exhibition prints, too, because of its ability to retain a maximum of detail with no loss of brilliance. By far the most popular paper in commercial and photo finishing fields.

G Surface is outstanding favorite for portraiture. Adaptable to the majority of subjects, and often considered a happy compromise in cases where a more appropriate surface is not available. Popular favorite for oil painting, too!

I Surface is the new Medalist surface—a smooth, high-luster white. Designed specifically for the illustrator, its high luster preserves detail, brilliance, facilitating the production of quality prints for photo-mechanical reproduction.

N Surface is a commercial surface which has been especially designed for retouching on the print. Accepts strong penciling; also preserves fine detail.

R Surface is the very popular tweed surface. It is effective in minimizing the need for fine retouching, and is especially fine for breaking up large areas with its tweed-like texture. Popular for portrait proofing and murals.

V Surface is the lovely suede which simulates the appearance of suede leather. The extreme matte tends to tone down some detail, but adds considerable depth to subjects. Practically reflection-free, looks well with almost any type of lighting. Preferred by many photographers for wedding photos.

Y Surface simulates silk and is extremely popular for wedding photography because of its brilliance and cloth-like texture. Its brilliance also lends itself to expressing brightness in snow scenes and seascapes.

#### 2. NEW "ONE-PAPER" PRINTING . . .

One Box of Paper in Your Darkroom can now be made to do the work of several. Your ordering, stocking, and inventory is simplified . . . yet the level of your print quality remains constant. New Kodak Polycontrast Rapid and Du Pont Varigam papers offer a completely new dimension in contrast control. With the aid of filters, they provide a much greater range of contrasts than conventional papers. Filters provide steps up or down of a half-grade each. Selective dodging is possible, too, by exposing one part of a print with one filter, the balance with another, to achieve desired effect. See Filter Sets on facing page—there are 7 filters in the Polycontrast set; 10 in the Varigam.

#### **What Surface to Choose?**

Kodak Polycontrast surfaces are identical to surfaces described at left.

Du Pont Varigam is available in four surfaces: A Surface is a semi-matte, white single-weight paper used extensively for salesmen's sample books.

DL Surface is a velvet-textured natural white double weight paper with a luster—very desirable for portraiture and wedding pictures.

R Surface is the popular single-weight glossy paper used extensively by commercial printers and photo finishers.

Y Surface is a creamy-white silk, double weight paper ideal for portraiture; particularly desirable for wedding pictures.

BE OUR GUEST! Try Kodak Polycontrast Rapid Paper at our expense. We will send you twenty-five  $4 \times 5$ -in. sheets FREE with an order for Polycontrast Filters sold on opposite page. If you don't agree that Polycontrast is the most satisfactory paper you've ever used, return Filters for a full refund.

Darkroom safelights (sold on Page 59) provide adequate light for good vision while making prints and enlargements. The colored filter on the safelight passes only light of a certain color which has no effect on photographic paper. A properly lighted darkroom makes work easier and improves prints since print quality can be judged more easily while working.

Either the DuPont S-5X or Kodak Series OC filters are required when working with Polycontrast Rapid or Varigam Papers. The Kodak Series OC filter is also recommended for Kodabromide and Medalist, although the Series OA filter may also be used.

## **Papers for Standard Printing**

#### KODAK MEDALIST PAPERS

Medalist Single Weight. Highly versatile medium-speed paper. Chloro-bromide. Warm-black tone. Unusual in that all contrasts have similar printing speeds. Contrast may be controlled (up to about one paper grade) by varying exposure, development. Contrasts: 2 and 3 (see opposite page). State: Cat. No., Size, Contrast, Quantity.

67 R 4105-White, Glossy, Smooth (F)

67 R 4106-White, High Luster, Smooth (J)

Size .	Quantity	Ship. Wt.	Price
5x7 in.	25 sheets	10 oz.	\$1.17
	100 sheets	2 lbs.	3.87
8x10 in.	25 sheets	1 lb.	2.43
	100 sheets	5 lbs.	8.46

Medalist, Double Weight. Available in two contrasts: 2 and 3. (See opposite page)

67 R 4107-White, Luster, Fine Grain (E).

Size	Quantity	Ship. wt.	Price
5x 7 in.	25 sheets	10 oz.	\$1.53
8x10 in.	25 sheets	1 lb.	3.20

#### KODAK GLOSSY PAPER FOR CONTACT PRINTS

Kodak Velox. Ideal for album prints. Chloride. This is the glossy paper normally used by standard photofinishers. Blue-black tone. Little or no change in contrast or image color with added development. Wide exposure-development latitude. Single weight. White, glossy, smooth. State: Catalog number and size.

67 R 4119-Contrast 3 67 R 4117-Contrast 1 67 R 4118-Contrast 2 67 R 4120-Contrast 4

Size	Quantity	Ship. Wt.	Price
21/2×21/2 in.	100 sheets	6 oz.	86c
21/2x31/2 in.	100 sheets	8 oz.	\$1.04
23/4x41/2 in.	100 sheets	10 oz.	1.40
4x5	100 sheets	14 oz.	2.07

Kodak Velite. No darkroom needed. An excellent paper for beginners or youngsters. Can be handled and processed in ordinary room light (or subdued daylight)—as close as 4 ft. from a bright 60watt bulb. Expose with photoflood lamp. Blue-black image tone. White, glossy and smooth. Single weight. Normal contrast. Ship. wts. 3 oz. and 6 oz. 67 R 4140-21/2x31/2-inch size. 100 sheets for \$1.04 67 R 4141-23/4x41/2-inch size. 100 sheets for 1.40

If You Want to Use Velite, but do not want to invest in a printer, order a Yankee Print Frame-Pg. 70. Quick and easy to use. If you prefer a Printer, you will find four models on Pg. 71.

#### KODABROMIDE PAPERS

Kodabromide. Single Weight F. Chloro-bromide paper—very high speed, suitable for use in all enlargers. Deep brilliant black tone. Noted for wide exposure-development latitude. Little or no change in contrast or image color with added development. Excellent paper for news pictures . . . withstands the rough treatment of rush handling. Contrasts: 1, 2, 3, 4 (see opposite page). State Catalog Number, Contrast, Size and Quantity. 67 R 4110-White, Glossy, Smooth (F).

Size	Quantity	Ship. Wt.	Price
4x 5 in.	25 sheets	7 oz.	72c
	100 sheets	1 lb.	\$2.34
5x 7 in.	25 sheets	10 oz.	1.17
	100 sheets	2 lbs.	3.87
8x10 in.	25 sheets	1 lb.	2.43
	100 sheets	5 lbs.	3.46
llxl4 in.	10 sheets	1 lb.	1.89

Kodabromide Double Weight: Contrasts: 1, 2, 3, 4. Widely used for commercial, press, and exhibition-type prints. Tones beautifully with brown toner (see Pg. 60). State Cat. No., Size, and Contrast.

67 R 4109 T-White, Glossy, Smooth (F)

67 R 4111-White, Luster, Fine Grain (E)

67 R 4113 T-Cream White, Luster, Fine Grain (G)

Size	Quantity	Ship. Wt.	Price
4x 5 in.	25 sheets	7 oz.	95c
	100 sheets	1 lb.	\$3.06
5x 7 in.	25 sheets	10 oz.	1.53
	100 sheets	2 lbs.	5.09
8x10 in.	25 sheets	1 lb.	3.20
	100 sheets	5 lbs.	11.07
llxl4 in.	10 sheets	1 lb.	2.48

#### **OPAL PAPER—DOUBLE WEIGHT**

Favorite of Portrait Photographers. Has warmth of tone and long gradation scale. Opal has sufficient speed for enlarging with projection printers, yet can be used for contact printing, by reducing illumination. Supplied in one printing grade only— No. 2, for normal negatives. Can be beautifully toned with Brown toner.

Opal "G" surface is particularly well suited for coloring with oils. Available in: Luster fine-grain (G) . . . Luster Tweed (R) . . . Luster Silk (Y) . . . Matte Sueded (V). Be sure to specify size, surface and quantity, when ordering.

Size	Quantity	Catalog No.	Wt.	Price
8x10 in.	25 sheets	67 R 4103T	l lb.	\$3.56
llxl4 in.	10 sheets	67 R 4104T	1 lb.	2.74
	8x10 in.	8x10 in. 25 sheets	8x10 in. 25 sheets 67 R 4103T	8x10 in. 25 sheets 67 R 4103T 1 lb.

#### Polycontrast and Varigam "One-Paper" Printing

One grade only—just change filters to print any negative to any degree of contrast you wish (filters sold below, fit any enlarger). Easy-to-use. Papers are medium speed, develop the same as any other paper. May be processed in dim red light, but we recommend an amber-brown Safelight (see Page 59)

SINGLE WEIGHT PAPERS. State Catalog No., Size, Quantity. See prices in table below.

Polycontrast Rapid by Kodak. Glossy, Luster. 67 R 4115—Smooth Glossy surface, White stock (F). 67 R 4116-Smooth Luster surface, White stock (N).

Varigam by Dupont. Choice of glossy or semi-matte. 67 R 4121-Glossy smooth surface, White stock (R). 67 R 4124-White stock, Semi-matte surface (A).

Size	Quantity	Ship. wt.	Price
	25 sheets	7 oz.	72c
4x 5 in.	100 sheets	1 lb.	\$2.34
	25 sheets	10 oz.	1.17
5x 7 in.	100 sheets	2 lbs.	3.87
100	25 sheets	1 lb.	2.43
8x10 in.	100 sheets	5 lbs.	8.46

DOUBLE WEIGHT PAPERS. State Catalog No., Size, Quantity. See prices in Table below.

Polycontrast Rapid by Kodak. 67 R 4155—Fine-grain Luster Cream stock (G). 67 R 4156—Silk Luster surface Cream stock (Y).

Varigam by Dupont. Your choice of-67 R 4122—Velvet Luster White (DL). 67 R 4123—Silk Luster White (Y).

Size	Quantity	Ship. wt.	Price
á. 5 /-	25 sheets	7 oz.	95c
4x 5 in.	100 sheets	1 lb.	\$3.06
5x 7 in.	25 sheets	10 oz.	1.53
	100 sheets	2 lbs.	5.09
8x10 in.	25 sheets	1 lb.	3.20
	100 sheets	5 lbs.	11.07
llxl4 in.	10 sheets	1 lb.	2.48

VARIGAM CONTRAST FILTERS. Needed with Varigam paper listed above to print any negative to any degree of contrast. Choose from two starter sets, OR SAVE \$1.43 by buying all ten filters right away. 67 R 4131—Starter Set of 5 filters with lens Holder—Numbers 1, 3, 5, 7, 10. Ship. wt. 8 oz.........\$5.59 

A POLYCONTRAST FILTERS. Use with Polycontrast paper above to print any negative to any degree of contrast. Set of 7 in clever plastic holder that mounts on wall, right at your fingertips. PLUS twenty-five 4x5-inch dbl. wt. sheets of Polycontrast Rapid Paper FREE . . . try it at our expense—Another Ward Extra.

## **PAPERS Enlarging, Printing** 10% OFF



## **Polycontrast** and Varigam

USE ONE PAPER ONLY STREAMLINE YOUR PRINTING



7 Filters in the Polycontrast Set: Nos. 1, 1½, 2, 2½, 3, 3½ and 4. (1) Shows complete set in case; (2) a single filter; (3) Filter holder; attaches to enlarge.

WARDS 63



## Enlarging is Fun ... It's Easy, Too!

Every negative you make becomes a challenge. Only you know exactly what you were "shooting" for. When you make your own enlargements, you know just how to crop, where high lights should be strongest, which areas should be subdued. With a little practice, almost anyone can make prize-winning Salon prints.

"Cropping" means using only that portion of the negative originally intended for the subject.

"Dodging" (see below) means holding back light from certain areas. Use cardboard, or a professional Dodger, see Pg. 67.

"Vignetting" (2 below) is used to fade out background behind subject, until it blends into white like the paper. Vignetter Pg. 67.

Enlarging is as easy as projecting your slides. An enlarger is simply a projector with refinements. The image is projected downward for convenient operation, and to conserve space.

The enlarger and enlarging paper are the only things you need, plus regular dark room supplies. You will find enlarging paper, on Pg. 63, chemicals, on Pg. 60, Timers on Pg. 61, and Washers and Dryers, on Pgs. 68 and 69.

Choose an enlarger that will accommodate the size of your negatives. If you work in kitchen, or bathroom, a model that folds into a storage case is ideal.

Encourage your family to join in the fun. An inexpensive set of Oil Colors (Page 70) will let them add the finishing touch.





(1) Before

DODGING

After







(2) Before

efore

After



Simmons Omega Easel. One of the finest, for those who want the best. Combines high speed efficiency with unerring accuracy. 1-in. high base, necessary for autofocusing. Automatic paper grip. Positive paper stop assures fast insertion. "See-thru" windows for easy margin-width adjustment. Heavy-duty all-metal construction. Rubber-covered, slide-proof base. Postpaid.

67 RP 3993 K-\$5 Dn., Cash \$59.50

## Buy an Omega,

COMPLETE LINE OF ACCESSORIES



#### Omega A-2 With Built-in Colorhead

The "Professional" Omega 35 mm. Enlarger. You can make enlargements up to Ilx14 in. on baseboard... or giant-size projections on floor. Factory-locked alignment of filmholder, lensboard, and baseboard prevent distortion, assures all-over sharpness. Ventilated lamphouse. Double condensers matched to focal length of lens. Built-in colorhead provides for color filters outside of image-framing path for clean, sharp prints. Rapid shift glassless filmholder. Height with head raised, 36 in. Accepts Leica lenses—order mount sold below. Includes lens mount, color filter holder, rapid-shift 35 mm. carrier, red filter, 16x20-in. baseboard. For critical color work, see Kodak Ektar lens below. Shipped promptly from Warehouses in Chicago, Ill.; Dallas, Tex., Kansas City, Mo.; Atlanta, Ga., and Cleveland, O. Shipped Postpaid.

67 RP 3950F—A-2 ENLARGER WITH WOLLENSAK RAPTAR LENS. \$5 Down. Cash \$149.00

67 RP 3978 K—HOLDER FOR MOUNTED SLIDES. Postpaid.

67 RP 3979 K—Leica Lensmount for 2-in. threaded Leica Lenses. Postpaid.

#### Enlarging Lenses to Fit All Omega Enlargers

WOLLENSAK LENSES. Coated f/4.5 Raptar. Iris diaphragm; lens board. *Postpatal*. 67 RP 5112 K—2-in. focal length, covers 11/4x15/6 neg. \$3.00 Down... Cash \$29.50 67 RP 5113 K—3-in. focal length, covers 21/4x21/4 neg. \$3.50 Down... Cash 31.00 67 RP 5114 K—31/2-in. focal length, covers 21/4x31/4 neg. \$3.50 Down... Cash 32.50 67 RP 5116 K—53/6-in. focal length, covers 4x5 neg. \$5.00 Down... Cash 49.50 67 RP 5117 K—68/6-in. focal length, covers 4x5 neg. \$5.00 Down... Cash 62.50

KODAK LENS. f/4.5 Ektar, 2-in. focal length. For 35 mm. negatives. Postpaid. 67 RP 5111K—Finest domestic lens made. \$5.00 Down, \$5 a Mo....Cash \$52.50

## Recognized World's Finest Enlarger

... PAY ONLY \$5 or \$10 DOWN ON EASY TERMS ... SHIPPED POSTPAID



Omega Enlargers are in a class by themselves. World-famous from a functional and engineering standpoint . . . favorite of top-notch photographers. All models listed on this page have all Omega features described on opposite page. Gearless focusing mechanism. Lenses are Wollensak Raptar f/4.5, with lens mount and mounting disc. Hardwood baseboard is 18 x 26 in. Models B-8 and D-2 are manual focus; B-7 and D-3, automatic, with built-in focusing track custom-built to match lens. Each track has a Serial No. corresponding to its matching lens. Image remains in continuous focus as head is raised and lowered. Accepts as many as 3 tracks at one time. If you intend to use filters order model with Colorhead, You may add colorhead later, if you prefer. When you buy your Omega from Wards, you are "in business" as soon as you set it up. Shipped promptly from Warehouse in Chicago, Ill., Dallas, Tex., Kansas City, Mo., Atlanta, Ga., Cleveland, O. Shipped Postpaid.

#### B-7 Automatic \$22280 ... B-8 Manual \$ 9 20

Omega B-7 and B-8 enlargers for negatives from 35 mm. to  $2\frac{1}{4}$  x  $3\frac{1}{4}$ ·in. Same construction as D-2 and D-3. Height with head raised,  $43\frac{1}{2}$  in. Enlargers complete with condenser, lens, glassless carrier and colorhead listed below (except 67 RP 3977F, which does not include a lens).

MODEL	LENS	NEG. SIZE	FOCUSING	COLORHEAD	CATALOG No.	CASH
B-7 B-7	2-in. 2-in.	35 mm. 35 mm.		With Colorhead Without Colorhead	67 RP 3965F 67 RP 3966F	\$230.05 222.80
B-7 B-7	3-in. 3-in.			With Colorhead Without Colorhead	67 RP 3967F 67 RP 3968F	234.50 227.25
B-7 B-7	3½-in. 3½-in.			With Colorhead Without Colorhead	67 RP 3969F 67 RP 3970F	230.85 223.60
B-8 B-8	2-in. 2-in.		Manual Manual	With Colorhead Without Colorhead	67 RP 3971F 67 RP 3972F	198.45 191.20
B-8 B-8	3-in. 3-in.	21/4x21/4-in. 21/4x21/4-in.		With Colorhead Without Colorhead	67 RP 3973F 67 RP 3974F	202.90 195.65
B-8 B-8		21/4x31/4-in. 21/4x31/4-in.		With Colorhead Without Colorhead	67 RP 3975F 67 RP 3976F	199.25 192.00
B-8	Not incl.	21/4x31/4-in.	Manual	Without Colorhead	67 RP 3977F	159.50

#### D-2 Manual \$25345 ... D-3 Automatic \$30345

Omega D-2 and D-3 for negatives from 35 mm, to 4x5-in. Interchangeable condenser system. Height 56 in. Enlargers complete with condenser, lens, glassless carrier and colorhead listed below (except 67 RP 3958F, which does not include a lens). State carrier: roll, cut film, film pack.

ı	MODEL	LENS	NEG. SIZE	FOCUSING	COLORHEAD	CATALOG No.	CASH
	D-2 D-2	2-in. 2-in.		Manual Manual	With Colorhead Without Colorhead	67 RP 3952F 67 RP 3953F	\$263.45 253.45
	D-2 D-2	3-in. 3-in.	21/4x21/4-in. 21/4x21/4-in.		With Colorhead Without Colorhead	67 RP 3954F 67 RP 3955F	272.05 262.05
	D-2 D-2	53/g-in. 53/g-in.	4x5-in. 4x5-in.	Manual Manual	With Colorhead Without Colorhead	67 RP 3956F 67 RP 3957F	297.00 287.00
ı	D-2	Not incl.	4x5-in.	Manual	Without Colorhead	67 RP 3958F	237.50
I	D-3 D-3	2-in. 2-in.	35 mm. 35 mm.	Automatic Automatic	With Colorhead Without Colorhead	67 RP 3959F 67 RP 3960F	313.45 303.45
١	D-3 D-3	3-in. 3-in.			With Colorhead Without Colorhead	67 RP 3961F 67 RP 3962F	325.00 315.00
	D-3 D-3	53/8-in. 53/8-in.			With Colorhead Without Colorhead	67 RP 3963F 67 RP 3964F	349.55 339.55

#### 1 to 7 Accessories to Increase Versatility of Omega Enlargers . . . Postpaid

Omega Colorhead (1) permits insertion of filters sold at right. Copy Attachment (2) converts enlarger into a copy camera which accepts Speed Graphic cut film holders. Omegalite Head (3) transforms enlarger into finest diffusion enlarger on the market... provides diffusion without loss of sharpness; minimizes defects in negatives. Completely interchangeable with condenser lamphouse. Glassless Filmholder (4) is sandwich type. Universal Glass Negative Carrier (5) holds negatives flat, for critical work. Takes any size negative that enlarger will accommodate. Set of masks included, for small-size negatives. Rapid Shift Carrier (6) (as well as Carrier (5) have hinged plates that open automatically for fast exchange of negatives; speeds up roll film enlarging... for negatives up to 2½ x 3½-in.; available for all standard roll film sizes. On all Filmholders, specify: negative size, roll, cut film, or pack. Distortion Control (7) straightens converging lines by tilting carrier, without disturbing lens or enlarger alignment.

KEY	Accessory	FOR ENLARGER	Туре	Function	CATALOG No.	PRICE
(1)	Omega Colorhead	B-7 or B-8 D-2 or D-3	Round Round	Permits use of color compensating Filters	67 RP 3987K 67 RP 3988K	\$17.65 21.20
(2)	Copy Attachment	B-7 or B-8 D-2 or D-3	Graphic Graphic	Converts enlarger to precision copy camera	67 RP 3989K 67 RP 3990K	42.20 48.30
(3)	Omegalite Head	B-7 or B-8 D-2 or D-3	Circular- Fluorescent	Provides clear uniform diffusion	67 RP 3991K 67 RP 3992K	60.00

#### NEGATIVE CARRIERS FOR D-2, D-3, B-7 and B-8 OMEGAS

KEY	Accessory	FOR ENLARGER	NEGATIVE SIZES	Түре	CATALOG No.	PRICE
(4)	Glassless Film Holder	D-2 or D-3	All sizes up to 4x5-in.	Glassless	67 RP 3980K	\$9.55
(5)	Glass Negative Carrier	D-2 or D-3	Universal to 4x5-in.	With Glass	67 RP 3981K	16.50
(6)	Rapid Shift Carrier	D-2 or D-3	21/4x21/4 and 21/4x31/4-in.	Glassless	67 RP 3982K	19.40
	Rapid Shift Carrier Like (6), without troughs	B-7 or B-8 B-7 or B-8	Universal to 21/4x31/4-in. All sizes up to 21/4x31/4-in.	With Glass Glassless	67 RP 3983K 67 RP 3984K	10.20 6.95
(7)	Distortion Control	D-2 or D-3 B-7 or B-8	All sizes up to 4x5-in. All sizes up to 4x5-in.	Glassless Glassless	67 RP 3985K 67 RP 3986K	37.05 37.05

#### Filter Set for Omegas \$969

Ansco Color Printing Filter Set contains 21 color compensating filters, and one ultra-violet filter to balance light when using Ansco Color Printon on Pg. 60. 4x5-in., may be cut down to fit your equipment. Instructions included.

67 R 4979 TX—Ship. wt. 12 oz. ..\$9.69

#### 10% DISCOUNT

Schools and Government Agencies may qualify for special 10% discount on cashorders. Write Bob Adams (below) for quotations.

#### Write to Bob Adams

If you need Omega accessories not listed on these two pages, such as variable contrast timer, masking device, condensers, or any special combination, tell us about it. We will get it for you. Send for interesting FREE Omega Brochure. Write to Bob Adams, Montagomery Ward, Dept. 67, 618 West Chicago Ave. Chicago, 7, Ill. See Pg. 54.



#### Model 311 With f/4.5 Lens

- Built by the world's largest manufacturer of photographic enlargers
- Precision instruments with rugged, reinforced welded steel construction
- Complete with coated lenses specifically fitted to, and tested with enlarger

Takes all negatives from 35 mm. to  $21/4 \times 31/4$ -in. size. "Store-away" Senior 311—most popular model of all Federal enlargers. Includes Octar f/4.5 coated anastigmat enlarging lens in barrel, with iris diaphragm. Combines the compactness of store-away models with built-in features of the highest priced Federals, such as negative carrier with built-in focusing target and color filter holder; large base-board; 36-in. upright post; clutch and counter-balance for easy one-hand operation. Single condenser illuminating system assures uniform distribution of light over entire enlarging area. You get fully exposed prints without resorting to unduly long exposures . . . without generating excess heat.

Enlarges up to 8 times original negative size on big, roomy  $16 \times 18$ -in. baseboard. Built-in focusing target helps get needle-sharp prints. Spring-actuated tape, and counter balance give fingertip control of enlarger head—responds to slightest pressure. Non-slip clutch.

Red Focusing Filter lets you manipulate controls until you get desired composition and focus. Regular negative carrier included . . . glassless carrier may be purchased separately, below. Post can be detached so enlarger and parts can be quickly packed for storage in case (B) sold below. Complete with FREE Book. 67 R 4051MO—Mailable. 110–120 volts, AC-DC. Wt. 23 lbs. \$5 Down...Cash \$76.45

Take Advantage of New Terms on Photo Equipment . . . 10% down on purchases up to \$50; \$5 Down on \$50 to \$200; and only \$10 Down on purchases over \$200. See Pg. 52.

# C

#### Glassless Negative Carriers . . . \$ 29 and \$ 69

For Quicker, More Convenient Enlargements—Convert standard carrier to glassless type for better results. Each carrier takes only one size negative—either: 35mm, Bantam, 21/4x21/4-in., or 21/4x31/4-in. size. State Negative Size Wanted. Ship. wt. 8 oz.

## Save 10% on

CHOOSE FROM 6 MODELS, COMPLETE



#### Model 291 With f/6.3 Lens, Case

Takes all negatives 35mm. to  $2\frac{1}{4}$  x  $3\frac{1}{4}$  in. Newest Federal Store-away enlarger that fits compactly into its own baseboard case, with additional room for a complete darkroom kit. You no longer need the extra weight and bulk of a separate baseboard. No darkroom necessary . . . you can set up in kitchen or bathroom, in minutes.

Rugged Welded Steel Construction Throughout means working without vibration. Coated i/6.3 anastigmat lens with iris diaphragm to control light output. Diffusion illumination system gives efficient distribution over entire negative ... minimizes negative imperfections.

Metal Book-Type Negative Carrier. (Glassless carriers for single negatives sold separately, below). Single condenser light system provides uniform illumination for fine detail. Micrometer focusing control for long, short focal length lenses. Interchangeable lens board permits quick change of lenses; long extension bellows simplifies use of long, short focal length lens. Supplementary lenses sold below. WITH FREE BOOK. 67 R 4045 MB—110-120 volts, AC-DC. Ship, wt. 21 lbs. \$5 Down, Cash \$58.45

MODEL 290 ENLARGER. Same as (D) above, but does not include Case. Has sturdy metal baseboard. Case may be added later; sold below. 67 R 4044 M—Ship. wt. 14 lbs. Sells Nat. \$49.95. \$4.50 Down.Cash \$44.95

Metal Case For Model 290 Enlarger. Designed specially for 290. 67 R 4046 M—Ship. wt. 15 lbs. Sells Nat. for.\$19.95......Only \$17.95

#### Famous Schneider Componar Lenses -2 in. $$22^{50}$

Coated 4-element f/4.5 enlarging lenses with iris diaphragm. Complete with flange for mounting on your own lens board. Ship. wt. 8 oz. each.



AD BY TAKEN	Focal	Lens	
Catalog No.	Length	Diam.	Price
67 R 5118T	2 in.	50mm	\$22.50
67 R 5119LT	3 in.	75mm	26.95
67 R 5120LT	4 in.	105mm	29.95
67 R 5121LT	53% in.	135mm	39.95

Enjoy the Benefits of a Fine Lens. Pay only 10% with order, balance in convenient monthly payments. See Page 52 for complete details.

