

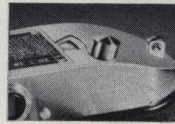
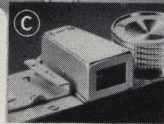
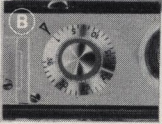
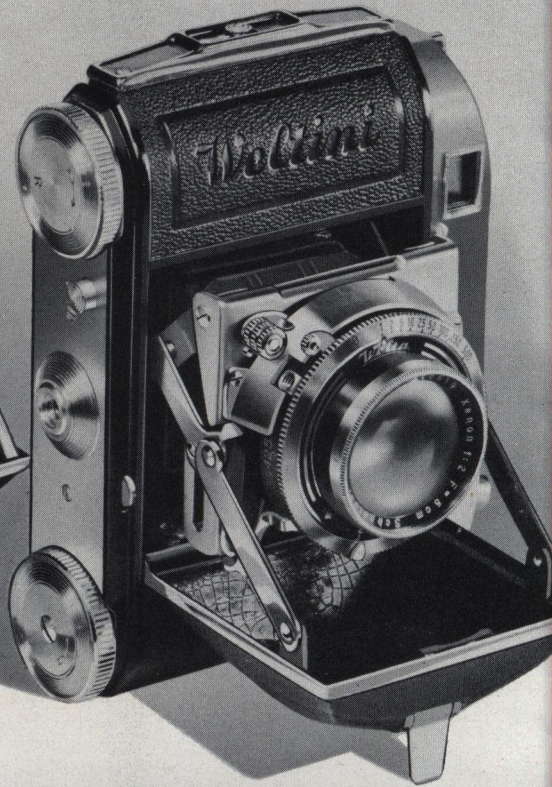
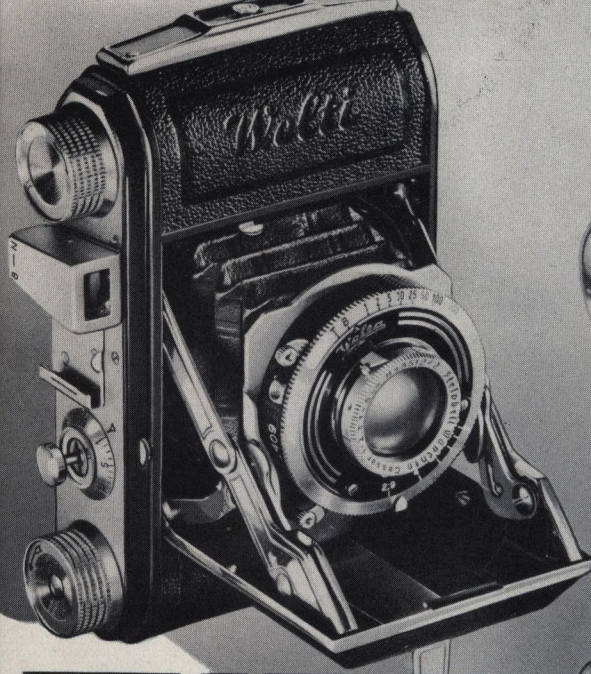


Wards Camera Catalog

MONTGOMERY WARD

Chicago • Baltimore • Albany • Kansas City • St. Paul • Denver • Ft. Worth • Portland • Oakland

Popular 35 mm.



Save \$5 And More At **\$4495**
Wards On A Weltpati Camera Cash
No. 560 GW8362

LOW AS \$5 A MONTH ON TIME PAYMENTS—SEE PAGE 21

Next chance you have, check the number of Weltpati Cameras used by miniature camera candid fans. We think you'll agree that the Weltpati takes second place to none in popularity. Talk to their owners and you'll find the reason why... listen to them boast of its fine design and construction... of the perfect pictures they've made. You buy the Weltpati for less at Wards and can pay as you use it by buying it on Time, see Page 21 for details.

Uses 35 MM. Film. Produces 36 negatives per load on any regular 35 mm. film or 18 negatives on the new 1/2 size loads. Size of negatives 36 x 24 mm. (1 1/16 x 3 1/2 in.)

All Metal Body. Light weight for it's built of strong cast aluminum. Covered with richly grained leather with bright chromium plated trim. Size closed only 5 by 2 1/4 by 1 1/2 in., easy to carry unnoticed.

New Trigger Squeeze Release. (See small pictures A and B.) On the side of the Camera—permits longer exposures without movement. Vibrationless.

Telescopic Optical Finder. (See small picture C.) Eye level for quick action. Adjusts for "near" or "infinity" to correct parallax. Equipped with special clamp to hold any standard range finder (order on Page 8).

Compur Rapid Shutter. Provides a complete range of speeds from 1 to 1/500th second, time and bulb.

Other Features. Specially designed strut brace arrangement keeps the lens in perfect alignment with the film. Best quality leather bellows. Film pressure plate. Complete with exposure table and instructions. Act. wt. 1 lb. 4 oz. Made in Germany. Shipping weight each 2 lbs.

560 GW 8362—With Anastigmat F:2.9 Lens. Usually sells for \$51. At Wards Only.....**\$44.95**

560 GW 8363—With Zeiss F:2.8 Lens. Usually sells for \$73. \$7 a Month on Time. Cash Price.....**\$67.50**

560 GW 8364—With Xenon F:2 Lens. Usually sells for \$79. \$7 a Month on Time. Cash Price.....**\$74.50**

Ever-ready Leather Cases

Shipping weights each 8 ounces.

560 GW 8365—Heavy brown sole leather.....**\$5.29**

60 GW 8327—Wards heavy, black leather case.....**\$2.98**

The New Weltpati Offered **\$6995**
At A Substantial Saving Cash

\$6 DOWN, \$7 A MONTH ON TIME, SEE PAGE 21.

Built with watch-like precision to exacting specifications. Compact, easy to handle and fitted with all the essential features to assure fine picture making... this outstanding camera will more than satisfy the demands of the most discriminating amateur. Camera measures only 4 1/4 x 3 1/2 x 2 in. when closed. Made in Germany.

Uses 35 MM. Film. Size of negatives 36x24 mm. (1 1/16 x 3 1/2 in.)

All Metal Body. New, beautiful streamlined design, covered with richly grained leather with bright chromium trimming.

Coupled Range Finder. For automatic focusing. (See small picture E.) Acts as a finder, range gauge and automatic focuser. Lens mounted in spiral thread permits micrometer accuracy in focusing for critically sharp negative. Focusing 3 ft. to infinity.

Trigger Shutter Release. Eliminates vibration. (Picture D.)

Color Corrected Lenses, Weltpati's speed lenses are fully color corrected for use with full color film.

Automatic Exposure Counter. A glance tells you how many exposures left at all times. Built-in depth of focus scale. Actual weight only 1 1/2 lbs. Shipping weight each, 2 pounds.

560 GW 8386—With Cassar F:2.9 lens in Compur Shutter, speeds from 1 to 1/500th second. Usually \$79.50.....**\$69.95**

560 GW 8379—With Xenon F:2 lens in Compur Rapid Shutter, speeds from 1 to 1/500th second. Usually \$106.50.....**\$95.85**

Leather Carrying Case

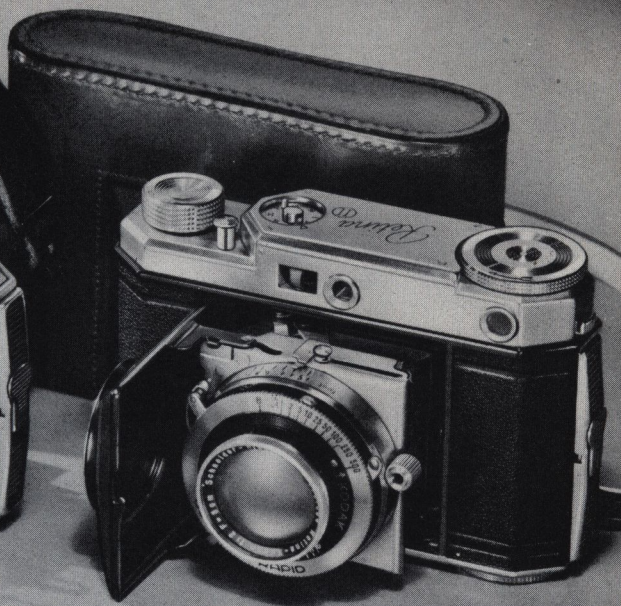
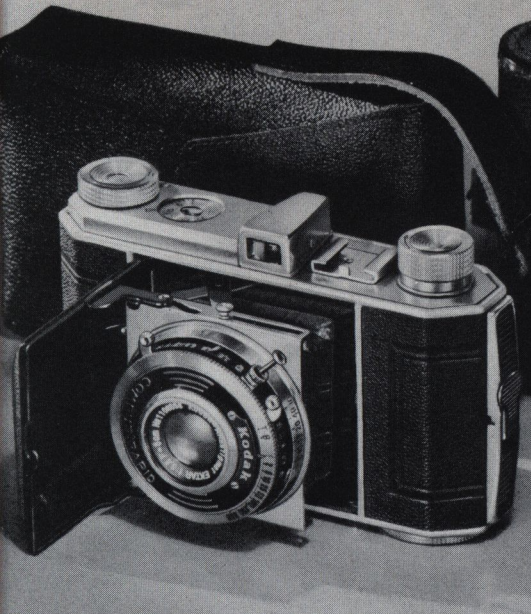
560 GW 8387—Ever-ready style. Heavy brown sole leather with shoulder strap. Velvet lined. Snap fastener. Shipping weight 16 oz.....**\$7.95**

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Montgomery Ward & Co., Inc.



2 WARDS ALL

Cameras - \$2⁵⁰ to \$18 Off Usual Prices



Eastman Kodak Retina I **\$5175**
Usual Price \$57.50—At Wards **Cash**

ONLY \$5 DOWN—\$6 A MONTH ON TIME—SEE PAGE 21.

One of the most popular 35 MM. miniature, high-speed cameras in America. Finest Eastman construction throughout . . . size only 4 3/4 x 2 7/8 x 1 1/2 in. overall.

Uses All 35 MM. Film. 36 exposures per load 1 7/8 x 3 1/2 in. Black and white pictures can be enlarged to striking proportions. May also be loaded with full color Kodachrome film.
F:3.5 Lens. Kodak anastigmat Ektar, mounted in Compur-Rapid shutter with 1 to 1/500 sec. speeds. Delayed action.

Other Features: Exposure counter, depth of focus scale, direct view finder, plunger release, bracket for range finder.

560 GW 8395—Act. wt. 1 lb. Ship. wt. 1 lb. 8 oz. \$51.75
560 GW 8422—Soft leather Case. Ship. wt. 6 oz. 1.35

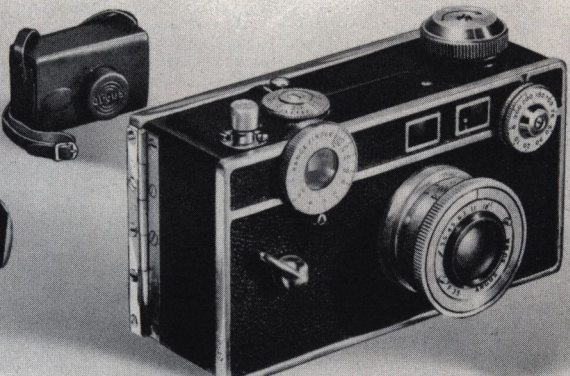
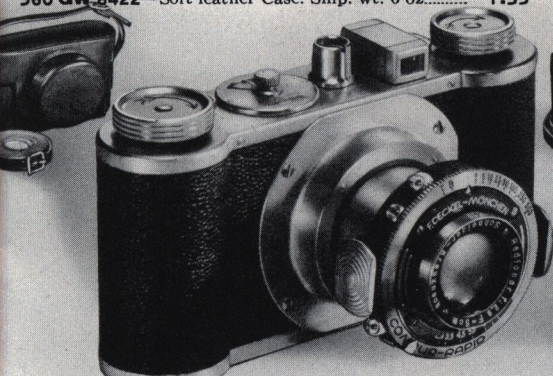
Eastman Kodak Retina II **\$12600**
With Built-in Range Finder **Cash**

USUALLY \$140. AT WARDS \$10 A MONTH ON TIME. SEE PAGE 21.

Both optically and mechanically the Retina II is a miniature camera masterpiece. Similar to Kodak Retina I (described at left) in design and operation but with such additional refinements as a coupled coincidence-type range finder, body shutter release and locking device to prevent double exposures when using this release. Makes black and white or Kodachrome color pictures on 35 MM. film, 1 7/8 x 3 1/2 in.

Anastigmat F:2.0 Lens. Mounted in Compur-Rapid shutter with speeds from 1 to 1/500 sec. Time and Bulb. Delayed action. **With Leather Case.** Field type . . . no need to remove camera from case to operate. Best quality sole leather.

560 GW 8396—Act. wt. 6 oz. Ship. wt. 2 lbs. \$126.00



Edinex 35MM Miniature **\$2865**
Was \$44.50—Cut to **\$34.75** **Cash**

ONLY \$3 DOWN. \$5 A MONTH ON TIME. SEE PAGE 21.

The light compact metal construction, and expert workmanship put it in the "fine camera" class. German made.

Uses 35 MM. Film. For black and white or full color film.
F:2.9 Speed Lens. Trioplan anastigmat .50 mm. 2 in. Focus.
Rigid Metal Bellows. Focusing from 3 1/2 ft. to infinity.

Compact Size. 4 3/4 x 2 1/2 x 2 1/4 in. Weighs 14 oz. Leather covered, chrome trim. Socket for range finder. Ship. wt. 1 lb. 4 oz.

560 GW 8400—Prontor II shutter, 1 to 1/75 sec. T. and B. \$28.65
560 GW 8401—Compur Rapid shutter 1 to 1/500 sec. T. and B. 38.95
560 GW 8404—Leather ever-ready Case. Ship. wt. 8 oz. 3.95

Argus New Model "C" Camera **\$2478**
With Built-in Range Finder **Cash**

ONLY \$3 DOWN, \$4 A MONTH ON TIME—SEE PAGE 21.

Advanced camera features for precision speed photography at a popular price. Size 5 1/4 x 2 3/4 x 2 in.; actual weight 24 oz.

Built-in Range Finder. Split image. Focus 3 1/2 ft. to inf.

Interchangeable F:3.5 Lens. Anastigmat, color corrected.

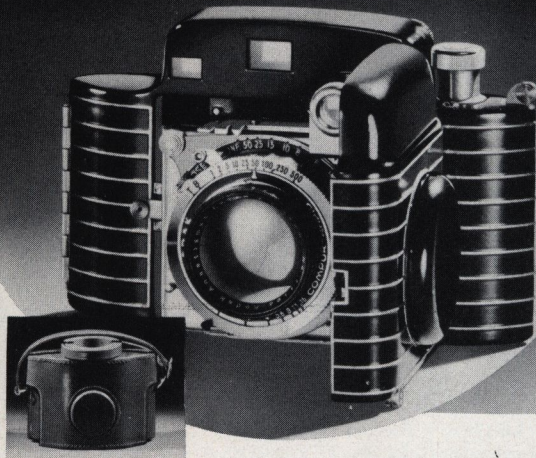
Micromatic Shutter. Ten speeds 1/2 to 1/500 sec. and "bulb."

Uses All 35 MM. Film. 18 or 36 exposures 1 7/8 x 3 1/2 in.

Modern Design. Leatherette covered, metal and plastic trim.
560 GW 8403—Ship. wt. 2 lbs. \$24.78
560 GW 8405—Leather "Redycase." \$5.82
Shipping weight 1 lb. 2 oz. \$5.82

LARGER FILM CAMERAS

*Many Fans
Paid \$115.00*



Kodak Bantam Special — Usually \$87.50

\$7 A MONTH ON TIME PAYMENTS—SEE PAGE 21

WARDS PRICE

\$78⁷⁵ Cash

A miniature camera sensation . . . sold at its lowest possible price at Wards. It has a beauty unique in camera design . . . the shapely leather case protects a remarkably precise and versatile mechanism. Extra hard, brilliant enameled finish case with raised aluminum ribbing. Stainless steel and chromium fittings. Size only $4\frac{3}{4} \times 3\frac{3}{8} \times 1\frac{1}{4}$ in. when closed. Instructions.

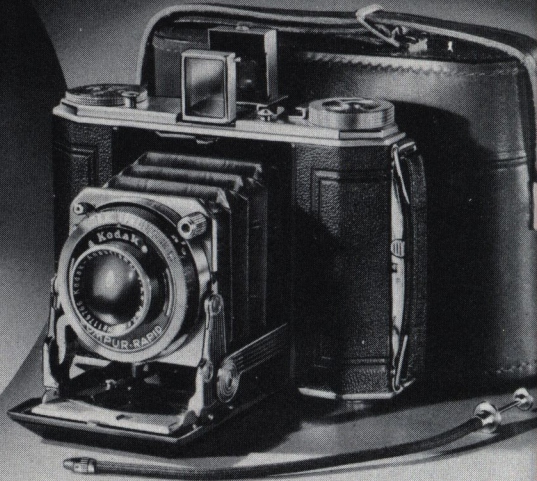
Kodak Ektar F:2.0 Lens. Anastigmat. Color corrected for use with black and white or full color kodachrome film.

Compur-Rapid Shutter. 9 speeds, 1 to 1/500 sec. Time and Bulb. Coupled Range Finder. Eliminates guesswork in focusing.

8 Negatives On 828 Film. (Film on Page 8.) Picture size $1\frac{1}{2} \times 1\frac{1}{8}$ in. An ideal size for beautiful enlargements.

Leather Field Case. Tan sole leather. Steel frame. Neck strap. Ready for instant use . . . no need to remove camera from case.

560 GW 8393—Camera and Case. Ship. wt. 2 lbs. . . . \$78.75



Kodak Duo-Six-20. Series II

\$517⁵ Cash

Usually Sells For \$57.50

ONLY \$5 A MONTH ON TIME PAYMENTS—SEE PAGE 21

The Duo-Six-20 brings you all the advantages of the miniature camera, yet takes a larger, album size picture. At Wards you buy it at the lowest possible price.

Compact. Size folded $5\frac{1}{4} \times 3\frac{3}{4} \times 1\frac{1}{2}$ in. Covered with tooled black leather, rich chromium trim. Act. wt. 1 lb. 6 oz.

Kodak F:3.5 Lens. Anastigmat. Fully corrected.

Compur-Rapid Shutter. 9 speeds 1 to 1/500 sec. Time and Bulb Delayed action. Fast enough to "stop" an express train. Focusing $3\frac{1}{2}$ ft. to infinity.

Body Shutter Release. Minimizes movement. Also regular finger release. Folding direct view finder.

16 Negatives on 620 Film. Economical. Negatives $1\frac{1}{2} \times 2\frac{1}{4}$ in. Ideal for contact or enlargement. Equipped with depth of focus scale, bracket for range finder, tripod sockets.

