



## THE 1956 PHOTOGRAPHIC BOOK

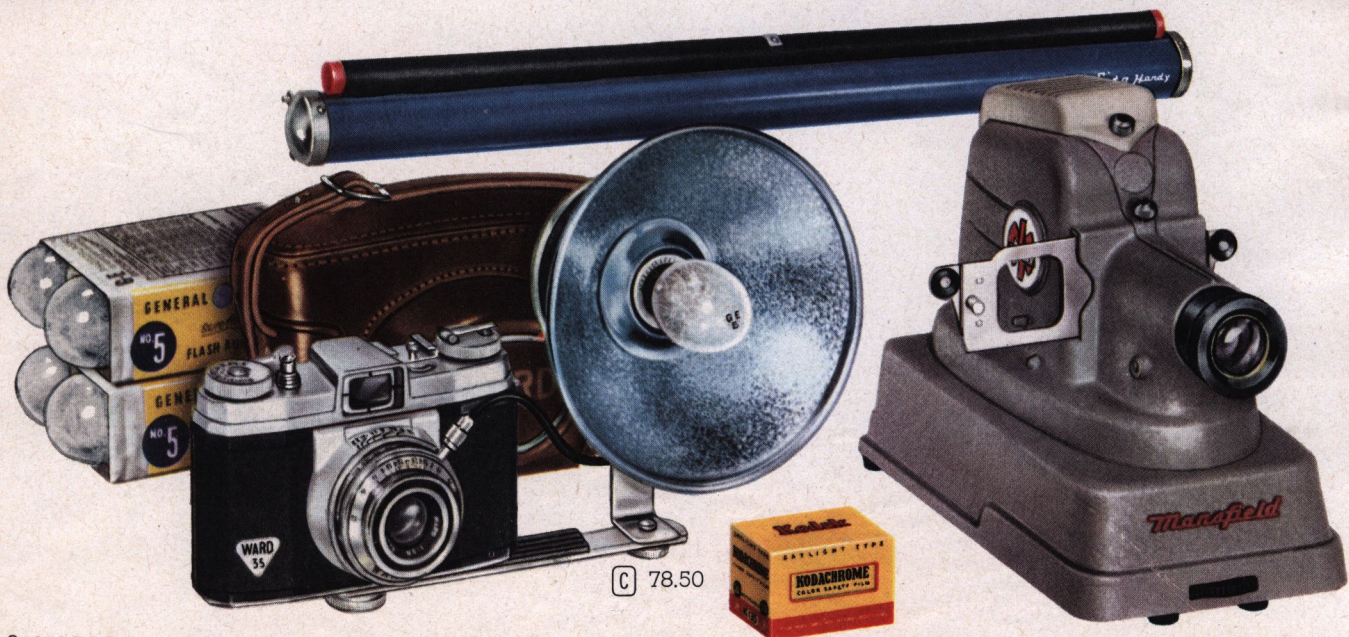
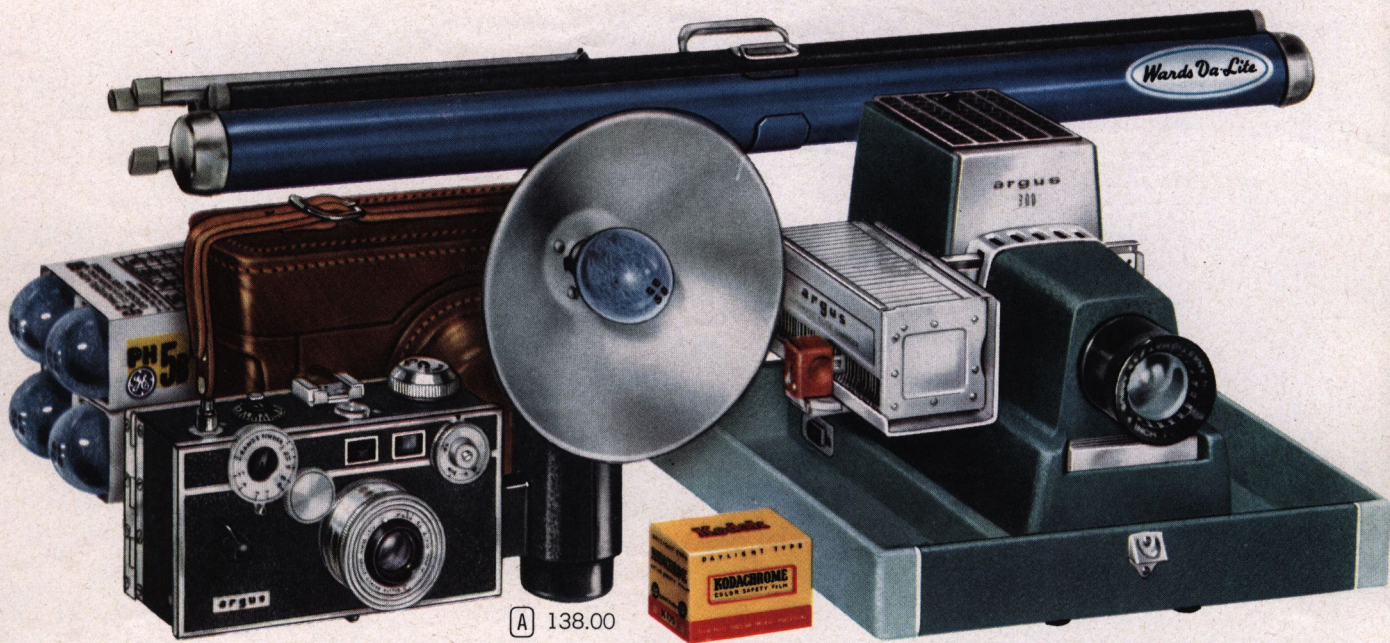
New Rolleiflex Model 2.8D and accessories shown above are listed and described on pages 32 and 33.

For Monthly Payment Terms, see Page 82. Ordering Information and Parcel Post Rates are on Page 83.

CONVENIENT INDEX ON PAGE 3.

*Montgomery Ward*







# Complete 35mm Camera and Projector Outfits

CONTAIN EVERYTHING YOU NEED TO START TAKING AND PROJECTING COLOR SLIDES

## FAMOUS ARGUS C3 CAMERA AND PROJECTOR OUTFIT 138.00

**A** A top quality 35mm outfit—featuring the Argus C-3, a favorite for taking sparkling full color slides; and the New Argus Model III Automatic 300-watt projector that shows your slides with vivid true-to-life brilliance; and the accessories you need for taking and projecting pictures in exciting color.

The Argus C-3 is equipped with a fast  $f/3.5$ , 50mm Cintar Lens. Coated lens—produces sharper pictures. Stops down to  $f/16$ . Shutter speeds from 1/10 to 1/300 sec. plus bulb. Flash synchronized at 1/50 sec. for indoor and night shots. Uses No. 5 or 25 flash bulbs. Easy-to-use, coupled split-image viewfinder provides accurate focus from 3 feet to infinity. Convenient body shutter release. Flash unit plugs directly into camera body. Solidly constructed of metal and plastic with handsome, durable black leatherette and chromed trim. Camera and Accessory lenses are listed separately on Pages 8 and 40.

NEW Argus Automatic MODEL III 300-watt Projector automatically changes and re-files slides at the touch of a lever—means less work and bother for you. Interchangeable magazines hold 36 cardboard-mounted slides, stores them when not in use. 300-watt bulb and reflector-condenser optical system provide brilliant illumination, show your slides with lifelike sparkle for fuller enjoyment. Blower cooling protects your slides—keeps projector from overheating. Durable all metal construction with green crackle finish. Deluxe tweed-covered carrying case holds projector and automatic changer in position. Projector listed on Page 13.

In addition to the camera and projector, you also receive an Argus leather camera case, C-3 flash unit with batteries, one roll of 20-exposure Kodachrome Daylight color film, 8 No. 5B (blue) bulbs, and a Ward Da-lite 40x40-in. beaded projection screen. 67 HN 495 Y—Complete outfit. *Postpaid*. No Credit Charge. \$138.00

## PHOTRIX 35MM CAMERA AND SVE PROJECTOR OUTFIT 119.00

**B** A fine outfit made up of our best camera and projector values in the medium priced field. High quality German import Photrix camera—specially designed for taking full color slides. Popular SVE Skyline 300-watt projector has excellent optical system. Also includes Widina B-C Color Flash Unit.

Photrix camera has a coated, fast  $f/2.9$  Westar 50mm lens, stops down to  $f/22$ . Accurate rangefinder, when rangefinder is in focus—picture is in focus. Focuses from 3 feet to infinity. Pronor SVS "M-X" shutter has speeds from 1 to 1/300 second plus bulb, synchronized at all speeds with No. 5 or 25 bulbs, zero delay for electronic flash. Oversize knob advances film, cocks shutter and sets film counter—double exposure prevention device makes it impossible to accidentally make double exposures or fail to expose a frame of film. Durable all metal body has textured black covering. Full description of camera on Page 7. Imported from Western Germany.

SVE Skyline projector includes the Airequipt magazine slide changer that automatically changes and re-files slides at the flick of a lever. Interchangeable magazine stores and files 36 slides. 300-watt blower cooled system provides bright image for full enjoyment of your fine color slides—protects your slides from excessive heat. Die-cast aluminum body. Projector described completely on Page 12. Order projector case separately on Page 12, changers on Page 14.

The Widina B-C Color Flash Unit features a blue reflector for using daylight color film with regular (clear) bulbs—eliminates the bother of different films and bulbs. Powerful B-C circuit assures sure flashing everytime. Compact styling, fits in your pocket. Also includes one 20-exposure roll of Daylight Kodachrome color film, 8 No. 5 flash bulbs, Photrix camera case and Da-lite beaded 40x40-in. projection screen.

67 H 497 Y—Ship. wt. 20 lbs. Only \$12 Down on Terms. Cash \$119.00

## OUTSTANDING NEW "WARD 35" CAMERA AND MIDWAY PROJECTOR OUTFIT 78.50

**C** A low priced outfit that combines economy with Wards standards of quality merchandise. Features New "Ward 35" camera, Midway projector—an outfit for taking and showing lifelike color slides that recapture the spirit, colors of the original scene.

The Ward 35 is a new high quality 35mm camera imported from Japan and is equipped with many of the best features of much higher priced cameras. Thumb-operated film advance for fast sequence picture taking—also cocks shutter and avoids inadvertent double exposures. Extra-fast  $f/2.8$  lens is especially good for taking pictures in very dim light. Tested both in Wards own laboratory and by the Japanese Camera Institute, extreme high quality is maintained—lens guaranteed to equal lens in American made cameras costing up to \$75 or your money refunded. Stops down to  $f/16$ , shutter speeds from 1 to 1/300-sec., focuses from 3 ft. to inf. All scales easy to read. Eye level viewfinder, depth of focus scale. All metal body, leather-like covering, satin finished chromed trim. Ward 35 listed on Page 11.

Mansfield Midway Projector has brilliant 300-watt illumination with 5-in.  $f/3.5$  lens to show your slides with all the sparkle of the original scene. Embodies many features usually found only in projectors included in much higher priced outfits. 2-way manual changer is included. Blower cooling protects your slides—adds to bulb life. Handsomely styled in light gray with light green bulb housing, the Mansfield is durably constructed of lightweight aluminum. Mansfield Midway Projector is listed on Page 13.

Outfit also includes Widina B-C Color Flash Unit with blue reflector for using Outdoor color film with regular (clear) bulbs—eliminates the bother of different films and bulbs. Unit folds compactly to fit pocket. Also "Ward 35" brown leather carrying case. 20-exposure roll of Daylight Kodachrome color film, 8 No. 5 flash bulbs and 30x30-in. Da-lite glass beaded Handy projection screen.

67 H 489 Y—Complete outfit. Ship. wt. 16 lbs. ....\$78.50

67 H 470 Y—Same outfit as above, but with larger 40x40-in. Da-lite Screen. Ship. wt. 19 lbs. \$8.50 Down. ....Cash \$83.50

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Colors in this Catalog match merchandise as closely as printing methods permit.



# A Guide to Buying Your 35mm Camera

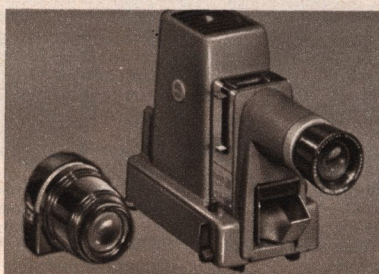
## CHECK THESE ADVANTAGES OF THE 35 MM CAMERA

If you have read the article "Which Camera Shall I Buy" on Page 22, you already have seen how the 35mm Camera differs from other types of cameras. This page of features is designed to point out first, the advantages which apply to nearly all 35mm cameras; and secondly, to acquaint you with the special features found on various models. If you are convinced that the advantages of the 35mm Camera are sufficient to warrant purchasing one, the second part will help you to evaluate special features available on certain

models and also will aid in weighing their importance when selecting your own camera. 35mm Cameras are gaining in popularity every year because of their convenient size, their film economy, their wide range of features. The fact that they sell at prices from \$20 to \$500 indicates that there is one for every need and everyone's ability to pay. If you want a better model than you can readily pay cash for, take advantage of Wards Monthly Payment Plan on Page 82 and you can use your new camera while you pay for it.



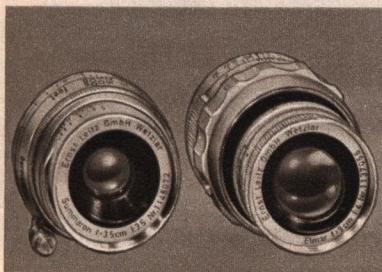
**COLOR FILM IS ACTUALLY INEXPENSIVE TO USE.** For about \$5, you get 36 color pictures. This amount includes film, processing, and mounting of slides for use in a viewer or projector. Color film is also available in 20 exposure rolls. Fast Tri-X 35mm film makes excellent black and white pictures even under poor light conditions and without flash.



**YOU CAN PROJECT COLOR TRANSPARENCIES** onto a screen or view them with a hand viewer. Projectors allow you to see your pictures on large screens. The projectors range from small hand-operated ones to magazine loading automatic models. Battery operated viewers have self-contained lighting, others may be held up to a window or other light source.



**A VARIETY OF PRINTS ARE AVAILABLE** from 35mm film. You can have color prints made pocket-size or in large sizes suitable for framing. If you use black and white film, you can also have a variety of print sizes made. Duplicate color transparencies may be ordered for friends who want transparencies for their own use. See Page 79 for sizes available.



**TELEPHOTO LENS** brings objects closer and is excellent for photographing things that cannot be approached too closely. The wide angle lens will include more of a scene in your picture. For greater versatility, choose a 35mm camera that accepts these lenses.

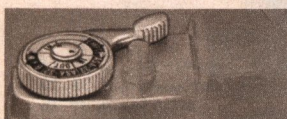


**SO COMPACT IT FITS SNUGLY IN THE HAND.** The 35mm camera is the ideal camera to take along wherever you go. Its small size makes it convenient to tuck into the corner of a suitcase or to strap over your shoulder for walking. It's always handy—never in the way.



**FAST LENSES GET THE PICTURE** you might have missed. Even color pictures need not be posed, and with black and white film, fast-action sports can be captured at high shutter speeds. The new high speed film affords excellent pictures even in poor light.

## SELECT A CAMERA THAT COMBINES ALL THE FEATURES YOU WANT



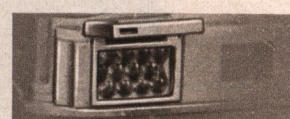
**LEVER-OPERATED FILM ADVANCE** also cocks shutter on most models. No winding knob, watching red window or cocking shutter. Flip lever, you're ready for next picture.



**BE SURE ALL SETTINGS ARE VISIBLE** from one angle. If settings are visible from above, there will be no need to move the camera about in order to set the controls.



**BUILT-IN RANGEFINDER** eliminates guesswork—gives you exact distance setting needed. Coupled rangefinder automatically sets lens focus for correct distance.



**EXPOSURE METER IS BUILT RIGHT INTO SOME CAMERAS.** It tells what f-stop and shutter speed to use—eliminates guesswork. Light meters are sold separately, Page 38.



**SELF-TIMER LETS YOU GET INTO** picture. With timer on, shutter will not open until 10 seconds or so after lever is tripped—gives you time to get into picture yourself.



**REFLEX CAMERA** lets you see picture in viewfinder and includes all elements that will appear in final print. Permits better composition, easier framing of close-ups.

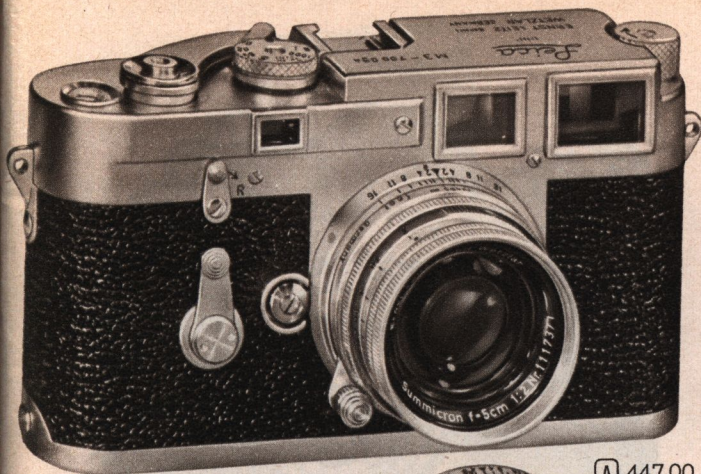


**FLASH SYNCHRONIZATION** is not to be overlooked. If you expect to take flash pictures, be sure the camera you select is synchronized for battery or electronic flash.

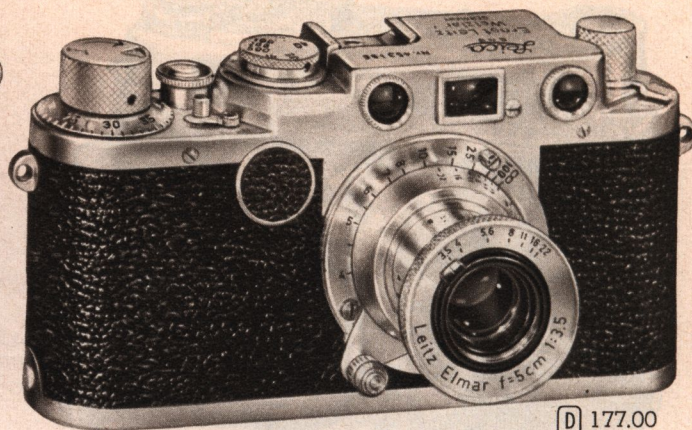


**OPTICAL VIEW FINDER** has clear, brilliant image. Some cameras have rangefinder and viewfinder combined into one window for greater convenience.

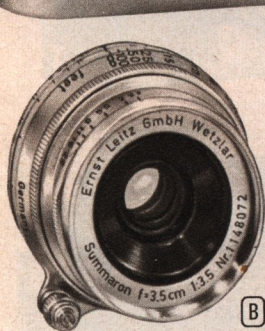




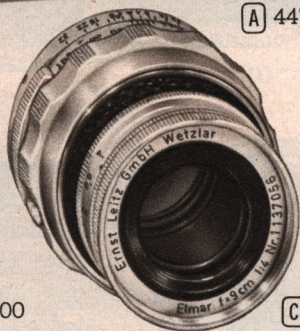
**A** 447.00



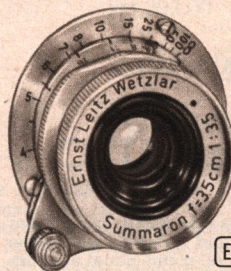
**D** 177.00



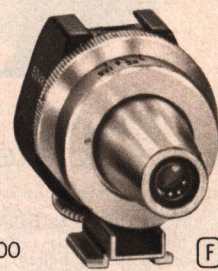
**B** 99.00



**C** 150.00



**E** 96.00



**F** 39.00

## German-Made Leicas... World's Outstanding Cameras

CHOOSE ONE OF THESE FAMOUS CAMERAS TO TAKE PICTURES YOU'LL BE PROUD TO SHOW

For those who specialize in scientific or technical photography, or for the hobbyist who wants the best, here are cameras which rate among the finest in the miniature field. Made in Germany (U.S. Zone) by opticians and craftsmen world-renowned for their skill. All use 35mm film, picture size 1x1½ in. Extra-fast 50mm lenses and high-speed shutters; double exposure prevention.

Excellent picture quality is assured even when lighting is not ideal. Lenses coated for improved color and brilliance when shooting transparencies. All except Leica IIF have self-timers. Cases cradle in hands, leaving finger-tips free to manipulate controls. Metal construction, black leather-like covering, and satin-finish chromed trim create an air of true refinement.

### LEICA M3 WITH f/2.0 SUMMICRON LENS

**A** Finest member of the distinguished Leica family. Combines precision and simple, foolproof operation. Performs almost automatically. Single-window viewfinder-rangefinder shows subject almost life-size in new brightline frame which changes automatically for field of 90 or 135mm lenses. Automatic parallax compensation. Lever-type film advance cocks shutter and moves counter in one operation. New semi-bayonet lens mount. Existing Leica lenses with screw-in type mounts may be used with adapter. For lens, shutter and flash data see chart below. Order No. 63 Adapter ring Page 29.

67 HN 452 LT—No credit charge. *Postpaid*. \$45.00 Down.....\$447.00

67 HP 456 T—EVEREADY LEATHER CASE FOR LEICA M3. *Postpaid*..... 15.00

67 HP 466 T—FLASH GUN FOR LEICA M3. Same as (G) on Pg. 43. With M-3 connecting cord and B-C battery.....\$19.50

**B** WIDE-ANGLE LENS FOR LEICA M3. 35mm Summaron f/3.5. Takes in 64° field; 40% greater angle than 50mm. Order No. 63 Adapter ring Page 29.

67 HN 461 LT—No credit charge. *Postpaid*. \$10.00 Down.....\$99.00

**C** TELEPHOTO LENS FOR LEICA M3. 90mm Elmar f/4.0. Collapsible, may be left on camera, in case. Focal length 90mm. Magnifies 1.8 times greater than 50mm lens. Takes in 27° field. Order No. 63 Adapter ring Page 29.