## Federal Enlargers

WITH LENSES ... NEW LOW TERMS





#### Model 135 with f/4.5 Lens and FREE Book

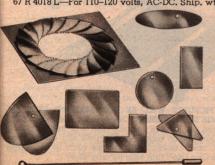
For miniature films, 35mm., Bantam, etc. Complete with two glassless negative carriers, one for 35mm. and one for Bantam film. You can run film through in strip form for a speedier operation. Double condenser light system assures sharp, detailed enlargements with maximum contrast. 2-in. f/4.5 coated anastigmat enlarging lens with iris diaphragm. 

67 R 4046 MX—Metal Storage Case for Model 135. Nat. \$19.95. Ship. wt. 15 lbs..... 17.95

Glassless Carrier for 35mm, and Bantam size cardboard mounted slides. 67 R 4023—Fits Model 135 above. Ship, wt. 8 oz.....

#### Model 240 with f/7.9 Lens and FREE Book

For negatives from 35mm. to 21/4 x 31/4 in. Diffusion light system for "soft" focus-For negatives from 35mm, to 2½ x 3½ in. Diffusion light system for "soit" locus—minimizes print, negative faults, and imperfections in subject matter. Enlarges up to 7 times original negative size, on 12 x 14-in. baseboard. For making larger blow-ups, swivel head around, and make projections on floor. 3½-in. 1/7.9 lens with iris diaphragm has click stops for regulating amount of light. Two-piece 30-in. post dismantles for carrying or storage in case (Carton included). Complete with negative carrier. Glassless carriers may be ordered on opposite page. Includes FREE book "Enlarging is Thrilling". 67 R 4018 L-For 110-120 volts, AC-DC. Ship. wt. 12 lbs. Nat. \$34.95. \$3.50 Dn.Cash \$31.45



#### Dodger-Vignetter Outfit \$349

Create professional-looking enlargements with the tools of the experts, made by Lewco. Vignetter is made of transparent, over-lapping, pivoted red leaves with saw-tooth edge. Easy to use; you can achieve ovals, squares, circles, and interesting fade-outs. Dodger set includes every shape you have ever wished for, to get the effect you are striving for. Dodgers slip into end of sturdy wire handle for fast manipulation.

67 R 4995—Ship. wt. 12 oz..... Pr. \$3.49

#### Model 470 with f/4.5 Lens

For negatives from 35mm. up to 4 x 5 in. Complete with 51/2in. Octar f/4.5 coated anastigmat enlarging lens in barrel with iris diaphragm. Double condenser system concentrates light and reduces exposure time; produces crisp, brilliant image. Negative carrier has built-in focusing—when target is in sharp focus your negative will be sharp. Magnifies image up to 5 times original negative size. Large 18x25-in. baseboard provides efficient working area.

Exceptionally long 36-in. post is an asset when you want to make large mural-type prints. Calibrated swivel-head for horizontal projection. Counterbalanced head for ease of operation; supports weight of enlarger at any point above baseboard for smooth, rapid focusing. Complete with FREE book. Ship. wt. 37 lbs. 67 R 4025 MOT-110-120 volts, AC-DC. \$5 Down. . Cash \$137.65

Be Sure to Include Everything you need on your order. You will find Easels on Pg. 71; Paper on Pg. 63; Timers on Pg. 61.

#### ATTENTION!

Libraries . . . Hospitals . . . Schools

Sales to State and Local Government Units and Nonprofit Educational Institutions are tax exempt. Upon receipt of proper certificate, Wards will refund U.S. Manufacturer's excise tax charged by us on taxable goods sold for the exclusive use of a state or local government unit in a state or territory of the United States, District of Columbia, or to any non-profit educational institution. This means that hospitals, libraries and other government institutions are entitled to this exemption. If you are a purchasing agent for such a unit, take advantage of this saving when you are buying cameras, projectors, enlargers, sound equipment, etc.

# SAVE Make Your Own Prints



With Richards Print Washer

. Two 1-qt. bottles BFI-30 Hypo Neutralizer Solution. Reduces washing time up to 80% . . . prevents stains, too. Sells regularly for \$1.98 on Pg. 69.





#### Richard Print Washer—Exclusive Design

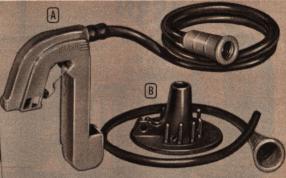
Use as You Pay ... \$7745 .. ONLY \$2.50 DOWN

• No Plumbing Necessary With Slip-on Faucet Connector and Automatic Water Level

For the serious amateur or professional who wants the best. No installation cost, no moving parts to wear out, no maintenance cost. Made of pure white semi-flexible Dow Styron that will never rust or corrode; dent-proof, scratchproof, acid resistant. There is no metal to touch your prints. Equipped with adj. slip-on faucet connector that will fit any style faucet. Washes prints better and faster than conventional type washers. Center sump and sloping bottom pull hypo from water. Fluted sides prevent prints from sticking to sides of washer, or to each other.

Patented triple-jet action prevents matting by (1) one jet keeps floaters down and all prints wet; (2) another jet separates prints with a stream of bubbles, and (3) third jet forces water to travel faster than prints—you wash rather than soak them. Only  $181/2 \times 61/2$  in., yet washes 60 or more double-weight  $8 \times 10$  prints in 25 minutes.

Fittings are solid brass impervious to chemicals in photographic solutions; will never rust or corrode. Easy to move, weighs only  $3\frac{1}{2}$  lbs. Complete with supply and drain hoses. Only washer we know of with all of these exclusive features. Ship, wt. 5 lbs.



#### Low-Cost Efficient Print Washers

Convenient-Hose Connections Will Fit Any Type Faucet

Kodak Automatic Tray Siphon. Convenient, efficient device for washing prints, enlargements and films in an ordinary processing tray. Operates from any standard water faucet, automatically maintains desired level in tray; discharges washing water directly into sink. Siphon attaches to tray with a spring clamp. Adapter on end of rubber tube fits any faucet.

67 R 4941—Ship. wt. 1 lb. 8 oz......Only \$4.69

B De Hypo Print Washer. Fits any faucet. Converts bowl or tub into washer. Maintains 2¾-in. water level. 67 R 5007—Economy model. Ship. wt. 12 oz.......\$2.29

THOROUGH WASHING IS VERY IMPORTANT. Tests show that an hour's wash in running water, or 12 changes of water, 5 minutes each, is necessary.



· Completely lightproof; no possibility of light from fogging paper.

is cut outyou can remove paper quickly by

#### Brumberger Lightproof Paper Safe \$ 1295

Paper Can Be Withdrawn Instantly by simply raising rolltop door; automatically closes when released. Shelves hold all sizes up to 8x10 in. All steel construction. Attractive Grav enameled finish.

67 R 4916 M—Ship. wt. 12 lbs.....\$12.95



Can Be Mounted on Wall in just a few minutes. All you need is a screwdriver and small hand saw. Plug into 110-120 V. AC outlet.

68 WARDS

#### "Lite-Tite" Ventilator

Designed exclusively for darkroom installation, to maintain clean, fresh air. Clears average room in approximately two minutes. Exhausts stale air at rate of 200 cu. ft. minute. Specially baffled to exclude light. May be mounted on any wall in a few minutes with just screwdriver and saw. diam.; 7 in. deep. Plugs into any 110–120 volt, AC outlet; 70 watts. Precision built motor, self-oiling, porous bronze bearings. 5 eight-inch blades. Synchro-balanced, whisper quiet. Ship. wt. 9 lbs.

67R4911T-Pay \$2 Dn., Cash \$19.95

#### Trimmer—3 Sizes

Hard-rock Maple Top, reinforced to prevent warping. Built-in ruler across top edge. ½-in. squares ruled on bed. Knife may be removed for sharpening. Adjustable trimming guide. Reduce paper inventory-buy large-size paper and cut it to suit your needs. 67 R 5088—10-IN. SIZE. Ship. wt. 6 lbs. 4 oz...\$6.95

67 R 5089—12-IN. SIZE. Ship. wt. 7 lbs. 12 oz. \$8.95 67 R 5090 M-15-IN. SIZE. Ship. wt. 19 lbs..... \$15.95



YOUR PICTURES WILL BE DISPLAYED TO BEST AD-VANTAGE IN AN ALBUM. Choose from Words complete line listed on Pgs. 38 and 39. You will find Flip-Files which require no adhesive—pictures slip into acetate sleeves, and conventional albums such as the large "This Is Our Life" that sells for only \$3.49.

Build Your Order to \$20, Then Pay 10% Down; Balance in Convenient Payments. See Pg. 52.

## ... It's Fun!

#### **EVERYTHING YOU NEED**



Use for Drying Matte and Semi-matte Prints. Corrugated backing around roll insures more rapid, uniform drying. Prints dry with backward curl; lie flat when removed. Usually lasts for months. Roll consists of two 6-ft. by 111/2-in. blotters—hold nine  $8 \times 10$ -in. or eighty  $2\frac{1}{2} \times 3\frac{1}{2}$ -in. prints.

Cloth-Lined Kodak Blotter Roll. (Not pictured.) Consists of a fine white blotter and a cloth-lined blotter, with corrugated backing. Prints dry flatter; roll lasts longer. 6 ft. x  $11\frac{1}{2}$  in.

Blotter Pack. Clean, lintless 12 x 15-in. sheets. For making drying stacks for matte or semi-matte prints up to 11 x 14 in. Dry faster with corrugated-board dividers (not included). It's easy to make your own dividers; simply cut 12 x 15-in. pieces from discarded corrugated cartons.

67 R 4926—Package of 25 Blotters. Ship. wt. 2 lbs. . . . . . \$1.19



#### Chemicals to Improve Prints

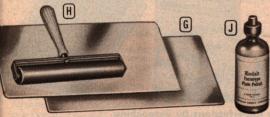
Chemicals by Brown and Forman Industries. For other chemicals ... developers ... fixing solutions ... reducers ... in-... as well as Processing Kits for developing your own Ektachrome and Anscochrome, see Pg. 60.

BFI-20 Print Flattening Solution. Use for making flexible, flat-lying prints, and for restoring flexibility to old ones.

Prevents yellowing and stains. Ship. wt. 3 lbs. 10 oz.

67 R 4348-1-qt. Size, makes 6 qts...

BFI-30 Hypo Neutralizer Solution. For washing nim or prints. Cuts washing time, use of water up to 80%. Prevents staining and discolorations. Soak films 3 min., wash for only 6 min. Soak papers 10 min., wash for only 15 min. Ship. wt. 3 lbs. BFI-30 Hypo Neutralizer Solution. For washing film or prints.



#### Chromium Plated Ferrotype Plates \$ 198 10x14 in.

For making glossy prints. Triple plated: chrome, nickel and copper, on steel. Produces a high gloss on paper, without polishing. May be used with electric dryers, or for air drying. 67 R 5035—12x17 in. (Holds two 8x10's.) Wt. 3 lbs....2 for 2.98 

Standard Print Rollers. Sturdy stainless steel frame with rub-Standard Print Rollers. Sturdy statilless steel Halle William ber roller. Sleeve type bearings. Natural wood handle.

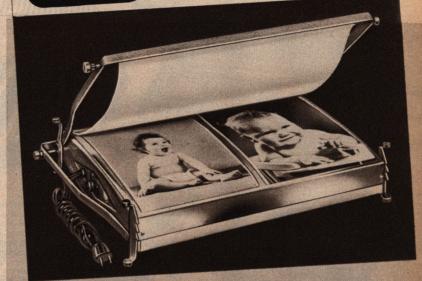
67 R 4955—8-in. roller. Ship. wt. 12 oz...... Each \$1.89

Kodak Ferrotype Polish. For polishing ferrotype plates. Pre-Woodak Ferrotype Poiss. For Poissand vents sticking—develops α brilliant luster on glossy paper. 



Two Bottles of BFI-20 Print Flattening Solution. Makes prints lie flat . . . restores flexibility to old prints. Regularly \$1.98





#### Lee Duplex Dryer Dries Two 8x10's at Once

- Two Drying Surfaces for Double Capacity
- Turns Out a Batch of Dried Prints Every Eight Minutes
- Large Size Dries Four 8x10's or Eighteen 4x5's

For Drying Matte or Glossy Prints. Sanforized canvas apron, under tension, holds prints firmly against curved satin-aluminum heating surface. Order Plates (G) for glossy prints. Stands only 4 in. high, requires little storage space. Heavy-gauge steel frame, rubber feet. Durable, well constructed heating elements maintain uniform temperature—about 195°F. Ceramic insulators. 110–120-v., AC-DC. UL Approved.

13x151/2-in. Size. Dries two 8x10's or eighteen 4x5 prints. 225 watts. 67 R 5078—With FREE \$1.98 Print Flattening Solution. Wt. 5 lbs. 12 oz......\$11.95

Large 13x171/2-in. Size. Same construction as above, but larger heating surface 

#### KEEP YOUR EQUIPMENT CLEAN FOR TROUBLE-FREE OPERATION

Clean ferrotype tins with carbon tetrachloride, alcohol, or soap-suds; thoroughly rinse and dry, then apply a coat of Kodak Ferrotype Polish (J) to give your prints a brilliant, professional-type finish. Hard rubber trays or developing tanks should be cleaned with a weak solution of acetic acid; then thoroughly rinsed, dried.



Lott Dryers, for Amateur or Professional. Well constructed, to give years of dependable service. Drums are mirror-finish stainless steel that imparts a brilliant gloss to prints. Can be rebuffed... will not rust or pit... far superior to chrome. Completely welded along entire seam. No water can enter heating element, which is sealed in asbestos and has no contact with drum. Canvas belts are Lott Dryers, for Amateur or Professional. Well constructed, to give years of pre-shrunk—hold prints flat. Sturdy aluminum frame assures trouble-free operation. On-Off switch. Built-in pilot light. For 110–120 V. AC or DC. UI. Appr.

(K) Standard Model. Compact, reliable. For those who do not require a large drying capacity. Drying surface 12 x 28 in. Ship. wt. 15 lbs. 67 RP 5042 KB...\$31.50 Professional Model. Similar to (K). Dries large number of prints quickly; twice capacity of (K). Drying surface 23 x 28 in. Ship, wt. 23 lb. 67 RP 5043 KO...\$44.95

(L) Roto Master. For drying matte or glossy prints. Built-in squeegee. 23 x 28-inch drying surface. Adjustable tension. Thermostat control 120° to 160°. Shipping weight 29 lbs.

67 RP 5044 KO.....\$64.50

All three Lott Dryers above Mailed promptly *Postpaid*, from Warehouse in St. Louis, Mo. See New, lower Down Payments on Page 52.

## Include All Your Photo Needs on One Order





#### Add Life-Like Realism to Pictures With Oil Colors...low as \$298

Easier to use than crayons in a child's coloring book; if you are not pleased with a color after it is applied, simply wipe it off with a pinch of cotton dipped in Medium, and try another color. You will be delighted with the finished painting. Colors are scientifically blended to give natural, life-like quality to skin, cheeks and lips. Sky-blue, greens and brown change ordinary scenic pictures into fascinating nature studies.

A Marshall Advanced Set - Best Buy for the serious hobbyist because of wide range of colors and larger-size accessories. Twenty beautiful colors included: Cobalt Violet, Carmine, tiful colors included: Cobalt Violet, Carmine, Lip, Cheek, Flesh, Chinese Blue, Ultramarine Blue, Tree Green, Veridian Green, Oxide Green, Cadmium Yellow, Cadmium Orange, Burnt Sienna, Raw Sienna, Verona Brown, Sepia, Payne's Gray, Ivory 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 pagints: a palette and complete instructions. paints; a palette and complete instructions.

67 R 4364—Ship. wt. 2 lbs. 8 oz..........\$6.74

B Marshall Student Set. Ideal size for beginners. Contains 8 basic colors—sufficient for portraits and simple landscapes—plus Medium solution, 5 skewers, cotton, and instructions.

67 R 4331—Ship. wt. 1 lb. 6 oz.....\$2.98

C Marshall Oil Color Pencils. Made in France. Use as supplement to oils to "pencil-in" highlights, eyes, lips for a professional touch. 67 R 4363—Ship. wt. 1 lb......\$4.29

Photo Oil Coloring for Fun or Profit. Written by Photo Oil Coloring for run of Lucille R. Marshall, authority on art of applying oils to photographic paper. Cloth-bound. 67 R 4821—Ship. wt. 1 lb. 5 oz............\$3.49

#### Nega-Files for Films . . . Low as \$795

E F Convenient, practical method for filing your valuable negatives. Keeps them clean and dust-free, protected from fingerprints and scratches. Transparent glassine envelopes allow you to examine negatives without touching film. Printed spaces provided for filling in exposure data. Index cards and numbered guides, arranged to speed up filing or withdrawal of negatives. Beautifully constructed sturdy hardwood cases with mortise and tenon corners. Clasp and hinges brass plated.

(E) 21/4x31/4-in. Size. With 600 glassine envelopes. Size overall: 85/xx53/4x33/4 inches.

67 R 5025—Ship. wt. 2 lbs. 4 oz.....\$10.95

(F) 2½x2½-in. Size. With 900 glassine envelopes. Size overall: 10x5%x3% inches. 67 R 5026—Ship. wt. 2 lbs. 12 oz......\$12.49

35-MM. Size. (Not pictured). Same construction as (E, F). With 300 envelopes which hold strips of 6 exposures. Size overall: 101/4x6x31/4 in.

67 R 5028—Ship. wt. 2 lbs......\$7.95







G Adjustable Stand Magnifier. Ideal glass for retouching. Glass is attached to metal base, leaving both hands free to manipulate your work.  $2\frac{1}{2}$ -in, lens magnifies  $2\frac{1}{2}$  times. Lens swivels and tilts to compensate for lighting. 67 R 7802—Ship. wt. 1 lb,.....Only \$3.49

Rectangular Reading Glass. Magnifies image twice on film or picture, makes retouching easier. Focal length 9 in. One-piece frame. 67 R 7801-37/8-in. diam. Ship. wt. 13 oz. .\$2.49

Wodak Spotting Colors. Applied gently, with moistened tip of α small brush. Includes all three colors: black, white and sepia. All three disks fold into dustproof, self-contained cover. 67 R 4329—Ship. wt. 2 oz.....Set \$1.09

Kodak Retouching Fluid. Most film is so slipbery, it is necessary to apply a transparent surface to which retouching pencil will adhere. Apply with moistened cotton. Dries instantly. 

Tec Retouching Set. Includes pencil leads to meet every retouching need . . . 12 leads, pencil holder, 8 marking rings, and eraser complete with handy storage case. 67 R 4984—Ship. wt. 6 oz......Set \$1.97

Negative Retouching and Print Finishing. Valuable addition to your library if you are a serious amateur, or professional. Gives basic fundamentals of retouching and printing. Written by an expert, in easy-to-understand terms. Cover is hard-bound with colorful design.

Yankee Print Frame. Time saver in your printing operation, whether you are making proofs or test prints. Accepts all size negatives from 35mm through 4 x 5 roll or cut film. Handsomely molded durable, lightweight, styrene that will never rust or warp. Felt pressure pads protect paper emul-sion. Spring-steel pressure clips insure perfect impressions every time. Complete with mask for making white borders on prints. Ideal method for making prints on Kodak Velite paper sold on Page 63. 67 R 4949—Ship. wt. 1 lb......Only \$1.19

#### **Wards New Photo Credit Terms**

Get everything you need to-make your darkroom complete. If your order is \$20 to \$50 you pay 10% Down; if \$50 to \$200, pay only \$5 Down; on orders over \$200, pay only \$10 Down. See Pg. 52 for details.



#### Low-Priced Easels—Excellent Values—Low as \$ 59

Premier 11x14 Easel. Takes paper sizes up to 11x14 in. Dual clamps provide a 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 11/2 in. Sliding masks made of watch-spring steel. Easy to read scale graduated in 1/22 in. white focus area. All metal with protective felt pad covering entire base.

Speed Easels. Small, fixed-dimension for speedy enlarging in quantity. You just slip paper in and get uniform 1/4-in. margins without adjustment. Individual easels come in four popular paper sizes. Sturdy, all metal construction. Easy to clean. Semi-matte yellow finish for critical focusing, and no-glare. Choose from four popular sizes

67 R 4958—3½x5-in. size. Ship. wt. 10 oz... \$1.59 67 R 4961—4x5-in. size. Ship. wt. 1 lb... 1.79 67 R 4962—5x7-in. size. Ship. wt. 1 lb. 4 oz. 2.39 67 R 4960—8x10-in. size. Ship. wt. 2 lbs... 3.49

Airequipt Dialmaster Easel. Takes paper up to 14x17 in. New dial-actuated paper stop—a turn of the dial automatically positions paper for margins 3/16 to 3/4 in. 4-sided frame retains self-aligning masking bands to assure square corners and accurate margins.

67 R 4967 M—Ship. wt. 8 lbs......\$17.95

#### **All-Metal Printers, Complete With Bulbs**

By Brumberger . . . takes negatives up to 5x7 in. Four spring steel masking bands, hinged for easy insertion and framing of negatives. Calibrated scale permits accurate margin control. Double hinged platen has heavy metal bar at top, and sponge rubber facing to give firm, even pressure; locks into place during exposure. Spring release. Red masking light. Rear door opens for access to interior, and for dodging. All metal; gray crackle finish. Size about 7½x8½x12½ in.

67 R 4933 M—Complete with bulbs. Ship. wt. 18 lbs......\$24.95

Airequipt Photocrat Printer. Takes negatives up to 4x5 in. Convenient masking . . . simply turn knob on side to change sizes quickly. Spring plate holds paper securely until platen is lowered. Felt-facing assures uniform pressure. Red bulb for positioning negatives. All metal, blue hammerloid finish. About 61/2x7x81/2 in.

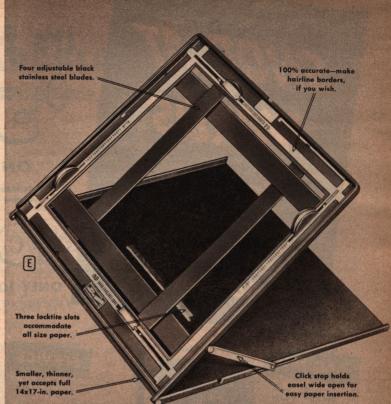
67 R 5052—Complete with bulbs. Ship. wt. 8 lbs......\$15.95

Airequipt Junior . . . Prints negatives up to 4x5-in. Top and lefthand margins set simultaneously. Spring-actuated panel holds paper in place until platen is lowered; locks down for long exposures. All metal construction, gray hammerloid finish. About 61/4x71/ex81/2 in.

67 R 4948—Complete with bulbs. Ship. wt. 6 lbs............\$11.95

Economy Printer. For negatives up to 4x5 in. Spring-powered pressure bar, Red light turns on when lid is lifted; printing light turns on automatically when lid is closed, Hinged platen with padded facing. Size about 6x71/x8 in. Includes both bulbs.

67 R 5085—Ship. wt. 4 lbs. 8 oz......Only \$5.27

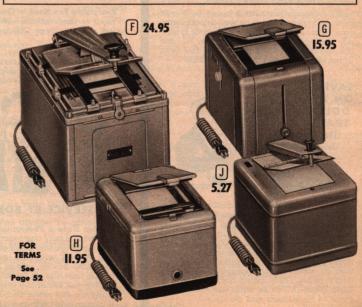


#### Saunders Lifetime DeLuxe Easel \$2795

- Smaller, Thinner, Yet Takes Paper Up to 14x17 in.
- Click Stops Hold Easel Wide Open for Paper Insertion
- Blades Set to Size, Cannot be Accidentally Displaced
- Only \$3.00 Down, Balance in Easy Monthly Payments

Designed to meet the needs of the most discriminating photographer. Made smaller and thinner to take up less room on baseboard, yet large enough to accommodate paper up to 14x17 in. Easel remains in center of baseboard; picture appears in constant center. Ingenious click-stops hold easel wide open while you insert paper, leaving hands free to make adjustments. Performs many other jobs you will find useful in the darkroom: makes borderless prints under glass; excellent copying and retouching easel; ideal for creating montage and other special effects. Blades, once set to size, cannot be accidentally displaced. Four adjustable stainless steel blades hold paper in flat position. Accurate calibrating system for borders from 1/16 in. up. Special rubber lining covers entire bottom of easel to eliminate movement, even on glass. All metal, rustproof finish. Easy to manipulate. Actual weight only 8½ lbs. Order now . . . Use Wards sasy Credit Plan . . . see Page 52.

Pay Only \$5 Down on Orders of \$50 to \$200 ... \$10 Down on orders over \$200 ... 10% Down on orders of \$20 to \$50. New, relaxed credit terms on Photographic supplies make it easier than ever to own the camera of your dreams, and to take advantage of the many price reductions in this book. See Page 52.



# SHOP AT WARDS

TO GET...

- . Savings
- . Service
- . Satisfaction

# It's Easy to Buy at Wards S D O T O

ON ORDERS OF \$50 TO \$200

Wards Monthly Payment Terms for Photo Equipment requires only \$5 Down, whether your order totals \$50, \$100 or \$200, you pay only \$5 Down.

ON ORDERS OVER \$200

ONLY 10% DOWN on Orders of \$20 to \$50. See Page 52.

SAVINGS

WHEN YOU LOOK FOR THE



Wards Offer Top Savings . . . the lowest prices consistent with dependable quality and service. The mail order method of selling provides economies in operation that are passed on to you in the form of lower prices.

You Get EXTRA SAVINGS when you look for WARD EXTRAS... for they mean Bonus Values for you—Savings in many cases, of 50% from Nationally advertised prices.

#### SAVE ON VALUE-PACKED



Look For This Name throughout this book . . . it means you save more with Adams . . . Wards own private brand of photo and optical equipment. You get name-brand quality, but at Wards extra-value savings.

All Adams equipment is made to Wards own rigid specifications by well-known manufacturers, and is equal to or superior to similar nationally known merchandise. You are assured of high quality plus value. You SAVE EXTRA when you buy Adams at Wards.



Use Your Old Camera as Down-Payment for a bright, new camera at Wards. In most cases your camera will amount to at least a 10% down-payment—often more. You'll find that Wards trade-in allowances are extremely liberal, to help you enjoy the newest and best in cameras, photographic equipment and supplies. For complete details, on Wards Extra Trade-in Values, write Bob Adams. See Page 54 for address and details.

72 WARDS



#### PHOTO AND OPTICAL REPAIRS

No Camera Shop Is Complete without a reliable service department. Wards, as one of the world's large photographic dealers, offer top-notch servicing—repairs, adjustments and complete reconditioning—for photographic and optional equipment. See Page 56 for details.



#### SERVICE—EASY ORDERING

Everything You Need in One Easy Order. No need to shop ground—Wards have it, or will order it. Over 1700 factory-fresh items kept in stock.

3 Easy Ways to Order: Shop by mail, easy, convenient; in metropolitan areas, shop by phone or in person, for friendly personalized service. Details on Page 53.



#### SERVICE BY BOB ADAMS

Do You Have a Photography Problem? Bob Adams has only one function at Wards—to serve you. Do you need expert assistance? Bob Adams will help you, whether it's technical advice, aid in selecting a purchase, ordering an unusual item, or determining the value of a camera you wish to trade in. Just write Bob Adams. You will find complete address and details on Page 54. Another Free Ward service.



