



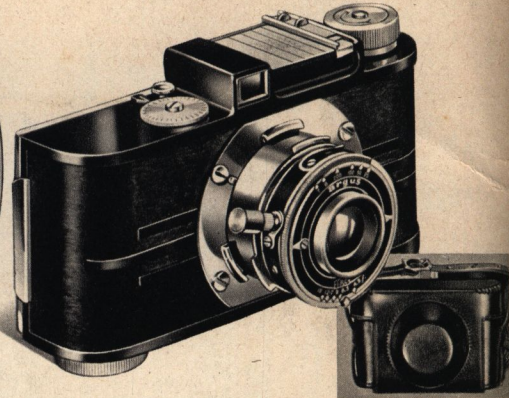
CAMERA CATALOG

★
MONTGOMERY WARD

CHICAGO • BALTIMORE • ALBANY • KANSAS CITY • ST. PAUL • DENVER • FT. WORTH • JACKSONVILLE • PORTLAND • OAKLAND

FAST LENS—35 mm

No Carrying Charge on Any Argus



Argus A2 Candid Miniature

\$1229
A-2

LOW AS \$2 A MONTH—SEE PAGE 21

A versatile, easy-to-operate miniature that produces fine black and white or color negatives. Takes 18 or 36 exposures, size 1x1 1/2 in. on 35 mm. film. F4.5 Anastigmat Lens. Speeds 1/25 to 1/200 sec. Time and Bulb. Simplified focusing. Exp. counter. Tripod socket. Instructions. Ship. wt. 1 lb. 10 oz. Same Price Cash or Terms.

- 60 JW 8302—Argus A2. \$12.29
- 60 JW 8303—Argus A2F. Foc. 15 in. to infinity. 14.79
- 60 JW 8338—Argus A. Same as A2 but without exposure meter. With cable release socket. \$9.76
- 60 JW 8423—Ever-ready Leather Case for above Cameras. Shipping weight 8 ounces. \$2.49



\$2979
C-3 ONLY \$3 DOWN, \$4 A MONTH
ON TERMS—SEE PAGE 21

New Argus C3 With Synchronized Flash Gun

A new "All American" speed precision instrument complete in itself, for day and night photography. The Argus C-3 embodies the composite ideals of thousands of miniature enthusiasts—a truly modern camera you'll be proud to own.

New Built-in Synchronizer. Complete flash unit matched to camera. Flash gun quickly removable when not needed.

Built-in Coupled Range Finder. Split image type for accurate focusing from 3 1/2 ft. to infinity—no guessing of distance.

Interchangeable "Cintar" F4.5 Lens. Anastigmat, color corrected. Extremely fast and produces sharp, clear, crisp negatives that will make good enlargements.

Balanced Shutter. An entirely new design finely balanced for the speed of the lens. Provides a wide range of speeds from 1/5 to 1/300th of a second "bulb."

Uses All 35 mm. Film. 18 or 36 exposures, size about 1 1/2 x 1 in. For black and white or full color transparencies.

Modern Design. Black leatherette covered, metal and plastic trim. Compact size 5 1/4 by 2 3/4 x 2 in., **Camera only.** Act. wt. 24 oz. **\$29.79**

560 JW 8406—With Flash Unit. Wt. 3 lbs. Cash or Terms. **24.78**

560 JW 8403—Argus C-2. Same as above but without synchronizer and flash gun. Ship. wt. 2 lbs. Cash or Terms. **4.49**

60 JW 8405—Ever-Ready Case for C-2 or C-3. Holds camera only. Ship. wt. 1 1/4 lbs. **4.49**

Carry-All Case for Miniatures

Large enough for camera and accessories. 3 partitions for small "still" or "movie" cameras, plate holders, flash guns, etc. Zipper pocket for extra lenses, filters, cable release, etc. Brown pliable cowhide. Slide fastener key lock. SIZE: 11 by 8 1/2 by 3 1/2 inches. Adjustable shoulder strap included. **\$7.75**

D60 JW 8586—Ship. wt. 2 lbs. 6 oz. **\$7.75**



Perflex 55—New Super Speed Camera

AT WARDS ONLY \$4 DOWN, \$5 A MONTH

The new Perflex out-performs all others in its price range. Shutter Speeds 1/1250 to 1 sec. Focal plane type. Auxiliary "front Set" for slow speeds. Scienar fast anastigmat lens. Fully color corrected. Interchangeable.

Coupled Range Finder. Built-in split image type.

New Built-in Flash Synchronizer—Order gun below.

Other Perflex Features. Built-in exposure meter. Helical focusing 3 1/2 ft. to infinity. Automatic film stop—winding film winds shutter. Sturdy alum. case, leather covered. Size: 5 1/4 by 3 3/8 by 1 1/4 inches. Instruct. *Postpaid.*

D560JW8694—With Scienar F:3.5 Lens. Cash or Terms. **\$39.50**

D560JW8695—With Scienar F:2.8 Lens. Cash or Terms. **49.50**

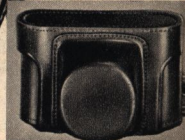
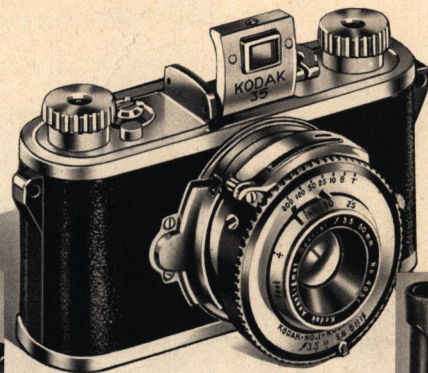
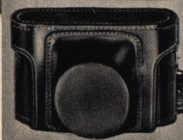
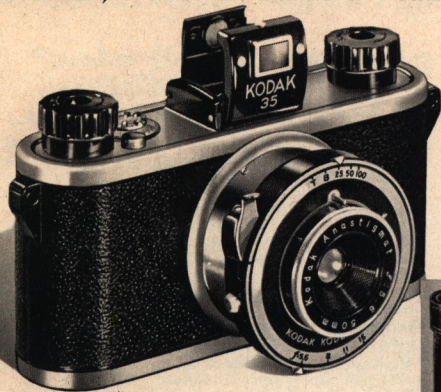
D560JW8697—"55" Flash gun. With Batteries. **6.00**

D560JW8693—Perflex 33 similar to above but without flash synchronizer. F:3.5 Lens. Speeds 1/25 to 1/500 sec. **\$29.50**

D60JW8696—Ever-Ready Case for Perflex Cameras. **5.00**

CAMERAS...USE FULL COLOR FILMS

Eastman, or Perflex Camera—Same Prices Cash or Terms



Kodak 35—F:5.6 Lens

\$2 A MONTH ON TIME—SEE PAGE 21

\$1450

Designed and built to exacting Eastman standards, the Kodak 35 Miniature makes the most of your picture opportunities. Uses all of the wide variety of 35 mm. black and white or color films available. Takes 18 or 36 exposure size rolls. Picture size 1 by 1½ inches ideal for enlargements.

Kodak F:5.6 Lens. Anastigmatic. Fingertip focusing—4 ft. to infinity. Kodex Shutter, 3 speeds to 1/100 sec. Time and Bulb. **Additional Features.** Smart pin seal grained case. Automatic exposure counter—film locking device. Removable back for easy loading. Folding optical eye-level finder. Tripod socket. **60 JW 8305—Prepaid.** Instructions, Cash or Terms. . . . \$14.50 **60 JW 8664—Sole Leather Field Case.** Fits all Eastman 35 mm. cameras listed. *Postpaid.* \$6.50

Faster Lens Kodak 35's

LOW AS \$4 A MONTH—SEE PAGE 21

\$2450
F:4.5

Brilliant performers for black and white or vivid full color transparencies on 18 or 36 exposure 35 mm. rolls. **Automatic Shutters.** Winding film winds shutter. Delayed action. **Convenience Features.** Finger-tip focusing 4 ft. to infinity. Folding optical finder. Automatic exposure counter. Film centering—locking device. Tripod socket. Universal range finder clip. **Construction.** Seal-grained molded case. Natural metal trim. Takes 18 or 36 exp. size 1 by 1½ in. on 35 mm. film. **560 JW 8539—F:4.5 lens.** Diomatic shutter 1/25 to 1/150 sec. Time and Bulb. *Shipped Prepaid.* Cash or Terms. \$24.50 **560 JW 8309—F:3.5 Lens.** Kodomatic shutter 1/25 to 1/200 sec. Time and Bulb. *Shipped prepaid.* Cash or Terms. \$33.50



\$3450
Cash

Save \$10 and More on a Welti

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

The Welti is second to none in popularity for high speed and candid work. Made in Germany.

Uses 35 mm. Film. Produces 36 negatives per load on any regular 35 mm. film or 18 negatives on the new ½ size loads. Size of negatives 36 x 24 mm. (1¼ x 3½ in.).

All Metal Body. Leather covered. Size 5 x 2¼ x 1½ in. **Telescopic Finder.** Adjusts for "near" or "infinity." Exposure table, instructions. Act. wt. 1 lb. 4 oz. Ship. wt. ea., 2 lbs.

D560 JW 8326—With Anastigmat F:2.9 Lens. Compur "S" shutter, speeds 1 to 1/300th sec. Usually \$46.60. At Wards. . . . \$34.50

D560 JW 8362—With Anastigmat F:2.9 Lens. Compur Rapid Shutter, speeds 1 to 1/500th. Usually \$51. At Wards. . . . \$39.95

D560 JW 8364—With Xenon F:2 Lens. Compur Rapid Shutter, speeds 1 to 1/500th. Usually \$79. At Wards. . . . \$66.60

D60 JW 8327—Black Cowhide Case. Ship. wt. 8 oz. 2.98

D60 JW 8365—Heavy Case. Ship. wt. 8 oz. 5.29



\$6995
Cash

Buy the Weltini for \$10 Less at Wards

LOW AS \$7 A MONTH ON TIME—DETAILS ON PAGE 21

Built with watch-like precision for sharp, clear pictures. Compact size closed: 4¾ x 3½ x 2 in. Made in Germany.

Uses 35 mm. Film. Negatives about 1½ x 1 in. Standard 18 or 36 exposure black and white or color films.

Aluminum Body. Leather covered. Chrome trim. **Coupled Range Finder.** Automatic focusing 3 ft. to infinity.

Trigger Shutter Release. For fast action, minimizes vibration. **Color Corrected Lenses.** For use with full color film. Anastigmat.

Automatic Exposure Counter. Shows how many exposures left. Built in depth of focus scale. Act. wt. 1½ lbs. Ship. wt. 2 lbs.

D560 JW 8386—With Cassar F:2.9 lens in Compur Shutter, speeds 1 to 1/250th second. Usually \$79.50. \$69.95

D560 JW 8379—With Xenon F:2 anastigmat lens in Compur Rapid Shutter, speeds from 1 to 1/500th second. \$95.85

Usually \$106.50. Cash price. \$95.85

60 JW 8387—Everready Case. Ship. wt. 1 lb. 7.95

ALL WARDS

OWN A STANDARD EASY TO USE

No Carrying Charge—Prices Over \$10 Are

\$14⁵⁰

60 JW 8674

Reliable Kodak "Vigilants" for Album Size Pictures

LOW AS \$2 A MONTH—SEE PAGE 21

An instant new hit with fans, these "Vigilants" offer excellent construction and Kodak Anastigmat Lenses for clear, sharp pictures. Critical focusing lens mounts. Eye and 2-way waist level finders. Other equipment includes: Sturdy, black grained covered metal cases; cable release socket; body shutter release; 1-button opening and closing action and 2 tripod sockets. Same prices Cash or Terms—no carrying charge.

Six-20 Sizes—8 album size pictures 2 1/4 by 3 1/4 in. on any 620 size roll film. *Shipped Postpaid.*

Six-16 Sizes—8 album size pictures 2 1/2 by 4 1/4 in. on any 616 size roll film. *Shipped Postpaid.*

"Vigilants" with Diomatic shutters. Shutter speeds 1/25, 1/50, 1/100 sec. Time and Bulb.

60 JW 8674—Six-20 size. F:8.8 lens. \$14.50

60 JW 8675—Six-16 size. F:8.8 lens. 16.00

60 JW 8676—Six-20 size. F:6.3 lens. 17.00

60 JW 8677—Six-16 size. F:6.3 lens. 19.50

"Vigilants" with Kodamatic shutters. 5 shutter speeds 1/10 to 1/200 sec. Time and Bulb.

560 JW 8678—Six-20 size. F:4.5 lens. \$25.00

560 JW 8679—Six-16 size. F:4.5 lens. 29.00

"Vigilants" with Supermatic shutters. 9 speeds 1/2 to 1/400 sec. Time and Bulb. Leather covered.

560 JW 8681—Six-20 size. F:4.5 spec. lens. \$37.50

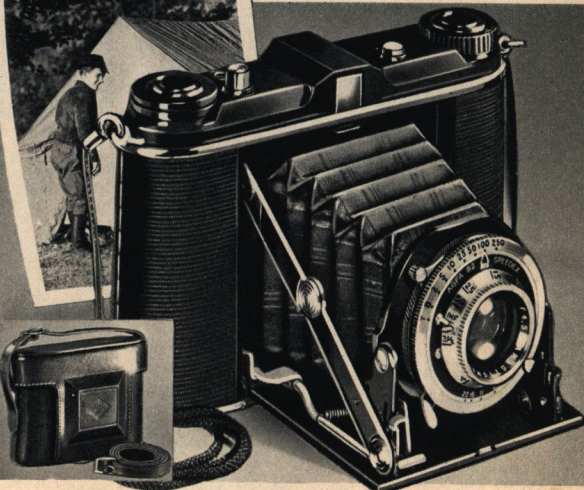
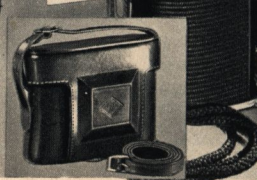
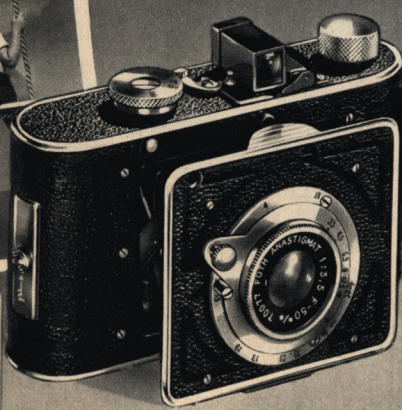
560 JW 8682—Six-16 size. F:4.5 spec. lens. 42.50

Brown Leather Field Cases

60 JW 8683—Six-20 size. \$4.00

60 JW 8684—Six-16 size. 4.75

60 JW 8681 Pictured



Foth Derby Miniature With Fast Focal Plane Shutter **\$1795**

ONLY \$3 A MONTH ON TIME PAYMENTS—SEE PAGE 21

The lowest priced precision miniature with a focal plane shutter. Fast anastigmat lenses. Made in Germany.

Focal Plane Shutter. Same type as used in many higher priced cameras. Speeds to 1/500th second and delayed action.

16 Pictures on 127 Film. Size 1 1/4 by 1 1/4 in. on V.P. film.

Rapid Focusing. Helical mount. For distances 2 ft. to infinity.

All Metal Construction. Leather covered. Large optical eye-level finder. Full instructions included. Folds compactly to 4 3/4 x 2 3/4 x 1 1/2 in. Ship. wt. 2 lb. 4 oz.

D60 JW 8388—With Foth F:3.5 Lens. Cash or Terms. . . \$17.95

D60 JW 8389—Faster Foth F:2.5 Lens. Cash or Terms 22.95

D60 JW 8358—Ever-ready Leather Case. For Cameras above. Black cowhide. Shoulder strap. Ship. wt. 10 oz. Ea. \$1.98

Compact New Agfa Speedex— Takes Album Size Pictures **\$2750**

ONLY \$4 A MONTH ON TIME PAYMENTS—SEE PAGE 21

New convenience and operating ease in this new Speedex personal size Camera. Snap-action front protects lens and shutter.

Anastigmat F:4.5 Lens. 85 mm. focal length. Critical focusing on lens mount from 3 1/2 feet to infinity. Fully color corrected.

Precision Shutter. 7 speeds 1/2 to 1/250 of a sec. Time and Bulb. Body shutter release with built-in cable release socket.

12 Pictures on No. 120 Film. Popular square 2 1/4 by 2 1/4-in. size.

Best Construction. Rugged steel construction. Molded plastic top. Body covered with rich Black wear-resistant covering and trimmed with chrome plating. 100% American Made.

Other Features. Enclosed, optical eye-level view finder. Recessed tripod socket. Braided neck-cord and built-in eyelets. Self-recting front opens at the touch of a button.

D560 JW 8383—Shipped Postpaid. Cash or Terms. \$27.50

D60 JW 8384—Ever-ready Case. Smooth Brown leather. No need to remove camera for use. *Postpaid.* 4.69

4 WARDS ALL

NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest house, allow postage from there, (unless Postpaid).

ROLL FILM CAMERA

The Same Cash or Terms

Precision Built
Kodak "Monitors"

\$30⁰⁰

MONTHLY TERMS—SEE PAGE 21

These new "Monitors" are the finest, most expertly designed cameras in their class. The "Monitors" offer superb combinations of highly corrected Kodak Anastigmat lenses and Kodamatic or Supermatic shutters.

New Automatic Features. Double exposure prevention . . . a film centering and exposure counting device . . . single button opening and closing mechanism . . . threaded body shutter release for cable release or flash synchronizer.

Other Features: 2-way waist and eye level finders, cable release socket on lens mount. 2 tripod sockets. Aluminum alloy cases covered with tooled Black Morocco grained Kodadur. Supermatic Models have leather covered cases. Same prices Cash or Terms.

Six-20 Sizes. Take 8 album size pictures 2¼x3¼-in. on any 620 size roll film. *Shipped Postpaid.*

Six-16 Sizes. Take 8 album size pictures 2¼x4¼-in. on any 616 size roll film. *Shipped Postpaid.*

"Monitors." Kodamatic shutters. 5 speeds 1/10 to 1/200 sec. Time, Bulb.

560 JW 8685—Six-20. F:4.5 \$30.00

560 JW 8686—Six-16. F:4.5 35.00

"Monitors." Supermatic shutters. 8 speeds ½ to 1/400 sec. Time, Bulb.

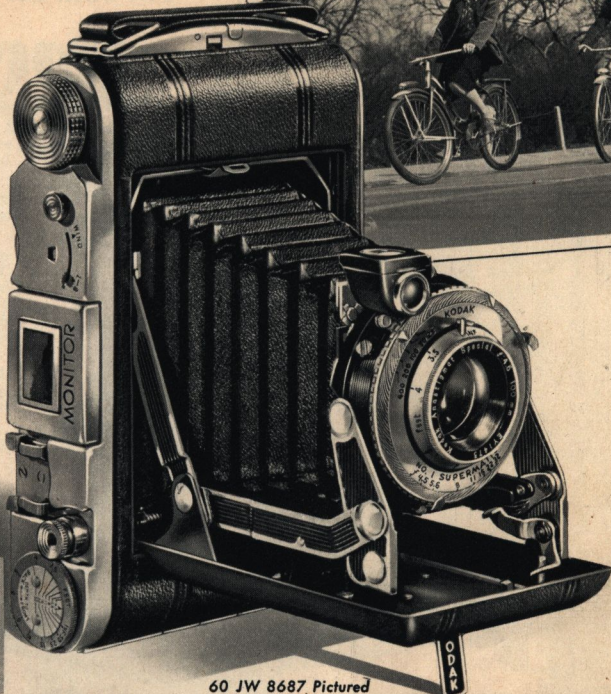
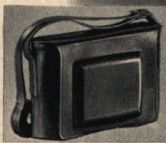
560 JW 8687—Six-20. F:4.5 Spec. \$42.50

560 JW 8688—Six-16. F:4.5 Spec. 48.50

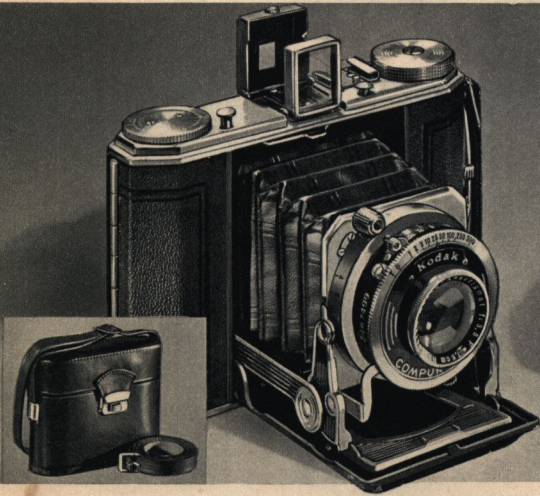
Brown Leather Field Cases

60 JW 8683—Six-20 size. . . . \$4.00

60 JW 8684—S x-16 size. . . . 4.75



60 JW 8687 Pictured



Kodak Duo-6-20. Series II
Limited Supply Only

\$52⁵⁰

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

The Duo-Six-20 has gained a reputation rivaling that of \$85 cameras for mechanical excellence and pictorial definition. At Wards you can buy it on Terms if you desire with no carrying charge.

Compact. Size folded 5¼x3¼x1½ in. Covered with tooled black leather, satin chromium fittings. Act. wt. 1 lb. 6 oz. Kodak F:3.5 Lens. Anastigmat. Fully color corrected.

Compur Rapid Shutter. 9 speeds 1 to 1/500 sec. Time and Bulb. Delayed action. Fast enough to "stop" an express train. Focusing 3½ ft. to infinity. Built in depth of focus scale.

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

16 Negatives on 620 Film. Negatives 1½ by 2¼ in. Equipped with bracket for ranger finder, tripod sockets and film window covers.

D560 JW 8394—Postpaid. Instructions. Cash or Terms. \$52.50

D60 JW 8442—Leather Field Case. Postpaid. 5.40



Kodak Bantam Special
For Fine Color Shots

\$87⁵⁰

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

A miniature Camera sensation . . . packed with precision, picture making power. Beautiful, brilliant enameled finish case with raised aluminum ribbing. Stainless steel and chromium fittings. Size only 4¾x3½x1¾ in. when closed. Instructions included.

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. T and B. **Coupled Range Finder.** Split image type. Eliminates guesswork. **8 Negatives on 828 Film.** (Film on Page 12.) Picture size 1½x1¼ 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.

D560 JW 8393—Postpaid. Cash or Terms. \$87.50

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ALL WARDS 5

WORLD FAMOUS GRAFLEX-PRIZE

All Sold on Time—No Carrying Charge . . .

\$99⁹⁰

Without Flash Gun
or Range Finder

SENSATIONAL MINIATURE
2 1/4 x 3 1/4-in. Speed Graphic

LOW AS \$8 A MONTH ON TIME PAYMENTS

Small in size—big in performance. This miniature size Speed Graphic measures only 5 1/2 by 4 1/8 by 3 1/2 inches. Famous for its versatility it's the ideal personal or professional camera for all-around day or night "shooting."

Built-in Focal Plane Shutter Synchronizer. For fast flash exposures to 1/1000 of a sec. Compur shutter can be synchronized to flash gun for slower speeds.

Dual Shutters. Focal plane back shutter—speeds 1/10 to 1/1000 sec. and Time. Compur between-the-lens shutter—speeds 1 to 1/250 sec. Time and Bulb.

Kodak Anastigmatic F:4.5 Lens. 4 1/8-in. focal length.

Advanced Features. Dual-controlled rack and pinion focusing. Metal drop bed and back. Tubular finder with parallax adjustment, and wire frame sports finder. Vertical sliding front. Uses plates, pack, or cut films. Picture size 2 1/4 by 3 1/4 in.

D560 JW 8310—With 1-cut film holder and instructions. Order flash gun and range finder separately below. Wt. 6 lbs. Cash or Terms. . . . **\$99.90**

D560 JW 8730—Same but equipped with Kalart coupled range finder. Ship. wt. 8 lbs. . . . **\$124.20**

D560 JW 8731—With 4 1/8-in. Zeiss Tessar F3.5 lens. Compur Rapid shutter, coupled range finder. Cut film holder. Ship. wt. 8 lbs. Cash or Terms. **\$152.10**

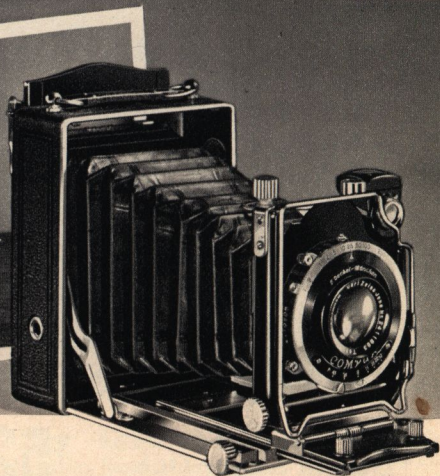
D60 JW 8732—Kalart Synchronized Flash Gun. For focal plane shutter. Fits miniature only. (Use long peak bulbs only.) *Postpaid*. . . . **\$5.80**

D60 JW 8733—Mendelsohn DeLuxe Jr. Flash Gun. For focal plane or front shutter. *Postpaid*. Add **\$1.50** extra if factory installed. Cash or Terms. . . . **\$19.90**

D60 JW 8311—Cut Film Holder. Wt. 3 oz. . . . **2.69**

D60 JW 8312—Film Pack Adapter. Wt. 4 oz. . . . **4.59**

D60 JW 8313—Grain Leather Case for camera and six holders. Ship. wt. 9 oz. . . . **\$9.75**



Kodak Recomars 18 and 33 **\$54⁰⁰**
LOW AS \$5 A MONTH—SEE PAGE 21

The outstanding choice of serious photographers in the medium price field. With the Recomar a number of film-packs and plate films can be used.

Additional Features. Full color corrected Kodak anastigmatic F:4.5 lens. Rack and pinion focusing. Double extension bellows. Rising sliding front. Compur shutter with self-timer. Ground glass back. Spirit level.

D560 JW 8304—Recomar "18." Uses 2 1/4 x 3 1/4-in. film packs, 6.5 cm. by 9 cm. sheet-film or plates. 8 speeds to 1/250 sec. Instructions. *Postpaid*. Cash or Terms. . . . **\$54.00**

D60 JW 8306—Leather case. *Postpaid*. . . . **4.89**

D560 JW 8307—Recomar "33." Picture size 3 1/4 by 4 1/4 in. Shutter speeds 1 to 1/200 sec. *Postpaid*. Cash or Terms. . . . **\$63.00**

D60 JW 8308—Leather case for Recomar 33. *Postpaid*. . . . **\$5.49**

6 WARDS ALL

2 1/4 by 3 1/4-in. Ihagee Duplex **\$56⁵⁰**
LOW AS \$6 A MONTH—SEE PAGE 21 Cash

The Ihagee is famous for precision construction and adaptability to all types of picture making. Adapter back for using a wide variety of film-packs, plates, and cut film.