560 GW 8394—Ship. wt. 2 lbs. Instructions. . . . \$51.75

Brown Sole Leather Carrying Case

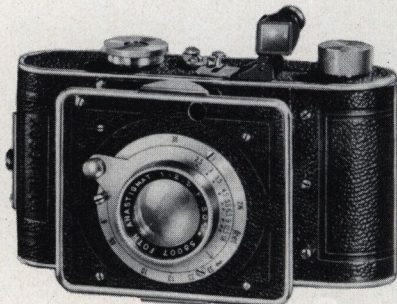
560 GW 8442—With Shoulder Strap. Ship. wt. 8 oz. \$5.40

Foth Derby Miniature Camera

Usually Sells
For \$23.75

\$19⁹⁸ Cash

ONLY \$3 A MONTH ON
TIME. SEE PAGE 21



The new Foth Derby camera holds a high place in the miniature camera field. Its fine construction, optical equipment and focal plane shutter have endeared it to professionals and amateurs alike. Made in Germany.

Focal Plane Shutter. Built-in like the highest priced cameras with speeds up to 1/500 second and delayed action to take your own snap.

Foth F:3.5 Lens. Anastigmat. Produces critically sharp negatives.

16 Pictures on 127 Film. Size $1\frac{1}{4} \times 1\frac{1}{8}$ in. on standard V. P. No. 127 film.

Rapid Focusing. Helical mount. For distances $3\frac{1}{2}$ ft. to infinity.

All Metal Construction. Leather covered. Large optical eye level finder.

560 GW 8388—Folds compactly to only $4\frac{1}{2} \times 2\frac{7}{8} \times 1\frac{1}{2}$ in. Shipping weight 1 pound 5 ounces. Full instructions included. . . . \$19.98

With Faster Foth F:2.5 Lens

560 GW 8389—Same as 560 GW 8388 above but with F:2.5 anastigmat lens. . . . **\$29.85**

Perle Miniature Deluxe Usually Sells For \$34.50

Only \$3 Down,
\$5 a Month On Time.
See Page 21

\$29⁹⁵ Cash

A tremendous wave of popularity has welcomed the Welta Perle in the miniature camera field. An effective compromise between miniature and medium sized camera. German make.

16 Negatives $1\frac{1}{2} \times 2\frac{1}{4}$ in. Uses standard No. 120 size roll film.

Compact Size. Light weight all metal body covered with pin grained leather, chromium trim. Size closed $5\frac{1}{4} \times 3 \times 1\frac{1}{8}$ in. Actual weight 1 pound 5 ounces.

Anastigmat F:4.5 Lens. Fast enough to take pictures on dull dark days or at night under artificial light.

Compur Shutter. Speeds from 1 to 1/250 sec. Time and Bulb. Optical eye level finder. Front lens focusing 3 ft. to infinity. "Trigger-squeeze" shutter release on body of camera. Instructions.

560 GW 8412—Ship. wt. 2 lbs. . . . \$29.95

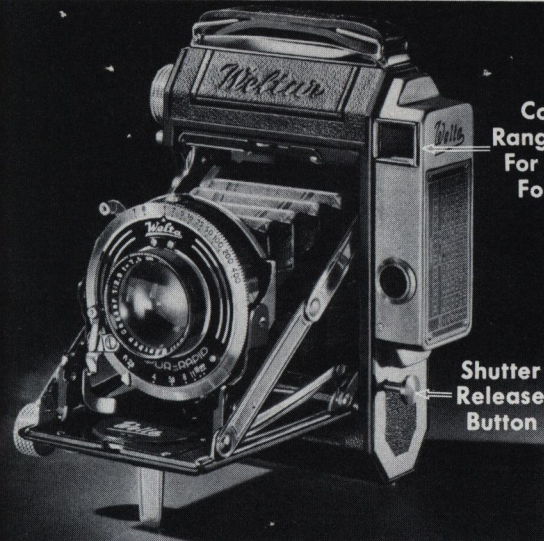
With Faster F:2.9 Cassar Lens and

Compur Rapid Shutter

560GW8413—Shutter, speed 1 to 1/500 sec. Time, Bulb. . . . **\$42.95**

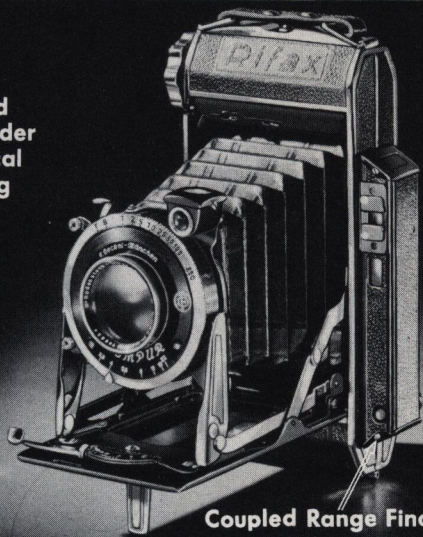
4 WARDS ALL

... Speed Lenses for Candid Shots



Coupled Range Finder For Critical Focusing

Shutter Release Button



Coupled Range Finder

Save \$5 On The Weltur With The Coupled Range Finder **\$6850**
Cash

ON TIME FOR ONLY \$6 DOWN, \$7 A MONTH. SEE PAGE 21 "One of the finest of all folding miniature cameras using standard roll film"—a favorite among camera fans. German make. **Automatic Focusing.** Built-in coupled range finder, focusing, from 3 1/2 ft. to infinity, returns to infinity upon closing.

Cassar F:2.9 Lens. Anastigmat. Fully color corrected. **Compur Shutter.** Speeds 1 to 1/250 sec. time or bulb.

16 Negatives on No. 120 Film. 1 1/8 x 2 1/4 in. An ideal size for contact prints and enlargements without loss of detail.

Best Construction. Lightweight metal body, leather covered with chromium trim. Size 3 3/4 x 5 1/2 x 1 3/4 in. closed.

Added Features. "Trigger squeeze" shutter release, film pressure plate, film window covers, tripod sockets. Instructions. **560 GW 8415**—Act. wt. 1 lb. 8 oz. Ship. wt. 2 lbs. **\$68.50**

With Tessar F:2.8 Lens, **Compur Rapid Shutter** **560 GW 8416**—Same as 560 GW 8415 but with finer, faster F:2.8 Tessar lens and compur rapid shutter; speeds 1 to 1/400 sec. time and bulb. Usual price \$99.50..... **\$93.50**

Rifax With Coupled Range Finder **\$5375**
—Former Price \$66.50 Cash

PAY BY THE MONTH—ONLY \$6 A MONTH ON TIME—SEE PAGE 21 An outstanding value for it has all the features candid camera users want and at a lower price than usual. Carefully built for dependable operation through years of service. Check carefully its many deluxe features. Made in Germany.

Coupled Range Finder. Split image type. You're sure of needle sharp focus from 5 ft. to infinity. Automatically returns to infinity when camera is closed.

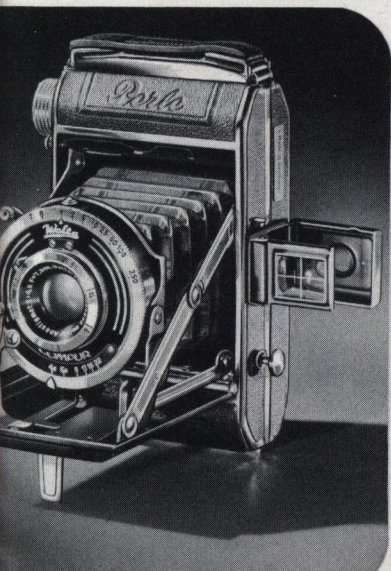
2 Picture Sizes. Makes either 12 negatives 2 1/4 x 2 1/4 in. or 16 negatives 1 1/8 x 2 1/4 on standard No. 120 roll film.

Trinar F:2.9 Lens. Anastigmat, 7.5 cm focal length.

Compur Rapid Shutter. Delayed action type with speeds from 1 to 1/400 sec. Time and Bulb.

Other Features. Leather covered metal body, nicked trim. Leather bellows. Self erecting. Slide covering film windows Size closed 6 1/4 x 3 3/8 x 1 3/8 in. Instructions.

560 GW 8417—Act. wt. 1 lb. 10 oz. Ship. wt. 2 lbs. **\$53.75**



Weltur—Takes Choice of 2 Picture Sizes

\$5 a Month On Time. See Page 21 **\$4695**
Cash

Designed for high speed photography. Built with the expert workmanship distinguishing the finest cameras.

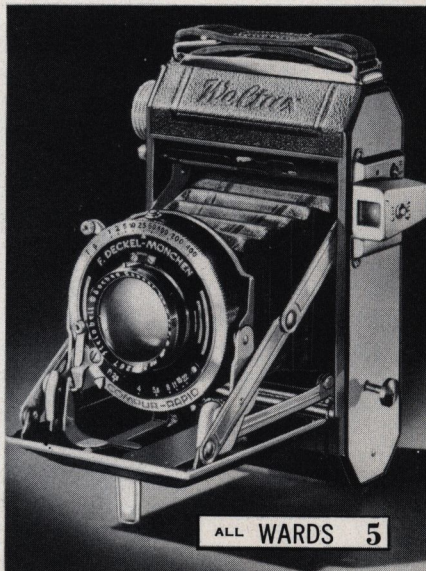
2 Picture Sizes. Makes 12 negatives 2 1/4 x 2 1/4 in. on No. 120 film, or 16—1 1/8 by 2 1/4 in.

Cassar F:2.9 Lens. Anastigmat. Focusing 5 ft. to infinity.

Compur Rapid Shutter. Speeds 1 to 1/400 sec. Time and Bulb. Delayed action.

Deluxe Construction. Metal body, leather covered, chrome trim. Leather bellows, trigger squeeze shutter release on body, film pressure plate, adjustable eye level finder. Size 5 1/2 x 4 x 1 1/8 in. Made in Germany. Act. wt. 1 lb. 6 oz. Ship. wt. 2 lbs. Instructions. **560 GW 8406**..... **\$46.95**

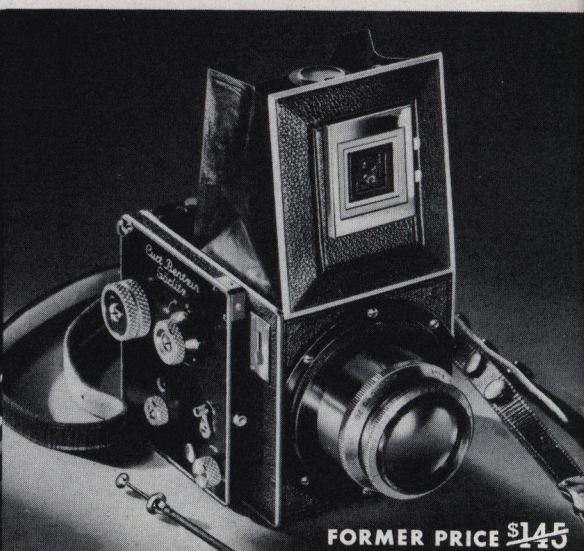
With Zeiss Tessar F:2.8 Lens **560 GW 8407**..... **\$66.50**



See What You Shoot with a



FORMERLY SOLD FOR ~~\$64.90~~



FORMER PRICE ~~\$145~~

Korelle-Reflex — At Wards

ONLY \$6 A MONTH. SEE PAGE 21.

"My most prized possession," a statement so often heard from a Korelle-Reflex owner. It produces those sharp, clean cut negatives—(2¼ x 2¼)—the ideal size for pleasing contact prints and enlarging without grain or loss of detail.

Full Image Focusing. The focusing hood with its built-in magnifier is instantly ready for use. Ground glass focusing screen enables you to study composition and arrangement.

Focal Plane Shutter. Speeds from 1/25th to 1/500th second. Winding the film winds the shutter. Time and bulb release.

Rapid Film Wind Ratchet Key with automatic stop to prevent overwind. Mechanically coupled exposure counter.

12 Exposures on No. 120 Film. Negative size 2¼ x 2¼ in. Compact Size. All metal body; leather covering, size 5¼ by 3¼ by 3¼ in. Act. wt. 20 oz. Ship. wt. 2 lbs. 4 oz. German made.

560 GW 8397—Model I. With Victor F:3.5 lens of 75 mm. (3 in.) focus. With full instructions. Cash Price.....\$56.25

560 GW 8398—Model II. With Zeiss Tessar F:2.8 lens. Shutter speeds 2 to 1/500th second. Instructions. Cash.....\$115.00

Brown Ever-Ready Sole Leather Case For Above Cameras
560 GW 8399—Shipping weight 2 lbs. 4 oz.....\$7.95

\$56.25
Cash

Model I

Primarflex, The Choice of Experts

\$10 A MONTH ON TIME—SEE PAGE 21.

A thoroughly universal camera, eminently suited to photographic requirements in the most varying fields. **\$124.50**
Cash

Mirror Reflex Focusing. Direct focusing through the lens that takes the picture, full size, right side up, enables the capture of the right expression, or quick actions. A hinged magnifier is provided for sharp focusing.

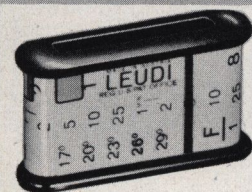
Focal Plane Shutter. Speeds from 1 to 1/5000 sec. Time and Bulb. Speed setting knob operates before or after winding shutter.

Automatic Wind. A knurled knob in one operation automatically transports the film, winds shutter, moves exposure counter, resets mirror—all for the next exposure. Mirror, if desirable, can be set without winding shutter.

12 Exposures on No. 120 Film. 12 negatives 2¼ by 2¼ inches from standard No. 120 roll film. An ideal size for contact prints and large enough for fine enlargements.

Meyer Trioplan F:2.8 Lens. 10 cm. focal length. Interchangeable with any lens from 10 cm. to 40 cm. Compact size: 4¼ by 3¼ by 3¼ in. Weighs 3 lbs. 3 oz. Fine leather shoulder straps. German made. Instructions. Shipped from New York City.

260 GW 8418—Shipping weight 4 lbs. Cash Price.....\$124.50



Leudi Exposure Meter **\$1.95**

Regular price \$2.15. A practical exposure meter of the optical extinction type. Extra small: 1 by 1½ by ¾ in. and feather light. Simple, easy to operate by anyone. In colored case. For still pictures. Imported. Shipping weight 2 ounces.

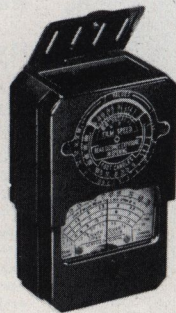
560 GW 8448—Ea. \$1.95



Instoscope Exposure Meter **\$3.10**

Shipped Postpaid. Its outstanding achievement in design is the complete avoidance of anticipated reading. The light measurements are positive and definite. Five seconds observation to secure correct reading. Film or plates from 16 to 30 deg. Scheiner. Lens aperture from F:2 to F:22. Readings from 30 minutes to 1/500th second. Imported. In leather case. Vest pocket size. With Instructions.

560 PGW 8447.....\$3.10



GENERAL ELECTRIC EXPOSURE METER
Usual Price \$19.50

Wards Price **\$18.95**
Only Cash

\$3 A MONTH ON TERMS

Developed in the laboratories of the General Electric Company, this new "electric cell" exposure meter provides a practical solution to the exposure problem. It covers a wide range of light conditions. It brings a new, higher standard of accuracy and simplicity. The highly sensitive light cell provides three ranges of readings in bright light. The door when lifted acts as a sky hood for readings under abnormal light conditions. Entire cell may be exposed for readings under poor light conditions. Gives direct readings for stops and exposure speeds for verichrome, planachrome and similar films. Size closed about 2½ by 2½ by 1¼ in. Actual weight 8 oz. Shipping weight 11 ounces.

560 GW 8354—With Instructions.....\$18.95

6 WARDS ALL

Reflex Camera



FORMER PRICE ~~\$24.50~~



FORMER PRICE

~~\$87.50~~

Voigtlander Brilliant V6

LOW AS \$3 A MONTH. SEE PAGE 21.

No other camera has such a large, bright and clear view in the finder. It can be seen in a moment whether the shot is worth while. For quick action shots a sports frame-finder is available. Available with F:4.5 or F:3.5 lens.

Sharp Focusing Is Easy. With apertures F:6.3 and F:7.7 set lens at "Portraits," "Groups" or "Landscapes" depending on subject. With F:3.5 and F:4.5, focus with the feet scale. For stopping down, use snapshot adjustment.

Automatic Winding. Impossible to over-wind for the winding key always stops after wound the right distance.

12 Exposures on No. 120 Film—size 2 1/4 by 2 1/4 inches. A special built-in "Hold-All" compartment to hold filters, portrait lenses, etc. Body of camera is unbreakable molded composition. Size 4 1/4 x 3 x 3 in. Actual Weight, 1 lb. 2 oz. Shoulder strap, exposure chart, cable release, instructions. Shipping weight, 1 pound 8 ounces. Imported.

560 GW 8445—With Voigtar F:4.5 Lens in Prontor II self-timing shutter. Speeds 1 to 1/8 second.....**\$21.15**

560 GW 8446—With Voigtar F:3.5 Lens in Compur-Rapid Shutter. Speeds 1 to 1/500 sec. Instructions....**\$34.95**

\$2115

Cash

Model 3

National Graflex Series II . . . at Wards

If you had one choice of any camera for all-around use, which would it be? If, like thousands of others, your choice would be a "Graflex" here's an opportunity to fulfill that wish at a saving of \$7 and to buy on Time . . . see Page 21.

\$7995

Cash

Full Vision Focusing. You see the subject on the ground glass clear and sharp. Built-in micro-focuser for greater accuracy.

Focal Plane Shutter. 8 speeds 1/30 to 1/500 seconds with thumb release and sockets for two cable release and self-timer.

10 Exposures on No. 120 Film. Ideal size negatives 2 1/4 x 2 1/2 inch. Automatic film measuring meter. Built-in exposure table.

Finest Construction . . . result of more than 30 years experience. Size 5 1/4 x 3 1/2 x 2 1/2 in., weighs 2 lbs. . . leather covered.

Bausch and Lomb F:3.5 Tessar Lens. (75mm focal length.)

560 GW 8440—Ship. wt. 3 lbs. Instructions. Cash.....**\$79.95**

560 GW 8441—Brown Leather Case. Ship. wt. 8 oz..... **7.98**

New Weston, Jr. Exposure Meter

\$1550

Shipping Charges Postpaid

Cash

\$2 A MONTH ON TIME, SEE PAGE 21. Now, the makers of the famous Weston meter, listed below, offer a new junior size exposure meter. Extremely small size: 2 3/4 by 2 1/4 by 1 1/4 in. (Almost the exact size of a pack of cigarettes . . . just as easy to carry.)

Operates on a sensitive photo electric cell. Measures light values for both "stills" and movies, for either black and white or color film. Only 1 dial to read . . . easy as reading your watch. Instructions included.

560 PGW 8356—Act. wt. 7 oz. Postpaid.....**\$15.50**

560 PGW 8357—Leather Case. Postpaid..... **1.00**

Regular Weston Exposure Meter

\$2250

Postpaid. \$4 a Month on Terms.