#### "SATISFACTION GUARANTEED"

Wards Policy with All Customers. You must be fully satisfied with any purchase made at Wards, or you may return it for repair, exchange or full refund, including transportation costs. This promise applies to everything you order from Wards, and is your assurance of sound dollar-value, quality, dependability and fair dealing.



#### **BEST NATIONAL BRANDS**

Wards Sell the Best. All the famous brands you see listed above—and many, many others—are sold by Wards. You'll find many internationally-known name-brand cameras in the pages of this catalog—many at savings of 50%. Wards are proud to feature these best-known brands, for we know these names spell satisfaction.

Name-Brand Cameras, factory-fresh, first quality, plus Wards own guarantee of complete satisfaction or your money refunded . . . additional reasons why it pays to buy from Wards.

#### **SERVING AMERICA SINCE 1872**

For 87 Years, Wards Guarantee of Satisfaction has meant just that to millions of customers—proof of fair dealing, proof that Wards stand squarely behind everything we sell. . . . and shopping by mail, from your easy chair, becomes more popular each year. You can shop day or night, at home, at your convenience. No time-consuming "shopping" trips, no driving hazards, no parking problems. Use this catalog often. It brings you more than 1700 camera and photographic items. Just write your order and mail it . . most orders are on their way within 24 hours. And remember, Wards guarantee the quality of every article to be as described and that it will give you the service you have a right to expect.

## Save 20% on Kodacolor Service

### DONE IN WARDWAY KODACOLOR LABORATORY, ON GENUINE KODAK PAPER

- Fine Work at 20% Less Than Many Stores and Photo Shops
- Enjoy Mail Order Convenience and Delivery
- Finest Automatic Equipment, Standard Controlled Formulas
- Backed by Wards Guarantee: Satisfaction or Your Money Back

Wardway Kodacolor Service Is An Exclusive, Superior Service recommended for those who want fine work at a moderate cost. Wardway Kodacolor is processed with genuine Kodak materials. Negatives and prints are produced by skilled operators who use the finest quality-controlled, formulas.

If a few of your negatives are considered unprintable, you will receive a coupon good for one free print, for every negative left unprinted.

Service on Kodacolor is Excellent! Kodacolor orders are returned to you within 3 days by 3rd class mail. For faster 1st-class service, include 10c extra with your order. See "HOW TO ORDER" Kodacolor at right, below.

Kodacolor Developing and Printing is done in Wardway's own modern Kodacolor Laboratories on genuine Kodak Kodacolor printing material. All work is backed by Wards guarantee... Satisfaction, or your money back. Service is fast; all orders returned to you within 3 days, Postpaid, 3rd-class mail. For faster 1st-class service, include 10c extra with your order (see below).

#### ICES FOR KODACOLOR FINISHING

Kodacolor Film Any Size. Developed Only (No prints).........Each roll 75c Kodacolor Prints.  $3\frac{1}{2}$  in. wide and as long as negative permits. Each... 25c Kodacolor Developing and Printing. Includes developing film, and making one 3½-in. wide print from each good negative. A coupon good for one free print will be included for every negative that is unprintable.

Any	8-exposure Kodacolor Film developed and printed	\$2.75
Any	12-exposure Kodacolor Film developed and printed	3.75
Any	20-exposure Kodacolor Film developed and printed	5.75

### Low Cost Black & White Wardway Service

SAME FINE QUALITY FINISHING AS DESCRIBED ABOVE

#### **Developing and Printing Service**

Includes developing film and making one glossy oversize print of each good negative. (Coupon good for reprint of each unprintable negative included.)

Any 8 Exposure Roll—3½x5-in. prints for 120 or 620. 3½x5¾-in. prints for 116 or 616 (and larger rolls of 6-8 exp.) 31/2x41/2-in. prints for 127 or 828 film...50c

Any 12 Exposure Roll-31/2x31/2-in. prints......75c 

20 Exposure 35mm Film-31/4x41/2-in. prints...\$1.25 36 Exposure 35mm Film-31/4x41/2-in. prints... 1.75

#### **Wardway Enlargements**

Better Quality enlargements at extremely low cost. Printed on double-weight paper stock. semi-matte finish with narrow margin, smooth edges. State enlargement size and quantity.

5 x 7-in. Size. Each 40c..... 6 for \$2.00 8 x 10-in. Size. Each 60c. . . . . . 6 for 3.00 11 x 14-in. Size. Each 75c...... 6 for 3.50

### Oversize Prints 25 for \$100

Wallet size. Made from assorted negatives from 35mm to 620 size. Postpaid. 25 for \$1.00

#### HOW TO ORDER KODACOLOR OR BLACK & WHITE WARDWAY SERVICE

Mail film for processing or negatives for reprints to nearest Wardway Photo Service, below.

Do Not Send To Ward Mail Order House. Be sure to include name, address, and correct amount of money. As an extra precaution, write your name and address on outside of roll of film. Allow about 6 days for mailing time. Pictures will be returned Postpaid, 3rd class mail. For faster service, send 10c extra, for 1st class postage.

WARDWAY PHOTO SERVICE Park Ridge 1, Illinois. Quincy 5, Mass.

WARDWAY PHOTO SERVICE; Box 1173, Fort Worth 1, Texas.

WARDWAY PHOTO SERVICE Box 111,

WARDWAY PHOTO SERVICE; Box 25, Los Angeles 53, Calif.

### Deluxe Black & White Photofinishing by Edwards



### **Deluxe Enlarging Service**

Nowhere is the "master's touch" more noticeable than in Edwards' deluxe enlarging service. If you desire special cropping, dodging, vignetting, intensifying, bleaching or toning, prices are double. For instance, a toned Narrow Margin enlargement, 3½x5 in. would be 70c.

Narrow Margin Enlargements. Printed on doubleweight matte paper with 1/4-in. border (or on glossy for reproduction, if specified).

31/2x5-in. size.. Ea. 35c 4x6-in. size. Each 50c 5x7-in. size....Ea. 70c 8x10-in.size.Ea.\$1.10 11x14-in. size...Each \$2.00

Plate Sunk Unmounted Enlargements. On doubleweight paper. Wide margin for framing. Cropped where necessary to improve composition. 5x7-in. size on 8x10-in. paper......Each \$1.25 8x10-in. size on 11x14-in. paper.....Each 2.25

Edwards Salon Special. 11x14-in. print individEdwards Fine Grain Laboratory Does De Luxe Finishing, only. Enlargements created here have won distinction in salons throughout the world. De luxe finishing is considered essential by experienced photographers who realize that fine prints result from negatives of high quality. Such negatives have minimum graininess, pleasing tonal gradations, and freedom from abrasion. Films must be individually inspected as they pass through each process. Edwards uses only fresh, ultra-fine grain developers. Special hardening treatment renders emulsion scratch-resistant. Negatives returned in individual cellophane envelopes. Every effort is made to reproduce on paper, all the fine detail you captured on film.

#### **Deluxe Developing Only**

This service includes only the developing of the film and postpaid return of the negatives.

Roll film, all popular sizes.....per roll 60c 828 Bantam film.....per roll **40c** Minolta "16", Minox and Minicord...........75c Pack and cut films, all sizes. 12 negatives...\$1.10 Packs and cut films, all sizes. Each negative ... 25c

Fine Grain Developing and Contact Prints—Includes fine grain developing and contact prints on glossy paper for those who want proof prints before ordering enlargements and oversize prints.

For any size, 35mm or larger.....Each roll \$1.25

### **Deluxe Printing Only**

Prints are made on double-weight semi-matte Kodak Medalist G surface paper . . . size about 31/2x5 in., based on the shape of your negative.

Oversize Prints. Made from all negatives

up to 4x5 in. size..... 16mm Miniature and "single-frame" negatives must be in strips of 3 or more with frames to be printed carefully indicated. Individual cut frames

### in these small sizes are double the above price. **Positives for Projection**

35mm positive from 35mm negative, mounted in 2 by 2 cardboard readymount......Each 20c 35mm positive from larger negative, mounted in 2 by 2 cardboard readymount...

#### **Deluxe Developing and Printing**

Your Roll Film Developed and Oversize Prints made on double-weight semi-matte surface Kodak Medalist G paper. Prints will be about 31/2x5 in., depending upon the shape of negative (1 print each negative).

Any 828 Bantam roll film with 8 exposures..\$2.00 Any roll film with 8 exposures...... 2.20 Any roll film with 12 exposures...... 3.00 Any roll film with 16 exposures...... 3.80 Any 35mm roll with 18 to 20 exposures.... 4.60
Any 35mm roll with 36 to 40 exposures.... 7.80

Note: If any frame cannot be printed, a 20c coupon per print will be returned to you. Each coupon may be applied as part payment on any future order sent within six months.

#### HOW TO ORDER DELUXE FINISHING

Do not send film to Wards for developing. Send films or negatives, with money to:

Edwards Fine Grain Laboratory, Inc. P. O. Box 1539 Chicago 90, Illinois

State service you want, your name, and your address. Allow 4 days for work in the laboratory-extra time for special work. Prices include 3rd class return postage for finished work (allow 14 days). If you desire, INCLUDE 10c EXTRA FOR 1st CLASS RETURN Postage (allow only 10 days).



### Kodak **COLOR FINISHING** By Eastman **Kodak Company**

Completed Work Returned to You Postpaid.

Kodachrome and Kodacolor Processing and Printing are done in the Eastman Kodak Laboratories. Send your orders for these services to Edwards Fine Grain Laboratory, address below. Orders sent to Edwards are delivered to Kodak's Chicago Laboratory the day they are received. Kodachrome slides and prints are on the way back to you within 2 days; Kodachrome enlargements, duplicates, and Kodacolor processing, within 4 days. Do not send your films or negatives direct to Ward Stores or to Eastman Kodak Co. Be sure to include name, address, and correct amount of money with order. See "How To Order" below.

#### Kodachrome Film

Kodachrome film is processed as follows: Bantam and 35mm films are returned to you in cardboard mounts, unless you order unmounted. 828 (Bantam size), mounted......\$1.10 35mm Stereo (15 Pairs), mounted...... 2.50 35mm 36-exp., mounted..... 35mm, 36-exp. (including Stereo) unmounted. 2.50 35mm Stereo (28 Pairs) mounted...... 3.90

### **Duplicate Kodachromes**

From	828 or	35mm	mountedEach	30c
From	Stereo	Pairs,	mountedPai	70c

### Kodachrome Prints and Enlargements

Colors accurately reproduced on long-lasting acetate base. Pictures are returned unmounted, for attractive mounts see Page 39. If you request special (where only a certain portion of transparency is to be used), the charge is \$2.25 for prints up to and including 5x7 in., and \$5.00 for size 8x10-inch prints. Other sizes indicated in chart below.

Print Size	From 2x2 35mm, Ban- tam Slides	From 21/4x21/4, 21/4x31/4, 31/4x41/4 and 4x5	From Standard Stereo
21/4x 31/4	50c	Manufact Summer	
3 x 33/8 3 x 43/8	75c		75c
$\begin{array}{c c} 3 & x & 49/8 \\ \hline 5 & x & 7 \end{array}$	\$1.75	85c	****
8 x10	4.00	\$2.25 5.00	\$2.25 5.00

Black &

White Prints

#### Kodacolor Film

Kodacolor Film Processing, without prints. Any size roll. Kodacolor Prints. Made from Kodacolor negatives. For Kodacolor prints from slides, order Kodacolor negatives below. 2X Size Print. Size about 2½ x 3½ in. Made only from 35 mm. Kodacolor negatives.... ...... Each 23c 3X Size Print. Size about 31/2 in. wide and as long as negative will permit. Made from all Kodacolor negatives...Each 32c Kodacolor Enlargements. Made from portion of your negative that will lend itself

best to size of enlargement you order.  $5 \times 7$ -in. may be  $4 \times 5$  or  $5 \times 5$  in., depending on size and shape of your negative; 8 x 10-in. may be 6 x 10, 7 x 10 or 8 x 8 in. 5 x 7-in. Enlargements.....Each \$1.50 8 x 10-in. Enlargements....Each 3.50

Kodacolor Negatives. Made from 35 mm or 828 slides..... Each 30c

### HOW TO ORDER KODAK COLOR FINISHING

Send Orders to:

EDWARDS LABORATORY Box 1593 Chicago 90, Ill.

Completed Orders Returned Postpaid 3rd-class mail. For 1st-class service, send 10c extra with your order.

### NEW Ansco HIGH SPEED Black and White Film Ansco Ansco Insco ASA nsco AN FILM SPEED nscoOutdoor 500 Indoor 400

Ansco Super Hypan Film for 35mm, 120 and 620 cameras is an extremely high-speed panchromatic film that combines fine-grain with excellent tonal graduation. ASA Exposure Index: Outdoor 500; Indoor 400. Ideal for sports photography, situations where you are forced to depend on existing light, as well as flash photography.

67 R 1556-35mm, 20-exp. Size. Ship. wt. 2 oz.. Each 81c 67 R 1555—120 size. Ship. wt. 2 oz...... Each 54c 

IMPORTED FROM GERMANY PERUTZ ASA-100 BLACK & WHITE FILM



Save 35% over National Brand Film . . . equal in performance. Perutz Peromnia 21 Film is only 29c a roll; sells for 50c in most local camera shops. All-purpose Panchromatic type—excellent for both daylight and flash pictures. Fine-grain emulsion. ASA speed 100. Made in Western Germany.

### Convenient Film Processing Mailers for B&W and Kodachrome...Fast...Easy



### Kodak

MAILERS FOR KODACHROME FILM

Kodak Mailers are available for Kodachrome film in seven types listed below. Simply insert exposed film in Mailer, and drop into nearest mailbox. Films are processed within 48 hours after reaching Kodak Laboratory, and returned to you Postpaid first-class mail. Do not send films to Ward Stores or Mail Order Houses.

Order Mailer to Conform	Films Returned	Kodak Proce	essing
to Film Sizes Below	as Shown Below	Cat. No.	Price
20-exp. 35mm film Kod	In 2x2 mounts	67 RP 6526	\$1.75
36-exp. 35mm film Kod	In 2x2 mounts	67 RP 6527	2.90
828 Bantam Kodachrome	In 2x2 mounts	67 RP 6525	1.10
8mm—25-ft. Reel Kod	On Reel	67 RP 6528	1.75
8mm-25-ft. Mag. Kod	On Reel	67 RP 6529*	1.40
16mm—100-ft. reel Kod	On Reel	67 RP 6530	4.25
16mm-50-ft, mag. Kod	On Reel	67 RP 6531*	1.70

\*Magazine deposit has already been deducted.



### Mailers for Black-and-White Roll Film

Enjoy money-saving service as close as your mailbox. Insert exposed film in Mailer; drop in mailbox, finished pictures delivered to your door, *Postpaid!* For details about Edwards and Wardway finishing, see Pg. 73.

Wardway Mailers. Includes developing film and making one oversize glossy print of each negative. Ppd. 67 RP 6524—Mailer for any 12 or 16-exp. roll.....

Edwards Mailers. Includes fine-grain developing, oversize prints on double weight, semi-matte paper. Ppd. 67 RP 6518—Mailer for any 8-exp. roll......\$2.20 67 RP 6517—Mailer for any 12-exp. roll....... 3.00 67 RP 6516—Mailer for 35mm, 20-exp. roll...... 4.60

Color



### Black-and-White Film . . . You Save 10% at Wards

ALL FILM AT WARDS IS 10% LESS THAN NATIONALLY ADVERTISED PRICES . . . GUARANTEED FRESH

#### FACTS ABOUT BLACK-AND-WHITE FILM

Ansco All-Weather. Designed to "see red." Scientifically balanced to record light from all colors in their natural black-and-white values. Lips, cheeks, hair and red clothing show up in natural gray tones, instead of dark, muddy blacks. ASA exposure index. daylight, 64; tungsten, 50. Use with any filter Pg. 33.

**Ansco Super Hypan Film** (on opposite page) is an extremely high-speed panchromatic film with an ASA Outdoor Index of 500; Indoor speed 400.

Kodak Plus-X is an all-purpose 35 mm, film that produces excellent results, even on cloudy days. Finegrain emulsion permits highest quality enlargements.

Kodak Panatomic-X. Excellent for both daylight and flash exposures. ASA exposure index: daylight, 25; tungsten, 20. Micro-fine-grain emulsion produces prints of superior quality; brings out minute detail.

Kodak Tri-X Pan. So fast, you can get good results, even with poor light. ASA exposure index: daylight, 200; tungsten, 160. Fine-grain emulsion permits superb enlargements. Not recommended for box cameras.

Kodak Verichrome Pai—all-purpose film dependable for successful pictures, even under αdverse conditions. Fine grain permits high quality enlargements with good detail and texture. ASA exposure index: dαylight, 80; tungsten, 64. Use with filters on Page 33.

Kodak Royal-X Pan... New! Designed for press, commercial, industrial, scientific and other types of photography where lighting conditions are poor, and where high shutter speeds and small lens openings are essential. Because of its extreme speed, not recommended for box-type cameras or for general photography. Grain is somewhat coarser than slower film, but can be enlarged to six diameters without objectional grain. Exposure index of 1600 is recommended for normal use; ASA index with full safety factor is 650.

Kodak Royal Pan is extremely fast. Ideal for portraits. Medium grain—can be enlarged considerably. Prolonged development will not block highlights.

Kodak Portrait Pan is slower than Royal Pan, but its fine-grain emulsion permits greater enlargements without graininess. Gives good color rendition, even with high red content tungsten lamps.

Perutz Peromnia 21 Film (on opposite page) is an allpurpose panchromatic type film with an ASA speed of 100 for indoor, outdoor or flash shots.

### Polaroid Film

Large Film For "150", "700", "800", Pathfinder, Speedliner. 8 pictures 31/4x41/4 in. Ship. wt. 6 oz. each.

Pola Pan 200 Film. (Type 42). Buy 3, Save 33c. 67 R 1628 X—Each \$2.09;...........3 rolls for \$5.94

Small Film For Highlander. 21/2x31/2 in. Wt. 4 oz. ea.

Pola Pan 200 (Type 32). Buy 3, Save 28c.

### Save 10% on Kodak 35mm Roll Film-20 and 36-Exposure

Film Size	Name of Film	No. of Exposures	ASA Spee		Catalog Number	Ship. Wt.	Price per Roll
35 mm.	Kodak Plus-X	20	80	64	67 R 1646	3 oz.	79c
35 mm.	Kodak Plus-X	36	80	64	67 R 1647	3 oz.	99c
35 mm.	Panatomic-X	20	25	20	67 R 1592	3 oz.	81c
35 mm.	Panatomic-X	36	25	20	67 R 1593	3 oz.	\$1.04
35 mm.	Kodak Tri-X Pan	20	200	160	67 R 1679	3 oz.	81c
35 mm.	Kodak Tri-X Pan	36	200	160	67 R 1669	3 oz.	\$1.04

### Save 10% on Roll Film Sizes 127, 828, 120, 620, 116, 616 and 122

Size of Film	Name of Film	ASA Spe Daylight			Catalog Number	Ship. Wt. per Pkg.	Price per Pkg.
127 127	Ansco All-Weather Kodak Verichrome Pan	64 80	50 64	3-roll carton 2-roll carton	67 R 1687 67 R 1540	4 oz. 3 oz.	\$1.25 89c
828	Kodak Verichrome Pan	80	64	l roll	67 R 1545	2 oz.	45c
120 120	Ansco All-Weather Kodak Panatomic-X	64 25	50 20	3-roll carton 1 roll	67 R 1688 67 R 1590	4 oz. 2 oz.	\$1.25 54c
120 120	Kodak Royal-X Pan Kodak Tri-X Pan	Not rec. 200	1600 160	l roll	67 R 1521 67 R 1667	3 oz.	67c 54c
120	Kodak Verichrome Pan	80	64	2-roll carton	67 R 1541	3 oz.	89c
620 620	Ansco All-Weather Kodak Panatomic-X	64 25	50 20	3-roll carton 1 roll	67 R 1689 67 R 1591	4 oz. 2 oz.	\$1.25 54c
620	Kodak Royal-X Pan	Not rec.		l roll	67 R 1522	3 oz.	67c
620	Kodak Tri-X Pan	200	160	l roll	67 R 1668	2 oz.	54c
620	Kodak Verichrome Pan	80	64	2-roll carton	67 R 1542	3 oz.	89c
116	Kodak Verichrome Pan	80	64	l roll	67 R 1543	2 oz.	63c
616	Kodak Verichrome Pan	80	64	l roll	67 R 1544	2 oz.	63c
122	Kodak Verichrome Pan	80	64	l roll	67 R 1546T	3 oz.	89c

### Kodak Convenient Film Packs—Save 10%

Size	Name of Film	ASA Spee			Catalog Number	Ship. Wt. per Pkg.	
21/4x31/4	Kodak Tri-X Pan	200	160	12 sheets	67 R 1661T	4 oz.	\$2.20
21/4x31/4	Kodak Verichrome Pan	80	64	12 sheets	67 R 1567T	4 oz.	2.03
31/4x41/4	Kodak Tri-X Pan	200	160	12 sheets	67 R 1662T	5 oz.	2.88 2.74
31/4x41/4	Kodak Verichrome Pan	80	64	12 sheets	67 R 1568T	5 oz.	
4x5	Kodak Tri-X Pan	200	160	12 sheets	67 R 1663T	6 oz.	3.28
4x5	Kodak Verichrome Pan	80	64	12 sheets	67 R 1569T	6 oz.	3.06

### Kodak Sheet Film in Three Most Popular Sizes—Save 10%

Size	Name of Film	ASA Speed Index Daylight Indoor		Catalog Number	Ship. wt. per Pkg.	
2½x3½ 2½x3¼ 2½x3¼ 2½x3¼	Kodak Portrait Pan Kodak Royal Pan Kodak Royal-X Pan	50 32 200 160 Not rec. 1600	25 sheets 25 sheets 25 sheets	67 R 1580T 67 R 1676T 67 R 1518	6 oz. 6 oz. 6 oz.	\$1.98 1.98 2.43
31/4x41/4	Kodak Portrait Pan	50 32	25 sheets	67 R 1581T	7 oz.	2.70
31/4x41/4	Kodak Royal Pan	200 160	25 sheets	67 R 1677T	7 oz.	2.70
31/4x41/4	Kodak Royal-X Pan	Not rec. 1600	25 sheets	67 R 1519	7 oz.	3.33
4x5	Kodak Portrait Pan	50 32	25 sheets	67 R 1584T	8 oz.	3.55
4x5	Kodak Royal Pan	200 160	25 sheets	67 R 1678T	8 oz.	3.55
4x5	Kodak Royal-X Pan	Not rec. 1600	25 sheets	67 R 1520	8 oz.	4.41



### Save 10% on Color Film at Wards

20-exp. Kodachrome, Nationally \$2.05—Now \$ 84 ... 8 mm 25-ft. Movie Reels \$756

Stock up now . . . all factory fresh . . . every package dated. All color film at Wards, except 16mm Anscochrome, can be purchased with or without Processing (Kodak or Technicolor processing listed below). Film with processing comes complete with Mailer—just drop in a Mail Box, wherever you are—adds more fun to vacations—your finished pictures will be waiting when you return home. Orders are returned to your home Postpaid by First-class mail.

828 and 35 mm film (with processing) will be returned in 2x2-in. cardboard readymounts. 127, 120 and 620 film exposed in 12-exp. Superslide cameras, will be returned in 2x2-in. Superslide cardboard readymounts, ready for projection.

21/4x21/4-in. transparencies taken on 120 and 620 film will be returned mounted in standard 23/4x23/4-in. cardboard mounts If your camera does not take Superslides, order film without processing, plus 67 R 6502 Mailing Bag sold on Pg. 78.

Color films produce two kinds of finished pictures: (A) TRANS-PARENCIES (slides) for projection on a screen. These are made with Ektachrome, Anscochrome, Super Anscochrome, Kodachrome, and all types of Movie Film. (B) COLORED NEGATIVES, from which any number of colored prints or enlargements can be made, same as black-and-white prints. These negatives are made with Kodacolor film. 3X Print size, 3½ in. wide, length depending on size of negative your camera takes.

Ektachrome Film with Outdoor speed of 32, and Indoor speed of 12 is avilable in more sizes than other color film:
828 (Bantam); 35mm
20 exp. used in 35mm
and Stereo cameras; 127, 120, 620.

New High-Speed Ektachrome 35mm, 20-exp. Daylight Film. ASA speed 160. For flash use blue bulbs or electronic flash. Available after June 15th.

High Speed ASA 160 Ektachrome

[1] EKTACHROME FILM—See New High-Speed Outdoor Ektachrome with ASA 160, Below. Ship. wt. 2 oz. each

Film	Film	Without Processi		Film Without Processing W			Processing	With Kodak Processing		
Size	Type	Catalog No.	Price	Catalog No.	Price	Catalog No.	Price			
828 (Bantam) 828 (Bantam)	Outdoor Flash	67 R 1682 67 R1683	89c 89c	67 R 1605 67 R 1606	\$1.89 1.89	67 R 1619 67 R 1620	\$1.79			
35 mm, 20-exp 35 mm, 20-exp	Outdoor Flash	67 R 1680 67 R 1681	\$1.84 1.84	67 R 1577 67 R 1578	3.39 3.39	*67 R 1621 *67 R 1622	3.39			
127 Makes 12 127 Superslides	Outdoor Flash	67 R 1684 67 R 1685	1.21	67 R 1607 67 R 1608	2.79 2.79	NOT AVAIL				
120) Makes eight 120) 2½ x 3½-in. 620) or twelve 620) 2½ x 2½-in.	Outdoor Flash Outdoor Flash	67 R 1603 67 R 1617 67 R 1604 67 R 1618	1.21 1.21 1.21 1.21	67 R 1609 67 R 1610 67 R 1611 67 R 1612	2.79 2.79 2.79 2.79	NOT AVAI NOT AVAI NOT AVAI NOT AVAI	LABLE			
35 mm, 20-exp	Outdoor	67 R 1594	2.25	67 R 1596	3.59	67 R 1595	3.79			

3 KODACHROME FILM-Ship, wt. 2 oz. each

2 ANSCO ANSCOCHROME FILM-Ship, wt. 2 oz. each

Anscochrome Film with a speed of 32 is available in Outdoor type only, in three sizes: 35 mm, 120 and 620. 35 mm is used for 35 mm and Stereo Cameras. 120 and 620 used in roll film cameras produce twelve 21/4x21/4-in. or eight 21/4x31/4-in. pictures.

Without Processing | \*With Technicolor Processing Film Size Type Catalog No. Price Catalog No. Price 35 mm, 20-exp..... Outdoor... 67 R 1690 \$1.84 \*67 R 1575 \$3 39 Outdoor.... 120 Used in most 67 R 1691 1.21 67 R 1571 2.79 620 reflex cameras Outdoor.... 67 R 1692 1.21 67 R 1573 2.79

Kodachrome Film is most popular color film. Out-door speed 10; indoor speed 16. Available in 2 sizes: 828 (Bantam) and 35mm in 20 or 36-exposure rolls. In Stereo cameras 35mm yields 15 pairs on 20-exposure roll; 28 pairs on 36 ex-

posure roll.

828 (Bantam).... 35 mm, 20-exp... 35 mm, 20-exp. 35 mm, 36-exp... 35 mm, 36-exp... 20-exp. Stereo... 20-exp. Stereo...