Construction. Black Leather covered metal. Made in Germany.
Double Extension Bellows. Direct geared rack and pinion focusing—keeps lens in perfect focal plane with film.

F:4.5 Carl Zeiss Tessar Lens. Compur self-timing shutter with 8 speeds to 1/200 sec. Time and Bulb.

Additional Features. Popular picture size, 6x9 cm. or 2 1/4 by 3 1/4-in. plate or pack films. Brilliant reversible finder with spirit level. Wire frame sports finder. Made in Germany.

D560 JW 8699—With ground glass focusing back, film pack adapter and 3 plate holders. Instructions. Wt. 2 lbs. 3 oz. . . . **\$56.50**

NOTICE: "D" before art. no. means shipped from Chicago. Order from nearest House and allow postage from there, (except on Postpaid items)

WINNING CAMERAS

Same Prices Cash or Terms

New ANNIVERSARY. **\$129⁶⁰**
 3¼x4¼-in. Speed Graphic
 ONLY \$9 A MONTH—SEE PAGE 21

With Range Finder

Greater versatility, new convenience and beauty, these features make this dependable new "all purpose" Speed Graphic a potential prize winner for any owner.

Improved Appearance and Durability. New use of bright and satin chrome on metal parts. New chrome protective band on body front.

Greater Smoothness and Convenience. New dual control helical rack and pinion focusing for either hand. Optical finder adjusts for parallax. Lateral and vertical sliding front for correction of distortion. New frame finder telescopes into front standard. New linked track for pinion focusing of wide-angle lenses with track lock and drop bed. Double extension bellows and bed.

Dual Shutters. Graflex focal plane back shutter with 24 speeds from 1/10 to 1/1000 sec. Compur between-the-lens front shutter with speeds from 1 to 1/250 sec. Time and Bulb for flash gun synchronization.

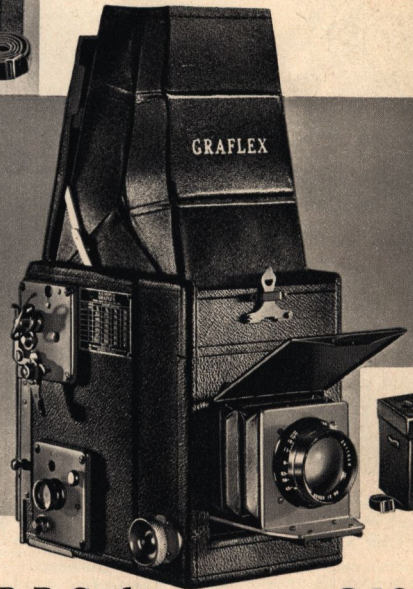
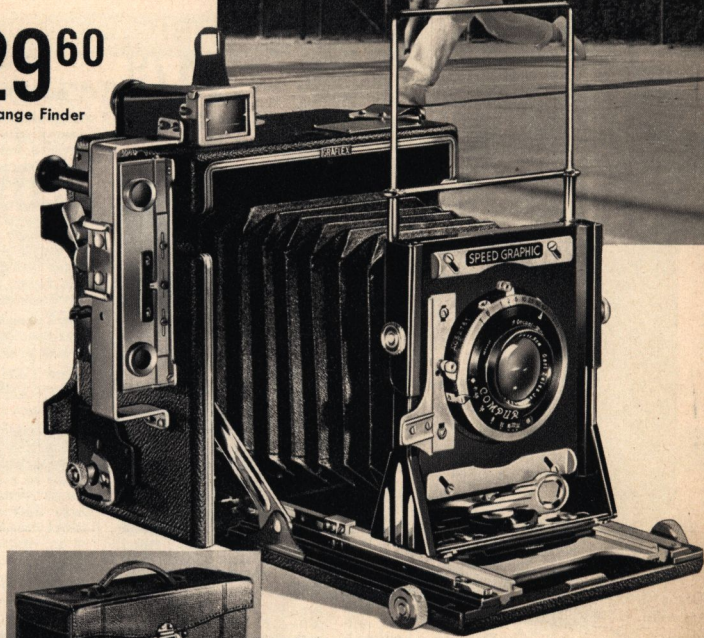
Zeiss F:4.5 Lens. 4½-in. focal length, fully corrected. Interchangeable. Removable lens board.

Additional Features. Ground glass for better composition. Two tripod sockets. New one-piece metal front standard. Removable lens board permits interchanging of lenses. Shutter speed table mounted on top for convenient setting. Vernier footage scale on track bed. Equipped with Kalart coupled range finder. With one cut film holder and instructions. Ship. wt. 6 lbs. 4 oz.

D560 JW 8734—Cash or Terms.....\$129.60

D60 JW 8736—Mendelsohn Flash Gun for above. Model C DeLuxe. Synchronizes on front shutter. *Pre-paid.* If purchased with above Camera add \$1.50 extra for factory installation. Cash or Terms.....\$16.00

D60 JW 8735—Leather case for camera above and 6 film holders. Ship. wt. 2 lbs. 4 oz. Cash or Terms.....\$10.49



National Graflex Series II **\$79⁹⁵**
 ONLY \$7 A MONTH—SEE PAGE 21

The smallest of the Prize Winning Family—only a handful—yet retains advantages of larger Graflexes. Extremely compact—it is the finest of the American made miniature reflexes. Single lens eliminates possibility of parallax. Full vision ground glass focusing and viewfinder. You see the image right side up until the instant of exposure. Focal plane shutter—8 speeds 1/30 to 1/500 second and "Bulb." Takes 10 popular 2¼x2½-in. size pictures on No. 120 film. Equipped with Bausch and Lomb F:3.5 Tessar Lens, 75 mm. focal length interchangeable with B & L telephoto lens. Automatic exposure counter and film lock. Built-in exposure guide. Overall size 5½x3½x2½ in. Weighs only 2 lbs.

D560 JW 8440—Ship. wt. 3 lbs. 12 oz. Cash or Terms.....\$79.95

D60 JW 8441—Black leather case. Wt. 1 lb. 7.98

2¼x3¼-in. R. B. Graflex **\$81⁹⁰**
 ONLY \$7 A MONTH—SEE PAGE 21

The R.B. combines the advantages of the famous larger Graflex reflexes into the popular 2¼ by 3¼-in. picture size. The choice of serious hobbyists and professionals who want a fine camera. Single lens eliminates parallax.

Revolving Back. Adjusts for vertical or horizontal subject.

Reflex Ground Glass Focusing. Full picture size. Insures sharp focus and makes possible best compositional arrangement.

Focal Plane Shutter. 24 speeds from 1/10 to 1/1000 sec.

Kodak F:4.5 Lens. Anastigmatic 5½ in. Ship. wt. 8 lbs.

D560 JW 8737—With 1 plate holder. Cash or Terms.....\$81.90

D60 JW 8738—Leather case for above. Wt. 2 lbs. 3 oz. 8.89

D60 JW 8739—Film Pack Adapter. Wt. 4 oz. 5.39

"D" before art. no. means shipped from Chicago. Order from nearest House and allow postage from there, (except on Postpaid items)

ALL WARDS 7

REFLEX CAMERAS

See What You Shoot—Square Picture Size



\$3479

CASH OR TERMS



Full Picture Size Ground Glass Focusing In Hood.



Center of Hood Folds Down Use As Frame Finder.

New Argoflex Twin Lens Reflex

ONLY \$5 A MONTH ON TERMS—SAME PRICE CASH OR TERMS

Argus made, this new focusing twin lens Reflex is destined to become one of the country's most popular cameras. It has many new improved features found up to this time only on expensive foreign-made cameras. The Argoflex will enable you to take consistently fine pictures. Read about its advantages below.

Reflex Focusing. You see the picture right side up on the ground glass actual negative size. Directly coupled by accurate milled rings, the lenses focus together—easier to get good composition. Twin lens principle eliminates complicated reflecting mirrors and dark ground glass images with small F stops, disadvantages of the single lens reflex type. Built-in hinged magnifier in hood for accurate focusing of extreme detail such as portraits and close-ups.

F4.5 Anastigmatic Lens. Fully corrected. F4.5 viewing lens shows brilliant image right side up. Shutter speeds from 1/10, 1/25, 1/50, 1/100 and 1/200 sec. Time and Bulb.

Uses 120 Roll Film. Takes 12 pictures in popular 2 1/4 by 2 1/4-in. square format size on any 120 size film.

Compact Construction. Lightweight black bakelite body with smart chrome trim. Small easy-to-carry size—only 5 1/2 by 3 1/4 by 3 inches overall. For easier carrying order case below.

Additional Features. Self erecting focusing hood—center of front folds to make eye level frame finder for sports and action shots (see small picture at left). Hinged back folds down out of way for fast easy loading. Built-in sun shade; socket for tripod. Cable release socket for use with flash gun synchronizer. Complete with shoulder strap and swivels for attaching.

D560 JW 8724—Shipping weight 2 lbs. 2 oz. \$3479

D60 JW 8725—Ever-ready Case. Ship. wt 1 lb. 4.79



Voigtlander Brilliant V6

LOW AS \$3 A MONTH, SEE PAGE 21

\$2115

Cash

Model V6

No other camera has such a large, bright and clear view in the finder. Sports frame finder for action shots. Popular reflex type—you see the subject as you shoot. **12 Exposures on No. 120 Film**—Pictures are popular square size 2 1/4 by 2 1/4 inches. A built-in "Hold-All" compartment in body to hold filters, portrait lenses, etc. Automatic film stop centers film for next exposure. Both models come complete with shoulder strap, cable release, and exposure guide chart. Molded composition body; size, 4 3/4 x 3 x 3 in. Weight 1 lb. 2 oz. Made in Germany.

D60 JW 8445—Camera with Voigtar F4.5 Lens in Prontor II shutter. Speeds 1 to 1/175 sec. Shipping weight 1 lb. 8 oz. **\$21.15** Instructions.

D560 JW 8446—Camera with Voigtar F3.5 Lens in Compur Rapid Shutter. Speeds 1 to 1/500 sec. Shipping weight **\$34.95** 1 lb. 8 oz. Instructions.

D60 JW 8444—Eveready Carrying Case. Ship. wt. 9 oz. 3.98

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Famous Korelle Reflex II

ONLY \$9 A MONTH ON TIME, SEE PAGE 21

\$12995

Cash

Model II

Respected for its versatility—prized for its dependability, the Korelle is truly a universal camera. The Korelle features instant interchanging of lenses for telephoto, microscopic and portrait photography.

F2.8 Zeiss Tessar Lens. 3-in. Anastigmatic. Fully corrected.

Full Image Focusing. The focusing hood has built-in magnifier. Ground glass focusing screen enables you to study composition—eliminates parallax.

Focal Plane Shutter. 10 speeds from 2 to 1/500 sec. Winding the film winds the shutter. Time and bulb release.

Rapid Film Wind Ratchet Key with automatic stop to prevent overwind. Built-in exposure counter.

12 Exposures on No. 120 Film. Negative size 2 1/4 x 2 1/4 in.

Compact. All metal body; leather covering, size 5 3/4 x 3 1/2 x 3 1/4 in. Act. wt. 20 oz. Ship. wt. 2 lbs. 4 oz. German made. **\$129.95**

D560 JW 8398—Model II. Cash Price. \$129.95
Time Payment Price: \$12.50 Down, \$9 Monthly. 141.70

Brown Ever-Ready Sole Leather Case for Above
D60 JW 8399—Shipping weight 2 lbs. 4 oz. \$7.95

8 WARDS ALL

FILM FOR ALL "STILL" CAMERAS

GEVAERT



Low Priced Roll Films for High Quality Results

Express Superchrome and Panchromosa double coated to insure the widest latitude and extremely high speed. Anti-halo backing. The toughness of the emulsion is a Gevaert feature. Made in Belgium.

Gevaert 35mm. Roll Films

For Argus, Contax, Leica, etc. **69c** Superchrome

For all 35 mm. cameras. In daylight loading spools. Weston Rating: Superchrome, 16 daylight, 12 Mazda; Panchromosa, 32 daylight, 20 Mazda. Ship. wt. 3 oz.

Superchrome Film

• Equals other 25c Film **20c** G-27

Orthochromatic. Corrects faulty exposures. 8 exp. rolls. Weston Rating: 16 daylight, 12 Mazda. *Postpaid.*

Panchromosa Film

• Fast Super Sensitive Film **25c** G-27

Panchromatic Film. For both indoor and outdoor pictures. Weston rating: 32 daylight, 20 Mazda. *Postpaid.*

| Superchrome | Roll | Film | Size | Panchromosa | Roll |
|-------------|------|--------|-------------------|-------------|------|
| 60JW8201 | 20c | G 27 | 1 1/2 x 2 1/2 in. | 60JW8640 | 25c |
| 60JW8202 | 23c | G 20 | 2 1/4 x 3 1/4 in. | 60JW8641 | 28c |
| 60JW8203 | 23c | G 6-20 | 2 1/4 x 3 1/4 in. | 60JW8642 | 28c |
| 60JW8204 | 28c | G 16 | 2 1/2 x 4 1/4 in. | 60JW8643 | 33c |
| 60JW8205 | 28c | G 6-16 | 2 1/2 x 4 1/4 in. | 60JW8644 | 33c |

Express Superchrome
D60 JW 8206 — 36 exp. Orthochromatic. Each. **69c**

Panchromosa Film
D60 JW 8207 — 36 exp. Best for indoor use. Ea. **85c**

EASTMAN



Note: Nos. 118, 122, 130 have 6 exposures, all others 8. *Shipped Postpaid.*

Weston Rating: 32 daylight, 12 Mazda. For general outdoor pictures. Nos. 616 and 620 fit Six-16, Six-20 Cameras. Nos. 118, 122 not for box Cameras.

Weston Rating: 100 daylight, 80 Mazda, Super XX. Twice as fast as old "SS" Pan. Exceptionally fine grain. Nos. 616, 620 for Six-16, Six-20 Cameras only.

Weston Rating: 32 daylight, 20 Mazda. Extremely fine grain, color corrected. Best for enlargements without loss of detail. Nos. 616, 620 for cameras Six-16, Six-20.

Famous Quality Black and White and Kodachrome

Eastman Verichrome Film

| Art. No. | Film | Size | Each |
|------------|------|---------------|------|
| 60 JW 8244 | 127 | 1 1/2 x 2 1/2 | 25c |
| 60 JW 8251 | 620 | 2 1/4 x 3 1/4 | 30c |
| 60 JW 8245 | 120 | 2 1/4 x 3 1/4 | 30c |
| 60 JW 8252 | 616 | 2 1/2 x 4 1/4 | 35c |
| 60 JW 8246 | 116 | 2 1/2 x 4 1/4 | 35c |
| 60 JW 8249 | 130 | 2 7/8 x 4 1/2 | 45c |
| 60 JW 8248 | 118 | 3 1/4 x 4 1/4 | 45c |
| 60 JW 8250 | 122 | 3 1/4 x 5 1/2 | 55c |

New Super XX Panchromatic

| | | | |
|------------|-----|---------------|-----|
| 60 JW 8260 | 127 | 1 1/2 x 2 1/2 | 30c |
| 60 JW 8263 | 620 | 2 1/4 x 3 1/4 | 35c |
| 60 JW 8261 | 120 | 2 1/4 x 3 1/4 | 35c |
| 60 JW 8264 | 616 | 2 1/2 x 4 1/4 | 40c |
| 60 JW 8262 | 116 | 2 1/2 x 4 1/4 | 40c |

Eastman Panatomic X

| | | | |
|------------|-----|---------------|-----|
| 60 JW 8265 | 127 | 1 1/2 x 2 1/2 | 30c |
| 60 JW 8266 | 620 | 2 1/4 x 3 1/4 | 35c |
| 60 JW 8269 | 120 | 2 1/4 x 3 1/4 | 35c |
| 60 JW 8267 | 616 | 2 1/2 x 4 1/4 | 40c |
| 60 JW 8268 | 116 | 2 1/2 x 4 1/4 | 40c |

Eastman 35mm. Films

For all 35 mm. Cameras. Daylight loading spools. Ship. wt. each 3 oz.

60 JW 8296 — Plus X — 18 exp. Weston: 40 daylight, 24 Mazda. Each. **60c**

60 JW 8297 — Panatomic X — 18 exp. Extra fine grain. Weston: 32 daylight, 20 Mazda. Each. **60c**

D60 JW 8650 — Panatomic X Film — 36 exp. Contax Camera spool. Each. **95c**

60 JW 8298 — Super X X — 18 exp. Fastest Eastman film. Weston: 100 daylight, 80 Mazda. Each. **60c**

60 JW 8242 — Kodachrome — 18 exp. Color film. Price includes processing. **\$2.50**

Eastman 828 Film For Kodak Bantams Only

Choice of 3 popular emulsions. Size 28 by 40 mm. *Shipped Postpaid.*

60 JW 8276 — Plus X. Medium speed. 8 exp. roll. **25c**

60 JW 8277 — Super X X. Fastest Eastman roll film. 8 exp. roll. **25c**

60 JW 8279 — Kodachrome For color transparencies. Includes processing and returning. 8 exp. **\$1.35**

Famous Eastman Kodachrome Cut Film

Produces beautiful transparencies in natural colors. May be projected or used to make life-like color prints. Prices include processing and returning if returned in lots of three or more. (Do not return to Wards.) For use with plate or film pack cameras. Daylight type. *Postpaid.*

| | | |
|-------------|----------------------|---------------------------------------|
| D60 JW 8290 | — 2 1/4 by 3 1/4 in. | Per package of 6 films. \$3.90 |
| D60 JW 8291 | — 3/4 by 4 1/4 in. | Per package of 6 films. 5.25 |
| D60 JW 8292 | — 6.5 by 9 cm. | Per package of 6 films. 4.25 |
| D60 JW 8293 | — 9 by 12 cm. | Per package of 6 films. 6.00 |

AGFA



Extremely Fine Grain Regular and High Speed Films

Agfa Super Pan Press

Weston Speed Rating: 100 daylight, 64 Mazda. 4 times faster than regular super sensitive type film. No loss of fine grain or brilliance. Balances color sensitivity. 8 exp. per roll. *Shipped Postpaid.*

| Art. No. | Film | Size, In. | Ea. |
|------------|------|---------------|-----|
| 60 JW 8253 | A8 | 1 1/2 x 2 1/2 | 30c |
| 60 JW 8255 | PB20 | 2 1/4 x 3 1/4 | 35c |
| 60 JW 8270 | D6 | 2 1/2 x 4 1/4 | 35c |
| 60 JW 8254 | B2 | 2 1/4 x 3 1/4 | 35c |
| 60 JW 8256 | PD16 | 2 1/2 x 4 1/4 | 40c |

Agfa Superpan Supreme

Weston Rating: 24 daylight, 16 Mazda. Fully Panchromatic. 8 exp. per roll. *Shipped Postpaid.*

| Art. No. | Film | Size, In. | Ea. |
|------------|------|---------------|-----|
| 60 JW 8590 | A8 | 1 1/2 x 2 1/2 | 30c |
| 60 JW 8591 | B2 | 2 1/4 x 3 1/4 | 35c |
| 60 JW 8592 | PB20 | 2 1/4 x 3 1/4 | 35c |
| 60 JW 8593 | D6 | 2 1/2 x 4 1/4 | 40c |
| 60 JW 8594 | PD16 | 2 1/2 x 4 1/4 | 40c |

Agfa 35mm. Films—Daylight Loading

Ship. wt. spool 3 oz.

D60 JW 8240 — Superpan Supreme — 36 exp. Ultra fast, fine grain. Each. **90c**

60 JW 8241 — Superpan Supreme — 18 exp. For Argus only. Each. **45c**

60 JW 8243 — Ultra Speed Panchromatic — 36 exp. Weston: 125 daylight, 64 Mazda. Each. **90c**

D60 JW 8651 — Ultra Speed Panchromatic — 36 exp. Contax Spool. Each. **90c**

60 JW 8295 — Plienchrome Film — 24 exp. For Memo Camera only. Each. **54c**

60 JW 8235 — Agfa Superpan Supreme — 35 mm. 20 exposures. Each. **59c**

60 JW 8236 — Agfa Finopan — 35 mm. 20 exp. Each. **59c**

Agfa Super Pan Press Film Packs

Weston Rating: 100 daylight, 64 Mazda. Super-speed film for picture taking at minimum lens openings and maximum speeds. 12 films per pack. Ship. wts.: 5, 7, 8, 9, oz.

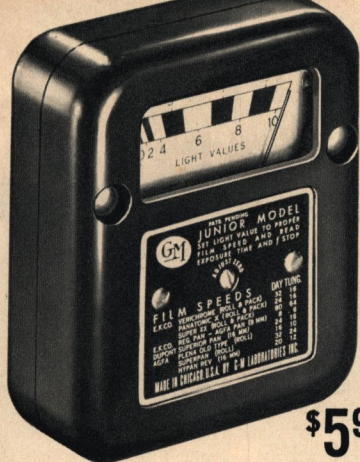
| Art. No. | Size, In. | Size, Cm. | Each | 6 For |
|------------|----------------------|-----------|--------|--------|
| 60 JW 8286 | 2 1/4 x 3 1/4 inches | 6 x 9 | 68c | \$3.85 |
| 60 JW 8287 | 3 1/4 x 4 1/4 inches | 8x10.5 | \$1.13 | 6.39 |
| 60 JW 8288 | 3 1/2 x 4 1/4 inches | 9x12 | 1.26 | 7.14 |
| 60 JW 8289 | 4 x 5 inches | 10x12.5 | 1.35 | 7.65 |

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ALL WARDS 9

FINEST LIGHT METERS

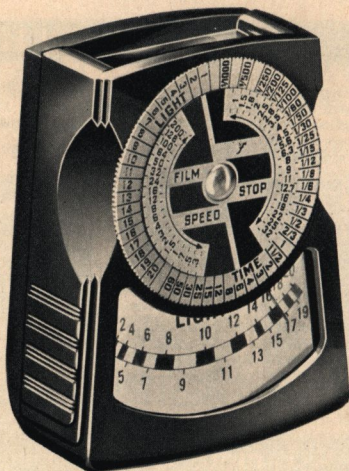
For Better Exposures at All Times



\$5.95

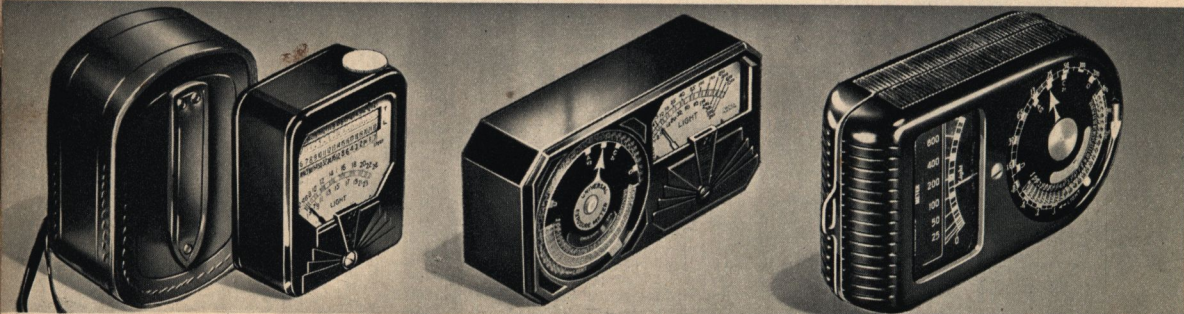
Popular G-M Jr. Exposure Meter

Gives correct "on the scene" exposure settings. For "still" or "movies." Gives stops from F:1.5 to F:32 and speeds from 1/1000 to 16 seconds. New simplified scale for color film. Handy table on front gives film ratings. Zero adjuster. Molded bakelite case even smaller than a pack of cigarettes. Size 2 3/8 x 2 3/8 x 1 1/8 in. Act. wt. 1.5 oz.
60 JW 8510—Instructions. Ship. wt. 8 oz. **\$5.95**
60 JW 8514—Leather case for above. Wt. 2 oz. **59c**



Wards New Supreme Exposure Meter

\$8.95 A new super sensitive photo-electric cell meter. Made for Wards by a famous American manufacturer of electrical equipment under Weston license. Gives correct readings for "stills" or movies in black and white or Kodachrome. Simple to use—only one calculator dial to set. Can be operated in one hand. Jeweled bearings for highly accurate readings. Shows 20 diaphragm stops from F:1 to F:32 and 19 film speeds .3 to 200 Weston. Speeds from 60 sec. to 1/1000 sec. Zero adjuster. Compact construction—fits easily into watch pocket. Act. size 2 1/2 by 2 in. by 1 in. Neck cord, instructions and Weston film speed chart included. Act. wt. 2 3/4 oz.
60 JW 8720—Shipping weight 8 oz. **\$8.95**
60 JW 8721—Pigskin leather zipper case. Shipping weight 3 ounces. **65c**



Weston Jr. Exposure Meter—Postpaid **\$15.50**

\$2 A MONTH ON TIME—SEE PAGE 21

Made by the makers of the famous Weston meter, listed at right. Compact and simple to operate. Only 1 dial to read. Size: 2 3/8 by 2 3/8 by 1 1/8 in. Fits in pocket or handbag. Sensitive photo electric cell measures light accurately for both "stills" and movies. Gives accurate readings for black and white or color film.

60 JW 8356—Actual weight 7 oz. Postpaid. Instructions. Cash or Terms. **\$15.50**
60 JW 8357—Leather Case. Postpaid. Each. **1.00**

Regular Weston Exposure Meter **\$19.95**

\$3 A MONTH ON TIME—SEE PAGE 21

Choice of professionals everywhere. Famous for its versatility. 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. Size 4x2x1 in. Instructions and shoulder strap. Same prices cash or terms. Postpaid.

D60 JW 8391—No. 650 for "Stills" **\$19.95**
D60 JW 8172—No. 819 for movies. **19.95**
D60 JW 8173—Heavy Brown Leather Case. Postpaid. **1.00**

Weston Master De Luxe Meter **\$24.00**

\$3 DOWN, \$3 A MONTH ON TIME

Designed to meet the requirements of the most exacting workman. Extreme high and low brightness range with readable sensitivity for indoor work. Correct viewing angle for both color and movies. New light control baffle permits the exposure of more light to the photo electric cell under low light intensities for more accurate readings at all times. Instruction booklet. Postpaid.