Cash

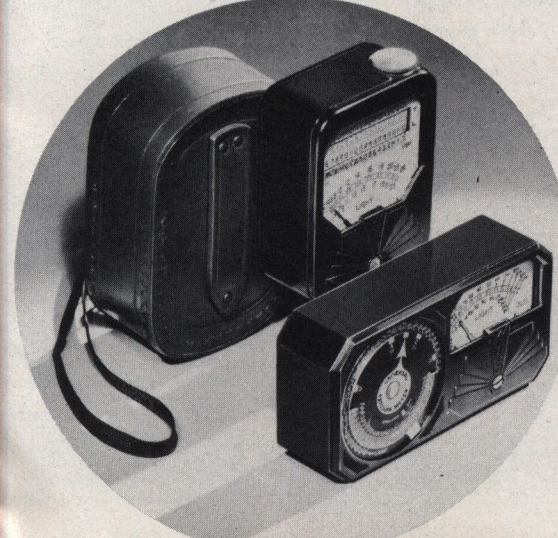
The choice of professionals. Operates on highly sensitive photo electric cell. Regardless of the subject—long scale or short—in bright or subdued light—indoors or out the Weston will give the correct exposure . . . if the tone scale of the subject is too great for the latitude of the film, you can favor the high side—or strike an average. Size 4 x 2 x 1 in. With instructions. Postpaid.

60 PGW 8391—Model No. 650 for "Stills"..... **\$22.50**

560 PGW 8172—No. 819 Cine or Movie Model. **22.50**

560 PGW 8173—Heavy Brown Leather Case.....**\$1.00**

ALL WARDS 7



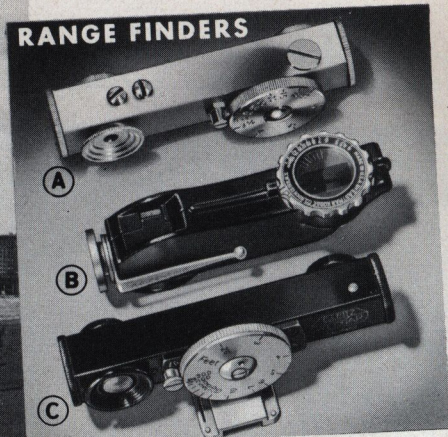


Color Filters and Portrait Attachments

Color filters are essential in any complete photographic outfit for beautiful cloud effects and true color contrasts. Portrait attachment shortens the focal length of your camera lens for close up pictures.

How to Order. Measure outside diameter of the lens mount over which the filter or portrait lens is to fit. Order same size below. Each lens adjusts to 1/8 in. smaller than size shown. Shipping wt. each 3 oz. Instructions.

Ideal Color Filters	Ideal Portrait Lens
K-1, Light Yellow for cloud effects. Laminated glass.	For "close ups" or wide angle effects. 4 Power only.
560 GW 8576—2 1/8 in. 24MM \$1.98	560 GW 8583—1 1/8 in. 27MM 2.79
560 GW 8577—1 1/8 in. 27MM 2.79	560 GW 8584—1 1/8 in. 29MM 2.79
560 GW 8578—1 1/8 in. 29MM 2.79	560 GW 8585—1 1/4 in. 32MM 3.39
560 GW 8579—1 1/4 in. 32MM 3.39	
Rexo Color Filters	Rexo Portrait Lens
K-2, Medium Yellow for clouds and color contrast.	
50 GW 8580—7/8 in. 23MM \$1.19	560 GW 8587—7/8 in. 23MM \$1.19
60 GW 8336—1 1/8 in. 34MM 1.39	60 GW 8337—1 1/8 in. 34MM 1.69
60 GW 8330—1 1/4 in. 39MM 1.89	60 GW 8331—1 1/2 in. 39MM 1.98



A Popular Mico Distance Meter

Mechanically and optically accurate. Simple to operate. Turn wheel until two images move together. Readings from 3 1/2 ft. to infinity. Large numbers. Brushed nickel finish. 2 3/4 inches long. With mounting foot, leather case and instructions.

560 GW 8419—Shipping weight 5 oz.....\$5.95

B Eastman Pocket Range Finder

Eliminates guesswork. May be used with all cameras having a focusing scale. Works on a split image principle. Scale may be read directly or from wheels. Readings 4 ft. to infinity. Length 3 in. May be used vertically as well as horizontally. Handy clip for carrying in pocket.

60 GW 8355—Shipping weight 6 oz.....\$6.75

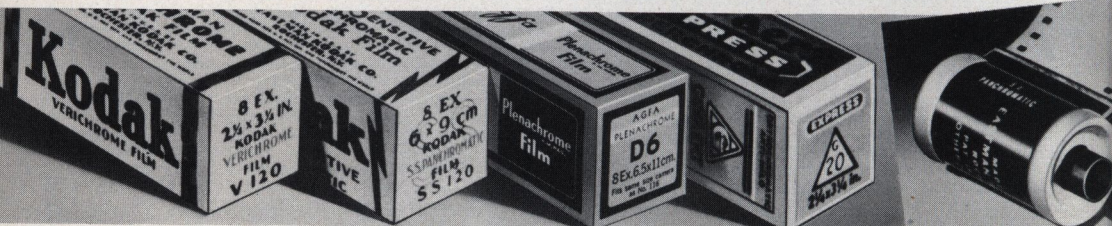
C Famous Leitz Range Finder

Standard Leitz range finder. "Fokos" short base type. Footage scale reads from 2 1/2 to 300 ft. Length three inches. Turret type. No clip.

560 GW 8402—Shipping weight 4 oz.....\$9.95

Lowest Possible Prices For Famous Roll Film

FOR OTHER FILMS SEE WARDS GENERAL CATALOG



Famous Eastman Roll Film

SS Panchromatic
WESTON: 20 daylight, 12 mazda. Super sensitive. 3 times faster than regular film in artificial light. 8 exposures.

"F" Panatomic
WESTON: 12 daylight, 8 mazda. Extremely fine grain, color corrected. Best for enlargements. 8 exposures each.

Verichrome Film
WESTON: 16 daylight, 6 mazda. Ideal for general use. Lengthens the snapshot day. All films listed have 8 exposures.

Film No. 828 For Kodak Bantam Special Only
560 GW 8278—Panatomic. 8 Exposures. Roll.....1.8c
560 GW 8279—Kodachrome (price includes processing and returning). 8 Exposures. Roll.....\$1.29

Art. No.	Film	Size	Ea.
60 GW 8260	127	1 1/8 x 2 1/2	27c
60 GW 8261	120	2 1/4 x 3 1/4	32c
60 GW 8261	120	2 1/4 x 3 1/4	32c
60 GW 8264	616	2 1/2 x 4 1/4	36c
60 GW 8262	116	2 1/2 x 4 1/4	36c

Art. No.	Film	Size	Ea.
60 GW 8265	127	1 1/8 x 2 1/2	27c
60 GW 8266	620	2 1/4 x 3 1/4	32c
60 GW 8269	120	2 1/4 x 3 1/4	32c
60 GW 8267	616	2 1/2 x 4 1/4	36c
60 GW 8268	116	2 1/2 x 4 1/4	36c

Art. No.	Film	Size	Ea.
60 GW 8244	127	1 1/8 x 2 1/2	23c
60 GW 8251	620	2 1/4 x 3 1/4	27c
60 GW 8245	120	2 1/4 x 3 1/4	27c
60 GW 8252	616	2 1/2 x 4 1/4	32c
60 GW 8246	116	2 1/2 x 4 1/4	32c

Agfa Super Pan Press

WESTON SPEED RATING: 64 daylight, 40 mazda. A new super speed film—4 times faster than regular super sensitive type film. No loss of fine grain or brilliance due to its extreme high speed. Balances color sensitivity. 8 exposures per roll. Shipping weight each 2 to 3 oz.

Art. No.	Film	Size	Ea.
560 GW 8253	127	1 1/8 x 2 1/2	36c
560 GW 8255	620	2 1/4 x 3 1/4	41c
560 GW 8254	120	2 1/4 x 3 1/4	41c
560 GW 8256	616	2 1/2 x 4 1/4	45c

Gevaert Superchrome Film

WESTON SPEED RATING: 16 daylight, 6 mazda. Corrects under and over exposure. Orthochromatic. 8 exposures per roll. Shipping weights each 2 to 3 oz.

Art. No.	Film	Size	Ea.
60 GW 8201	G27	1 1/8 x 2 1/2	18c
60 GW 8202	G20	2 1/4 x 3 1/4	20c
60 GW 8203	G6-20	2 1/4 x 3 1/4	20c
60 GW 8204	G16	2 1/2 x 4 1/4	25c
60 GW 8205	G6-16	2 1/2 x 4 1/4	25c

35MM Roll Film

For Retina, Welti, etc. Sizes: 24x36MM (1 7/16 x 31/32 in.) Daylight loading. Shipping weight each 3 oz.

Eastman 35MM Film
60GW8238—Super X Panchromatic. 36 exp. Ea...79c
60GW8239—Panatomic. New 18 exp. size. Ea...50c
60GW8242—Kodachrome. For natural color pictures. 18 exp. Price includes processing. Each.....\$2.29

Agfa Anso 35MM Film
560GW8240—Superpan Supreme. Ultra fast, fine grain. 36 exp. Ea.....90c
560GW8241—Superpan Supreme. 18 exp. for Argus only. Each.....45c

Gevaert 35MM Film
560GW8206—Express Superchrome. Orthochromatic. 36 exp. Each.....70c
560GW8207—Panchrome. Best for indoor use. 36 exposures. Each.....85c

8 WARDS ALL

Shipping Weights. Allow 3 ounces per roll.

35 mm. Slide Projectors

ADD DEPTH AND BRILLIANCE TO YOUR PICTURES

New Keystone Model S-25 Projector

- Only \$3 Down, \$5 a Month. See Page 21
- Wollensak 5 in. F:4.5 Projection Lens
- Powerful 200 Watt Illumination
- Uses All Miniature Camera Films

\$29.95
Cash

Compact and light in weight. Projects all miniature color and black and white positives. Patented heat-absorbing unit prevents films from burning or buckling. Ground glass silvered reflector. Three piece condenser unit. Standard 2 by 2 in. slide holder with two slide capacity. Die cast lamp house and cast base. Complete with cord, switch and plug. Size 10 1/2 x 7 3/4 x 9 1/2 in. Instructions.

560 GW 8171—Shipping weight 8 lbs. 8 oz. \$29.95

S. V. E. Tri-Purpose Projector

- For All 35MM Film Single and Double Frame or Mounted—In Glass Slides
- 100 Watt F8 Lamp. 5 in. Objective Lens. 2 Biconvex Condenser Lenses

\$33.39
Cash

Improved Model CC Only \$4 down, \$5 a month, see Page 21. Especially fitted for home, school or church use. Operation of this machine is extremely simple. Film changes made by simply turning a knob. Heat absorbing filter protects film. Projector head is adjustable for either horizontal or vertical pictures. A special slide carrier is furnished for using standard 2 by 2 inch slides. Framing and tilting device. Finished in brown crystal and chrome. Measures 7 in. high, 8 in. long, 3 in. wide, 10 ft. rubber cord with switch and plug. Weight 3 1/2 lbs. Complete with brown leatherette reinforced case.

560 GW 8454—Shipping weight 6 lbs. 4 oz. \$33.39

Eastman Kodaslide Projector

- Only \$5 Down, \$5 a Month. See Page 21.
- 200 Watt Illumination. 4 3/4 in. Lens
- For 2 x 2 in. Slide Transparencies
- Picture Size up to 15 x 22 in. at 7 ft.

\$45.95
Cash

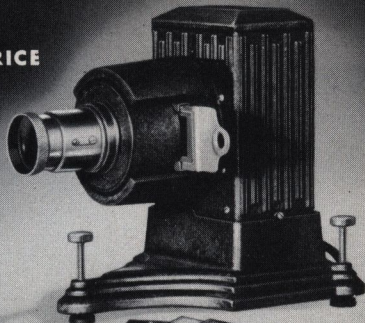
The Kodaslide Projector affords an ideal means of showing mounted transparencies in black and white or full color. Built to precision standards. Slides are inserted at the top of holder and are gravity fed by means of a lever. Single operation cuts off the image, drops out the slide, clamps new slide into position, and projects it. Fully ventilated lamp house. Three-piece condenser unit and heat-absorbing disk to protect slides. Black enamel crinkle finish, nickel trim. Base 6 1/2 by 9 1/2 inches; height 10 1/2 inches. Actual weight 5 lbs. Complete with 8 ft. rubber covered cord, switch and plug.

560 GW 8455—Shipping weight, 6 lbs. \$45.95

Order a supply of slides and masks below.

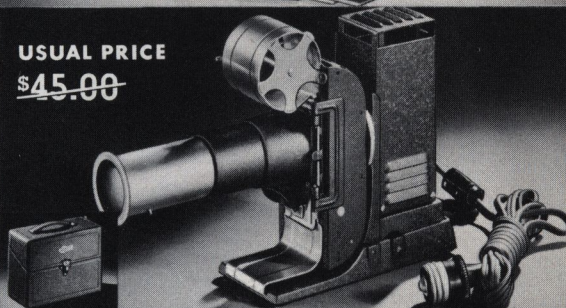
USUAL PRICE

~~\$34.50~~



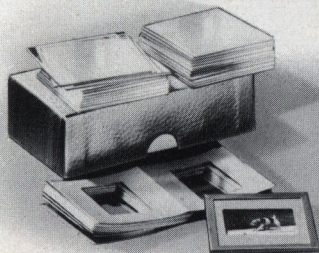
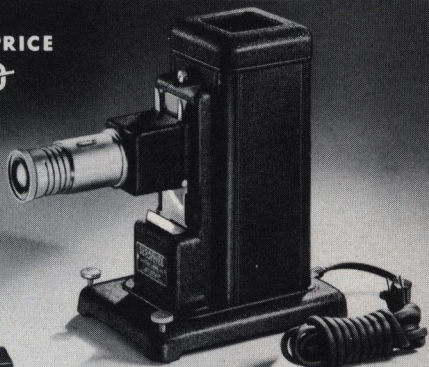
USUAL PRICE

~~\$45.00~~



USUAL PRICE

~~\$48.50~~



Wards Complete Slide Kits

Everything you need for making 18 standard 2 by 2 inch projection slides. Outfit includes 36 pieces of 2 by 2 inch clear glass, 18 gold color heavy paper masks, 18 front markers and one 30 foot roll of standard 3/4 inch adhesive binding tape. Include a kit with projector order. Shipping weight 9 ounces.

\$1.29

560 GW 8456—Complete Kit.....\$1.29

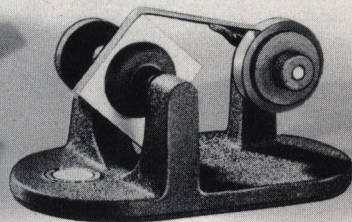


Handy Slide File Box

Holds 100 standard 2 by 2 in. slides. Complete with a handy printed index to keep them in order for quick accessibility. Solid wood construction with durable dark blue fabricoid covering. Nickelated cover clips and hinges. Fiber partitions. Shipping weight 1 pound, 9 ounces.

\$1.69

560 GW 8458—Each.....\$1.69



Metal Slide Binder

A real time and money saver. Slide vise operates by simply turning the handy knob at side. Allows slide to turn evenly. Adjustable tape dispenser lines up automatically with the slide. Heavy metal construction with non-slip rubber base. Tape not included. Shipping weight 4 pounds 8 ounces.

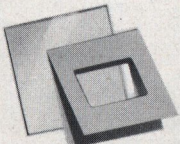
\$3.98

560 GW 8460—Each.....\$3.98

Glass Slides

Standard weight, 2 by 2 in. high quality glass slides. Packed 100 slides to a box. Order masks at right. Ship. weight 1 pound, 4 oz.

560 GW 8457—Set.....98c



Slide Masks

Heavy quality paper, attractive gold color. Double size to fold for use with 2 by 2 in. slides. Packed 50 masks to a package. Shipping weight per set 2 ounces.

560 GW 8457A—Set of 50 masks.....42c

Kodaslide Tape

Eastman's. A high quality red silk adhesive tape. 3/4 in. wide for binding slides and black and white transparencies. Fits binder above. Shipping weight roll, 3 ounces.

560 GW 8459—10 yd. roll.....19c



FAMOUS 8 mm. MOVIE

Keystone "8"—Price Was \$29.95

\$26⁹⁵
Cash

F:3.5 Lens

\$5 Month On Time, See Page 21. Movies have become the modern diary, and with the Keystone "8" the cost of a permanent record is less than 10c a "shot" (about 1 ft.). Uses single or double width 8 mm. film, black and white, or full colors.

Pocket Size. Fits in an overcoat pocket—(6⁵/₁₆ in. high, 2 ³/₄ in. deep, 1³/₄ in. wide). Weighs only 1 lb. 12 oz. Metal case finished in a smart, durable bronzed grain.

Universal Lens. For close or distant shots. Interchangeable with telephoto lenses (write for prices). Iris diaphragm.

3 Speeds. Normal, low and s-l-o-w motion. Silent wind.

Direct Vision View Finder. Shows the picture as it will appear on the film. A special auxiliary view finder for centering difficult or distant shots is also provided.

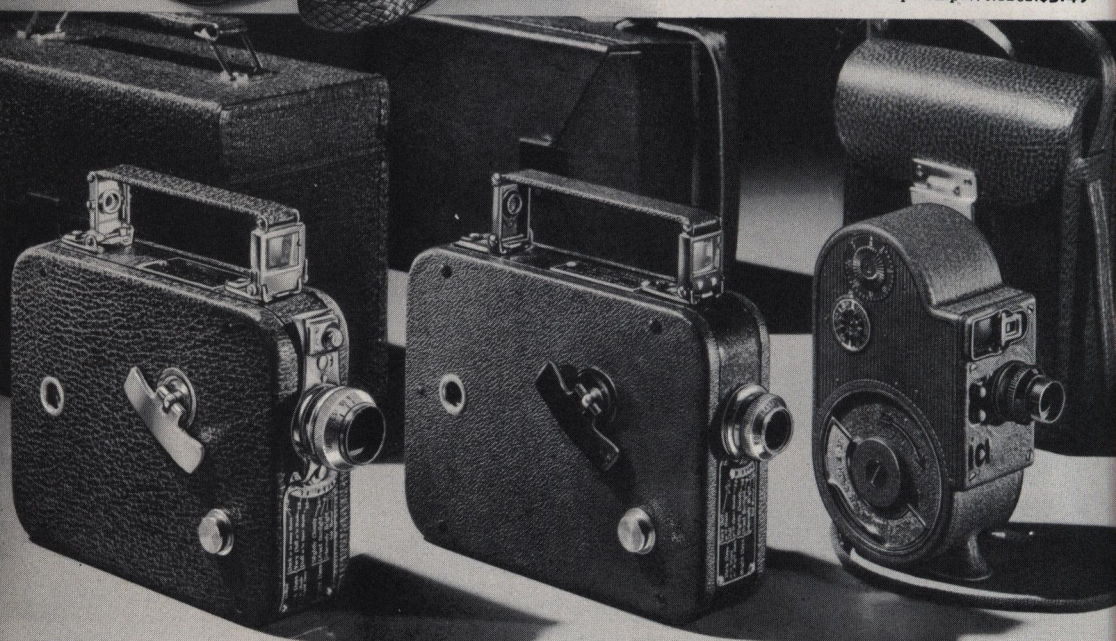
Other Features. Visual mechanical footage indicator shows feet of film used. . . exposure chart shows how to adjust lens and iris for bright, cloudy or rainy days. . . tripod socket for use with tripod when desired. . . convenient leather carrying strap. Shipping weight 2 lbs. 10 oz.