Film

Without Processing \*With Technicolor Processing \*With Kodak Processing Film Туре Catalog No. | Price Catalog No. Catalog No. | Price Outdoor... 67 R 1530 67 R 1531 67 R 1654 67 R 1655 \$1.89 Flash.... 89c 67 R 1525 1.79 1 89 Outdoor ... 67 R 1532 \$1.84 \*67 R 1526 3.19 \*67 R 1650 3.39 Flash.... 67 R 1533 Outdoor... 67 R 1534 67 R 1535 2.56 2.56 \*67 R 1528 \*67 R 1529 4.89 \*67 R 1652 \*67 R 1653 5.18 5.18 Outdoor... 67 R 1532 67 R 1533 3.79 NOT AVAILABLE Flash.

Super Anscochrome is the exciting new, fast color film. Both Indoor and Outdoor types have a film speed of 100. Used for taking color pictures under adverse lighting conditions. Available in two sizes only: 35 mm, 20-exposure, and 120 size.

Kodacolor Film, with Outdoor film speed of

4 SUPER ANSCOCHROME FILM-Ship. wt. 2 oz. each

Film	Film	Without Pro	cessing	*With Technicolo	Processing
Size	Type	Catalog No.	Price	Catalog No.	Price
35 mm, 20-exp	Outdoor	67 R 1557	\$2.10	*67 R 1613	\$3.69
35 mm, 20-exp	Flash	67 R 1559	2.10	*67 R 1614	3.69
120	Outdoor	67 R 1558	1.57	67 R 1615	3.15
	Flash	67 R 1560	1.57	67 R 1616	3.15

32, and Indoor speed of 25. Available in 5 sizes: 35 mm, 828, 127, 120 and 620. From Kodacolor negatives, you can have an unlimited number of prints made or 5x7 and, 8x10-in. enlargements.

5 KODACOLOR FILM-Ship. wt. 2 oz. each

Film Size ,	Film Type	Catalog No.	Price
35 mm, 20-exp	May be used	67 R 1523	\$1.84
828 (Bantam)	indoors or	67 R 1539	89c
127	out, without	67 R 1538	\$1.21
120	the aid of	67 R 1536	1.21
620	filters	67 ·R 1537	1.21

\*Stereo Fans: Prices given above for 35 mm film With PROCESSING is for 35 mm slides in 2x2-in. mounts. For Stereo Cameras, order film Without PROCESSING, AND TECHNICOLOR STEREO MAILER on Pg. 79.

Movie Film is available in Kodachrome and Anscochrome, Indoor and Outdoor.

Kodachrome Movie Film is available in 8 and 16mm reels and magazines, with or without proces ing. Anscochrome Movie Film is available in 16mm, 50-ft. magazines and 100-ft. reels. WITH processing only.

6 KODACHROME MOVIE FILM—Outdoor Film Speed 10 ... Indoor Film Speed 16 With or Without Processing.

<b>新工艺</b>		Ship.	Price Without	Processing	With Technicolo	r Processing	With Kodak P	rocessing
Film Size		wt.	Catalog No.	Price	Catalog No.	Price	Catalog No.	Price
8 mm, 25-ft. Reel 8 mm, 25-ft. Mag 16 mm, 50-ft. Mag 16 mm, 100-ft. Reel	Outdoor	4 oz. 6 oz. 12 oz. 10 oz.	67 R 1831 67 R 1833 67 R 1819 67 R 1817	\$2.56 3.73 5.89 6.99	67 R 1803 67 R 1806 67 R 1837 67 R 1835	\$3.89 4.57 7.19 10.49	67 R 1846 67 R 1848 Not Avail Not Avail	
8 mm, 25-ft. Reel 8 mm, 25-ft. Mag 16 mm, 50-ft. Mag 16 mm, 100-ft. Reel	Indoor	4 oz. 6 oz. 12 oz. 10 oz.	67 R 1832 67 R 1834 67 R 1820 67 R 1818	2.56 3.73 5.89 6.99	67 R 1804 67 R 1807 67 R 1838 67 R 1836	3.89 4.57 7.19 10.49	67 R 1847 67 R 1849 NOT AVAIL NOT AVAIL	

16mm ANSCOCHROME HIGH-SPEED MOVIE FILM is available 6 in 50-ft. Mag., and 100-ft. reels. Price includes processing.

Film Size	Туре	Speed	Catalog No.	Ship. wt.	Price
16 mm, 50-ft. Mag 16 mm, 50-ft. Mag		32 32	67 R 1828 67 R 1827	10 oz. 10 oz.	\$7.49 7.49
16 mm, 100-ft. Reel. 16 mm, 100-ft. Reel.		32 32	67 R 1826 67 R 1825	8 oz. 8 oz.	10.95

### 8mm High Speed Black-and-White Movie Reels

Low-cost Perutz 8mm Movie Reels—available in two speeds: ASA 100 general-purpose film for outdoor shots in poor light and ASA 400 for normally lighted interiors, street scenes, or poorest daylight shooting. Price of film includes processing. Ship. wt. 4 oz. each.

67 R 1851—25-ft. reel ASA 400 for Indoor use................. Each \$2.69 67 R 1850—25-ft. reel ASA 100 for Outdoor use.......Each 2.69

# 6 Different Types of Color Film



Available in 5 sizes: 828, 35 mm (20-exp.), 127, 120 and 620. You can take 2x2-in. Bantam, Stereo and Superslides, 23/4x23/4-in. reflex slides, 21/4x31/4 in. slides.



35 mm Slide



Bantam Slide



Stereo Slide



2x2-in. Superslide



21/4x31/4-in. Transparency



23/4x23/4-in. Slide



Available in 3 sizes, outdoor film only, 35 mm (20-exp.) 120 and 620. This means you can take 2x2-in. slides, Stereo slides, 23/4 in., and 21/4x31/4-in. size.







Available in 2 sizes: 828 for Bantam cameras, and 35 mm. size.



35 mm Slide



**Bantam Slide** 



Stereo Slide

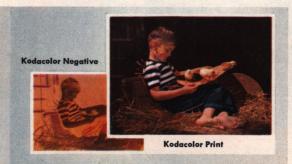


Available in 2 sizes: 35 mm (20-exp.) and 120 which gives you twelve 2½x2½-in. or eight 2½x3¼-in. slides.





Available in 5 sizes: 35 mm, 828, 127, 120 and 620. You get a negative from which you can order prints or enlargements.





Kodachrome Movie Film is available in 8 mm., 25 ft.; 16 mm., 50 and 100 ft., with or without processing. Anscochrome is available in 16 mm. only, 50 and 100 ft. Price incl. processing.



### Actual Size 35mm 2x2-In. Transparency

Color slides are returned in cardboard readymounts, as shown above, unless you specify unmounted. Processing charge for 20-exposure rolls is \$1.75... for 36-exposure rolls, \$2.90.

8-exposure Bantam (828) slides have a slightly larger picture area than 35 mm slides; also returned in readymounts; the charge is \$1.10.



### 2x2-In. Superslide Shown Actual Size

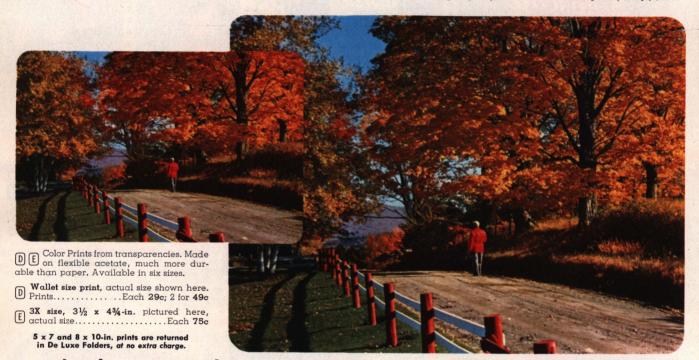
B Slides are returned to you mounted in cardboard readymounts like one pictured above, unless you specify unmounted. Processing cost (12-exp.) is \$1.75.

Superslides have the same 2x2-in. outside dimension as 35 mm's, but the picture area is square shaped, gives you 60% more projection surface than 35 mm slides. They can be viewed in most 35 mm projectors.

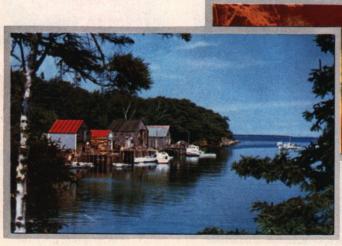


### 21/4x21/4-In. Reflex Slide, Actual Size

Slides are returned in cardboard readymounts, unless you specify unmounted. Processing cost (12-exp.) \$1.75.



### Kodacolor Prints Below Can Be Ordered in 4 Sizes...23c, 32c, \$150, \$350



2X Prints, 2½ x 3½ in. (made from 35mm Koda-color negatives only) are 23c each. 3X Prints, 3½ in. wide and as long as your negative permits, made from any size Kodacolor negative, are 32c each. 5 x 7-in. enlargements are \$1.50; 8 x 10-in., \$3.50 ea.



### Let "Uncle Sam" Run Your Errands

Process your films the easy way—keep several Prepaid Mailers on hand. Whenever you finish a roll of film just slip it into handy Mailer, and drop it in the nearest Mailbox. Your film will be processed within 48 hours after it reaches the Technicolor Laboratory, and delivered right to your door, Postpaid first-class mail . . . airmail, if you send additional postage.

No need to be dependent upon local "Store hours." Our laboratory operates around the clock. Plan to take some Mailers along on your vacation. Whenever you finish a roll, mail it... your finished pictures will be waiting when you return home. You will be delighted with the speedy, dependable service. Order Mailers (G), on opposite page.

### Color Processing by Technicolor

### SPEEDY SERVICE (HOLLYWOOD QUALITY)—CONVENIENCE AS CLOSE AS YOUR MAILBOX

Technicolor is the World's Largest Photo Finisher...a manufacturer approved photographic laboratory authorized by Ansco and Eastman Kodak Co. to process Anscochrome, Super Anscochrome, Ektachrome, High-Speed Ektachrome, Kodachrome and Kodacolor film, to make color prints from transparencies and prints from Kodacolor negatives. Personnel at Technicolor are skilled technicians who have specialized in color photography for over 40 years. Films pass rigid quality inspection before they leave the laboratory, to insure satisfaction.

Films are Processed as Fast as is Practicable, to Maintain High Standards. Orders are returned Postpaid by first-class Mail, processed film within 2 days, color prints within 5 days after they reach Technicolor, See "How To Order" below.

#### ROLL FILM COLOR PROCESSING

Anscochrome, Super Anscochrome, Ektachrome, High-Speed Ektachrome, or Kodachrome Film see "How to Order" below. Transparencies will be returned to you as follows:

Standard 2 x 2 Slides—Anscochrome, Ektachrome, and Kodachrome exposed in 35mm or 828 (Bantam) cameras returned in
2x2-in. cardboard readymounts unless otherwise specified.
20-Exp. 35мм Film in 2 x 2-in. cardboard mounts\$1.75
36 Exp. 35мм Film in 2 x 2-in. cardboard mounts 2.90
Bantam (828) Film in 2 x 2-in. cardboard readymounts 1.10

- "Super-slides"—Anscochrome and Ektachrome film exposed in 127 roll film cameras and 120 or 620 film taken with "Super-slide" mask (to indicate cropping) will be returned in 2 x 2-in. cardboard readymounts, unless you specify unmounted. "Super-slides" (FROM 127, 120 or 620) in 2 x 2-in. mounts...\$1.75
- 2¾ x 2¾ (Roll-film slides)—Anscochrome and Ektachrome film exposed in 12-exposure 120 and 620 roll film cameras (2½ x 2½-in. film size) will be returned to you in 2¾x2¾-in. cardboard readymounts, ready for projecting......\$1.75

Stereo Slides—35mm Anscochrome, Ektachrome, or Kodachrome exposed in standard stereo cameras will be returned to you in standard stereo cardboard readymounts.

 20-Exp. In Stereo Mounts (about 15 pairs).
 \$2.50

 36 Exp. In Stereo Mounts (about 28 pairs).
 3.90

#### **ROLL FILM WITHOUT MOUNTING**

### MOVIE FILM COLOR PROCESSING

8 mm 25-ft. Roll\$1.75	16 mm 100-ft. Roll\$4.2	25
8 mm 25-ft. Magazine*. 1.40	16 mm 50-ft. Magazine* 1.7	70
*Processing charges net: mag	grine denosit has been deducted	

#### **COLOR PRINTS FROM TRANSPARENCIES**

Made from all 35mm, "Super slides," 828 (Bantam), Stereo, 120 or 620 Anscochrome, Super Anscochrome, Ektachrome, High-Speed Ektachrome, or Kodachrome transparencies. Prints are made on flexible acetate. Small size prints are all unmounted, with rounded corners. 5 x 7 and 8 x 10 prints are mounted in deluxe easel-type folders. All sizes are approximate: picture area may be slightly cropped to conform to the size of print you ordered.

Be sure to state number and size of prints wanted

be safe to state number and size of prints wanted		
(D) WALLET SIZE, 2 x 3 in. One print	Each	29c
Two Wallet Size Prints from the same transparency	.2 for	49c
2X PRINTS (21/2 x 31/2 in.) From 35mm, 828 (Bantam) or Stereo	Each	50c
2R PRINTS (23/4 x 33/4 in.) From 120 or 620 transparencies	Each	60c
(E) 3X Prints (3½ x 4¾ in.)	Each	75c
3S PRINTS (33/8 x 33/16 in.) From "super-slides" (or 21/4 x 21/4)	Each	60c
From Stereo Slide. Made from single frame of standard cardboa mounts (if mounted in glass add 10c extra for removal and remo		
3S Prints (33/8x33/16 in.)	Each	60c
5S Prints (5x5 in.) In folder	ach \$	1.50
8S PRINTS (8x8 in.) In folder	ach	3.00

#### **ENLARGEMENTS FROM TRANSPARENCIES**

Made from all 35mm and roll film transparencies.	
*5 x 7-IN. PRINTS (Supplied in De Luxe Folder)Each	\$1.50
*8 x 10-in. Prints (Supplied in De Luxe Folder)Each	3.00

\*If you order a rectangular print (5 x 7 or 8 x 10 in.) from a square transparency, we crop picture to conform to these dimensions. If you want entre print included, be sure to specify; we will make it 5 x 5 or 8 x 8 in. depending on size ordered. Mounted in DeLuxe Folder at no extra charge.

#### **DUPLICATE TRANSPARENCIES**

### KODACOLOR PROCESSING

Kodacolor Prints are made on Kodak Kodacolor paper . . . preferred by many for its improved color range and latitude. Kodacolor prints can be made only from Kodacolor negatives.

You can have Kodacolor negatives made from 35mm, Bantam and Stereo color transparencies... order below. Once you have a Kodacolor negative, you can order an unlimited number of prints or enlargements from them.

Kodacolor Films, any size, processed and returned. Each 90c 2X Prints. Made only from 35mm Kodacolor negatives. Prints will be  $2\frac{1}{2}x3\frac{1}{2}$  inches. Each 23c

**3X Prints.** Made from any size Kodacolor negative. Prints will be  $3\frac{1}{2}$  inches wide, and as long as your negative permits.......Each **32c** 

Kodacolor Enlargements. If you order a rectangular print (5 x 7 or 8 x 10-in.) from a square transparency, we crop your picture to conform to this format. If you want the entire negative included, be sure to specify ... we will make it 5 x 5 or 8 x 8-in. 5 x 7 and 8 x 10-in. enlargements are mounted in De Luxe Folders.

5 x 7-in. Enlargement...Each \$1.50 8 x 10-in. Enlargement...Each 3.50

Kodacolor Type Negatives made from 35 mm, Bantam or Stereo transparencies, for subsequent Kodacolor prints or enlargements.......Each 30c

### HOW TO ORDER COLOR PROCESSING BY TECHNICOLOR

Mail exposed color film or transparencies to:

#### TECHNICOLOR

GPO Box 575, New York 1, New York—or PO Box 38-547, Hollywood 38, California

Send orders to whichever is nearer. Do not send films or transparencies to Wards Mail Order Houses. Be sure to write your name and return address on package...as an extra precaution, it is also well to write your name and, address on the outside of each roll of film. Include sufficient money (cash, money-order or check) to cover cost of service. Orders will be returned Postpaid by first class mail. For airmail service, send 10c extra.

### **Prepaid Mailer Bags For Technicolor Processing**

For Your Convenience . . Handy Self-addressed Mailer Bags. Slip exposed Anscochrome, Super Anscochrome, Ektachrome or Kodachrome color film into Mailer Bag and drop it into nearest mailbox. Your film will be processed within 48 hours, and mailed back to you. Price of mailer includes processing of one film, and return first-class postage to your home. For Air Mail service, send 10c extra.

Order Mailer to Conform to Film Sizes Below	Films Will Be Returned as Indicated Below	Catalog No.	Price
20-exp.35mm film Ektachrome or Kodachrome	Mounted in 2 x 2-in. mounts	67 RP 6500	\$1.75
36-exp.35mm film Ektachrome or Kodachrome	Mounted in 2 x 2-in. mounts	67 RP 6501	2.90
12-exp. Super-slides on 127, 120 or 620 film	Mounted in 2 x 2-in. readymounts	67 RP 6500	1.75
12-exp. (23/4-in. reflex) on 120 or 620 film	Mounted in 23/4-in. mounts	67 RP 6500	1.75
828 (Bantam), 127, 120 or 620 film	828 mounted; other film unmounted	67 RP 6502	1.10
20-exp. 35 mm. exposed in Stereo Camera	In Stereo mounts (about 15 pairs)	67 RP 6503	2.50
36-exp. 35 mm. exposed in Stereo Camera	In Stereo mounts (about 28 Pairs)	67 RP 6504	3.90
8 mm 25-ft. Kodachrome movie film		67 RP 6505	1.75
8 mm 25-ft. Kodachrome Magazine—Net charge; magazine deposit has been deducted			1.40
16 mm 100-ft. Kodachrome Roll Film			4.25
16 mm 50-ft. Kodachrome Magazine—Net charge; magazine deposit has been deducted			1.70

# SAVE \$1300 to \$1800 ON KODAK'S FINEST ... FEATURE LOADED





### BUILT-IN ELECTRIC-EYE ... FULLY AUTOMATIC

For Perfect Exposures— always! Electric-eye "reads" light conditions -sets lens instantly, continuously, for correct exposure. No wrong exposures . . . ever. Perfect movies under all conditions. You just aim and shoot—Kodak Electric-Eye does the rest. Viewfinders have low-light indicators—tell you when there's not enough light for good movies.



### **Newest Fully Automatic Kodak Cine Cameras**

Built-in Electric-Eye . . . You Get Perfectly Exposed Movies . . . Always. All you do is Aim and Shoot. Electric-Eye sets exposure instantly—resets lens automatically if light conditions change while you're shooting. If light is too dim for best films, low-light indicator shows you. Manual setting, too.

Single high-speed t/1.9 normal lens for economical all-around shooting. No need to set distance—fixed-focus, for easy filming. For wide-angle and telephoto lenses, see turret model at right.

8 mm roll loading. Automatic resetting of footage counter when fresh film is loaded. Only one film needed for all shooting—Built-in Type-A filter lets you shoot outdoors with indoor type-A color film. Aluminum body—light, rugged leatherette covering, satin trim. Nat. Adv. \$92.50. SAVE \$13.00. Order Cine Bag separately on Page 88.

67 R 734—Ship wt. 3 lbs. Only \$5 Down, Balance \$5 a Month. . Cash \$79.50

Built-in Electric-Eye . . . Automatically Sets Any of Three Turret-Mounted Lenses to Just the Right Exposure. You get perfectly exposed movies . . . Always! All you do is Aim—press the release. Electric-Eye sets lenses instantly—continuously! Low-light indicator built into viewfinder tells if light is too dim for good movies. Manual setting also possible.

3-Lens Turret. Finger-tip selection of your choice of fast f/1.9 lenses: normal, wide-angle, or telephoto (see right-hand page). Lenses are fixed-focus—no need to set distance. Color-keyed optical viewfinder shows fields of each lens.

8 mm Roll Loading. Footage counter automatically resets with fresh roll. Built-in Type A filter, Lightweight, all-metal body ... leatherette covered with satin aluminum trim. Nat. Adv. \$124.50—SAVE \$15.00 at Wards. Order Cine Bag separately on Page 88.

67 R 735—Ship. wt. 3 lbs. 8 oz..........\$5 Down, \$6 Monthly, Cash \$109.50

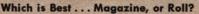


### Which Type of Movie Camera Should I Buy?

Which is Best . . . 8 or 16 mm?

Most amateurs use 8 mm film and equipment—film costs less (about 1/3 the cost of 16 mm film of same running time), is smaller handier. Picture quality is good on smaller, living room-size screens. If in doubt, 8 mm is your best choice. 16 mm is the professional's choice . . . for finest quality, big-screen projection, plus extra-wide range of film-types, advanced equipment available.

Actual 16mm film is shown at left (1). Using 8mm, you film along each side, providing a double-8mm film (2) which is returned to you split (3), ready to show.



Whether 8 mm or 16 mm, the choice is basically between convenience, and economy. Magazines are easiest, fastest to load—you can change in seconds to a different type of film (say, from indoor, to outdoor color film) . . . but magazines cost more. Roll film costs less, and takes up less space. Rolls, if properly threaded, can't jam in the camera. But even with modern, faster "drop-in" loading, they're a bit harder to use—if you wanted to change film in mid-roll, you'd have to rewind it. Otherwise, rolls are fine.



### What Features Should I Look For?

The most expensive camera may not be best for you. Look for features you think you'll actually need and use. Advanced professional-type cameras require expert knowledge to achieve professional quality results. The finest camera will give bad results if not properly used.

If you know little about cameras, look for features like simplified settings; fixed-focus lens; drop-in loading; plus the fully automatic Electric-Eye...ideal for the average amateur, because it eliminates the problem of determining and setting exposures. Turret-mounted lenses are desirable, but only if you will use the extra lenses.

### If You Are in Doubt . . .

Write Bob Adams (see Page 54) for help, or buy one of the more simple, low-cost cameras listed (such as the Kodak Brownie). Wards will give you top trade-in dollars for your camera, if you decide later that you want a better and more versatile

Automatic Electric-Eye cameras are a good choice, if you desire a better camera without having to be concerned about proper exposures. Cost is moderate and the satisfaction of having consistently well-exposed films is well worth the extra money, in the long run.



80 WARDS

# All New 8mm Kodak Cine

.. QUALITY-PACKED ... AND ONLY \$5 DOWN AT WARDS

Latest Kodak Cine "Scopemeter" Semi-Automatic With 3-Lens Turret

**55 DOWN ON TERMS** 

Pay Only \$5 a Month

Newest Kodak Cine with 3-Lens Turret, plus Semi-Automatic Scope-meter Lens Setting that lets You Control Exposure as You Film.

Built-in Coupled Exposure Meter. You simply match pair of indi-cators inside viewfinder. Meter, coupled to lens diaphragm, lets you have complete control over exposure at all times. Scopemeter Electric-Eye tells you exact exposure—you get perfect exposures always, without any wasted film.

Full 3-Lens Turret. Three FAST fixed-focus i/1.9 lenses give you complete mastery of every picture-taking situation—normal lens for regular filming, wide-angle for close-in shooting such as groups indoors, telephoto that really pulls in close those distant scenes. No focusing necessary—just aim and shoot.

distint scenes. No locusing necessary—just aim and snoot. Telescopic Optical Viewinder. You view your subject through this brilliant viewinder, select the lens-field that's best, then turn to the proper turret-mounted lens. Finder is color-keyed to show field of each lens, You view and frame subject, select the best lens, plus set the right exposure—all in one simple operation. Viewinder eyepiece adjusts optically to individual requirements—especially good for those who wear glasses. Built-in parallax correction for close-ups, too.

Built-in Type-A and Skylight Filters. Convenient for color photography. You need use only Type-A (indoor) color film—Type-A filter lets you shoot it outdoors, too.

Uses Economical 8 mm Rolls. Normal 25-ft. spool returned, processed, as 50 ready-to-view feet. Footage counter automatically resets to 0 when new roll is inserted.

Kodak Cine Scopemeter f/1.9 Camera. Nat. Adv. \$99.50. Save \$15.00 at Wards. For case, order Cine Bag separately on Pg. 88. 67 R 723L—Ship. wt. 3 lbs......Only \$5 Down, Cash \$84.50

### USE YOUR CREDIT ... FILM NOW, PAY LATER

Only \$5 Down on Camera Purchases from \$50 to \$200—Only \$10 Down on Purchases Over \$200—10% Down on Orders from \$20 to \$50. See Page 52 for Complete Details.





**NEW Kodak Cine** "Showtime" A20 Nat. adv. \$137.50

New Kodak Cine Showtime featuring automatic threading ... film threads itself fully right into take-up reel. The most advanced Kodak 8 mm projector ever made.

500-watt Improved Optical system. U.S. ASA-type DHJ lamp. Fast f/1.6 coated lens, with Micromatic focusing.

Single knob controls: forward, reverse, fast-rewind, plus single-frame (still) projection. 400-ft. capacity. Silent Nylon gears. Permanent lubrication. All-metal body, about 12 in. high. Actual weight only about 17 lbs. Folding reel arms. Smart beige-color finish.

Self-cased design with storage space for 400-ft. reel and power cord (included). Comes with sturdy carry-cover.

Showtime A20. Save \$13.00. Pay Only \$7 a Month on Terms. Ship. wt. 20 lbs. 67 R 944 R.....Cash \$124.50

Any Kodak Here is Yours for Only \$5 Down. See Page 52 for Full Details.



Latest Kodak Cine Showtime A30 Nat. adv. \$167.50

New Kodak Cine Showtime featuring automatic threading Plus Kodak Presstape splicer which uses new dry-type Mylar splices for extra-convenient editing.

500-watt Improved Optical Sys-tem uses ASA-type DHJ lamp. Extra-precise focusing for fast f/1.6 lens.

Variable Speed Control Knob, plus separate, single knob con-trols forward, reverse, fast-re-wind, plus single-frame projec-tion. 400-ft. capacity. Silent Ny-lon gears. Permanent lubrication. All-metal body about 12 in. high. Folding reel arms.

Easy handling, self-cased design with storage space for Splicer, 400-ft. reel and power cord (included).

Kodak A30 Showtime Projector. Nat. adv. for \$167.50. Save \$18. Pay Only \$5 Down, \$8 Monthly. Ship. wt. 20 lbs.

67 R 945 R..... Cash \$149.50

WARDS 81

# SAVE \$500 to \$1000 on AMERICA'S BEST-KNOWN NAME



Nat. Adv. \$32.50

Easy-Pay Terms

Page 52

Famous Brownie f/2.3 Camera

JUST \$3.00 DOWN

On Easy Terms

KODAK BROWNIE 8mm CAMERAS—the Ultimate in Simplicity and Reliability. Reel loading for fast threading, real operating economy. Black-and-white or color movies have new life and sparkle. Make just one adjustment—set lens opening; then just frame your subject in the color-keyed viewfinder and shoot!

Built-in exposure guide for perfect exposures. Just set the lens to match light conditions clearly marked on the guide. Use continuous run to get into your own pictures, or shoot single frames for "still" pictures. Film footage indicator, too. Rugged all-metal body covered with handsome brown Kodadur. Coated 1/2.3 Ektamar lens—order Dual Lens Adapter Kit (extra, below) for wide-angle, telephoto use. Start now having fun with easy home film-making. Wards new low price and convenient terms save you more. Ship. wt. 3 lbs. 8 oz.