D560 JW 8372—Cash or Terms. **\$24.00**
D60 JW 8371—Leather Case. **1.49**



New G-M Standard **\$7.95**

New improved design. Better quality photo electric cell with 60% greater sensitivity at end of scale. Easy to read dial. Zero adjuster insures accuracy. Film speeds based on Weston system un-

der Weston license. Instructions. Shipping weight 10 oz.
60 JW 8526..... **\$7.95**
60 JW 8524—Leather case. Shipping weight 2 oz. **59c**



New Electrophot Exposure Meter **\$8.98**

For movie or still cameras. Direct reading in f stops for still pictures. Easily rotated dial for movie or speed films. Scheiner and Weston scale for latest films. Zero adjusting screw insures accuracy. Ma-

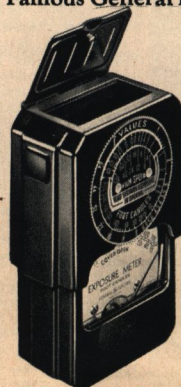
hogany bakelite case. Shutter speeds 2 to 1/1000 seconds. Shipping weight 10 oz.
D60 JW 8740..... **\$8.98**
D60 JW 8741—Leather case for above. Shipping weight 3..... **89c**

Famous General Electric Exposure Meter **\$18.95**

\$18.95
Cash

\$3 A Month—SEE PAGE 21

Famous for its high standard of accuracy and simplicity. Easy to use. The highly sensitive light cell provides three ranges of readings in bright light. Slotted door covers cell under very bright light conditions; acts as sky hood under normal light. New simplified scale gives direct readings. Size closed about 2 3/8 by 2 3/8 by 1 1/8 in. Actual weight 8 oz. Shipping weight 11 oz. Complete instructions included.
D560 JW 8354... **\$18.95**



10 WARDS ALL

NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there.

FOR CLOUD EFFECTS—CONTRAST

Use Famous Wratten Filters and Kodak Lens Attachments

Famous for Their Quality and Accuracy

One adapter, one retaining ring and one filter is all you need to start a kit of these famous accessories. First determine the outside diameter of your lens mount. Order adapter ring that size listed below. If exact size is not listed order next larger size to 1/2 of an inch. Note into which series your lens size falls and order filters, retaining ring and lens hoods of that series number. *All items Postpaid.*

Adapter Rings—Pictured at right.

D60 JW 8715—Series V—For lens mounts 3/4, 1 1/16, 7/8, 1 1/2, 1 1/8, 1 1/4, 1 1/2, or 1 3/16 in. in diam. **State size** **75c**

D60 JW 8716—Series VI—For lens mounts 1 1/4, 1 3/16, 1 1/2, 1 3/8, 1 1/2, 1 3/4, 1 1/2, 1 3/8, 1 1/2 or 1 1/2 in. in diam.

State size **80c**

Filter Retaining Rings—Pictured at right.

D60 JW 8717—Series V—Each **65c**

D60 JW 8707—Series VI—Each **75c**

Wratten Filters—Pictured at right. Cemented in "B" glass, unmounted. **State article number and type.**

Med. Yellow (K2), Red (A), Light Green (X-1), Orange (G). Other colors shipped on special request. **\$1.45**

D60 JW 8728—Series V **1.75**

D60 JW 8729—Series VI **1.75**

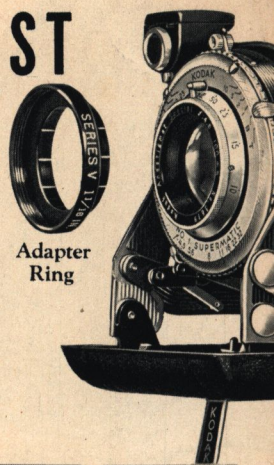
Lens Hood—Pictured at right. **2.00**

D60 JW 8714—Series V . Each **2.50**

D60 JW 8742—Series VI . Each **2.50**

Complete Set of Series V Attachments

\$485



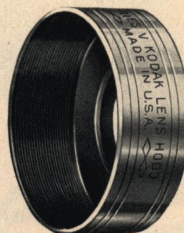
Adapter Ring



Filter



Retaining Ring



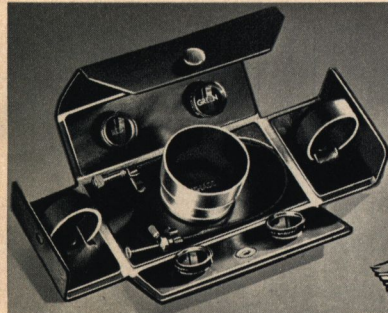
Lens Hood



With Filter



Without Filter



Argus Lens Accessory Kit \$979

Get clouds and contrast. For Argus Model C and C2 and C3. Beautifully tailored brown Cordovan leather. Loops to accommodate two extra film cartridges. Outfit consists of lens shade, a 10-in. adapter cable release, one 2X and 4X yellow filter, one 3X green filter and one 5X red filter. Shipping weight 8 oz.

D60 JW 8581—Complete outfit. Cash. **\$9.79**

New Lens Hood

Made of pure live black rubber. Fits tightly over lens mount. For snow or water pictures. Ship. wt. 3 oz.

D60 JW 8433—

State size wanted.

No. 1 for lenses 1 1/4 in. in diam. **19c**

No. 2 or 3 for lenses 1 1/8 or 1 1/2 in. in diameter. **29c**

No. 4, 5 or 6 for lenses 1 1/4, 1 3/8 or 1 1/2 in. in diam. **39c**

COMBINATION SUNSHADE AND OPTO FILTER HOLDER

Popular all-in-one sunshade and filter. Slips snugly over the lens mount. Can't shake off. Base unscrews to insert filter, with sufficient space to hold two 1/16 inch filters. Order sunshade and filters to fit separately below. Individually checked —not effected by heat, moisture or age.

Famous Opto Filters Only

Outstanding for their optical qualities. Shipping weight each 3 oz.

32mm.—Fits 23 to 32mm. Sunshade

D60 JW 8602—Med. Yellow K2. **\$1.39**

D60 JW 8604—Light Green X1. Each

D60 JW 8606—Red-Orange 23A. Each

D60 JW 8608—Dark Yellow G. Each

40mm.—Fits 36 to 42mm. Sunshade

D60 JW 8603—Med. Yellow K2. **\$1.69**

D60 JW 8605—Light Green X1. Each

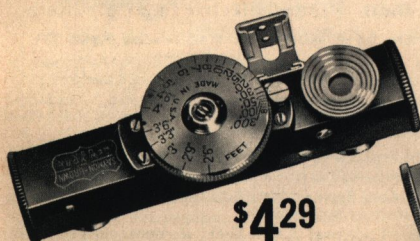
D60 JW 8607—Red-Orange 23A. Each

D60 JW 8609—Dark Yellow G. Each

Trojan Sunshades (Without Filter)

Aluminum and brass, chrome finish. Matte-black, flaked wool felt inside to reduce reflection. Sizes are diameter of lens barrel sunshade will fit. Ship. wts.: 4 oz. Order filters at left. **Be sure to state size wanted.**

| Art. No. | Size mm. | Each |
|--------------------|------------|---------------|
| D60 JW 8600 | 23, 24, 25 | \$1.59 |
| D60 JW 8601 | 27, 29, 32 | \$1.98 |
| | 36, 37, 42 | \$1.98 |

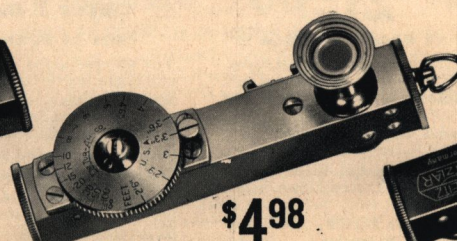


\$429

Saymon-Brown Range Finder

Eliminates guesswork. Double image type—optically accurate. Readings 2 ft. 6 in. to 100 ft. with infinity at 300 ft. Brass. Clips to camera. Case included. Wt. 7 oz.

60 JW 8537—Instructions. **\$4.29**

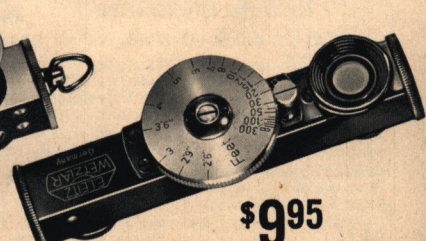


\$498

DeJur Amsco Range Finder

Superimposed image type. Designed to permit greater visibility and easier focusing. Extended eye-piece simplifies centering and reading. Metal parts, polished chrome. Complete with sling, leather case and instructions.

D60 JW 8339—Ship. wt. 6 oz. **\$4.98**



\$995

Famous Leitz Range Finder

For all cameras. "Fokos" short base type nickled finish. Footage scale reads from 2 1/2 to 300 ft. Length three inches. Turret type. Clip not included. Made in Germany.

D60 JW 8402—Ship. wt. **\$9.95**

ALL WARDS 11

"D" before Art. No. means shipped from Chicago. Order from nearest House.

REVERE 8 MM. EQUIPMENT

All Sold on Time Payments — No

New Revere Double 8 Cameras

\$2795
F:3.5
Model 88

For Standard
Double 8 mm.,
Films—Black
and White or
Full Color.

\$6350
F:2.5
Model 99

Camera sensations of 1940. Instant lens interchange permits use of accessory lenses (see below). Built-in optical finder. 5 speeds: 8, 12, 16, 24 and 32 frames per sec. Footage indicator. Wrist strap. Wts. 3 lbs. 14 oz.

(A) Single Lens Seat Cameras—Model 88

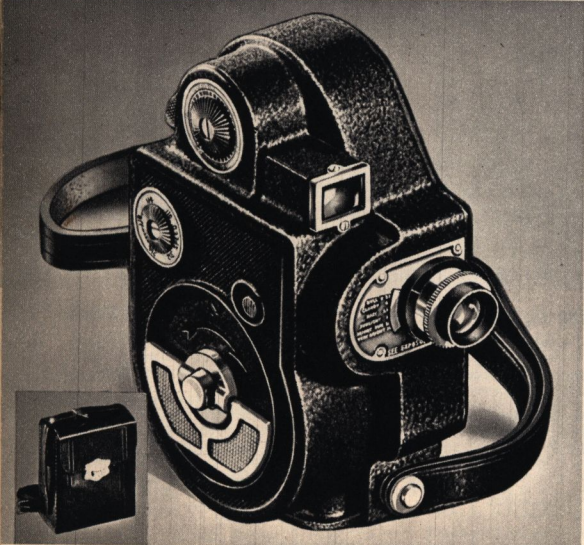
560 JW 8163—Camera with 12½-mm. F:3.5 universal focus lens. Cash or Terms. **\$27.95**
560 JW 8191—Camera with 12½-mm. F:2.5 universal focus lens. Cash or Terms **\$37.95**
60 JW 8192—Leather Case for "88". Wt. 1 lb. **3.98**

(B) New Turret Front Cameras—Model 99

Mounts 3 lens. 2 objective built-in finders.
D560 JW 8166—Camera with one 12½-mm. F:2.5 universal focus lens. Cash or Terms. **\$63.50**
D560 JW 8588—1½-in. F:3.5 telephoto lens. For models 88, 99 or C8. Ship. wt. 6 oz. Cash or Terms **\$36.95**
D560 JW 8589—12½-mm. F:1.9 lens in focusing mount. For 88, 99 or C8. Ship. wt. 6 oz. Cash or Terms . . . **\$36.95**



D60 JW 8411—
Case for Turret
Model 99. Ship. wt.
1 lb. **\$8.95**



Revere Model C-8
Single 8 Camera **\$2195**
F:3.5

LOW AS \$3 DOWN, \$3 A MONTH AT WARDS—SEE PAGE 21

Famous for mechanical precision and fine camera features. Smooth running motor. 5 speeds. 8, 12, 16, 24 and 32 frames per sec. Wollensak F:3.5 Lens. Velostigmat. Universal focus. Iris diaphragm. Interchangeable mount.

Easy to Operate. Can be operated with one hand. Loads only with 30-ft. rolls of "Revere" 8-mm. film listed below.

Other Features. Built-in view finder. Footage dial. Wrist strap. Size: 4¾x3¾x2 in. Gunmetal wrinkle finish. Instructions. Same price Cash or Terms.

60 JW 8100—Ship. wt. 2 lbs. 12 oz. Cash or Terms **\$21.95**

D560 JW 8108—Camera with F:2.7 Univ. Focus lens **29.95**

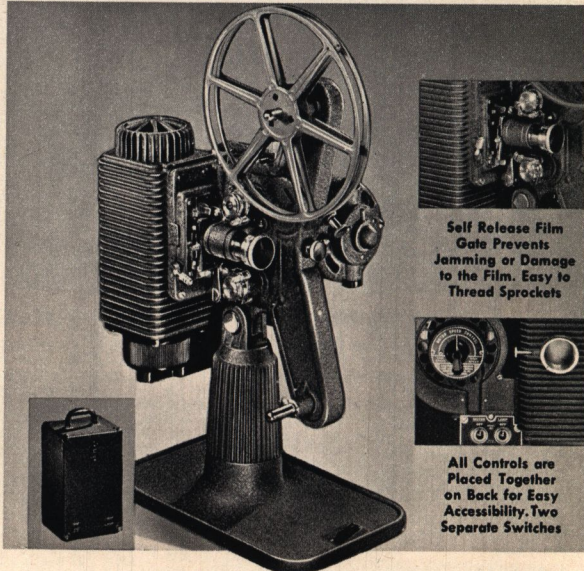
D560 JW 8109—Camera with F:1.9 focusing lens **49.60**

60 JW 8101—Leather case for above. Ship. wt. 1 lb. **2.49**

60 JW 8102—Revere Super 8-mm. Panchromatic Film
Made by Agfa. Weston rating: 24 daylight, 16 Mazda. Price includes processing and returning. (Do not send to Wards.) Ship. wt. 4 oz. 30-ft. roll **\$1.29**

12 WARDS₂ ALL

NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there.



Famous Revere
Super 8 mm. Projector **\$5495**

ONLY \$5 DOWN, \$5 A MONTH AT WARDS—SEE PAGE 21

The Revere gives you all the refinements and features known to the home movie industry for enjoyable projection of your films.

500-Watt Illumination. Produces "theater brilliance." Reflector easily removed for cleaning. Prefocus bulb. F:1.65, 1-inch Projection lens. Smooth flickerless shutter.

Automatic Rewind and Take-up Control. No belts to adjust.

Sensitive Manual Framer. Turn of a knob positions each frame.

Double Blower Cooling System. Separate fans provide ventilation for both bulb and shutter mechanism.

Best Quality Motor. Universal A.C.—D.C., operates on 110 volts. Mica insulated commutator, bronze bearings, easy accessibility to brushes. Separate switches for bulb and motor.

Other Construction Features. Self release film gate.

Compact Construction. Size 9¼x7½x14½ in. Act. wt. 10 lbs. 8 oz. Brown wrinkle finish. Instructions. Ship. wt. 15 lbs.

D460 JW 8112—Same Price Cash or Terms. **\$54.95**

560 JW 8104—Case for Projector. Small size: 9¼x7½x14½ in. Space in lid for 3 reels and compartment for spare bulb, etc. Imitation leather covered. Ship. wt. 11 lbs. 8 oz. **\$6.29**

Self Release Film
Gate Prevents
Jamming or Damage
to the Film. Easy to
Thread Sprockets

All Controls are
Placed Together on
Back for Easy
Accessibility. Two
Separate Switches

KEYSTONE 8 MM. EQUIPMENT

Carrying Charge . . . Same Prices Cash or Terms

Famous Keystone K-8 Movie Camera

LOW AS \$3 DOWN, \$4 A MONTH—SEE PAGE 21

The Keystone personal K-8 is ideal for color as well as black and white pictures. Interchangeable mount for Wollensak Anastigmat F:3.5, F:2.7, F:1.9, and Telephoto lens.

Convenience Features. Two-way indicator clicks while camera is running—tells you amount of film used as you expose it. Built-in optical finder with auxiliary frame finder. Separate push button and locking exposure releases.

Three Speeds. Adjustable indicator for 12, 16, and 48 frames per second. 1/40 sec. shutter speed a normal 16 frames per second. Brown crackle finish. With detachable leather wrist strap, lens cap, and instructions. Ship. wt. 2 lbs. 10 oz.

- 560 JW 8120—Camera with F:3.5 lens. Cash or Terms **\$23.85**
- 560 JW 8119—Camera with F:2.9 lens. Cash or Terms **30.60**
- D560 JW 8136—Camera with F:1.9 lens. Cash or Terms **51.30**
- 60 JW 8113—Leather case. Ship. wt. 1 lb. **2.89**

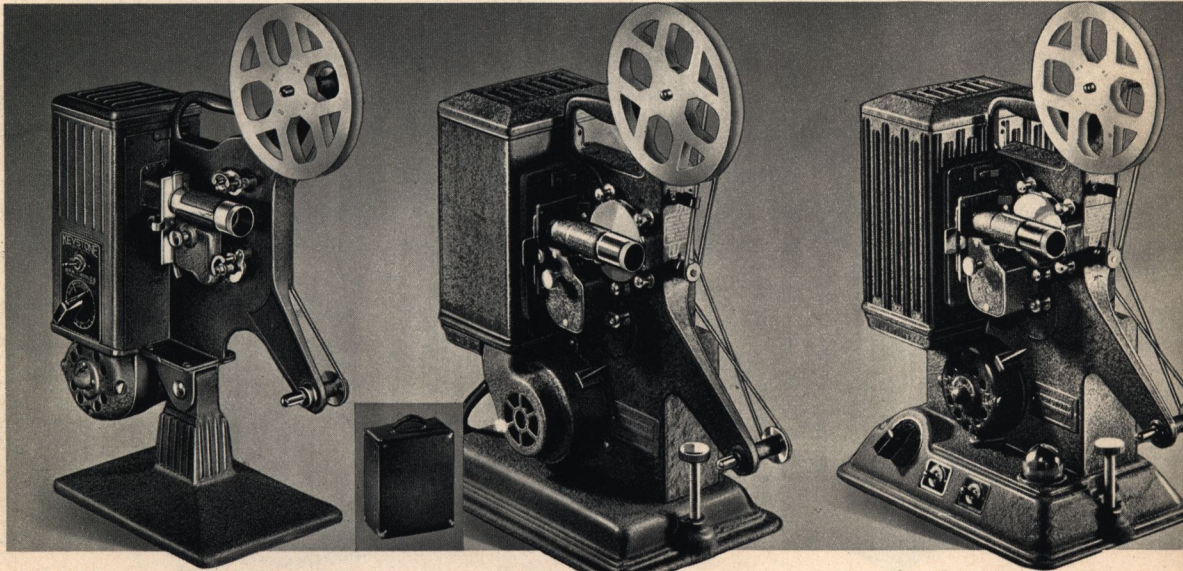
Why Wait? Enjoy the Thrill of Home Movies Now

Your vacations, your family, your friends—record them all with your own Movie Camera bought at Wards on Monthly Terms. Reverse and Keystone cameras and projectors are sold on Time without carrying charge. Add a screen and splicer to your order to complete your outfit—it adds little or nothing to your down and monthly payments.

AT WARDS
\$2385
F:3.5
Cash or Terms

Check These Keystone Features

- 3 Accurate Speeds of 12, 16 and 48 Frames Per Second.
- Instant Lens Interchange Permits Use of Accessory Lenses.
- Uses all Standard Single or Double 8-mm. Films.
- Visible and Audible Footage Indicator



Keystone Model C-8 \$2250

\$3 DOWN, \$3 A MONTH—SEE PAGE 21

Advanced engineering features to give you clear flickerless 8-mm. black and white movies from your films at low cost.

200-Watt Illumination. G.E. projection bulb with preadjusted filament and socket. Highly polished reflector accurately set to give greatest amount of light for black and white films. High quality projection lens gives clear pictures up to 30 by 40 inches.

Forced Draft Ventilation. Motor driven fan keeps lamphouse cool.

Other Features. Speed control for various types of films—fast motor rewind. Universal A.C.—D.C. motor operates on any 110 volt circuit. Double blade barrel shutter for flickerless pictures. Smooth running film action reduces wear on film. Manual framer. Complete with lamp, empty 200 ft. reel and instructions. Ship. wt. 14 lbs.

460 JW 8121—Cash or Terms **\$22.50**

Keystone Model M-8 \$3555

ONLY \$4 DOWN, \$5 A MONTH AT WARDS

For color or black and white movies. **300-Watt Lamp.** Pictures up to 30 by 40 inches at 18 ft. 1-inch achromatic projection lens.

Capacity. Equipped with one 200-ft. reel. Will hold 400-foot spools.

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

Easy to Operate. Roller guides for easy threading. Adjustable tilt . . . motor driven rewind. Instructions.

Sturdy Construction. Heavy cast base and frame. Durable crackle enameled finish. Shipping weight 14 pounds.

D460 JW 8114—Cash or Terms . . **\$35.55**

60 JW 8117—Projector Carrying Case. Artificial leather. Holds one 400-ft. reel. Ship. wt. 5 lbs. 5 oz. **\$4.65**

Keystone Model R-8 \$4479

\$5 DOWN, \$5 A MONTH—SEE PAGE 21

Keystone's finest 8-mm. Projector—Formerly sold up to \$55.00

Brilliant 500-Watt G.E. Lamp. Perfect for 8-mm. color pictures. F:1.85 projection lens, 1-inch focus, polished reflector for clear, sharp 30 by 40-in. pictures.

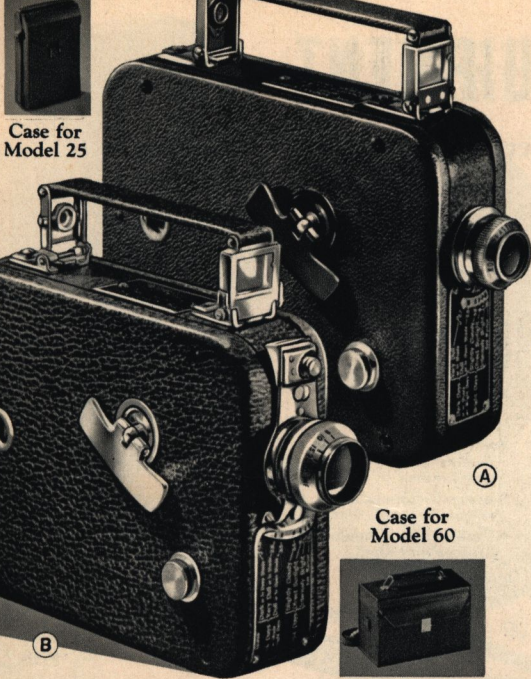
Convenience features. Separate lamp-motor switches. Pilot light. Motor rewind. Manual Framer. Speed control. Built-in handle. Adjustable tilt. Roller guides for easy threading.

Other features. Forced ventilation for continuous performance without overheating. Cast base and frame. Universal A.C.—D.C., 110-volt motor. Capacity 400 ft. With one 200 ft. reel. Instructions. Shipping weight 25 pounds.

460 JW 8118—Cash or Terms . . **\$44.79**

NOTICE: "D" before Art. No. means shipped from Chicago. Order and allow postage from nearest House.

ALL WARDS **13**



Case for Model 25

Case for Model 60

EASTMAN 8 MM.

All Sold On Time — No Carrying

Famous Eastman 8-mm. Cine Kodaks

\$3780

Terms As Low As \$3
Down, \$4 A Month On
Wards Payment Plan
No Carrying Charge
Details On Page 21.

\$7065

Model 25 Above

Model 60 Below

These 8-mm. Cine Kodaks are famous for their precision construction and fine pictures. Small enough to slip into your coat pocket, big enough to do a real job. Built-in exposure guide. Footage indicator. Supports for handle serve as view finder.

(A) Fixed Focus Cine Kodak Model 25

Fixed focus 1-inch Kodak Anastigmat F:2.7 lens. Grained leather covering. Size 6 by 4 3/4 by 1 1/2 in. Instructions included. **\$37.80**
560 JW 8115—Ship. wt. 3 lbs. 10 oz. Cash or Terms.
560 JW 8125—Cine Kodak Model 20 (not pictured). Similar to Model 25 but with Anastigmat F:3.5 lens. Fixed focus. **\$26.55**
 Ship. wt. 3 lbs. 10 oz. Cash or Terms.
60 JW 8149—Leather Carrying Case. For Models 20 and 25. Leather shoulder strap. Ship. wt. 1 lb. **3.29**

(B) Focusing Cine Kodak Model 60

Superfast 1/2-inch Kodak Anastigmat F:1.9 lens interchangeable with 1 1/2-inch telephoto lens. Critical, focusing 2 feet to infinity. Finished in two-toned gray cowhide and brilliant chromium. Complete with solid leather case. Instructions. **\$70.65**
D560 JW 8148—Ship. wt. 3 lbs. 10 oz. Cash or Terms.



Kodascope Eight Model 50 Economy 8-mm. Projector **\$3510**

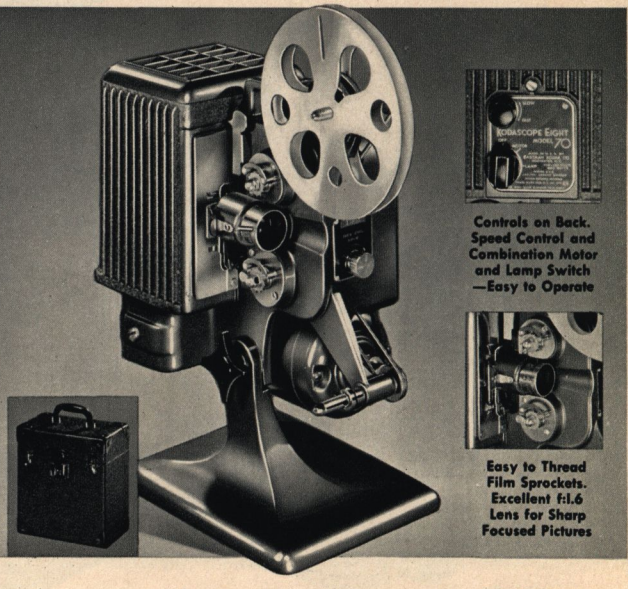
ONLY \$5 A MONTH ON TIME—SEE PAGE 21

For the home movie fan who wants lots of light at low cost. The Model 50 offers enjoyable projection of your films. Read about its features below.