60 GW 8120—With F:3.5 Lens. Instructions.....**\$26.95**

60 GW 8119—With F:2.7 Lens. Instructions.....**\$34.95**

Handy All Leather Carrying Case For Keystone "8"

560GW8113—Hand and shoulder straps. Ship. Wt. 12 oz. **\$3.49**



Cine Kodak Model 60 \$70⁶⁵
Usual Price \$78.50 Cash

\$7 a Month On Time, See Page 21.

8 mm. A beautifully fabricated camera certain to appeal to those who desire to combine luxurious equipment with the economy of 8 mm. movie making.

The "60" is fitted with a superfast 1/2-inch Kodak anastigmat F:1.9 lens interchangeable with a 1 1/2-inch telephoto lens (write for telephoto lens prices). Focusing 2 feet to infinity. Built-in exposure guide, automatic footage indicator, dual-purpose carrying handle.

The exterior of the Model 60 is finished in two-toned gray cowhide and brilliant chromium; interior is engineered, reminding of a fine watch. Compact size 6 x 4 3/4 x 1 1/2 in.

560 GW 8148—With solid leather case with space for film and filters. Instructions.

10 WARDS ALL Ship. wt. 5 lbs. 12 oz. **\$70.65**

Cine Kodak Model 25 \$37⁸⁰
Usual Price \$42.00 Cash

\$5 a Month On Time, See Page 21.

8 mm. Small enough to slip into a coat pocket, nevertheless big enough to do a real job at movie making. Equipped with a fast Kodak anastigmat F:2.7 lens—makes good movies even on dull days as well as in bright sunlight, also ideal for use under photoflood light. Fixed focus. Built-in exposure guide. Exposure button can be pressed into locking position. Footage indicator shows unexposed film. Carrying handle snaps flat against the camera when not in use. Raised, it elevates both front and rear elements of the full vision eye-level finder. Leather covering. Size 6 x 4 3/4 x 1 1/2 in.

60 GW 8115—With Instructions. Shipping weight 3 lbs. 8 oz. **\$37.80**

560 GW 8149—Fine leather carrying case with shoulder strap for Models 20 and 25. Shipping weight 16 oz. **\$3.29**

Bell & Howell \$51⁵⁰
Filmo "Double 8" Cash

\$6 a Month On Time, See Page 21.

Smallest and lightest of personal movie cameras, the Filmo "Double 8" measures only 1 3/4 by 3 by 5 inches and weighs only 2 1/4 ounces. Loading is done in a moment. There are no sprockets to thread, no loops to form.

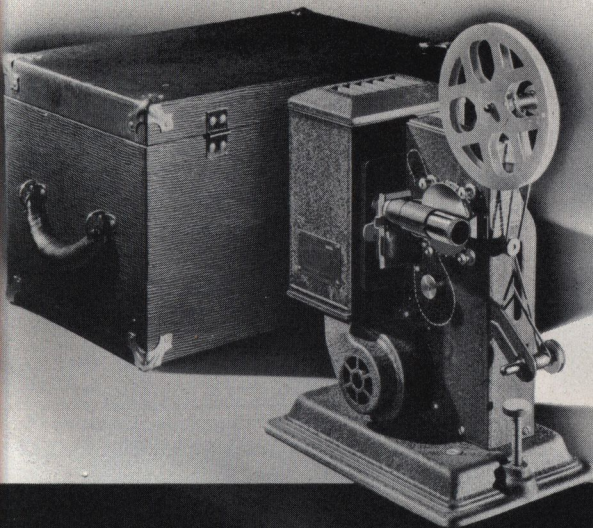
Built with Bell & Howell precision into a rigid, non-warping, die-cast aluminum alloy housing. Spyglass view finder. With footage dial, rotary shutter. Spring motor. 4 speeds and single exposure device. Uses regular 25 or 50-ft. rolls of 8 mm. film, black and white or natural color.

560 PGW 8184—Model 134-G. With 12 1/2 mm. F:3.5 anastigmat universal focus lens. Instructions. **Postpaid \$51.50**

560 PGW 8185—Sheath Case. Heavy Gray Leather, with shoulder strap. **Shipped Postpaid \$3.50**

EQUIPMENT

Uses Smallest Size Film - 25ft. Double Roll Equals 100ft. Roll of 16mm. Film in Projection Time.



Keystone Model J-8—Usual Price \$39.50

\$36.95
Cash

\$5 Month On Time, See Page 21. Dependability at a low cost is the keynote of this popular 8 mm. projector, and at Wards price you save an extra \$2.55 and can buy on time payments.

300-Watt Lamp. Projects steady, brilliant pictures up to 30 by 40 inches at a distance of about 18 ft. The 1 inch focus projection lens is fully achromatic for clear sharp reproduction. Highly polished reflector.

Capacity. Holds up to 200 ft. of 8 mm. black and white or color film. One 200-ft. aluminum reel included.

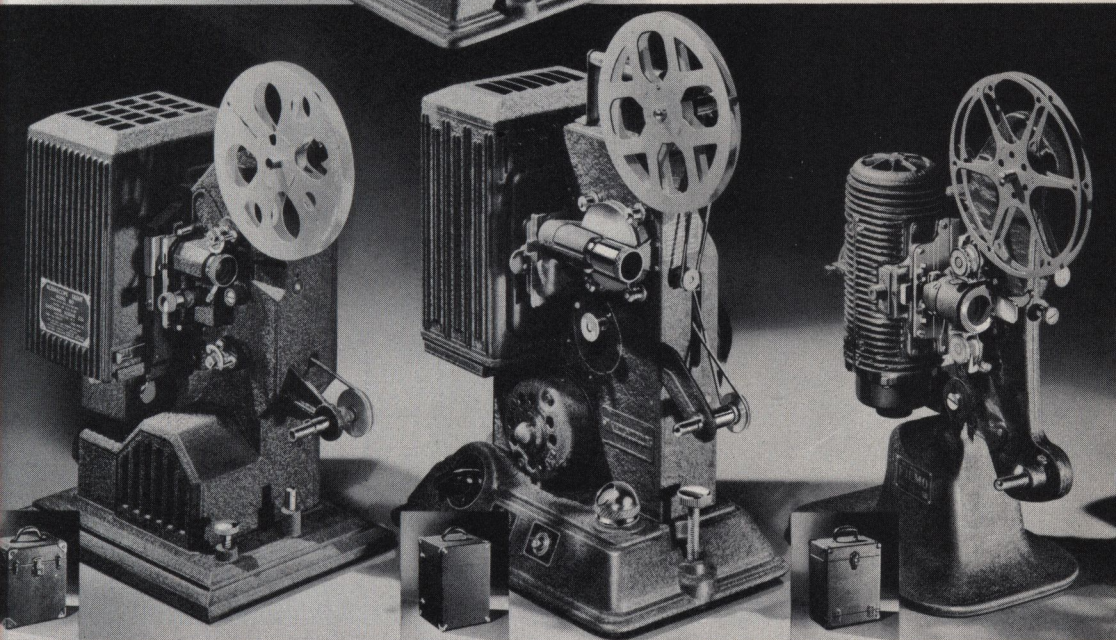
Universal Motor. Operates on 110-125 volts A. C. or D. C. Speed controlled. Fan cooled ventilation.

Easy to Operate. Roller guides make threading of film easy... manual framer... adjustable tilt... rapid motor driven rewind. Full instructions included.

Sturdy Construction. Heavy cast base for steadiness... rich, durable crackle enameled finish.

560 GW 8114—Shipping weight 14 pounds.....\$36.95

560 GW 8117—Projector Carrying Case. Covered in artificial leather. Inside spindle holds one 400-ft. reel. Shipping weight 5 pounds 5 ounces.....\$4.65



Model 80 Eastman Kodascope

\$8775
Cash

\$8 a Month On Time, See Page 21.

Maximum illumination and performance marks the "80" as one of the finest of 8 mm. movie projectors.

Equipped with a fast F:1.6 lens producing unusually sparkling screen pictures from the light of its 300-watt lamp. It operates on D. C. or A. C. 25- to 60-cycle, 100- to 125-volt lines. A beautifully finished machine, the Model 80 merely purrs in operation. Motor drive, rewinding by motor with a still picture attachment. Simplified framing and focusing. Convenient elevating control. Efficient cooling system. Rich artificial leather covered case for carrying and storage included (shown in small picture). Full instructions and splicing outfit.

460 GW 8150—Shipping weight 20 pounds. Complete.....\$87.75

Keystone L-8
Usual Price \$55

\$4950
Cash

\$5 a Month On Time, See Page 21.

500-Watt Lamp. Produces theatre brilliance for large pictures up to 30 by 40 inches. F:1.85 projection lens of 1 in. focus, fully achromatic. For black and white, or full color 8 mm. film.

Smooth Quiet Operating. Fixed roller guides for easy threading with handy pilot light. Adjustable tilt. Separate switch for lamp. High speed electric rewind. Manual framer.

Precision Construction. Cast lamp housing with heavy cast base or steadiness. Strong draft ventilation. Universal motor for 100-120 volt A. C. or D. C. current with speed control.

560 GW 8118—With Instructions. Shipping weight 20 lbs. 8 oz.....\$49.50

560 GW 8117—Projector Case. Leatherette covered. Ship. wt. 5 lbs. 5 oz. \$4.65

Bell & Howell
Filmo Model 122A

\$11800
Cash

\$9 a Month On Time, See Page 21.

500-Watt Illumination. Specially designed light system assures maximum efficiency from the 500-watt projector bulb. Special reflector aided by extra fast F:1.6 lens. Total flicker elimination due to 11 to 1 shutter movement. Screen pictures are perfectly steady because the Filmo 8 projector mechanism is identical to that of the Filmo 8 camera.

Life-Size Pictures. Because of the perfect lighting system life-size pictures are easily obtained. Pictures to 6 x 8 ft. yet clear, brilliant, and evenly illuminated. At no time does the picture area touch the mechanism to scratch the surface. Capacity 200 ft. For 110-120 volt A. C. or D. C. current. Rigid, non-warping, aluminum alloy frame. With brown leather case.

560PGW8186—Postpaid \$118.00

ALL WARDS 11

16 mm. Movie Cameras

Uses Standard Size Movie Film For Larger, Clear Pictures

AT WARDS ONLY

\$ 31.50
Cash

With F: 3.5 Lens
For Terms See Page 21



Keystone Model A-3—Usual Price \$35.00

ONLY \$4 DOWN ON TIME PAYMENTS—SEE PAGE 21.

No other 16 mm. camera has enjoyed greater popularity than the A-3. Whether using black and white or color film it's simple for the beginner, yet versatile for the expert.

High Power Lens. F:3.5 universal focus. (Available with F:1.5 lens—see below). Built-in monocular view finder.

3-Speed Spring Motor. Half speed (8 frames), normal and S-L-O-W motion. Winds easily like a fine clock.

Capacity. Takes 100 ft. or 50 ft. rolls of 16 mm. film.

Audible Footage Signal. Indicates the footage of film as it's taken. A film register shows amount of film used.

Locking Knob. Exposure lever can be locked permitting operator to step into a scene and take own picture.

Distinctive Finish. Metal case in a rich wrinkle enameled finish with highly polished chrome trim.

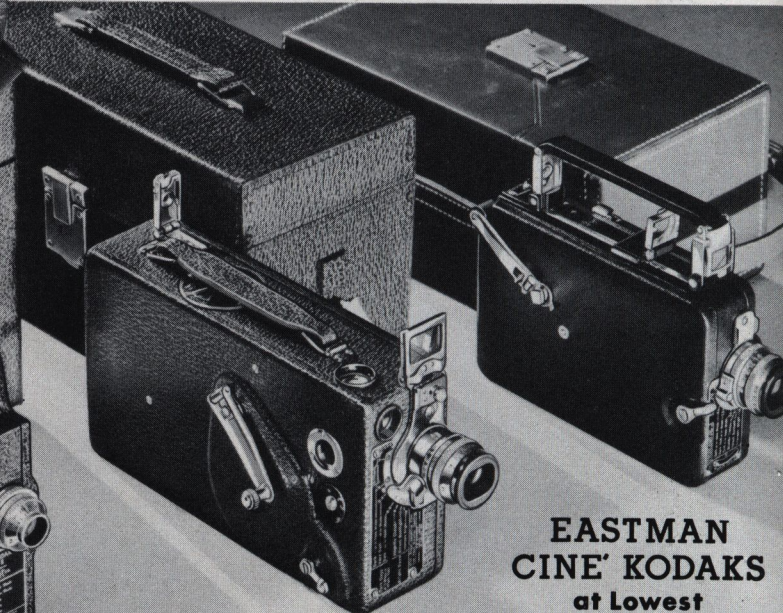
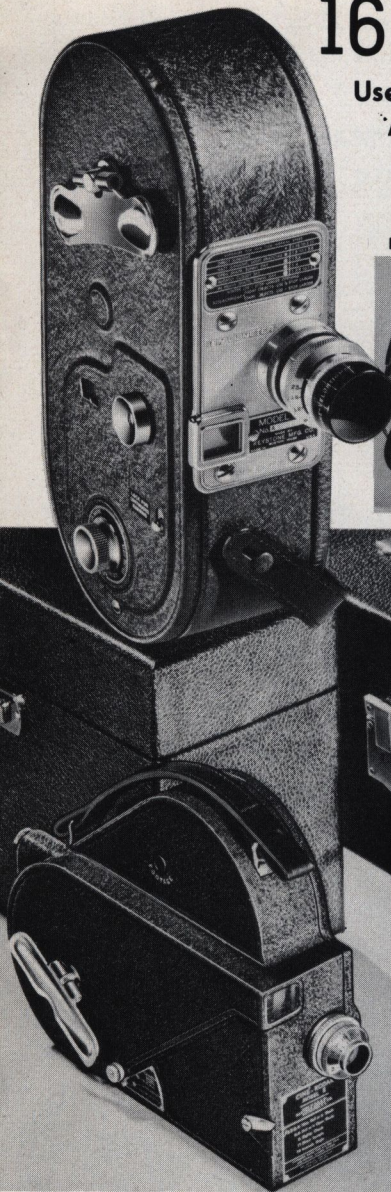
Convenient Size. 2 3/4 by 9 by 4 in. with 1 in. lens extension. Tripod socket. Actual weight 4 lbs. Ship. wt. ea. 5 lbs. 10 oz.

560 GW 8137—With F:3.5 Lens. Instructions.....\$31.50

560 GW 8138—With F:1.5 Lens. Instructions..... 62.50

Leather Carrying Case For Above Cameras

560 GW 8139—With Carrying Strap. Ship. wt. 11b. 4oz.\$4.59



**EASTMAN
CINE' KODAKS
at Lowest
Possible Prices**

Kodak Model E \$ 35.55
Usually \$39.50 Cash

\$7 A MONTH ON TIME—SEE PAGE 21.

16 MM. Takes 100-ft. or 50 ft. of black and white or color film. Kodak Anastigmat F:3.5 fixed-focus lens. **Three speeds;** Normal, Intermediate, Slow Motion—16, 32 or 64 frames per second. **Enclosed finder**—shows: (1) the picture being taken, (2) how much film is being devoted to it, (3) how much film remains unexposed. **Angled Shape**—easily clears hat brim when sighting.

Long running spring motor. Exposure lever may be set in locked position.

Sturdy Construction—die cast aluminum case in black crinkle finish. Actual weight 4 pounds 12 ounces. Instructions.

560 GW 8151—Ship. wt. 6 lbs.. \$35.55

560 GW 8152—Artificial Leather covered Case. Space for film and filter outfit.

12 WARDS ALL Shipping weight 3 lbs.....\$6.75

Kodak Model K \$79.65
Usually \$88.50 Cash

\$7 A MONTH ON TIME—SEE PAGE 21.

The Cine-Kodak K is a hand-threaded 16 mm. camera of unusual simplicity and ability, loads with 100-ft. or 50-ft. rolls of black and white or color films. Compact, 8x4 1/2 x 2 1/2 in. with lens extension of 1 1/2 in. Covered with grained leather. The "K" may be operated at half speed or standard speed. Besides its eye-level finder it has a reflecting waist-height finder. Its winding handle is permanently attached, always ready for use. Footage indicator. Ultra-fast Kodak Anastigmat F:1.9 lens is interchangeable with special lenses (write for prices). Instructions. Actual weight 3 pounds 12 ounces.

560 GW 8153—Ship. wt. 5 lbs.. \$79.65

Leather Carrying Case

560 GW 8154—Matches camera. Space for camera, film, filters and accessories. Shipping weight 3 lbs. 4 oz.....\$12.15

Magazine Loading \$105.75
Usually \$117.50 Cash

\$9 A MONTH ON TIME—SEE PAGE 21.

This remarkable 16 mm. camera takes the thumbs out of movie making. No threading—the film comes in magazines. When you want to switch films, just take out a magazine totally, or partly exposed—slip in another. Footage meter on each magazine. Three speeds—Normal, Intermediate, Slow Motion—16, 32 or 64 frames per second. Under your finger, a gentle "pulse" button keeps you posted on scene length. Kodak Anastigmat F:1.9 lens, interchangeable with special lenses (write for prices). Full-vision, eye-level finder. Leather cover. Size 6 3/8 x 4 x 1 3/8 inches. Instructions.