67 R 704—Brown Cowhide Case for Brownie Camera Above. Wt. 1 lb. 3.89

### Extra Lenses for Your Single-Lens Brownie . . . Only \$ 695

Dual-Lens Kit (not shown) . . . for Extra Filming Versatility. Wide-angle and telephoto lenses add greatly to the range of subjects you can film with your Brownie (see top of right-hand page). Especially designed to fit Kodak Brownie single-lens cameras (do not fit others), these adapter lenses screw into the normal lens—whether 1/2.3 or 1/1.9—giving you wide-angle or telephoto effects . . . turret-camera versatility at little extra cost. Your regular lens speed does not change when adapter lenses are added Complete bit includes two does not change when adapter lenses are added. Complete kit includes two ready-to-use lenses, and convenient case.

67 R 1437—Complete Kit. Ship. wt. 8 oz......Only \$16.95

Save Now-Pay Later

SEE GREEN PAGES

### **NEW DELUXE KODAK BROWNIES**



### f/2.3 Brownie Electric-Eye—Automatic Exposure Setting

BIG NEWS! BROWNIE Has Now Gone Electric-Eye . . . with Fully Automatic Exposure Setting. The light under which you film sets the lens—does the work for you ... safely, accurately, and automatically. No separate exposure meter or calculator required. All you do is aim and shoot. Built-in electric-eye sets exposure for you-no poor exposures or wasted film.

Fast 1/2.3 Ektanar Lens lets you shoot excellent color movies under a wide range of lighting conditions. Like all movie-Brownies, the Electric-Eye uses economical 8 mm roll film—features easy drop-in loading.

Attractive New Styling ... Functional and modern. All-metal body with brushed aluminum fittings—wrap-around leatherette covering.

For Extra-Lens Versatility, order wide-angle and telephoto lenses in dual-lens Kit (listed above)—especially designed for all Brownies.

67 R 703 L—Ship. wt. 2 lbs. 12 oz. \$5 Down, \$5 Monthly...... Cash \$64.50



### f/I.9 Deluxe Brownie-With Easy-Exposure Calculator

NEWEST BROWNIE—Modern, Versatile, Economical. Sleek, slim, rugged die-cast aluminum body. Wrap-around textured Kodadur leatherette cover adds eye-appeal—plus makes the Brownie easy to hold. You'll like its trim, neat design and precision workmanship. Fine Movies? You bet—thanks to ultra-fast f/1.9 Ektanar lens which provides excellent color films.

Easy exposure setting, too—just match combination calculator-lens setting dial, to lighting conditions. Order extra Brownie lenses (listed above) for added filming flexibility. No need to focus either—lens is preset at factory for best results, greatest simplicity. Folding viewfinder shows fields of normal, plus wide-angle and telephoto lenses. (Order case 67 R 704 sep. above.)

One of the most economical 8mm movie cameras available. Brownie f/1.9 Nat. adv. by Kodak at \$44.50. Save \$6 at Wards.

# **Kodak Brownies**

IN LOW-PRICED 8mm EQUIPMENT

**Brownie 3-Lens Turret** Now at a New Low Price

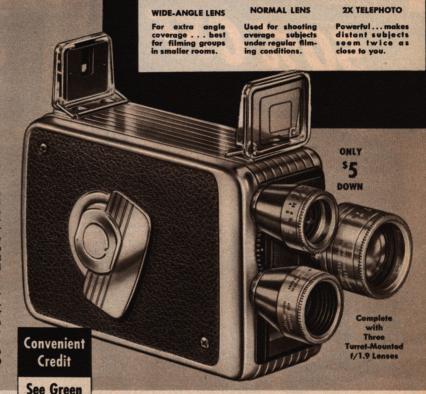
ONLY \$5 DOWN

### **Brownie Simplicity of Use** 3-LENS TURRET FLEXIBILITY IN FILMING

Choice camera for the movie maker who wants 8mm Brownie simplicity of operation combined with turret versatility.

Fast f/1.9 lenses permit you to take the fine color movies—even in dim light. Hard coated lenses protect against scratches and internal reflections; color-corrected to reproduce color in faithful, vivid tones. Use the normal lens for most shots; the 2-power telephoto to bring distant subjects closer, ideal for sporting events, marine shots. The wide angle lens gives more height and width of field at the same distance. You use it to include your entire subject in the picture when you can't get back far enough with the normal lens; ideal for pictures of tall buildings, or where space is limited.

Data etched on lenshoods (color-keyed to match viewfinder)—shows range of sharp focus for each lens at all f/stop openings. Subject is always in focus. Film footage indicator tells you how much film is used, and what is left. All metal body has Brown Kodadur covering with chrome trim. Camera Nationally Advertised \$67.50. Save \$8 at Wards.



Take 3 Kinds of Shots





### Save at Wards on Latest Brownie 8 Movie Projectors

Latest Brownie . . . Big Projector Performance in a Tiny, Economical Package—Only 63% in. high. Easy sprocket-less loading of 8 mm 200-ft. reels (15 min. showing), with full-power rewind. Bright f/1.6 lens for showing films on screens up to 3 feet wide. Powerful motor-driven blower protects film ... insures cooler operation-longer bulb life. A single switch controls both motor and ASA-type BMA lamp... for extra convenience.
All-metal body—self-cased for compact storage. Actual size (without reels) 63/8x81/2x61/4 in. Power cord (included) fits inside projector body. Supplied with 50-ft. plastic reel. Lightweight—only about 51/2 lbs. Nat. adv. \$44.50. Save \$5.

67 R 941M-Ship. wt. 7 lbs. \$4 Down.Cash \$39.50

Newest Model Brownie 300 . Featuring Extra Viewing Versatility. Shows films forward, reverse, plus single-frame still-projection. Built-in screen for table-top previews ... excellent where space room is limited. Takes films up to 200 ft.—easy to thread and use. Powerful motor-driven blower for film protection, longer lamp life. 3/4-in. Eastman f/1.6 lens. High-efficiency 300-watt optical system for screens up to 3 ft. wide. Permanent lubrication. All-metal self-cased body about  $7\frac{1}{2}$  in. high. Actual weight about 12 lbs. With 50-ft. reel and ASA-type CMT lamp. Nationally Advertised \$69.50. Save \$10.

67 R 942 M—Ship. wt. 13 lbs. Only \$5 Down, \$5 Monthly on New Easy Terms.....Cash \$59.50

Brownie 500 Completely NEW . . . Finest Brownie 8mm Kodak Projector. Extra capacity—takes 400ft. reels for full feature-length shows. High-efficiency 500-watt optical system—extra-bright big-screen shows. Kodak "Field Flattener" for finest quality picture. Fast f/1.6 Eastman lens. Motordriven blower, Safety-Screen protects film. Built-in pre-view screen. Shows forward, reverse, plus single-frame stills. Permanent lubrication. Self-cased, all-metal body. Actual size, 11½x11½x7½ in. Complete with 50-ft. reel, and ASA-type CZB lamp. Nat. Adv. \$79.50. You Save \$10 at Wards.

67 R 943 M-Ship. wt. 14 lbs. Pay Only \$5 Down, \$5 Monthly on Terms.....or Cash \$69.50

## **Bell and Howell 8mm**

FINER PRODUCTS THROUGH IMAGINATION

A Ward Extra

50% OFF

ON BELL AND HOWELL TURRET

atmost to



#### **Dual-Lens Kit**



A Special imports — Fast f/1.9 lenses made to fit B&H cameras above. Kit: Unifocus wideangle, 1½-in. focusing telephoto, and matching objectives. Ship. wt. 1 lb.

67 R 1425 L. . . \$44.97

f/2.5 Model Was Nat.

\$7497

f/I.9 Model Was Nat. \$179.95 8997 Cosh

One of the Finest 8 mm Cameras Ever Made—at 50% Off 1958 Nationally Advertised Prices. A rare chance for beginners, and advanced photographers to acquire a professional-quality camera... the perfect choice for those who want the very best in equipment.

3-Lens Turset, supplied with single normal lens. For full 3-lens turret versatility, order extra Dual-Lens Kit listed below. Camera has built-in exposure calculator—simply dial exposure, set lens and shoot. 5 individually calibrated speeds: 16, 24, 32, 48, 64 trames-per-second. Footage indicator shows film left. Runs 5 ft. each winding. Brown wrinkle finished all-metal body, chrome trimmed.

B & H 134-TA—Single f/2.5 Normal Lens. Save \$74. Nat. adv. \$149.95. Wt. 3 lbs. 8 oz. 67R712 L—\$5 Dn. . Cash \$74.97

B & H 134-TA—Single f/1.9 Normal Lens. Save \$89. Nat. Adv. \$179.95. Wt. 3 lbs. 8 oz. 67 R 718 L—\$5 Dn. Cash \$89.97 SUN O METER
WITH FREE 57.75 CINE BAG



Single f/2.3 Lens \$4795 With FREE Bag Cash 3-Lens \$8995 With FREE Bag \$95

Latest Bell & Howell SUNOMETER, with light meter for semi-automatic exposures. Just aim camera, read, set lens. Viewfinder color-keyed for prefocused normal, wide-angle and telephoto lenses. Long 10-ft. run of 8 mm roll film. With FREE \$7.75 Cine Bag (fully described on Page 88). To use wide-angle and telephoto lenses on single-lens models, order extra 67 R 1438 Ki on right-hand page.

B Sunometer 323. Single t/2.3 Normal lens and Free \$7.75 Bag. 67 R 789 L—Ship. wt. 4 lbs. \$5 Down, \$5 Monthly, Cash \$47.95

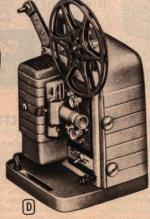
Sunometer 319. Similar to Above but Single f/1.9 lens. FREE Bag. 67 R 790 L—Ship. wt. 4 lbs. \$5 Down, \$5 Monthly......Cash \$57.95

Sunometer 333. Three-Lens Turret. 1/1.9 Normal, Wide-Angle and Telephoto Lenses. With FREE \$7.75 Bag.

67 R 791L—Ship. wt. 5 lbs. \$5 Down, \$5 Monthly......Cash \$89.95

# FREE 57.95 TABLE Bell & Howell Projection Table with Any B&H Projector on These 2 Pages





Bell & Howell's Most Economical

Latest 253-series...
Full-length showings of your 8mm films.
Lightweight self-cased all-metal bodies. Enclosed gear-driven reel arms.

\$10995 Cash

\$5 DOWN \$6 MONTHLY FREE \$7.95 Table

B & H 253 RV 500-watt. Variable speeds—14 to 24 frames. 1-in. f/1.6 lens. 400-ft. capacity. Self-cased aluminum body. For 110–120 volts AC only. Regular 500-watt ASA-DAK bulb. 67 R 987 R—Ship. wt. 29 lbs. With FREE table. Cash \$109.95

B & H 253 RVY. Like Above but f/1.5 Filmovara Zoom Lens. 67 R 988 R—Ship. wt. 29 lbs. With FREE table... Cash \$129.95

B & H 253 AX. With ASA-DFA bulb, no reverse. 67 R 919 R—Ship. wt. 29 lbs. With FREE Table.Cash \$79.95 Bell & Howell

E with Fully Automatic Threading in just 3 seconds. Just push leader into slot ... Auto-Load does the restl

\$13995 Cash

\$5 DOWN \$7 MONTHLY FREE \$7.95 Table



Auto-Load 363 Y. As Above but with f/1.5 Zoom Lens. 67 R 979 R-Wt. 29 lbs. \$5 Dn. Free Table...Cash \$159.95

# **Movie Equipment**

... MADE TO EXACTING QUALITY STANDARDS

**NEW EASY TERMS** 

at Wards

Only \$5 Down on Camera

Orders from \$50 to \$200 See Page 52



Electric-Eye Sets Exposure Automatically, through Entire Range of Illumination

"Perpetua" 393E Turret With \$ 16995
3 f/1.8 Lenses

- Fully Automatic Exposure Setting for Perfect Films, Always
- Adjustable for New Faster Films with Speeds up to ASA 40

Newest Bell & Howell Deluxe 8 mm Turret Electric-Eye Camera. Fully automatic exposure setting with built-in Electric-Eye, adjustable for film speeds of 10, 16, 25, and 40 ASA. Electric-Eye reads light, sets lens instantly, automatically, for finest films. If light changes during filming, exposure changes, too. If light gets too dim for best results, indicator built into viewfinder signals to prevent film waste.

Precision 3-Lens Turret, lets you handle movie-making problems in stride. Fast f/1.8 lenses: normal for regular filming, 6.5 mm wide-angle for close-in shots, 2½X telephoto for distant scenes. Lenses are pre-tocused—no setting required. Over-size optical viewfinder is color-keyed to show simultaneously fields of all three lenses. Built-in filter for using Type-A films outdoors (except on 390 E).

Fast Drop-in Loading of economical 8 mm rolls. Long 10-ft, run with automatic run-down stop. Footage counter, 3-way release locks for continuous runs, lets you shoot single-frame stills. Sturdy die-cast aluminum body finished in two-tone gray.

Includes FREE Nat. Adv. \$16.95 Bell & Howell Leather Case. Holds camera, with plenty of room for accessories. Luxury contour design to fit your hip. Full-length Talon zipper—strap with shoulder pad. Topgrain cowhide in natural brown finish.

B & H 393 E Turret. Three f/1.8 lenses and Free \$16.95 B & H Case.
67 R 796 L—Ship, wt. 5 lbs. \$5 Down, \$9 Monthly....... Cash \$169.95

B & H 390 E (not shown, no turret). Single f/1.8 lens, no filter. \$5 Down. 67 R 794 L—Ship, wt. 4 lbs. 8 oz. With FREE \$16.95 Case... Cash \$99.95





### Bell & Howell Super Auto-Load

Equal to Over 1000 watts conventional light-power. The Finest, Brightest 8 mm Bell & Howell Projector Ever Made.

\$17995 Cash

\$5 DOWN \$9.50 MONTHLY

FREE \$7.95 Table
—See Facing Page

Super Auto-Load 370 . . . Most Powerful, Versattle and Advanced 8 mm Bell & Howell. Provides the equivalent of 1000-watt illumination with the new Super Tru-Flector 180 watt ASA-type DLG bulb. Exclusive "Glass Fire" shutter and new ultra-fast f/1.2 lens.

Built-in splicer—quick, easy editing using new Du Pont Mylar dry-splices. Fully enclosed automatic film threading—400-ft. capacity. Variable speeds from 14 to 24 frames-per-sec. Built-in automatic line-cord reel. Automatic room light shut-off.

67 R 980 R—Ship. wt. 29 lbs. With FREE \$7.95 Table. . Cash \$179.95

Budget-Priced SUN-DIAL With FREE \$4.95 Case

\$4 \$3995 S5 MONTHLY

- Most Economical Bell & Howell
- Ideal for Beginners, Casual Shooters

G Sun-Dial Exposure Guide lets you estimate exposure—simply. You just "dial" to your lighting conditions—and your lens is set. Precision 1/2.5 Comat lens provides excellent color films—reduced focal-length produces extra-wide lens coverage. Pre-focused—no need to estimate or set distance.

Takes Economical 8 mm Roll Film. Single filming speed—no setting required. Long 10-ft. film run. Camera cutomatically stops when spring begins to run down toward end of winding. Rugged die-cast aluminum body, metallic fawn color. Free Nat. adv. \$4.95 Case included. Ship. wt. 3 lbs. 8 oz.

67 R 721L-Only \$4 Down, Cash \$39.95

Accessory Lens Kit. Wide-angle and Telephoto for single-lens SUN-Dial Cameras. Extra versatility, at unusually low prices.

67 R 1438 L-Ship. wt. 8 oz. Only \$16.95





WARDS 85

A Ward Extra

# SAVE \$10 to \$30 on MAKERS OF PRECISION PHOTO

LATEST KEYSTONE KA-ID ELECTRIC-EYE NAT. ADV. AT \$129.50

ONLY \$5 DOWN ON TERMS

Built-in Electronic "Brain" Sets Lens Automatically, For Each Scene, the Instant You Press the Trigger. Works perfectly every time, whether you're shooting under sunlight or photofloods. No tilm waste possible. Manual setting too.

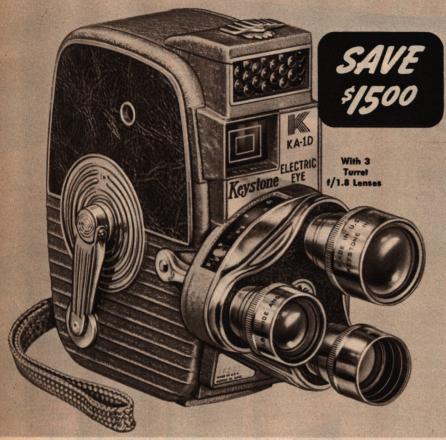
Full-Turret Versatility. Instant finger-tip selection of three ultra-fast 1/1.8 lenses: normal for regular shots, wide-angle for groups, indoor shots, telephoto to bring those distant scenes up close. Just the lens you want, always ready, instantly. Extra miniature turret provides built-in color filters—Haze for reducing bluish cast in outdoor shots, Type-A (85) enabling you to use Kodachrome Type-A film outdoors (you need use only one film).

Color-coded optical viewinder, shows fields (coverage) of all three lenses at once—makes it especially easy to decide exactly which lens you need to do the job best. Governor-controlled motor. 6-ft. film run on each winding with easy-holding oversize film crank. Built-in indicator shows film footage exposed. 3-way trigger—shoot regular continuous run or single-frame stills. Simplified drop-in loading of all standard 8 mm 25-ft. roll film—50 feet returned to you ready for projection.

For automatic electric-eye exposure setting, plus fast-lens turnet versatility—at a very reasonable price— order the Keystone KA-1D today. Nat. Adv. for \$129.50.

You Save \$15 at Wards. And you need pay Only \$5 Down on Wards NEW Easy Monthly Payment Plan. 67 R 729 L-Ship. wt. 3 lbs. 3 oz. \$6 Mo... Cash \$114.50

67 R 731L—Model KA-1C with 1/2.3 lenses. Nat. adv. \$99.95. Save \$10. Ship. wt. 3 lbs. 8 oz. \$5 Dn.. Cash \$89.95







### Budget-Buy Keystone Outfits - f/2.3 and f/1.9 Nat. Adv. \$67.85, \$77.85

. Easy to Use, and So Easy to Own on Wards New Easy Monthly Payment Terms.

Keystone 8mm Movie Cameras feature New simplified operation: easy drop-in loading of economical 8 mm roll film, new easy lens setting with snap-on exposure meter. . you read exposure directly, set lens, and shoot for perfect movies, always. Handy pre-focused lenses—no footage setting needed, just aim and shoot. Plus see-easy picture-window optical viewfinders that show your subject the way it will look on your screen.

Keystone K-25 P f/2.3 Camera Outfit. A Popular Keystone, with companion leather case. Built-in exposure meter reads directly in lens settings for easy use. No focusing required. Coated, pre-set 1/2.3 lens. Semi-automatic aim-and-shoot simplicity. Vinyl covered all-metal body. With case. SAVE \$23. 67 R 737 L-Wt. 4 lbs. \$4.50 Dn., Cash \$44.85

K-25 P. As above but Single f/1.9 Lens. SAVE \$26 from Nat. Adv. Price of \$77.85. \$5 Down. 67 R 738L-Wt. 4 lbs. With Case. . Cash \$51.85

### f/2.3 3-Lens Turret. Nat. Adv. \$89.90

Extra Features PLUS Turret Versatility. Keystone K-26P B at \$20 saving at Wards. Full-turret versatility—3 Fast 1/2.3 lenses: normal, wide-angle and telephoto for extra picture-taking ability. No focusing required. Turret-mounted Type-A tilter. Easy-reading built-in exposure meter.

K-26P with f/2.3 lenses. With Leather Case. Boxed. 67 R 739—Ship, wt. 5 lbs. 4 oz. \$5 Down...Cash \$69.90 K-27P as above but three Turret mounted \$\frac{1}{1.8}\$ Lenses. Also Haze and Type A filters. SAVE \$30 from Nat. Adv. Price of \$119.95

67 R 740-Wt. 51bs. 4 oz. With Case. \$5 Down. Cash \$89.95

86 WARDS

# **Keystone 8mm**

PRODUCTS FOR OVER 40 YEARS



NEW Keystone Modern Design—Finest Features Yet

• New Ward Low Price—Greatest Savings Yet



Take An Operator's Eye View of The K-110 ... Note the easy-to-clean swing-out Gate (1) that lets you thread film quickly. Look at the new Pre-viewer (2), built-in Action-Editor that lets you view your films as you edit them on the handy pull-out Splicer (3).

Automatic Push-Button Action (4) at your fingertips. Just a touch and projector acts— Start, forward, reverse, rewind, single-frame or stop.

**SAVE** \$2500

Keystone K-IIO Nat. Adv. at \$199.50

WARD'S PRICE \$ 7450

Keystone K-110 8mm Projector. Completely NEW, featuring Latest Advances in Design and Operating Ease.

Built-in Pre-Viewer— $\alpha$  miniature movie theatre that lets you view your films on  $\alpha$  built-in 3-in, screen. Handy built-in dry Splicer provides neat, Mylar-tape splices by Du Pont; stronger than the film itself.

Extra-Bright 750 watt equivalent Super Tru-flector Bulb (ASA-type DCA). Optical System provides sharpness from corner to corner of screen. Superior big-screen projection, even with dark, underexposed color films. Magnascope f/1.6 wide-angle ¾-in. lens provides 78% greater picture area at the screen.

Push-Button Operation. Fingertip control—just a touch for: Start, forward, reverse, rewind, single-frame (still) projection, or stop. Separate lever adjusts speed.

Precision Gear Drive. No belts to slip or break. 400-ft. capacity. Convenient Light-O-Matic receptacle—any light plugged into projector goes off when projector is turned on. Unusually rugged all-metal, self-cased body. All basic parts of die-cast aluminum, or steel. Self-cased, with slip-on cover.



# S DOWN

FOR ANY
KEYSTONE PROJECTOR

Priced from \$50 to \$200 \$10 Down If Over \$200 10% on Orders \$20 to \$50 Por Terms See Pg.

SAVE

with Built-in

> \$15450 Cosh

E

SAVE \$1000 \$6995

NEED HELP (in Selecting Equipment . . See Page 54 SAVE

\$8995 Cash

Keystone K-90 8mm Projector. Single switch for on-off, forward, and reverse. Tru-flector lamp (ASA-type DFA) has brightness equivalent to 500 watts. No single-frame (still) projection or adjustable speed control (see K-100 at right). f/1.6 Magnascope lens provides 78% greater picture area on screen. Motor-driven blower. Fully enclosed, gear-driven reel arms. 400-ft. capacity. Self-cased lightweight all-metal body. For 110-120 volts AC only. Nat. Adv. \$79.95.

Keystone K-100 8mm Projector. Single knob control: start, forward, reverse, rewind, stop—plus single-frame projection. Super Tru-flector lamp has equivalent 500 watts. 34-in. f/1.6 Magnascope lens provides 78% greater picture area. Motor-driven blower, safety screen protect film. Adjustable speeds. Gear-driven reel arms fold into self-cased body. Permanent lubrication. 400-ft. capacity. For 110–120 volts AC only. Nat. Adv. \$99.95.

67 R 914 R—Ship. wt. 17 lbs.\$5 Down, Cash \$89.95

750-watt with %-in. f/1.6 Magnascope Lens for 78% larger picture area. Built-in Light-O-Matic receptacle. Built-in editor and spliceredit your film as you view it. Gear-driven with reverse and rewind. Rheostat speed control. Condensor optical system. 400-ft. cap. All-metal body; case. Uses ASA-type DDB bulb. For 110-120 volts AC only. Nat. Adv. \$174.50.

67 R 909R—Ship. wt. 26 lbs. \$5 Dn., Cash \$154.50 K-109 S. As above but without Editor-Splicer. 67 R 966R—Wt. 25 lbs. \$5 Down, Cash \$139.50

Trade in Your Old Movie Camera at Wards. Write Bob Adams—See Page 54.

A Ward

# SAVE \$1000 and \$1500

### ON 8mm DeJUR Eldorado



Nat. Adv.

ONLY \$5 DOWN

\$7 Monthly on Easy Terms Electra . . . Movie-making Magic by DeJur. Fully automatic exposure setting. Electric-Eye sets lens the instant you press release—controls exposure continuously, as you film. When light is too dim, red light in viewfinder signals. Built-in exposure-guide gives settings if you choose manual position (protective eye-lid closed). Perfect movies, always.

Three Fast Turret-mounted i/1.8 Lenses. Choose Fixed-focus normal, wide-angle, telephoto, with a flick of the wrist. View-finder shows fields of all lenses, continuously.

Uses economical 8 mm roll film. Footage indicator resets to zero with fresh roll. 3-way release—normal run, single-frame stills or continuous locking device lets you get into your own movies. Easy one-hand holding. Strong, die-cast aluminum body—2-tone finish. Nat. Adv. \$149.95. Save \$15.

67 R 765 L-Ship. wt. 4 lbs. 8 oz. Only \$5 Down, Cash \$134.95

Nat. Adv. at \$99.95

2095

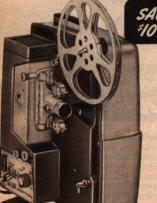
ONLY \$5 DOWN

\$5 Monthly on Easy Terms photo. Big window viewfinder, Built-in Type-A and Haze filters. Versa-dial calculator helps you to set exposure easily. Quick dropin sprocketless loading of 8 mm rolls. 3-way release. Aluminum body—gray wrinkle finish. Footage indicator resets automatically.

Eldorado III Turret, Nat. Adv. \$99.95, Save \$10. 67 R 764 L-Ship. wt. 4 lbs..... Cash \$89.95

Eldorado I. Like above but no turret, filters; single 1/1.9 Lens. Has interchangeable lens mount for use of accessory telephoto or wide-angle lenses. Nat. \$59.95. Save \$10.

67 R 763 L-Ship. wt. 3 lbs......\$49.87



88 WARDS

DeJUR 500-watt Nat. Adv. \$109.95 \$9995

> ONLY \$5 DOWN \$5 A MO.

DeJur Eldorado Deluxe 500watt Projector with variable speed control for both forward and reverse. Fast 3/4-in. wide-angle f/1.6 lens. 400-ft. capacity. Extra-quiet gear drive—Lifetime lubricated. High-speed rewind. Uses ASA-type CZX lamp.

Automatic room light switch. Illuminated control panel. Lightweight, self-cased aluminum body. For 110-120 volts AC only. Na-tionally Advertised \$109.95 -Save \$10.

67 R 918 R—Ship. wt. 21 lbs. \$5 Down.....Cash \$99.95



Camera Grip \$249

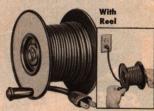
Having trouble holding your camera? Here's the answer: silver color molded plastic grip that fits your hand like a glove, holds your camera like a tripod. Screws onto all cameras easily, quickly. Low-cost insurance for sharper stills, jiggle-free movies. Order one today only \$2.49 at Wards. 67 R 2111-Ship. wt. 1 lb. Each..... Only \$2.49



Cine Bag \$775

Tan velvet-lined movie bag holds any 8mm camera in the movie section, plus ac-cessories. Heavy-duty fulllength zipper surrounds lid —lets it open flat for easy access. Adjustable divider. Two pockets-holds accessories, extra film. Adjustable shoulder strap with non-slip foam rubber pad. About 91/2x7x5 in. Imported. Ship. wt. 2 lbs.