67 HN 458 LT—No credit charge. *Postpaid*. \$15.00 Down.....\$150.00

### LEICA M3 EXPOSURE METER

(Not shown.) For Leica M3 only. Automatically sets exposure when meter is adjusted for light and lens setting. Baffle covers cell in bright light; for ordinary or dim light, sensitivity is increased 125 times by releasing baffle; 4 times more with booster cell. With booster.

67 HN 460 LT—Fits into camera case while on camera.....\$36.00

### LEICA IIF WITH f/3.5 ELMAR LENS

**D** A "first" Leica for those accumulating the ultimate in Leica equipment. Accepts 8 interchangeable Leica lenses in screw mounts. Built-in range finder with 1½ times magnification. Features of IIF may be added later for \$60 to convert to a IIIF. Lens mount diam. 2½ in.

67 HN 455 LT—No credit charge. *Postpaid*. \$18.00 Down.....\$177.00

LEICA IIF WITH f/2.0 SUMMICRON LENS. Mentioned consistently in success stories of prize-winning pictures. Like IIF but faster lens, more features—see chart below. Viewfinder for 50mm lens. Order No. 63 Adapter ring Page 29.

67 HN 453 LT—No credit charge. *Postpaid*. \$34.00 Down.....\$336.00

67 HN 454 LT—LEICA IIF, f/3.5 ELMAR LENS. Lens mount diam. 2½ in. 237.00

67 HP 457 T—EVEREADY LEATHER CASE FOR LEICA IIF OR IIIF. Specify whether for Summicron or Elmar lens.....\$12.30

67 HP 471 T—FLASH GUN FOR IIF OR IIIF. Same as (G) on Pg. 43. With special plug-in bracket and 2½-volt battery.....\$18.00

**E** WIDE-ANGLE LENS FOR LEICA IIF AND IIIF. 35mm Summaron f/3.5. 67 HN 473 LT—Features as (B) at left. *Ppd.* Mount diam. 2½ in.....\$96.00

TELEPHOTO LENS FOR LEICA IIF AND IIIF. 90mm Elmar f/4.0 lens.

67 HN 474 LT—As (C) but rigid mount. *Ppd.* Mount diam. 2½ in.....\$90.00

**F** IMARECT FINDER FOR LEICA IIF OR IIIF. Fits on top of camera. Indicates field covered by 35, 50, 85, 90 and 135mm lenses.

67 HN 462 LT—Lever-actuated cam adjusts parallax. *Postpaid*.....\$39.00

LEICA METER-2. For Leica IIF or IIIF. Described in detail on Page 38.

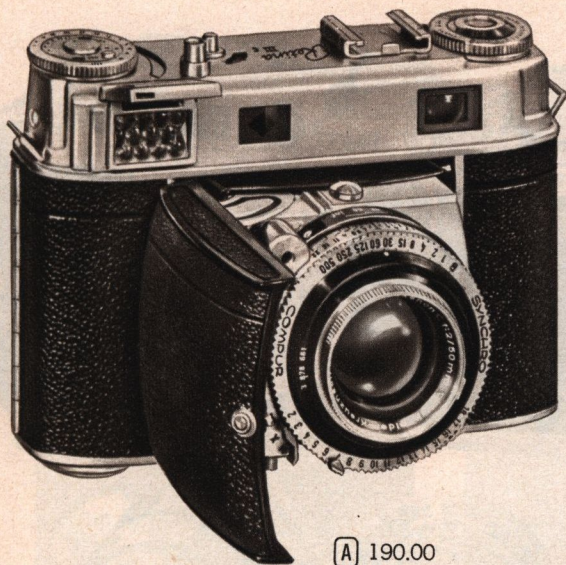
67 HN 2198 XLT—*Postpaid*. With booster cell, case, clip, etc.....\$24.00

FOR INFORMATION AND PRICES ON OTHER LEICA PRODUCTS, write to Bob Adams, Dep't. 67, 618 W. Chicago Ave., Chicago 7, Ill.

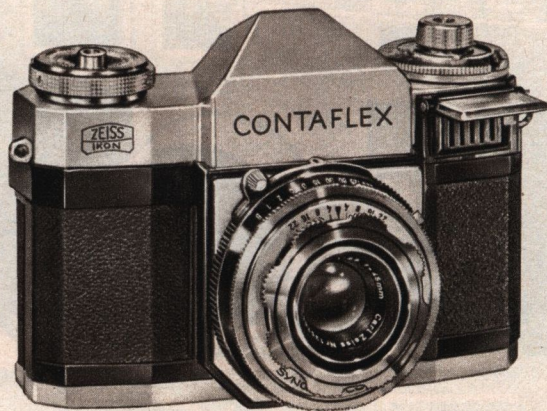
### STRUCTURAL DETAILS OF CAMERAS ABOVE TO HELP YOU CHOOSE THE ONE BEST SUITED TO YOUR NEEDS

CAMERA	LENS AND SETTINGS	SHUTTER AND SPEEDS	FLASH SYNCHRONIZATION	SIZE	PRICE
(A) Leica M3	50mm Summicron f/2.0 to f/22-3½ ft. to inf.	Focal plane. 10 speeds, 1 to 1/1000, plus B	No. 6, No. 31 bulbs at all speeds; No. 5, or No. 25 at 1/25; X for Strobe at 1/50	5½x3x2¾ in.	\$447.00
Leica IIF (Not pictured)	50mm Summicron f/2.0 to f/22-3½ ft. to inf.	Focal plane. 10 speeds, 1 to 1/1000, plus B and T	Same as Leica M-3 above.	5¼x2¾x1¾ in.	\$336.00
Leica IIIF (Not pictured)	50mm Elmar f/3.5 to f/22-3½ ft. to inf.	SAME AS LEICA IIF ABOVE	Same as Leica M-3 above.	5¼x2¾x1¾ in.	237.00
(D) Leica IIF	50mm Elmar f/3.5 to f/22-3½ ft. to inf.	Focal plane. 6 speeds, 1/25 to 1/1000, plus B	Same as Leica M-3 above.	5¼x2¾x1¾ in.	177.00





(A) 190.00



(B) 199.00

## Kodak Retina IIIC

TWO KODAK RETINA CAMERAS below focus from  $2\frac{1}{2}$  ft. to inf. Front component of lens may be quickly removed, and replaced with either telephoto or wide-angle lenses below. Rigid all-metal panel supports lens. Coupled rangefinder for normal lens, with conversion scale for accessory lenses. Field of view indicated by bright frame around picture area, with guide marks to allow for parallax. Lever-type film advance cocks shutter, and activates counter, in one swift stroke. Light-value scale translates meter readings into correct exposure. Use 35 mm. film. Synchro-Compur shutter with 10 speeds, from 1 to 1/500, plus B. Fully synchronized for No. 5 and 25 bulbs at all speeds; for SF and SM at 1 to 1/25; X for electronic flash, at all speeds. Order No. 29 Kodak Series VI Adapter Ring on Page 29.

(A) KODAK RETINA IIIC WITH f/2.0 SCHNEIDER XENON 50 MM. COATED LENS. Stops from f/2.0 to f/22. Built-in., shock-proof exposure meter.

67 HN 490LT—Postpaid. No charge for credit. \$19 Down.....\$190.00

KODAK RETINA II C WITH f/2.8 SCHNEIDER XENON 50 MM. COATED LENS.

(Not pictured). Stops from f/2.8 to f/22. Exactly same as (A) above, but with

slower lens, and without built-in exposure meter. Takes same accessories.

67 HN 500LT—Postpaid. No charge for credit. \$14.00 Down.....\$139.50

67 HP 491T—KODAK LEATHER FIELD CASE for Retina IIC and III C.... 13.50

KODAK SUPER M (B-C) FLASHHOLDER FOR RETINA CAMERAS ABOVE. Postpaid.

67 HP 488T—With Retina cord, guard, and 15-volt B-C battery....\$10.50

35-80 OPTICAL VIEW FINDER FOR RETINA IIC AND IIIC. Shows field covered by 35 and 80 mm. lenses below. Adjusts by pressing button on top.

67 HP 494LT—Parallax adjustment. Leather case. Postpaid.....\$17.50

WIDE-ANGLE LENS FOR RETINA IIC AND IIIC. 35 mm. Curtar f/5.6 lens. 55° angle. Field  $6\frac{3}{4} \times 10$  ft. at distance of 10 ft. Focuses from  $2\frac{1}{2}$  ft.

67 HN 493LT—Complete with case. Postpaid.....\$62.50

TELEPHOTO LENS FOR RETINA IIC AND IIIC. 80 mm. Longar f/4.0 with 25° angle. Field  $3\frac{1}{4} \times 10$  ft. at distance of 10 ft. Focuses from 6.

67 HN 492LT—Complete with case. Postpaid.....\$82.50

## ZEISS CONTAFLEX II WITH f/2.8 LENS 199.00

TWO CONTAFLEX CAMERAS below have f/2.8 Zeiss Tessar 45 mm. coated lens. Stop from f/2.8 to f/22. Focus from 3 ft. to inf. Single lens reflex. Prismatic eye-level finder combined with split-prism rangefinder. Automatic diaphragm—focus with lens wide open, lens closes to pre-set f/stop when you snap shutter. Film advance, coupled to shutter, prevents double exposures. Through-the-lens finder eliminates parallax. Synchro-Compur shutter has 9 speeds from 1 to 1/500, plus B. Synchronized for No. 5 and 25 bulbs at all speeds. Use Ikoblitz flash unit below. Use 35 mm. film. Metal body, black leather cover, chrome trim. Made by Zeiss Ikon A.G. in Germany (U.S. Zone). Order No. 62, Series VI Adapter Ring—Page 29.

(B) ZEISS CONTAFLEX II WITH f/2.8 ZEISS TESSAR 45MM. COATED LENS. With built-in exposure meter. Order Flash Unit separately, below.

67 HN 510LT—Postpaid. No charge for credit. \$20.00 Down.....\$199.00

CONTAFLEX I. (Not pictured). Same lens, shutter and construction as (B) above, but without exposure meter.

67 HN 547LT—Postpaid. No charge for credit. \$17.00 Down.....\$169.00

67 HP 548T—ZEISS EVEREADY CASE FOR CONTAFLEX I AND II..... 14.00

IKOBLITZ "O" B-C FLASH UNIT FOR CONTAFLEX I AND II ABOVE. Uses only bayonet-base flash bulbs. Attaches with bracket, over viewfinder.

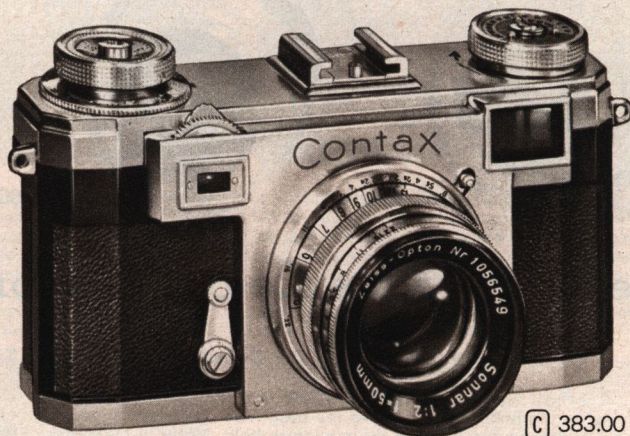
67 HP 513T—Complete with battery. Postpaid.....\$11.45

TELEPHOTO LENS FOR CONTAFLEX I AND II ABOVE. Attaches directly to normal lens, with bracket. Provides 1.7 times magnification. Focuses from 4 ft. Largest recommended opening is f/5.6. Stops down to f/22.

67 HN 511LT—Postpaid. No charge for credit. \$11.00 Down.....\$110.00

6 WARDS 3

BUY ON WARDS MONTHLY PAYMENT PLAN...USE WHILE PAYING—SEE PAGE 82.



(C) 383.00

## Finest Zeiss 35mm's

FOUR CONTAX CAMERAS BELOW stop from f/1.5 to f/22. Focus from 3 ft. to inf. Outstanding for versatility and performance. One-finger control of focus and shutter release, for speed when making candid shots. Bayonet lens mount for quick change of lenses. All-metal focal plane shutter has 10 speeds, from 1 to 1/1250, plus B and T. Removable back, for easy loading. Fully synchronized for No. 6 and 31 bulbs at all speeds; No. 5 and 25 bulbs at 1/25; electronic flash at 1/50. Use 35 mm. film. Order No. 62, Series VI Adapter Ring—Page 29. Made by Zeiss Ikon A.G. in Germany.

(C) CONTAX III A WITH f/2.0 ZEISS SONNAR 50 MM. COATED LENS. Complete with convenient built-in exposure meter. Order accessories below.

67 HN 541LT—Postpaid. No charge for credit. \$38.50 Down.....\$383.00

CONTAX III A WITH f/1.5 ZEISS SONNAR 50 MM. COATED LENS. Same construction and features as (C) above, but with a faster lens.

67 HN 540LT—Postpaid. No charge for credit. \$41.50 Down.....\$412.00

CONTAX II A CAMERAS. (Not pictured). Same as III A (C) above, but without built-in exposure meter. Takes same accessories. Postpaid.

67 HN 542LT—With f/2.0 Zeiss Sonnar lens. \$34.50 Down.....\$345.00

67 HN 543LT—With f/3.5 Zeiss Tessar lens. \$26.50 Down..... 261.00

67 HP 549T—ZEISS CASE FOR CONTAX IIA OR IIIA. Postpaid..... 16.00

ZEISS B-C FLASH FOR CONTAX IIA OR IIIA. Fits accessory clip of camera.

67 HP 3203T—Uses bayonet-base bulbs. Battery included. Postpaid.\$10.50

## ACCESSORIES FOR CONTAX CAMERAS ABOVE

ZEISS WIDE-ANGLE LENS. 21mm Biogon f/4.5 lens. Shortest focal length and widest angle ever offered for 35mm cameras. Covers 90° field. Depth of field: 1 ft. 4 in. to inf. at f/22; 3 ft. 8 in. at f/4.5.

67 HN 501K—No credit charge. Postpaid. \$25.00 Down.....\$249.00

ZEISS WIDE-ANGLE LENS. 35mm Biogon f/2.8. Covers  $1\frac{1}{2}$  times area covered by 50mm lens. Focuses from 3 ft.

67 HN 544K—No credit charge. Postpaid. \$18.50 Down.....\$183.00

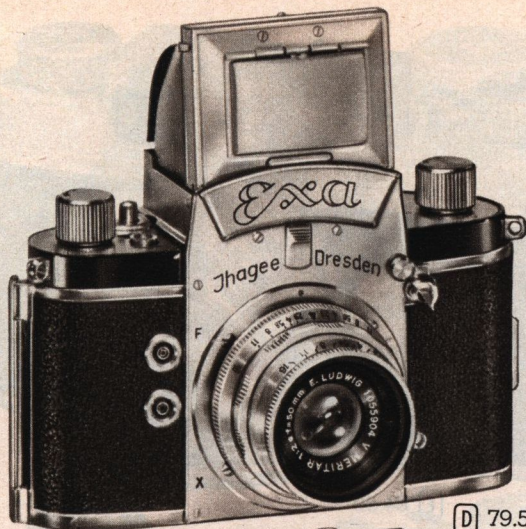
ZEISS TELEPHOTO LENS. 135mm Sonnar f/4.0. Brings subject about  $2\frac{1}{2}$  times closer than 50mm. Covers 18° field. Focuses from 5 ft.

67 HN 545K—No credit charge. Postpaid. \$15.00 Down.....\$146.00

UNIVERSAL FINDER FOR CONTAX. For 21, 35, 50, 85, 135mm lens.

67 HN 546K—No credit charge. Postpaid. \$8.00 Down.....\$80.00





D 79.50



F 392.00



E 149.50

## Exa and Praktica Cameras

**D** EXA AND PRAKTIKA CAMERAS are single-lens reflex type. Stop down from  $f/2.8$  to  $f/16$ . Both have film advance coupled to shutter, to prevent double exposures. Eye-level finders have built-in magnifiers, for critical focusing; frame finder for sports events. Both use 35mm. film. Both convert quickly, for change to telephoto lens. With screw-in adapters for Series VI filters available on Page 29. Made in Eastern Zone of Germany.

**D** EXA CAMERA WITH  $f/2.8$  MERITAR 50MM COATED LENS. Latest model with new, internal improvements, and addition of European fittings for flash. Focuses from  $2\frac{1}{2}$  ft. to inf. Considered more versatile than any other single-lens reflex camera in its price class. (Penta Prism Finder at right, may be used with Exa). Focal plane shutter with 4 speeds from  $1/25$  to  $1/150$  plus bulb. Synchronized for No. 6 and 31 bulbs at all speeds; for No. 5, SM and electronic flash, at  $1/25$  and  $1/50$ . Order Flash Unit separately, below.

67 HN 559 LT—Postpaid. No charge for credit. \$8.00 Down.....\$79.50

67 HP 560 T—LEATHER EVEREADY CASE FOR EXA ABOVE. Postpaid.... 9.95

67 HP 561 T—EXA B-C FLASH UNIT. Battery included. Postpaid..... 15.50

EXA 100 MM.  $f/4.5$  TELEPHOTO LENS. Focuses from 8 ft.

67 HN 538 LT—Postpaid. No charge for credit. \$4 Down..... 39.95

EXA OUTFIT. Includes Exa Camera with  $f/2.8$  Westar lens and Case, B-C Flash Unit, with battery, and 100mm. Telephoto Lens described above.

67 HN 557 LT—Postpaid. You save \$25.40, \$12.00 Down.....\$119.50

**E** PRAKTIKA FX-2 WITH  $f/2.8$  WESTANAR 50MM COATED LENS. Focuses from  $3\frac{1}{2}$  ft. to inf. May be set for Automatic or Manual operation. On "Automatic", you can set your  $f$ /stop, then focus with lens wide open; diaphragm automatically closes down to pre-set  $f$ /stop for each exposure. Cable release included. Focal plane shutter with 8 speeds from  $1/25$  to  $1/500$  plus B. Synchronized for No. 6 and 31 bulbs at all speeds; Zero delay for electronic flash. Order Flash Unit below. Metal body, leather cover.

67 HN 442 LT—Postpaid. No charge for credit. \$15.00 Down.....\$149.50

67 HP 527 T—LEATHER EVEREADY CASE FOR PRAKTIKA. Postpaid..... 10.95

67 HP 528 T—PRAKTIKA FX-2 B-C FLASH, with battery. Postpaid..... 15.50

PRAKTIKA FX-2 100 MM.  $f/4.5$  TELEPHOTO LENS. Focuses from 5 ft.

67 H 523 LT—Ship. wt. 8 oz. \$4.00 Down.....Cash \$39.95

STEINHEIL 40MM.  $f/3.5$  WIDE ANGLE LENS FOR PRAKTIKA ABOVE. Covers 50% more area than normal lens. Focuses from 2 ft. Stops down to  $f/22$ .

67 H 524 LT—Ship. wt. 8 oz. \$5 Down.....Cash \$49.95

PRAKTIKA OUTFIT. Includes Praktica Camera (E) above, with  $f/2.8$  westanar lens, Case; Flash Unit, and 100mm. Telephoto lens above.

67 HN 443 LT—Postpaid. Save \$26.40. No charge for credit.....\$189.50

## Famous Exakta

FOUR AUTOMATIC EXAKTA VX CAMERAS below have automatic diaphragms. You focus with lens wide open, and see image full-size. Lens automatically stops down to pre-set  $f$ /stop when you press shutter release, then opens wide again for next exposure. Single-lens reflex system permits accurate focusing, eliminates parallax. Use 35mm. film.

Exclusive cartridge-to-cartridge film feed; you don't have to wait to finish entire roll of film. Simply clip off exposed portion, with built-in cutting knife; wind into take-up cartridge, and remove for processing. Thumb-operated lever winds film, and cocks shutter. Film advance, coupled to shutter, prevents accidental double exposure. Delayed-action timer is built-in.

Focal plane shutter has 29 speeds from 12 to  $1/1000$  plus B and T. Synchronized for No. 6 and 31 bulbs at all speeds; for SM and SF at speeds up to  $1/50$ ; Zero delay for electronic flash. Order Flash Unit below. Metal body, with leather cover and satin-chrome trim. Made in Eastern Zone of Germany. Complete with de luxe Eveready Case and Adapter ring for filters.

### EXAKTAS WITH \*PENTA PRISM FINDER AND RANGEFINDER GLASS

**F** EXAKTA VX WITH  $f/2.0$  ZEISS BIOTAR 58MM. COATED LENS. (Pictured above). Stops from  $f/2.0$  to  $f/16$ . Focuses from 1.65 ft. to inf. Postpaid.

67 HN 536 LT—Takes Series VII filters. \$39.50 Down.....\$392.00

EXAKTA VX WITH  $f/1.9$  SCHNEIDER XENON 50MM. COATED LENS. Same construction as (F) above, but lens is 50mm., and stops from  $f/1.9$  to  $f/16$ . Focuses from  $2\frac{1}{2}$  ft. to inf. Postpaid.

67 HN 582 LT—Takes Series VII filters. \$40 Down.....\$398.70

### AUTOMATIC EXAKTAS WITH WAIST-LEVEL FINDER

Waist-level reflex finder has self-erecting hood; front folds up to form direct eye-level finder. Interchanges with \*Penta Prism Finder below.

EXAKTA VX WITH  $f/2.0$  AUTO WESTAGON 50MM. COATED LENS. (Not pictured). Stops from  $f/2.0$  to  $f/16$ . Focuses from  $3\frac{1}{2}$  ft. to inf. Postpaid.

67 HN 535 LT—Takes Series VI filters. \$29 Down.....\$289.50

EXAKTA VX WITH  $f/1.9$  SCHNEIDER XENON 50MM. COATED LENS. (Not pictured). Stops from  $f/1.9$  to  $f/16$ . Focuses from  $2\frac{1}{2}$  ft. to inf. Postpaid.

67 HN 537 LT—Takes Series VII filters. \$35.50 Down.....\$351.50

### ACCESSORIES FOR FOUR EXAKTAS ABOVE

B-C FLASH UNIT FOR FOUR EXAKTAS ABOVE. Uses bayonet-base bulbs.

67 HP 584 LT—Complete with battery. Postpaid.....\$15.50

EXAKTA 135MM  $f/4.5$  STEINHEIL TELEPHOTO LENS. Brings subject over  $2\frac{1}{2}$  times closer than normal 50mm lens. Focuses from 10 ft. to infinity, stops down to  $f/32$ . No Credit Charge.