560 GW 8155—Act. wt. 2 lbs. Ship. weight 2 pounds, 10 ounces.....\$105.75

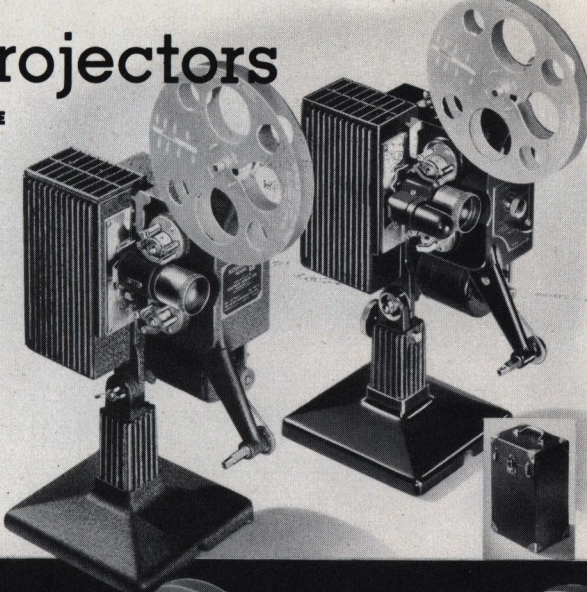
560 GW 8156—Complete with heavy sole leather Case. Space for accessories. Shipping weight 6 lbs. 6 oz.....\$117.00

and Projectors

EASTMAN KODASCOPE FAMOUS MODEL EE

Usual Price \$53.60
\$59.55 **\$53.60** Cash

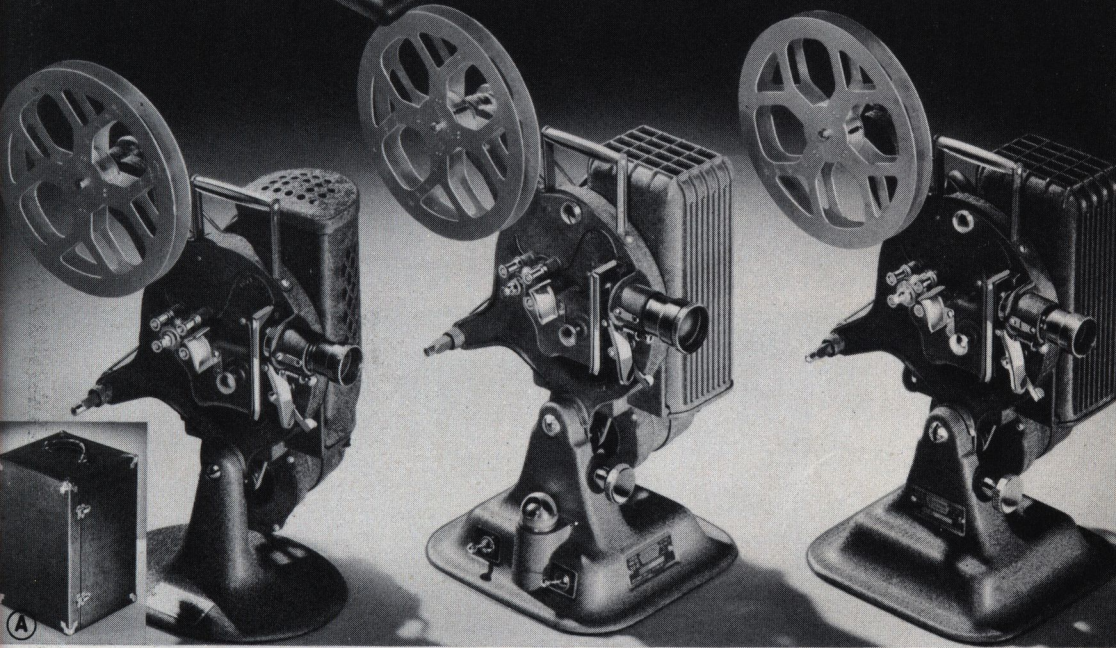
\$6 a Month On Time—See Page 21. One of the most popular of all 16 mm. projectors. 2-inch F:2.5 lens and 500-watt lamp. Powerful fan system. Quiet for its six major bearings are permanently lubricated. Rewind clutch eliminates belt changing. Operates on either D.C. or A.C., 100- to 125-volt current. With 400 ft. reel, splicing outfit. Order case at right. Act. weight 12¾ pounds. Shipping weight 19 lbs. Instructions included.
560 GW 8157...\$53.60



**EASTMAN MODEL G
KODASCOPE—SAVE \$12**
Usual Price \$124.55
At Wards... **\$112.50** Cash

Only \$9 a Month On Time—See Page 21. Recognized as one of the finest 16 mm. projectors in its price class. 2-inch F:1.6 lens and 500-watt projection lamp. A pilot lamp and threading knob simplify threading... four-way switch... motor driven rewind... reverse and "still" picture operations... screw tilting device... self-lubricated bearings. Black crinkled lacquer finish. Operates on either D.C. or A.C., 100- to 125-volt current. 400 ft. reel and splicing outfit. Actual weight 13 lbs. 4 oz. Shipping weight 20 lbs. Instructions included.
560 GW 8159.....\$112.50

**Case for Models EE and G
560 GW 8158—Shipping weight 8 pounds.....\$10.80**



Keystone A-72 \$39.95
Usual Price \$44.50 **\$39.95** Cash
\$5 A MONTH ON TIME—SEE PAGE 21.

The Model A-72 was designed as a sturdy, efficient 16 mm. projector for those who demand high quality performance at a low cost. **Illumination**—300 watt pre-focus projection lamp. A 500-watt lamp can be used if desired (order on Page 15). **Universal Motor**—for AC or DC current. Ventilating fan attached to motor. **Lens**—F:2.5, finely ground and polished, 2-in. achromatic. **Construction**—Aluminum alloy main body with cast iron base. Baked wrinkle enamel finish. Manual framer. Holds 400-foot reel; one empty aluminum spool. Instructions. **Size of Picture**—Up to 40 x 52-in. at about 24 feet. Motor rewind. Actual weight 12¾ pounds. Instructions.

560 GW 8165—Ship. wt. 15 lbs...\$39.95

750 Watt Keystone \$63.95
16 MM. Model A-81 \$63.95 Cash
\$7 A MONTH ON TIME—SEE PAGE 6.

Keystone's finest projector... usually sells for \$69.50. Equipped with a F:1.65 fully achromatic 2-in. projection lens and powerful 750-watt pre-focus lamp. Will satisfy the wants of family use or the requirements of schools, churches, lodges, etc. Projects pictures up to 14 ft. wide at a distance of 75 ft. **Tops in smooth quiet performance**—universal AC or DC motor with central control of electrical operations. Forward and reverse. Rapid motor rewind. New forced cooling system. Handy pilot light. Manual framer and device for tilting. Die cast construction with baked on wrinkle finish. With 400 ft. aluminum spool and complete instructions. Actual weight 17 lbs.

560 GW 8167—Ship. wt. 20 lbs...\$63.95

Keystone A-75 \$48.95
Usual Price \$55 **\$48.95** Cash
\$5 A MONTH ON TIME—SEE PAGE 21.

Theater performance in brilliancy... precision performance in steadiness. Equipped with 500-watt special concentrated filament pre-focus lamp for use in large living rooms, schools, etc. A 750-watt lamp may be used.

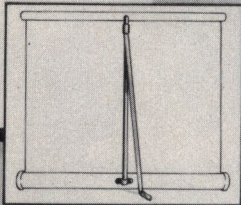
A ventilating fan is connected to the motor which forces cool air through lamphouse. Universal AC or DC motor (rheostat for controlling speed). 2-in. F:2.5 Projection lens. Die Cast construction; baked brown wrinkle enamel finish. Manual framer. One 400-foot aluminum spool furnished. Size of picture—up to 40 in. x 52 in. at a distance of about 24 feet. Motor re-wind. Instructions. Act. wt. 15¾ lbs. Order case at left.

560 GW 8166—Ship. wt. 18 lbs. \$48.95

(A) 560 GW 8168—Projector Carrying Case. For all Keystone 16 mm. Projectors above. Leatherette covered. Inside spindle to hold film reel. Shipping weight 6 pounds. Each... **\$4.60**

ALL WARDS 13

Compare with Usual \$8 Movie Screens



AT WARDS ONLY **\$4.19**

Wards New De Luxe Screen

- Fully Glass Beaded Surface. Size 30 by 40 Inches
 - Spring Roller In Metal Case. For Table or Wall Use
- Never before has a quality Screen with all these features been offered at such a low price. Its beaded surface consists of a layer of minute glass beads spread evenly over the white surface of the fabric. A special process prevents these beads from discoloring or rubbing off. No other type of screen, at any price, will give greater depth or brilliance to your black and white or colored pictures.
- Mounted on a strong spring roller in metal case. Two folding hooks for hanging on wall and spring standard for table use. (See small picture.) Shipped complete.
- 560 GW 8183**—Shipping weight 4 lbs. 4 oz.....**\$4.19**



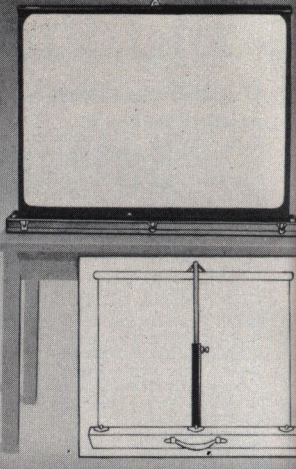
Da-Lite Standard Challenger Screen

One of the most popular Screens on the market. The "Standard" consists of a beaded glass screen and metal case attached to tripod making one complete unit. Adjusts for low, medium and high. Heavy spring roller for constant tension. Light weight, folds compactly for carrying with leather handle. (See small picture.)

\$13.50
30 x 40 in.

560 GW 8180—Size 30 by 40 inches. Ship. wt. 13 lbs..**\$13.50**

560 GW 8181—Size 36 by 48 inches. Ship. wt. 15 lbs..**\$17.98**

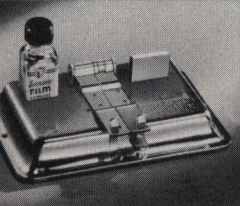


Da-Lite Model D Screen In Case

The original box type Screen—attractive and practical. Fully glass beaded surface, single collapsible center support and non-warping tubular metal slat prevents screen surface from twisting. Heavy spring roller. Center support has hinge bracket and is bolted to bottom of the box. Artificial leather covered case with carrying handle.

\$14.85
30 x 40 in.

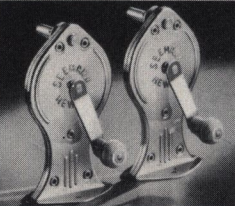
560 GW 8182—30 by 40 in. Ship. wt. 11 lbs. 8 oz..**\$14.85**



Film Splicer

Seaman's—usually sells for **\$2.95**. Splices 8MM or 16MM films. Polished nickel. Good quality cutter and dry scraper. Patented spring pin for holding film flat. Bottle of cement and instructions included. Ship. weight 16 ounces.

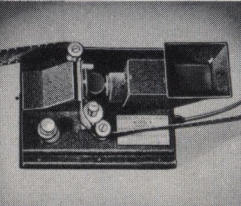
560 GW 8176.....**\$2.65**



Geared Film Rewinds

Usual \$3.50 Value. Set up your own film rewinding outfit. Extremely useful when viewing or splicing film. Rewinds fit all 8MM and 16MM reels. Attractive polished nickel. Molded tenite knobs. Accurately machined gears. Shipping weight 16 ounces.

560 GW 8177—Pair.....**\$2.98**

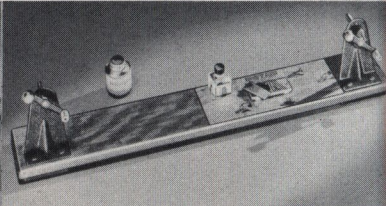


Eastman Viewer

Film image is enlarged and projected on a ground glass. May be used with any horizontal type rewind. A lever puts identifying nick on film showing where to make cut or splice. With bulb, cord, instructions. Ship. wts.: 3 lbs.; 3 lbs. 8 oz.

560GW8162—For 8MM**\$18.00**

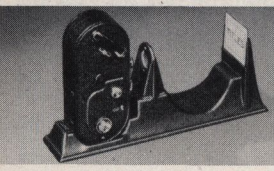
560GW8163—For 16MM**\$18.00**



Rewind and Splicer

Eastman Kodascope Jr. for 8MM and 16MM film. Takes 8MM reels up to 400 ft. size. Rewinds mounted on 26 in. board with splicer. Space for viewer. (560 GW 8162 and 560 GW 8163 at right.) Water bottle, 2-oz. can cement, instructions. Ship. wt. 13 lbs.

560 GW 8164.....**\$6.69**

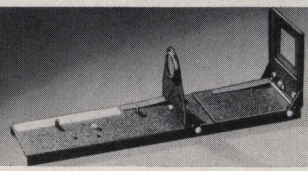


Keystone Titling Outfit

For Keystone Movie Cameras. With package of mottled art paper for making titles. Full instructions for many types of titles. Camera not included. Shipping weight each 3 lbs. 8 oz.

560GW8169—For 16MM Camera**\$5.95**

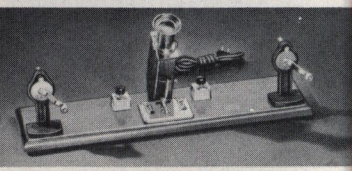
560GW8170
For 8MM Camera**\$5.95**



Eastman Ciné Kodak Titler

Improve your movies with your own original titles. Easy and fascinating to make. No "show" is complete without them. For all Ciné Kodaks 8 MM or 16 MM. Special adapter required for Magazine Kodak (price on request). Outfit complete with 100 title cards, masks, and instructions.

560 GW 8161—Shipping weight 3 pounds 4 ounces.....**\$5.95**

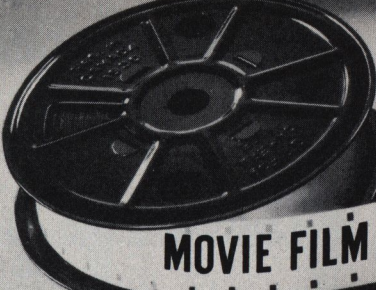


Keystone Splicer and Editor

For all 16 mm. or 8 mm. movie film. Mounted on wood base. Keystone splicer, viewer and gears to permit re-winding in either direction. Electric light unit under viewer for illumination. With cement and water bottle—ready to use. Full instructions.

60GW 8116—Ship. wt. 6 lbs. 8 oz. Each.....**\$7.85**

14 WARDS ALL



MOVIE FILM AT LOWEST POSSIBLE PRICES

Prices Include Processing and Returning Within U.S. Do Not Send to Wards!

Eastman 8MM Movie Film

25-ft. rolls, double eight—makes 50 ft. of 8MM film which is equivalent to 100 ft. of 16MM film in projection time. Shipping weight per roll 6 oz.
60 GW 8225—Panchromatic, bl. and white...**\$2.03**
60 GW 8226—Kodachrome, regular for outdoor natural color pictures.....**\$3.38**
 Prices include processing. Send film to the manufacturer.

Eastman 16MM Movie Film

60 GW 8226—50 ft. Panchromatic film—black and white. Shipping weight 8 oz.....**\$2.93**
60 GW 8228—100 ft. Panchromatic film—black and white. Shipping weight 14 oz.....**\$5.40**
560 GW 8231—50 ft. Super Sensitive Panchromatic film—black and white—for indoor pictures under artificial light. Shipping weight 6 oz.....**\$3.60**
60 GW 8229—50 ft. Kodachrome film—outdoor type for natural colored pictures. Shipping weight 8 oz.....**\$4.28**
560 GW 8230—100 ft. Kodachrome film—outdoor type for natural colored pictures. Shipping weight 8 oz.....**\$8.10**

Gevaert 16MM Movie Film

Shipping weights: 50-ft. rolls 6 oz.; 100-ft. 14 oz.
560 GW 8214—50 ft. Ortho Reversal. Black and white for outdoor pictures.....**\$2.40**
60 GW 8227—100 ft. Ortho Reversal.....**3.98**
560 GW 8212—50 ft. Panthro Fine Grain Reversal. Black and white.....**\$2.98**
560 GW 8213—100 ft. Panthro Fine Grain Reversal. Black and white.....**\$5.60**
560 GW 8211—50 ft. Panthro Super Reversal. A high speed film for indoor shots under artificial light.....**\$3.80**

Eastman 16MM Magazine Loading

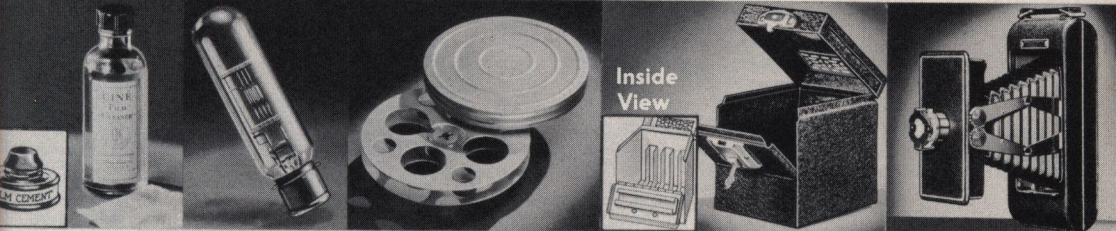
50 ft. for magazine loading Ciné Kodak Cameras only. Shipping weight each 8 oz.
60 GW 8215—Regular Panchromatic. Black and white film.....**\$3.35**
60 GW 8216—Kodachrome, regular for outdoor natural color pictures.....**\$4.75**
60 GW 8217—Kodachrome, type A for indoor color pictures under artificial light.....**\$4.75**

8MM and 16MM Film Subjects For Your Movie Library

Carefully selected subjects that you'll enjoy seeing again and again. Shown along with your personal movies they will provide a full evening's entertainment. Read the description of each at right. Shipping weights: **8mm** 50 ft. 4 oz.; 180 ft. 1 lb. **16mm** 360 ft. 2 lbs.; 100 ft. 9 oz. *Be sure you state article number and length of film wanted.*

America's High Spots. A beautiful panorama of famous scenic spots—Mt. Shasta, Yosemite, Yellowstone, Carlsbad Caverns, Grand Canyon, Niagara Falls.
Yesterday Lives Again. Historic films taken 30 years ago. Scenes of Lillian Russell, Carnegie, Bryan, Caruso, Teddy Roosevelt, McKinley and the sinking of a battleship.
London. Historic places in this world famous capital city—a mirror of a day in London. . . the London of today.
Horses. Wild horses, thoroughbreds, Man o' War, Kentucky Derby, the Grand National Steeplechase in its entirety.
Big Fish. Salmon fishing, whaling, sailfish, etc.
Snow Thrills. A panorama of popular winter sports. Sled dogs, bob sleds, ice yachting, etc.
Movies' Greatest Headlines. Famous news "shots": Lindbergh's Flight, Morro Castle, Red Russia, China Clipper, etc.
Water Sports. Yacht races, speedboats, diving kids in the old swimming hole underwater pictures.