67 R 770.....Only \$7.75



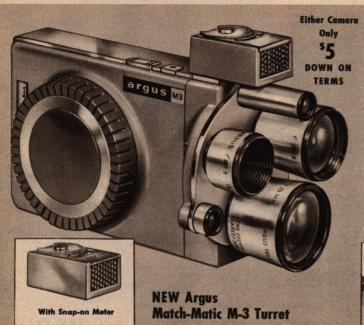
Cord 'N' Reel \$450

Why tug and fuss with power cords too short? Just spin out 25 extra feet of power, wherever needed. Handles on each side of reel allows rapid unwinding, winding of 10 Amp. UL Appr.cord.Built-in receptacle for projector, lamp or other accessories. Well-insulated cord rolls up on reel— stores neatly. Many photo uses, plus additional services around the home. Wt. 5 lbs. 67 R 1208.....\$4.50

A Ward

# SAVE \$1000 to \$1500

### On New 8mm argus



Direct-Reading Light Meter Helps You Set Exposure

Nat. Adv. at \$99.95

ONLY \$5 DOWN

\$5 Monthly on Easy Terms NEW Movie Camera By Argus. Professional movie-making ability and appearance—box camera shooting ease.

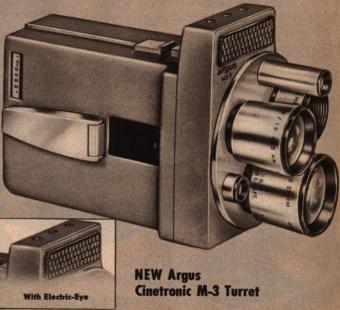
Lock-on Argus light meter reads directly in a single number—no complicated f-stops. You simply read meter, set lens and shoot. Sure, simple, and accurate.

3-Lens Turret. Turns smoothly to select either of three fast 1/1.9 fixed-facus lenses: normal, wide-angle, or telephoto. Each lens has its own matching viewfinder on turret. Built-in Type-A and Haze filters, too.

Simple drop-in loading of 8 mm rolls. Single winding of new, improved ratchet wind, runs film 10 ft. 3-way release: normal, con-tinuous run, plus single-frame stills. Rugged die-cast all-metal body.

Argus Match-Matic M-3 Turret with Meter. Nat. Adv. \$99.95. Save \$10 at Wards.

67 R 797 L-Ship. wt. 4 lbs..... Cash \$89.95



**Built-In Electric-Eye Sets Lens for You Instantly** 

at \$149.95

ONLY \$5 DOWN

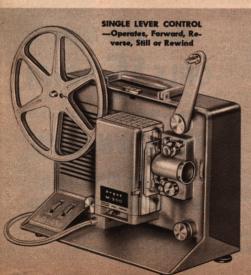
\$7 Monthly on Easy Terms NEW Argus Camera Sets Exposure Automatically, As You Film. Perfectly exposed firm—always. Built-in Electric-Eye holds the right exposure—signals when light is too dim for good movies. Lens setting visible through viewfinder . . . you have complete control over exposure at all times.

3-Lens Turret. Fixed-focus f/1.9 Lenses rotate easily—fast selection of 10 mm normal, 6.5 mm wide-angle, or 25 mm telephoto shots. Matching turret-mounted viewfinder lenses automatically positioned as turret rotates—a feature usually found only in more expensive

Drop-in loading of 8 mm rolls. Film runs 10 ft. Footage indicator. 3-way release. All-metal die-cast body, metallic Beige-color vinyl

Argus Cinetronic Electric-Eye M-3 Turret. Nat. Adv. \$149.95. Save \$15 at Wards. Do not or-der before August 1.

67 R 798 L—Ship. wt. 4 lbs......\$134.95



Nat. Adv. at \$89.95

ONLY \$5 DOWN

\$5 Monthly on Easy Terms

### **NEW Argus M500 Projector**

Argus M500 8mm Projector. Tru-Flector Lamp Proves 500-watt Brilliance . . . unusually bright movies with extra-fast f/1.5 coated 22mm lens. Takes up to 400-ft. film.

New Simplified Slip-loading Gate for new ease in threading-extraeasy cleaning. Single lever controls operation: forward, still, reverse and rewind. Separate lamp and motor switches, and rewind control knob. Lamp housing pulls off easily for replacement of ASA-type DFA projection lamp.

Rugged all-metal, die-cast body and cover—about 11x6x8-in. actual size. Weight only about 11 lbs. Nylon extra-quiet gears. Permanent lubrication. Permanently attached handle. Trim, modern styling—attractively finished. Self-cased. Nat. Adv. \$89.95. Save \$10. 67 R 906 R-Ship. wt. 14 lbs. \$5 Down, \$5 Monthly.....Cash \$79.95

Argus M750 Showmaster (not shown, similar to above). Super-Tru-Flector ASA-type DCA lamp provides 750-watt brilliance. Multiscope ZOOM variable focal-length lens. Built-in Film splicer. Nat. Adv. \$124.50. Save \$12. Do not order before June 1.

67 R 912 R—Ship. wt. 17 lbs. \$5 Down, \$6 Monthly..... Cash \$112.50

ENJOY LATEST MOVIE EQUIPMENT ON EASY MONTHLY TERMS. You Need Pay ONLY \$5 Down on Purchases from \$50 to \$200—\$10 Down Over \$200 . . . ONLY 10% Down on Order from \$20 to \$50.

For Full Details on Wards New, Easy Monthly Payment Terms. See Page 52, Now. WARDS 89

FREE

# Revere Eye-Matic Cameras

Get FREE \$3495 Perrin Bag With Any Revere Camera on this Page, rine Perrin Top-grain Leather Bag, With Strap. Nat. Adv. \$34.95.



NEW Revere Camera . . . with ZOOM-lens Action, plus Electric-Eye automatic exposure-setting. A single FAST i/1.8 Wollensak Raptar ZOOM lens gives you wide-angle, normal, and telephoto lens versatility with continuous sharpness through entire zooming range . . . lets you zip in close for wire-sharp telephoto close-ups, then drop back for wide-field panoramic filming . . . without changing camera position or even taking your eye from the viewfinder.

Optical finder shows fields of wide-angle, normal, and telephoto positions . . . built-in Optic-Scale shows exposure

8mm Roll Cine-Zoom CA-7

Fully automatic exposure setting, with dim-light signal. Electric-Eye sets lens precisely, shade or shine, even as you move camera or zoom lens. Back-Light Compensator for extra-accurate exposures. All-metal body. Choose roll-loading, or magazine-loading with pulsating Heart-Beat button that lets you know film is running through camera

FREE \$34.95 Perrin Leather Photo Bag with either Camera. Revere CA-7 with f/1.8 Zoom Lens, Takes 8mm Rolls.

67 R 753 LT—Wt. 4 lbs. 8 oz. \$5 Down, \$9 Mo. Cash \$179.50 Revere CA-8 (similar to above but 8mm Magazine loading). 67 R 754LT-Wt. 4 lbs. 8 oz. \$10 Down...... Cash \$209.50

3-Lens Turret CA-5 B Electric Eye-Matic ... Versatile Turret rotates into place any of three Fast f/1.3 lenses: normal, wide-angle, and telephoto. Color-coded optical viewfinder shows fields of lenses, with parallax adjustment. Finder includes dim-light signal ... also shows actual filming

exposures on Optic-Scale. Electric Eye-Matic fully automatic exposure setting... acts instantly, accurately, with back-light compensation for finer results. Lightweight, all-metal body.

Eye-Matic Cameras with 3 Turret-mounted f/1.8 Lenses. Eye-Matic Cameras with 3 Turret-mounted i/1.8 Lenses. Choose roll-load, or magazine-loading models with exclusive pulsating "Heart Beat" that signals continuously as you film . . . preventing possible film waste. Models with Exposure Control Dial (\*) offer all above features, PLUS manual setting that over-rides Electric-Eye, enabling you to produce dramatic fade-outs, other special effects. Ship. wt. 5 lbs., each. Cameras below Only \$5 Down. FREE \$24.05 Down. PREE \$34.95 Perrin Leather Photo Bag with Each Camera.

Revere Model CA-5 Eye-Matic CA-6 Eye-Matic	8mm load	Catalog No.	Cash Price
	Roll	67 R 786LT	\$149.50
	Magazine	67 R 780LT	179.50
	Roll	67 R 787LT	169.50
	Magazine	67 R 781LT	199.50

Single-Lens Eye-matic . . .
Economical, easy to operate.
No adjustments required—just

Built-in Electric-Eye automaticcally sets lens aperature. Exposure Control Dial lets you manually set lens for "fadeouts," other special effects. Oversize optical viewfinder includes parallax adjustment, plus dim-light signal.

Single f/1.8 Wollensak normal single 1/1.5 Wollenson normal lens. No focusing needed. Takes single frames—locks for con-tinuous run. Simple drop-in loading of 8mm rolls. Footage indicator.

Lightweight all-metal body. With Free \$35 Perrin Bag. Ship. wt. 5 lbs. Pay \$5 Dn.

67 R 788 LT..... Cash \$139.50

Revere 777 8mm Projector

Your Choice of Two, Fast, Coated Lenses—normal 1-in. f/1.6 or 3/4-in. f/1.6 Wide Scope lens for larger pictures. New streamlined design—self-contained, compact unit with lift-off case and retractable handle.

Room Lamp Socket—Automatically Turns on Room Lamp -eliminates fumbling in dark for lamp switch. Forward, reverse and still projection. Rheostat speed control permits operation at other than normal speeds for special effects. Coupled motor and blower switch—blower turns on when motor turns on. Tilting, leveling and framing knobs. Built-in compartments for storing reel and power cord. Permanent lubrication. For 110–120 volt AC or DC. With two 400-ft. reels and 750-watt ASA-type DDW lamp. State: 3/4-in. or 1-in. projection lens.

67 R 940 R—Ship. wt. 22 lbs. \$5 Dn., \$7 Mo. Cash \$127.50

Don't forget film! Listed on Pg. 76

**New Easy Terms** 

On Photo Orders from \$50 to \$200

\$10 DOWN on Orders
Over \$200

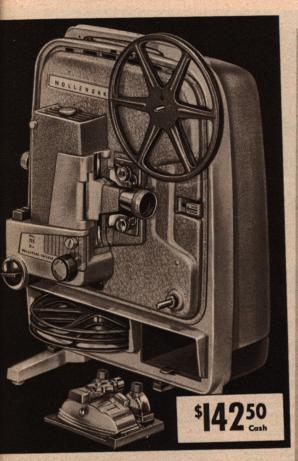
Pay Only 10% Down on Orders of \$20 to \$50

> Extra Ordering Ease on Terms With "Add-On" Features. See Page 52 for Details.



# SAVE \$12 to \$20 on Wollensak

WORLD FAMOUS SINCE 1899 FOR QUALITY



### Wollensak "715" 8mm Projector

SAVE \$20 AT WARDS-NAT. ADV. AT \$162.50



(1) Push-Button Controls. Touch of finger changes from for-ward to reverse or still projection.



(2) Sliding Rewind Control, conveniently located for fast power rewind.



Rheostat Speed Control permits instant speed adjustNew Wollensak 8mm 500-Watt Projector, designed with those all important to give you better, brighter pictures. Extra-convenient grouped, easy-to-operate controls.

Push-Button Controls (see picture (1) at left) conveniently grouped—just a touch of the finger changes operation from forward to reverse to neutral for still projection of single frames.

Sliding Control Rewind (see (2) at left) provides fast, positive power rewind. Rheostat Speed Control (see (3) at left) permits instant adjustment of motor speed as needed to assure smooth, flicker-free showing.

Built-in Splicer-lets you splice your film right on the spot. Splicer slips into special compartment, pulls out instantly. Choice of famous Wollensak Quality Wocoated 1/1.6 lenses—normal 1-in. lens, or 3/4-in. Wide Scope lens that gives you extra-large pictures.

Special Room Light Socket eliminates fumbling in the dark for lamp switch automatically turns room light on, off.

Modern, streamlined lightweight metal body . . . self-cased with lift-off top and retractable handle.

Built-in Compartment for Storing 3 Reels. Tilt and framing controls. Swingopen gate for easier film threading. Complete with three 400-ft. reels and ASA-Type DDW 500-watt bulb. For 110-120 volt, 60-cycle AC or DC. Nat. adv. \$162.50—SAVE \$20.00.

State: normal 1-in. lens, or 3/4-in. wide scope lens. Ship. wt. 19 lbs. 67 R 921R-\$5 Dn...... Cash \$142.50



### **Wollensak Tru-Automatic 8mm Cameras**

WITH FULLY AUTOMATIC ELECTRIC-EYE EXPOSURE SETTING

A B Cameras are almost as easy to use as a box camera. No delay for figuring and setting of f/stops—just aim and shoot Built-in Electric Eye automatically sets correct exposure for both indoor and outdoor movie-making. Lens opens and closes automatically and continuously as you "pan" from light to dark subjects. ven compensates when it is necessary to shoot against the light source—opens lens aperture sufficiently to record shadow detail which eliminates the usual "silhouetting" in movies taken under this difficult light condition. No batteries this difficult light condition. No batteries are necessary—existing light automatically sets the camera. If you prefer, an exposure control knob can be used manually to set any lens opening you wish from f/1.8 to f/16. A red warning signal within the viewfinder shows you when there is insufficient light for taking

ture-window viewfinder shows lens field. Film type indicator. Pixed focus lenses eliminate focusing—take movies from 3 ft, to infinity.

(A) Wollensak Tru-Automatic 47. single Raptor fixed-focus normal f/1.8 lens...all the features described above. Nat. adv. \$94.50. SAVE \$12.00. Pay \$5 Down, \$5 Monthly.
67 R 744 L—Ship. wt. 4 lbs. .Cash \$82.50

(B) Wollensak Tru-Automatic 46. Turret type camera with 3 Raptar fixed-focus f/1.8 lenses. Include normal, wide angle 1/1.8 lenses. Include normal, wide angle lens for covering larger picture area; telephoto for shooting distant scenes. Viewfinder shows field for all three lenses. Has all the features described above. Nat. adv. \$144.50. SAVE \$15.00 at Wards. Only \$5 Down, \$7 Monthly. 67 R 745 L—Ship. wt. 4 lbs.Cash \$129.50

NEW EASY TERMS on Movies At Wards. Pay Only \$5 Down on Orders of \$50 to \$200. For Details, See Page 52.

### **Brand New Bolex Cameras and Accessories**

FIRST AT WARDS-WRITE BOB ADAMS FOR PRICES

The New Bolex line is SO new that we had to go ahead with our Camera Catalog before all the items were available for catalog illustration. BUT, all new Bolex cameras and accessories are available right now through Bob Adams. If you want more information, prices, or want to order these or any of the other cameras or accessories in the Bolex line (such as cases, prisms, extension tubes, etc.), just write to him—see Page 54—for a fast reply.

Bolex H-16 "Rex"—3-lens turret 16mm, reel-loading, with new Lytar 25mm f/1.8 lens. Built-in variable shutter for professional effects such as fades and lap dissolves. Throughthe-lens reflex viewing and focusing while filming, too. Speeds from 16 to 64 frames-per-sec.

Bolex D-8L-8mm reel-loading 3-lens turret. With new Yvar 13mm f/1.9 lens. Interchangeable "D" mount. Built-in light meter with photo cell placed behind taking lens. Speeds from 16 to 64 F.P.S. Built-in true blade variable shutter. Audible end-of-run indicator.

Bolex C-8SL-8mm reel-loading. With new Lytar 13mm f/1.9 lens. Interchangeable "D" mount. Built-in light meter. Standard 18 speed. Audible end-of-run indicator.

Bolex B-8SL—Has all features of C-8SL above, but 2-lens turret type camera.

Sam Berthiot Pan Cinor "85" Zoom-Type Lens. Wide range zoom-type accessory lens. 5 to 1 ratio—focal-length adjustable from 17mm to 85mm. Large f/2 opening. Most efficient through-the-lens viewing. Standard interchangeable "C" lens mount for 16mm cameras. SAVE Bell & Howell With Free Film
16 MM CAMERAS . . . ONLY SID DOWN ON TERMS

A Ward
Extra

3 ROLLS COLOR FREE
With Each Bell & Howell
16mm Movie Camera
SAVE \$17.67, \$20.97



FREE FILM 200 EE \$329% Cash

Just Aim and Shoot . . . Electric-Eye Sets Lens For You, controls exposure as you shoot. If light brightness changes, lens is automatically reset instantly. Perfect pictures, always.

Ultra-Fast f/1.9 Lens. Fully focusing for extra versatility ... close-ups, titling. Drop-in 16 mm magazine loading—fast, easy convenient—lets you change film types, instantly. 12-ft. film run on single winding. 4-speeds, unusual in Electric-Eyes—films at 16, 24, 32, or 64 frames-per-second, plus single-frame "still."

Black leather-like covered aluminum body with chrome trim. B & H case not included—order extra below. Includes. Set of batteries, 3 Fare 50-ft. daylight Kodachrome magazines without processing. SAVE \$17.67. Ship. wt. 7 lbs. 67R800 LT—\$10 Down, \$16 a Month, Cash \$329.95

67R801-B & H Leather Case. Ship. wt. 3 lbs. 29.95

S I O DOWN See Pg. 52

FREE FILM

240 EE Electric-Eye

. \$329% cash

WITH FREE FILM

70-DR With One f/l.9 Lens

\$38550 Cash

With 3

**510** 

DOWN

Perfect Movies Every Time ... No wasted Film. Battery operation of "Eye" provides extra filming speeds: 8, 16, 24, 32, and 48 frames-persecond, plus single-frame "stills."

Reel Loading for Flexibility, Economy. Takes 100 ft. 16 mm film. Extra-easy automatic threading. Single-frame. Extra-long 32 ft. run on single winding. Automatic run-down stop.

Ultra-Fast f/1.9 Lens. Fully focusing for greatest flexibility of use. Fully automatic exposure setting. Manual setting, too.

Leather-like covering over rugged aluminum body. Chrome trim. Order case extra, below.

Includes. Set of batteries, 3 FREE 100-ft. rolls daylight Kodachrome without processing. SAVE \$20.97 at Wards. Ship. wt. 6 lbs.

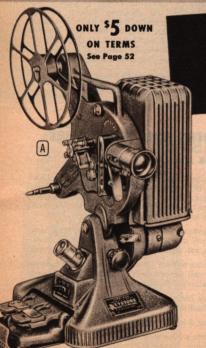
67R825LT-\$10 Down, \$16 Monthly, Cash \$329.95 67R826LT-B & H Leather Case. Wt. 3 lbs. 34.95 Professional-Type Bell & Howell Camera. Used by news cameramen the world over.

Full Turret Flexibility 3-lens turret supplied with single f/1.9 Super Comat full-focusing 25 mm lens, and matching viewfinder objective.

Auxiliary Hand Crank. Winds film (extra-long 22-ft. run), runs forward or back for lap dissolves, trick and special effects. Reel loading of 100-ft. 16 mm film. Wide range of speeds: 8, 12, 16, 24, 32, 48, 64 frames-per-sec. (normal stlent, sound, plus true slow-motion).

Includes. 3 FREE 100-ft. rolls daylight color film. Save \$20.97. Ship. wt. 8 lbs.

67R817 LT-\$10 Down, \$19 Monthly, Cash \$385.50 70-DR with 3-Lenses: (Shown Above) f/1.9 normal, f/2.5 Telephoto, f/1.8 W.A. Ship. wt. 8 lbs. 67R818 LT-\$10 Down, \$31 Monthly. Cash \$635.40 67R846 LT-B & H "Pro" Case. Wt. 6 lbs. 37.95



POPULAR 16MM PROJECTORS FOR SILENT MOVIES

SAVE \$20—Keystone K-161 . . . \$15950

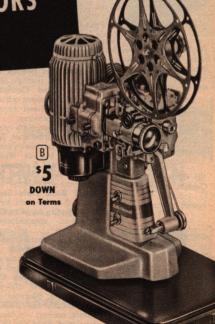
750-watt Silent 16 mm with Built-in Editor-Splicer. Lets you edit your films right on the projector. Telescope-type eyepiece lets you view films in complete privacy, without disturbing others. Built-in splicer slides out of base. Rheostat Speed Control. Reverse, and single-frame projection. Direct motor-driven rewind, blower. Condenser optical system with f/1.6 2-in. lens. 400-ft. capacity. Allmetal body. For 110–120 volts AC-DC. Includes take-up reel, 750-watt DDB bulb and case. Nat. Adv. \$179.50—you Save \$20 at Wards. Ship. wt. 27 lbs.

67 R 851 RT—Pay Only \$5 Down,.....\$8 a Month, Cash \$159.50

SAVE \$20 Bell & Howell 273. . . Silent 16 mm \$ 19950

750-watt lightweight design—actual weight only 18 lbs. Streamlined modern B & H design, ideal for portable use. Automatic motor-driven rewind. Instant reverse.

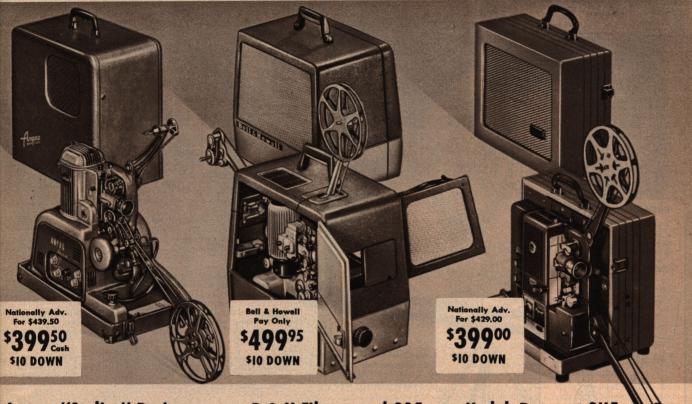
Variable Speed Control. Motor-driven blower cools reflector-condenser 750-watt optical system. 2-in. f/1.6 lens. Lightweight allmetal body with gray crackle finish. About 15½ in. high. For 110–120 volts AC-DC. With reel, ASA-type lift-off Royalite case. Nat. Adv. \$219.50—you save \$20. Ship. wt. 19 lbs.



# \$5-\$10 DOWN 24 Mo. to Pay-See Green Pages

# \$5-\$10 DOWN 16 mm Sound Projectors

FOR HOME, BUSINESS OR CLUB



### Ampro "Stylist" Projector

SAVE \$40—Sells Nationally for \$439.50.
Sturdy, compact, portable sound projector—weighs only 29 lbs. Constructed of lightweight magnesium, aluminum and plastics—reinforced for strength. Shows up to 55 min. of uninterrupted sound and 80 min. of silent movies (2000 ft.).

Lens is 2-in. t/1.6 coated anastigmat. 750-watt ASA-type DDB projection bulb included, but will take 1000-watt for greater brilliance. Motor driven rewind, cooling system. Amplifier has 4-watt output. Microphone and phonograph jack—use unit as public address system, add music, commentary to silent film. UL. Approved 8-in. speaker built into projector cover. 40-ft. cord—place under screen for more natural sound. Use 110-120 volt, 25-60 cycle AC. Size about 17x16x10 in. With lens brush, ampro oil, fuses; 400-ft. take-up reel. Not Mailable. Ship. wt. 30 lbs.

67R858 RT-\$10 Down, \$20 Monthly. Cash \$399.50

### **B & H Filmosound 385**

B lens. Shows both sound and silent 16mm movies—has 1600-ft. film capacity for utmost in bia-screen viewing enjoyment.

Motor driven rewind. Reverse and still projection. Amplifier has 15-watt output. Single microphone and phonograph jack. UL Approved 8-in. speaker on detachable baffle, with 40-ft. cord. Use 110-120 volts, AC only. Actual projector weight only 34 lbs. Size about 17x10x15 in. With lens brush, oil, fuses, 400-ft. takeup reel ASA-type DFY bulb. Shipped promptly from Chicago Factory Express Prepaid. Not Mailable.

67 RP 852F—Projector with 8-in. detachable speaker. \$10 Down balance \$24.50 Monthly on Ward's New Easy Terms (See Page 52).\$499.95 67 RP 853F—Projector and 12-in. speaker in two cases. \$10 Down, balance \$28.50 Monthly on Ward's Monthly Payment Terms. Cash \$579.95 67 RP 854F—Extra 12-in. Speaker only (shown above) in sturdy case. \$5 Down...Cash \$97.00

### **Kodak Pageant 8K5**

SAVE \$30—Sells Nationally for \$429. Kodak's newest sound model. Permanently lubricated; no need to oil after each showing. Designed for 16mm sound and silent movies—shows 55-minute sound program without interruption. Convenient rotary switch controls operation. Fidelity control allows adjustment for finest audio quality from all sound films. Tungsten carbide tooth pull-down. Portable speaker in lift-off case with 25-ft. cord. Lens is 2-in. f/1.6 luminized Ektanon. 750-watt ASA-type DDB bulb supplied (1000-watt bulb may be used). Amplifier is universal AC-DC type with 8-watt output; frequency response 50 to 7000 cycles; input receptacle for microphone on phono adapter. 9-in. speaker. 1600-ft. takeup reel. Actual wt. 33 lbs. Use 25 to 60 cycle 110-120 volts AC. Shipped promptly. Not Mailable. Ship. wt. 35 lbs.

67R850RT-\$10 Down, \$20 Monthly. Cash \$399.00

### Revere "16"

ONLY SIO DOWN \$32500 PAY SI6 MONTHLY

FUNCTIONAL, EXTRA COMPACT DESIGN . . . EASY TO CARRY

Revere "16" ... Modern 16 mm Sound Projector As Compact As Most Silent "8's." Takes up to 1600 teet of 16 mm film, for continuous full-length showings with silent or sound movies. Light all-metal construction—actual weight 40 lbs. Unusually easy to carry ... anywhere.

Brilliant 750-watt Bulb. Fast 2-in. f/1.6 coated lens provides fine quality screening. Dual-action cooling blower. Extra-easy film threading. Positive motor-driven automatic rewind. Use normally with reels up to 400 ft.—add extension arm for larger reels. All regular accessories fit inside case.

Microphones, other Accessories, are valuable extras for sound-movie enthusiasts. Order them easily from Wards. Simply write Bob Adams. Revere "16" has Full-Range Tone Control ... perfect audio balance under all conditions of operation. High-quality 5-watt amplifier with microphone and phonograph inputs so you may add vocal commentary or background music to your films. Slip-on projector case also serves as acoustic enclosure for best reproduction from built-in 6-in. speaker.

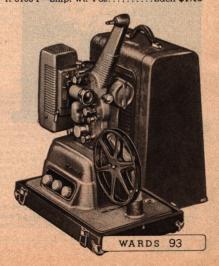
Universal AC-DC Operation. Use with any 110-120 volt outlet. Rugged all-metal body. Supplied with case, cord, two 400-ft. reels, 1600-ft. extension arm and 750-watt ASA-type DDB bulb. Ship. wt. 42 lbs. 67R857RT-Only\$10Down,\$16 monthly. Cash \$325.00

What We Sell—We Service. Wards carry a complete stock of projector repair parts, extra bulbs. Write Bob Adams for your needs—See Page 54.

Wards, Simply write Bob Adams.

Adams for your needs—See Page 54.

See Page 92 for Popular Hollywood-Made Sound, or Silent Ready-to-Show Movies.