300-Watt Illumination. The combination of a 300-watt, 100-125-volt lamp and single element condenser of heat-resisting glass assures brilliancy. Easily focused 1-inch F:2 lens for sharper pictures. Automatic safety shutter prevents damage to film when not in motion.

Large Pictures. The "50" will project pictures to 22 by 30 in. at 15 ft. Two sprockets and stationary film guides. Easy to thread, guide lines show proper loops. Two piece film gate—rear section removable for cleaning. Framing lever for maintaining proper register of film. Single switch for motor and light. Reostat for speed control. Operates on A.C. or D.C. 100-125-volt current. Rapid motor rewind. Convenient leveling screw. Ship. wt. 16 lbs.

460 JW 8126—Cash or Terms. **\$35.10**
60 JW 8124—Leather covered carrying case for Model 50. Ship. wt. 4 lbs. 8 oz. **3.15**



Eastman Kodascope Model 70 8-mm. Home Movie Projector **\$6615**

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

Eastman's finest, The Kodascope Eight Model 70, sets a new high for quality projection of your films. Whether you're showing black and white or color reels you can be sure that they'll be their best when shown with the 70. The 2 special illustrated features above and others listed below are of the high quality you expect and get from Eastman.

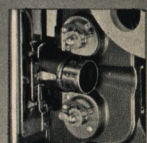
500-Watt Illumination. Maximum lighting efficiency, that meets the most exacting requirements for fine projection, made possible by brilliant reflector and powerful 500-watt G.E. bulb. Anastigmat 1-inch F:1.6 lens highly corrected to give excellent definition at all projection distances—easily focused to sharpness by turning lens mount, Condenser lenses of proper power to illuminate film gate evenly. Screen pictures are steady and flickerless because of the heavy base and fine flickerless shutter. Motor driven ventilating fan keeps projector running cool even during long periods of use. High speed motor operated rewind.

Large Projected Pictures. Because of its brilliancy this 70 will project a 39 by 52-in. picture at 25-ft. Projects 200-ft. at a single threading. Operates on either 100 or 125 volt A.C. or D.C. circuit. Complete with splicing outfit and leather covered carrying case.

D460 JW 8144—Ship. wt. 20 lbs. Cash or Terms. **\$66.15**



Controls on Back. Speed Control and Combination Motor and Lamp Switch—Easy to Operate



Easy to Thread Film Sprockets. Excellent f1.6 Lens for Sharp Focused Pictures

14 WARDS₂ ALL

"D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there.

NOTICE: Model 70A with higher base and longer reel arms to take 8 mm. 400-foot reels available on request.

BELL AND HOWELL 8 MM.

Charge...Same Prices Cash or Terms

Bell & Howell Filmo Cameras

\$4950 Terms As Low As \$5 Down, \$5 A Mo. See Page 21. **\$14000**

The "Companion" The "Aristocrat"

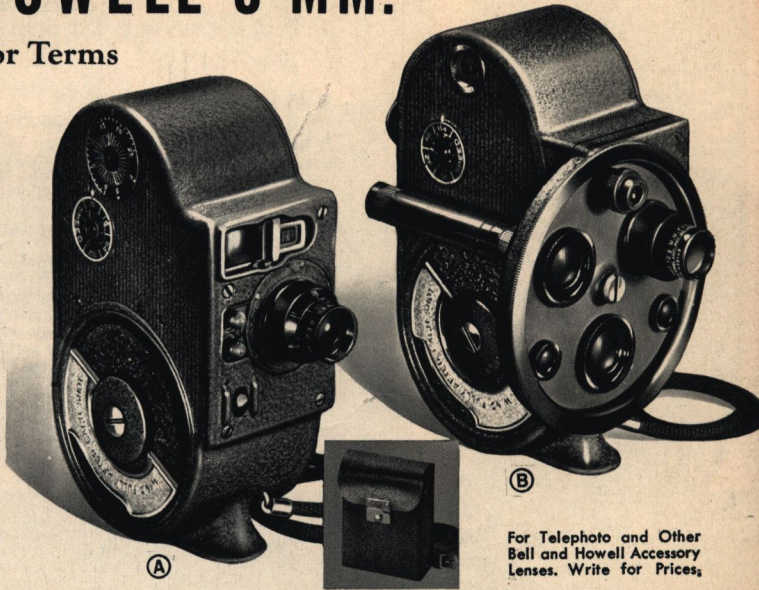
The personal home Movie Cameras of Hollywood stars. Palm-size, light weight, easy to load in a moment. With footage dial, rotary shutter. Silent spring motor. Loads with 25 or 50 ft. 8-mm. film, black and white or color. Instructions. *Shipped Postpaid.*

(A) Single Lens Seat Cameras

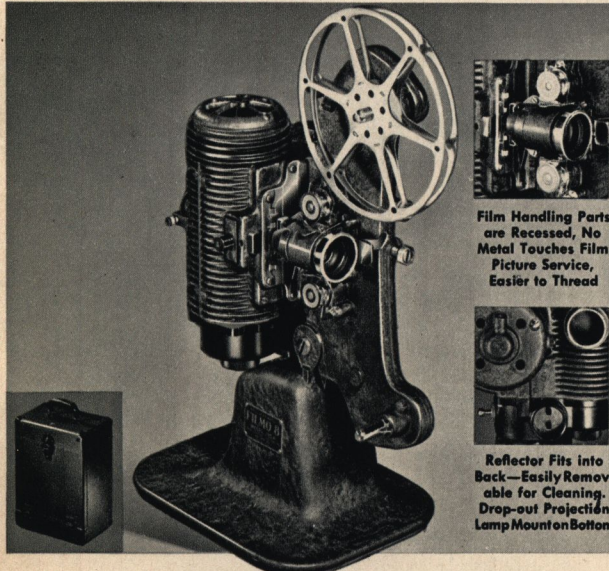
D560 JW 8184—"Companion." F:3.5 anast. fixed focus lens. Speeds: 8, 16, 24, 32. Cash or Terms **\$49.50**
D560 JW 8188—"Sportster." With F:2.5 Taylor-Hobson lens. Automatic reset on footage dial. **\$75.00**
 Speeds: 16, 32, 48, 64. Cash or Terms...
D560 JW 8185—Leather Sheath Case. for "Companion" and "Sportster." *Postpaid*.....**\$3.50**

(B) New Turret Front "Aristocrat"

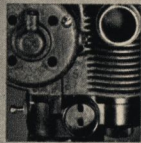
Mounts three lenses and matching viewfinder objectives on the turret. Speeds 16, 32, 48 and 64.
D560 JW 8189—With Taylor-Hobson F:2.5 lens. *Postpaid.* Cash or Terms... **\$140.00**



For Telephoto and Other Bell and Howell Accessory Lenses. Write for Prices.

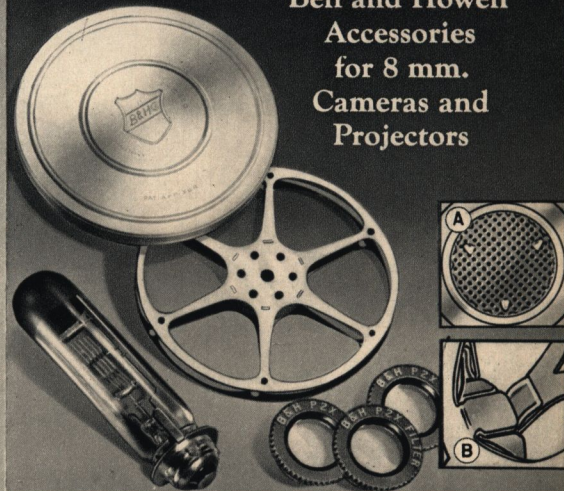


Film Handling Parts are Recessed, No Metal Touches Film Picture Service, Easier to Thread



Reflector Fits into Back—Easily Removable for Cleaning. Drop-out Projection Lamp Mount on Bottom

Bell and Howell Accessories for 8 mm. Cameras and Projectors



Bell and Howell Filmo Model 122D 8-mm. Home Movie Projector **\$118000**

ONLY \$9 A MONTH ON TIME PAYMENTS—SEE PAGE 21

8-mm. film is seen at its best when you show your favorite black and white or color films with this new Filmo. Note the two illustrated features above and those listed below, they're the result of the famous Bell and Howell precision engineering.

500-Watt Illumination. Specially designed light system assures maximum efficiency from the 500-watt projector bulb. Special drop-out socket for quick changing of bulb. Special reflector aided by extra fast 1-inch F:1.6 lens. New lens lock holds lens firmly in position after focusing. 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 camera.

Life-Size Pictures. Because of the perfect lighting system life-size pictures are easily obtained. You can show pictures to 6 by 8 ft. and they'll be clear, brilliant and evenly illuminated. At no time does the picture area touch the mechanism of the projector to scratch the film surface. Capacity 200 ft. For 110-120-volt A.C. or D.C. circuit. New radio interference eliminator. Aluminum alloy frame with new tilt base. With brown leather case.

560 JW 8186—Shipped Postpaid. Cash or Terms..... **\$118.00**

Filters for Cloud Effects and Contrast Reels and Cans Protect Your Film

INCLUDE THEM IN YOUR CAMERA OR PROJECTOR ORDER

Color Filters for 8-mm. Camera Lenses—Amber color. Reduce the amount of blue light reaching the film making blue photograph darker. The greater amount of exposure given when filters are used makes reds register lighter and all other colors register "corrected" in their comparative lights and darks. All are mounted. *Postpaid.*
D60 JW 8183—Postpaid. State size wanted. **\$2.50**
P-2X Amber Filter—for 12½ mm. F:2.5 Lens..... **2.50**
P-2X Amber Filter—for 12½ mm. F:3.5 Lens..... **2.50**
P-2X Amber Filter—for 1-inch F:2.7 Lens..... **2.50**

Bell and Howell Reels and Humidor Cans

Aluminum reels have new film lock device (see B above) for easier threading. Aluminum cans have humidor in top (see A above) to keep film from drying and cracking. For 8-mm. film only. Reels hold 200 ft.
60 JW 8220—Humidor Can. *Prepaid*..... **40c**
60 JW 8221—200-ft. Reel. *Prepaid*..... **40c**

Projection Bulbs for Model 122 Projector

Made by G.E. Prefocused at factory to insure superior performance. Metal fused top. *Shipped* in sealed carton. **\$4.75**
60 JW 8182—Postpaid. **\$4.75**

NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there.

ALL WARDS 15

NATIONALLY FAMOUS 16 mm.

No Carrying Charge—Same Prices Cash or Terms

Keystone Model A-3—Usual Price \$35

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

No other 16 mm. camera has enjoyed greater popularity than the A-3. Simple to operate, yet extremely versatile. Takes 100-ft. or 50-ft. rolls of 16 mm. black and white or color film.

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.

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

Locking Exposure Knob. Permits operator to step into the scene.

Distinctive Finish. Metal case, wrinkle enameled, chrome trim.

Convenient Size. 2¾ by 9 by 4 in. with 1-in. lens extension. Leather wrist strap for easy carrying and steadying. Tripod socket. Actual weight 4 lbs. Ship. wt. ca., 6 lbs. 8 oz.

560 JW 8137—With F:3.5 Lens. Cash or Terms. \$31.50

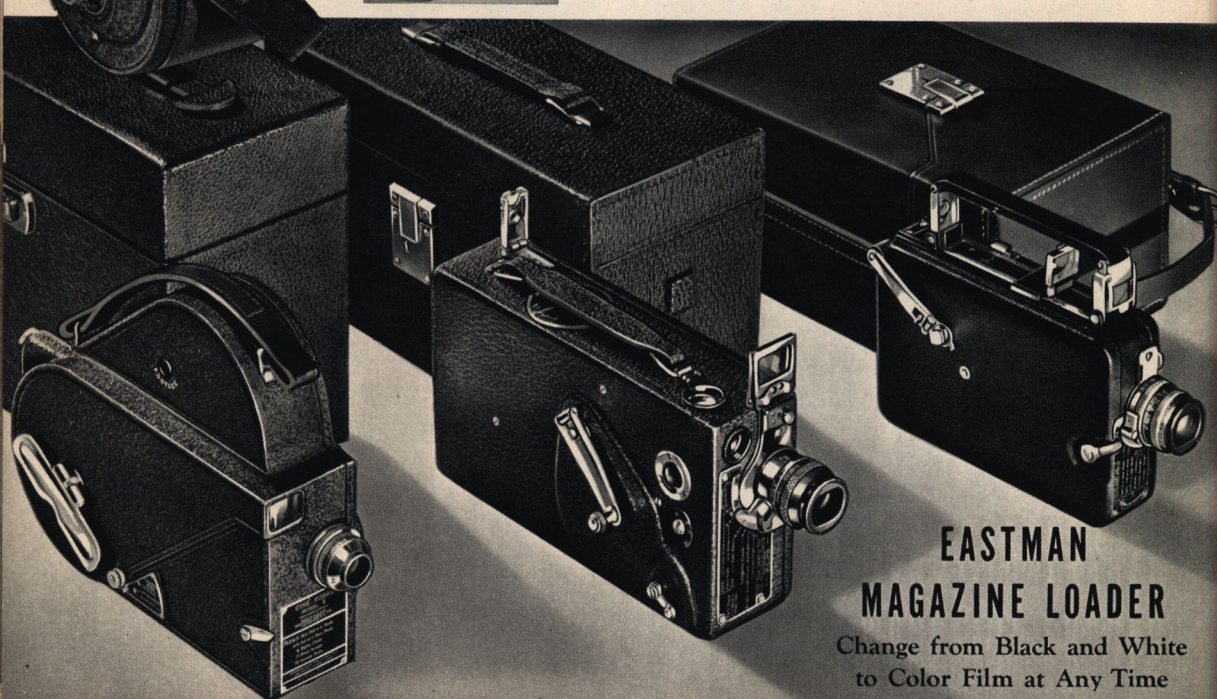
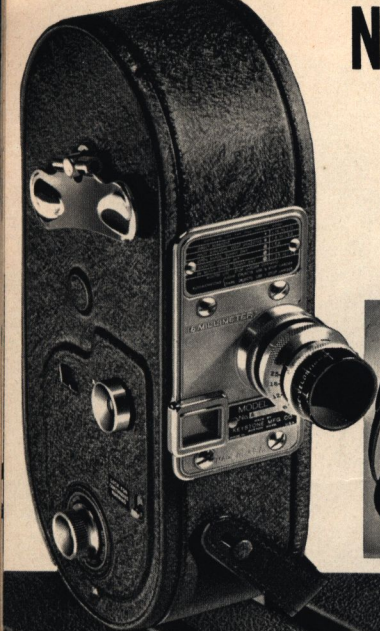
D560 JW 8138—With F:1.5 Lens. Cash or Terms. \$59.50

Leather Carrying Case for Above Cameras

60 JW 8139—With Carrying Strap. Ship. wt. 1 lb. 6 oz. . . . \$3.75

\$31.50

With F:3.5 Lens



EASTMAN MAGAZINE LOADER

Change from Black and White
to Color Film at Any Time

Kodak Model E **\$35.55**
Usually \$39.50

\$5 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. Carrying strap and exposure guide.

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

Sturdy Construction—die cast aluminum case in black crinkle finish. Instructions. Act. wt. 6 lbs. 12 oz. Ship. wt. 6 lbs.

D560 JW 8151—Cash or Terms. \$35.55

D60JW8152—Artificial Leather covered Case. Space for film and filter outfit. Shipping weight

16 WARDS ALL
3 lbs. Each. . . . \$6.95

Kodak Model K **\$72.00**
Usually \$80.00

\$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 natural color films. Compact size: 8x4½x2½ in. with lens extension of 1½ 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 telephoto lenses (write for prices). Instructions included. With exposure guide. Act. wt. 3 lbs. 12 oz. Ship. wt. 5 lbs.

D560 JW 8153—Cash or Terms. . . \$72.00

D60 JW 8154—Matching Leather Case. Holds camera, film, filters and accessories.

Ship. wt. 3 lbs. 4 oz. Cash or Terms. . . \$12.15

➔ "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there (except on Postpaid items).

Magazine Loading **\$105.75**
Cine Kodak 16

\$8 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.

Equipped with high quality Kodak Anastigmat F:1.9 lens, interchangeable with special telephoto lenses (write for prices). Full-vision eye-level finder. Covered with richly grained leather. Compact, it measures only 6¾ by 4 by 1¾ in. Instructions and exposure guide included.

D560 JW 8155—Act. wt. 2 lbs. Ship. wt. 2 lbs. 10 oz. Cash or Terms. . . . \$105.75

D560 JW 8156—Camera with heavy sole leather Case. Ship. wt. 6 lbs.

6 oz. Cash or Terms. \$117.00

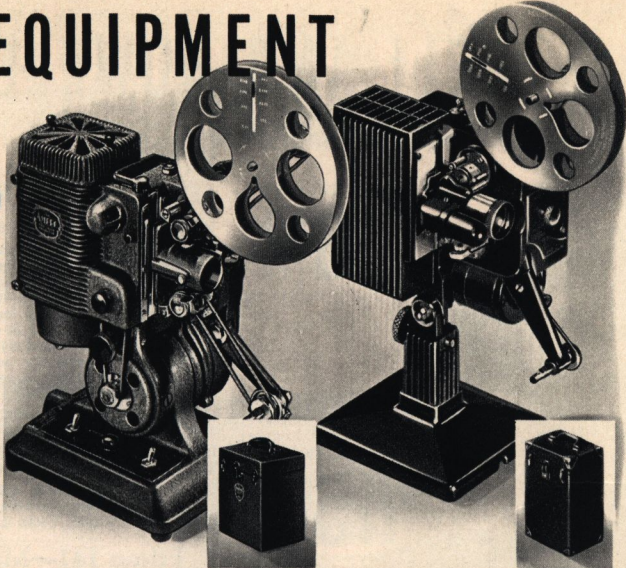
MOVIE EQUIPMENT

Ampro Model KD 750-Watt Projector

Only \$10 a Month on Time **\$135.00**

For brilliant "theater quality" movies. Ideal for black and white or color films. 2-inch F:1.6 lens. Variable speed—no flicker at $\frac{1}{4}$ normal speed. Separate switches for reversing, still pictures, lamp, and speed control. Ampro Kickback device saves wear on film. Automatic rewind. Framing and tilt controls. New centralized oiling—pilot light. Folding reel arms. With lamp and leather covered case. Complete with Instructions. *Postpaid.*

D460 JW 8483—Cash or Terms.....**\$135.00**



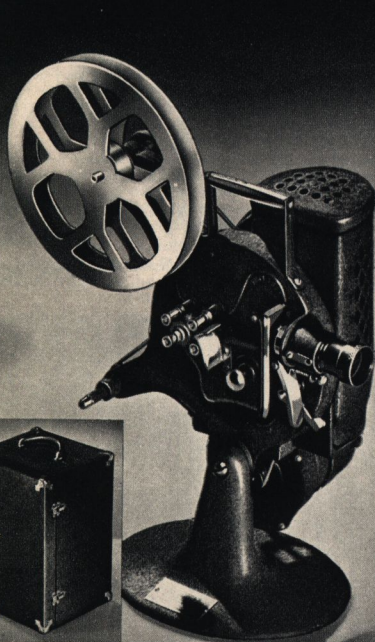
Eastman Model G Kodascope—Series II

Only \$9 a Month on Time **\$110.70**

Recognized as one of the finest 16mm. 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. Carrying handle. For D.C. or A.C. 100- to 125-volt current. 400 ft. reel and splicing outfit. Ship. wt. 20 lbs. Instructions.

D460 JW 8159—Cash or Terms.....**\$110.70**

Case for Models EE and G
D460 JW 8158—Ship. wt. 8lbs. Cash or Terms**\$10.80**

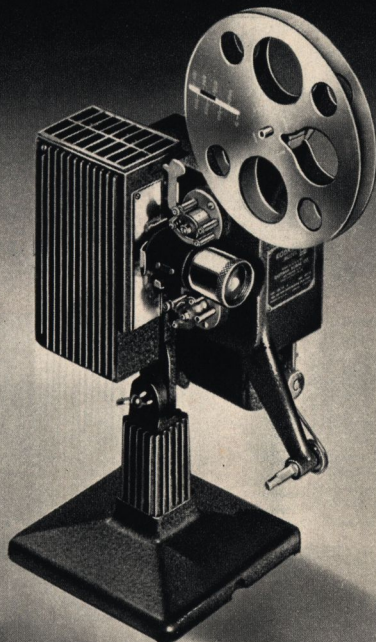


Keystone A-72 **\$39.95** Usual Price \$44.50

\$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 for large brilliant pictures. A 500-watt lamp can be used if desired (order on Page 19). **Universal Motor**—for AC or DC current. Ventilating fan attached to motor. **High Quality Lens**—F:2.5 finely ground and polished, 2-in. achromatic. **Construction**—Aluminum alloy main body with cast iron base for steadiness. Baked wrinkle enamel finish. Manual framer. Holds 400-foot reel; one empty aluminum spool included. Projects pictures up to 40x52 in. at about 24 feet. Motor rewind. Act. wt. 12 $\frac{1}{4}$ lbs. Complete Instructions. Ship. wt. 22 lbs.

D460 JW 8165—Cash or Terms....**\$39.95**

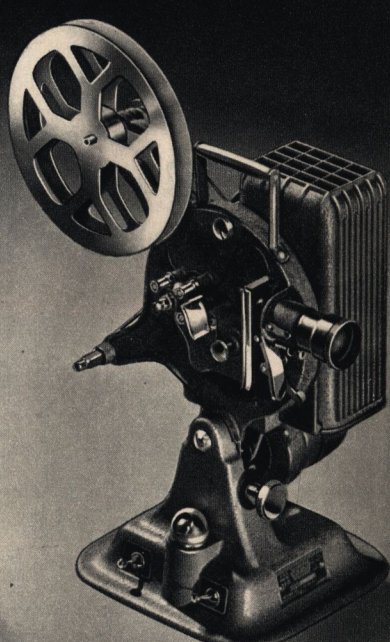


Eastman Kodascope Model EE—Series II **\$56.95**

\$6 A MONTH ON TIME—SEE PAGE 21

One of the most popular of all 16 mm. Projectors . . . usually sells for \$63.00. Equipped with a powerful 500-watt lamp to give big pictures in cramped quarters, average size pictures in large living rooms or extra sized pictures in schools, clubrooms, etc. High quality 2-inch F:2.5 projection lens. Powerful fan system for cool operation. Quiet, for its six major bearings are permanently lubricated. Rapid rewind, with clutch that eliminates belt changing. Simplified threading, framing and focusing make it easy to operate. High quality motor operates on either A.C. or D.C. 100 to 125-volt current. Complete with one empty 400-ft. reel and handy splicing outfit. (not shown). Order case 460 JW 8158 above at right. Instructions included. Shipping weight 19 lbs.

D460 JW 8157—Cash or Terms....**\$56.95**



750-Watt Keystone **\$62.55** 16mm. Model A-81 **\$62.55**

\$6 A MONTH ON TIME—SEE PAGE 21

Keystone's finest Projector . . . usually sells for \$69.50. Save the difference at Wards and buy on Time Payments. Equipped with an F:1.65 fully achromatic 2-in. projection lens and powerful 750-watt pre-focus lamp. Family use or schools, churches, lodges, etc. Projects pictures up to 14 ft. wide at a distance of 75 ft.

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. Ship. wt. 26 lbs.

D460 JW 8167—Cash or Terms..**\$62.55**

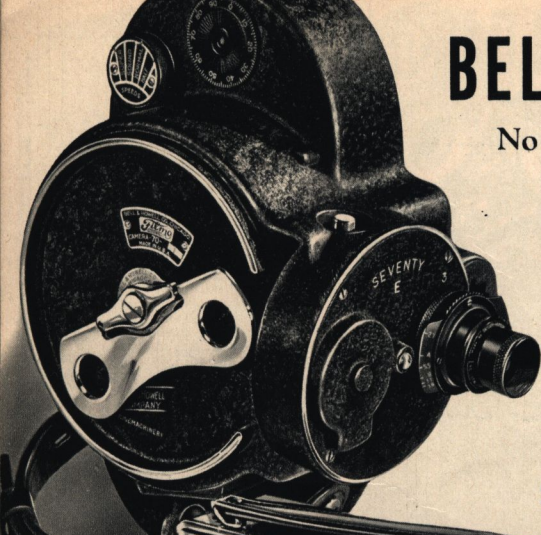
(A) D60 JW 8166—Carrying Case. For all Keystone 16 mm. Projectors above. Leatherette covered. Ship. wt. 6 lbs. Each.**\$4.60**

"D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there (except on post paid items).

ALL WARDS 17

BELL AND HOWELL 16 MM.

No Carrying Charge—Same Prices Cash or Terms

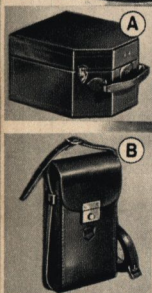
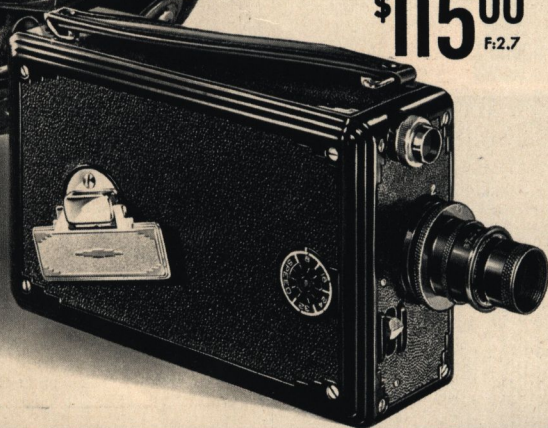


Model 70-E Left

\$99⁵⁰
F.2.7

Model 141-A Below

\$115⁰⁰
F.2.7



Filmo 70-E for Simplified Movies

LOW AS \$8 A MONTH ON TERMS—SEE PAGE 21.