Article Number	8mm.		SUBJECT	16mm		Article Number
	50 ft.	180 ft.		360 ft.	100 ft.	
560GW8550	\$1.59	\$5.35	America's High Spots	\$8.59	\$3.36	560GW8551
560GW8552	1.59	5.35	Yesterday Lives Again	8.59	3.36	560GW8553
560GW8554	1.59	5.35	London	8.59	3.36	560GW8555
560GW8556	1.59	5.35	Horses	3.36	3.36	560GW8557
560GW8558	1.59	5.35	Big Fish	3.36	3.36	560GW8559
560GW8560	1.59	5.35	Snow Thrills	3.36	3.36	560GW8561
560GW8562	1.59	5.35	Movies Greatest Headline	8.59	3.36	560GW8563
560GW8564	1.59	5.35	Water Sports	3.36	3.36	560GW8565



Eastman's Film Cleaner

4-oz. bottle special cleaning fluid that preserves life and clarity of moviefilms. Complete with cloth and instructions. Ship. wt. 8 oz.
560 GW 8178—Bottle.....**69c**

Film Cement

Wards 1-oz. bottle. For splicing all types of movie film. Brush in stopper. Shipping weight 6 ounces.
60 GW 8105—Each.....**20c**

Projection Lamps

General Electric "Mazda" for motion pictures and stereopticon projectors. *Shipped prepaid. State article number and size wanted.*
560 PGW 8175—100 watt T-8—S.C. Bay Cand......**85c**
200 watt T-10 Med. Prefocus.....**\$2.20**
300 watt T-10 Med. Prefocus.....**\$3.10**
500 watt T-10 Med. Prefocus.....**\$4.10**
750 watt T-12 Med. Prefocus.....**\$5.00**

8MM and 16MM Reel and Can

Made of aluminum. Strong precision reel will not wedge film. Reel can for protection from dirt and scratches. Order several at Wards low prices.
For 8 MM Film
 Holds 200 ft. Shipping weight each 7 ounces.
60 GW 8132—Can.....**36c**
60 GW 8131—Reel.....**36c**
For 16 MM Film
60 GW 8130—Reel.....**49c**
60 GW 8127—Can.....**49c**

Inside View



8MM and 16MM Humidifier Case

All steel construction with welded seams. Black crackle finish. For storing and carrying movie film, humidifier preserves film. Dividers built into interior of box hold film cans firmly in place even when the case is not filled to capacity. Lock and key.
60 GW 8110—8 mm. Holds six 200-ft. reels. Shipping weight 2 lbs.....**\$1.89**
60 GW 8111—16 mm. Holds twelve 400-ft. reels. Ship. wt. 5 lbs. 2 oz.....**\$2.49**

Kodak 16MM Enlarger

\$13.50

Good news for the home movie maker. A simple, efficient method of making enlarged negatives from single 16MM frames. Easy to operate, not necessary to cut the film. Uses regular "SS" Panchromatic 616 film (60 GW 8264) from which eight negatives may be obtained. A 16MM frame of normal density requires about a 5-second exposure with a number 1 Photoflood bulb. Negatives produced by this enlarger may be printed or enlarged in the regular way. Complete instructions. Shipping weight 2 lbs. 12 oz.
560 GW 8174.....**\$13.50**

Solar Mini Enlarger

Usually Sells for \$49.50

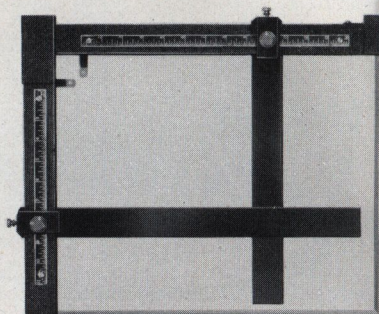
- Only \$5 Down, \$5 a Month on Wards AT WARDS Time Payment Plan, See Page 21.
- For 35 MM. to 2 1/4 x 3 1/4 in. negative. **\$46⁵⁰** Cash
- Double Condenser Lens system.
- Sturdy Five-ply hardwood base.

One of the finest miniature home enlargers we know of. Complete with 3-inch anastigmat F:4.5 lens mounted, with iris diaphragm control. Quick, easy focusing by means of a new type micrometer wheel operating through a larger hand wheel enabling you to get hair line focusing without fussing. High quality bellows. Makes blow-ups of 35 mm. film up to 18 by 36 in. on the baseboard. Adjustable condenser position to compensate for different degrees of enlargement. Natural finish 5-ply hardwood base 16 x 20 inches. Chrome plated standard 36 inches high supporting the movable head which is counter-balanced for easy adjustment. Ruby mask for focusing. Negative carrier 2 1/4 x 3 1/4 in. unless otherwise specified. Complete instructions. Shipped from Factory stock in Chicago. Shipping weight 36 pounds.

260GW 8080—Enlarger (bulb not included) **..\$46.50**



Complete with 3-inch F:4.5 lens



Wards Enlarging Easel

Made of sturdy 5 ply white pine, enameled white—will not warp. Adjustable steel margins with convenient bakelite knobs. Aluminum ruled scales with etched graduations of 1/16th inches up to 11 by 14 inches. An outstanding value. Shipping weight 5 lbs. 12 oz.

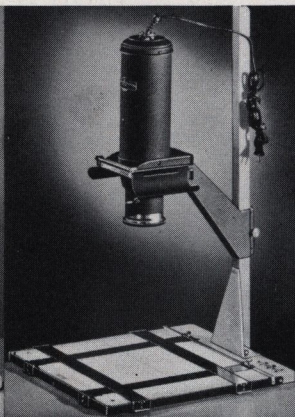
\$369

60 GW 8017—Each.....**\$3.69**



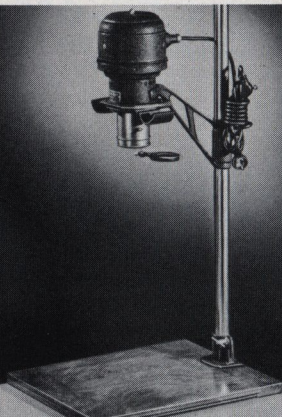
Wards Miniature

Simple to operate. **\$1995**
New rack and pinion focusing, no locking screws. Wollensak 2-in. Anastigmat F:4.5 lens, two 3-in. condensing lenses, opal glass diffusion, 75-watt bulb. Enlarges up to 7 diam. Black crinkled finish. For 35 mm. up to 1 1/2 x 2 1/4 in. negatives. Natural finish wood base. Light switch, cord and plug, ruby mask. Shipping weight 14 lbs. Instructions. **460 GW 8014**.....**\$19.95**



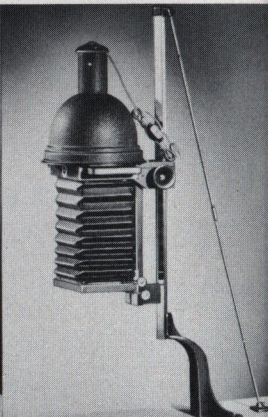
New Federal Model 120

Has features of more expensive enlargers. **\$1630**
Equipped with 3 1/2 in. Fedar F:6.3 lens. Calibrated easel 16x18 in. with adjustable border. Reinforced upright post. Ventilated. Book-type carrier for negatives from 35 mm. up to 2 1/4 x 3 1/4 in. Double diffusing glass. Built in diaphragm with ruby mask. Enlarges 2 1/2 to 7 times on baseboard. Instructions. Shipping weight 18 lbs. **560 GW 8081**.....**\$16.30**



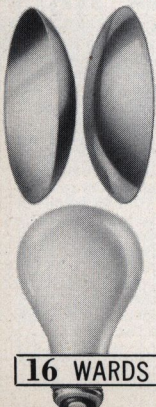
Sun Ray With F:3.5 Lens

Scientifically **\$2795**
built for the photographer who wants brilliant salon prints. 2 inch F:3.5 projection lens with iris diaphragm. Two condensers. Takes 35 mm. or 1 1/8 x 1 1/8 in. (1/2 Vest Pocket) negatives. Makes 19 inch enlargements from 35 mm. negative right on the baseboard, or by reversing head it will make 30 inch enlargement on the floor. 75-watt projection bulb. Instructions. Shipping weight 18 pounds. **560 GW 8082**.....**\$27.95**



Wards Studio Enlarger Model B.

For negatives **\$2495**
from vest pocket size up to 5 by 7 in. without cutting. Maximum height 5 ft. Opal glass diffusion plate. Good quality bellows; Rack and Pinion focus. Tie rod from top of standard prevents vibration. Adaptable to any lens. No bulb or lens. Instructions. See lens listings at lower left. For Terms See Page 21. Ship. wt. 27 lbs. **460 GW 8016**.....**\$24.95**



Enlarger Condensing Lenses

Finest quality. Highly polished. Shipping wts.: 10 oz.; 1 lb. 10 oz.; 4 lbs. 6 oz.
560 GW 8575—State size wanted. 3 in. diam. 4 1/2 in. focal lgth. 2 for **\$1.85**
4 1/2 in. diam. 6 1/2 in. focal lgth. 2 for **3.98**
6 in. diam. 10 in. focal lgth. 2 for **6.95**

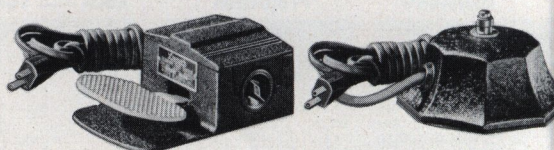
Wollensak F:4.5 Enlarging Lenses

Anastigmat. Iris diaphragm. Shipped from Chicago Factory. Shipping weight 16 ounces.
260 GW 8414—State size wanted.

Focal Length	2 in.	3 in.	3 1/2 in.	5 in.
Price Each	\$11.95	\$16.95	\$21.50	\$24.95

"White-Ray" Enlarging Bulbs

Milk-white (osram type) glass. Even, uniform light. For 110 V. Shipping wt. 3 oz.
560 GW 8079—State size wanted.
60 watt. Each.....**24c**
100 watt. Each.....**34c**
300 watt. Each.....**67c**



"Luxor" Foot Switch

A valuable accessory **\$445**
to any darkroom. Operated by pressure from the foot on the cross scored pedal, permitting full use of both hands. Extra socket for pilot light. For 120-250 volt current, 800 watts. Heavy 10-foot rubber covered cord and plug. Approved switch. Shipping weight 4 lbs. 3 oz.
560 GW 8070.....**\$4.45**

Economy Foot Switch

New "Faultless" **\$339**
designed to meet the demand for an inexpensive, yet accurate unit. For enlargers and other lighting equipment. Switch is mounted in center of all metal top. Black crinkle finish. Complete with 6 ft. of rubber covered cord and plug. Shipping weight 16 ounces.
560 GW 8071—Each **\$3.39**

16 WARDS ALL

Enlarging Papers

At Lowest Possible Prices

Defender Velour Black

A fast chloro-bromide enlarging paper. One of the most popular papers among amateurs and professionals alike. Its high exposure speed and simplicity in handling makes it a "natural" for prints by projection. **Be sure to state article number, emulsion grade and size wanted.** Shp. wts. per doz.: 5x7 size, 6 oz.; 8x10 size, 11 oz.

32c

Doz. 5 x 7
Single Wt.

Article Number	Paper Weight	Emulsion Grade	Surface	5x7 in. Per Doz.	8x10 in. Per Doz.
560 GW 8470	Single	No. 22	Glossy	32c	69c
60 GW 8068	Single	No. 22, 33, 44	Semi-Matte	32c	69c
560 GW 8471	Double	No. 11, 22, 33, 44	Glossy	39c	86c
60 GW 8069	Double	No. 22, 33, 44	Semi-Matte	39c	86c
560 GW 8472	Double	No. 22 or 44	Velvet White	86c

NOTE: Emulsions No. 11, Soft; No. 22, Normal; No. 33, Medium Hard; No. 44, Contrast.

Famous Agfa Brovira (Bromide)

For the discriminating amateur desiring a beautiful medium for salon quality prints. It is distinguished by the depth and richness of its blacks and the unusual freedom from flat, grayish prints often produced by bromide papers. You'll find it easy to control for it has remarkable latitude in exposure and development. **Be sure to state article number, emulsion grade and size.** Shp. wts. 9 oz.; 6 oz.; 11 oz. and 16 oz.

Emulsion Grades	4x6 in. 2 Doz.	5x7 in. 1 Doz.	8x10 in. 1 Doz.	11x14. 1 Doz.
560 GW 8084—Single Weight Glossy				
Medium	45c	32c	69c

560 GW 8085—Double Weight. Royal White

Soft, Medium, Hard	41c	86c
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560 GW 8086—Double Weight. Kashmir White

Soft, Medium, Hard	86c
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560 GW 8083—Double Weight. Velvet

Soft, Medium, Hard	41c	86c	\$1.59
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NOTE: Use Soft grade for dark negatives, Medium for normal negatives and Hard for thin negatives.

Eastman Kodabrom—Five Surfaces

A new paper with a high speed full-scale emulsion. Designed for news photographers, photo finishers and advanced amateurs where brilliant black-toned prints are required. It has unusual keeping quality and stability of contrast. No. 2 Emulsion only, for normal negatives. **State article number and size.** Shipping weight 6 ounces and 11 ounces.

Article Number	Paper Weight	Surface	5x7 1 Doz.	8x10 1 Doz.
560 GW 8465	Single	Smooth, glossy	32c	69c
560 GW 8466	Double	Semi-matte white	39c	89c
560 GW 8467	Double	Smooth lustre white	89c
560 GW 8468	Double	F. Gr. lustre, old Ivory	89c
560 GW 8469	Double	F. Gr. lustre, Nat. White	89c

Eastman P.M.C. Bromide (Medium)

Known the world over for its speed and all-around fine quality. Recommended for those having low wattage lamps. Medium contrast only. Shipping wts. 8 and 9 oz. **State article number and size.**

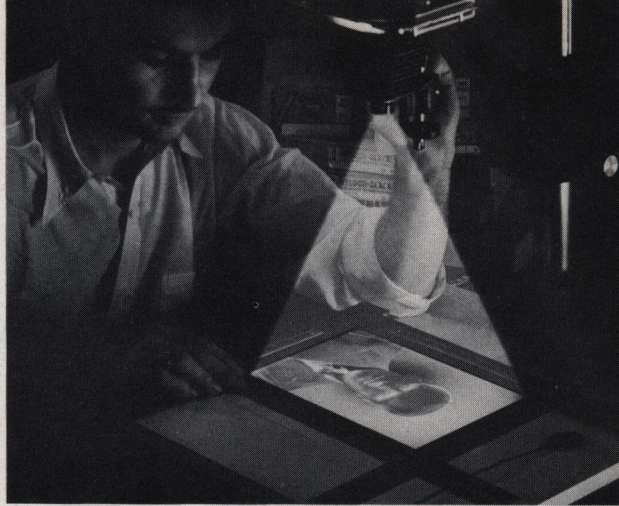
560 GW 8009—Smooth Semi-Matte White—Single.
5x7 in. 1 doz..... 32c; 8x10 in. 1 doz..... 69c

560 GW 8010—F.Gr. Lustre White—Double.
5x7 in. 1 doz..... 41c; 8x10 in. 1 doz..... 89c

Gevaluxe Velour (Bromide)

One of most beautiful photographic papers obtainable. We recommend that you try it on your next portrait or landscape. The emulsion, coated on India tint double weight stock, is rich in silver and gives warm black tones. Has the appearance of black velvet, consisting of thousands of minute fibres yielding a three dimensional effect no other paper can produce. No special treatment is necessary. Develop like any other bromide paper. Available in two emulsion speeds. Shipping weight 5, 12 oz.; and 1 pound 7 ounces. *Shipped from Chicago Factory.*

260 GW 8505—Normal. 260 GW 8506—Vigorous. **State article number and size wanted.**
5x7 in. Doz..... \$1.29; 8x10 in. Doz..... \$2.69
11x14 in. Doz..... \$4.98



Gevaert Artex (Chloro-Bromide)

Here is a quality chloro-bromide paper for portrait prints, exceptionally rich in silver. Equally suitable for enlarging and contact printing. Artex embodies a wide range of beautiful warm tones and a quality of distinctiveness. Double weight only. Shipping weights 4 oz., 10 oz. and 1 lb. **2 oz. State article number, size and emulsion grade.**

Article Number	Surface	Emulsion Grade	5x7 Doz.	8x10 Doz.	11x14 Doz.
560 GW 8507	White Creamy Gravure	Normal	42c	89c	\$1.69
560 GW 8509	White Smooth Mat	Normal	42c	89c	1.69
560 GW 8508	White Rough Velvet	S, N, V	42c	89c	1.69

NOTE: S means Soft; N, Normal; V, Vigorous.

Direct Contact Printing Papers

Gevaert Novagas (Chloride)—Single Weight

A contact printing medium popular with commercial photographers, photo finishers and amateurs. Uniform tone, exceptional latitude plus a relatively rapid printing speed makes it an easy, safe paper to handle. Single weight only. **Be sure to state article number and size wanted.**

560 GW 8500—Glossy, Soft—for very dark negatives.

560 GW 8501—Glossy, Normal Contrast for normal negative.

560 GW 8502—Glossy, Medium

560 GW 8503—Glossy, Extra Vigorous—for thin negatives

560 GW 8504—Semi-Matte Normal—contrast only.

Size Inches	Price 2 Doz.	Shp. Wt.
1 1/8 x 2 3/4	13c	2 oz.
2 1/2 x 3 1/2	18c	3 oz.
2 3/4 x 4 1/2	18c	3 oz.
3 1/2 x 5 1/4	35c	4 oz.
5 x 7	23c 1 doz.	4 oz.

Eastman Velox Glossy Paper

One of the most popular of all contact printing papers. Single weight. **Emulsions:** No. 0 for excessively contrasty negatives; No. 2 for average negatives; No. 3 for flat negatives; No. 4 for extremely flat negatives. Shipping weights: 2 doz. 4 oz.; gross 6 ounces to 16 ounces. **State article number and size.**

60 GW 8006—No. 0 Emulsion.

60 GW 8075—No. 1 Emulsion.

60 GW 8004—No. 2 Emulsion.

60 GW 8076—No. 3 Emulsion.

60 GW 8007—No. 4 Emulsion.

Size In.	2 Doz.	Gross
1 1/8 x 2 3/4	14c	47c
2 1/4 x 3 1/4	19c	57c
2 1/2 x 4 1/4	19c	76c
3 1/4 x 4 1/4	24c	95c
3 1/4 x 5 1/2	24c	\$1.19

Agfa Convira—Single Weight Only

A practical and reliable printing medium preferred by the particular photographer. A carefully balanced emulsion renders a brilliant uniform blue-black tone to your prints. **Be sure to state article number and size wanted.**

560 GW 8473—Glossy, medium contrast for negatives of normal density.

560 GW 8474—Velvet finish with medium contrast.

Size In.	2 Doz.	Shp. Wt.
2 1/2 x 3 1/2	18c	3 oz.
2 3/4 x 4 1/2	18c	4 oz.

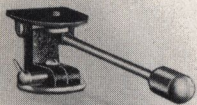
Buy Any Order of \$10 or more on Time Payments. Another reason to buy at Wards. See Page 21.

ALL WARDS 17

★ Tilt Tops ★

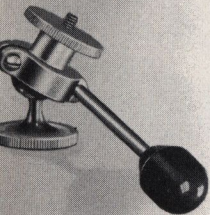
"Pan" and Tilt Head

For movie or still cameras with standard size (American) tripod sockets. Turns 360°, Tilts 180°. Made of light weight aluminum alloy with baked-on enameled finish. Weighs only 12 oz. A twist of the handle locks tilt in any position. Screw adjustable pan tension. Smooth, easy action. Shipping weight 1 pound.
60 GW 8134—Each.....\$3.49



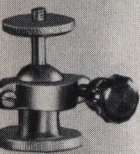
Viceroy Tilt Top

Usually sells for \$3.00. **\$2.59**
 For all still cameras. Sturdily built of polished steel and brass. Sure grip 4 in. handle locks the top in any desired position with just a slight turn. Ideal for both portrait or landscape work. Fits all standard size tripod and camera sockets. Ship. wt. 12 oz.
560 GW 8451—Each.....\$2.59

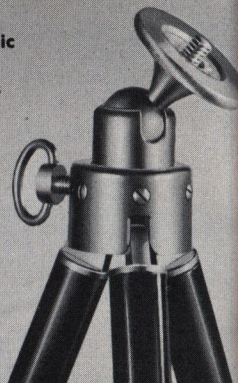


Low Priced Tilt Top

Usual \$2.00 Value. **\$1.75**
 For all still cameras. Standard threads to fit tripods and camera sockets. Handy black knurled knob locks head in fixed position. Built of steel for strength, carefully fitted for smooth action. Shipping weight each, 8 ounces.
560 GW 8453—Each.....\$1.75



For Other Photographic Supplies See Wards General Catalog



Midget Tripod

Mighty Handy— **\$2.29**
 Priced Low

Extremely useful for table top work. Also ideal for use out-of-doors for close up work on flowers, etc. Light and compact yet will hold any still camera. Handy built in tilt top, with standard threads for camera socket. Fiber leg tips hold it steady, prevent scratching table top. Measures only 8 inches closed, for easy carrying, 14 inches extended. Nickel finish. Shipping weight 1 pound.