67 HN 508 LT—German Import. Postpaid. \$7 Down.....\$69.50

EXAKTA 250MM  $f/5.5$  MEYER TELEPHOTO LENS. Brings subject 5 times closer than normal 50mm lens. Focuses from about 10 ft. to infinity. Stops down to  $f/22$ . No Credit Charge.

67 HN 509 LT—German Import. Postpaid. \$13.50 Down.....\$132.00

ANGENIEUX 35MM  $f/2.5$  RETROFOCUS WIDE ANGLE LENS. Fits Exakta or Exa (D) listed at left. Covers  $1\frac{1}{2}$  times area covered by normal 50mm lens. Focuses from 3 ft., stops to  $f/22$ . Only \$10 Down.

67 HN 507 LT—French Import. Postpaid. No Credit Charge.....\$99.50

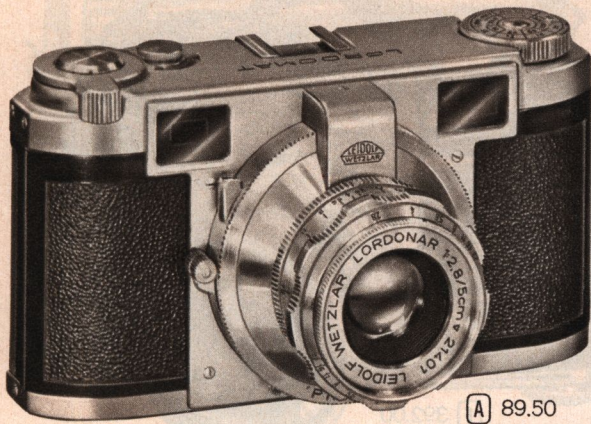
\*PENTA PRISM FINDER. For accurate eyelevel reflex viewing and focusing. Shows image right-side-up, and correct from left-to-right. With leather case. German Import. No Charge for Credit.

67 HN 533 LT—Only \$5.50 Down on Terms. Postpaid.....\$53.00

67 HN 534 LT—Rangefinder Glass. For Penta Prism above. Has split rangefinder type image in center for sharp focusing. Postpaid.....\$35.00

NOTICE. Cameras B, D, E and F are single-lens reflex type. For complete description of these, and other basic camera types, see Pages 22 and 23.





**A** 89.50

## Precision Lordomat

OUTSTANDING 35MM CAMERA VALUE

**89.50** Camera and case  
\$9 down on terms

- COATED 50MM F/2.8 LENS—Interchangeable Lens Mount
- ACCESSORY LENSES Couple Automatically to Rangefinder
- FULLY SYNCHRONIZED for flash at all Shutter Speeds
- LEVER-TYPE FILM ADVANCE for Fast-action Sequences
- IMPORTED FROM WETZLAR, WESTERN GERMANY by Wards.

**A** LORDOMAT 35MM CAMERA. Our best 35mm camera value. Precision engineered in the U.S. Zone of Germany. Automatic features and interchangeable lenses provide wide picture taking versatility. Fast, easy-to-use screw-in mount—each lens automatically couples to the super-imposed image type rangefinder. Sharp pictures every time with any lens from 3 ft. to infinity—just focus the rangefinder and the lens is in focus. Finger-tip film advance cocks the shutter and moves the film counter—lets you shoot fast action sequence shots—prevents double exposures.

LENS—Coated 50 mm f/2.8 Lordonar, stops down to f/22, focuses from 3 ft. to infinity. SHUTTER—Prontor SVS "MXV" with speeds from 1 to 1/300 sec. plus bulb. Synchronized at all speeds with class "M" bulbs (No. 5, 25, 11, 40, etc.) Zero delay for electronic flash. European flash fitting, order flash unit separately from Pages 41 to 43. Delayed action shutter release. FINDER—Enclosed optical eye-level viewfinder combined in one window with double-image type rangefinder for fast focusing and shooting. CONSTRUCTION—All metal body with artificial leather, satin chromed trim. Size 2 3/4 x 2 7/8 x 5 1/4 inches. No extra charge for credit on these items, see Page 82 for Wards Convenient Monthly Payment Terms. *Postpaid.*

67 HN 570 L—Lordomat with DeLuxe Leather Carrying Case. . . . . 89.50

### LORDOMAT ACCESSORIES

67 H 2264—SCREW-IN ADAPTER RING. For 50mm f/2.8 lens. Accepts Series VI filters and accessories on Page 29. Ship. wt. 4 oz. . . . . 2.49

**B** LORDONAR WIDE ANGLE LENS. 35mm f/3.5, stops down to f/22, focuses from 3 ft. Couples to rangefinder. Shows 40% more area than normal 50mm lens. Use for large groups, restricted quarters, etc. *Postpaid.*

67 HN 572 L—Only \$5 Down on Terms. . . . . 49.50

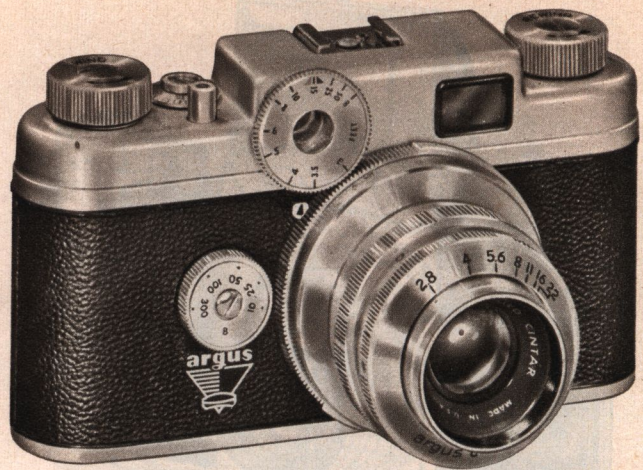
**C** TELORDON TELEPHOTO LENS. 90mm f/5.5, stops down to f/22, focuses from 3 ft. Shows 80% larger image than normal 50mm lens. *Postpaid.*

67 HN 573 L—Couples to rangefinder. Only \$4 Down on Terms. . . . . 39.50

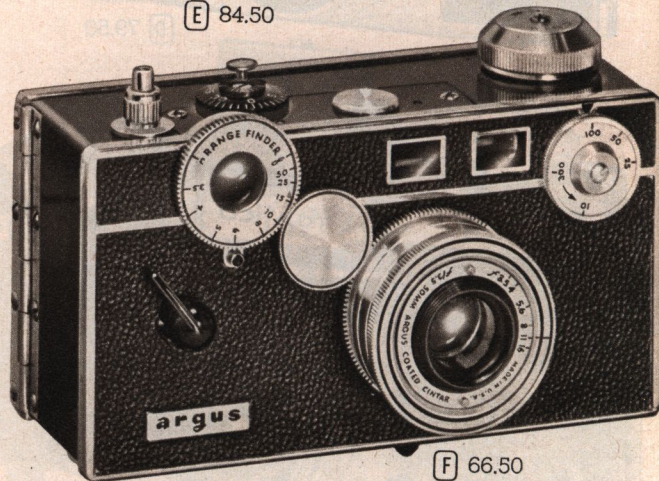
**D** UNIVERSAL VIEWFINDER. Shows field for wide angle and telephoto lenses above. Mounts on accessory clip. *Postpaid.*

67 HP 574—Universal Viewfinder. . . . . 9.75

67 HP 2165—WEDENA EXPOSURE METER. Shown on Pg. 37. Shows correct exposure from 60 sec. to 1/1000 sec., lens openings from f/2 to f/22. Set adjustable dial for lens opening and read shutter speed directly. Measures both reflected and incident light. Fits all standard accessory clips. With leather case. *Postpaid.* . . . . . 15.95



**E** 84.50



**F** 66.50

## Popular Argus Cameras

**E** ARGUS C-4 35MM CAMERA. Rangefinder is combined with the viewfinder so you can focus and compose your picture simultaneously. When you focus the rangefinder, the lens is in focus too. Flash shutter is synchronized at all speeds. Made by one of America's leading 35mm camera makers.

LENS—Coated 50mm f/2.8 Cintar, stops down to f/22, focuses from 3 ft. to infinity. SHUTTER—5 speeds from 1/10 to 1/300, plus bulb. Synchronized to all speeds with No. 5 or 25 bulbs. Body release, cable release socket. FINDER—enclosed optical; rangefinder focuses through finder. FILM—20 or 36 exposures, about 1 1/2 in., on 35mm film. CONSTRUCTION—Metal body, satin trim, leatherette covering. SIZE—About 1 1/4 x 2 1/2 in. Order Kodak No. 26 Series VI Adapter Ring Pg. 29. For new interchangeable lens model—write Bob Adams.

67 HN 575 L—No Credit Charge. \$8.50 Down. *Postpaid.* . . . . 84.50

67 HP 576—Leather everready carrying case. *Postpaid.* . . . . 7.50

67 HP 577—ARGUS FLASH UNIT. Uses bayonet lamps. Bulb ejector. With two "C" Type batteries. *Postpaid.* . . . . 7.50

**F** ARGUS C-3 CAMERA. One of America's most popular 35mm cameras. Accessory lenses (sold separately below) provide more camera versatility. Rangefinder coupling must be removed for changing lenses. Accurate split-image rangefinder couples with all lenses. When you focus the rangefinder, the lens is in focus too. Built-in flash synchronization—plug the flash gun in for night or indoor shots—order No. 5 or 25 flash bulbs from Page 44. With batteries. Accessory lenses listed below and on Page 40.

LENS—Coated 50mm f/3.5 Cintar, stops down to f/16, focuses from 3 feet. SHUTTER—Five speeds from 1/10 to 1/300, plus bulb. Synchronized at 1/25. Body release, cable release socket. FINDER—enclosed optical type. FILM—35mm. EXPOSURES—20 to 36, about 1 1/2 inches. CONSTRUCTION—metal and plastic, black leatherette covering, chromed trim. SIZE—about 2 by 2 3/4 in. LENS MOUNT—Uses Kodak series IV No. 44 screw-in adapter ring, Page 29. Order 35mm film from Page 76. No Credit Charge. *Postpaid.*

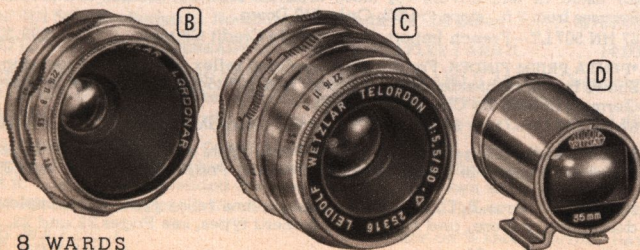
67 HN 578 L—Camera, Flash Unit, Carrying Case. \$7 Down. . . . . 66.50

MANSFIELD FILTER KIT FOR ARGUS C-3. Sunshade and set of 6 optical glass filters in pocket case. Contains Type A, blue conversion and haze filters for color film. Medium yellow, red and green filters accent clouds and provide special effects with black and white film.

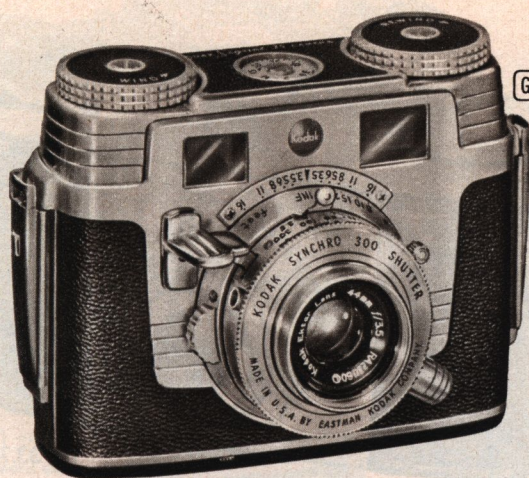
67 H 2274—Instructions. Ship. wt. 4 oz. . . . . Complete outfit 4.45

67 HN 579 L—ARGUS C-3 100MM F/4.5 TELEPHOTO LENS. Doubles size of image—cuts distance in half. Couples to rangefinder, focuses from 3 ft. Built-in sunshade with finder mask. *Postpaid.* \$5 Down. . . . . 49.50

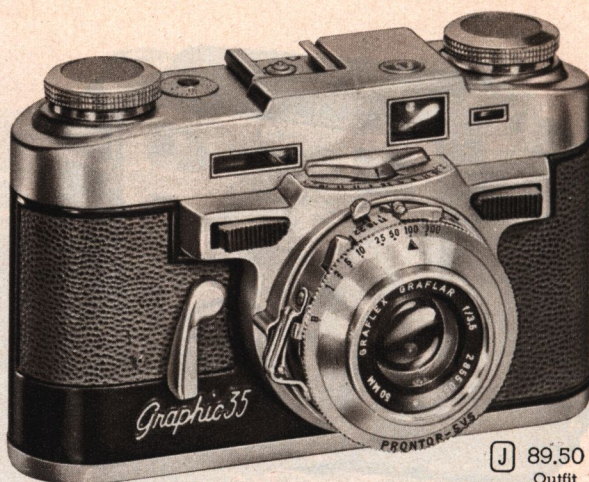
67 HN 580 L—ARGUS C-3 35MM F/4.5 WIDE ANGLE LENS. Takes in 87% greater picture area. Couples to rangefinder, focuses from 3 feet. With wide angle finder. *Postpaid.* \$5 Down. . . . . 49.50







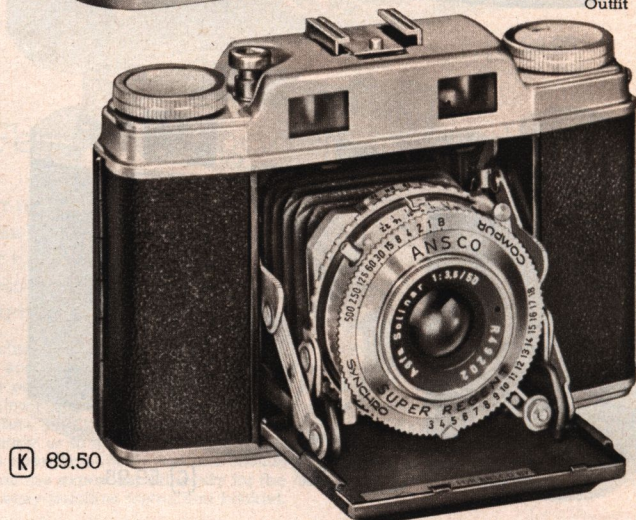
G 75.00



J 89.50  
Outfit



H 54.50



K 89.50

## Moderately Priced Cameras... Built-in Rangefinders

### KODAK SIGNET CAMERA WITH F/3.5 EKTAR LENS

**G** With one of the world's finest f/3.5 lenses for critically sharp pictures in an accurate Synchro 300 flash shutter. Viewfinder and coupled rangefinder are combined in a single viewing window for fast, precise focusing and framing. When you focus the rangefinder, the lens is in focus too.

**LENS**—Coated 44mm, f/3.5 Ektar focuses from 2 feet, stops down to f/22. **SHUTTER**—Synchro 300 has four speeds from 1/25 to 1/300, plus bulb. Synchronized at 1/25 with No. 5 or 25 bulbs to 1/50 with SM or SF bulbs at all speeds with electronic flash. ASA flash filling. Kodak Flashholder (F) on Page 43. Accidental double exposure prevention device. **FINDER**—Optical eye-level type, combined with rangefinder in single window. **FILM**—20 or 36 exposures about 1x1½ in. on 35mm film. **CONSTRUCTION**—Die-cast aluminum body, black Kodadur covered, brushed metal trim. **SIZE**—4½x3½x2½ in. Order Kodak No. 22 Series V Adapter Ring on Page 29. Order 35mm film from Page 77. No Credit Charge.

67 HN 515L—\$7.50 Down on Terms. Postpaid.....75.00

67 HP 516—Leather eveready carrying case. Postpaid.....8.50

### PHOTRIX RF CAMERA WITH F/2.9 LENS

**H** The best value in a medium priced 35mm rangefinder camera we know of. Has many automatic features to make picture taking easier; accurately calibrated rangefinder is coupled to lens to assure sharply focused pictures every time—automatically shows you when camera is perfectly focused from 2½ feet to infinity. One turn of oversized take-up knob advances film, cocks shutter, sets film counter, and you are all ready for the next shot. You can't take a double exposure or fail to expose a frame of film unintentionally. Large optical viewfinder combined in single window with rangefinder for convenience and speed of operation.

**LENS**—Coated 50mm f/2.9 Three-element stops down to f/22, focuses from 2½ feet to infinity. **SHUTTER**—Fully synchronized Prontor SVS "MXV" with shutter speeds of 1 to 1/300 seconds plus bulb. Synchronized at all speeds with No. 5 or 25 bulbs, (X) zero delay for electronic flash. European fitting, use any flash unit on Pages 41 to 43 having European connection. Body shutter release, cable release socket. **FILM**—20 or 36 exposures, about 1 by 1½ inches, on 35mm film. **CONSTRUCTION**—Die-cast metal body, black leather covering, satin trim. **SIZE**—About 2¾ by 3¼ by 5 inches.

67 H 594L—Camera Only. Ship. wt. 1 lb. 8 oz.....54.50

67 H 597—Top-Grain Leather Eveready Case. Ship. wt. 8 oz.....4.75

67 H 593L—Photrix RF Camera and Case. Ship. wt. 2 lbs.....59.00

67 H 2260—Series V Screw-In Adaptor Ring for Kodak Series V Filters and Accessories listed on Page 29 of this Catalog. Ship. wt. 4 oz.....1.29

### GRAPHIC "35" CAMERA, CASE AND FLASH

**J** Now a 35mm camera with push button focusing for getting those rare shots that come and go so quickly—focusing is quick, accurate and automatic. Vari-colored dial for use with different color films when taking Flash Pictures—"red dot" settings for outdoor pictures. Camera is designed to fit hand for quick focusing and firm, steady support while taking pictures. Shutter release designed to minimize camera movement—means sharper, more detailed pictures. Also features depth of field scale, self-timer, automatic film counter and double exposure prevention device.

**LENS**—coated 50mm Graflar f/3.5, coated and color-corrected stops down to f/22, focuses from 3 ft. **SHUTTER**—Prontor SVS "M-X" shutter with 8 speeds from 1 to 1/300 sec. plus bulb—synchronized at all speeds with No. 5 or 25 bulbs. (X) zero delay for electronic flash. 20 or 36 exposures on 35mm film. Order Kodak Series V, No. 55 adapter ring—Pg. 29. Also includes Clip-on Flash Unit with batteries, leather eveready camera case.

67 HN 599LT—Outfit with f/3.5 lens. No credit charge. Postpaid.....89.50

67 HN 590LT—Outfit with f/2.8 lens. No credit charge. Postpaid.....99.50

### ANSCO SUPER REGENT LVS WITH F/3.5 LENS

**K** Precision German made miniature camera with coupled rangefinder—an unmatched value at a popular price—so completely automatic anyone can master its easy operating features. All settings and controls are visible at a glance from the top of the camera. One short motion rapidly advances the film, counts the exposure and cocks the shutter. Shutter is latest light-value type for fast accurate settings.

Extra-bright coincidence-type rangefinder is combined with the viewfinder in a single window—lets you focus and shoot without moving your eye from camera. LVS shutter is cross-coupled to aperture. Fast, hard-coated lens assures good exposures under a wide variety of light conditions. Built-in self-timer. Depth of field gauge. Film reminder index. Smart, handsome all-metal body with satin finish trim and contrasting black grain covering.

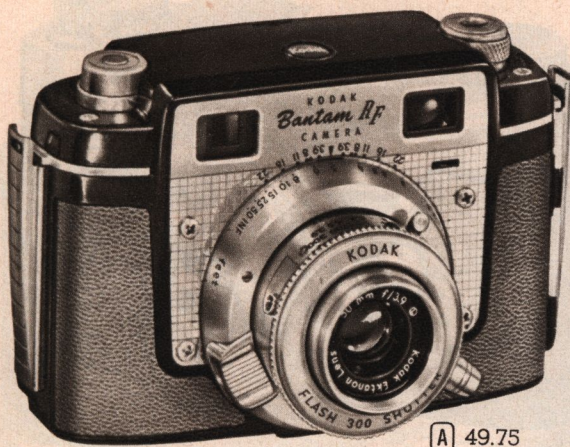
**LENS**—coated 50mm f/3.5 Agfa Solinar anastigmat 4 element unit focus, corrected for color, stops down to f/22, focuses from 3½ ft. to infinity. **SHUTTER**—fully synchronized Synchro Compur SVS "M-X-V" shutter with speeds from 1 to 1/500 sec. plus bulb. Synchronized at all speeds with No. 5 or 25 bulbs, (X) Zero delay for electronic flash. **FILM**—20 or 36 exposures about 1x1½ in. on 35 mm film. **CONSTRUCTION**—all-metal precision-built body with hinged back. Body size—about 1½x3¼x5 in. Lens mount diam. 1¾ in. No charge for credit.