### WARDS BEST ... GUARANTEED IO YEARS

## Equal the Finest...Cost Less



Adams Best . . . Glass Beaded Screens

ONLY 10% DOWN on Orders of \$20 to \$50 See Pg. 52.

### FEATURE-LOADED "BEST BUY"

- · AUTOMATIC OPENING—Push-Button Ease
- ''WHITE MAGIC'' Glass-Beaded Surface . . . Highly Reflective for Brightest Pictures
- ADAMS BEST—Guaranteed 10 Years
- MADE BY DA-LITE—World Famous Maker of High Quality Screens for Many Years

Adams BEST—Wards Finest Projection Screen. Push-button ease...sure to please. Automatic opening—just a touch of the button, and legs glide out into place, top support pops up ready to hold screen (see drawing at left), then just swing screen case horizontally, raise screen into place, and screen is ready. No fussing, no fumbling, no pinched fingers... closes as easily, tool "White Magic" glass-beaded surface has tremendous reflectivity—adds new zest, brilliance to your color shots. Flame and mildewresignations. and mildew-resistant fabric

Adams Best Screen is Guaranteed by Wards for 10 Years against defective material and workmanship. If it fails to give the service stated, we will repair or replace it, or refund the purchase price charging you only for the service rendered.

Adams Best is Made for Wards by Da-lite—makers of screens since 1909...additional assurance of quality, durability. Silver-gray hammerloid finished steel body—Chrome plated legs, support and end-caps. Mailable.

### **3 Popular Twin-Purpose Sizes**

Square screens are more popular than rectangular. They accommodate any size slide, yet can be rolled back to adjust instantly to rectangular format preferred for movies.

67 R 1042 M—40 x 40-in. Ship. wt. 11 lbs...... Only \$18.95 67 R 1044 MO-50 x 50-in. Wt. 13 lbs. \$2.50 Down... Cash 23.95 67 R 1040 MO-60 x 60-in. Wt. 16 lbs. \$3.50 Down... Cash 33.95

### **Adams Better Quality Screens**



**GUARANTEED 5 YEARS** 

Same as for "A" but 5 yrs. only

30x40-

- Priced So Low . . . Yet Built to Give You Years of Fine Service. Steel frame.
- B Adams BETTER screens feature mildew and flame-resistant "White Magic" projection surface for superior picture quality.

Rugged Steel Frame stands screen solidly on store or carry unit. Triangular steel shaft holds surface fabric firmly. Square screens adjust to rectangular movie format if desired.

30 x 40-in. Adams BETTER Screen.

67 R 1025 M—Ship. wt. 9 lbs.......\$11.95

40 x 40-in. Adams BETTER Screen. 67 R 1026 M—Ship. wt. 10 lbs......\$13.95

50 x 50-in. Adams BETTER Screen. 67 R 1028 M—Ship. wt. 12 lbs......\$17.95

Adams GOOD—Economy Screens

(Not shown, similar to Adams BETTER screens above, but with no guarantee.)

67R1049 M-30 x 40-in. Ship. wt. 8 lbs...\$8.95 67R1050 M-40 x 40-in. Ship. wt. 9 lbs. 10.95 67R1053 M-50 x 50-in. Ship. wt. 11 lbs. 14.95



ECONOMICAL Table Models

18x24 Inch

Convenient, Low-Cost Table-Model Screens. So easy to Convenient, Low-Cost Table-Model Screens. So easy to buy... so easy to set up. Ideal for editing and viewing in close quarters. Set on table or hang on wall. Sturdy spring wire easel stretches glass-beaded screen -rolls in for compact storage. For movies or slides. 67 R 1032—18x24-in. Ship. wt. 1 lb......\$2.95 67 R 1033 M-30x40-in. Ship. wt. 3 lbs. . . . . . . . 5.95

Adams Handy 3-Way Screen (not shown). Extra-convenient, low-priced . . . set on table or hang on wall. The perfect extra screen. White-Magic screen rolls into metal case with spring-roller. Square screen format, ideal for slides.

67 R 1007 M-30x30 in. Ship. wt. 5 lbs.....\$7.95

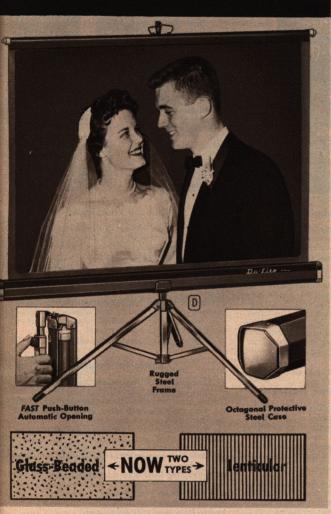
### Adams Screen Cases . . . Low as \$298

28 oz. vinyl-coated fabric with zipper. Wt. 1 lb. 8 oz. 67 R 1038—For 30x40-in. and 40x40-inch screens. \$2.98 67 R 1039—For 37x50-in. and 50x50-inch screens.. 3.98 67 R 1064—For 60x60-inch Screen...... 4.98

94 WARDS

"WHITE MAGIC" DA-LITE

### **Push-Button Screens**



### Famous Da-Lite Challenger \$7795 "WHITE MAGIC" GLASS-BEADED SURFACE

Da-Lite Challenger Screens... world-famous for Dependability and Durability. A gentle touch of the push-button sends tube gliding upward, as sturdy legs slide open. In an instant, your screen is ready. "No-mar" feet protect your floor. White-magic glass-beaded surface reflects colors in trueto-life brilliance. Octagon shape of metal case protects screen. Easy to carry Square sizes adjust easily to rectangular format for movies.

67 RP 1009 MOT-30x40 inch. Postpaid. \$3 Down on TermsCash !	\$27.95
67 RP 1010 MOT-40x40 inch. Postpaid. \$3 Down in Terms Cash	29.95
67 RP 1011 MOT—37x50 inch. Postpaid. \$3.50 Down on Terms. Cash	34.95
67 RP 1012 MOT-50x50 inch. Postpaid. \$4 Down on TermsCash	37.95
67 RP 1013 MOT-45x60 inch. Postpaid. \$4.50 Down on Terms. Cash	43.95
67 RP 1004 MOT-60x60 inch. Postpaid. \$5 Down on TermsCash	49.95
67 RP 1005 MOT—52x70 inches. Postpaid. \$5 Down on Terms. Cash	51.95
67 RP 1006 MOT-70x70 inch. Postpaid. \$5 Down on TermsCash	57.95

Da-Lite Wall Type Screens for permanent or temporary use . . . den, basement, game or conference room. Bracket for mounting to wall. Mildewand flame-resistant White-Magic glass-beaded fabric metal case.

67 RP 1030 MT—40x40-inch size. Postpaid	\$16.50
67 RP 1031 MT-50x50-inch size. Postpaid. \$2.50 Down on Terms. Cash	24.25
67 RP 1018 MOT-60x60-inch size. Postpaid. \$4 Down on Terms. Cash	35.50
67 RP 1019 MOT-52x70-inch size. Postpaid. \$4 Down on Terms. Cash	37.75

#### New Da-Lite "Wonder-Lite"—Lenticular Surface

Completely NEW Type of Screen Provides Extra Wide Viewing Angle for larger audiences...reduces glare-back, eye-fatigue...Permits quality projection even in an undarkened room. You get greater light efficiency, brilliance and sharp contrast. Durable heavy-duty Vinyl screen retains shape indefinitely—won't sag, tear, or scratch—Washable too. Rugged steel frame similar to Da-Lite Challenger (D) above.

67 RP 1023 MOT-40x40-in. Lenticular. Postpaid. \$4 Down... Cash \$39.50 67 RP 1024 MOT-50x50-in. Lenticular. Postpaid. \$5 Down... Cash 49.50



### Treat Your Family and Friends

### TO THESE PROFESSIONAL MOVIE FILMS

Enjoy Professional Movies . . . made with the Hollywood Touch, right in your own home, with your regular home movie projector. Available with or without sound track; editions without sound track have interesting titles that tell the story. Unsurpassed for entertaining family and friends in your own home. If you want subjects other than those listed below, drop us a line; we will send our complete Catalog of Castle Films. Headline Editions which run for about 3 min. are condensed versions of Complete 10-minute Editions. For greatest viewing enjoyment, splice several films together for a continuous run. Use new Quik-Splices which require no scraping or cement. See Pg. 100.

16-mm. Editions are mailed directly from New York; allow about five days extra. All other editions mailed from Baltimore, Chicago or Denver, whichever is nearest. Place your order at your regular Ward Mail Order House, Catalog or Retail Store, for prompt service.

All films sent postpaid, State Catalog Number and Film Title (see Titles below). 67 RP 1100 T—8mm, 50-ft. Headline Edition (about 3-minutes)......\$1.79 67 RP 1101 T—8mm, 160-ft. Complete Edition (about 10-minutes) . . . . . . 5.65 67 RP 1103 K-16mm. 320-ft. Complete Edition (about 10-minutes) ...... 9.95 67 RP 1104 K-16mm, 320-ft. Complete Sound Edition (about 10-min.)....19.95

### Hopalong Cassidy

Riders of the Timberline Stagecoach War Lost Mine Lone Wolf Hoppy Sets a Trap Hidden Gold

#### **Animal Antics**

Animal Antics
Zippy's Birthday Party
Zippy's Beach Adventure
Bruins go Camping
Bruins in a Canoe
Bruins Make Mischief
Bruins Great Adventure
Bruins Make Friends
Here Comes the Circus
Chimp Steps Out
Who's New at the Zoo
Chimp the Sailor
Circus at the Zoo Chimp the Salior
Circus at the Zoo
Chimp on the Farm
Chimp the Cowboy
Chimp the Fireman
Chimp the Aviator Carnival at the Zoo

#### **Adventure Parade**

Voyage on the Mayflower Ten Fathoms Deep Deep Sea Adventure Zooland's Who's Who Killer Gorilla Killer Gorilla
It Came from Outer Space
Flying Action
Caged Fury
War of the Planets
Africa Untamed
Fun at the Circus

#### Sport Parade

Babe Ruth
Jr. Bronc Busters
Daring Skipper
Fishing Fun
Thrills on Wheels
Cowboy Stampede
Harlem Globetrotters
Spills and Thrills
The Thrill Makers
Lathe and late Jabs and Jolts
Throw That Bull
Fishing Thrills
Fishing Vagabonds

### Abbott and Costello

Rocket and Roll Foreign Legion Midget Car Maniacs Riot on Ice Knights of the Bath Gob in a Mess High Flyers No Bulls, Please No Indians, Please Champs on the Chase

#### World Parade

Yosemite Wonderful Yosemite Wonderful Camera on Russia Banff and Lake Louise California Tour America's Wonderland Glacier National Park America's Capitol Spectacular New York Brussels World's Fair Journey Through Mexico Florida Highspots Camera on Russia Camera on Russia

#### Comedians

W. C. Fields: Hurry, Hurry Andy Clyde: Railroad Stowaways

### Woody Woodpecker

Termites from Mars Operation Sawdust
What's Sweepin?
Solid Ivory
Puny Express
Indian Whooppee
Giant Killer Reckless Driver Well Oiled Coocoo Bird Goody Golfer Smoked Hams Hot Shot Redwood Sap Invisible Woody

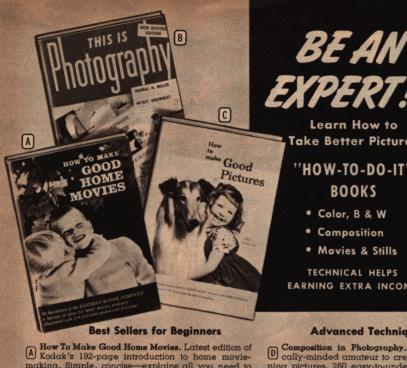
### Andy Panda

Wacky Weed Apple Andy Mousie Come Home

#### Fairy Tale Cartoons

Jack and Beanstalk Old Mother Hubbard Big Bad Wolf Simple Simon Aladdin's Lamp Sinbad the Sailor Little Black Sambo Mary's Little Lamb Puss in Boots

USE WARD'S NEW EASY-PAY MONTHLY PAYMENT TERMS to Order Films, Screens, or Your Own Movie-Making Equipment . . . Pay Only a Small Amount Down-Balance on Easy Monthly Terms. For Complete Details, see Page 52.



Learn How to **Take Better Pictures**  COMPOSITION

IN PHOTOGRAPHY

Darkroom

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- Composition
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Wards Own Plans. Complete guide to build-Wards Own Plans. Complete guide to Bund-ing your own home darkroom. All details of layout and construction, with easy-to-follow, step by step instructions—suggested room design, placement of equipment and supplies; plans with dimensions, list of materials needed. 67 RP 4250—Booklet. Postpaid.....only 25c

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Answers to hundreds of the most common questions on taking pictures. Explains technical terms—clarifies photographic problems.

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- Photography for Teen-agers. Newest edition by Marshall. Helps teen-agers to enjoy and record forever their wonderful moments of youth. Paves the way for a life-long satisfying hobby. Fully illustrated—185 pages in easy-to-read style. An ideal companion gift with their FIRST camera.
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or slides. Full explanation of developing, printing—and enlarging black and white films.

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accessories. Written for beginners and those with lim-

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B still photography. Broad, general coverage of still photography—black-and-white, color. Prepared by Kodak for more serious amateurs—tells you the "how" and "why" of lenses, shutters, cameras, films, filters, exposure meters, flood and flash lighting. Helps develop a more critical approach, from

original scenes photographed, to the final prints

ited experience in photography.

How To Make Good Pictures. Tells simply how to improve your snapshots. Kodak's latest edition of the standard basic book of amateur still photography. Covers all topics including color pictures, types of cameras, films, setting your lens and shutter, use of

Kodak experts wrote this book based on the questions most asked by amateurs. Non-technical language—simple enough for those who have never even held a camera. Plenty of illustrations in color and black-and-white. Over 150 pages.

# Kodak



### DATA BOOKS

"HOW TO DO IT" Guides for All. Handy, economical. For beginners, amateurs of moderate experience. Authoritative—written by Kodak experts. Cardboard covers—26 to 33 pages. Illus. in color, Black and White.

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- Better 35 mm Snapshots. How best
- N to use your miniature camera. 67 R 4850—Ship. wt. 6 oz......32c
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### **Technical Reference Manuals**

Morgan & Lester Photo-Lab-Index. Latest 1959 Ed. Standard reference work, an up-to-date encyclopedia of photography—the most com-prehensive available. Detailed data on films, papers, chemicals, filtersof U.S., foreign make. Slides, copying, retouching. Definitions, weights and measures, conversions. For color, black-and-white—still and movie. Quarterly supplements available. Write Bob Adams (Pg. 54). Leatherettecovered steel loose-leaf binder. 67 RP 4834 T—Postpaid.....\$19.95

Kodak Color Handbook. All about color photography. 248 pages, over 100 color illus. Hard covers. 67 R 4803-Ship. wt. 2 oz.....\$4.49 Kodak Reference Handbooks. Hard-cover loose-leaf binders with 4 se-lected Data Books—about 250 pages ea. Volume of B & W data. Wt. 1 lb. ea. 67 R 4837-Vol. 1: Camera Use \$3.79 67 R 4838-Vol. 2: Processing. 3.79 Both Volumes 1 and 2. SAVE 60c.

67 R 4839-Ship. wt. 2 lbs.....\$6.98

- Kodak Master Photoguide. Complete technical data for still cameras. Pocket-size, flexible covers. 67 R 2153—Ship. wt. 4 oz.....\$1.65
- Kodak Movie Photoguide. AA 67 R 2164—Ship. wt. 4 oz...\$1.65
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96 WARDS

### Why Extra Lenses?



With Wide Angle Lens



With Normal Lens



With Telephoto Lens

TAKE BETTER MOVIES with a wider range of subject material—equip your camera with additional lenses. Scenes at left show 3 lenses in action; each shot from same distance.

Wide Angle Lens takes in about twice as much picture area as normal lens. Usually fixed focus type with great depth of sharp focus field.

Normal lens has same focal length as lens that comes with your camera. However, you may want a focusing type that allows you to take sharp pictures as close as 2 feet, or you may want a fast f/1.9 lens for getting better color movies under poor lighting conditions.

Telephoto Lens magnifies the scene—"for close-ups" of distant objects. A 3-power (3x) telephoto lens records an image 3 times larger than an ordinary normal lens.

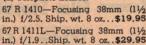
Lens Quality. All lenses listed on this page are coated anastigmat lenses—permit fast lens speeds and sharper pictures. High optical quality, expertly designed and ground.

### **Walz Accessory Movie Lenses**



For all 8mm. cameras with standard threaded lens mounts, and all Bell & Howell 8mm cameras with screw-in mount, Imported from Japan.

#### (E) Telephoto Lenses:



#### (F) Wide Angle Lenses:

# IMPROVE YOUR COLOR MOVIES G With Filters

6 Kodachrome Type A Filters are used when you want to take outdoor color shots, with Indoor Kodachrome Film.

The haze filter subdues overcast or haze in distant mountain or water shots when used with color film. Cuts down on excessive blue.

No. 80 blue filter permits you to use outdoor color film indoors with artificial light.

Mansfield Filter Kits. Polished glass filters, 21½mm diameter—fit lens shades at right. In folding case.

EDNALITE SERIES I FILTERS. 21½mm diameter, best quality solid optical glass filters—both surfaces hard coated. Will fit lens shade and sunshades listed at right.

67 R 2372 T-Type A. Ship. wt. 4 oz\$1	.79
67 R 2373 T—HAZE FILTER. Ship. wt. 4 oz	
67 R 2371T—No. 80 (BLUE). Ship. wt. 4 oz	

### Filters for Brownie and Bell & Howell Cameras

TYPE A Screw-In Filter. No Adapter Ring needed.

FOR BELL AND Howell Model 220 and 252 Cameras.

67 R 2387 T—Ship. wt. 4 oz.....

### **Lenses for Better Movies**

### BE PREPARED FOR DRAMATIC SCENES



### **Special Duty Lenses**

- 8 and 16mm Focusing and Fixed Focus
- Add Versatility to Your Camera
- Only 10% Down on Orders of \$20 to \$50

Precision lenses designed to fit 8, 16mm cameras with standard threaded lens mounts, including all cameras Wards sell except Bell & Howell and 16mm Kodak movie cameras. (For lenses to fit these cameras, see special listings on individual camera pages.) Shipping weight 11 oz.

Telephoto Lenses (3x) for 8mm cameras.

67 R 1403—Elitar f/3.2 fixed focus	\$9.95
A 67 R 1403—Elitar f/3.2 fixed focus	13.95
67 R 1404—Elitar f/2.5 focusing	19.95
67 R 1423 LT-Elgeet f/3.5 fixed focus	25.75
67 R 1405 L—Elitar f/1.9 focusing	29.95
67 R 1409 LT—Elitar f/1.4 focusing	42.50

Telephoto Lenses (3x) for 16mm Cameras.

B 67 R 1407 LT—Elitar f/2.5 focusing..\$34.95 67 R 1414 LT—Elitar f/1.9 focusing.. 39.95

Wide Angle Lenses for 8mm cameras.

67 R 1406—Elitar 7mm, f/2.5 fixed focus lens.
C Only \$2.50 Down on Terms...Cash \$23.95
67R1401 L-Elitar 6.5mm f/1.9 fixed focus 35.50
67R1424 LT-Elgeet 6.5mm f/2.5 fixed focus 39.95

Wide Angle Lens for 16mm Cameras. 67R1408LT-Elitar 17mm f/2.5 focusing. \$27.95

### **8mm Accessory Lens Sets**

- Telephoto Focusing Lens
- Wide Angle Fixed Focus Lens
- Pay as Little as \$4 and \$5 Down

These lenses equip your camera for dramatic new effects. The telephoto lens does for your camera what a pair of binoculars does for your eyes—shows image 3 times as large as normal lens. Sports events are brought up close ... wild life is easily "captured."

The wide angle lens allows you to take group shots in close quarters. (Eliminates the necessity of shooting at a great distance in order to include everyone. Fine for out of doors shots.)

Lenses have click stops, built-in lens cap
—features usually included only on
more expensive lenses. Each set comes
complete in lined leatherette case.

MATCHED 8MM F/2.5 LENS SET. Includes 3-power Elitar f/2.5 telephoto focusing lens and Elitar 7mm f/2.5 wide angle fixed focus lens. Ship. wt. 1 lb.

67 R 1421L—\$4 Down..... Cash \$39.95

MATCHED 8MM F/1.9 LENS SET. As above, but has Elitar f/1.9 telephoto focusing lens and Elitar 6.5mm f/1.9 wide angle fixed focus lens. Ship. wt. 1 lb.

67 R 1422 L—\$5 Down.....Cash \$59.95



### Combination Sunshade and Filter Holders Only \$249

Ednalite Sunshade-Filter Holders protect lens from glare of sunlight, cuts down annoying side lights. Filters are inserted right in sunshade. Order Filters below, or those on Page 19. Sunshade made of aluminum, precision machined, with inside surface anodized matte black to eliminate reflections. Ship. wt. 4 oz. each.

67 R 2396 T—Fits Wollensak Cine Raptar  $\frac{1}{2}$ -in. f/1.9 focusing, 13mm f/2.7 fixed focus. Keystone Capri after 1953  $\frac{1}{2}$ -in. f/2.5 and all DeJur cameras with Wollensak lenses, \$2.49

67 R 2398 T—Fits Bell & Howell model 220, 252 10mm f/2.5, f/2.3 and T. H. Cooke 1½-in. f/3.5 lenses.......\$2.49

67 R 2391 T—Fits Kodak Brownie Ektanon 13mm f/2.3, f/2.7 also B & H Super Comat 7mm f/2.5, 1/2-in. f/1.9, and tri lens 12.5mm f/1.9 lenses......\$2.49

67 R 2389 T—Fits Kodak Reliant Ektanon 13mm f/1.9, f/2.7; 38mm f/2.8 and Medallion 13mm f/1.9 lenses................\$2.49

Other LENS KITS for Brownie and Bell & Howell on Pages 84, 85

### ONLY \$5 DOWN

on Any Order of \$50 to \$200

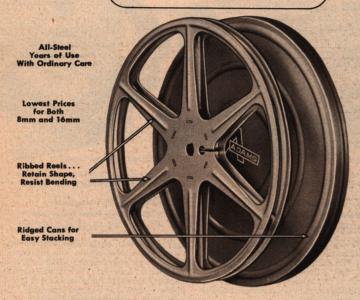
ONLY \$10 DOWN on Orders over \$200 ONLY 10% DOWN on \$20 to \$50 Orders

See Page 52 for Details



# LOWEST PRICES WE KNOW OF

Buy 3—Save IO% Extra Buy 6—Save I5% Extra



# SAVE on Easy-Thread Reels, Sure-Stack Dust-Proof Cans

- Lowest Prices We Know of on Reel-and-Can Sets
- Extra Savings by Ordering in Economy-Packs of 3 or 6 Sets.
- All-Steel Reinforced Construction for Long Life

Wards Reel and Can Sets bring you the protection your prized films must have, yet are priced far below other reels and cans of similar quality. At Wards you receive both reel and can for only a few cents more than you usually pay for a reel alone.

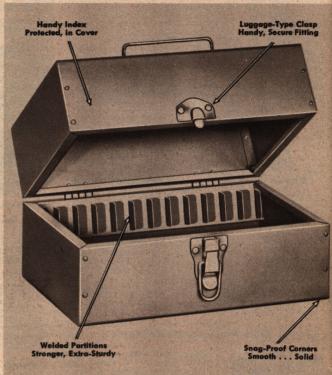
Sturdy ribbed steel reel design retains shape, resists bending. Edges are smoothly finished and rounded for scratch-free take-up.

**Dustproof cans** may be opened easily—ridged design for easy stacking. Blue enameled reels and metallic Blue finished cans are rust resistant—assure you of years of rugged service.

	Film	Capacity	Run. Time	Cat. No.	Ship. wt.	Each	3 for	6 for
	8mm.	200 ft.	Abt. 12-min.	67 R 1300	5 oz.	57c	\$1.49	\$2.85
1	8mm.	300 ft.	Abt. 18-min.	67 R 1301	7 oz.	75c	1.89	3.59
	8mm.	400 ft.	Abt. 24-min.	67 R 1302	10 oz.	89c	2.27	4.27
	16mm.	400 ft.	Abt. 12-min.	67 R 1303	12 oz.	89c	2.27	4.27
	16mm.	1600 ft.	Abt. 48-min.	67 R 1260	51/4 lbs.	\$4.95	14.49	

### **Protect Your Films**

WITH ECONOMICAL WARD CANS, CASES





Why Store Your Precious Movie Films Haphazardly...they deserve the best of care if they're to project properly, and last. It's easy to provide extragood care, at very low cost, with Adams storage cases.

All-steel Construction promises a lifetime of use, with only ordinary care . . . dependable protection for your films. Snug fitting, luggage-type clasp fastens lid securely for spill-proof storage. Easy carrying, too, with convenient bail-type handle. Smooth, snag-proof corners won't tear clothing, scratch polished surfaces. Handy index card fits safely inside cover for quick reference. Film cans fit neatly into rugged, welded partitions—no need to worry about cans rattling loosely inside. Attractive blue hammertone finish. Adams case is supplied without reels or cans (order extra at left)—holds all standard reel-and-can sets.

67 R 1261—Holds twelve 8 mm. 200-ft. reels. Ship. wt. 3 lbs. 8 oz\$2.4	49
67 R 1262—Holds twelve 8 mm. 300-ft. reels. Ship. wt. 4 lbs 2.9	95
67 R 1263—Holds twelve 8 mm. 400-ft. reels. Ship. wt. 4 lbs. 12 oz 2.9	95
67 R 1264-Holds eight 16 mm, 400-ft, reels, Ship, wt. 4 lbs, 12 oz 3.3	39





### Famous Compco Reels, Cans, Cases

THE FINEST WARDS SELL FOR HOLDING YOUR MOVIE FILMS

Compco Reel-and-Can Sets. Ruggedly made to last a lifetime with ordinary care. Tempered steel reels—rounded non-scratch edges permit noiseless take-up. No rivets to catch or scratch. Cans of ribbed steel stack easily, neatly. Finished in gray enamel.

Fast, Positive Film Holder. (see picture at left). Fasten, release film with finger-tip ease.

Size	Cat. No.	Ship. wt.	Price	
8mm. 200 ft.	67 R 1232	12 oz.	98c Set	
8mm. 300 ft.	67 R 1233	12 oz.	\$1.14 Set	
8mm. 400 ft.	67 R 1234	1 lb.	1.49 Set	
16mm. 400 ft.	67 R 1235	l lb.	1.49 Set	

Six Chest Pak

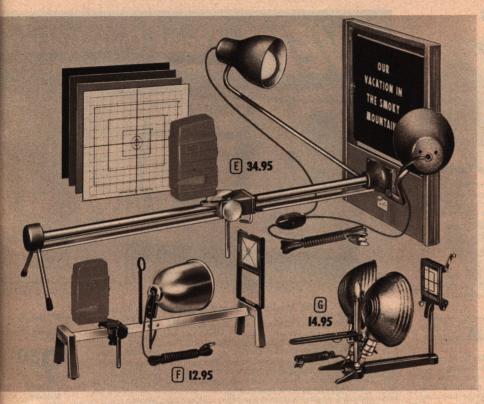
As \$595 8mm.