560GW 8452—Each.....\$2.29

7-Section Tripod

Compare With **\$6.98**
 \$8 Tripods

Here is an all-metal tripod that will answer every requirement. Built in swivel head with standard threads for camera sockets. Knurled ring locks swivel in any desired position. Accurately fitted brass legs which telescope in seven sections. Extends to 62 inches when fully opened. Folds compactly to 15 inches in length for easy carrying. Shipping weight 2 pounds.

560 GW 8449—Each..\$6.98

Buy All Your Needs on Time At Wards

Include Lights, Tripods and Other Accessories in a \$10 Order or More and Buy on Time Payments. See Page 21 For Details.

TWIN REFLECTORS for Better Lighting



TWIN LIGHT OUTFIT

Why Pay \$10? At Wards Only

\$7.98

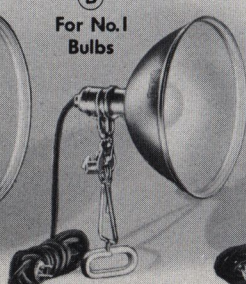
A complete outfit for those who realize the importance of correct lighting. The all-metal tripod extends up to 76 in. with two 21 in. adjustable arms, each with a heavy weight 10-in. reflector mounted in a swivel base for fine adjustments. A 9-ft. rubber covered cord extends through center of tripod with a 3-way plug at top to connect with the reflector cords. Tripod folds to 32 in. length. Bulbs not included—order on opposite page. Ship. wt. 10 lbs.

560 GW 8060—Complete...\$7.98

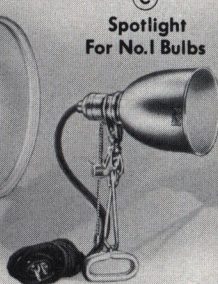
(A) For No. 2 Bulbs



(B) For No. 1 Bulbs



(C) Spotlight For No. 1 Bulbs



CLAMP-ON REFLECTORS—Size For Every Purpose

- Shaped to Distribute The Light Evenly—No "Hot-Spots"
- Heavy Gauge Aluminum Reflectors—Satin-silver etching surface inside for best reflection, outside highly polished
- Heavy, Rubber Covered 8-ft. Wire Cords with Plugs
- Rubber Covered Steel Clamp with Built-in Tripod Socket
- Heavy Duty Nickel Plated Pull Chain Light Sockets.

(A) For No. 2 Photoflood

Each **\$1.98**

Extra large and deep; diameter 10½ in., depth 8 in. Check the features above. Long shank for No. 2 photoflood, also takes No. 1 bulbs. Bulb not included. Ship. wt. 3 lbs.
560 GW 8057—Each.....\$1.98

(B) For No. 1 Photoflood

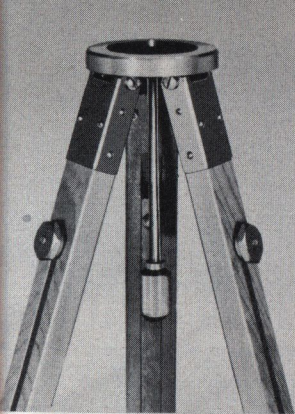
Each **\$1.49**

Correct size for smaller No. 1 photoflood bulbs; diameter 9¼ in., depth 5½ in., Check features listed above. Bulb not included. Shipping weight 3 pounds.
560 GW 8058—Each.....\$1.49

(C) Spotlight Reflector

Each **\$1.39**

The right size for No. 1 photoflood bulbs; diameter 4½ in., depth 5 in. Check all the features above. Gives a concentrated spot light. Bulb not included. Ship. weight 3 pounds.
560 GW 8059—Each.....\$1.39



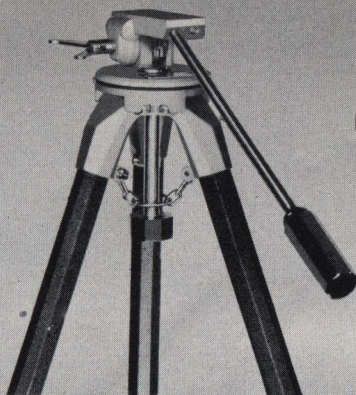
Strong Wood Tripod

Usual \$7 Value **\$575**
At Wards Only

Select quality, straight grained hardwood... thoroughly seasoned and kiln dried to prevent warping. Varnished finish. 2-section construction—extends to 59-in., folds to 34-in. Legs adjust to any height, held in place by positive locking screws. Strong, large metal hinges prevent too great a spread... add rigidity. Polished metal head 3 3/4 inches in diameter with felt pad top to prevent marring of camera. Fits standard movie or still camera sockets. Order tilt top on opposite page for "panning" and tilting. Shipping weight 5 pounds.

Include in a \$10 order and buy on time—see Page 21.

60 GW 8133—Each.....\$5.75



Eastman Ciné Tripod

Usual Selling Price \$32.50 **\$2925**
Cash

\$5 a Month On Time, See Page 21. The Kodak Tripod is "rock-steady" for steadier, better pictures—yet it weighs only 6 3/4 lbs. Equally adaptable to movie or still camera use. Tripod head is velvety and permits smooth panning, either horizontally or vertically. Panoram arm is detachable and fits beneath tripod head when not in use.

Extends to 4 ft. 10 in., telescopes to 2 ft. 9 1/2 in. The black aluminite legs are scaled for uniform extension and are controlled so that they will "stay put" even on a smooth surface. Removable rubber tips on feet for use inside. Shipping weight 7 lbs.

560 GW 8411—Each.....\$29.25



Royal Tripod

Usually Sells \$695
For \$7.50 **\$695**

This rustless tubular steel and brass tripod can shoulder the heaviest amateur movie or still camera with locktight precision. Adjustable legs have quick set quarter turn friction lock—makes it impossible for the legs to become loose. Leg stop prevents the legs from sliding out too far. Rubber tips protect floors. Extends to 56 in., folds to 30 in. Tilt top not included, any standard tilt top such as those on opposite page will fit. Actual wt. 6 lbs. Ship. wt. 7 lbs.

For time payment terms, see Page 21.

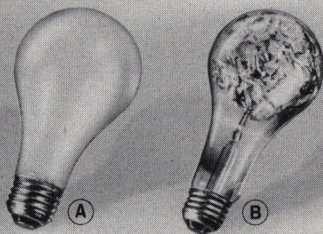
560 GW 8450.....\$6.95



HAND FLASH LAMP

Operates with 3 standard size flashlight batteries—batteries included. Corrugated satin finished 10 1/2 in. reflector with hinge for folding on battery case for easy carrying. Dark green outside finish. Photoflash bulb not included (order at right). Ship. weight 2 pounds 9 ounces.

560 GW 8061—Each.....\$1.19



Famous Mazda Photoflood and Photoflash Bulbs

Photoflood No. 1 Each **25c** Photoflash No. 10 for **30c**

Shipped postpaid. For use in any electric outlet. Include several of each in a time payment order.

(A) Mazda Photoflood Bulbs

60 PGW 8020—No. 1 size. 750 watts. Life about 2 hours. Each.....25c
60 PGW 8019—No. 2 size. 1500 watts. Life about 6 hours. Each.....50c

(B) Mazda Photoflash Bulbs

Light on any electric current from 1 1/2 volts up. Use only once. Use photoflash bulbs in any standard light socket, hand Flash Lamp, or the Kalart outfit at right.

60 PGW 8021—No. 10 size. About 22500 lumen sec. Two for.....30c
60 PGW 8044—No. 20 size. About 45000 lumen sec. Each.....25c
60 PGW 8053—No. 7 size. New small design, only 3/8 in. long. About 22500 lumen sec. Easier to carry. Each.....18c

Get em Anywhere—Anytime WITH A KALART Synchronized Flash Outfit



Bulb and Camera Not Included

USUAL PRICE ~~\$13.50~~

ONLY \$2 A MONTH ON TIME, SEE PAGE 21.

This new Kalart Micromatic Speed Flash has a built-in adjustable time delay feature for adjusting the spring tension behind the plunger and thereby regulating the timing between lamp ignition and shutter opening. It is adaptable for all cameras equipped with a Compur or Compur-rapid shutter. Cameras with other types of shutter equipment require a special fitting (write for prices). *State name of camera and shutter equipment.*

\$11.95
Cash

The head or shutter actuating plunger is operated by a spring having an adjustable tension. The wire lead from the shutter mechanism to the battery box connects with a phone tip terminal.

560 GW 8475—Flash Outfit complete with synchronizer, bakelite battery case, battery, polished chrome reflector and instructions. Actual weight 2 lbs. Shipping weight 3 lbs.....\$11.95

For Extra Battery, write for prices.

ALL WARDS 19

Free Power Tool Catalog

Get this interesting book which contains large pictures of Wards complete line of Power Tools, Lathes, Drill Presses, Shapers, Jointers, Saws, etc. Send for FREE copy today! Address: Montgomery Ward & Co., Division 84, Chicago, Illinois. A penny postcard will do.



WHY PAY \$8

for a DeLuxe Developing Outfit

Complete at \$6.95
Wards Only

Here's a really deluxe developing and printing set with each item carefully selected to provide the serious amateur with the highest quality darkroom equipment. No unnecessary gadgets or "fillers" so often found in large size sets. Every item has its place and will give longer, better service than those found in ordinary low-priced outfits.


Includes the following items: 10 tubes of M.Q. Developer; 1 lb. Acid Hypo; 1 gross Eastman Velox print paper No. 2 emulsion, size 3 1/4 by 4 1/4; 1 wood print frame size 4 by 6 in.; 2 triple coated acid resisting steel trays, size 5 by 7 in.; 1 special roll film developing tray, size 5 by 7 in.; 1 blotter book with 24 sheets 9 1/4 by 11 1/2 in.; 1 ferrotyp plate 11 by 14 in.; one 8 oz. glass graduate; 1 deluxe darkroom safe light (ruby globe and amber bulb); 1 bottle of ferrotyp polish; 1 deluxe quality heavy 4 in. print roller; 1 pair of film clips and Agfa Anso's new 60-page book "Developing and Printing Made Easy." Shipping weight 15 lbs.

560 GW 8051—Complete Set.....\$6.95

Wards Acid Hypo and Hardener


60 GW 8003—Highest quality acid hypo. 1 pound package, makes 64 ounces hypo. Shipping weight 1 lb. 6 oz. Per lb.....19c

Prepared Formulas—Easy to Use... Low Priced at Wards

 **Eastman Famous D-52 Developer**
Quart size **19c**

A chloro-bromide developer. Recommended for contact and enlarging papers, also for certain types of film. Contains minimum quantity of bromide. Instructions included.

560 GW 8091—State size
Makes 1 qt. Ship. wt. 6 oz. 19c
Makes 2 qts. Ship. wt. 1 lb. 27c

 **Eastman Famous D-72 Developer**
Quart size **23c**

For contact and bromide enlarging papers, also for press photography with fast ortho and panchromatic films and plates. Complete instructions included.

560 GW 8090—State size
Makes 1 qt. Ship. wt. 9 oz. 23c
Makes 2 qts. Wt. 1 lb. 4 oz. 32c

 **Eastman D-76 Developer**
Quart size **23c**

Elon-hydroquinone borax. Fine grain, low contrast. For films and plates. Instructions. Ship. wts.: 8 oz. and 1 lb. 3 oz. State size wanted.

560 GW 8092
Makes 1 quart.....23c
Makes 2 quarts.....32c

 **Ultra Fine Grain Developer**
Pint size **27c**

For films, plates. Fine grain.

560 GW 8093—State size.
Makes 1 pint. Ship wt. 9 oz. 27c
Makes 1 qt. Ship. wt. 1 lb. 36c

Universal Tube Developer

For films, plates and papers. Tray or tank. Shipping weight 7 ounces.
560 GW 8095—5 tubes.....32c
560GW8094—5 Tubes.M.Q.27c

 **Agfa Developers 103 and 17**
Each 1 qt. **23c**

Formula 103. For films and papers. Excellent for obtaining blue-black tones with Convira or Brovira papers. Instructions. Shipping weight 9 ounces.

560GW 8087—Makes 1 qt. 23c
Formula 17. Borax developer for development of films. Fine grain. May be used repeatedly. Instructions. Shipping weight 9 ounces.
560GW 8088—Makes 1 qt. 23c



Defender Developers—New 777 (Just announced) and Defender Rubinol

New Formula 777 Panthermic **\$2.79** Rubinol Developer **36c**

Formula 777. The superfine grain developer miniature fans have been waiting for. Harold Harvey formula 777, the outcome of 7 years research. Not only superfine grain but simple to prepare and use. Panthermic (all temperatures) can be used at temperatures up to 90°F. No stop bath is needed—wash water can be any temperature. Will process 21 rolls of 35 mm. film equally well. Instructions included.

560 GW 8046—Ship. wt. 9 oz. Per box.....\$2.79

Rubinol Developer. Fine grain, for films or plates. Non-staining. Gives any desired contrast. Instructions.

560 GW 8045—Makes 1 qt. Shipping weight 10 oz. 36c




Champlin Developer No. 15
1 qt. size **89c**


A popular developer formula among miniature fans. Tremendous emulsion speed. Beautiful gradations and produces ultra-fine grain negatives. For tray or tank. Complete instructions included. Makes 1 quart. Shipping weight 1 ounce.

560 GW 8099—Ea. 89c

Popular F and R Prepared Developing Solutions Manufactured by Fink-Roselieve Company

 **GDX Fine Grain 32-oz. Bottle 98c**

GDX. Exposure compensating fine grain developer. Liquid form. No loss in emulsion speed and with maximum detail in shadows. Will produce sparkling negatives. Instructions. Graduated bottle. Shipping weight 4 pounds 5 oz.
560 GW 8097—32 fluid oz. 98c

 **Quinolin 16-oz. Bottle 69c**

Quinolin. Popular developer for all films and contact papers. Liquid form in graduated bottle. Full instructions. Ship. wts.: 2 lbs., 10 oz. and 5 lbs.
560GW8098—State size
16 fluid oz. 69c
32 fluid oz. \$1.15

 **Fixol 16-oz. Bottle 29c**

Fixol. A concentrated liquid acid fixing and hardening solution—ready to use. Handy graduated bottle. Instructions. Makes up to 96 ounces.

560GW8096—16 fluid ounces. Ship. wt. 2 lbs. 1 oz. Each.....29c



Edwal Developer and Hardener No. 12 Developer 59c

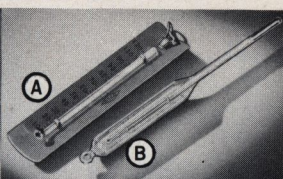
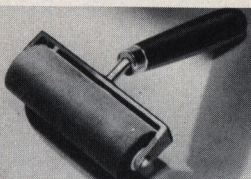
Edwal No. 12. Speed developer. Fine for bringing under-exposed negatives up to proper density. Use over and over. Makes 1 quart solution. Shipping weight 8 ounces.

60 GW 8039—Each.....59c

Chrome Hardener. For films. 6 packages, each makes 1 pint solution. Shipping weight 9 oz.

560 GW 8074—For 6 pts. 32c

For An Up-to-Date Darkroom



Cellulose Sponge

Du Pont. Fine pore. Highly absorbent for negatives and prints. 4% by 3 1/4 by 1 1/4 in. Shipping weight 2 oz.
560GW 8073—Ea.32c

Deluxe Print Roller

Heavy duty. Rubber covered hardwood core. Metal frame extension keeps roller suspended when not in use. Shipping weight 10 oz.
560 GW 8065—Each...49c

A Ingento Thermometer

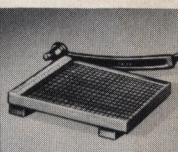
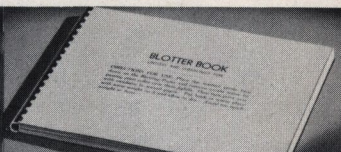
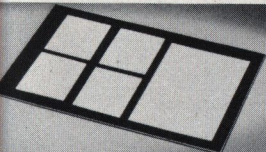
Brass holders. 10° to 120° F.
560 GW 8062—Wt. 2 oz...65c

B F and R Thermometer

Enclosed in glass, shaped for film tanks. 40° to 90° F.
560PGW8063—Postpaid...\$1.25

F and R Developing Tanks

Adjusts for 35 mm. to 2 1/2 by 4 1/4 in. negatives. Bakelite. Light proof top for agitator or thermometer.
560 PGW 8570—Postpaid...\$5.95
560 PGW 8571—Similar but for 35 mm. film only. Postpaid...\$3.95



Ferrotyping Plates

Heavy weight 11 by 14 in. Smooth enameled surface. Produces the highest gloss on your prints. Ship. wt. 3 lbs.
560GW 8066—5for...\$1.00

Acid-Resisting Steel Trays

3 coats baked-on white enamel. Roll rim.

Art No.	Inside Size	Ship. Wt.	Each
60 GW 8022	4 1/2 x 6 1/2 x 1 1/4	14 oz.	39c
60 GW 8023	5 3/4 x 7 3/4 x 1 3/4	1 lb. 4 oz.	49c
60 GW 8024	8 3/4 x 10 3/4 x 1 1/4	2 lbs. 4 oz.	81c
60 GW 8029	12 x 15 x 2 7/8	5 lbs. 4 oz.	\$1.39
560 GW 8067	17 1/4 x 21 1/2 x 2 5/8	12 lbs.	2.69

Blotter Book

24 sheets 9 1/4 by 11 1/2 in. Wax separation sheets. Chemically pure—no lint. For drying prints. Shipping weight 1 lb.

560 GW 8072—Book...\$9c

Trimming Boards

Reinforced hardwood ruled base. Rule top edge. 1-piece steel blade.

60 GW 8030—6-in. blade. Wt. 3 lbs.....\$1.98
60 GW 8031—10-in. blade. Ship. wt. 5 lbs. 10 oz. Each.....\$2.79



Darkroom Apron \$1.69

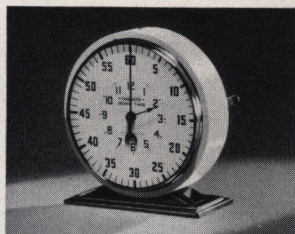
Protect your clothing with Eastman's lab. apron. Black waterproofed material. Edges cloth bound with neck and waist straps. Will give long service. Length 46 in., width 30 in. Ship. wt. 1 lb.
560 GW 8345—Each.....\$1.69



Low Priced All Metal Printer

For negatives up to 4 by 6 in. size. Black crinkled finish metal box, size 7 1/2 by 5 by 5 in., well ventilated. Ground glass diffusion plate. Ruby shade. 5 1/2 ft. rubber covered cord with plug. Adjustable metal masks for making neat borders. Tight fitting sponge rubber lined hinged lid. Bulb included.