67 HN 518LT—Camera Only. Only \$9 Down on Terms. Postpaid.....89.50

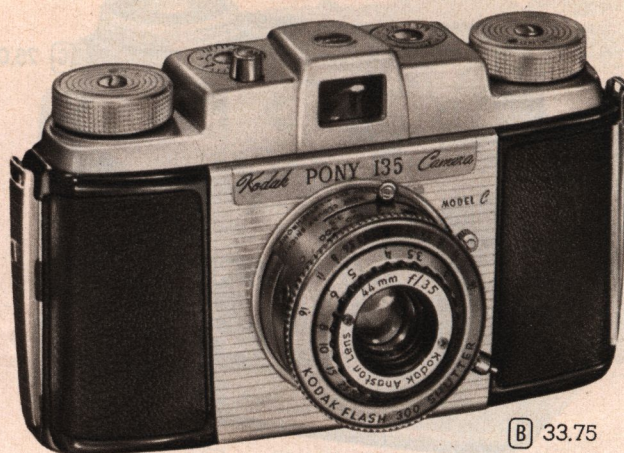
67 HP 521T—Anso Top Grain Leather Eveready Case. Postpaid.....9.75

TRADE IN YOUR OLD CAMERA FOR A NEW ONE—SEE PAGE 21

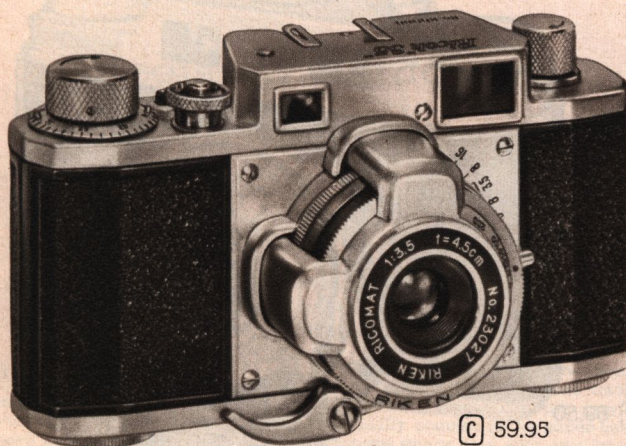




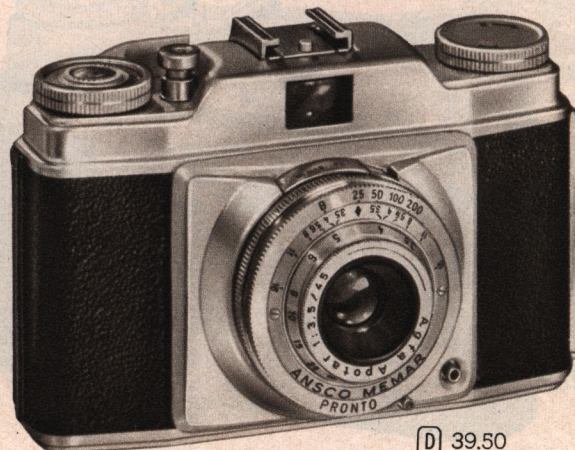
**A** 49.75



**B** 33.75



**C** 59.95



**D** 39.50

## New Ricoh 35... Popular Kodak, Ansco Cameras

### KODAK BANTAM RANGE FINDER CAMERA 49.75

**A** Camera makes picture-taking in color more convenient. Each roll of Bantam 828 film takes only 8 pictures, just enough for the week-end. Mounted in standard 2x2 slides, similar to 35mm. With coupled rangefinder—when rangefinder is in focus, lens is in focus, too. LENS—coated 50mm, f/3.9 Ektanon, stops down to f/22, focuses from 2½ ft. SHUTTER—Kodak Flash 300, 4 speeds to 1/300 plus bulb. Synchronized to 1/100 with SM or SF bulbs. ASA flash fitting. FINDER—Single window for rangefinder and optical viewfinder. Brown plastic, satin chromed trim. Order No. 22 Series V Adapter ring (Page 29.)

67 HN 568 L—No Credit Charge. Postpaid.... \$49.75  
67 HP 569—Kodak leather eveready case. Ppd. 7.75

### KODAK PONY MOD. C 135 CAMERA 33.75

**B** Easy-loading feature eliminates threading film. Spool automatically catches film and guides it. Takes 20 or 36 shots on 35mm black and white or color film for projecting or viewing. LENS—coated f/3.5 Kodak Anaston, stops down to f/22, focuses from 2½ ft. SHUTTER—Kodak Flash 300, speeds from 1/25 to 1/300 second, plus bulb. Synchronized to 1/100 with SM or SF bulbs, 1/25 with No. 5 or 25. 5 millisecond delay for electronic flash. ASA flash fitting. Optical eye-level viewfinder. Brown plastic body, metal front plate and lens tube. Automatic exposure counter. LENS MOUNT DIAMETER—1⅞ in. Postpaid.

67 HN 479 L—No Credit Charge. \$3.50 Down.. \$33.75  
67 H 481—Wards leather case. Ship. wt. 8 oz... 4.78

### NEW RICOH "35" OUTFIT 59.95

**C** "Trigger-action" fingertip lever cocks shutter, winds film, sets exposure counter—you can take pictures in rapid sequence without having to wind film manually or remove your eye from the viewfinder. Lever folds into camera base out of the way when not in use. Camera has body shutter release as well. Built-in rangefinder combined in single window with viewfinder—when rangefinder is in focus, lens is in focus. Large, brilliant rangefinder image for fast, easy focusing. Removable back makes loading this 35mm camera easy.

Outfit includes: camera, flashgun with 4-in. reflector, batteries, and top-grain cowhide leather eveready camera case. Outfit comes packed in attractive red velvet lined wood box. Imported from Japan.

LENS—coated, 3-element, 45mm f/3.5 Ricomat anastigmat, stops down to f/16, focuses to 3½ ft. (See accessory close-up adapter and lens shade sold separately below.) SHUTTER—5 speeds from 1/10 to 1/200 second plus bulb. Synchronized to 1/50 with SM or SF bulbs. (X) delay for electronic flash. FINDER—single window for superimposed image rangefinder and viewfinder. CONSTRUCTION—aluminum die-cast body, black leather covering, satin chrome trim. Double exposure prevention. Cable release socket. Tripod socket. SIZE—abt. 5½x3x2½ in. ACT. WT.—abt. 18 oz. No Credit Charge. Postpd.  
67 HN 430 L—Complete Outfit. \$6 Down. \$59.95

### ANSO MEMAR 35MM CAMERA 39.50

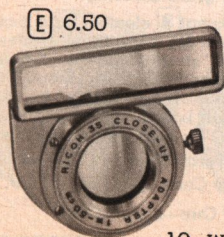
**D** A German-made camera with quality features such as: thumb-lever film transport, fast lens, flash synchronized shutter, and film-type indicator. Compact, easy-to-use, precision built. Film transport lever, conveniently placed for thumb operation, advances film, sets exposure counter and cocks shutter for the next shot—in one, smooth, rapid motion.

LENS—coated f/3.5 Agfa Apotar anastigmat stops down to f/16, focuses from 3 ft. to infinity. SHUTTER—Pronto shutter has four speeds from 1/25 to 1/200 second, plus bulb. Flash synchronized to 1/100 with SM and SF bulbs, at 1/25 with No. 5 or 25 bulbs. (X) delay for electronic flash. ASA fitting for flash unit (see Pgs. 42, 43). FINDER—optical eye-level type. CONSTRUCTION—die-cast metal body, black leather covering, satin chrome trim. Built-in accessory clip for flash unit. LENS MOUNT DIAMETER 1⅞ in. No credit charge.

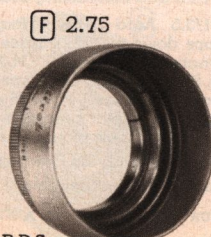
67 HN 520 L—Camera. Postpaid. \$4 Dn.. \$39.50  
67 HP 519 X—Anso Top Grain Leather eveready case. Postpaid.....\$6.95

### STOP THAT BLUR

An all-over blurred picture usually indicates camera movement. This can be avoided by the use of a cable release when using shutter speeds slower than 1/100 second—plus a tripod when using speeds lower than 1/50 second.



10 WARDS



### ACCESSORIES FOR RICOH "35" HELP TAKE BETTER PICTURES

#### CLOSE-UP ADAPTER 6.50

**E** (At left.) Lets you take pictures as close as 18 inches from your subject. Attaches quickly to front of Ricoh "35" above. Rectangular finder lens automatically corrects viewfinder for parallax, for accurate framing and permits accurate rangefinder focusing.

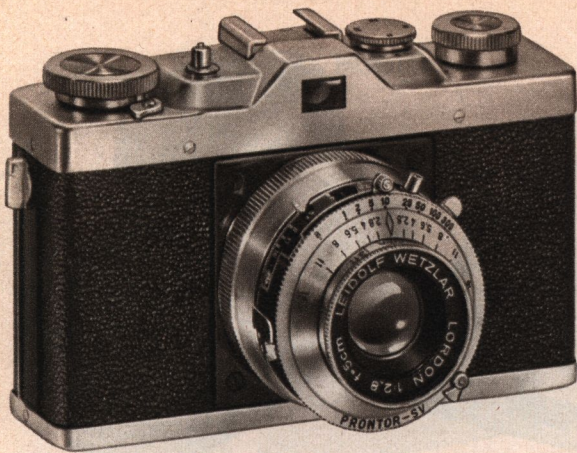
67 HP 431—Postpaid.....\$6.50

#### RICOH "35" LENS SHADE 2.75

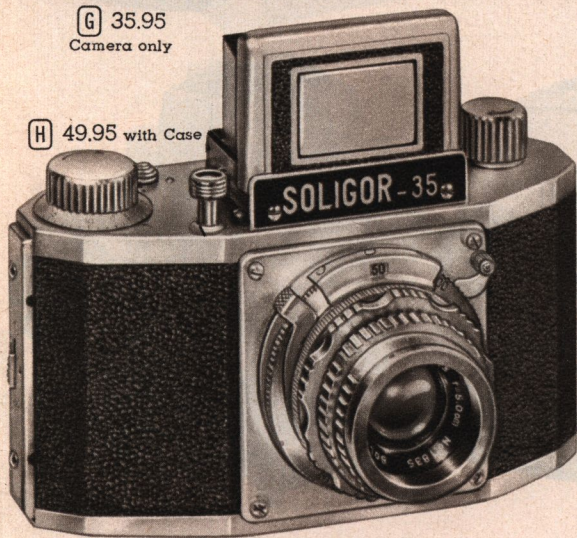
**F** (At left.) Locks on lens mount securely with a simple twisting motion. Accepts any standard series 6 filter without having to remove shade from lens—just drop in the filter and turn slightly to set in place. Fits Ricoh "35" above. Made of aluminum.

67 HP 432—Postpaid.....\$2.75





**G** 35.95  
Camera only



**H** 49.95 with Case

## Popularly-Priced 35's

### WARDS LORDOX F/2.8 CAMERA 35.95

- **EXCLUSIVE WARD IMPORT** . . . embodies typical first-class German workmanship and design.
- **BETTER LENS AND SHUTTER** than any national brand camera selling for under \$69—tested in Wards Laboratory.
- **YOU CAN'T DOUBLE EXPOSE OR SKIP A FRAME** because film winding action cocks shutter and counts frames.

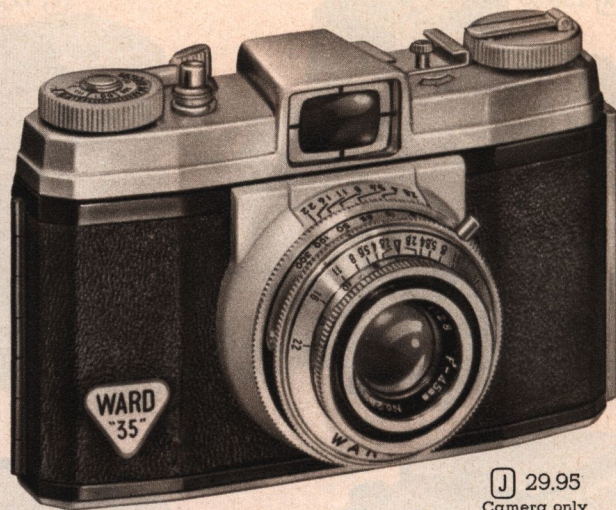
**G** An exceptional value! Extra fast f/2.8 lens with shutter speed of 1/300 second for shooting fast action. Takes 20 or 36 pictures in black and white or color. Delayed action timer lets you get into your own picture.

**LENS**—Coated 50mm f/2.8 Wetzlar anastigmat stops down to f/16, focuses from 3 ft. to infinity. **SHUTTER**—Prontor SVS "MXV" with 8 speeds from 1 to 1/300 second plus bulb. Fully synchronized at all speeds with No. 5 or 25 bulbs. Zero (X) delay for electronic flash. European flash fitting. Body shutter release fitting. Takes 20 or 36 exposures about 1x1½ in. on 35mm film. **CONSTRUCTION**—Enclosed optical eye-level viewfinder. All-metal body, black leather-like covering, chromed trim. **SIZE**—about 4½x3½x2½ in. \$4.00 Dn., see Pg. 82.  
67 H 551L—Camera only. Ship. wt. 1 lb. 8 oz. . . . . Cash \$35.95  
67 H 587—Lordox leather eveready case. Ship. wt. 8 oz. . . . . 3.95  
67 H 2258—Screw-in adapter ring for Lordox f/2.8. Takes Kodak Series V filters and accessories, Pg. 29. Wt. 2 oz. . . . . \$1.39

### SOLIGOR 35MM REFLEX CAMERA 49.95

**H** A single lens 35mm reflex camera with pre-set diaphragm ring so that you can focus sharply with lens wide open and stop down readily before exposing picture. Full size image permits accurate focusing and composing on ground glass—has split image prism built into groundglass for rangefinder focusing. With the pre-set diaphragm ring you focus with aperture fully open then turn ring—it stops at pre-determined f/stop.

**LENS**—Coated f/3.5 anastigmat stops down to f/16, focuses from 4 ft. to infinity. **SHUTTER**—4 speeds from 1/25 to 1/200 plus bulb. Flash synchronized to 1/100 with SM or SF bulbs, at 1/25 with No. 5 or 25. (X) Zero delay for electronic flash. European flash fitting. **VIEWFINDER**—waist level reflex finder. Split-image prism in ground glass for critical focusing. **CONSTRUCTION**—All-metal body, black leather covering, satin chrome trim. Tripod socket. **SIZE**—about 5¼x4¼x2 in. **LENS MOUNT DIAMETER**—1¼ in. Imported from Japan. \$5.00 Dn.—See Pg. 82.  
67 H 437LT—Camera with leather case. Wt. 2 lbs. . . . . Cash \$49.95



**J** 29.95  
Camera only

## Feature-Loaded "Ward 35"

- **BUILT-IN "EXTRAS"** usually found only on more expensive 35mm cameras.
- **THUMB-LEVER FILM ADVANCE**—one motion advances film and cocks shutter.
- **FAST F/2.8 LENS**—picture quality equal to \$60 cameras or your money back.
- **TESTED IN WARDS LAB**—quality-controlled by Japanese Camera Institute.
- **EXCEPTIONAL PRICE PLUS QUALITY** make this a top buy in 35mm cameras.

**J** Exclusive at Wards, this imported 35mm camera was selected to give you, at an economical price, many of the features that are usually found only on much higher priced cameras. It will take fine pictures in black and white or color and the extra features will actually make your picture taking easier. The film-wind lever lets you take rapid-sequence shots without having to advance the film separately or to take your eye from the viewfinder. It is placed conveniently for thumb operation—with just one motion you wind the film, cock the shutter and count off the exposure, all ready for the next shot. Imported from Japan. With complete, easy-to-follow instruction booklet.

**LENS**—Extra fast, 4-element 45mm f/2.8 coated anastigmat focuses from 3 ft. to infinity, stops down to f/16. **SHUTTER**—Has 5 speeds from 1/10 to 1/300 second plus bulb. Flash synchronized to 1/25 with No. 5 or 25 bulbs, to 1/100 with SM or SF bulbs. (X) Zero delay for electronic flash. European fitting for Widina or other flash unit (see Pg. 43). Specially designed exposure "lock" prevents double exposures and also prevents "blanks"—winding film without making an exposure—you have a double check against wasting film. Double exposures can be made if desired, however. **VIEWFINDER**—Large window, optical eye-level type. Etched white lines show exact picture-taking area—an aid when shooting fast action. **CONSTRUCTION**—All-metal body, black leather covering, satin chrome trim. Depth of field scale. Film type indicator. Cable release socket. Tripod socket. **BODY SIZE** 5x1½x3½ in. **LENS MOUNT DIAMETER**—1¼ in. Only \$3.00 Down on Terms—See Page 82 for complete details.

67 H 502L—Ward 35 Camera. Ship. wt. 1 lb. 8 oz. . . . . Cash \$29.95  
67 H 503—Deluxe leather eveready case for Ward 35. Ship. wt. 8 oz. . . . . 5.95  
67 H 504L—Ward 35 Camera with eveready case. Ship. wt. 2 lbs.  
\$4 Down. . . . . Cash 35.50

### KODAK PONY BANTAM CAMERA 31.50

(Not shown.) Similar in appearance, size and construction to Pony 135 (B) on opposite page, but uses convenient 8-exposure Bantam 828 film—just enough for the weekend—mounted in standard 2x2 color slide mounts, (negative size 1½x1½ in.), for use in any 35mm slide projector.

**LENS**—Coated f/4.5 Kodak Anaston, stops down to f/22, focuses from 3 ft. to infinity. **SHUTTER**—Kodak Flash 200 with speeds from 1/25 to 1/200 second, plus bulb. Synchronized to 1/100 with SM or SF bulbs, 1/25 with No. 5 or 25. 5-millisecond delay for electronic flash. ASA fitting for flash units. Optical eye-level viewfinder. Black plastic body, metal front plate and lens tube. Red window instead of automatic exposure counter. **LENS MOUNT DIAMETER**—1¼ in.  
67 HN 482L—No Credit Charge. Postpaid. \$3.50 Down on Terms. . . . . \$31.50  
67 H 483—Wards Leather eveready case for Pony Bantam. Ship. wt. 8 oz. . . . . 4.78

### HANDBOOK FOR ALL PHOTOGRAPHERS ONLY 2.69

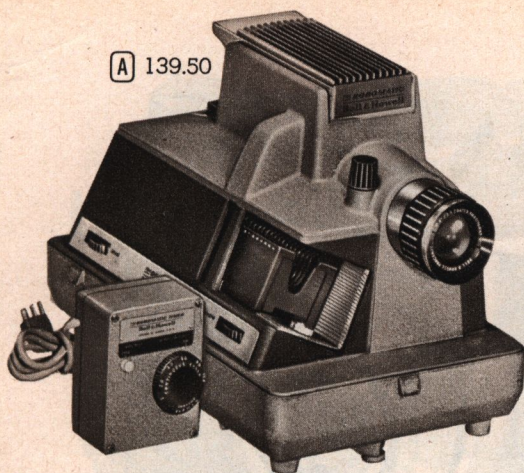
(Not shown.) "This Is Photography"—a complete handbook for both experienced and beginning amateur photographers. Published by Eastman and written by experts in non-technical, easily understood style. 260 pages with illustrations.

67 H 4823—Heavy board covers. Ship. wt. 1 lb. . . . . \$2.69

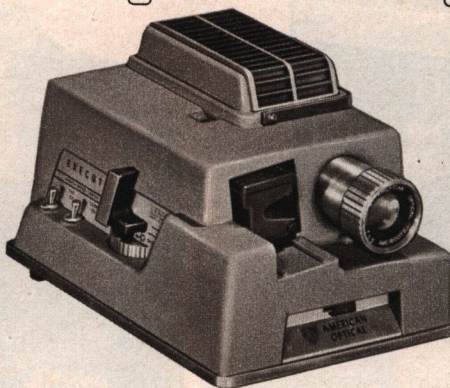
### AN EASY WAY TO DRY SLIDE GLASS AFTER WASHING

You can make a simple drying rack for slide glass by stretching an ordinary screen door spring and nailing the ends to a board. Glass will fit between the spring's coils and will dry evenly. If you're in a hurry, let an electric fan blow over glass.

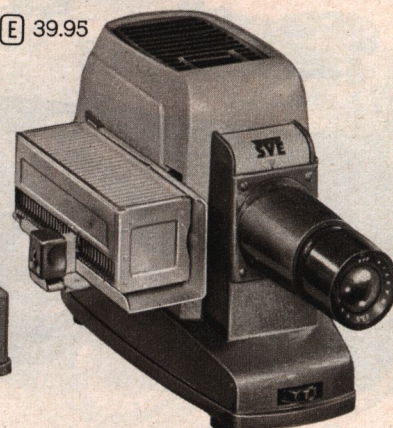




A 139.50



C 77.50



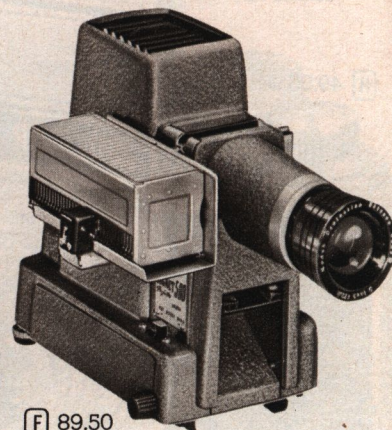
E 39.95



B 144.50



D 69.95



F 89.50

## 18 Projectors For 2" x 2" And 2 3/4" x 2 3/4" Slides

NATIONALLY ADVERTISED BRANDS . . . FOR BANTAM, 35MM, REFLEX, AND 1/2-STEREO SLIDES

### TDC ROBOMATIC 500 WATT 139.50

**A** For 2x2-in. slides. 5-in. f/3.5 lens. Made by Bell and Howell. Change 30 slides automatically, at any interval from 5 to 90 seconds; or instantaneously, whenever you press button No. 1 on Remote Control Box, or button No. 2 located on back of projector. Tray moves forward, or in reverse. Projects cardboard, metal, plastic, glass, or intermixed slides with equal efficiency and sharpness of image. Uses TDC Selectrays (described on Pg. 14). Shutter darkens screen while you change trays. Focusing knob insures needle-sharp image. 1/2-Stereo slides may also be projected, by manual manipulation. Die-cast metal alloy body. Permanently lubricated motor. Complete with Selectray, Robomatic Timer with 10-ft. cord, and convenient snap-on carrying case. Order extra TDC type trays on Pg. 14. No charge for credit. 67 HN 677 L—Postpaid. \$14 Down. . . . . \$139.50  
67 HP 664—25-ft. EXTENSION CORD FOR ROBOMATIC. Postpaid. 4.95  
67 HP 665—MANUAL CHANGER. For pre-viewing slides, Ppd. 2.95

### REVERE 888 500 WATT 144.50

**B** For 2x2-in. slides. 5-in. f/3.5 lens. Project 36 slides in any type mount, without touching projector. Choose any of 3 speeds: Slow (18-second interval); Medium (12 seconds); or Fast (7 Seconds). Semi-automatic operation permits viewing slides for as short or as long a period as you wish. Time-cycle may be controlled from any point in room, by using Remote Control Switch available below. Built-in pointer for pin-pointing important details. Iris diaphragm creates pleasant "fade-in" and "fade-out" of all slides. Knob, for precision focusing. 7 1/2-in. screen in cover, for table-top viewing. Special slot for viewing 1/2-Stereo slides. All-metal construction. Complete with 7 trays which hold 36 slides each, in any type mount; and carrying case. Extra trays on Pg. 14. 67 HN 670 L—Postpaid. \$14.50 Down. . . . . \$144.50

REMOTE CONTROL SWITCH FOR REVERE 888. Simply press switch on end of cord, to automatically change any slide in magazine. 67 HP 672—Complete with 25-ft. cord. Postpaid. . . . . \$7.50

REVERE 553 AND 555 (not pictured). For 2x2-in. slides. Same as (B) above, but without iris diaphragm. Transport lever on manually operated changer, advances tray. With 7 trays, and case.