Each Handy-Six Pak includes six Compco Reel-and-Can sets (described at left) PLUS sturdy, economical card-board storage chest—index on side.

OII	-DI	ue.													
67	R	1304-	8mm.	200	ft.	Ship.	wt.	4	lbs				\$5.	95	
67	R	1305-	8mm.	300	ft.	Ship.	wt.	5	lbs				6.5	95	
67	R	1306-	8mm.	400	ft.	Ship.	wt.	6	lbs				7.5	95	
		1307-											7 1		

## Titles Are Easy With the Right Tools

BE YOUR OWN PRODUCER . . . CHOOSE FROM WARDS COMPLETE SELECTION



### Premier M-2 Titler-Copy Outfit Only \$350 Down

- Includes Letters, Lenses and Backgrounds
- Use with 8mm, 16mm or Still Cameras
- Precision-built unit for titling and copy needs. As a titler it allows you to make an infinite amount of interesting titles-instruction manual explains special effects such as flip-flops, animations, etc. Placed vertically, it makes an ideal copy stand for small still cameras. Dual track permits easy, positive field and size adjustments. 45° lighting is perfect for nonglare easel illumination. Rigid support, smooth action.

Outfit includes. Camera platform universally adjustable for any movie camera and most still cameras; two auxiliary lenses (8 and 24 in.) with lens holder designed to be used with all home movie cameras; red, green and black background sheets; alignment mask to simplify focusing; set of white titling letters and numbers as well as complete instructions and text on titling and copying techniques. Takes No. 1 bulbs sold on Page 43. Ship. wt. 16 lbs. 67 R 1225 MOT-Only \$3.50 Dn. on Terms. Cash \$34.95

### **Mansfield Professional Titler** Only \$1295 For 8 or 16mm

Versatile titler set includes: 1 swing-light reflector, Persatile titler set includes: I swing-light reflector, correction lens and target for perfect focus. 4x5-in. easel may be tilted for flip-flop effects. Adjustable camera mount glides smoothly on die-cast aluminum V-bed. Non-slip legs. Titler is 18 in. long, 10 in. high. Gray crinkle finish. Takes No. 1 bulb, Page 43. 67 R 1249—Ship. wt. 8 lbs......\$12.95

### Standard Twin-Light Titler Only \$ 495 For 8 or 16mm

Easel designed to handle both scrolls for professional-type moving titles and 2x3-in. cards. Twin reflectors are adjustable for brilliant, uniform lighting. Plastic target assures correct centering of titlepreset supplementary lens makes focusing easy. With two 51/4-in. swivel-type reflectors, cord, push switches, instructions. Takes No. 1 bulbs, Pg. 43.





Your Best Buy! ONLY Over 400 characters

### Colorful Letters and Numerals Used for Creating Your Own Movie Titles

Wards Foto-Titling Set. Over 170 Wards Foto-Ining Set. Over 1.0 reusable 3/4-in. plastic characters stick like magic. Remove pre-cut red letters, press on plastic easel frame or smooth surface and shoot. Use wall-paper, photos, etc. for backgrounds. 67 R 1200-Ship. wt. 1 lb.....\$1.98 Magic-Plastic Title Set. Simply press letters on 13x18-in. plastic frame or any shiny, smooth surface—no glue, paste or pins needed—pull off and use again and again. 410 one-inch letters and designs in red, yellow and white. 5 interchangeable backgrounds—white, black, green, blue and clear. In convenient indexed box that makes it easier to find letters quickly.

67 R 1279—Ship. wt. 3 lbs......Only \$5.49

### Making Titles 24 Fun Too

- Double Your Home Movie Enjoyment
- Plan Ahead—"Produce" Your Films

### Use A Few **Basic Tools**

With the aid of the easy-to-use titling tools on this page, anyone can produce professional titling effects as varied as his imagination will allow. An adjustable camera mount, correctly illuminated easel, plus a supplementary lens are basic tools for photographing titles—sets of characters allow you to spell out your title and are a welcome improvement over handdrawn titles. Easy to handle gummed letters may be placed on almost any surface, photographed and reused dozens of times.

### **Achieve** Professional Results

Using the scroll-type easel, moving titles like those used in commercial films and TV productions are easily made. The title is simply placed on a roll of paper or clear plastic and then cranked through the easel as it is photographed by the camera.

If Clear Plastic is Used, interesting backgrounds may be shot at the same time.

Another novel effect is produced by affixing the title to a window and shooting the title as well as the background action. Stationary easels may be tilted for flip-flop effects, or titles may be shot letter by letter for an animated touch. Side lighting adds shadow and depth to raised letters-shooting letters placed on a mirror as well as the reflected background creates a 3-D effect. A little experimentation goes a long way in achieving interesting titling effects.

### **Limit Titles** To Ten Words

Titles are especially important as introductions, showing passage of time and change nons, snowing passage of time and change of scene. Try not to duplicate what is obvious; the title "Then We Left By Train" preceding a scene showing the family boarding a train is wasted film. "Two Days Later We Set Out For Old Mexico" would be much more meaningful and would save a rushed verbal explanation.
Try to allow about 1 second for each 3 words, limit titles to about 10 words.



### Less Work-More Fun

Review some of your prized films now-be realistic enough to cut out those over and under exposed shots that should have been cut long ago. Then, with the really good material cut and arranged into logical order, plan the titles needed to weld them into an enjoyable "production." It's much less work and far more fun than you imagine, and you'll view your results with a real sense of achievement.

# Do Your Own Editing . . . Make Home

CHOOSE YOUR SPLICER AND EDITOR FROM WARDS COMPLETE SELECTION . . .

### A Guide to Good Editing







### Equipment to Add "That Hollywood Touch"!

1. VIEWER... Two kinds are available: action and non-action. Action types show film just the way your projector does except that you can stop instantly at any frame. Most low-cost viewers are non-action types—you see the picture when you stop frame or run slowly.

2. SPLICER... Helps you edit your movies by insuring good splices that will run smoothly through the projector—a "must" for maintaining your film library.

3. PAIR OF REWINDS . . . Added convenience that will save you many tedious hand adjustments. Used to run the film back and forth from one reel to the other in order to locate the particular part that you want.

All three, mounted on a single base become a complete editor ready to transform your footage into well edited movies—with built-in case they are suited for easy portability.

Editing Helps Your Movies in Many Ways. Besides having funbeing your own critic, you achieve the following . . . . 1) eliminates all the under and over-exposed shots. 2) weaves the various scenes into a story with meaning and interest. 3) holds the attention of your audience because all of the scenes are worth watching. 4) permits you to shoot several views of your subject, then later to select the best ones to be included in the final edition of the reel. 5). You can eliminate awkward and undesirable footage that might have been caught by the camera. 6) Perhaps you will buy a film at some time that you would like to show along with your home movies . . . if so, editing will permit you to combine them for greater interest. Scenes from other reels can be included for various effects. 7) You can make a movie album of things that you want to remember: Christmas time, birthdays showing children's party pranks, or any family occasion that would be fun to record.

Making Your Own Titles is Fun Too, for the entire family. Interesting effects can be created by such simple methods as spelling out names and dates with children's toy blocks, matches, toothpicks, etc. Backgrounds can be fashioned with sand, snow, maps, wallpaper, linoleum or living room rug. When you are vacationing, take pictures of road signs, names on Trains, Railroad Stations, Planes, Airports, etc. . . . they provide interesting and colorful titles.

### **Economy Splicers—Cement**







100 WARDS

- A B May be used for both 8 and 16mm. film. Both Splicers are complete with a bottle of film cement and instructions for splicing.
- Mansfield Automatic Gem Splicer. Double-bladed scraper. You get automatic pressure bending, when cement is applied. Stainless steel film carriage. Ship. wt. 2 lbs.
- B Mansfield Ir. Splicer. Complete with film pins, scraper and pressure plates. Ship. wt. 1 lb. 10 oz.
  67 R 1244 \$2.44
- Film Cement. For quick, sure splicing of movie film. 67R1211-1 oz. bottle. Wt. 6 oz. 39c
- Film Cleaner. For removing fingerprints and dust from all film: transparencies, B & W, movie. Dries instantly. 4-oz. bottle.

  67 R 4338—Wt. 8 oz.....90c



### **FREE Mounting Board Included With This Outfit**

Simplest, Most Effective Splicing and Film Repairing Technique ever devised! Instant, permanent splicing method requires no preparation ... no scraping, clamps or cement. Fits both 8 and 16mm film. Automatic butt splicer is made of highest quality materials. Stainless steel cutting blades, non-skid cast-aluminum base. Storage compartment in top holds extra splices. Rewinds are made to most exacting standards. 4-to-1 ratio. Self-lubricating Nylon gears. Chromed steel posts. Takes up to 400-ft. reel. Complete with instructions, and screws for mounting on table or board as shown above. For extra splices order below.

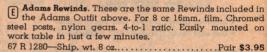
Outfit

Scale on board

\$950

Includes 36 Splices









### Craig Portable 8 and 16mm Action Editors

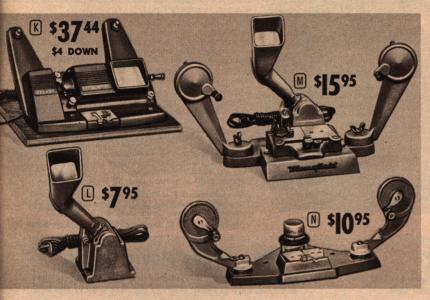
IT'S A WARD EXTRAI Complete Projector-Editor Outfit ready to use. Designed to meet professional requirements, yet, priced within amateur's budget. Can be set up in just 60 seconds. Smooth action prism-type shutter gives sharp, steady movies—eliminates annoying flicker. Assures strong, smooth, trouble-free splices.

Forward rewind is geared 1 to 1, rear rewind is geared 4 to 1. Complete outfit folds neatly into its own handsome carrying case. Rewinds, with up to 400-ft. reels still on, fold into place for carrying and storage. Film cement has special receptacle in base. All metal die-cast construction with 2-tone Brown textured finish. Sturdy plywood case. Use 110-120 volts AC or DC current. Comes with 75-watt bulb, Craig film splicing cement, power cord and complete step-by-step instructions. Actual weight only 12 lbs. for easy portability and handling convenience. It pays to Buy at Wards—You Save More.

67 R 1330 MT—For 8mm. Wt. 13 lbs. \$5 Down. Sells Nationally for \$79.50; now Cash \$69.44 67 R 1331 MT—For 16mm. Wt. 13 lbs. \$5 Down. Sells Nationally for \$79.50; now Cash 69.44

## Movies More Fun, More Interesting

LOW IN COST, EASY-TO-USE, QUALITY MADE, SATISFACTION GUARANTEED



### Kalart 8mm Editor-Viewer \$3744

- Screen Magnifies Film 12 Times
- Splicer Built-In—easy to use
- Single Handle—winds or rewinds
- Rewinds Built-In—smooth, gear driven
- Complete with Cement, Instructions
- Complete unit is streamline design—gives you a quick, simple way to cut out undesired sections—splice film—arrange your movies in story-telling sequence on "long-playing" 400-ft. reels. Easy-to-operate—simple gear shift for rewind designed for smooth film advance and rapid rewinding. Natural left to right film travel. You can start or stop instantly, with no backlash. Built-in focusing adjustment for perfectly sharp image. You see your movies in action enlarged on a brilliant 21/4x15/s-in. screen—radiation-convection cooled lamp cannot overheat film even if allowed to remain indefinitely in viewer with light on.

Flat field projection lens—precision rotating prism give you sharp, steady movies. Beautiful bakelite finish—sturdy steel frame. Hardwood base 10½x13¼ in. overall. Timing belt-driven. 110–120-volt AC or DC. Folds flat for storage in handy carrying carton. Lightweight—complete unit weighs only 6 pounds. With bottle of film cement. Only \$4 Down on Terms. Mallable.

67 R 1344L-Ship. wt. 7 lbs..... Cash \$37.44

### Mansfield Non-Action Viewer \$795

Helps you make better home movies that are more interesting by arranging scenes in their most interesting order and cutting out unwanted scenes. Non-action viewer shows complete frame on 1½x1½-in. viewing screen—you, choose exact spot to splice film—exactly which frames to keep and which frames to eliminate. Film runs through viewer smoothly—engineered not to burn or scratch, 6-watt bulb provides even illumination. All metal construction—Gray crackle finish. Combine with rewinds and splicer on Page 100 for low-cost, custom-built editing outfit. Ship. wt. 3 lbs.

67 R 1207— (Extra lamps sold below) . . . . \$7.95

### **Mansfield Replacement Lamps**

(Not shown.) Use with both 8mm and 16mm Mansfield editor-viewers. They are the correct size for bright, uniform illumination. Keep an extra lamp on hand. Ship. wt. each 4 oz.

67 R 3162—6-watt. For (L), (M).....32c 67 R 3161—30-watt. For (P), (R).....70c

### 8mm Non-Action Editor \$1595

- Shows Complete 11/4x15%-in. Frame
- Built-In Automatic Splicer
- Folding Rewind Arms—for carrying
- Complete with Cement, Instructions

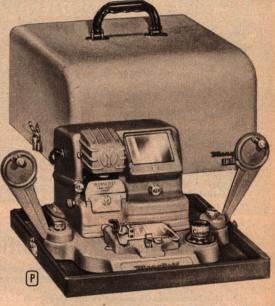
A compact outfit, complete for exact non-maction editing of 8mm black and white and full color films. Helps you make better, more interesting home movies by arranging your scenes in their most effective order and cutting out unwanted scenes or frames. Automatic splicer and cutter makes it easy to make more professional-type movies. Easy threading—film runs smoothly from rewind arms to viewer—engineered not to burn or scratch film. Rewind arms fold to fit into box for compact carrying. Bright 6-watt bulb. Takes up to 400 ft. reels. Sturdy all-metal construction. Includes: viewer, cement, splicer, rewinds and base.

67 R 1219—Ship. wt. 7 lbs......\$15.95

### Kalart 8mm Splicer-Rewinder \$1095

No It's fun to improve your home movies by cutting out unwanted scenes and arranging other scenes in their most interesting order. You can splice your short 50-ft. reels into one large reel for up to 30 minutes of uninterrupted movies. Custom 8 splicer assures strong, smooth splices. Two sturdy fold-away rewinds are mounted on molded, shock resistant plastic base for easy, convenient use and storage. Handsome 2-tone finish. Takes up to 400-ft. reels. Base has recess for 1-oz. bottle of Craig film cement, included. Folded for storage unit is only 9½x5¼x5¼ inches.

67 R 1295—Ship. wt. 2 lbs. 8 oz......\$10.95



### **Mansfield Action Editor**

Only \$2995 \$3 Down

- Portable Action Outfit . . . 8 or 16mm
- 21/16x21/6-In. Screen for Viewing Your Film
- Built-In Automatic Splicer for Cutting
- Folding Rewind Arms—unit fits into case
- Complete with Cement, and Instructions

Shows movies in action for easier viewing and selection of scenes to be spliced. Helps to achieve that professional "touch" through elimination of home movie faults. Now you can cut film and "weed-out" unwanted portions or rearrange scenes with automatic splicer and cutter. Convenient focusing and framing controls—knobs are at your finger tips. Easy threading. Film runs smoothly from rewind arms into viewer as rewind arms are turned in either direction. Direct drive action rewinds. Screen set at perfect viewing angle—bright 30-watt bulb provides illumination. (Extra bulbs at left below.) Takes up to 400-ft. reels. All-metal construction. 110-120-volt, AC-DC. Measures 13x12x8 in. Ship. wt. 10 lbs.

67 R 1212 L—8mm outfit. \$3 Down......Cash \$29.95 67 R 1217 L—16mm outfit. \$3.50 Down.....Cash 32.50

### **Use Barlights for Perfect Movies Every Time**

Discover for yourself, how easy indoor movies can be when you use Barlights, sold on Page 45. Camera mounts on bar directly over source of light. Subject is bathed in constant, uniform light as long as you need it. A flick of a switch turns light off, for between-the-scenes preparation.

### Mansfield Action Viewer 8mm. \$1795 . . . 16mm. \$1995

You see your movies in full action, just as though you were projecting them on a screen. You can select the scenes you want to keep, eliminate the inferior footage to create a more interesting, professional like sequence. Screen is tipped at perfect viewing angle. Bright 30-watt bulb provides uniform illumination; sufficient for viewing ... you can edit your films in broad daylight; no need to wait for a darkened room to see the finished product.

Film automatically centers and focuses properly. Prism-type shutter... no annoying flicker. Gray crackle finish. Now design your own editing-splicing unit—one that fits the space you can spare in your hobby corner. Simply combine this viewer with rewinds and splicing equipment on opposite page. Ship. wt. 3 lbs.





Semi-automatic Exposure Setting with K-26 Camera . . . Just read X-9 Snap-on light meter, set lens—get excellent movies. 3-lens turret—normal, wide-angle, and telephoto 1/2.3 pre-focused lenses. Bullt-in Type-A filter. Fully described Page 86.

lenses. Built-in Type-A filter. Fully described Page 85.

K-60 500-watt Projector. Compact, lightweight—brilliant illumination. Magnascope f/1.6 wide-angle lens.

Outfit: K-26 3-lens turret Camera, K-9 Snap-on Meter, Leather Camera Case, K-60 Projector with Carrying Case, extra 300-ft. Reel and Can, Quik-Splice Kit, Bar light with jour 300-watt lamps, plus 18x24-in. Table-top Screen. Nat. Adv. \$172.85. SAVE \$25. 67 R 983 R—Ship. wt. 25 lbs. \$5 Down, \$7 Monthly.... Cash \$147.85

### Mansfield Movie Outfit

SAVE \$32... at Nationally Advertised Prices you would pay \$131.85 ... at Wards, only \$99.85, and you get FREE a \$9.97 Bar light.

Our Most Economical Complete Movie-Making Outfit . . . with Everything B you need to shoot and show your own films, easily.

New Mansfield Holiday II Camera. Versatile, Economical and Easy to Use. Extra filming flexibility with 3-lens turret and Fast f/1.8 lenses which add that professional touch to your films...without complicated extra adjustments. All three lenses are pre-focused—no focusing needed. Select wide-angle lens that lets you shoot group shots in small rooms...powerful telephoto that really pulls those distant scenes up close ... normal lens for regular filming. Turret-mounted Haze and Type-A filters, too.

EASY SEMI-AUTOMATIC EXPOSURE SETTING . . . Built-in light meter reads directly in lens settings—you just read, set lens and shoot. Simply setting a single number gives you perfect exposures—always. No calculations required. Simplified drop-in loading of 8 mm film. Rugged all-metal body.

Mansfield Holiday Projector. 500-watt ASA-type DAK lamp provides brilliant screening with f/1.6 lens . . . quality full-length showings of your color movies up to 400 ft. Permanent lubrication. Rugged die-cast aluminum allmetal body. Compact, lightweight—stores neatly in small space.

Complete Outfit: Mansfield Holiday II Camera with 3 Fast f/1.8 turret-mounted lenses, Mansfield Holiday 500-watt Projector, Adams 30x40-in. projection screen (see (B) Page 94), plus FREE \$9.97 Bar light complete with four 300-watt reflector-flood lamps and metal carrying case.

67 R 981Y—Complete Outfit. Ship. wt. 32 lbs. . . \$5 Dn., \$5 Mo... . Cash \$99.85 67 R 741L—Turret Camera only. Ship. wt. 3 lbs. \$5 Down, Cash 49.95 67 R 900 M—Projector only. Ship. wt. 13 lbs. . . . . . \$5 Down, Cash 48.50

### **Kodak Cine 8 Outfit**

SAVE \$25...at Nationally Advertised Prices you would pay \$263.73 ... at Wards, only \$238.25, and you get FREE \$9.97 Bar light.

D Latest Kodak Cine 8 mm Movie Equipment with modern semi-automatic features . . . Extra Convenience of Use, Dependability of Performance.

Kodak Cine Scopemeter Camera features unique Kodak Scopesight viewfinder. You view, frame your subject, and set exposure in one convenient operation. Built-in light meter indicates reading within viewfinder . . . all you do is match indicators and exposure is set. You have full control over exposure at all times. Color-keyed viewfinder also shows fields of all 3 lenses.

3-Lens Turret—A flick of the wrist selects any of three fixed-focus f/1.9 lenses—normal, wide-angle and telephoto. Built-in Type-A filter, too—lets you use Indoor film outside. Camera fully described Page 80.

Kodak Cine Showtime A20 Projector. Fully automatic film threading right into the reel. Extra-bright viewing of 8 mm movies up to 400 ft. New type lamp gives 500-watt brilliance with fast f/1.6 lens. Single knob selects rewind, reverse, or single-frame still projection. Permanent lubrication. Lightweight metal body—conveniently self-cased for carrying, storage ease. Actual weight only about 17 lbs. Projector fully described, Page 81.

Outlit Includes: Kodak Cine Scopemeter Camera with three f/1.9 turretmounted lenses, built-in meter, velyet-lined Pigskin Cine Bag (for camera, film, other smaller accessories), Kodak A20 Showtime Projector with 500-watt illumination, Castle 8 mm short-subject film for trying-out your projector, plus Adams 30x40-in. glass-beaded projection screen (see (B) Page 94). Also Included: Adams Bar light with four 300-watt reflector-flood lamps and metal carrying case, Wards Foto-Title Set (170 re-usable letters for filming your own titles); also, Kodak, Kodaguide with data useful for all moviemakers, plus your first color film—50-ft. roll Daylight Kodachrome.

67 R 985 R-Ship. wt. 42 lbs. \$10 Down, \$12 Monthly........... Cash \$238.25

### **Bell & Howell Outfit**

WITH FREE SILOS SCREEN

Fine Bell & Howell 8 mm Outfit ... Very Economical ... Very simple to operate. Outfit includes everything you need to take and view fine movies—daytime or night, indoors or out.

B & H 220 Sun Dial Camera. Simply match the dial to lighting conditions and you're ready to start filming ... no calculations required. Fixed-focus f/2.5 Super Comat 10 mm lens—semi wide-angle for extra scene coverage, especially valuable when shooting indoors. Only one filming speed. 3-way release. Uses economical 8mm rolls. Camera fully described on Page 85.

B & H 253 AX Monterey Projector. Brilliant 50-watt illumination . . . crisp, quality screening with fast f/1.6 lens. Efficient condenser optical system. Simplified, foolproof threading. Smooth, quiet gear-driven reel arms. 400-ft. capacity. Lightweight aluminum self-cased body. Projector fully described Page 84.

Complete Outfit: Bell & Howell Sun-Dial Camera with Single f/2.5 lens, B & H Leather Camera Case, B & H 253 AX Monterey Projector, plus free \$11.95 Adams Better 30x40-in. screen (see (B) Page 94).

Also Included: B & H Bar light with power cord and two 375-watt reflector-flood lamps, Castle film to try-out your projector. Complete Outfit. Ship. wt. 25 lbs.

67 R 984 R-Only \$5 Down, \$7 Monthly. . Cash \$138.00

### **New Argus Movie Outfit**

SAVE \$22...at Nationally Advertised Prices you would pay \$216.63 ... at Wards, only \$194.50, and you get FREE a \$9.97 Bar light.

NEW Argus Movie-Making Equipment . . . A pleasure to own and to use. Fresh modern styling coupled with clever, practical operating features.

New Argus M-3 Turret Camera Features Match-Matic settings . . . A single number gives exposure...you just read attached meter, set lens and shoot. Simple, semi-automatic exposure setting for sure quality results. Three Fast f/1.9 fixed-focus lenses rotate smoothly on turret—you simply dial the lens you want—normal, wide-angle or powerful telephoto. Convenient built-in Type-A and Haze filters, too. All-metal body. Camera described Page 89.

New Argus M 500 Projector. New design Tru-Flector lamp gives 500-watt brilliance . . . with fast f/1.5 lens, gives unusually bright movies. Extra Operating Ease... Single lever controls forward, single-frame still projection and reverse-rewind. Takes 400-ft. 8 mm film. Silent, dependable operation—permanent lubrication. Lightweight all-metal body—actual weight only about 11 lbs. Compact—folds neatly into trim package about 11x8x6 in. Argus Movie Camera and Projector fully described on Page 89.

Outfit Includes: Argus M-3 Camera with 3 Turret-Mounted f/1,9 lenses and light meter, velvet-lined Pigskin Cine Bag (holds camera, film and other accessories), Argus M-500 Projector, plus Adams 30x40-in. projection screen (see (B) Page 94). Also Included: Adams Bar light with four 300-wattreflector-flood lamps and metal carrying case, Castle short-subject 8 mm film for trying out your projector, Wards Foto-Title Set (170 re-usable letters for making your own titles)—Kodak Kodaguide with useful movie-making data, plus your first film-Daylight Kodachrome 50-ft. roll.

67 R 982 Y-Ship. wt. 37 lbs. Only \$5 Down, \$10 Monthly. Cash \$194.50

### **Bell & Howell Electric-Eye Outfit**

SAVE \$26... at Nationally Advertised Prices you would pay \$336.63 ... at Wards, only \$310.25, and you get FREE \$9.97 Barlight.

Bell & Howell Outlit Featuring Electric-Eye Camera . . . with Fully Auto-E matic Exposure Setting that guards against film waste.

B & H 393E Electric-Eye Camera sets lens automatically. Whether shade or shine-or shooting indoors under barlight floodlamps, you get correct exposures, excellent movies. Signal in viewfinder indicates when light too dim.

3-Lens Turret ... 12-element optical system with three Fast f/1.8 fixed-focus lenses: normal, wide-angle or 21/2X telephoto. Color-keyed oversize brilliant viewfinder shows fields of all lenses—you select in an instant, the best lens for the scene you're shooting. Drop-in Loading 8 mm Rolls. Long 10-ft. film run. Sturdy all-metal body. Camera further described Page 85.

Bell & Howell 363 "Auto-Load" Projector. The most automatic projector made ... loads itself in just 3 seconds. Simply attach reel, start leader . Auto-Load does the rest. Brilliant 500-watt illumination. 1-in. f/1.6 lens. Exclusive "straight-line" optical system for extra-bright images. 3-position lever control: forward, reverse, single-frame. 400-ft. capacity. Permanently lubricated. Lightweight, self-cased body. Described on Page 84.

Outfit Includes: Bell & Howell 393 E Electric-Eye Camera with three f/1.8 turret-mounted lenses, velvet-lined genuine pigskin Cine Bag (holds camera, plus most other shooting accessories), Bell & Howell 363 750-W Auto-Load projector, Adams 30x40-in. glass-beaded projection screen (see (B) Page 94). Also included: Adams Bar light with four 300-watt reflector-flood lamps and metal carrying case, Castle short-subject 8 mm film, Wards Foto-Title set (170 re-usable letters for movie titles)—also Kodak Kodaguide with useful data on shooting movies . . . plus your first roll of film—Daylight Kodachrome 50-ft. roll.

67 R 986 R—Ship. wt. 40 lbs. Only \$10 Down, \$15 Monthly....Cash \$310.25





Bell & Howell

**8mm Turret Movie Camera** 



ONLY AT WARDS

Nat. Adv. at \$149.95

Professional Quality At An Amateur Camera Price

ONLY \$5 DOWN

SEE PAGE 84

**Famous Name Brands** 

50% OFF

**Only At Wards** 

TERMS...Page 52

INDEX...Page 49





\$134 CONTAFLEX I WITHOUT METER, ONLY \$66.50 SEE PAGE 8

### MONTGOMERY WARD

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