All the finest construction features you need to take 16 mm. movies in black and white or natural color. Single lens seat—special-purpose lenses easily interchangeable. Spyglass view finder—interchangeable eye piece and objective lenses. Smooth governor controlled speeds of 8, 16, 24 and 64 frames per second—stops and starts instantly. 204 degree disc shutter, 100-foot film capacity with accurate footage dial. Brown wrinkle finish metal case. Actual weight 2 lbs. 4 oz. *Postpaid.*

D560 JW 8746—Filmo 70-E with 1-inch F:2.7 lens. Universal Focus. Cash or Terms. \$99.50

D560 JW 8747—Filmo 70-E with 1-inch F:1.5 lens. Critical focus. Cash or Terms. \$138.50

D60 JW 8748—Brown English Saddle Leather Case. See (A) at left. Holds camera and accessories. \$20.00

Filmo 141—Magazine Loaders

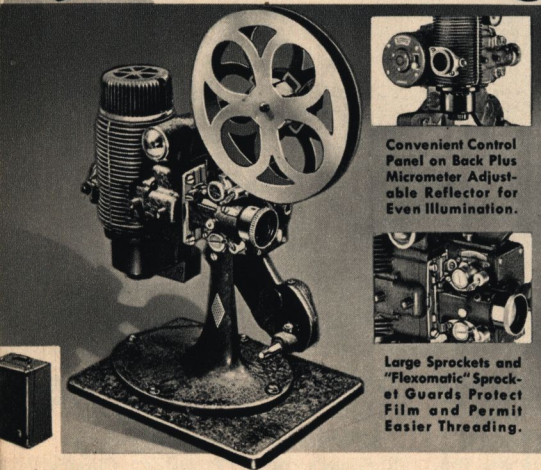
LOW AS \$9 A MONTH ON TERMS—SEE PAGE 21.

Small and light—ideal 16 mm. movie cameras for every fan. Loads quickly with 50-ft. Kodak film magazines—change from black and white to color film in the middle of a reel. Smooth rotary shutter. Governor maintains even speeds. Single frame exposure device. Instant lens interchange for using special lenses—View finder units interchange to match lenses. Complete exposure guide on side of camera. Aluminum alloy smooth finished case. *Postpaid.*

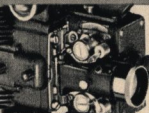
D560 JW 8743—Filmo 141A with 1 inch, F:2.7 universal focus lens. Speeds 8, 16, 24 and 32 frames per sec. Cash or Terms. \$115.00

D560 JW 8744—Filmo 141-B with 1 inch, F:1.9 critical focusing lens. Speeds 16, 32, 48 and 64 frames per sec. Cash or Terms. \$138.00

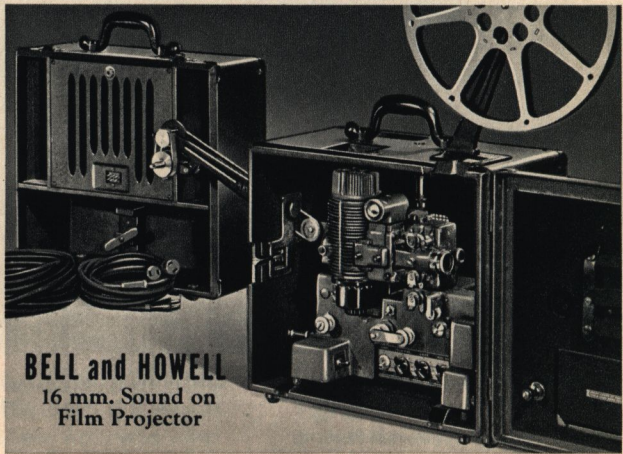
D60 JW 8745—Brown Cowhide Sheath Case. \$4.50
(B) For cameras above. *Postpaid.*



Convenient Control Panel on Back Plus Micrometer Adjustable Reflector for Even Illumination.



Large Sprockets and "Flexomatic" Sprocket Guards Protect Film and Permit Easier Threading.



BELL and HOWELL
16 mm. Sound on
Film Projector

New Bell and Howell 16 mm. \$139⁰⁰ Filmo "Master" Projector

ONLY \$10 A MONTH ON TIME PAYMENTS—SEE PAGE 21

The finest 16 mm. projector in the moderately priced class, this new Filmo "Master" has all the fine construction features necessary for superior projection and long life. See the two special, illustrated Bell and Howell features above. Entirely gear driven feed, take-up and rewind. Powerful G.E. 750-watt bulb in special drop-out socket gives theater brilliance to both black and white or color movies—separate switch. No-glare pilot light with automatic switch. Bell and Howell F:1.6 2-inch lens. Disengaging clutch permits projection of single frame picture. Capacity 400-ft. 16 mm. reel. Clutch and reverse. Two-way tilt. Brown crinkle-baked finish. Complete with leather covered carrying case.

D560 JW 8190—Postpaid. Cash or Terms. \$139.00

18 WARDS ALL

For 8 mm. Bell and Howell
Equipment see Page 15.

New Two-case Filmsound \$298⁰⁰ 750-Watt Sound Projector

SOLD ON TIME PAYMENT PLAN—SEE PAGE 21

Touch a button and your screen snaps to life with brilliant, sound pictures. Shows the many 16 mm sound films available everywhere.

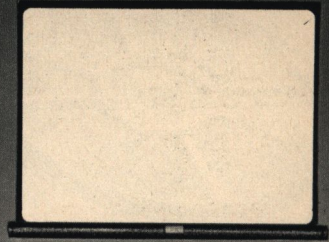
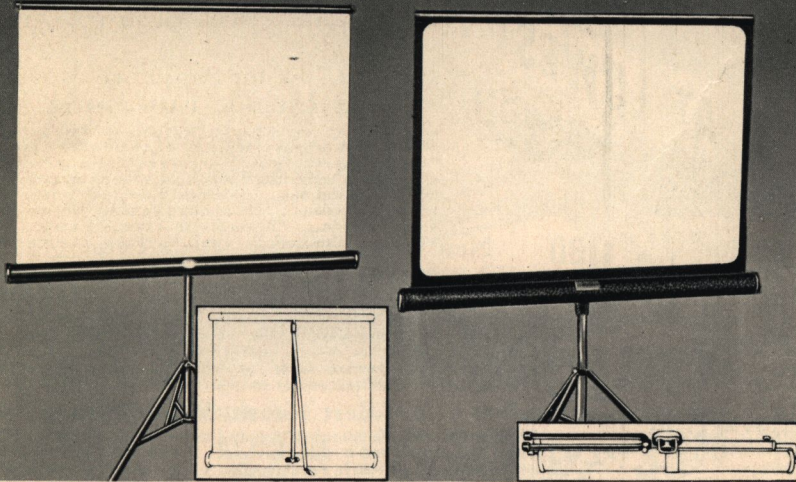
Famous "Academy" Features. Two speeds, 1 for sound, 1 for silent film. Projects 1600 feet of 16 mm. film. Fully corrected 2-inch F:2 lens. Floating film construction throughout. Forced air cooling—automatic safety shutter. One-hand tilt mechanism. Built-in pilot light.

Amplifier. Frequency range to 7000 cycles. All metal tubes. Volume and tone controls. Jacks for microphone or turntable. Converter must be used for D.C. circuit on amplifier. Projector and amplifier cases finished in black fabricoid. Act. wt. both cases 71 lbs. *Shipped Postpaid from Chicago Factory.*

D260 JW 8179—Complete outfit. Cash or Terms. \$298.00

NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there, (except on Postpaid items).

GLASS BEADED MOVIE SCREENS



Da-Lite Wall Screen

\$2 Down, \$2 a Month on Time—See Page 21. **\$1250**

All of the famous "Da-Lite" quality is built into this Screen—you buy it for less at Wards and pay by the month if you desire. Highest quality, fully glass beaded white surface to give the greatest depth and brilliance to your pictures. Rolls into sturdy, round metal case for storage and easy carrying. Case has baked-on black crystal finish. Two folding hooks for hanging on wall. *Postpaid.*

D460 JW 8141—36 by 48 in. Cash or Terms **\$12.50**

D460JW8142—Extra Large Size: 39 by 52 in. Cash or Terms **\$14.50**

WHY WAIT?

Own the Finest Equipment Now Without Paying All Cash—Buy on Wards Time Payment Plan—See Page 21 for Details.

Wards 3-Way Screen **\$575** with Tripod
None Better Under \$10

- For Use on Wall, Table or Floor—Stands Firmly.
- Large Size Glass Beaded Surface 30 by 40 In.
- Spring Roller in Metal Case for Storage and Carrying.

Never before has a Screen with all these features been offered at such a low price. Its surface consists of a layer of minute glass beads spread evenly over the white fabric. A special process prevents discoloring or rubbing off. Bracket for hanging; spring standard for table use (see small picture), and strong metal folding tripod for floor use included.

460 JW 8147—Complete. Ship. wt. 12 lbs. **\$5.75**
460 JW 8146—Same as above but without tripod. Shipping weight 9 lbs. **\$4.19**

Standard Da-Lite Screen—Beaded **\$1250**
30x40

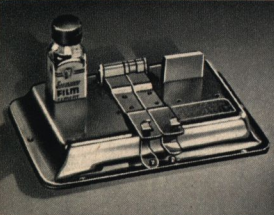
- \$2 a Month on Time—See Page 21.
- Folds Compactly for Carrying (See Above).
- Glass Beaded Surface With Neat Black Border.

A complete, compact unit consisting of the glass beaded screen and metal case attached to a tripod. The two parts fold with a leather handle for convenient carrying. Tripod adjusts for low, medium and high position. Heavy spring roller in case. *Postpaid.*

D460JW8180—Size 30 by 40 inches. **\$12.50**
D460JW8181—Size 36 by 48 inches. **17.50**

Square Sizes

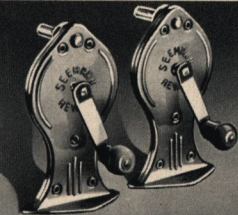
D460 JW 8198—Size 40 by 40 in. **\$17.50**
D460 JW 8199—Size 48 by 48 in. **22.50**



Film Splicer

Seaman's—usually sells for \$2.95. For accurate splicing of 8mm. or 16mm. films. Polished nickel. Good quality cutter and dry scraper. Patented spring pin for holding film flat. Bottle of cement and easy to follow instructions included. Shipping weight 1 lb.

D60 JW 8176 **\$2.65**

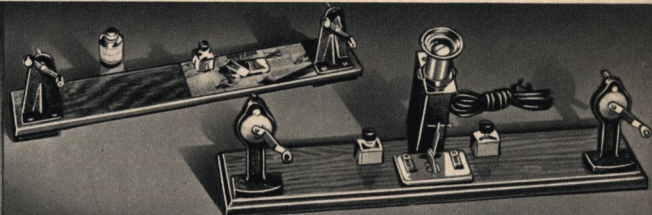


Geared Rewinds

Usual \$3.50 Value.

Set up your own film re-winding outfit. Rewinds fit all 8mm. and 16mm. reels. Polished nickel. Molded tenite knobs. Accurately machined. Shipping weight 1 lb.

D60 JW 8177— **\$2.98**
Pair.....



Rewind and Splicer

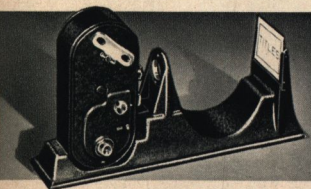
Eastman Kodascope Jr. for all 8mm. and 16mm. film. Takes 8mm. reels up to 400 ft. size. Rewinds are mounted on 26 in. board with attached splicer. Spacefor viewer (order extra). Water bottle, 2-oz. can cement and instructions included. Ship. wt. 13 lbs.

D560 JW 8164 ... **\$6.69**

Keystone Splicer and Editor

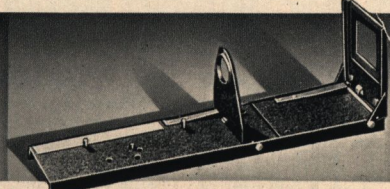
For use with all 8 and 16 mm movie film. Mounted on wood base. Keystone splicer viewer and gears to permit rewinding in either direction. Electric light unit under viewer for illumination of film frame being viewed. With cement and water bottle—ready for use. Full instructions for operating included.

560 JW 8116—Shipping weight **\$7.95**
8 lbs. 4 oz. Each.....



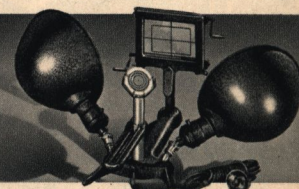
Keystone Titling Outfit

For Keystone Movie Cameras. With package of mottled art paper for making titles. Camera not included. Ship. wt. each 3 lbs. 8 oz. Instructions. **\$5.95**
D60 JW 8169—For 16mm. **\$5.95**
D60 JW 8170—For 8mm. **\$5.95**
Camera.....



Eastman Ciné Kodak Titler

No "show" is complete without your own titles. For all Ciné Kodaks 8mm. or 16mm. Special adapter required for Magazine Kodak (price on request). With 100 title cards, masks, and instructions.
D60 JW 8161—Shipping weight 3 lbs. 4 oz. **\$5.95**



Famous Universal Titler

Fits most 8 mm. and 16 mm. cameras. Adjustable bracket for camera. Title holder designed to insure evenly centered titles, has roller attachment for moving titles. With cards, two light reflectors (bulb not included), two auxiliary lenses and instructions.
D60 JW 8193—Ship. wt. 5 lbs. 8 oz. **\$9.45**

NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there, (except on Postpaid items).



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 JW 8225—Panchromatic. Black and white. \$1.80
 - 60 JW 8231—Super X Pan. Black and white. 2.03
 - 60 JW 8222—Kodachrome. Regular for outdoor natural color pictures. *Prepaid.* 3.40
 - 60 JW 8218—Kodachrome. Type A for indoor, natural color shots under artificial lights. *Prepaid.* 3.40

\$1.80
Black
and White

Eastman 16mm. Movie Film

- Ship. wts.: 50-ft. rolls, 8 oz.; 100-ft. rolls, 14 oz.
- 60 JW 8226—50 ft. Super X Pan. \$2.93
 - 60 JW 8228—100 ft. Super X Pan. 5.40
 - 60 JW 8232—100 ft. Super XX Panchromatic Film 6.08
 - 60 JW 8229—50 ft. Kodachrome film—outdoor type for natural colored pictures. *Prepaid.* 4.30
 - 60 JW 8219—50 ft. Kodachrome Type A. For indoor; natural color shots under artificial lights. *Prepaid.* 4.30
 - 60 JW 8230—100 ft. Kodachrome film—outdoor type for natural colored pictures. *Prepaid.* 8.00

50-ft. Eastman 16mm. Magazine Loading

- For Ciné Kodak and Bell and Howell. *Prepaid.*
- D60 JW 8215—Super X Pan. Black and white. \$3.35
 - D60 JW 8216—Kodachrome regular for outdoor. 4.65
 - D60 JW 8217—Kodachrome type A for indoor. 4.65

New Gevaert 8mm. Movie Film

- 25-ft. rolls, double eight—makes 50 ft. of 8mm. projection film. Highest quality. Ship. wt. 5 oz.
- 60 JW 8257—Orho Reversal. High speed orthochromatic film, for general outdoor use. Fine grain for large projection. . . \$1.79
 - 60 JW 8259—Microgran. A fully panchromatic film of moderate speed. Excellent for general outdoor or indoor use. \$1.98
 - 60 JW 8258—Panchro Super. Twice as fast as Microgran—for indoor use with photofoods or outdoor under poor light. . . \$1.98

\$1.79

Gevaert 16mm. Movie Film

- Shipping weights: 50-ft. rolls, 6 oz.; 100-ft. rolls, 14 oz.
- 60 JW 8227—100 ft. Orho Reversal. \$3.89
 - D60 JW 8212—50 ft. Panchromatic. A fine grain film. For indoor and outdoor use. Weston: 12 daylight, 8 Mazda. . . . 2.19
 - 60 JW 8213—100 ft. Panchromatic. 3.89

Agfa 8mm. Movie Film

- 25-ft. rolls double eight. Shipping wt. per roll, 6 oz.
- 60 JW 8233—25 ft. Hypan. Per Roll. \$2.03

Agfa 16mm. Movie Film

- 60 JW 8223—100 ft. Plenachrome. Fine grain. Per Roll. . . \$4.05
- Club Order—Six rolls for. 22.95
 - 60 JW 8224—100 ft. Hypan. Super fast. Per Roll. 5.40
 - Club Order—Six rolls for. 30.60
 - 60 JW 8234—50 ft. Panchromatic. Per Roll. 2.48

8mm. and 16mm. Film Subjects for Your Movie Library

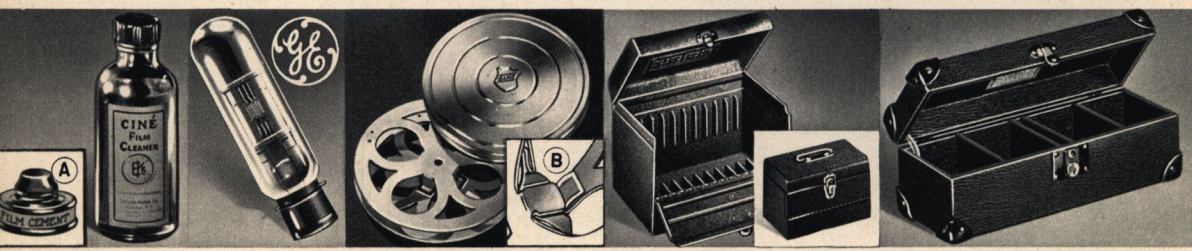
Selected subjects you'll enjoy again and again. Shown along with your personal movies they will provide added entertainment. All films are black and white. **Ship. wts.: 8mm.** 50 ft., 4 oz.; 180 ft. 1 lb.; **16mm.** 360 ft. 2 lbs.; 100-ft. 9 oz.

- America's High Spots.** A beautiful panorama of famous scenic spots—Mt. Shasta; Yosemite; Yellowstone; Grand Canyon, etc.
- Big Fish.** Salmon fishing; whaling; sailfish, etc.
- Snow Thrills.** Popular winter sports: Sled dogs; bob sleds, etc.
- Movies' Greatest Headlines.** Famous news "shots": Lindbergh's Flight; Morro Castle; Red Russia; China Clipper, etc.
- Water Sports.** Yacht races; speedboats; underwater pictures, etc.
- Swimming and Diving.** Water ballet; tandem diving and swimming. Almost entirely slow motion.
- Sock.** Packed with action. Boxing and wrestling, both amateur and professional.
- Ride 'Em Cowboy.** A super Rodeo, trick riding, bulldogging, etc.

Be Sure to state Article Number and length of film wanted. *Postpaid.*

| Article Number | 8 mm. | | SUBJECT | 16 mm. | | Article Number |
|----------------|--------|---------|----------------------|---------|---------|----------------|
| | 50 ft. | 180 ft. | | 360 ft. | 100 ft. | |
| D60 JW 8550 | \$1.59 | \$5.35 | America's High Spots | \$8.59 | \$3.36 | D60 JW 8551 |
| D60 JW 8558 | 1.59 | 5.35 | Big Fish | 8.59 | 3.36 | D60 JW 8559 |
| D60 JW 8560 | 1.59 | 5.35 | Snow Thrills | 8.59 | 3.36 | D60 JW 8561 |
| D60 JW 8562 | 1.59 | 5.35 | Movies' Headlines | 8.59 | 3.36 | D60 JW 8563 |
| D60 JW 8564 | 1.59 | 5.35 | Water Sports | 8.59 | 3.36 | D60 JW 8565 |
| D60 JW 8549 | 1.59 | 5.35 | Swimming & Diving | 8.59 | 3.36 | D60 JW 8552 |
| D60 JW 8553 | 1.59 | 5.35 | Sock | 8.59 | 3.36 | D60 JW 8554 |
| D60 JW 8555 | 1.59 | 5.35 | Ride 'Em Cowboy | 8.59 | 3.36 | D60 JW 8556 |

Castle Sound on Film. Any of the above subjects 16 mm. only. Complete 360-foot sound editions. *Shipped from Factory in New York City.* Ship. wt. 2 lbs.
260 JW 8285—State Title of Film Wanted. **\$16.95**



Eastman's Film Cleaner

4-oz. bottle. Preserves life and clarity of films. Cloth and instructions. Ship. wt. 8 oz.
D60JW8178 **69c**

Film Cement

Wards 1-ounce bottle. Brush in stopper. Ship. wt. 6 oz.
60 JW 8105. **19c**

20 WARDS₂ ALL

Mazda Lamps for All Projectors

- Shipped Prepaid. State Make and Model of Projector and Size Lamp Wanted.*
- D60 JW 8175—100-Watt. T-8. 85c
 - T-10 Medium Prefocus 200-Watt. Each. \$2.20
 - 3 for. 5.75
 - 300-Watt. Each. 2.90
 - 3 for. 7.40
 - 500-Watt. Each. 3.75
 - 2 for. 6.39
 - 750-Watt. T-12.
 - Each. 4.50
 - 2 for. 7.65

Bell and Howell Reels and Cans

- Aluminum reel and can. New film lock (see (B) above) on reels. Moistener pad in cans.
- FOR 8-MM. FILM**
 - Holds 200 ft.
 - D60 JW 8220—40c
 - Can. *Postpaid.*
 - D60 JW 8221—40c
 - Reel. *Postpaid.*
 - FOR 16-MM. FILM**
 - Holds 400 ft.
 - D60 JW 8238—60c
 - Can. *Postpaid.*
 - D60 JW 8239—60c
 - Reel. *Postpaid.*

8-mm. and 16-mm. Humidor Case

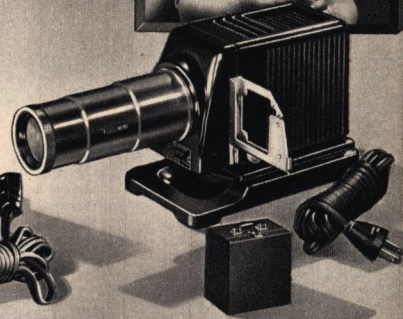
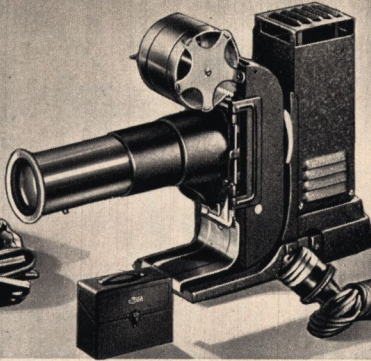
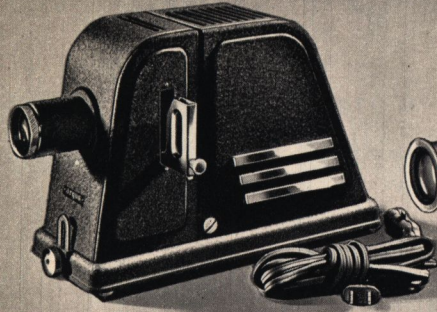
- All steel, welded seams. Black finish. Dividers hold cans in place. Lock and key.
- D60 JW 8110—8-mm. Holds six 200-ft. reels. Shipping weight: **\$1.89**
 - 2 lbs.
 - 60 JW 8129—16-mm. 6-reel capacity. **\$1.98**
 - D60 JW 8123—8-mm. 12 reel capacity. **\$2.59**
 - D60JW8111—16-mm. Holds twelve 400-foot reels. Ship. wt. **\$2.69**
 - 5 lbs. 2 oz.

Faultless Humidor and Reel Cases

- Holds reels or humidors. Humidor keeps film moist. Leather corners and handle. Black nicked hardware.
- 8-mm. Cases.** Hold 24 humidors or 28 reels alone.
D60 JW 8710—**\$4.69**
 - Ship. wt. 5 lbs. 2 oz.
 - 16-mm. Cases.** Hold 16 humidors or 20 reels alone.
D60 JW 8711—**\$5.95**
 - Ship. wt. 8 lbs. 8 oz.
- NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there.**

PROJECTORS for Your Color Slides

Makes Them Interesting—Adds Depth and Brilliance



Argus DP Slide Projector

- \$3 Down, \$3 a Month.
- 100-Watt Projection Bulb.
- F:3.6 Lens—5-in. F.L.
- New, Cooler Ventilation.

\$2250

Projects images of uniform brilliance and clarity. Heavy gauge housing. Heavy cadmium-plated steel slide holds two 2-in. glass slides. Tripod socket in die-cast base. Locking tilting foot. With cord and snap switch. Size 11½x7½x4¼ in. Act. wt. 5 lbs. *Postpaid.*

D560 JW 8320—Cash or Terms... \$22.50

S.V.E. Tri-Purpose Projector

- One 5-in. Objective Lens—2 Condenser Lenses.
- For 35 mm. Roll Film, or 2x2-in. Glass Mounted Slides.

\$3339

Improved Model CC. Simple to operate. Heat absorbing filter protects film. 100-watt F8 bulb. Framing and tilting device. Brown and chrome finish. Size 7x8x3 in. With 10-ft. rubber cord, switch and plug. Brown leatherette reinforced case.

D560 JW 8454—Ship. wt. 6 lbs. 4 oz. Usual Price \$35. Cash or Terms... \$33.39

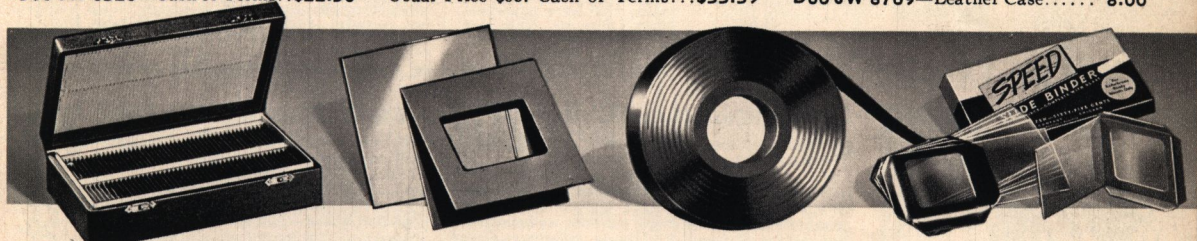
Model 2 Kodaslide Projector

- Only \$4 Down, \$5 a Month.
- F:3.5 Lens—5-inch. F.L.
- Fine 100-Watt Projection Bulb Assures Brilliance.

\$3350

Skillful, new design for highly efficient illumination and optical system. Spherical glass reflector, 3 condensing lenses. Compact die-cast aluminum housing 4x6½x5¼ in. Takes 2x2-in. glass slides or ready mounts. *Postpaid.*

D560 JW 8708—Cash or Terms... \$33.50
D60 JW 8709—Leather Case... 8.00



Handy Slide Box

Holds 100 2 by 2-in. mounted slides. Index mounted in lid. Wood box covered with dark blue fabricoid. Shipping weight 1 pound 9 ounces.

D60 JW 8458—Each. **\$1.69**

Glass Slides

Standard weight. 2 by 2 in. high quality glass slides. 100 slides to a box. Shipping weight 1 lb. 4 oz.