67 HN 674 L—REVERE 555—With 500-watt lamp. \$9.00 Down. \$89.50  
67 HN 673 L—REVERE 553—With 300-watt lamp. 8.00 Down. 79.50

### AMERICAN OPTICAL 300 WATT 77.50

**C** For 2x2-in. slides. 5-in. f/3.5 lens. New low, silhouette model. All controls confined to small instrument panel located on right side. New type slide tray holds 40 slides in any type mount. Illuminated index window shows number of slide being projected, at any given moment. Blue filter eliminates "glare" on screen, while you change slides. New type condensing system guaranteed against heat breakage. Die-cast aluminum body, finished in chip-proof baked enamel. Heat directed forward, away from operator. Built-in screen, in cover of case, for table-top viewing. Permanently lubricated motor. Complete with deluxe, fabric-covered case, and one tray. Order extra trays on Pg. 14. Postpaid. 67 HP 662 L—\$8.00 Down. . . . . Cash \$77.50

AMERICAN OPTICAL 500. (Not pictured.) Same as (C) above, with 500-watt lamp. 67 HP 663 L—With case. . . . . Cash \$84.50

### VIEWLEX PROJECTOMATIC 69.95

**D** For 2x2-in. slides. 5-in. f/3.5 lens. Finger-tip lever moves tray forward or reverse. Smooth gliding, push-pull action inserts, refiles slides, and advances tray in one easy operation. Visual slide selector permits quick review of any slide in the tray. Built-in shutter, coupled with changer, eliminates startling "flash," between slides; prevents eye-strain. Exclusive "light multiplier" optical system with over-size optics, greatly increases brilliance of 300 watt lamp. Aluminum high-pressure cast body, and self-contained case which holds extra tray. Cleverly recessed cord. Complete with rugged snap-on case, and 6 trays, which hold 30 slides each, in any type mount. For extra trays see Page 14. Postpaid. 67 HN 635 L—\$7.00 Down. . . . . \$69.95

### SVE SKYLINE 300 WATT 39.95

**E** For 2x2-in. slides. 5-in. f/4.0 lens. Made by Society for Visual Education. Gentle push-pull action projects and refiles slides; advances tray. Spiral grooved lens mount permits critical, hairline focusing. Complete with Airequist changer (described on Pg. 14), which holds 36 slides in cardboard mounts. Entire condenser system may be removed as a single unit, for cleaning or bulb replacement. Aluminum housing, with decorative enamel finish. Ship. wt. 12 lbs. 67 H 616 L—\$4.00 Down. . . . . Cash \$39.95

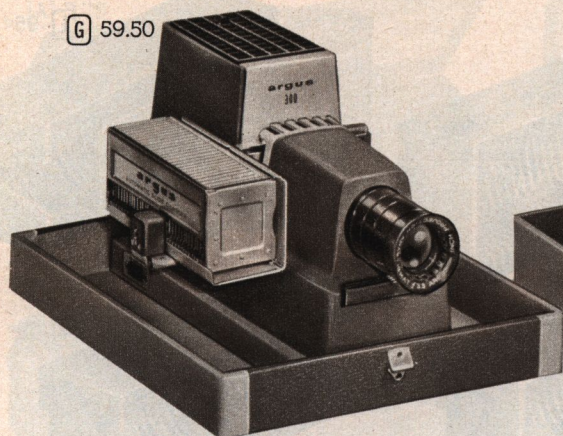
CASE FOR SKYLINE PROJECTOR ABOVE. Fabric-covered plywood case holds projector with Airequist changer in place. 67 H 618—Ship. wt. 7 lbs. . . . . \$8.95

### KODAK SIGNET 500 WATT 89.50

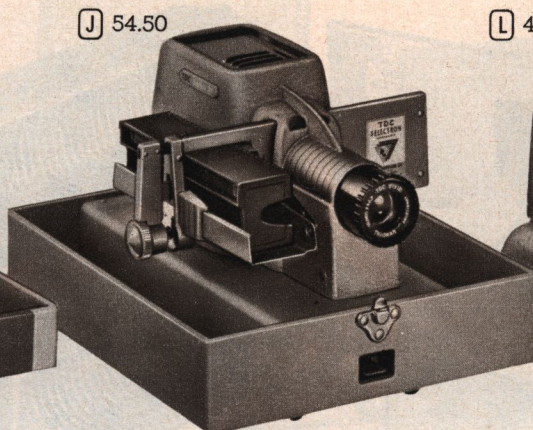
**F** For 2x2-in. slides. 5-in. f/2.8 lens. Combination of 500-watt lamp, and extra-fast f/2.8 lens, together with the superb optics and special condenser system of Kodak Signet, projects an image so bright that total darkness is not necessary for viewing. Individually spring-loaded front legs adjust, to compensate for any irregularity in table-level. Very quiet blower. Complete with Airequist changer (described on Pg. 14) which holds 36 slides in cardboard mounts. Aluminum housing with attractive tan baked-enamel finish. Permanently lubricated motor. Extra-long, 12-ft. cord. Order extra trays on Pg. 14. Postpaid. 67 HN 668 L—\$9.00 Down. . . . . \$89.50

CASE FOR KODAK SIGNET ABOVE. Durable plywood, with fabric cover. Holds projector with Airequist changer in place. 67 HP 667—Postpaid. . . . . \$9.95

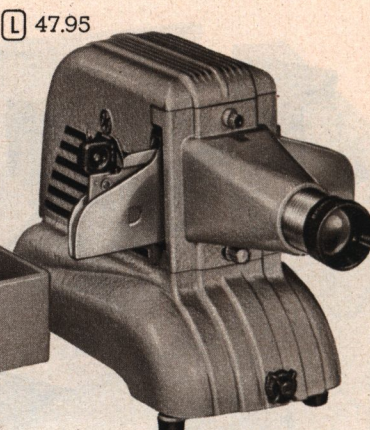




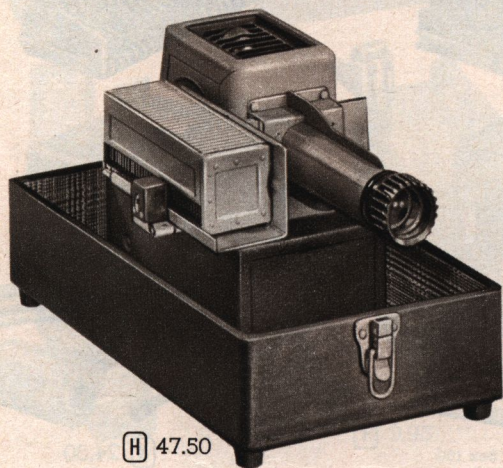
**G** 59.50



**J** 54.50



**L** 47.95



**H** 47.50



**K** 29.95



**M** 67.50

## In a Price Range to Fit Every Budget

LUGGAGE-STYLE, SCUFF-RESISTANT CASES . . . 110-120 VOLT, 60-CYCLE AC . . . UL LISTED

### ARGUS III AUTOMATIC 300 WATT 59.50

**G** For 2x2-in. slides, 4-in. f/3.3 lens. Oversize, triple condensers and unique Argus air-gap, give extra precaution against heat. Exclusive "slide editor" included; makes it possible to preview each slide before placing it in magazine. Equipped with Airequipt changer (described on Page 14), which holds 36 slides in cardboard mounts. Metal housing. Sturdy fabric-covered plywood case holds projector with changer in place; has storage space for 13 trays. Complete with 1 magazine, carrying case. No credit charge. 67 HN 644L—Postpaid. \$6.00 Down. . . . . \$59.50

ARGUS III STANDARD. Same as (G) above, but with sliding manual carrier which holds two slides. Airequipt changer described on Pg. 14, can be easily added later, if you wish to convert to automatic operation. Cardboard carrying case included. No credit charge.

67 HN 645 L—Postpaid. \$4.00 Down. . . . . \$37.50

CASE FOR ARGUS III STANDARD. Luggage-type. Plywood, with fabric cover. Space provided for extra magazines, in case you eventually convert to automatic operation.

67 HP 646—Postpaid. . . . . \$8.95

### BRUMBERGER ROCKET 300 WATT 47.50

**H** For 2x2-in. slides, 5-in. f/3.5 lens. Gentle push-pull action projects, retrieves slides and advances tray in one operation. Spiral-groove lens mount for accurate focusing. Finger-tip control for centering image on screen. Large blower assures quiet, cool operation. Complete with Airequipt changer (described on Pg. 14) which holds 36 slides in cardboard mounts. Metal housing. Built into its own handsome, fabric-covered plywood case with lift-off cover. Space provided in case, for 5 extra trays. Order extra trays on Pg. 14. Ship. wt. 11 lbs.

67 H 648L—\$5.00 Down. . . . . Cash \$47.50

### TDC HEADLINER 303-300 WATT 54.50

**J** For 2x2-in. slides, 4-in. f/3.5 lens. Made by Bell and Howell. Quiet push-pull movement projects and re-files slides, as magazine moves forward. Complete with Selectron changer (described on Pg. 14), which holds 30 slides in any type mount. Helical lens mount provides sharp, crisply defined pictures. Aluminum housing. Scratch-proof, stain-resistant case, with space for 2 extra trays. Order extra trays on Pg. 14.

67 HN 655 L—Postpaid. \$5.50 Down. . . . . \$54.50

### MANSFIELD MANUAL 300 WATT 29.95

**K** For 2x2-in. slides, 5-in. f/3.5 lens. Wards lowest priced, blower-cooled projector. Manual 2-way changer. Embodies many features usually found only in higher-priced projectors. Metal construction. Airequipt changer (described on Pg. 14) may be added at any time.

67 H 628 L—Wt. 10 lbs. \$3.00 Down, Cash \$29.95

MANSFIELD MIDWAY AUTOMATIC. (Not pictured.) Same as (K) above, but complete with Airequipt changer (Pg. 14), which sells for \$14.95 when purchased separately. Ship. wt. 11 lbs.

67 H 627 L—\$4.00 Down. . . . . Cash \$39.95

CASE FOR TWO MANSFIELD PROJECTORS ABOVE. Holds projector, with changer in place.

67 H 629—Ship. wt. 7 lbs. . . . . \$6.75

ABOUT PROJECTION BULBS. Under ordinary circumstances, projection bulbs have a long life span; often last for years. To prevent the disappointment of a burned-out bulb, keep a spare on hand. Projection bulbs are extremely sensitive when hot. To prolong the life of your bulb, avoid moving or jarring your projector after viewing, until it is cool. For replacement bulbs for (D) Viewlex and (L) Riviera order bulb No. 67HP3126. For all other 300-watt projectors above, order bulb No. 67HP3112. For all 500-watt projectors above, order bulb No. 67HP3124. See Pg. 44 for all bulbs.

### BRUMBERGER RIVIERA 2 3/4 x 2 3/4 47.95

**L** For 2 3/4 x 2 3/4-in., 2x2-in., and 1/2-Stereo slides. Designed specially for those who use reflex cameras, with resulting 2 3/4-in. slides. Also accepts 2x2-in., and 1/2-Stereo, with Carriers sold below. Large, over-size condensers give complete coverage of large 2 3/4-in. slides. Heat-absorbing filters protect slides. Motor shock-mounted on rubber. Precision cast-aluminum housing, baked-enamel finish. Exclusive swivel-mounted changer corrects tilt. Ship. wt. 14 lbs.

67 H 640 LT—\$5.00 Down. . . . . Cash \$47.95

CASE FOR BRUMBERGER RIVIERA ABOVE. Luggage-type, with lift-off cover. Snaps on two sides.

67 H 641 T—Ship. wt. 7 lbs. . . . . \$8.95

CARRIER FOR PROJECTING 2x2-IN. SLIDES.

67 H 642 T—Ship. wt. 12 oz. . . . . \$3.45

CARRIER FOR PROJECTING 1/2-STEREO SLIDES.

67 H 643 T—Ship. wt. 12 oz. . . . . \$3.45

### TDC STREAMLINER DUO 2 3/4 x 2 3/4 67.50

**M** For 2 3/4 x 2 3/4-in. or 2x2-in. slides, 5-in. f/3.5 lens. Made by Bell and Howell, for those who use reflex cameras with resulting 2 3/4-in. slides. Geared focusing assures clear, sharp image. Aluminum die-cast housing. Complete with manual changer for 2 3/4-in. slides, but also accepts Selectron changer (described on Pg. 14), which holds thirty 2x2-in. slides in any type mount.

67 HN 675 LT—Postpaid. \$7.00 Down. . . . . \$67.50

TDC STREAMLINER DUO 500. (Not pictured.) Same as (M) but with 500-watt, 6-in. f/3.5 lens. Complete with 2 manual changers: one for 2 3/4 x 2 3/4-in. slides, and one for 2x2-in. slides. Postpaid.

67 HN 676 LT—\$8.50 Down. . . . . \$84.50

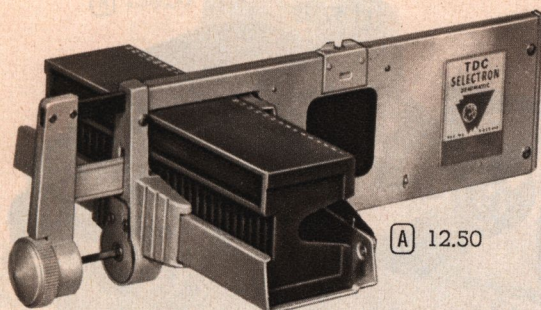
CASE FOR TWO STREAMLINER DUOS ABOVE. Lift-off style. Plywood, with attractive fabric cover.

67 H 678 T—Postpaid. . . . . \$9.50

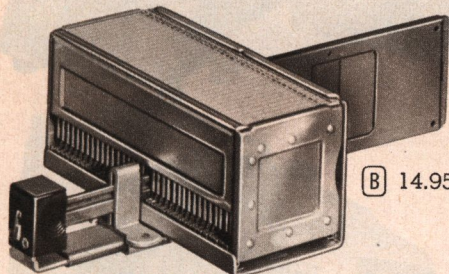
NO CHARGE FOR CREDIT ON PROJECTORS G, J AND M ABOVE. SEE PAGE 82 FOR DETAILS.

WARDS 13





**A** 12.50



**B** 14.95

## Slide Changers

TO CONVERT YOUR PROJECTOR

**A** TDC SELECTRON 2X2 SLIDE CHANGER. Fits all TDC projectors except Headliner 200. Each tray holds 30 slides in any style mount: cardboard, metal or glass. Push-pull action feeds slide into projector, half-turn of knob on sliding bar delivers next slide and withdraws previous slide. Numbered slots. Aluminum construction. Complete with one plastic tray with cardboard cover and index.

67 HP 3460—Postpaid.....12.50

**B** AIREQUIPT 2X2 SLIDE CHANGER. For 35mm and Bantam slides in cardboard ready-mounts. Push-pull of lever delivers new slide, re-files previous slide. Cardboard index with acetate shield. Fits almost any 2x2 projector including American Optical, Bell & Howell, Brumberger, Golde, Kodak, Mansfield, Viewlex and TDC. Aluminum construction. Magazine holds 36 slides in metal frames. See Emde Glass Mounts (J) at right. State make and model of your projector.

67 HP 3470—Postpaid.....14.95

67 HP 3469—Above changer for Argus Slide Projectors. State Model No. Postpaid.....14.95

### CASES FOR MAGAZINES AND TRAYS

**C** WARDS MAGAZINE AND TRAY CASE. Holds 12 Airequipt magazines (H) or 12 trays (G), (L) or (M). Hinged cover, luggage-type clasp. Rubber feet. Plastic handle. Plywood construction. 12x8x8 in.

67 H 3453—Ship. wt. 4 lbs. 8 oz.....4.95

**D** BAJA DE LUXE CASES. Custom built. Plywood and masonite with brown luggage fabric and leatherette covering. Plastic handle. Lined cover has double catches.

For TDC or Viewlex Trays. Holds 16 trays (G), (L) or (M). Size 11 $\frac{3}{8}$ x11 $\frac{1}{8}$ x7 $\frac{3}{8}$  in.

67 H 3454—Ship. wt. 6 lbs.....8.95

For Airequipt Magazines. Holds 16 Airequipt magazines (H) or 14 magazines plus changer. Size 12 $\frac{1}{2}$ x6 $\frac{3}{8}$  in.

67 H 3455—Ship. wt. 6 lbs.....8.95

For Revere Trays. Holds 15 Revere type trays (F). Size 13x9x8 in.

67 H 3466—Ship. wt. 7 lbs.....8.95

**E** BRUMBERGER MAGAZINE CASE. Strong, welded, all-steel construction with convenient carrying handle. Index card for quick selection of slides. Platinum gray hammertone enamel finish. Space for 12 Airequipt Magazines. Size 6 $\frac{1}{2}$ x9x11 in. See special offer on Page 40.

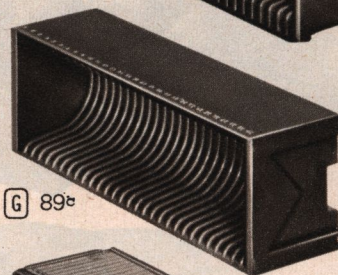
67 H 3458—Ship. wt. 6 lbs.....5.45

Brumberger TDC and Viewlex Tray Case. Holds 12 trays (G), (L) or (M). Size 7 $\frac{1}{2}$ x9x10 $\frac{1}{2}$  in.

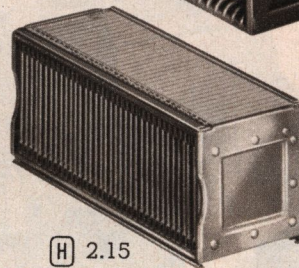
67 H 3459—Ship. wt. 7 lbs.....6.45

14 WARDS 2

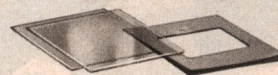
**F** 2.98  
Set of 2



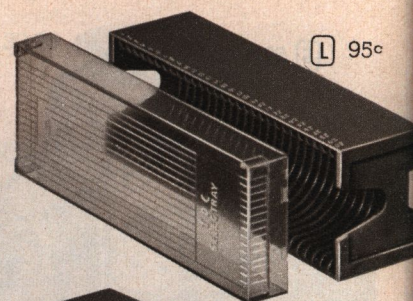
**G** 89¢



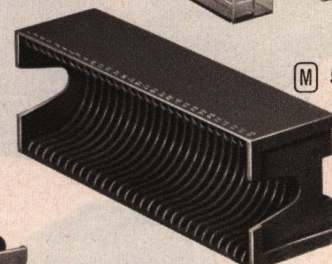
**H** 2.15



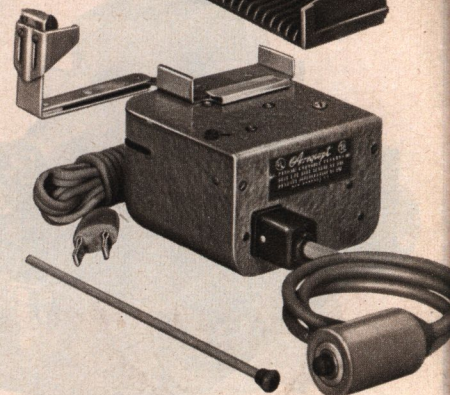
**J** 6.49 Box 100



**L** 95¢



**M** 59¢



**K** 24.50

## Trays, Magazines, and Files

**F** REVERE SLIDE TRAYS. For Revere projector. Holds 36 cardboard or glass-mounted slides. Sturdy plastic. Numbered slots for slides.

67 HP 3463—Postpaid. Set of 2.....2.98

Economy Yankee Slide Tray (not shown). For Revere Projector. Plastic tray holds 36 cardboard or glass slides.

67 H 3464—Ship. wt. 8 oz. Set of 2. 1.69

**G** VIEWLEX SLIDE TRAY. For Viewlex projector. Plastic tray holds 30 cardboard or glass mounted slides.

67 H 3465—Ship. wt. 4 oz.....89¢

**H** AIREQUIPT MAGAZINES. Extra aluminum tray for Airequipt Changer (B). Holds 36 slides in readymounts. Acetate cover with index card. With 36 metal frame holders. See protective Emde-glass mounts below.

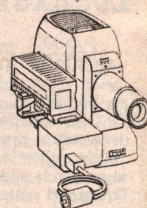
67 H 3471—Ship. wt. 8 oz.....2.15

**J** EMDE GLASS MOUNTS. For Airequipt magazine above. Insert unmounted slide into slots in aluminum mask, cover with special thin glass and slip into frame. Box of 100 set.

67 H 3468—Ship. wt. 1 lb. 8 oz....6.49

**K** AIREQUIPT REMOTE CONTROL (see drawing at right). For Airequipt Changer (B). Motor driven unit attaches easily to any Airequipt or Argus magazine changer. Change slides by touching a button on end of the 15-ft. cord. Slides are automatically returned to their correct sequence in file.

67 HN 3467—Postpaid....24.50



**L** TDC DE LUXE SELECTRAY. For TDC Selectron Changer (A) at left. Holds 30 cardboard or glass-mounted slides. Black plastic with transparent cover which overlaps upper edge to form snug-fitting, dust-proof unit. Numbers engraved in white on side of each slot. Space on end of tray for pertinent data.

67 H 3462—Numbered index. Ship. wt. 6 oz....95¢

**M** ECONOMY SLIDE TRAY FOR TDC. Tray is same construction as (L) above, but numbers printed on side with white enamel. Cardboard cover. With numbered index. Space on end of cover for data.

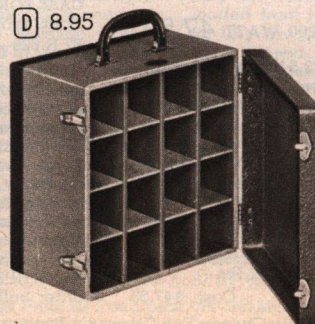
67 H 3461—Ship. wt. 6 oz.....59¢

AMERICAN OPTICAL MAGAZINE (not shown). Similar in construction and appearance to (M) above but holds 40 cardboard or glass-mounted slides. For American Optical Executive Projector.