560 GW 8078—Ship. wt. 3 lbs. 4 oz. Each.....\$3.98



Ingento Second Timer

Large second hand. Hour and minute hands are in center. Pressing lever on side stops second hand, and returns it to zero. Metal case, ivory finish. Large 4 1/2 in. dial. Shipping weight 1 lb. 8 oz.

560 GW 8064—Each.....\$4.65

Buy Any Order of \$10 or More On Time

Order of \$10 or more may be bought on Monthly Payments by persons of good standing who have a steady source of income. Prices are the same as for cash, with a small amount added for carrying charge. The table at right shows the amount to pay down and the amount to pay monthly on any order.

The 10% carrying charge is figured on the amount remaining after deducting the down payment from the cash price. For example, if the Cash Price of your order is \$26, the Down Payment is \$3, leaving a balance of \$23. The carrying charge is 10% of \$23, or \$2.30. This added to the \$23, makes \$25.30 still due on this order and the Monthly Payment is \$5.

If you wish to buy on Monthly Payments, write your order on the Order Blank enclosed, fill in the Time Payment Application Form on the back of the Order Blank and enclose check, money order or draft for the Down Payment. Once you have established a good credit record with Wards you can buy more merchandise on the same account even before it is all paid.

TABLE OF TERMS

If Cash Price of Sale Amounts to	Down Payment	To find balance due add Carrying Charge of 10% (One tenth) to amount remaining after deducting Down Payment	If the Balance Due is	Monthly Payment is
\$10.00-\$15.00	\$2.00	\$2.00	\$ 2.00-\$15.00	\$2.00
15.01-20.00	2.50	2.50	15.01-20.00	3.00
20.01-25.00	3.00	3.00	20.01-25.00	4.00
25.01-30.00	3.50	3.50	25.01-30.00	5.00
30.01-35.00	4.00	4.00	30.01-35.00	5.00
35.01-40.00	4.00	4.00	35.01-40.00	5.00
40.01-45.00	4.00	4.00	40.01-45.00	5.00
45.01-50.00	4.00	4.00	45.01-50.00	5.00
50.01-60.00	5.00	5.00	50.01-60.00	7.00
60.01-70.00	5.00	5.00	60.01-70.00	7.00
70.01-80.00	6.00	6.00	70.01-80.00	7.00
80.01-90.00	6.00	6.00	80.01-90.00	7.00
90.01-100.00	7.00	7.00	90.01-100.00	8.00
100.01-110.00	8.00	8.00	100.01-110.00	9.00
110.01-120.00	10.00	10.00	110.01-120.00	9.00
120.01-130.00	12.50	12.50	120.01-130.00	10.00
130.01-140.00	12.50	12.50	130.01-140.00	10.00
140.01-150.00	12.50	12.50	140.01-150.00	10.00
150.01-175.00	15.00	15.00	150.01-175.00	12.00

Books for Amateurs and Advanced Amateurs

19c

"Developing and Printing Made Easy"

Agfa's new book which is a real help to the amateur. Full of practical hints and suggestions. Illustrated. 60 pages. Spiral binding. Shipping weight 8 ounces.

560 GW 8518—Each...19c

"Champlin On Fine Grain"

By *Harry Champlin*. \$1.75
If you are a miniature camera fan be sure to read Champlin's theories on fine grain—darkroom procedure, equipment, developers and formulas all covered in detail. Cloth cover binding. 142 pages. *Postpaid*.

560 PGW 8526—Each \$1.75

Brilliance—Gradation—Sharpness With The Miniature Camera

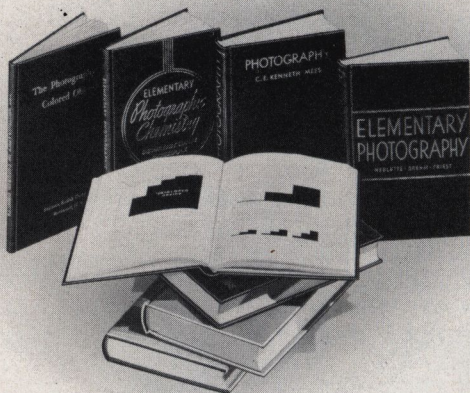
By *Harry Champlin*. \$2.00
A detailed study of the basic essentials of photography with emphasis on technique. For amateurs and advanced amateurs. 154 pages. Cloth bound. *Postpaid*.

560 PGW 8524—Each \$2.00

Photography

By *C. E. Kenneth Mees*. Director of Research, Eastman Kodak Co. The complete story of photography. Non-technical. Sections devoted to both "still" and movies. 45 illustrations. 221 pages. Shipping wt. 2 lbs. \$2.89

560 GW 8515 —Each \$2.89



Universal Photo Almanac and Market Guide—

Edited by *Karl A. Barleben, Jr.*

One book all photographers want and need... contains 236 pages of useful, practical text and photographs. Size 6 by 9 in. Covers the following subjects: 1. THE ALMANAC tells what to photograph, when and how. 2. VALUABLE ARTICLES taken from leading photographic publications on subjects of vital interest. 3. MARKET GUIDE listing names, addresses of magazines, newspapers, syndicates, etc., who purchase free lance photographs. 4. PICTORIAL SECTION including many photographs by leading photographers. 5. FORMULARY... complete authentic formulas for all branches of amateur darkroom photography. 6. BIBLIOGRAPHY listing current photographic books, magazines, etc.

560 GW 8520—Durable cover. Ship. wt. 8 ozs.....89c

Elementary Photography

By *Nebbitte, Brehm and Priest*. A complete manual for the student, club member and amateur photographer. Covers all branches of amateur "still" photography. 249 pages. Illustrated. Durable cloth cover bound.

560 GW 8521—Shipping weight 1 lb. Each.....89c

19c

"Better Photography Made Easy"

Agfa Ansco's simplified manual on how to take better pictures. For amateurs. Illustrated. 60 pages. Spiral wire binding. Shipping weight 8 ounces.

560 GW 8519—Each...19c

How To Make Good Movies

A new Eastman publication dealing with subjects of home movie making and movie showing. Also covers focusing, exposure, film, filters, trick shots, editing, titling, etc. Ship. wt. 2 lbs. \$1.89

Photography of Colored Objects

Eastman's book dealing with the theory and practice of color photography. Covers such subjects as: filters, contrast, three color photography, etc. Cloth bound. 123 pages. Shipping weight 1 lb. \$89c

Fundamentals of Photography

Eastman Kodak's book dealing with theoretical foundations of photography. Illustrated. Shipping weight 1 lb. \$89c

560 GW 8517—123 pages.....89c

Eastman Spotting Colors

Ideal colors for spotting or retouching prints. Set includes black, brown and sepia colors. Easy to prepare and use. Shipping weight set 3 ounces.

560 GW 8463—Set of 3 colors.....25c

Retouching Fluid

Eastman's. Improved formula. Gives greater retouching efficiency with modern negatives. Includes regular fluid for par speed or super speed films, and special fluid for smoother surface panchromatic films. Ship. wt. 4 oz.

560 GW 8464 Complete Set.....69c

Direct Sepia Toner

Agfa Ansco concentrated solution. Gives rich sepia tones in 1 simple operation. Full instructions for use included. Shipping weight 7 ounces.

560 GW 8443—4-ounce bottle.....39c

Agfa Brovira Toner

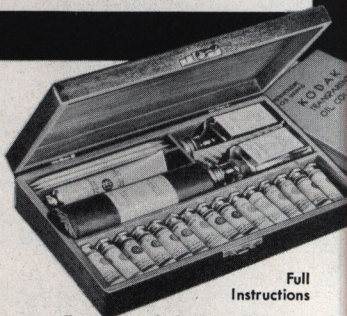
A new preparation that gives beautiful chalk red to brown tones on Agfa Brovira enlarging paper. 4 oz. bottle. Concentrated solution. Full instructions included. Shipping weight 7 ounces.

560 GW 8089—Each.....69c

Print Retouching Outfit

Produce salon prints from your good or even scratched or dust spotted negatives by means of this fine print retouching outfit. *Set includes:* 1/2 oz. each of turpentine, ammonia, pumice, alcohol, varnish, opaque, 1 dram each of India ink, white, sepia, red, Art gum, eraser, paper stump pencil, 3 drawing pencils, 2 camel's hair brushes, metal edged ruler, etching pen, eye dropper and 32-page instruction book. Packed in metal box with built-in metal palette. Shipping weight 5 pounds.

560 GW 8461—Complete.....\$3.59



Eastman Coloring Set

Includes 15 oil colors in tubes 1/2 x 1/2 in., cleaning fluid, medium solution, sizing and skewers, blending chart. Shipping weight 2 pounds.

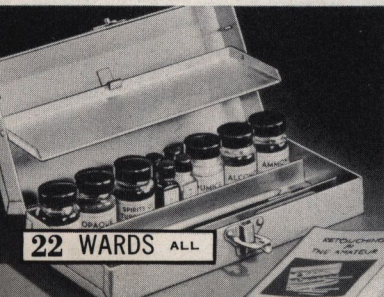
560 GW 8476—In wood box...\$3.59

Marshall's Photo Colors

\$3.75

Number 1 Set. Includes 15 colors in tubes 1/4x2 in. medium solution, drier, extender, cotton, 6 skewers, instructions. Ship. wt. 2 lbs. 4 oz.

560 GW 8477—Complete.....\$3.75



22 WARDS ALL

PHOTO MOUNTS

For Every Size and Purpose
Wards Special 2-Piece Photo Mounts

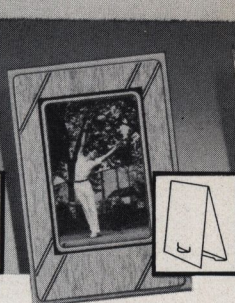
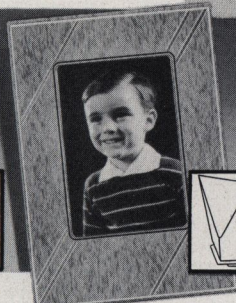
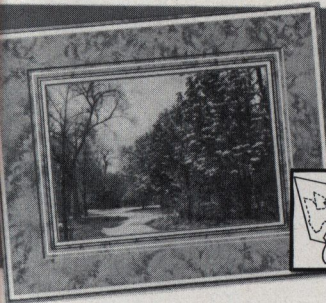
Correctly proportioned for progressive sizes of enlargements of miniature negatives for exhibit purposes or framing. Finest, white photographic stock with deckled insert. Embossed 1/4 in. border with gray line.

560GW 8531—Vertical Style. State size wanted.

Outside Size	Opening Size	Ship. Wt. Ea.	Each	1/2 Doz.
7 x 10 in.	4 1/4 x 6 1/2 in.	4 oz.	9c	48c
7 1/2 x 9 3/4 in.	5 1/4 x 6 1/2 in.	4 oz.	9c	48c
11 1/2 x 15 in.	7 1/2 x 9 1/2 in.	5 oz.	15c	79c
16 x 20 in.	10 1/2 x 13 1/2 in.	6 oz.	25c	\$1.35

560GW 8532—Horizontal Style. State size wanted.

Outside Size	Opening Size	Ship. Wt. Ea.	Each	1/2 Doz.
9 x 8 in.	6 1/2 x 4 1/2 in.	4 oz.	9c	48c
8 3/4 x 8 7/16 in.	6 1/2 x 5 1/2 in.	4 oz.	9c	48c
13 1/2 x 13 in.	9 1/2 x 7 1/2 in.	5 oz.	15c	79c
19 x 17 in.	13 1/2 x 10 1/2 in.	6 oz.	25c	\$1.35



"Selby" 2-Way Mount

Stand-up back for horizontal or vertical position. 3-piece type. Birds-eye gray with black and silver bevel around frame. Wt. ea. 7 and 11 oz.
560GW8533—State size, quantity.

Outside	Opening	Each	1/2 Doz.
8x10 in.	6 1/2 x 4 1/2 in.	14c	69c
13 1/4 x 11 1/4	7 3/8 x 9 1/4 in.	19c	98c

"Streamline" Mount

3-piece. "Y" beam back. Gray stock, deckled underlay.
560GW 8534—State size, quantity. Wt. ea. 3 to 12 oz.

Outside	Opening	Each	Doz.
4 3/4 x 6 1/2	2 3/4 x 3 3/4	8c	89c
5 1/2 x 8	3 x 4 1/2	9c	95c
6 1/2 x 9 1/4	3 5/8 x 5 3/8	13c	\$1.39
7 3/8 x 10 7/8	4 1/2 x 6 1/2	15c	1.59

"Trim" Mounts

Similar to "Streamline" at left. For snapshots.
560GW 8535—State size and quantity.

Opening	Ship. Wt. per 1/2 Doz.	Doz.
1 3/16 x 1 13/16	15c	25c
1 3/8 x 2 3/8	19c	35c
1 7/8 x 2 7/8	19c	35c
2 1/8 x 3 1/8	25c	45c

Metal Frames

Antique gold or silver finish, will not tarnish. Velvet easel back. Ring top. Takes prints 8 x 10 in. Glass front. Ship. wt. each 2 lbs.
State finish wanted.
560GW 8536—
Each.....95c

Wood Frames

Unfinished. 1/2-in. gum wood molding, rounded top. Sanded ready to finish. Nails included. Shipping weight 1 pound.
560GW 8478—State size.
8 x 10 in. Set of 3.....39c
11 x 14 in. Set of 3.....59c
16 x 20 in. Set of 3.....69c



Art Cement

For mounting prints. Used by artists, printers, photographers, etc. Shipping weight per can 2 pounds.
560GW 8462—
1 Quart.....45c

Grained Mounting Board

Photographic white. Heavy weight 62 point board—will not warp. Eggshell grain. Use art cement at left.
560GW 8530—State size wanted.

Size In.	For Prints	Ship. Wt.	1/2 Doz.
8x10	4x 6 to 6x 8	1 lb.	29c
11x14	6x 8 to 8x10	2 lbs.	59c
16x20	8x10 to 11x14	3lb. 8oz.	\$1.19

IT'S EASY TO ORDER BY MAIL FROM WARDS

TABLE OF PARCEL POST RATES

Simply list on the order blank enclosed, or on any plain piece of paper, the articles you want, giving the name, article number, and the price of each. State quantity of each desired... (be sure to give all the information requested as to size, color, emulsion, etc.) When ordering on Time Payments, fill in and sign the form on the back of order blank. For terms and complete details of Wards Time Payment Plan see Page 21.

If you want your goods shipped by Parcel Post, include enough extra with your order to cover the postage—see Parcel Post Rates at right. (If you send too much, we will return every penny not used.) Send money by personal check, postoffice or express money order or bank draft.

NOTICE: If, during the life of this catalog, direct or indirect means of raising prices are adopted by the Government or individual states, we may be affected. These situations will have to be met by price adjustments.

Ship. Wt. Lbs.	Local Zone	Zones			
		1 and 2 Not Over 150 Miles	3 151 to 300 Miles	4 301 to 600 Miles	5 601 to 1000 Miles
1	7c	8c	9c	10c	11c
2	8c	10c	11c	14c	17c
3	8c	11c	13c	17c	22c
4	9c	12c	15c	21c	27c
5	9c	13c	17c	24c	33c
7	10c	15c	21c	31c	43c
10	12c	18c	27c	42c	59c
15	14c	24c	37c	59c	86c
20	17c	29c	47c	77c	\$1.12
25	19c	35c	57c	94c	1.39

For Complete Table of Parcel Post Rates up to 70 lbs.—and also complete Freight and Express Rates, see Wards General Catalog.

Packages weighing 8 oz. or less delivered anywhere in the United States at following rates:

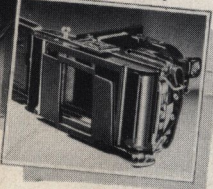
2 ounces or less..... 1 1/2c
3 or 4 ounces..... 3c
5 or 6 ounces..... 4 1/2c
7 or 8 ounces..... 6c
Packages weighing more than 8 oz. take the pound rates to the zone in which you live, as shown at left. The post office counts any part of a pound as the next full pound.

Packages weighing not more than 70 lbs. and measuring not more than 100 inches (length plus girth at widest point) may be mailed to all zones.

Button Release on Body of Camera



Mask to Take 8 or 16 Pictures



Action Front

WHY PAY \$29

For a Candid Type Camera with Fast F.3.8 Lens and Prontor II Shutter

The Rolfix Folding Camera **\$1695** Cash
At Wards Only—

Check the 3 features at top of the page Fast F:3.8 Anastigmat Lens Permits a Wider Range of Subjects . . . Action Shots . . . Pictures Under Artificial Light Eye Level and Waist Level View Finders Black Artificial Leather Cover with Polished Nickel Plated Steel Trim

Buy the Rolfix on Time \$3 a Month, See Page 21

Naturally, you can buy a better camera—but where, other than Wards, or less than \$29? The Prontor II shutter offers speeds of 1, 1/2, 1/4, 1/8, 1/16, 1/32, 1/60, 1/120 second, Time and Bulb release plus a self-timing feature. The removable mask permits taking 8 pictures 2 1/4 by 3 1/4 in. or 16 pictures 1 1/2 by 2 1/4 in. on No. 120 roll film. Front lens focusing from 5 ft. to infinity. Leather bellows. Size folded 6 1/4 by 3 1/2 in. Actual weight 1 pound 4 ounces. Instructions. Made in Germany.
60 GW 8335—Ship. wt. 1 lb. 14 oz. \$16.95



Use 34 mm. Filters and Special Lens—See Page 8.



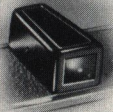
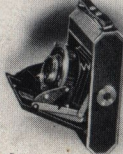
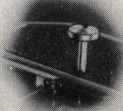
WHY PAY \$35

For a Miniature Camera with All These Features. F.2.9 Lens and Compur Shutter

Button Release on Body of Camera

Action Front—Sturdily Braced

Telescopic Eye Level View Finder



Solida Candid Camera **\$2450** Cash
ONLY \$4 A MONTH ON TIME PAYMENTS. SEE PAGE 21.

- Check the 3 important features in the 3 small pictures above
- Steinheil Cassar Anastigmat F:2.9 Lens and Self-Timing Compur Shutter with Range of Speeds 1 to 1/250 Sec. Time and Bulb
- Takes 16 Pictures 1 1/2 by 2 1/4 in. on Standard No. 120 Film

There's a thrill about taking candid pictures—snapping your friends when they're not looking . . . catching those interesting scenes of everyday life or fast action shots of sports, trains, stage settings, etc. If you think that's a hobby limited to those with expensive cameras you're dead wrong for the Solida will do all those things, yet it costs less than \$25.

Compact in size—only 5 1/4 by 3 in. folded, and weighs only 1 lb. Smart looking for it's covered with richly grained black leather with polished nickle aluminum trim. Fine quality leather bellows. Front lens focusing 3 1/2 ft. to infinity. Instructions. Made in Germany.

60 GW 8333—Shipping weight 1 pound 6 ounces... \$24.50