D560JW8457—Set. **79c**

Slide Masks

Heavy gold color paper. Double size for 2 by 2 in. slides. Shipping weight set, 2 oz.

D60 JW 8457A—Set of 50... **35c**

Eastman's Tape

Red silk Kodaslide Tape for binding slides. ¾ inch wide. 10-yard roll.

D60 JW 8459—Ship. wt. 3 oz.... **19c**

Speed Binder

For Kodachrome Ready Mounts only. Box contains 1 doz. binders—all one piece. Complete with glasses. Ship. weight 6 oz.

D60 JW 8200. **59c**

NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there (except on *Postpaid* items).

You Can Buy Any Order of \$10 or More on Time

Cameras, Photographic Equipment or anything we sell may be bought on Monthly Payments in an order of \$10 or more, by responsible persons who have a steady source of income. We do not add carrying charges where the price of an item is quoted "Cash or Terms." On all other items we add 10% of the balance remaining after the down payment. Terms are very liberal (see the two examples at right). The table at right shows the amount to pay down and the amount to send monthly on any order. If you now have a Time Payment Account, you can add purchases of \$5 or more without delay or additional Down Payment. Write us for terms on orders over \$300.

Example (Where Carrying Charge Is Added): If Cash Price of order is \$22.50, the Down Payment is \$3 and Monthly Payments are \$3. The carrying charge is 10% of the Unpaid Balance remaining after Down Payment (10% of \$19.50 or \$1.95) making a Total Balance Due of \$21.45, payable in six monthly payments of \$3 each and \$3.45 the seventh month. Minimum carrying charge is \$1.00.

Example (Where No Carrying Charge Is Added): The table at right tells you amount to pay down and monthly.

When buying on Time Payments, write your order in the usual way on the Order Blank enclosed, fill in the Time Payment Application Form on the back and enclose money order, check or draft for Down Payment. Once you have established a good credit record at Wards you can buy more merchandise on the same account, even before it is all paid, without down payment.

Wards Carry Other Photo Supplies

For complete line of lower priced cameras and other photographic supplies see our General Catalog.

| TABLE OF WARDS LIBERAL TERMS | | |
|------------------------------|--------------|-----------------|
| Cash Price | Down Payment | Monthly Payment |
| \$10.00—\$15.00 | \$2.00 | \$2.00 |
| 15.01—17.50 | 2.50 | |
| 17.51—20.00 | 2.50 | 3.00 |
| 20.01—23.00 | 3.00 | |
| 23.01—28.00 | 3.00 | 4.00 |
| 28.01—30.00 | 3.00 | |
| 30.01—40.00 | 4.00 | 5.00 |
| 40.01—55.00 | 5.00 | |
| 55.01—60.00 | 5.00 | 6.00 |
| 60.01—66.00 | 6.00 | |
| 66.01—70.00 | 6.00 | 7.00 |
| 70.01—80.00 | 7.00 | |
| 80.01—88.00 | 8.00 | |
| 88.01—90.00 | 8.00 | 8.00 |
| 90.01—100.00 | 9.00 | |
| 100.01—110.00 | 10.00 | |
| 110.01—120.00 | 10.00 | 9.00 |
| 120.01—132.50 | 12.50 | |
| 132.51—150.00 | 12.50 | 10.00 |
| 150.01—165.00 | 15.00 | |
| 165.01—175.00 | 15.00 | 12.00 |
| 175.01—200.00 | 20.00 | |
| 200.01—222.50 | 22.50 | |
| 222.51—225.00 | 22.50 | 14.00 |
| 225.01—250.00 | 25.00 | |
| 250.01—252.50 | 27.50 | |
| 252.51—275.00 | 27.50 | 15.00 |
| 275.01—280.00 | 30.00 | |
| 280.01—300.00 | 30.00 | 16.00 |

Carrying Charge Is 10% of Balance Owed After Down Payment



New Miniature Speed Graphic Costs As Little As \$9 Monthly on Time at Wards.

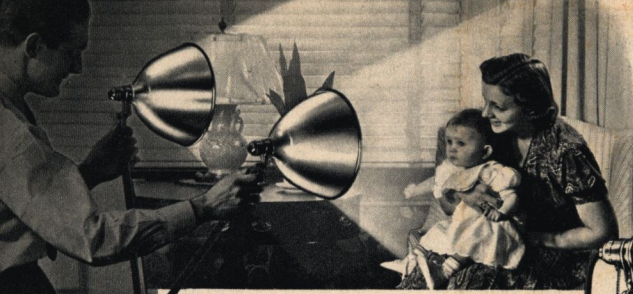


New Revere Turret Front Movie Camera Costs As Little As \$6 Monthly on Time.

ALL WARDS 21

REFLECTORS

for Better Lighting



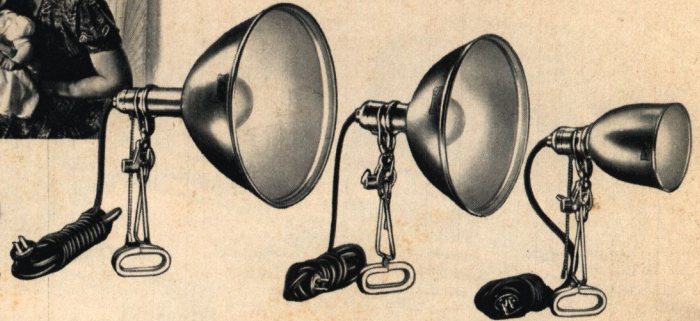
Twin Lighting Outfit

- Folding Tripod With 2 Adjustable Arms and Polished Reflectors.

\$819

Compare with usual \$10 Outfits. Sturdy all-metal tripod extends up to 76 in., two 21-in. adjustable arms. Each arm has a heavyweight 10-in. reflector mounted in a swivel base. 9-ft. rubber covered cord extends through the center of the tripod with a 3-way plug at top. Each lamp has a pull chain switch. Tripod and arms fold to 32 in. For photoflash or photoflood bulbs... not included—order separately below. Ship. wt. outfit, 10 lbs.

D60 JW 8060—Complete... \$8.19



Heavy Gauge Aluminum Clamp-on Type Reflectors

- Shaped to Distribute the Light Evenly.
- Satin-silver Surface Inside for Best Reflection; Outside Surface Highly Polished
- Rubber Covered 8-ft. Cords with Plugs, Nickel Plated Pull Chain Sockets.
- Rubber Covered Clamps, Tripod Sockets.

A \$198
Each

B \$149
Each

C \$139
Each

Goose Neck Reflector



Polished chromium 10-in. reflector and 18-in. goose neck. Complete with same tripod as outfit above. Ship. wt. 2 lbs.

D60 JW 8049... \$4.95
Complete... \$4.95

No. 2 Photofloods

Extra large size—diameter is 10½ in., depth 8 in. Long shank for use with large size No. 2 photoflood bulbs that give maximum light efficiency. Bulb not included—order below. Ship. wt. 3 lbs.

60 JW 8057—Each... \$1.98

No. 1 Photofloods

Correct size reflector for smaller size No. 1 photoflood bulb; diameter 9½ in., depth 5½ inches. Can be clamped anywhere. Bulb not included—order separately below. Shipping wt. each, 2 lbs. 12 oz.

60 JW 8058—Each... \$1.49

Spot Reflector

The right size for No. 1 photoflood bulbs; diameter 4½ in., depth 5 in. Gives a concentrated beam for control of light. Bulb not included—order below. Ship. wt. 2 lbs. 4 oz.

60 JW 8059... \$1.39



Mazda Photoflood Bulbs

20c Ea.
No. 1 Size

(A) For the best results when you take pictures indoors at night. Used everywhere for proper picture lighting. For use in any standard electric outlet. Offers an economical light source without the usual difficulties of high current consumption and bulky equipment. Use in reflectors listed above for best results. Frosted inside. For 105-120 volt A.C. or D.C. current. *Shipped Postpaid.*
60 JW 8020—No. 1 size. 750 watts. **20c**
Life about 2 hours. Each... **20c**
60 JW 8019—Larger No. 2 size. 1500 watts. Life about 6 hours. Price Each... **40c**

New Large Size Photoflood Bulb

(E) Inside of top surface silvered. Regular 2 hour life. Produces 15,000 lumens for exceptional brilliancy. No reflector necessary.
D60 JW 8666—*Postpaid.* Each 79c; 3 for... \$1.98

Mazda Photoflash Bulbs

30c
2 No. 11

(B) For any electric outlet. Light on any current from 1½ Volts and up. Can be used only once.
60 JW 8021—No. 11 size. Foil type. About 22,000 lumen sec. *Postpaid.* Two for... **30c**
60 JW 8044—No. 21 size. Foil type. About 45,000 lumen sec. *Postpaid.* Each... **20c**
60 JW 8077—New No. 16 Press, wire filled. Abt. 45,000 lumen sec. *Postpaid.* Ea... **20c**
60 JW 8053—No. 7 size. New small design for press service. Only 3½ in. long. Wire filled. About 22,500 lumen sec. *Postpaid.* Each... **20c**
Each... **18c**; Order of 6... **90c**

New No. 5 G.E. Press Flash Bulbs

(C) Small, powerful, 15,000 lumens. *Postpaid.*
D60 JW 8698—Each. 20c; 6 for... \$1.00
(D) Adapter for No. 5 Bulb. 2½-inches long.
D60 JW 8669—Ship. wt. 3 oz... **39c**

NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House.



It's Easy to Order by Mail from Wards

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 back of the order blank. For down payment, monthly 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. Register currency if sent by mail.

NOTICE: It will be our policy to maintain the prices shown in this Catalog until a new Catalog is issued, but we reserve the right to make such price adjustments as may be required by unusual and extraordinary changes in the market or other conditions over which we have no control, and the right to refuse any order for excessive quantities.

Prices in This Catalog Effective
Until January 1, 1941

TABLE OF PARCEL POST RATES

| Ship. Wt. Lbs. | Local Zone | Zones | | | |
|----------------|------------|----------------------------|------------------|-------------------------|--------------------------|
| | | 1 and 2 Not Over 150 Miles | Zone 3 300 Miles | Zone 4 301 to 600 Miles | Zone 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 |

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

2 ounces or less... 1½c
3 or 4 ounces... 3c
5 or 6 ounces... 4½c
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.

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

PRICES CUT on G. E. Lamps

The following price reductions, effective June 1, 1940, apply to G.E. Mazda Lamps listed on pages 20 and 22 of this catalog.

G. E. Mazda Photoflood Lamps—Page 22

- 60 JW 8020—No. 1 size. 750 watts. Each... \$.15
60 JW 8019—No. 2 size. 1500 watts. Each... .30

G. E. Mazda Photoflash Lamps—Page 22

- 60 JW 8021—No. 11 size. Foil Type. 2 for... .26
60 JW 8044—No. 21 size. Foil Type. Each... .15
60 JW 8077—No. 16 size. Wire Filled. Each. .15
60 JW 8053—No. 7 size. Press Flash. Each... .15
Buy 18 for..... 2.30
D60 JW 8698—No. 5 size. Press Flash. Each.. .13
Buy 18 for..... 1.99

G. E. Mazda Projection Lamps—Page 20

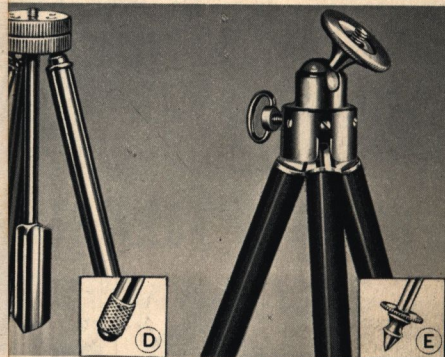
- D60 JW 8175—100-watt. T-8 size. Each..... .80
D60 JW 8175—200-watt. T-10 size. Each..... 2.00
Buy 3 for..... 5.20
D60 JW 8175—300-watt. T-10 size. Each..... 2.70
Buy 3 for..... 6.90
D60 JW 8175—500-watt. T-10 size. Each..... 3.50
Buy 2 for..... 5.95

Movies or "Stills"



Head \$5.89
Single
light weight
ed. Pans or tilts
rc. Handle folds
d below.
ipping weight
.....\$5.89

Hollywood \$5.49
Heavy, all metal
tripod head for movies or
"stills." Pans 360°, tilts
180°. Wing nuts provide
any desired friction. Ship-
ping weight 1 lb. 2 oz.
D60 JW 8665—Ea. \$5.49



Tripod \$6.79
steel
Ad-
ave
lock. Rubber
e picture D
prevents slid-
Extends to 56
ctly to 30 in.
ipping weight

7-Section Tripod \$6.98
Built-in swivel
head with threads
for camera sockets.
Brass legs—7 sections.
Pointed feet, (see E above).
Extends to 62 in., folds to 15
in. Ship. wt. 2 lbs.
D60 JW 8449—Each.\$6.98

.....\$6.79
Royal Tri-
Pan Head
8 lbs..\$11.29

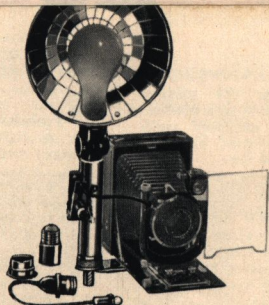
Table Top for Projectors \$6.98
(Not shown.) Mounts on any
tripod. For movie or slide
projectors. With clamps. Ship-
ping weight 2 lbs.
D60 JW 8749.....\$1.00



Hand Photoflash Lamp

Operates with 3 standard
size flashlight batteries
—batteries included. Cor-
rugated, satin finished 1½-in. re-
flector with hinge for folding on
battery case for easy carrying.
Dark green outside finish. Bulb
not included (order photoflash
bulbs on opposite page). Ship. wt.
2 lbs. 9 oz.

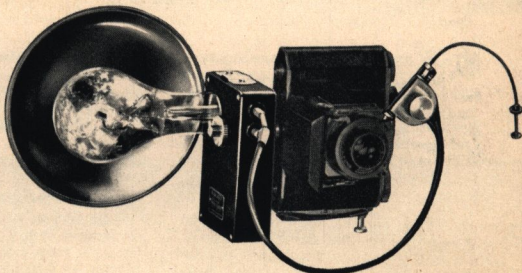
D60 JW 8726—Each..... 98c
NOTICE: "D" before Art. No.
means shipped from Chicago. Order
from nearest House.



Ley Synchronized Flashflector

Usually Sells for \$6.50

\$5.95
Molded bakelite body—eliminates dan-
ger of short circuits. Bakelite current
top permits flashing of bulbs mounted in var-
ious parts of the room. Positive contact, quick
change socket. Extension socket for small bulbs.
Reflector threaded to fit standard light sockets.
With bakelite synchronizing switch, chrome
plated battery case and batteries, universal base
plate, tripod screw, testing outfit with miniature
bulb, instructions. Fits most all shutters. Partic-
ularly suited for standard folding cameras.
D60 JW 8479—Ship. wt. 3 lbs..... \$5.95



Kalart Synchronized Flash

Formerly Sold for \$13.50

\$9.95
Built-in adjustable time delay fea-
ture for regulating the timing be-
tween lamp ignition and shutter opening.
Adaptable for all Compur shutters. Other
types require special fitting (write for prices).
State name of camera and shutter. Shipped from
Factory in Chicago.

260 JW 8475—Flash outfit complete with
synchronizer, bakelite battery case, battery,
polished chrome reflector and instructions.
Actual wt. 2 lbs.
Ship. wt. 3 lbs.\$9.95

ALL WARDS 23

COMPLETE EQUIPMENT FOR ALL YOUR



DeLuxe Developing Outfit

Carefully Selected for the Serious Amateur Who Wants High Grade Equipment.

\$6.95

A really DeLuxe set. Each necessary item to provide highest quality darkroom equipment. No unnecessary gadgets or "fillers."

Includes: 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 5 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 18 page blotter book, 9 1/4 by 11 1/2 in.; 1 ferrottype plate 11 by 14 in.; one 8 oz. glass graduate; 1 darkroom safe light (ruby globe and amber bulb); 1 bottle ferrottype polish; 1 DeLuxe 4-in. print roller; 1 pair film clips and Agfa book, "Developing and Printing Made Easy."

D460 JW 8051—Ship. wt. 17 lbs. Set. \$6.95

Wards Acid Hypo and Hardener 19c

Save 20% on Hypo. Only the highest quality chemicals used. For films, papers, and plates. 1 pound package makes 64 ounces of hypo solution.

60 JW 8003—1-pound package. Ship. wt. 1 lb. 6 oz. 19c



PREPARED FORMULAS—Easy to Use... Low Priced at Wards



A F and R Fixol—Fixing Solution

A concentrated liquid acid fixing and hardening solution—ready to dilute and use. In handy graduated bottle. Manufactured by Fink-Roselieve Co. Ship. wts. 2 lbs. 10 oz. and 5 lbs.

D60 JW 8096—State size. Instructions. 16 fluid ounces. Makes 96 ounces. 29c
32 fluid ounces. Makes 192 ounces. 54c

B F and R Quinolin Developer

Popular developing agent for films and enlarging and contact papers. Liquid form in graduated bottle. Manufactured by Fink-Roselieve Co.

D60 JW 8098—State size. Instructions. 16 fluid ounces. Ship. wt. 2 lbs. 10 oz. 69c
32 fluid ounces. Ship. wt. 5 lbs. \$1.13

D X-33 Thermolecular Fine Grain

Extremely fine grain developer—ideal for use in roll and plate film tanks. Stable in all climates. Developing range from 65° to 85° F. Non-staining. Long scale gradation. Graduated bottle.

D60 JW 8723—32-oz. Ship. wt. 5 lbs. \$1.69

E E. K. Universal Tube Developers

For films, plates and papers. Use in tray or tank. Instructions on each tube. Ship. wt. 7 oz. 32c

D60 JW 8095—5 Tubes in box. 27c
D60 JW 8094—5 Tubes M.Q. Developer. 27c

H Eastman D-52 Developer

Famous formula used by amateurs and professionals. A chloro-bromide developer, recommended for contact and enlarging papers, also for certain types of film. Contains minimum quantity of bromide.

60 JW 8091—State size. Instructions. 19c
Makes 1 quart. Ship. wt. 4 oz. 27c
Makes 2 quarts. Ship. wt. 8 oz. 39c
Makes 4 quarts. Ship. wt. 12 oz. 39c

J Eastman's D-76 Fine Grain Developer

For low contrast development of films, plates. 60 JW 8092—State size. Instructions. 23c
Makes 1 quart. Ship. wt. 8 oz. 32c
Makes 2 qts. Ship. wt. 12 oz. 54c
Makes 4 qts. Ship. wt. 1 lb. 8 oz. 54c

N Eastman's Famous D-72 Developer

For contact and bromide papers, also press photography with fast ortho and panchromatic films. 60 JW 8090—State size. Instructions. 23c
Makes 1 quart. Ship. wt. 8 oz. 32c
Makes 2 qts. Ship. wt. 1 lb. 2 oz. 54c
Makes 4 qts. Ship. wt. 1 lb. 12 oz. 54c

New Eastman DK-20 Developer

Fine grain for films, packs and plates. Minimum emulsion speed loss. Ship. wts. 12 oz.; 1 lb. and 2 lbs. 60 JW 8660—State size. Instructions. 1 pint. 32c; 1 quart. 45c; 1 gallon. 90c

K Wards M.Q. Developer

Equal to finest—yet a 20% Saving at Wards. Only the highest quality chemicals used. Simple to prepare and use. For films, papers and plates. Use in tray or tank. Will produce sparkling negatives. 60 JW 8001—Ship. wt. 8 oz. 19c
5 tubes. 19c

F Agfa 103 Developer

A popular developer for films and papers. Excellent for obtaining blue-black tones with Convira or Brovira papers. Instructions included. Ship. wts. 9 oz.; 1 lb. 12 oz. 60 JW 8087—State size. 23c
Makes 1 quart. 23c
Makes 4 quarts. 64c

G Agfa 17 Developer

A fine grain borax developer for films. Use repeatedly. Instructions. Ship. wts. 12 oz.; 1 lb. 6 oz. 60 JW 8088—State size. 23c
Makes 1 quart. 23c
Makes 4 quarts. 54c

C New Edwal 111 Developer

DeLuxe developer for photographic papers. Produces rich blacks, fog free whites and excellent contrast. Concentrated form. Full instructions. Ship. wt. 5 lbs. D60 JW 8436—32-oz. 98c

M Defenders New 777 Dev.

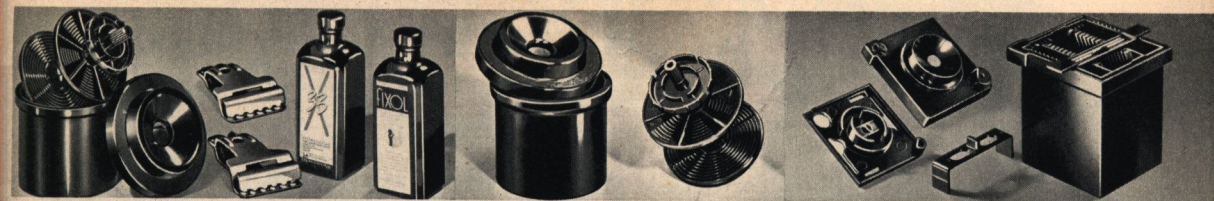
Superfine grain developer for the particular fan. Harold Harvey formula 777, result of 7 years' research. Simple to prepare and use. Panthermic—(all temperatures) can be used at temperatures up to 90° F. No stop bath is needed. Will process 21 rolls of 35 mm. film. Instructions. Ship. wt. 9 oz. D60 JW 8046—Per Box. \$1.79

L Edwal Chrome Hardener

A reliable chrome-alum-bisulphite hardener for films between development and fixing. Films can be washed in warm water. 60 JW 8074—For 6 pint size packages. Ship. wt. 12 oz. 32c
NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there.

24 WARDS ALL

PRINTING AND DEVELOPING NEEDS



F-R Roll Film Developing Outfit

Everything needed to develop all standard roll films; 35 mm., V.P., 129, 120, 620, 116, 616 sizes. Includes one 8-oz. bottle of concentrated X-33 developer; one 8-oz. bottle of concentrated Fixol; F-R adjustable developing tank (described at right) 2 film clips. Instructions. Everything needed for immediate use.

60 JW 8413—Ship. wt. 4 lbs. **\$2.69**

F and R Developing Tank

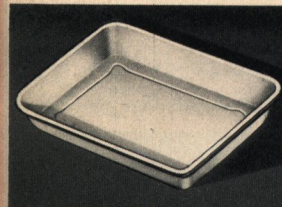
Built entirely of Bakelite. Loads wet or dry from inside or outside of reel. Built-in agitator. Hole in top for thermometer. Takes only 16 oz. of solution to fill tank. Adjusts to develop all standard roll films; 35 mm., V.P., 129, 120, 620, 116, 616 roll films.

60 JW 8412—Ship. wt. 1 lb. ... **\$1.67**

F-R Cut Film Developing Tank

Formerly Sold for \$9.95. A developing tank for cut films and film packs of all sizes up to 4 by 5 inches. Develops 12 films at one time and processes the entire film evenly top and bottom. Built of strong molded Bakelite—no metal parts to corrode.

D60 JW 8569—Postpaid. **\$5.95**



Best Quality Steel Trays

3 coats baked-on white enamel. Roll rim to protect edge. Ship. wts. 14 oz.; 1 lb. 4 oz.; 2 lbs. 4 oz.; 5 lbs. 4 oz.; 12 lbs.

| Art. No. | Inside Size | Each |
|--------------|----------------|--------|
| D60 JW 8022 | 4½ x 6½ x 1¼ | 35c |
| D60 JW 8023 | 5¾ x 7¾ x 1¾ | 49c |
| D60 JW 8024 | 8¾ x 10¾ x 1¾ | 81c |
| D60 JW 8029 | 12 x 15 x 2½ | \$1.39 |
| D560 JW 8067 | 17¼ x 21½ x 2¾ | 2.49 |



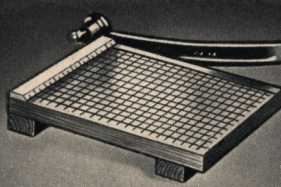
Hard Rubber Trays

Heavy quality. Acid and alkali resisting. Handy pouring lip.

60 JW 8511—For 5 by 7-in. films and papers. Ship. wt. 1 lb. 8 oz. Each. **49c**

60 JW 8512—For 8x10-in. films and papers. Ship. wt. 1 lb. 14 oz. Each. **79c**

60 JW 8513—For 11 by 14-in. films and papers. Ship. wt. 3 lbs. 12 oz. Ea. ... **\$1.59**



Trimming Boards

Reinforced hardwood ruled base. Rule top edge. End cleats prevent warping. 1-piece blade of tempered steel to keep a sharp cutting edge.

60 JW 8030—6-in. blade. Wt. 3 lbs. Ea. ... **\$1.49**

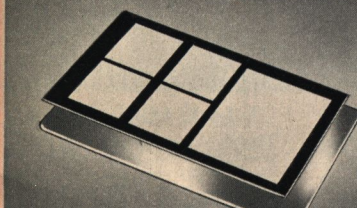
60 JW 8031—10-in. blade. Wt. 5 lbs. 12 oz. **2.39**

60 JW 8071—12-in. blade. Wt. 5 lbs. 8 oz. **2.98**

New Four-Way Safelight

All metal construction. 18-in. standard with ball joint socket. Four filters—diffused white, red, green and green-orange. Filters changed by rotating box. With bulb and 6-foot cord. Ship. wt. 5 lbs. 9 oz.

D60 JW 8099. **\$3.59**



Ferrotypes Plates

Heavy wt. 10x14 in. Smooth surface. Wt. 3 lbs. **60 JW 8066—5 for \$1.00**
D60 JW 8635—Chrome Type Triple plated. Round corners. Wt. 10 oz. Each. ... **55c**



Ring Bound Blotter Book

18 sheets size 9¼ by 11½ inches. Wax separation sheets. Chemically pure—no lint. An ideal way for drying prints. Shipping weight 1 lb. 6 oz.

60 JW 8072—Per Book. ... **59c**

Agfa Masking Print Frame

Wood frame with two-piece back. Glass front. Clips hold negative and paper firmly. Gives clean accurate borders. Size 4x6 in. Ship. wt. 1 lb. 8 oz.

60 JW 8026—Each. **\$1.39**

Ingento Second Timer

Large second hand. Hour and minute hands in center. Lever stops second hand, returns it to zero. Ivory finish. 4½-in. dial. Wt. 1 lb. 8 oz.