67 H 3436—Ship. wt. 6 oz.....95¢



**C** 4.95

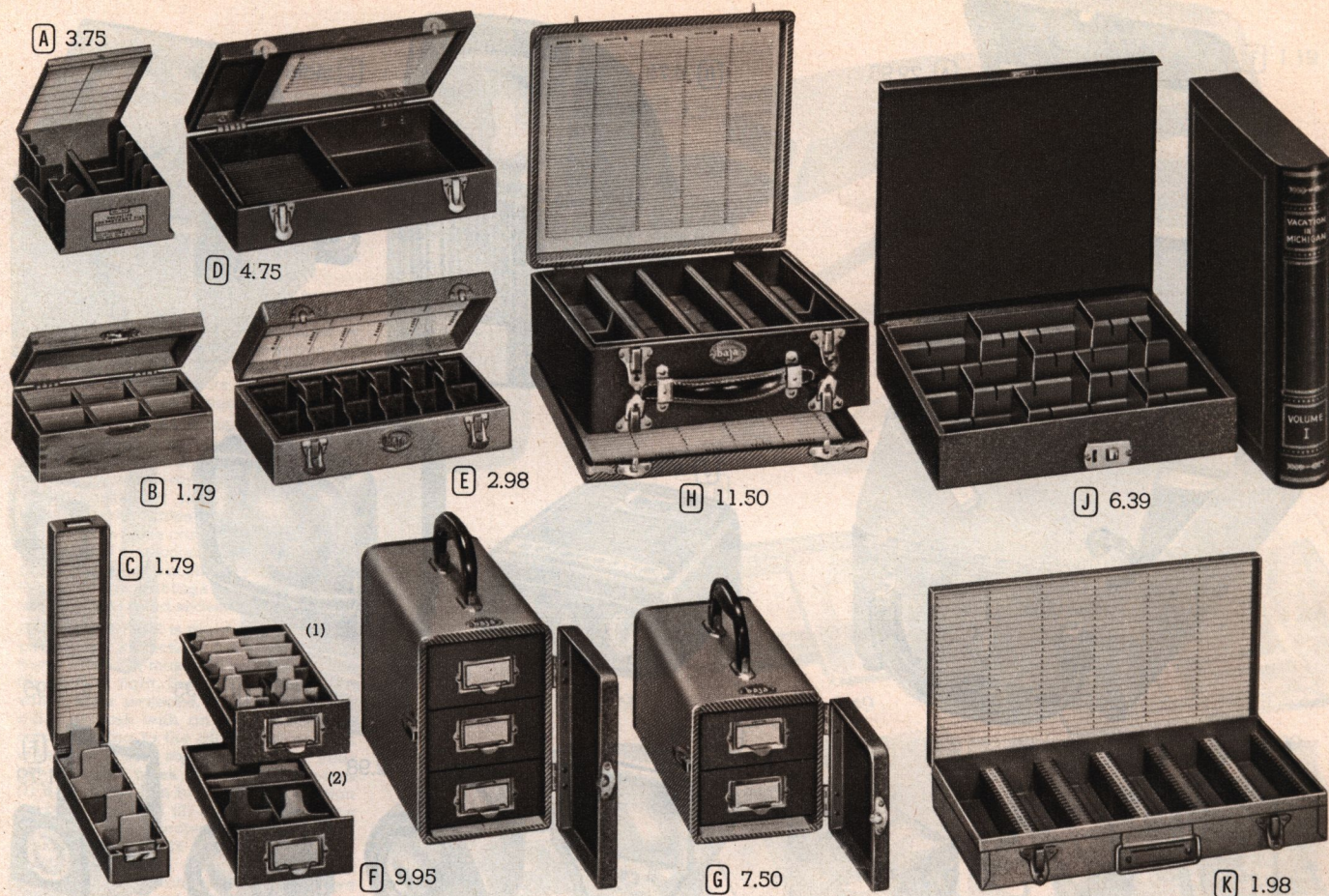


**D** 8.95



**E** 5.45





## Protect Your Color Slides in Indexed Files

### COMPACT SLIDE FILES

**A** KODASLIDE COMPARTMENT FILE. For 35mm or Bantam. Compact—fits into a small space, yet carries 240 cardboard or 96 glass slides. Each of 12 compartments keeps slides in place whether you carry a few or a full box—each folds out for use, or locks into fixed position when cover is closed. Gray metal box has red plastic compartments. Size 7x5x2¼ inches. Index in lid.

67 H 3404—Ship. wt. 1 lb. 8 oz. .... 3.75

**B** NEGA-FILE. Holds 180 35mm or Bantam or 100 stereo slides in cardboard mounts—half as many glass mounts. Built of solid, well-seasoned hardwood; brass plated hardware. Snap-catch on cover. Natural finish. 7¼x3⅞x2¾ in.

67 H 3446—Ship. wt. 12 oz. .... 1.79

**C** KODASLIDE 2x2 READY FILE. Made of non-shatterable polystyrene—light and long wearing plastic. Takes two hundred 2x2 cardboard mounts, 66 glass mounts, or 100 stereo mounts. 4 index cards provided to permit filing into 5 groups. Compact size—only 9½x2½x2¼ in.

67 H 3447—Ship. wt. 6 oz. .... 1.79

**D** BAJA STEREO FILE. A stereo slide and viewer carrying case that may be tucked under your arm. Bottom slots hold 31 glass-mounted or metal-mounted slides individually. Space for viewer built into carrying case. Sturdy plywood frame, maroon fabric covering. Accommodates Revere or Realist stereo viewers. Snap lock.

67 H 3444—Ship. wt. 2 lbs. 4 oz. .... 4.75

67 H 3445—Same as above but holds 62 mounted slides. Ship. wt. 3 lbs. 4 oz. .... 6.50

**E** BAJA BOOK-SIZE SLIDE FILE. Easy to carry under your arm, holds all the slides you need for an evening's showing. Made of sturdy plywood covered with durable, brown tweed fabric. Group-file holds about 150 glass mounted slides or 450 cardboard mounts, in groups.

67 H 3437—9¼x5¼x2⅜ in. Ship. wt. 2 lbs. .... 2.98

### DELUXE BAJA SLIDE CASES

**F** Durable plastic drawers have removable metal dividers to accommodate either 35mm and Bantam (2x2) or stereo slides. Group filing drawers like (1) shown above separate slides in subject-groups with fiber dividers. Individual filing drawers like (2) shown above have slotted bottoms to hold each slide separately—permit you to fan the tops of the slides for quick identification without lifting. Plywood case covered with two-tone brown tweed luggage-type plasticized fabric with brown leatherette trim—long wearing, scuff-proof. Hinged dust-tight door. Four metal feet protect case from damage. Polished brass hardware. Quantities indicated below are for 35mm or Bantam slides (in 2x2-in. mounts)—hold half as many stereo slides.

**(F)** THREE DRAWER GROUP FILE. With drawers like (1) above. Holds 450 glass-mounted or 1350 cardboard-mounted slides.

67 H 3440—Ship. wt. 5 lbs. .... 9.95

67 H 3441—THREE DRAWER INDIVIDUAL FILE. With drawers like (2) above. Holds 276 glass or cardboard-mounted slides. Ship. wt. 5 lbs. .... 9.95

**(G)** 2-DRAWER GROUP FILE. With drawers like (1) above. Holds 300 glass-mounted or 900 cardboard-mounted slides.

67 H 3438—Ship. wt. 4 lbs. 8 oz. .... 7.50

**SIX DRAWER FILE.** All features described above. Large capacity group-type file—holds 900 glass mounted or 2700 cardboard mounted slides (half as many stereo slides). Has 2 tiers—each containing 3 drawers. Drawers look like (1) above with removable metal dividers to fit both stereo, regular 35mm slides. Without handles—built to stack.

67 H 3442—Ship. wt. 8 lbs. .... 17.95

**BAJA PAVELLE SLIDE FILE** (not shown). Same construction as slide files above. Especially designed for storing and carrying the red plastic file boxes in which slides processed by Pavele are returned. 3 sliding drawers—each holds 12 boxes, for a total capacity of over 750 slides.

67 H 3449—Ship. wt. 5 lbs. .... 4.95

### LARGE CAPACITY FILES

**H** BAJA TWO-COMPARTMENT SLIDE FILE. Files 35mm or Bantam slides individually. Opens from either side; holds 500 glass slides or cardboard readymounts. Index card on each cover. Two-tone brown artificial leather covering. Use Wards Monthly Payment Plan ... See Page 82.

67 H 3403—12x10¾x5 in. Ship. wt. 8 lbs. .... 11.50

**J** HOB-B-BOOK SLIDE FILE. "Album" with gold-tooled design, personalized titles, is actually a group file. Fabricoid waterproof, scuffproof cover, sturdy plywood frame; like Maroon Hob-B-Book albums (Pg. 81). Index dividers with labels. Key lock. Includes order blank for personal 3-line title and 2-line volume number which manufacturer stamps in 24K Gold at no charge. Ship. wt. 2 lbs. Use Wards Payment Plan Pg. 82.

67 H 3364—For 35mm or Bantam slides.

Holds 350 glass slides or 700 readymounts. .... 6.39

67 H 3341T—For Stereo. Holds 175 glass or 350 readymounts—or remove dividers to hold

Kodak, Brumberger viewers. .... 6.39

**K** WARDS SLIDE FILE. Large, attractive case with numbered individual slots to protect your slides. Heavy-gauge all steel construction. Gray crackle enamel finish. Convenient, steel carrying handle. Snap locks on lid. Complete index inside lid shows where every slide is. Use Wards Monthly Payment Plan—See Page 82.

67 H 3349—For 35mm and Bantam. Holds 300 readymounts or 150 glass slides. Size about 7½x14½x2½ in. Ship. wt. 2 lbs. 4 oz. .... 1.98

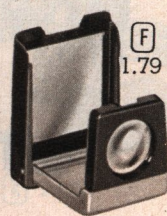
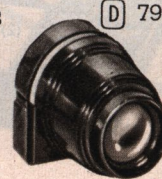
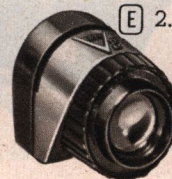
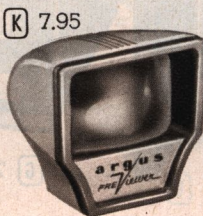
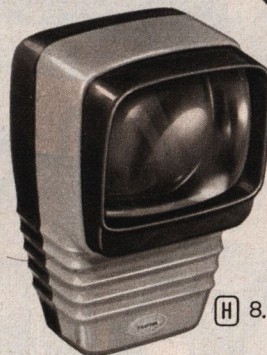
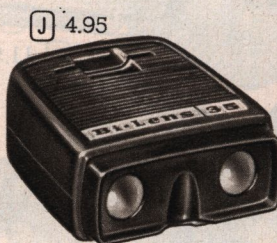
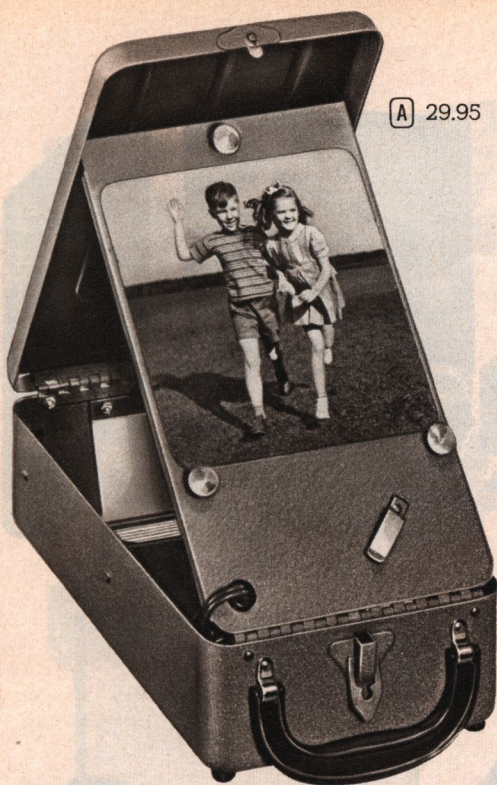
**BRUMBERGER SLIDE FILES** (not shown). Same heavy gauge steel construction as above. Gray crackle enamel finish. Convenient index in lid.

67 H 3448—Extra-large capacity file for 35mm and Bantam. 6 compartments, removable dividers for group filing. Holds 660 cardboard mounted, or 330 glass mounted slides. 14½x7½x2½ in. Ship. wt. 2 lbs. 4 oz. .... 2.79

67 H 3328—Holds 100 2¾x2¾ slides. Size 7½x14½x2¾ in. Ship. wt. 3 lbs. 8 oz. .... 3.29

WARDS 15





## New Port-A-View

### TABLE VIEWER FOR EXTRA LARGE PROJECTION

- BIG 6X6-IN. SCREEN shows slides enlarged 4½ times
- MAGAZINE SLIDE CHANGER—holds 36 readymounts
- PORTABLE AND COMPACT—carry it anywhere
- PICTURES ARE EXTRA-CLEAR—focuses sharply

**A** This new table viewer offers you an exciting big way to project all your 35 mm and Bantam slides even in lighted room. You'll enjoy the easy operation (see view 2 above): a simple push pull motion sets each new slide in place. Yet in view 3 above, you see how easily accessible the working parts of the viewer are. It will open out flat. A bright 50 Watt lamp insures sharp, clear pictures. To focus, simply adjust lever inside case. Brown crackle finish.

67 H 614LT—110-120V AC or DC. Ship. wt. 5 lbs. .... 29.95

### TABLE MODEL TDC DUO VIEWER

**B** Lightweight and compact, a lighted table viewer. Shows 35 mm, Bantam, or 2¼x2¾-in. slides. Simply plug in, turn the switch and view your slide in a fully lighted room through a brilliant 3x3-in. magnifying lens. 5x7x6-in. big. Brown Bakelite. Cord, 7-Watt bulb included.

67 HP 3323—No credit charge. *Postpaid* ..... 9.75

### BRUMBERGER TABLE MODEL SLIDE VIEWER

**C** You see the image through large magnifying lens, sharp picture—bright and clear. Hinged adapter centers all 35 mm, Bantam, and 2¼x2¾-in. slides. Electrically lighted for greater brilliance—plugs into 110-V outlet. Sturdy all-metal construction for durability. Comes complete with switch, bulb and six-ft. cord.

67 H 3420—Ship. wt. 2 lbs. 8 oz. .... 4.98

### GUILD MINI-MASTER VIEWER

**D** For all 35mm and Bantam slides. Here is a good but inexpensive viewer that you can use as a "second," or one that you can send to friends or family for viewing your slides. Lucite lens gives highest magnification in the low-priced field. Fixed-focus eye-piece. Hold up to light when viewing.

67 H 3303—Ship. wt. 4 oz. .... 79¢

## Viewers for Color Slides

### GUILD V-2 DOUBLE LENS VIEWER

**E** A fine non-lighted viewer for all 35mm and Bantam slides. Simply hold viewer up to any light source for easy viewing of your transparencies. Has color-corrected double lens for sharper images. Its precision focusing eye-piece (removable for cleaning) provides maximum magnification so you can enjoy every fine detail of your pictures. Pleasing 2-tone green colored plastic case is 2¼x2¼x3 in. overall for convenient viewing and handling.

67 H 3300—Ship. wt. 4 oz. .... 2.98

### KODAK FOLDING POCKET VIEWER

**F** Shows all 35mm and Bantam slides. Here is the handiest viewer we have to offer. Cleverly designed for maximum efficiency and compactness so you can carry it right along with you in your pocket. It collapses to about half the size of a package of cigarettes, 2¼x2¼ in. Snaps open at the touch of a finger with automatic spring. Simply insert transparency and hold up to any light source. Its excellent 1-inch lens gives bright, sharp image with no cut corners. A friction-type catch insures proper closure. Colorful plastic body.

67 H 3322—Ship. wt. 4 oz. .... 1.79

### ILLUMINATED MAGNIFYING VIEWER

**G** A new viewer with convenient features you'll appreciate. Simply place a slide in the slot and push down. Viewer automatically lights up and magnifies your slide to give a clear, sharp image. Viewer telescopes easily to fit in your pocket, automatically unfolds when slide is placed in slot. Large glass lens is nearly 1½x1½ in. White plastic construction. Made in Japan.

67 H 3305—With batteries. Wt. 6 oz. .... 3.95

### NEW VISTAR GUILD VIEWER

**H** All of the latest features are built into this fine "Push-button" focusing viewer. Has two distortion-free Craftar Anastigmat lenses—especially chosen because of their precise optical quality and high light transmission. The 3-plus power magnification provides brilliant uniform coverage. Convenient film slide carrier automatically activates battery operated light. Dual automatic light shut-off. Lens hood eliminates reflections, telescopes into viewer body when not in use. Beautiful streamlined body is constructed of high impact styrene—resists breakage. Viewer shows 35mm and Bantam, slides in 2x2-in. mounts. Batteries included.

67 H 3310—Ship. wt. 10 oz. .... 8.95

### NEW SAWYER BI-LENS VIEWER

**J** You'll get thrilling new viewing pleasure with this Bi-Lens viewer because it lets you see your slides naturally with two eyes. Eyestrain is greatly reduced too. Easy to use, simply place slide into slot and hold up to any light source. Sturdy plastic body is conveniently sized for easy holding. Shows all 35mm and Bantam 2x2-in. slides.

67 HP 3308—*Postpaid* ..... 4.95

### ARGUS "PRE-VIEWER"

**K** The Argus viewer has a large 2x3-inch screen. It's especially designed to give you quick, clear hand viewing. Self-illuminated. Shows all 35mm and Bantam slides. Perfect for use until you have enough slides to warrant buying a projector. Simple to focus. Attractively designed. *Postpaid*.

67 HP 3302—With batteries. .... 7.95



## HOW TO ORDER SLIDE EQUIPMENT TO PROTECT YOUR TRANSPARENCIES

35 MM. AND BANTAM are the most popular slide transparencies. The mounts of these slides have an outside size of 2x2 in. and are generally referred to as 2x2-in. slides. Although the picture area of the Bantam slide is slightly larger, a viewer or projector will accept either slide.

THE 2 1/4x2 1/4-IN. SLIDE is another type of transparency commonly used by amateur photographers, and it is produced by reflex-type or other square negative format cameras using 120 or 620 film. The standard size mounts for these slides is 2 3/4x2 3/4 in. (outside dimensions).

THE 35MM AND BANTAM SIZE transparencies are normally returned from the photofinisher in cardboard mounts (readymounts) for easier and cleaner handling. These cardboard mounts are like (K) listed at right. Slides may be viewed or projected in these cardboard mounts. For permanent protection from dust, fingerprints and heat buckling, you will want the added advantage attained by the use of glass bound slides.

GLASS AND TAPE is the most economical permanent protection. You will need 3 items: glass (C), masks (D) or (E), and tape (F) listed at right. Select a glass size that will fit your projector. You will then require a mask with an outer dimension corresponding to the glass size, and an inner dimension corresponding to your film size. The mask serves two purposes (1) it holds the film in the proper position for projection and (2) it stops extraneous light from being projected on the screen which detracts from the color values of the transparencies. After placing film in the mask, sandwich mask between two pieces of glass and bind them together by running a strip of special binding tape completely around the outer edge. Comco Slide Binder (N) simplifies this work and produces a neat, uniform binding.

METAL SLIDES (G), or (H) at right are desirable because they are complete units that provide faster mounting, greater convenience and durability. You simply insert your transparency between the framed pieces of glass and snap the frames together. Most metal mounts can be reused time and again.

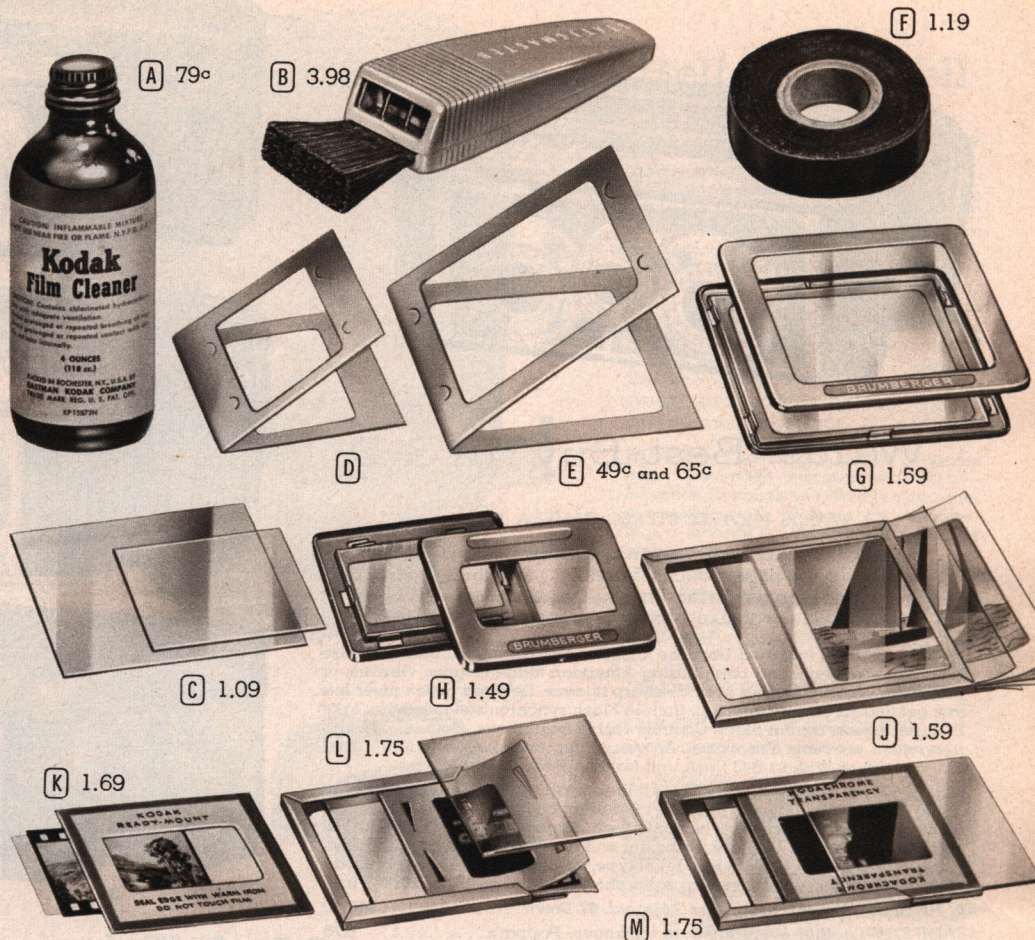
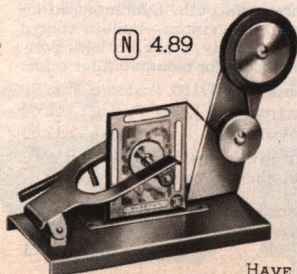
THE EMDE METAL SLIDE (L) has one advantage over the metal slides above. The mask holds the film away from the glass thus eliminating Newton rings (iridescent colored spots) light. Insert transparency into aluminum mask and sandwich between two pieces of glass, then slide into metal frame and close open end.