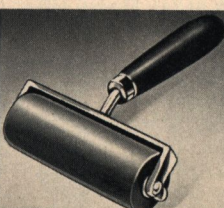
D60 JW 8064—Each. **\$4.65**



Cellulose Sponge

Made by DuPont. Fine pore artificially made sponge. Highly absorbent—for wiping excess liquid from negatives and prints. About 4¾ x 3¼ x 1¼ in. Shipping weight each, 3 oz.

60 JW 8073—Ea. ... **32c**



DeLuxe Print Roller

Heavy duty for long service. Thick rubber-covered hardwood core. Wood handle. For glossing prints on squeegee plates. Extension keeps roller suspended when not in use. Wt. 10 oz.

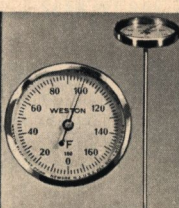
60 JW 8065—Each. **49c**



Glass Graduates

Handy for measuring liquids or powders. Ship. wts.: 1 lb.; 8 oz. **60 JW 8013—8-oz. .19c**
60 JW 8008—4-oz. .11c

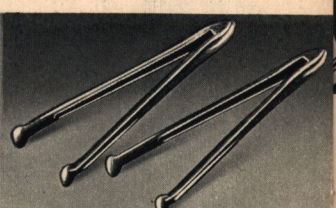
Ribbed Glass Funnel
Ship. wts.: 1 lb.; 8 oz. **60 JW 8599—16-oz. 59c**
60 JW 8598—8-oz. .29c



Thermometer

Weston made, easy-to-read, dial-type scale. 8-inch stainless steel non-breakable stem. The finest we know of at any price.

D60 JW 8484—Postpaid. **\$4.25**



Duck Bill Print Tongs

Made of durable tenite plastic. Duckbill end picks up in three directions. Two in a set: red for developer, black for hypo. Shipping weight 6 oz.

D60 JW 8574—Set. **49c**

BEST QUALITY ENLARGING

WARDS NEW DE LUXE ENLARGER

Designed for the Most Exact Camera Fan
Precision Built for the Best Results

Check These Features Usually Found in \$50 Enlargers

\$28⁶⁵
CASH

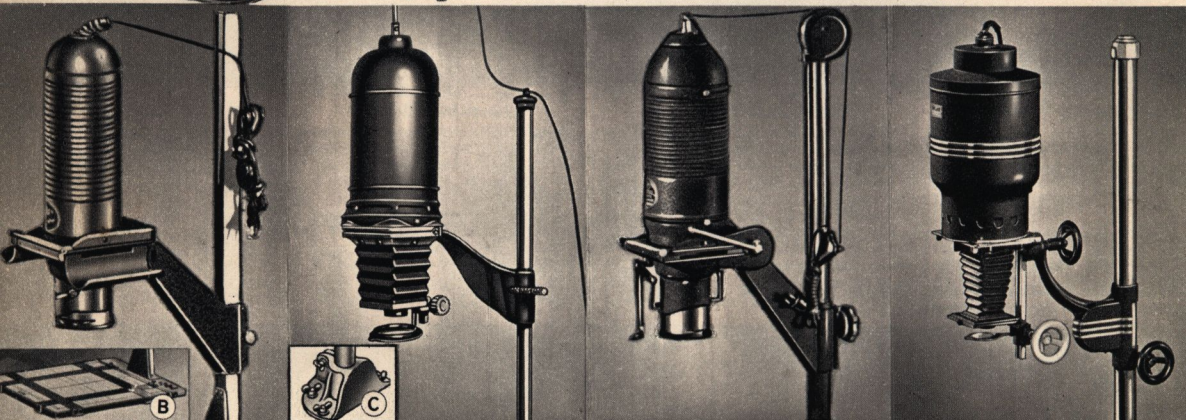
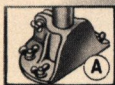
- New 2¼ x 3¼ Dust-proof Glassless Negative Carrier.
- 3½ Inch F:6.3 Corrected Lens with Iris Diaphragm.
- Long 8½-Inch Tapered Bellows—Micrometer Focusing.
- Interchangeable Lens Board—New Type Removable Base.

An amazing example of high standard precision workmanship. Aluminum castings throughout—other metal parts die formed. Convexion-cooled lamp house. Adjustable light with heat-proof porcelain socket, 11½ feet of S.V. round, rubber covered cord with strain relief spring and convenient switch. Dupont fabric, bellows with precision V-gate micrometer focusing. Removable, heavyweight 1½ by 36-inch chromium plated steel column and column base. (See A.) Mounted opal diffusion and heat absorbing glass. Mahogany finished baseboard 18x22x¾ in. With 75-Watt opal bulb, paper masks and instructions. Enlarges up to 9 times on baseboard.

460 JW 8430—Model D. Shipping weight 25 pounds. Cash.....\$28.65

D60 JW 8431—Set of two 4½-in. condensers for 560 JW 8430 or 560 JW 8432 enlargers. Shipping weight 1 lb. 12 oz. \$3.98

Wards Deluxe and Wards Standard Enlargers Delivered After June 10th, 1940.



New Federal Model 121

Here's the Enlarger for those that want good equipment at low cost. 3½-in. Fedar F:6.3 lens. Calibrated easel 16x18 in. with adjustable border. Reinforced upright post. Book-type carrier for negatives from 35 mm. up to 2¼x3¼ in. Double diffusing glass. Built-in diaphragm with ruby mask. Enlarges 2½ to 7 times on baseboard. With bulb, cord and instructions. Ship. wt. 22 lbs.
460 JW 8081—
Cash or Terms. **\$16.69**

\$16⁶⁹
CASH

Wards Standard

Similar to number 60 JW 8430 but with standard equipment, 5½ in. bellows. Micrometer focusing, 3½-inch F:6.3 lens. Iris diaphragm, 1½ by 30 in. steel column and aluminum cast base (C). 2¼x3¼ in. glassless negative carrier. Opal glass diffusion disc. Enlarges to 7 diameters on 16 by 20 by ¾ inch baseboard. With paper masks, 75-Watt opal bulb and instructions.
460 JW 8432—
Ship. wt. 22 lbs. **\$19.95**

\$19⁹⁵
CASH

Federal Miniature

Iris-diaphragm. 4½-in. condenser lens and opal diffusion plate. Book-type carrier with pressure release. 100-Watt bulb, enlarges up to 8 diameters on 16x21-in. base. Micro-lever focusing. Calibrated swivel head. For 35 mm. up to 2¼x3¼ in. neg. With cord, switch, bulb. Instructions. Ship. wt. 36 lbs. Cash or Terms.
460 JW 8623—Model 330—
F:6.3 lens. **\$32.95**
460 JW 8624—Model 345—
with F:4.5 lens. **\$39.95**

\$32⁹⁵

Solar II Mini Enlarger

This famous enlarger gets the best from your negatives and you can use it as a view or portrait camera. For all negatives from 35 mm. to 2¼x3¼ inches. Adjustable double condenser lens system. 3½-inch F:4.5 Wollensak enlarging lens with iris diaphragm. Hair-line micrometer wheel focusing. Counterbalanced head. Ruby mask. 16x20-in. baseboard. With 100-watt bulb and instructions. *State size Negative Carrier.* Wt. 35 lbs.
D460 JW 8080..... \$44.55

\$44⁵⁵

WARDS STANDARD ENLARGER CONDENSING LENSES

Finest quality for building your own or replacement.

D60 JW 8575—Unmounted. D60 JW 8572—Mounted.

| Size | Focal Length | Shipping Weight | | Price—Per Pr. | |
|---------|--------------|-----------------|--------------|---------------|---------|
| | | Unmounted | Mounted | Unmounted | Mounted |
| 3 -in. | 4½-in. | 1 lb. 8 oz. | 1 lb. 13 oz. | \$1.98 | \$2.75 |
| 3½ -in. | 5 -in. | 1 lb. 8 oz. | 2 lbs. | 2.75 | 3.39 |
| 4½ -in. | 6½ -in. | 1 lb. 12 oz. | 2 lbs. 2 oz. | 3.29 | 3.98 |
| 6 -in. | 10 -in. | 5 lbs. | 6 lbs. | 7.95 | 8.50 |

Wollensak F:4.5 Anastigmat Enlarger Lenses

D60 JW 8414—Iris diaphragm. State size. Ship. wt. 1 lb.

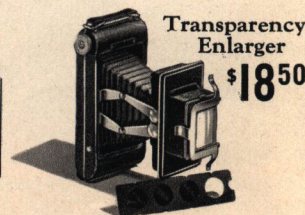
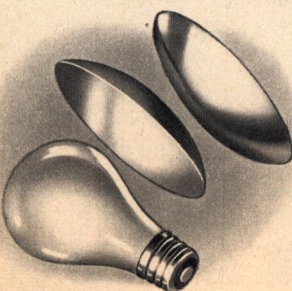
| Focal Length | 2 in. | 3 in. | 3½ in. | 5 in. |
|--------------|---------|---------|---------|---------|
| Price Each | \$11.95 | \$14.95 | \$17.95 | \$21.95 |

"White-Ray" Enlarging Bulbs

For 110 V. Milk-white (orsam type) glass. Uniform light.

60 JW 8079—State size wanted. Ship. wt. ea. 12 oz.
75 watt. 29c 115 watt. 39c 200 watt. 89c

26 WARDS₂ ALL



Transparency Enlarger

\$18⁵⁰

Makes black and white negatives from Kodachrome transparencies. Takes 8 enlarged negatives 2¼x¼-in. on 616 film. With Wratten tri-color filters.

D560 JW 8390—Cash or Terms. Postpaid. \$18.50

Notice: "D" before Art. No. means shipped from Chicago. Order from nearest House.

EQUIPMENT—ALL SOLD ON TERMS



Focusing Strips 29¢

Consists of a negative covered with fine lines, designs and dots. Placed in enlarger focusing becomes easy and accurate. Wt. 2 oz.

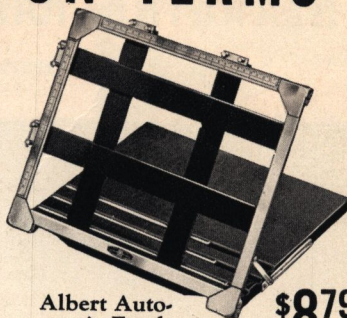
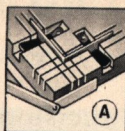
D60 JW 8596—35 mm. or ½ V.P. size..... **29¢**
D60 JW 8597—2½x3¼ in. size..... **39¢**



Eclipse Enlarging Easel \$398

An outstanding value for amateurs or professionals. Sturdily built white baseboard—will not warp. Enameled white to provide easy focusing. Paper centering device (A)—adjusts for different margins. Heavy steel masks adjust with convenient bakelite knobs to give you clean, sharp-cut edges to your enlargements. Aluminum ruled scales have etched graduations of ¼th inch up to 11 by 14 inches—easy to read. Ship. wt. 5 lbs. 12 oz.

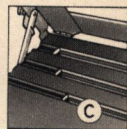
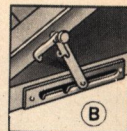
D60 JW 8017—Each..... **\$3.98**



Albert Automatic Easel \$879

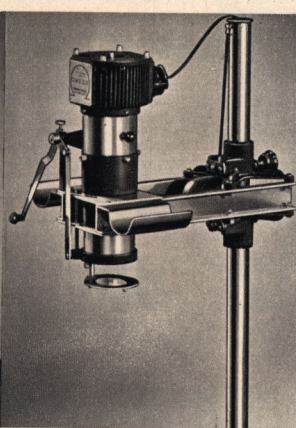
Fastest, easiest to use. Automatic paper centering device (C) for 5 by 7, 8 by 10, and 11 by 14 in. paper eliminates shifting easel. Frame locks upright—releases automatically (B). Positive masking band contact—no fuzzy edges or uneven margins. Automatic border measuring scale—easily adjusted. Inlaid rubber base strips prevent sliding. Non-warping board. Chrome finish free—won't rust or tarnish. For all enlarging papers up to 11 by 14 inches.

D60 JW 8455—Ship. wt. 10 lbs..... **\$8.79**



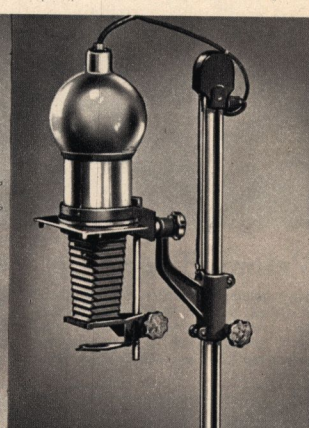
Solar Model 45 Enlarger \$445.50

A flexible 4x5-inch studio type yet adaptable to miniature enlarging. Bi-plane diffusion light control system, 12-in. bellows span. Upright rigidly mounted to 20 by 24-in. laminated baseboard. Lamphouse counterbalanced. Rack and pinion focusing. With 150-watt bulb and instructions. Removable lens board. No lens.
D460 JW 8425—Ship. wt. 35 lbs. Cash or Terms..... **\$44.55**
D460 JW 8426—Model 45C, with two 6½-in. condensing lenses. Cash or Terms... **\$58.50**



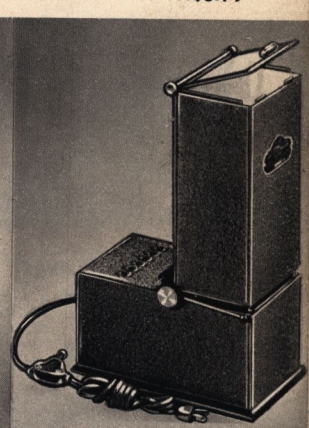
Simmons Omega B \$495.00

Precision built to satisfy discriminating workers. Dust-proof negative carrier handles 35 mm. to 2¼ by 2¼-in. negatives. Double condenser light system. Enlarges 16 times on 18 by 24-in. baseboard with 2 inch lens. Lamphouse counter-balanced. Accurate lever focusing. With bulb, cord but without lens. See opposite page.
D460 JW 8314—Wt. 38 lbs. Cash or Terms... **\$49.50**



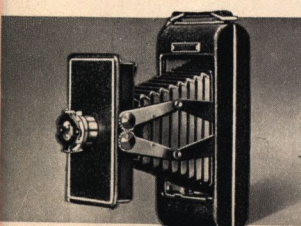
Famous Kodak Precision \$675.00

Eastman's finest. Glassless negative carriers for sizes 35 mm. up to 2¼x3¼ in. 16 diameter enlargements with 2-inch lens. 2 condensers, opal lamp and matte-surface reflector. Friction focusing. No. 212 bulb, instructions. No lens. State size Neg. carrier and choice of No. 2, 3, or 4 condensers for use with 2, 3, or 4 inch lenses.
D460 JW 8395—Postpaid. Cash or Terms..... **\$67.50**
D60 JW 8392—Lens board..... **1.00**



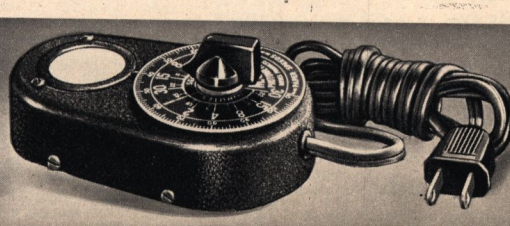
Fixed Focus Enlarger \$117.50

Made by Federal. Enlarges miniature films to album size with little effort and minimum cost. 3½x5 in. enlargements from 35 mm. negatives cost slightly over 1 cent ea.; 2½x3½ in. less than 1 cent. Open view negative holder. Achromatic lens. Predetermined exposure time eliminates trial exposures. Ventilated lamp house with bulb. Use any standard 5x7 bromide paper. Size 6x10x14 in. overall. 120-watt projection lamp and instructions.
D560 JW 8025—Ship. wt. 6 lbs. 8 oz. Cash or Terms..... **\$11.75**



Kodak 16 mm. Film Enlarger \$135.00

Easy to operate. Film need not be cut. Uses Super XX film. Normal 16 mm. frame requires 5 sec. with No. 1 photoflood. Large negatives may be printed or enlarged further. Instructions. Ship. wt. 2 lbs. 12 oz.
D60 JW 8174—Cash or Terms... **\$13.50**



MCM Photometer—Usually \$4.85 \$4.39

New Model J. Eliminates guesswork in enlargement timing. Determines exact exposure time for all papers and the density range of your negatives in less than 30 seconds. Size 3x5½x1¼ in. For A.C. or D.C. circuit. Instructions.
D60 JW 8595—Ship. wt. 14 oz. Ea... **\$4.39**



Watson Electric Timer \$449

An electric meter with a minute alarm. Hangs on wall or stands. Adjustments in front. Size 7x 5½x2 in. Dial 4½ in. 110-120 volt A.C.
D60 JW 8034—Ship. wt. 2 lbs. 4 oz. **\$4.49**

ENLARGING PAPERS FOR EVERY NEED

Famous Quality Brands—Your Assurance of Better Results



Defender Velour Black

A fast chloro-bromide enlarging paper. Popular among amateurs and professionals. Produces prints with remarkable fidelity to negative tone scale. Its high exposure speed and simplicity in handling make it a "natural" for projection prints. *State Emulsion grade and size wanted.* Ship. wts. 4x6, 9 oz.; 5x7, 6 oz.; 8x10, 11 oz.; 11x14, 1 lb.

32c
Doz. 5 x 7
Single Wt.

| Article Number | Emulsion Grade | Surface | 4x6 Inch Per 2 Doz. | 5x7 Inch Per Doz. | 8x10 Inch Per Doz. | 11x14 Per Doz. |
|--|-----------------|--------------|------------------------|----------------------|-----------------------|-------------------|
| Single Weight Paper—State Emulsion and Size | | | | | | |
| D60 JW 8470 | No. 22,33,44 | Glossy | 45c | 32c | 69c | |
| D60 JW 8068 | No. 22,33,44 | Semi-Matte | 45c | 32c | 69c | |
| Double Weight Paper—State Emulsion and Size | | | | | | |
| D60 JW 8471 | No. 11,22,33,44 | Glossy | | 39c | 86c | |
| 60 JW 8069 | No. 22,33,44 | Semi-Matte | | 39c | 86c | |
| D60 JW 8472 | No. 22,33,44 | Velvet White | 59c | 39c | 86c | \$1.58 |
| D60 JW 8477 | No. 22,33 | White Silk | 59c | 39c | 86c | 1.58 |

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

Eastman Kodabrom Enlarging Paper

A popular enlarging paper with a high speed, full scale emulsion. Designed for use by news photographers, photo-finishers and advanced amateurs where brilliant black-toned prints are required. It has unusual keeping quality and stability of contrast. Comes in a wide choice of surface qualities to meet every requirement. *Emulsions* No. 1 for contrasty negatives, No. 2 for normal negatives; No. 3 for flat negatives. Ship. wts.; size 4 x 6, 9 oz.; size 5 x 7, 6 oz.; size 8 x 10, 11 oz.; size 11 x 14, 1 lb. *Be sure to state article number, emulsion grade and size wanted.*

32c
Doz. 5 x 7
Single Wt.

| Article Number | Paper Weight | Emulsion Grade | Surface | 4x6 2 Doz. | 5x7 1 Doz. | 8x10 1 Doz. | 11x14 1 Doz. |
|----------------|--------------|----------------|---------------------------|---------------|---------------|----------------|-----------------|
| D60 JW 8465 | Single | 1, 2, or 3 | Glossy, white | 45c | 32c | 69c | |
| D60 JW 8466 | Double | 1, 2, or 3 | Semi-Matte White | | 39c | 86c | \$1.58 |
| D60 JW 8467 | Double | 2 | Smooth lustre white | | 39c | 86c | 1.58 |
| D60 JW 8468 | Double | 2 | F. Gr. lustre, old Ivory | | 39c | 86c | 1.58 |
| D60 JW 8469 | Double | 2 | F. Gr. lustre, Nat. white | | 39c | 86c | 1.58 |

Gevaluxe Velour (Bromide)

Try this beautiful photographic paper on your next portrait or landscape. The emulsion, coated on India tint double weight stock, is rich in silver, gives warm black tones. Has the appearance of black velvet, consisting of thousands of minute fibers yielding a three dimensional effect. No special treatment necessary—develop like any other bromide paper. 2 emulsion speeds. Ship. wt. 5 oz.; 12 oz.; and 1 lb. 7 oz. *State article number and size wanted. Shipped from Chicago Factory.*

\$1.29
Doz.
5 x 7
inches

260 JW 8505—Normal. 260 JW 8506—Vigorous. 5x7 in. Doz. . . \$1.29; 8x10 in. Doz. . . \$2.69 11x14 in. Per Dozen. 4.98

28 WARDS ALL

Wards New Bromide Enlarging Paper

Medium fast to reproduce full negative detail. Fine neutral black tone, rich in gradation. Gives maximum latitude to help correct for both over and under exposures. Emulsion No. 2 for average to dense negatives, No. 4 for thin to flat negatives.

20c
Doz. 4 x 6
Single Wt.

State article number, emulsion and size. Ship. wt. 4x6, 5x7, 6 oz.; 8x10, 11 oz.; 11x14, 1 lb.
60 JW 8703—Single Wt. Glossy. No. 2 or 4 Emulsion.
60 JW 8704—Single Wt. Semi-Matte. No. 2 or 4 Emulsion.
60 JW 8705—Double Wt. Glossy. No. 2 or 4 Emulsion.
60 JW 8706—Double Wt. Semi-Matte. No. 2 or 4 Emulsion.

| Paper Size | Single Weight | | Double Weight | |
|---------------|---------------|--------|---------------|--------|
| | 1 Doz. | 3 Doz. | 1 Doz. | 3 Doz. |
| 4x6-in..... | 20c | 55c | | |
| 5x7-in..... | 28c | 69c | 35c | 98c |
| 8x10-in..... | 59c | \$1.69 | 75c | \$2.19 |
| 11x14-in..... | | | \$1.39 | 4.10 |

Special Kit of New Ward Papers

Your chance to try these new Ward papers at a special low price. We're proud of their quality. You'll like them because they're easy to use and produce such fine results. Assortment consists of: 24 sheets, 8x10 in. enlarging paper, No. 2 emulsion grade, individually packaged 6 sheets each of glossy and semi-matte, single and double weight. In addition we include 6 sheets of Wards New Glossy contact paper listed on next page, size 2 3/4 x 4 1/2 in., Number 3 emulsion. Shipping weight 2 lbs.

\$1.00
24
Sheets

D60 JW 8722—Per Box 24 Sheets \$1.00

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.* Ship. wts. 9 oz.; 6 oz.; 10 oz. and 1 lb. 4 oz.

32c
Doz. 5 x 7
Single Wt.

| Emulsion Grades | 4x6 in. 2 Doz. | 5x7 in. 1 Doz. | 8x10 in. 1 Doz. | 11x14 1 Doz. |
|---|-------------------|-------------------|--------------------|-----------------|
| D60 JW 8084—Single Weight Glossy | | | | |
| Medium | 45c | 32c | 69c | |
| D60 JW 8085—Double Weight, Royal White | | | | |
| Soft, medium, Hard | | 39c | 86c | \$1.58 |
| D60 JW 8086—Double Weight, Kashmir White | | | | |
| Soft, Medium, Hard | | 39c | 86c | \$1.58 |
| D60 JW 8083—Double Weight, Velvet | | | | |
| Soft, Medium, Hard | | 39c | 86c | \$1.58 |

NOTE: Use Soft grade for dark negatives, Medium for normal negatives and Hard for thin negatives.

Popular Gevaert Novabrom

This all purpose Gevaert bromide enlarging paper has a world wide reputation for supreme quality and adaptability to the purpose for which it was designed. Suitable for any method of projection printing. Rich in silver and accurately balanced as to scale and contrast. Wide range of surfaces to fit all requirements. Emulsion "N" for normal negatives.

29c
Doz. 5 x 7
Single Wt.

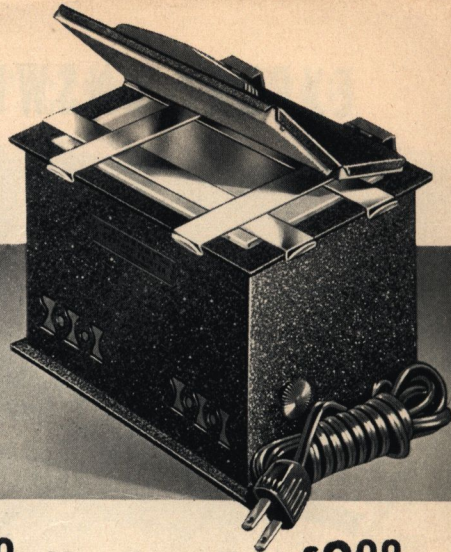
Shipping weights per doz. size 5x7 in. 6 oz.; size 8x10 in. 11 oz. *Be sure to state article number and size wanted.*

| Article Number | Paper Weight | Emulsion Grade | White Surface | 5x7 Doz. | 8x10 Doz. |
|----------------|--------------|----------------|-----------------|----------|-----------|
| D60 JW 8625 | Sgle. | N | Smooth Mat. | 29c | 69c |
| D60 JW 8626 | Sgle. | N | Glossy | 29c | 69c |
| D60 JW 8628 | Dbie. | N | Rough Mat. | 39c | 85c |
| D60 JW 8629 | Dbie. | N | Glossy | 39c | 85c |
| D60 JW 8630 | Dbie. | N | Platino Gravure | 39c | 85c |

Notice: "D" before Art. No. means shipped from Chicago. Send order to nearest House and allow postage from there.

All Metal CONTACT PRINTERS

Cost You Less at Wards Lower Prices



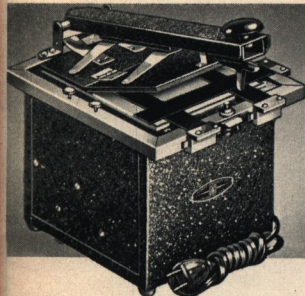
New Shutter-Type Printer—at Wards \$398

- Economical to Use—Simplifies All Printing.
- For Negatives from 35 mm. to 4x6-inch.

This low priced simplified Contact Printer uses but one 15-watt lamp—reduces heat on the negative yet gives sufficient light for good prints. Easy to use and gives beautiful results with little practice. Lever operated Red filter shutter drops over lamp—no need for extra darkroom ruby bulb. Ground glass diffusion shade gives even light on all parts of negative. Adjustable metal masking device produces sharp, clean margins on prints. Double hinged pressure plate is lined with soft sponge rubber on the lower side to protect the negatives. Sturdy, all-metal cabinet, 4 3/4 by 4 3/4 by 7 1/2 inches. Gray crinkled finish, well ventilated. Complete as described with lamp and rubber covered cord.