EMDE METAL READYMOUNT BINDERS (M) are for 35mm or Bantam slides in cardboard readymounts. These binders save mounting time and the thinner glass makes the finished mount as thin as other metal mounts for convenient handling.

### COMPCO SLIDE BINDER

(N) Simplify the binding of your slides in sizes up to 3 1/4 by 4 inches with a Comco Slide Binder. Its sturdy all metal construction assures years of lasting service. Simply squeeze lever and vise grips slide leaving both of your hands free to place tape on edges. Slide revolves smoothly in vise so that tape rolls on evenly, with neatly tailored corners.

67 H 3326—Ship. wt. 1 lb. 8 oz. .... 4.89



## Mounts to Protect Your Slides

(A) KODAK FILM CLEANER. For black and white or color negatives, transparencies, movie film. Moist cloth, which is provided, to clean film.

67 H 4338—4-oz. bottle. Ship. wt. 1 lb. .... 79c

(B) STATICMASTER BRUSH. Neutralizes static and removes dust and lint in one sweep. Polonium strip in durable plastic handle removes static electricity as 1-in. brush sweeps away dust and lint. Fine for cleaning slides, negatives, lenses, and equipment.

67 H 3373—Ship. wt. 6 oz. .... 3.98

(C) GLASSES FOR SLIDES. In standard projection sizes. Package of 100 glasses enough for 50 slides. Choice of two sizes 2x2 in. for 35mm and Bantam; 2 3/4x2 3/4 in. for 2 1/4x2 1/4-in. transparencies. Ship. wts. 1 lb. 6 oz., 3 lbs. 12 oz.

67 H 3306—Size 2 by 2 inches. .... 1.09

67 H 3355—Size 2 3/4x2 3/4 inches. .... 2.29

(D, E) SLIDE MASKS. All sizes have convenient cut-out film guides. Heavy-weight heat-deflecting silver paper. Order glass (C) above.

(D) 67 H 3307—Package of fifty 35mm size masks to fit 2 by 2-inch glass. Ship. wt. 2 oz. .... 49c

67 H 3368—Package of 50 Bantam size masks to fit 2 by 2-inch glass. Ship. wt. 2 oz. .... 49c

(E) 67 H 3304—Package of 50 masks; 2 1/4 by 2 1/4-inch size, to fit 2 3/4 by 2 3/4-inch glass. Ship. wt. 2 oz. 65c

(F) KODAK SLIDE MOUNTING TAPE. Black cloth tape. Excellent for binding any size slides. Not affected by temperature or climate. Each roll 10 yards x 3/8 in. See Comco Slide Binder at left for a simple professional-type method of binding your slides.

67 H 3314—Ship. wt. (2) 8 oz. .... 2 Rolls for 1.19

### SLIDE BINDING TAPE

If the tape overlap is put at the upper right corner you can feel it in the dark when projecting.

(G, H) BRUMBERGER SLIDE MOUNTS. Instantly mounts 35mm, Bantam, or 2 1/4 by 2 1/4-inch transparencies. Simply place your film between the two pieces of glass and snap the interlocking metal frame together. Forms a shockproof carrier to protect slides.

(G) 67 H 3331—2 3/4 by 2 3/4-inch steel mounts for 2 1/4 by 2 1/4-inch film. Ship. wt. 1 lb. 12 mounts 1.59

67 H 3333—Pack 72. Ship. wt. 6 lbs. .... 7.95

(H) 67 H 3330—2 by 2-inch aluminum mounts for 35mm film. Ship. wt. 12 oz. .... 20 mounts 1.49

67 H 3332—Pack 120. Ship. wt. 4 lbs. .... 6.95

67 H 3324—2 by 2-inch aluminum mounts for Bantam film. Ship. wt. 12 oz. .... 20 mounts 1.49

(J) 2 3/4x2 3/4-IN. EMDE SLIDE BINDERS—for binding reflex and other 2 1/4x2 1/4-in. transparencies. Easy to use. Just insert transparency in aluminum mask, sandwich between 2 pieces of glass, slide into aluminum frame and fold over edge of frame.

67 H 3334—Ship. wt. 8 oz. .... Package of 12 1.59

67 H 3335—Ship. wt. 5 lbs. 8 oz. .... Package of 50 6.45

(K) KODAK 35 MM. READYMOUNTS. Fastest, easiest, and most economical 2x2-in. mounts available for 35 mm. slides. Paper guide for easier insertion. Simply pull out guide, seal edge with warm iron.

67 H 3395—Ship. wt. 6 oz. .... Package of 50 1.69

(L) EMDE 35 MM. SLIDE BINDER KIT. Insert transparency in mask, place between glass; slide into lightweight aluminum frame and close the open end.

67 H 3392—Ship. wt. 10 oz. .... Package of 20 1.75

67 H 3393—Ship. wt. 3 lbs. .... Package of 100 7.45

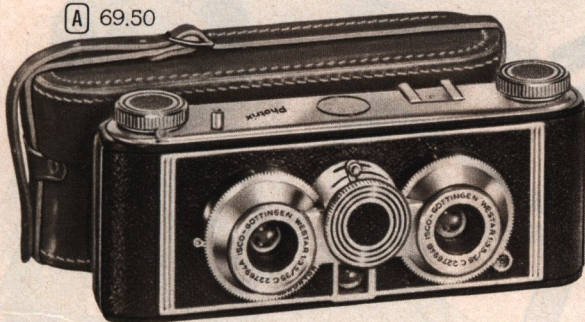
(M) EMDE READYMOUNT BINDERS. For 35 mm. or Bantam slides in cardboard mounts. Easiest, quickest way to permanently mount your transparencies. Insert transparency, cardboard mount and all, between glass; slide into aluminum frame and close the open end. Finished mount is as thin as other metal mounts: Data may be written on outside, in pencil.

67 H 3394—For 20 slides. Ship. wt. 10 oz. .... 1.75

67 H 3325—For 100 slides. Ship. wt. 3 lbs. .... 7.45



A 69.50



## Wards "Best-Buy" in 3-D

WARDS PHOTRIX STEREO CAMERA 69.50

- TWIN, MATCHED  $f/3.5$  WESTAR LENSES give sharp definition.
- EASY-TO-USE AS A REGULAR CAMERA... only three controls.
- BUILT-IN DELAYED-ACTION TIMER—Double Exposure control.
- LARGE, EASY-TO-READ CONTROL SCALES for easy setting.

**A** Fine quality, imported from the U.S. Zone of Germany. Standard size pictures and spacing permit using American made mounts, viewers, or projectors. Matched lenses provide sharp images. Delayed action timer lets you get into the picture yourself. Built-in Flash synchronization lets you take Pictures indoors and at night. Controls visible from above. Double exposure prevention prevents film waste. Accessory clip accepts rangefinder (sold on Page 39) or Widina B-C flash unit (sold on Page 43).

LENSES—Twin, matched, coated,  $f/3.5$  Westar anastigmat lenses focus from 3 ft. to infinity, stop down to  $f/16$ . SHUTTER—Prontor S with 8 speeds to  $1/300$ , plus bulb (X) zero delay for electronic flash. Synchronized for flash at  $1/50$  with SM or SF bulbs. Use any flashholder on Pages 42, 43 that has European fitting. VIEWFINDER—optical, eye-level type. CONSTRUCTION—all-metal body with black leather-like covering, satin chromed trim. SIZE— $7\frac{1}{4} \times 3 \times 3\frac{1}{2}$  in.

67 HN 371L—Act. wt. 1 lb. 12 oz. Postpaid. \$7 Down.....\$69.50

67 HP 372—Leather eveready case for above. Postpaid..... 6.75

67 H 2259—Set of two screw-in adapter rings for above. Take Kodak Series V filters and accessories, Page 29. Ship. wt. 4 oz.....Set \$2.49

KODAK STEREO CAMERA 84.50

**B** Especially designed to make "3-D" picture taking easy. Simple distance setting for "close-ups", "groups", or "scenes" eliminates focusing adjustments. Centered viewfinder eliminates parallax. Bubble level built right into viewfinder. Double exposure prevention. Built-in exposure guide.

LENSES—Twin, matched, lumenized  $f/3.5$  Kodak Anaston, focus from 4 feet to infinity, stops down to  $f/22$ . SHUTTER—Precocking, dual Synchro has 4 speeds to  $1/200$ , plus bulb. Flash synchronized at  $1/25$  with Nos. 5 or 25 or  $1/50$  with SM bulbs. ASA flash fitting. VIEWFINDER—optical, eye-level type. CONSTRUCTION—Plastic body, 2-tone Kodak brown covering, satin trim. SIZE— $7 \times 2\frac{3}{4} \times 2\frac{3}{8}$  in. Built-in retaining rings for Kodak Series V filters.

67 HN 385L—No Credit Charge. Postpaid. \$8.50 Down on Terms....\$84.50

67 HP 386—Kodak top grain leather eveready case. Postpaid..... 9.50

KODALITE SUPER-M B-C FLASHHOLDER. (Page 43). Matches (B) above.

67 HP 3274 X—Complete with battery. Postpaid.....\$10.50

### STEREO PHOTOGRAPHY IS EASY

STEREO CAMERAS on this page give realistic "depth" to your pictures because they automatically take two pictures of the subject—just as your eyes see it—each time you push the release. They are just as simple and easy to use as regular 35mm cameras. Their shorter focal length lenses give a wider depth-of-field—making it easier for you to get sharp transparencies. Stereo cameras are compact, lightweight, and use popular 35mm color film. Processed film is returned to you as full color transparencies in ready-to-view stereo mounts. Cameras above make 16 stereo pairs on standard 20-exp. 35mm film, 29 pairs on 36-exp. 35mm color film. See Page 76 for film.

3 WAYS TO ENJOY STEREO SLIDES. Start with a portable, easy-to-carry hand viewer. For larger groups, you'll want to "screen" your pictures with a projector (see opposite page). Either side of a "stereo pair" can be projected the same as a regular color slide in a 35mm projector.

### MANUALS ON STEREO PHOTOGRAPHY

"THREE-DIMENSIONAL PHOTOGRAPHY" (below). By Herbert McKay, recognized as an expert on all phases of 3-D photography. Explains in non-technical language the "hows" and "whys" of stereo, effects and techniques as well as giving information on color and black and white photography in general. 333 pages, profusely illustrated.

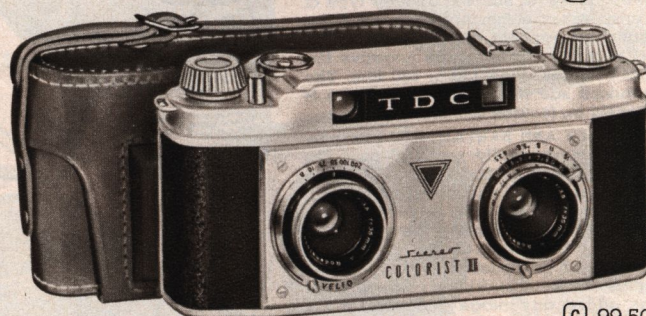
67 H 4842 T—Hard bound. Ship. wt. 2 lbs.....\$5.50

KODAK BOOKLET "PICTURE IT IN STEREO" (not shown). One of the well-known Eastman instruction booklets on photography. 32 pages written in simple, easy-to-understand language, it covers all phases of stereo work—especially helpful to the beginner.

67 H 4815—Ship. wt. 4 oz.....32c



B 84.50



C 99.50



D 129.00

## Famous 3-D Cameras

NEW TDC STEREO COLORIST II 99.50

**C** Newly designed for simplicity of operation and film loading. A product of the TDC division of Bell and Howell. Superimposed-image type rangefinder is combined with viewfinder—compose and focus your picture at the same time through a single window. Depth of field indicator helps to assure sharpness. Double exposure prevention.

LENSES—Twin, matched, coated,  $f/3.5$  Trinar anastigmat, focus from 3 ft. to infinity, stop down to  $f/16$ . SHUTTER—speeds from  $1/10$  to  $1/200$  plus bulb. Synchronized for flash at  $1/50$  with Nos. 5 or 25, all speeds with SM or SF bulbs (Flash unit sold separately below). VIEWFINDER—optical eye-level type, combined with rangefinder window. CONSTRUCTION—All-metal body, black leather covering, satin chromed trim. Lens mount diameter— $1\frac{1}{2}$  in. SIZE— $6\frac{1}{2} \times 3\frac{1}{4} \times 2\frac{1}{8}$  in. Act. wt. 1 lb. 8 oz.

67 HN 350LT—No Credit Charge. Postpaid. \$10 Down on Terms.....\$99.50

67 HP 351T—TDC top grain leather eveready case. Postpaid..... 11.25

67 HP 352T—Flash Unit. Takes bayonet base bulbs. 5-in. reflector. Bulb ejector. Complete with batteries and test lamp for sure shots. Postpaid.....\$11.25

TDC STEREO DELUXE VIVID VIEWER. Reflector system gives increased brilliance. Short focal length achromatic lenses increase image size. Interocular (eye) spacing and focusing adjustments afford viewing comfort.

67 HP 3637—With bulb and batteries. Postpaid.....\$17.50

STEREO REALIST CAMERA 129.00

**D** The 35mm stereo camera that for years has signified "stereo" to hundreds of photo fans. Coupled rangefinder makes sharp pictures easy. Depth of field scale on focusing knob. Double exposure prevention lever allows you to make double exposures when you wish. Has lens mount rings that automatically give correct lens setting for flash, using Nos. 5 and 25, SM and SF, 5B and 25B bulbs. Centered viewfinder eliminates parallax.

LENSES—coated, anastigmat David White 35mm focus from 3 ft. to infinity, stop down to  $f/22$ . SHUTTER—8 speeds plus time and bulb. Synchronized for flash at  $1/25$ ; (X) zero delay for electronic flash. VIEWFINDER—built-in optical eye-level type. CONSTRUCTION—die-cast aluminum body, black leather covering. SIZE— $6\frac{3}{4} \times 2\frac{3}{8} \times 2\frac{1}{8}$  in. Write Bob Adams (Pg. 21) for mounted filter price.

67 HN 356L—With  $f/3.5$  lens, shutter speeds from 1 to  $1/150$ . Postpaid.\$129.00

67 HN 357LT—With  $f/2.8$  lens, shutter speeds from 1 to  $1/200$ . Ppd.... 159.00

67 HP 358T—Realist leather eveready case. Postpaid..... 12.50

67 HP 359T—Realist Flash Unit. Plugs into clip on camera. 5-in. reflector. With penlight batteries. Order bayonet base bulbs, Pg. 44. Postpaid.....\$8.75

STEREO REALIST VIEWER. Fine achromatic lenses. Interocular (eye) spacing and focusing adjustments. No polarized glasses necessary. Black plastic.

67 HP 3621T—With bulb and batteries. Postpaid.....\$19.75





# Bell & Howell

## TDC PROJECTOR, VIEWER

**A** PROJECTOR is blower cooled—accepts all standard stereo slides, also standard 2x2 slides. Matched, coated, color-corrected 5-inch f/3.5 anastigmat lenses. Lamps on separate switches. Horizontal and vertical controls. Tilt adjustment. Die-cast metal body, tan crackle finish. With two lamps (extra lamps 67 HP 3124, Pg. 44). Size 12½x13x7½ in. For 110–120 volt AC only. Order Polaroid glasses below, stereo screen Page 51. Express Prepaid from Factory.

67 HN 690F—500-Watt Projector, manual changer for stereo slides..... \$149.50

750-WATT PROJECTOR with 3 changers incl.: convenient magazine-type Stereo-Selection Changer; one 30-slide magazine, a manual stereo changer for pre-viewing; a manual 2x2 changer for projecting 35mm color slides in 2-dimension.

67 HN 689F—\$18 Down..... \$179.50

67 HP 3639T—Extra magazine for Stereo-Selection Changer. Postpaid..... \$1.95

67 HN 691F—Carry Case. Exp. Ppd. 20.00

## B & H TDC STEREO TABLE VIEWER

• BIG 8x10-IN. VIEWING SCREEN.

• FOR CONVENIENT GROUP VIEWING.

**B** Magnifies your slides. Two 300-watt lamps (order extra lamps 67 HP 3124, Pg. 44). Twin reflector-condenser systems. Blower cooled. Focusing and stereo alignment knobs conveniently placed at front of viewer. Feed-through manual slide changer. Durably constructed of lightweight materials. About 18½x11½x16 in. 110–120 volt AC only. Order Polaroid glasses below, left. Express Prepaid from Factory.

67 HN 694F—No Credit Charge.. \$119.00

67 HN 693F—Carry Case. Exp. Ppd. 20.00

## MOUNTING MATERIALS

**H** EMDE STEREO BINDER SETS. For mounting standard unmounted stereo frames. Slip transparencies into mask under locking slots, place between pre-washed glass, fit into frame, fold over end. Normal Masks have windows placed for shots with subject at 7 ft. or more; Medium Masks for subject at from 4 to 20 ft.; Closeup Masks for subject up to 7 ft. away. Includes aluminum frames, slide glass, aluminum masks, and gummed labels—everything you need. Wts. 1 lb. 4 oz. for box of 20; 6 lbs. for box of 100.

67 H 3603—Normal Mounts. Box of 20. \$3.29  
67 H 3604T—Normal. Box of 100. .... 15.95  
67 H 3605—Medium Mounts. Box of 20. 3.29  
67 H 3606T—Medium. Box of 100. .... 15.95  
67 H 3607—Closeup Mounts. Box of 20. 3.29  
67 H 3608T—Closeup. Box of 100. .... 15.95

**J** STEREO SLIDE GLASS. For economical glass-bound protection. Use with Emde Stereo Masks below at left, and binding tape on Page 17. Size 1½x4 in. Ship. wt. 1 lb. 4 oz.

67 H 3612—Box of 100..... \$2.29

**K** STEREO PROTECTOR SLEEVES. For standard cardboard stereo mounts. Plastic sleeve slips over mount. Ideal for temporary protection for transparencies.

67 H 3633—Box of 100. Wt. 10 oz. .... \$2.98



## 3-D Viewers and Slide Mounts

### CONVENIENT HAND VIEWERS—EASY TO CARRY ANYWHERE

**C** GUILD STEREO VIEWER. Ideal as "extra" viewer to show slides to a group or to send as a gift with stereo slides. No batteries needed, just point viewer at a light. No polarized glasses are necessary to get 3-D effect. Geared focusing dial. Durable plastic construction.

67 H 3640—Ship. wt. 8 oz. .... \$2.79

**D** BRUMBERGER STEREO VIEWER. Well-made battery illuminated viewer with smooth, knob-controlled focusing. Extra-large eyepiece lenses minimize need of eye-space adjustment. No polarized glasses necessary. Durable plastic construction. With batteries and bulb.

67 H 3625—Ship. wt. 2 lbs. .... \$7.95

NOTE: Hand viewers for use with Bell and Howell TDC Colorist II and Stereo Realist cameras are listed on the opposite page under their respective cameras.

**E** KODAK "KODASLIDE" STEREO VIEWER II. All-electric viewer—has rheostat brightness control to give best viewing light—compensates for under-exposed slides. Color-corrected achromatic lenses. Lever adjusts lens spacing to your eyes. Focus adjustment. Light switch can be locked "on". For use on 110–120 volt AC or DC. Polarized glass not necessary. Can be operated with batteries (not included).

67 HN 3635—With bulb. Postpaid... \$23.75

KODAK "KODALITE" STEREO VIEWER I. Like above but is battery operated, without brightness control, and with single element lenses.

67 HP 3634—Postpaid..... \$12.75

### ACCESSORIES FOR SLIDE MOUNTING . . . POLAROID GLASSES

**F** CUTTING KIT FOR STEREO SLIDES. A compact efficient unit for quick accurate cutting of stereo frames for mounting in Emde mounts (G) or (H) below and at right. Includes cutter, sorting tray, tweezers and complete instructions for use.

67 H 3628—Ship. wt. 2 lbs. .... \$7.95

**G** EMDE READYMOUNT BINDERS. Most convenient binders available. For cardboard mounted stereo slides. Just place between special pre-washed micro-glass, slip into aluminum frame and close. For hand viewers only. Complete with frames and glass.

67 H 3632—Pkg. of 20. Ship. wt. 1 lb. .... \$2.95

67 H 3602—Pkg. of 100. Ship. wt. 4 lbs. .... 13.95

EMDE STEREO MASKS. Self-aligning aluminum masks for mounting stereo slides. With data labels. Simple mounting for checking with viewer. Mount between glass (J) right; with tape and binders Pg. 17, for accurate projection mounting. Ship. wt. 10 oz.

67 H 3609—Normal Masks. Box of 100. .... \$2.98

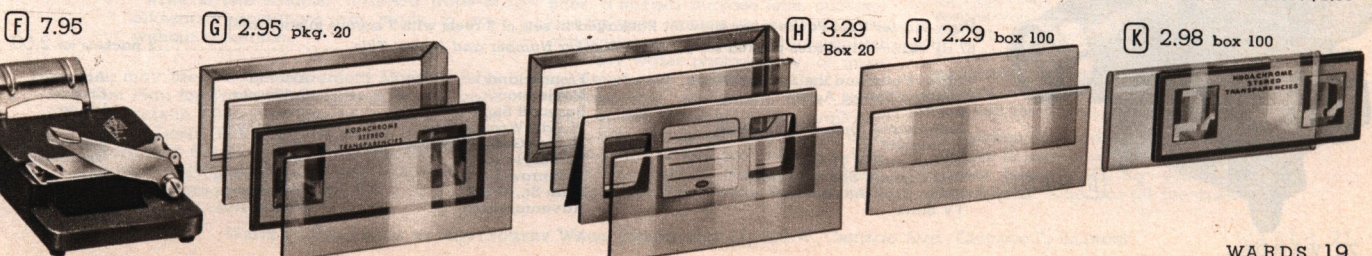
67 H 3610—Medium Masks. Box of 100. .... 2.98

67 H 3611—Closeup Masks. Box of 100. .... 2.98

STEREO POLAROID GLASSES. For viewing projected stereo slides. Plastic frames. Ship. wt. 4 oz.