D60 JW 8078—Shipping weight 3 pounds 4 ounces. **\$3.98**

Include a Printer in a \$10 Order and Pay by the Month—See Page 21

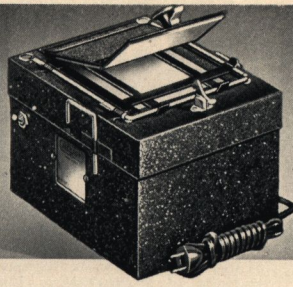


Famous Albert Printer \$798
Former Price \$9.75

- Prints All Negatives from 35 mm. to 4x5-in.
- Adjustable Masking Bands for Sharp Edges.

Guides for printing uncut 35 mm. film. Sockets for 3 lights up to 60 watts—1 red and a white bulb incl. Opening and closing cover controls white lights. Parts accurately machined, black crackle finish, nickel trim. Sponge rubber padded plate and sturdy locking device. With cord and instructions. Size 11x8x6 in.

D560 JW 8056—Ship. wt. 12 lbs. **\$7.98**

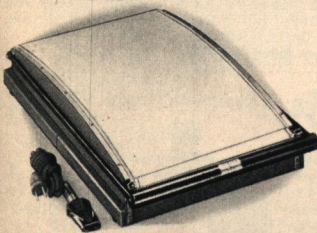


Jackson Printer \$540
Usual Price \$6

- For Negatives from 35 mm. to 4x5-in.
- Positive Adjustable Masking Device.

Welded steel box, baked-on crinkle finish. Green pilot light flashes on during printing. Built-in safe light—side window. Toggle switch for lights. Double hinged pressure plate is rubber padded. Thumb pressure spring catch. With bulbs, cord. Size 6 3/4x6 3/4x9 in.

D60 JW 8540—Ship. wt. 8 lbs. . . **\$5.40**



Jackson Electric Print Dryer \$879

- Usual Price \$9.75 Elsewhere.
- Dries Your Prints in 5 Minutes.
- Smooth Curved Aluminum Platen.

Produces smooth, professional quality prints. Large platen is 11 by 11 inches with adjustable tension device. Long life heating element. Perfect distribution of heat. Steel base with separate connection cord. For A.C. or D.C. circuit. Ship. wt. 12 lbs.

D560 JW 8541—Instructions. **\$8.79**

BEST QUALITY DIRECT CONTACT PHOTOGRAPHIC PAPERS



Wards New Glossy Contact Paper 17c

Best quality. Pure white paper stock—lays flat. Full gradation scale. Rich blue-black tones. Easy to use. Image appears in development about same time regardless of over or under exposures. Glossy surface only. Single weight. **State article number, size and quantity wanted.**

Choice of 3 Emulsions

- 60 JW 8700**—No. 2 for contrasty negatives.
- 60 JW 8701**—No. 3 for normal negatives.
- 60 JW 8702**—No. 4 for flat, thin negatives.

| Size Inches | 2oz. | Ship. Wt. | Gross | Ship. Wt. |
|---------------|------|-----------|--------|--------------|
| 1 7/8 x 2 3/4 | 12c | 2 oz. | 43c | 6 oz. |
| 2 1/2 x 3 1/2 | 17c | 3 oz. | 80c | 9 oz. |
| 2 3/4 x 4 1/2 | 17c | 3 oz. | 77c | 11 oz. |
| 3 1/4 x 4 1/2 | 21c | 4 oz. | 85c | 13 oz. |
| 3 3/4 x 5 1/2 | 21c | 4 oz. | \$1.07 | 1 lb. |
| 5 x 7 | 43c | 9 oz. | 2.02 | 1 lb. 15 oz. |

Eastman Velox Glossy Contact Print Paper 18c

One of the most popular of all contact printing papers—accepted by amateurs and professionals alike as the standard for contact printing papers. Single weight only. Comes in 5 emulsion grades covering all negative requirements. **Be sure to state article number, and size wanted.**

Choice of Five Emulsions

- 60 JW 8006**—No. 0. For extreme contrast.
- 60 JW 8075**—No. 1. For strong contrast.
- 60 JW 8004**—No. 2. For average negatives.
- 60 JW 8076**—No. 3. For flat negatives.
- 60 JW 8007**—No. 4. For extreme flat neg.

| Size Inches | 2 doz. | Ship. Wt. | Gross | Ship. Wt. |
|---------------|--------|-----------|--------|-------------|
| 1 7/8 x 2 3/4 | 14c | 2 oz. | 47c | 8 oz. |
| 2 1/2 x 3 1/2 | 18c | 3 oz. | 63c | 10 oz. |
| 2 3/4 x 4 1/2 | 22c | 4 oz. | 81c | 12 oz. |
| 3 1/4 x 4 1/2 | 23c | 5 oz. | 90c | 14 oz. |
| 3 3/4 x 5 1/2 | 24c | 5 oz. | \$1.19 | 1 lb. |
| 4 x 6 | 33c | 5 oz. | 1.52 | 1 lb. 5 oz. |

Famous Agfa Convira Contact Print Paper 18c

A practical and reliable printing medium, the result of long experience in the preparation of paper fitted to meet the requirements of the particular photographer for prints of supreme quality, yet easy to handle by the amateur. Sold by Wards at lower than usual prices. A carefully balanced emulsion that brings detail and definition out clearly with a uniform blue-black tone to your prints. Single weight only. Ship. wts.: 2 and 4 oz. **Be sure to state article number, emulsion and size wanted.**

Choice of Three Emulsions

- One for each of 3 kinds of negatives. Emulsion No. 1. For contrasty negatives. Emulsion No. 3. For normal negatives. Emulsion No. 4. For thin flat negatives.

| Article Number | Emulsion Number | Surface | 2 1/2 x 3 1/2 2 Doz. | 2 3/4 x 4 1/2 2 Doz. |
|-------------------|-----------------|---------|----------------------|----------------------|
| 60 JW 8473 | 1, 3, 4 | Glossy | 18c | 23c |
| 60 JW 8474 | 1, 3, 4 | Velvet | 18c | 23c |

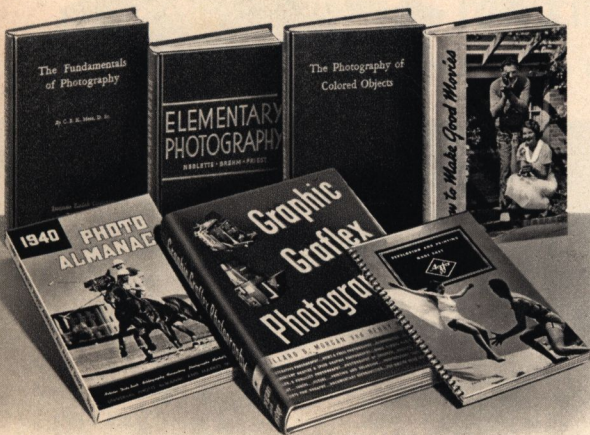
NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there.

You Can Equip Your Darkroom Now and Pay Later
Orders of \$10 or More Sold on Time—See Page 21

ALL WARDS 29

EXPERT ANSWERS TO YOUR QUESTIONS

New Photographic Books for Your Library



Universal Photo Almanac and Market Guide—Edited by Karl A. Barleben, Jr. **89c**

Contains 268 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 publications. 3. MARKET GUIDE listing magazines, syndicates, etc., who purchase free lance photographs. 4. PICTORIAL SECTION. 5. FORMULARY with authentic formulas for all branches of amateur photography. 6. BIBLIOGRAPHY listing current photographic books, magazines, etc. It's a book every photographer needs.

D60 JW 8520—Durable cover. Ship. wt. 8 oz. 89c

Fundamentals of Photography **89c**

Eastman Kodak's book dealing with theoretical foundations of photography. 126 pages, fully illustrated. Shipping weight 1 lb.

D60 JW 8517—Each. . . 89c

Elementary Photography **89c**

By *Nebhitte Brehm and Priest*. Manual of amateur "still" photography. 249 pages. Illustrated. Cloth bound. Ship. wt. 1 lb.

D60 JW 8521—Each. . . 89c

"Graphic Graflex Photography" by Morgan & Lester

20 well-known contributors make this the master textbook for owners of Graflex and larger cameras. 416 pages—size 7½x10 in.—hundreds of fine illustrations. Contains a wealth of information, ranging from elementary to the most advanced subjects. Many new subjects and all basic details for better pictures.

D60 JW 8515—Postpaid. . . . \$4.00

Agfa's Book for Amateurs

"Developing and Printing Made Easy" **19c**

A real help to amateurs. Many practical hints and suggestions. Illustrated. 60 pages. Spiral binding. Ship. wt. 8 oz.

D60 JW 8518—19c

Agfa's Manual for Better Pictures

"Better Photography Made Easy" **19c**

Agfa's simplified manual on better pictures. An excellent text for amateur photographers. Illustrated. 60 pages. Spiral wire binding. Ship. wt. 8 oz.

60 JW 8519—Ea. . 19c

Photography of Color Objects

Eastman Kodak's fine book **89c**

dealing with theory and practice of photographing colored objects. Durable cloth bound, 123 pages. Ship. wt. 1 lb.

D60 JW 8516—89c

"How to Make Good Movies"

Eastman Kodak's book on home movie making and movie showing. **\$1.80**

Covers focusing, exposure, film, filters, trick shots, editing, titling, etc. Ship. wt. 1 lb. 12 oz.

D60 JW 8525—\$1.80

50c Ea. Complete Course in Photography \$4.50 Set —"The Little Technical Library"

1136 pages cover entire field of amateur photography. Pocket size—leatherette bound. Set consists of following volumes: (1) "Your Camera and How It Works"—Dobbs and Savage; (2) "Developing, Printing and Enlarging"—Bernsohn; (3) "Filters and Their Uses"—Shank; (4) "Composition for the Amateur"—Heibron; (5) "Movie Making for the Beginner"—McKay; (6) "Color in Photography"—Dmitri; (7) "Child Photography"—Lambert; (8) "Home Portraiture and Make-Up"—Seymour and Simons; (9) "Tricks for Camera Owners"; (10) "A Glossary for Photography." Shipped Postpaid.

D60 JW 8493—State volume number and title. Each. 50c

D60 JW 8494—Complete Set of 10 Volumes. Set. \$4.50

Eastman Spotting Colors **25c**



Ideal colors for spotting or retouching photographic prints. Retouches scratches, spots, etc.—saves negatives that cannot be replaced. Each set includes black, brown and sepia colors. Easy to prepare and use. . . special skill not required. Instructions. Ship. wt. 3 oz.

D60 JW 8463—3 colors. . . 25c

Eastman Retouching Fluid **69c**



New improved formula which gives greater re-touching efficiency with all negatives. Includes regular fluid for par speed or super speed films, and special fluid for smoother surface panchromatic films. Easy to use. Instructions for use included. Wt. 4 oz.

D60 JW 8464—Complete set. 69c

TONERS



Agfa Sepia Toner

Concentrated—used directly on prints. Rich sepia tones in one operation. Instructions. 4-oz. bottle. Ship. wt. 7 oz.

D60 JW 8443. 39c

Agfa Brovia Toner

For beautiful and varied chalk red to brown tones on bromide enlarging papers. 4-oz. bottle of solution. Instructions. Ship. wt. 7 oz.

D60 JW 8089. 69c

Toner Outfit

Four single solution type toners. Contains four 4-oz. bottles, 1 each of brown, green, magenta, and blue. Easy to use. Highly concentrated—dilute with water. Full instructions. Ship. wt. 3 lbs.

D60 JW 8011—Complete kit. \$1.69

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:** ½-oz. bottle of each: 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 complete 32-page instruction book. Packed in metal box with built-in metal palette for mixing colors. Ship. wt. 5 lbs.

D60 JW 8461—Complete set. . . \$3.59

Eastman Coloring Set

Includes 15 transparent oil colors in tubes ½x½ in., cleaning fluid, medium solution, sizing and skewers, blending chart. With a little practice you can add new natural beauty to black and white prints. Full instructions. Ship. wt. 2 lbs.

D60 JW 8476—Wood box. . . \$3.59

Marshall Sampler Set

(Not pictured)

For coloring your own prints. Eight 1-in. tubes of primer colors, roll of absorbent cotton, bottle of PM solution and 4 skewers for applying. Shipping weight 6 ounces.

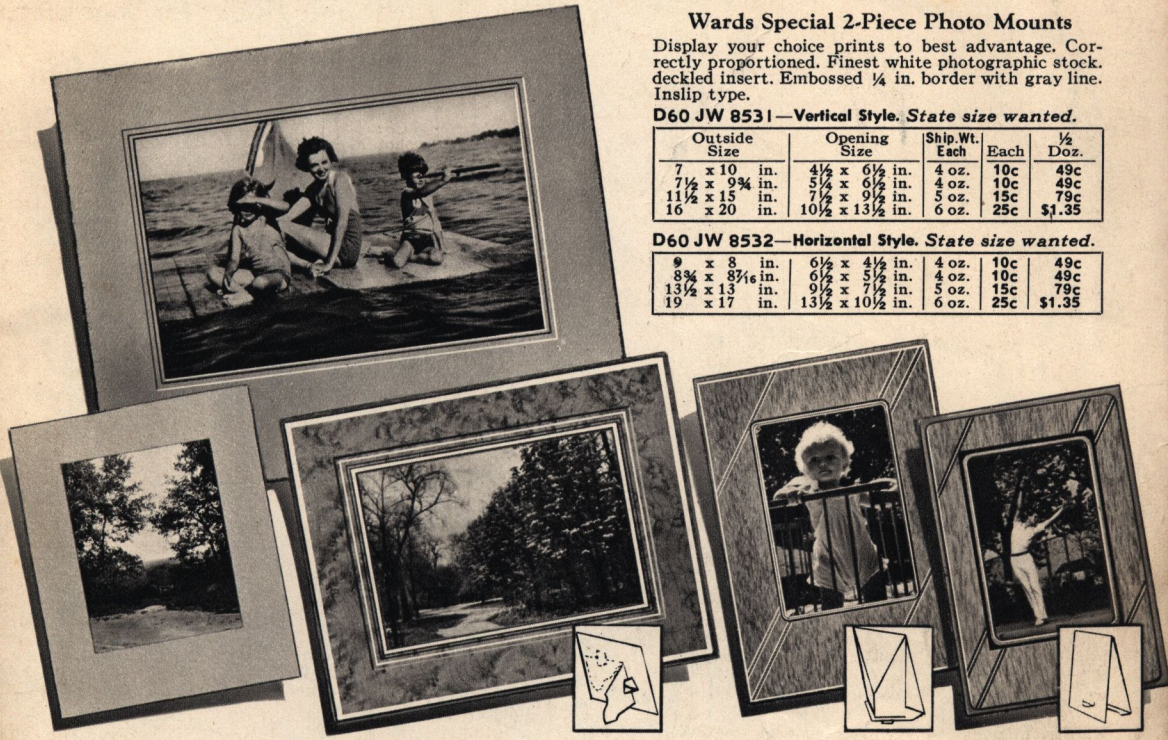
D60 JW 8482. 89c



30 WARDS ALL

NOTICE: "D" before article number means shipped from Chicago. Order from nearest House and allow postage from there (except on Post-paid items).

PHOTO MOUNTS Make Your Pictures Better



Wards Special 2-Piece Photo Mounts

Display your choice prints to best advantage. Correctly proportioned. Finest white photographic stock, deckled insert. Embossed 1/4 in. border with gray line. Inslip type.

D60 JW 8531—Vertical Style. State size wanted.

| Outside Size | Opening Size | Ship. Wt. Each | Each | 1/2 Doz. |
|-------------------|---------------------|----------------|------|----------|
| 7 x 10 in. | 4 1/2 x 6 1/2 in. | 4 oz. | 10c | 49c |
| 7 1/2 x 9 3/4 in. | 5 1/2 x 6 1/2 in. | 4 oz. | 10c | 49c |
| 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 |

D60 JW 8532—Horizontal Style. State size wanted.

| Outside Size | Opening Size | Ship. Wt. Each | Each | 1/2 Doz. |
|--------------------|---------------------|----------------|------|----------|
| 9 x 8 in. | 6 1/2 x 4 1/2 in. | 4 oz. | 10c | 49c |
| 8 3/4 x 8 7/16 in. | 6 1/2 x 5 1/2 in. | 4 oz. | 10c | 49c |
| 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 |

Wards Salon Mounts

Ivory stock, eggshell grain, 16x20 in. outside. Beveled edge around opening. No additional matt necessary. Inslip type. State article number and size wanted. Ship. wt.: 11 oz.

D60 JW 8718—Vertical.

Opening 9 1/4 x 7 in. 2 for 49c

Opening 10x13 in. 2 for 49c

D60 JW 8719—Horizontal.

Opening 7x9 1/4 in. 2 for 49c

Opening 13x10 in. 2 for 49c

"Selby" 2-Way Mount

Stand-up back for horizontal or vertical position pictures (see small picture). An ideal "all-purpose" mount. 3-piece type. Beautiful birds-eye gray stock with black and silver bevel around frame. Ship. wt. each: 8x10 in. 7 oz.; 13 1/4 x 11 1/4 in. 11 oz.

D60 JW 8533—State size, quantity.

| Outside | Opening | Each | 6 for |
|-----------------|---------------|------|-------|
| 8x10 in. | 6 1/2 x 4 1/2 | 15c | 89c |
| 13 1/4 x 11 1/4 | 7 7/8 x 9 1/4 | 19c | 98c |

"Streamline" Mount

A good quality folder at a low price. 3-piece "Y" beam back. Gray stock with a deckled underlay. 4 1/4 x 6 1/2 in. size has plain easel type back.

60 JW 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 1/2 | 3 3/8 x 5 3/8 | 13c | \$1.39 |
| 7 7/8 x 10 7/8 | 4 1/2 x 6 1/2 | 15c | 1.59 |

"Trim" Mounts

Similar to the "Streamline" mounts at right but smaller size for snapshots. Gray stock, deckled underlay. Easel type back.

60 JW 8535—State size and quantity wanted.

| Opening | Ship. Wt. | 1/2 Doz. | Doz. |
|-----------------|-----------|----------|------|
| 1 3/8 x 1 13/16 | per | 15c | 25c |
| 1 3/8 x 2 3/8 | 1/2 Doz. | 19c | 35c |
| 1 7/8 x 2 7/8 | | 19c | 35c |
| 2 1/8 x 3 3/8 | 5 oz. | 25c | 45c |

Ingento Photo Mailers

Made of chip and jute double, oversize corrugated boards. Strong yet light eight. Oversize construction—will accommodate prints up to the full sizes listed below. The large size 16 by 20 in. is made with super strength corrugated board. Ship. wts. per dozen mailers: 3 lbs.; 6 lbs.; 8 lbs. 8 oz.; 14 lbs.

| Art. No. | Size | Per Doz. |
|--------------|----------------------|----------|
| D60 JW 8631 | 5 1/2 by 7 3/4 in. | 69c |
| D60 JW 8632 | 8 3/4 by 10 1/2 in. | 98c |
| D60 JW 8633 | 12 1/2 by 14 1/2 in. | \$1.39 |
| D560 JW 8634 | 16 by 20 in. | 2.49 |

Eastman Dry Mounting Tissue

Used by professional and amateur photographers. Makes permanent flat mountings of prints. No curled corners or warped mounts as when using ordinary paste. Ideal for use in albums.

| Art. No. | Size | Ship. Wt. | Per Gross |
|-------------|-------------|--------------|-----------|
| D60 JW 8527 | 4 by 5 in. | 7 oz. | 47c |
| D60 JW 8528 | 5 by 7 in. | 12 oz. | 90c |
| D60 JW 8529 | 8 by 10 in. | 1 lb. 14 oz. | \$1.79 |

DUPLEX MOUNTING BOARD

White on one side—cream on other. Heavy weight 62 point board—will not warp. Eggshell grain.

D560 JW 8530—State size.

| 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 | 3 lbs. 8 oz. | \$1.19 |

Wood Frames

Unfinished, ready to assemble. 1/2-in. gum wood molding, rounded top. Sanded, ready to finish. Nails included. Shipping weight per set 1 pound.

D60 JW 8478—State size.

8 x 10 in. Set of 3.... 33c

11 x 14 in. Set of 3.... 39c

16 x 20 in. Set of 3.... 59c

Art Cement

For mounting prints, drawings, etc. Used by artists, printers and photographers everywhere. Shipping weight per can 2 pounds.

60 JW 8462—1 Quart..... 45c

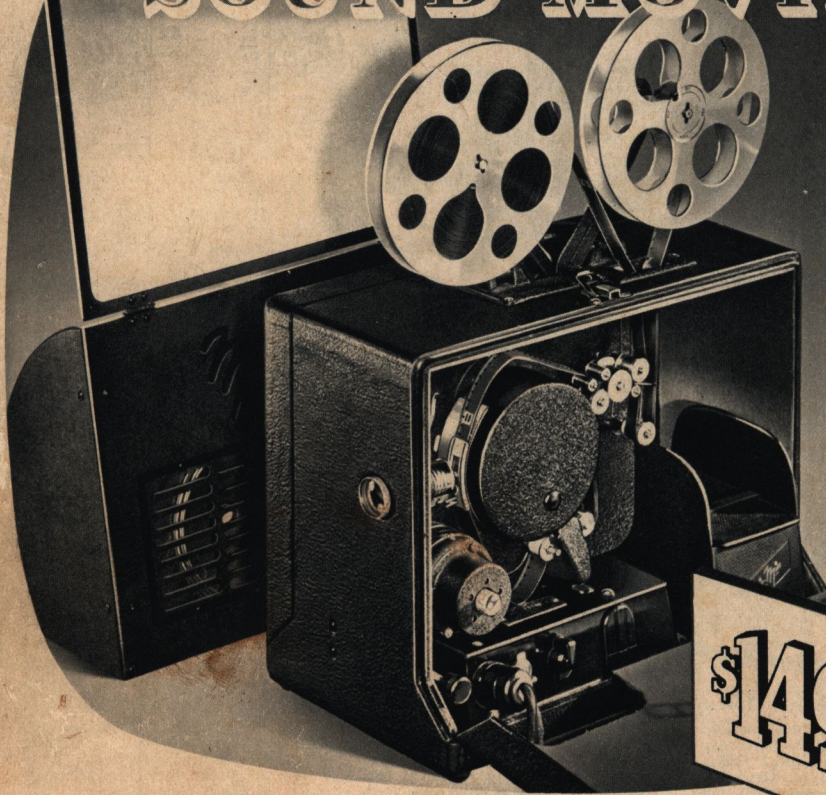
BUY ON TIME

See Page 21

ALL WARDS 31

NOTICE: "D" before Art. No. means shipped from Chicago. Order from nearest House and allow postage from there.

Now In Your Own Home SOUND MOVIES



Portable Screen, Reels Fit Inside Case for Easy Carrying. Size Only 15 by 12 by 8 in. Weighs Only 26 Pounds.



Convenient Control Panel. Tilting Adjustment—Plug for Power Cord—On-Off Toggle Switch—Knob for Accurate Volume Control.



New Type Lamp, Lens and Reflector Arrangement in Metal Housing Produces Brilliant 30 by 40 in. Pictures at 18 Feet.

\$149.50
CASH

THE "MOVIE MITE"—FIRST 16 mm. SOUND ON FILM PROJECTOR UNDER \$250

Uses Standard 16 mm. Sound or Silent Films

Enjoy the thrill of sound movies in your home. Amazing sound reproduction rivaling that of finest theaters, the Movie Mite costs no more than you'd pay for a good silent projector. New simplicity of design, light weight and portability. Primarily for home use, the Movie Mite is ideally suited for churches, classrooms, lodges, etc., where audiences average approximately 30 to 50 persons. Hundreds of educational and entertainment sound films released annually are available for renting or purchasing (see films listed at right).

Completely Portable. One case carries built-in projector and amplifier, speaker, small screen, 1 take-up reel, and there is still room for three 400-ft. reels of film. Rigid rubber-mounting reduces vibration.

Easy to Operate. Projects any standard 16 mm. sound or your own silent motion picture film. Simple to set up and use as any silent projector. Convenient control panel. Separate controls for light, sound volume, "on-off" and for silent and sound speeds. Simplified film threading through one sprocket, film gate, and sound roller arm. Each reel holds 400 ft. of film. Electrically operated constant speed governor. Operates on 110-volt, A.C. or D.C. circuit.

Engineering Features. Embodying the latest engineering improvements, the Movie Mite mechanism is mounted in live rubber for smooth and quiet operation. Precision built of the best modern die-cast and plastic materials. Equipped with self-oiling bearings. All rollers and gates recessed to avoid scratching film. High efficiency, low heat optical system. New type lamp produces brilliant 30x 40-inch pictures at 18 feet. Speaker unit has auxiliary folding screen for small pictures. Entire speaker unit may be placed below separate screen for larger pictures. Portable case of strong plywood covered with long wearing black artificial leather. Shipped from Chicago.

D460 JW 8162—Complete with lamp, cords. Ship. wt. 29 lbs. Cash. \$149.50
Time Payment Price. \$12.50 Down, \$10 a Month—see Page 21..... 163.20

"Little Features"

Standard 16 mm. Sound on Film.

Interesting camera highlights that add a pleasant touch to your own personal films. Taken with a new technique. Ship. wt. each, 2 lbs.

D60 JW 8273—"MEXICANA". Costumes and customs hard to believe. Human interest scenes where few tourists go. Authentic Mexican music. 400 Feet.....\$16.95

D60 JW 8274—"Barefoot Memories". A drama of the "boy," his dreams, his playmates and his troubles. Fine photography. Well narrated poetry with musical background. 288 Ft....\$13.50

D60 JW 8272—"Aloha" Hawaii—the land of the grass skirt, steel guitar, and the hula. Packed with beautiful scenery, native life, culture. 324 Ft....\$15.19

D60 JW 8271—"Little Brown Girl." Filmed in Hawaii. The aulā dance correctly interpreted. Excellent school club, or home film. 252 Ft....\$11.85

D60 JW 8275—"Safety on Wheels." Educational and interesting to everyone. Deals with safe bicycling, roller-skating, etc. 396 Feet.....\$19.40

Additional "Little Features" on request.
Also See Sound Films on Page 20

MONTGOMERY WARD