67 H 3601T—Deluxe Glass Lens..... \$2.59

67 H 3600T—Plastic Lens..... 1.49







## New, Improved Sawyer 3-D Viewmaster

**(A) VIEW-MASTER STEREOSCOPE.** A plastic hand viewer for your View-Master 3-D reels. Just drop in reel and hold up to a light—no batteries needed to see full-color pictures in real-as-life 3-dimension. Fingertip lever changes pictures automatically.

67 HP 3838—Viewer only. Ppd....2.00  
67 HP 3837—Viewer and 3 reels. State reels by Title and Number. Ppd....3.00

**(B) VIEW-MASTER LIGHTING UNIT.** Gives even, bright, diffused light for View-Master pictures. Fastens to back of stereoscope. With bulb. Order batteries below.

67 HP 3839—Postpaid.....2.00  
67 HP 3228—Batteries.  
Ship. wt. 8 oz.....2 for 35¢

**(C) PLASTIC LIBRARY BOX.** Holds stereoscope and up to 100 reels.

67 HP 3840—Postpaid.....1.85

**(D) DELUXE VIEW-MASTER OUTFIT.** An excellent gift idea. Includes Stereoscope (A), your choice of any 6 View-Master reels listed below, plastic library box, and complete list of View-Master reels.

67 HP 3836—State reels wanted by Titles and No. Postpaid...5.85

**VIEW-MASTER OUTFIT.** A good starting outfit. Includes Stereoscope (A) and Lighting Unit (B), choice of 3 View-Master reels. Order batteries under (B). State reels wanted by Title and Number.

67 HP 3835—Postpaid.....5.00

**(E) VIEW-MASTER DELUXE 3-D VIEWER.** Built-in illumination and large image. Fingertip lever changes frames. Focusing adjustment. Sturdy black plastic case.

67 HP 3808—Order batteries under (B). Postpaid.....9.75

**(F) VIEW-MASTER JR. PROJECTOR.** For View-Master reels. Does not give 3-D effect, but f/3 lens projects big, bright image in full color up to 16x14-in. size. Durable metal and plastic, it's so safe and simple to operate that youngsters can show pictures themselves. Lever advances reel.

67 HP 3841—With bulb. Postpaid.....9.95

67 HP 3163—Replacement bulb. Postpaid.....66¢

67 HP 3811—View-Master Reels—Postpaid. State Catalog Number, title and reel Number.....6 reels for 2.00

318 Banff, Canadian Rockies	246 Denver and Mt. Parks	81 Niagara Falls, New York
203 Black Hills of South Dakota	51 Garden of the Gods, Colorado	219 California, Hollywood
16 Bryce Canyon, Utah	46 Glacier Nat'l Park, Mont.	164A Florida, Cypress Gardens
251 Carlsbad Caverns	26 Grand Canyon, South Rim I	206 Idaho Sun Valley—Winter
21 Crater Lake, Oregon	41 Grand Teton, Wyoming I	333 Illinois, Chicago
234 Cave of the Winds, Colorado	355A Great Smoky Mountains I	11 Hoover (Boulder) Dam
124A Dells of Wisconsin	339A Mammoth Cave I, Ky.	332 Louisiana, The Mardi Gras

View-Master Reel Packets (not shown). Packaged in sets of 3 reels with 7 scenes to each reel.

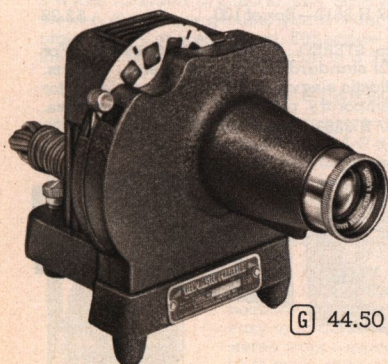
67 HP 3812—(\*Includes printed story.) State Catalog Number and Packet Title.....2 packets for 2.00

\*Snow White and the Seven Dwarfs  
\*Rudolph Shines Again  
Rin Tin Tin  
Dale Evans, Queen of the West  
\*Buffalo Bill, Jr.  
\*Adventures of Tarzan  
\*Tom Corbett, Space Cadet  
\*Robin Hood Adventures  
TV Stars

Frontierland  
Movie Stars  
Baseball Stars  
Woody Woodpecker  
Mother Goose Rhymes  
Fantasyland  
Tomorrow Land  
Main St., U.S.A.  
Adventureland

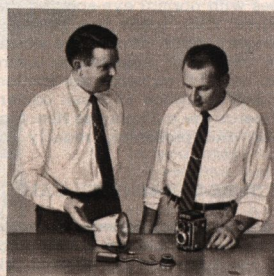
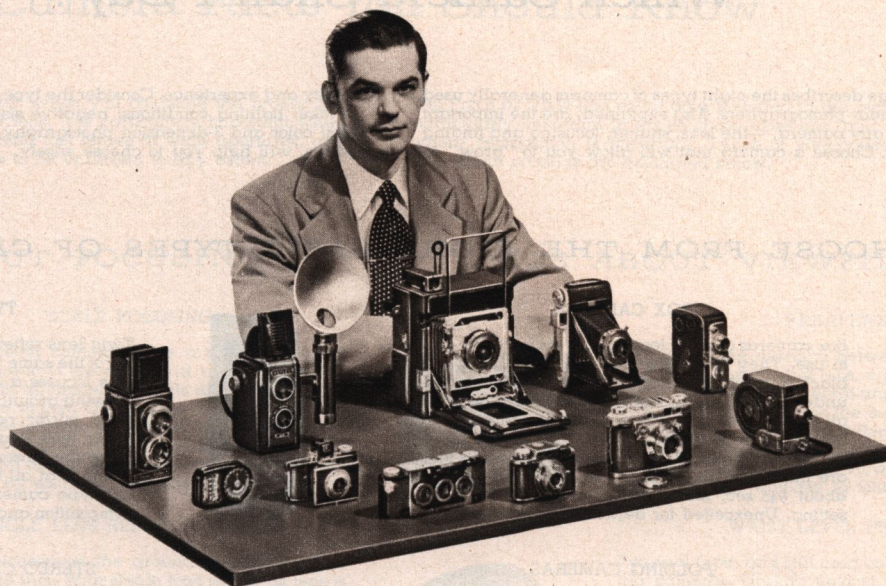
Arizona  
California  
Iowa  
Kentucky  
Ohio  
Oregon  
So. Carolina  
Tennessee  
Washington

Arkansas  
Florida  
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Missouri  
Oklahoma  
Penn.  
S. Dakota  
Texas  
Wisconsin

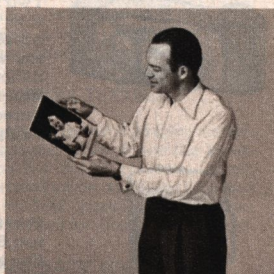


**(G) 44.50**

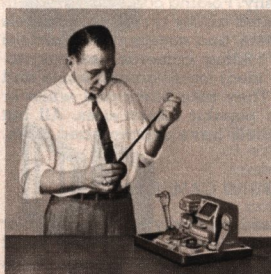




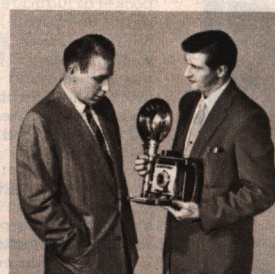
Bob Adams showed me how much easier it is to take better pictures with right accessories.



Now I turn out prints I'm proud of with the helpful darkroom hints I got from Bob Adams.



Home movies are more fun since Bob Adams suggested that I splice and edit them myself.



I had factory "built-ins" put on my Graphic the easy way—Bob Adams handled the job.

## Write Bob Adams for Camera Trade-in Estimate

HE WILL ANSWER ALL YOUR PHOTOGRAPHIC PROBLEMS

### CAMERA TRADE-IN SERVICE

When the time comes for you to get yourself a better camera with more versatility and greater range, what are you going to do with your old camera? Now, you can trade it in on a new camera at Wards.

Write to Bob Adams, he'll help you arrange your exchange. But don't send him your old camera yet. First write him a letter; tell him

- (1) the make and model of your present camera.
  - (2) its condition: excellent, good, fair, or broken—if broken, what's wrong?
  - (3) the new camera you intend to buy
- Bob Adams will then send you an estimate of how much he can allow you and where to send your old camera. It's as simple as that to make a trade-in at Wards. Just "write to Bob Adams." Camera trade-in allowance quotations are made to you without obligation.

You may use Wards Convenient Monthly Payment Plan for Trade-in purchases, if you wish. The trade-in allowance can be applied on the regular Down Payment. Examples of trade-in allowances applied on Wards regular Down Payment of 10% are clearly explained with the payment terms shown on Page 82.

### PERSONAL SHOPPING SERVICE

It's Bob Adams' job to make Wards Photographic Catalog the most complete source of photographic equipment in the world. No matter what you want in the photographic line, if you don't see it in this catalog, "write Bob Adams"—he'll get it for you.

For example, because of the vast combinations of lenses, shutters, flash guns, and range-finding apparatus, it's next to impossible to list the complete Speed Graphic Camera line. Wards Photographic Catalog lists just the most popular combinations. So if you don't see the Graphic with just the right combination of equipment you want, "write Bob Adams"—he will get it for you promptly.

Whether it's a fine camera, an odd filter, a special purpose lens, accessories for your camera or enlarger, special equipment for the brand-new hobby of under water photography, or newly developed product—in fact, any photographic equipment you have seen or heard about—if it's available to us, Bob Adams will shop for you until he finds it. So if you don't see the equipment you want in Wards 1956 Photographic Catalog, "write Bob Adams."

### PHOTO PROBLEMS

Next time you run into a photographic problem that has you stumped, "write to Bob Adams." He's Wards expert on photography. Whether it's still or moving pictures, color or black and white, or if you just want advice in selecting a gift for some member of your family who "rides" a photographic hobby, Bob Adams will give you the help that you want.

He will give you the answers to most of your questions out of his own full experience, and if he doesn't know the whole answer himself, he will look it up for you in his extensive photographic library.

He will help you improve your negatives and prints, your movie editing and splicing; he will help you get the results you've been missing. He'll tell you why and how you may have gone wrong and will suggest methods and equipment for producing the kind of picture that you want—pictures that you will show with pride.

So when you want a quick, competent answer to any photographic problem that's been puzzling you, "write Bob Adams"—he has all the answers.



# Which Camera Shall I Buy?

This page describes the eight types of cameras generally used by amateur photographers. Also explained, are the important parts of any camera, —the lens, shutter, focusing and finding devices. Choose a camera that will allow you to "grow" in

ability and experience. Consider the type of pictures you wish to take; lighting conditions; negative size; roll, pack, or cut film; color and 3-dimension photography. Reading these two pages, will help you to choose wisely.

## CHOOSE FROM THE EIGHT BASIC TYPES OF CAMERAS

### BOX CAMERAS



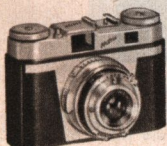
Box cameras cost the least to buy and are the easiest to use. They are designed to provide good, clear, black and white or Kodacolor album-size snapshots under normal bright sunlight conditions. Practically all modern box cameras are flash synchronized and are complete with flash unit to take indoor or night pictures. Most have fixed focus, slow meniscus lenses, are fitted with single blade shutters that operate at about  $\frac{1}{40}$  sec. Many are fitted with Time or Bulb setting. Unexcelled for dependability, simplicity.

### FOLDING CAMERAS



Folding bellows make these cameras more compact than box cameras and they can be carried in the pocket or luggage easily. Folding cameras vary from simple-to-operate, limited-ability types, up to models with fine lenses, shutters, and accessories for serious photographers. Most folding cameras use easy-to-buy roll film and are ideal for all-around home and travel photography. They take black and white or Kodacolor pictures in popular album sizes. All but the lowest priced models have synchronized flash.

### MINIATURE CAMERAS



Very popular type used primarily for making color slides for projection and viewing. Picture size about 1 by  $1\frac{1}{2}$  in. on economical 35mm or Bantam Black and White or Color film. Small, compact, easy-to-carry. Precision made in a wide variety of lens, shutter, and accessory combinations. Short focal length lens gives greater depth-of-field. Price tags run from moderate to the most expensive. Small film size makes enlargements or projection imperative.

### SINGLE LENS REFLEX



This type camera allows you to view, focus and take the picture through one fine quality lens. While you are focusing, or viewing, a hinged mirror is interposed between the lens and the film. This reflects the image from the lens onto the ground glass in the top of the camera. At the instant of exposure, the mirror springs out of the way. Most popular in 35mm sizes. See our listings on Pages 6, 7, 11. Other advantages of the single lens camera include elimination of parallax, interchangeable lens mounts, compact design.



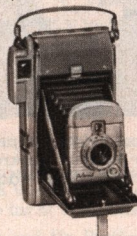
### TWIN LENS REFLEX

Twin lens reflex cameras use two matching lenses of the same focal length. The full aperture top lens focuses a bright image at all times on the viewing ground glass in the top of the camera. A fixed mirror reflects image right-side-up. The lower lens focuses a similar image on the film. Since the lenses are directly coupled, they focus together at all times. Like the single lens reflex, this type camera provides actual negative size composition and focusing checks before exposure.

### STEREO CAMERA FOR 3-D PICTURES

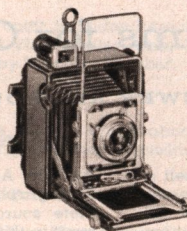


The modern version of the Stereo Camera supplies breath taking 3-dimension color pictures. Two lenses with normal eye-spacing take separate pictures. Each scene is a stereo pair that supply length, width, depth, and startling realism when viewed or projected on a screen. Not difficult to use, 3-D cameras are similar in construction and operation to 35mm cameras. Most stereo cameras use a 35mm size film. Stereo film, equipment, and processing readily available.



### "PICTURE-IN-A-MINUTE" CAMERAS

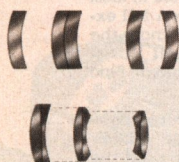
Provide a finished permanent album-sized print just 60 seconds after picture is snapped. Special film is all you buy—cost per finished print about the same as ordinary prints. New simplified controls,—easy to use. Newest version is small, lightweight, handy. Take Black and White pictures—flash and other accessories available. An ideal family camera, this type also offers many business or commercial applications.



### PRESS TYPE CAMERAS

Dependable, versatile, rugged. This type features ground glass focusing, large negative sizes, and the use of cut film and film packs. Lenses are readily interchangeable. Adjustable lensboards correct distortion. Some have high-speed focal plane shutters in addition to their between-the-lens front shutters, both synchronized for flash. Ideal all-around camera,—a good choice for serious amateurs as well as news cameramen and professional photographers.

## WHAT YOU SHOULD KNOW ABOUT LENSES



The lens is the most important part of your camera because it determines picture quality. Its performance depends upon its construction—the number of elements (single optical forms) and cells (groups of elements) determines the ability of the lens to produce sharp, undistorted images. A lens may be one element (single meniscus), or two or more cells (doublet or anastigmat). Generally, the more complex the lens, the better it can eliminate distortion and color aberrations.

LENS SPEED is determined by the largest effective opening of the lens and is expressed as the "f" value. "F" value is determined by dividing the focal length of the lens (the distance from lens to film) by the maximum diameter of the lens aperture. Thus a lens with 4-in. focal length and 1-in. diameter is called an f/4 lens. The smaller the "f" number, the "faster" the lens. As the lens is stopped down (diaphragm closed toward the higher "f" numbers), each "f" number lets in half as much light as the previous number. For example: f/11 lets in half as much light as f/8, so that a shutter speed of 1/100 at f/8 would be changed to 1/50 at f/11 or 1/25 at f/16 to give the same exposure.

**A** MENISCUS LENS. This is simplest form of an optical lens used in cameras. Consists of a single cell and single element. Only the center portion of this kind of lens is accurate enough for photographic use; therefore, it has a maximum aperture of about f/11. Make good black and white or Kodacolor pictures in average sunlight or with flash bulbs. Most box cameras and some folding cameras are equipped with fixed-focus meniscus lenses.

**B** DOUBLET LENS. Usually composed of two cells. Partially corrects distortion due to different wave-lengths of reflected colors and permits using a maximum aperture of about f/6.3. Light gathering and resolving ability is fast enough for indoor pictures with regular room lighting and very fast film. Doublet lenses will take better Kodacolor and color transparencies than meniscus lenses. Used on some "deluxe" box and low-priced folding cameras to produce better pictures yet maintain the low prices.

**C** ANASTIGMAT LENS. The most fully corrected lens type—capable of fast lens speeds because its design and construction permit use of a wide portion of the lens diameter. It is used on a large majority of moderate priced, and all expensive cameras. Allows you to focus accurately and gives sharper pictures. The anastigmat lens has more cells than other types, and its cells have more elements—usually two or three to the cell.

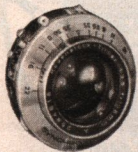


# Camera Facts You Should Know

Focus is the means by which you calculate the proper distance setting for your lens. It is particularly important when shooting close-ups, using fast lenses at wide apertures, and when the negative is to be enlarged to any extent.

## FACTS ABOUT FOCUSING

### SCALE FOCUSING



Many focusing cameras have a scale indicating the distance from the camera at which the lens is focused. On all cameras Wards sell, this distance is indicated in feet. On cameras made and sold in Europe, the focusing scale is calibrated in meters. The distance from camera to subject can be determined by actual measurement for greatest accuracy or by estimate after you gain experience.

### SINGLE LENS REFLEX FOCUSING



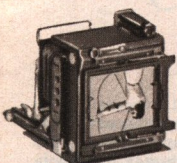
Subjects focused on the ground glass will be in focus on the film. With single lens reflex, as lens is stopped down, depth of field is visible (area of focus before and behind subject focused upon). Some cameras have an automatic diaphragm which allows the lens to remain at full aperture while focusing but stop down automatically to a pre-set F-number as shutter is released.

### TWIN-LENS REFLEX FOCUSING



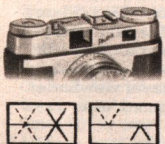
Twin-lens focusing systems throw a bright, easily-focused image on a ground glass. Since the focusing-viewing lens remains at full aperture, depth of field is usually indicated on an auxiliary focusing scale. Some have built-in parallax correction; many have hood magnifiers for accurate focusing.

### GROUND GLASS BACK FOCUSING



Similar to reflex type cameras above except that a Ground Glass occupies the exact film position for focusing. Film moves into and replaces the ground glass before exposure is made. Like image on any negative, the image on a ground glass is inverted. Most studio, portrait, press, landscape and view cameras are equipped with ground glass focusing backs. Show field of view when tripod is used.

### RANGEFINDER FOCUSING



Computes distance by adjusting rangefinder until two images of subject, seen through rangefinder, come together. These are either superimposed or split image. Rangefinder footage scale indicates distance at which camera should be focused. Coupled rangefinders focus camera lens as the rangefinder is adjusted. Rangefinder and viewfinder often combined into a single window.

THE FIELD OF VIEW (the exact area included in the picture) is particularly important in action shots, close-ups, and scenes where composition is important. Types of viewfinders and facts about parallax are explained below.

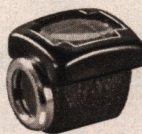
## FACTS ABOUT VIEWFINDERS

### PARALLAX



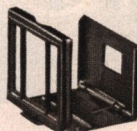
Because of the distance between viewfinder lens and the picture taking lens, each looks at the subject from a slightly different angle as shown at left. This effect increases as the subject comes closer. Beyond 6 or 8 feet the difference is negligible. At close range parallax will result in the top of the picture being cut off. Some viewfinders have parallax correcting devices to eliminate this cut-off.

### WAIST LEVEL FINDERS



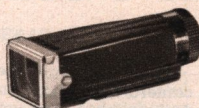
Original type, and still used on some box and folding cameras. Upright field of view appears in a small window on top of finder. Corrections for parallax in close-ups must be made. Some types are built inside of cameras with only the windows visible. The external type shown at left are designed for folding cameras. These finders operate like a reflex finder but on a smaller scale.

### DIRECT FRAME FINDER



The field of view is shown when the finder is held at eye level and openings in the metal or sport frames are lined up. Direct vision makes it good for following action. Because of parallax the field is not exact in close-ups unless corrections are made. For very fast action, wire frames permit seeing action in and out of finder as well.

### TUBULAR FINDER



An optical barrel-type finder used at the eye. Works like a telescope in reverse; shows a small image with brilliance and detail. Some adjust, others automatically compensate for parallax on press, some 35mm, and roll film cameras. Similar optical finders have folding front and rear leafs for compactness but work on the same principle.

### REFLEX FINDER



All reflex finders show an image right-side-up on a ground glass—usually full negative size. Twin lens reflex systems show a bright image at all times as viewing-focusing lens remains at full aperture. On this type, some parallax exists in close-ups and lenses are not normally interchanged. Single lens reflex uses same lens that takes the picture thus eliminating parallax.

## WHAT YOU SHOULD KNOW ABOUT SHUTTERS

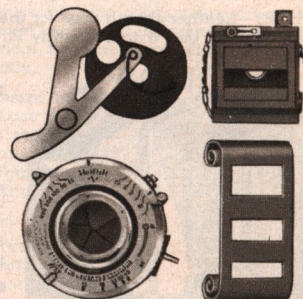
Camera shutters are mechanical devices to control the duration of time that film is exposed to light. Modern camera shutters range from simple single-speed blade types used in box cameras to more complex types such as between-the-lens and focal plane shutters. The Time setting on shutters means the shutter will open when release is actuated and stay that way until release is pushed again. "Bulb" means the shutter will remain open during the time the release is held down.

**SINGLE BLADE SHUTTER.** Usually found on all box cameras and some lower-priced folding cameras. Normally operate at one speed of approximately  $\frac{1}{40}$  second, but some have Time and Bulb. Limited in operation and ability, this type does simplify picture-making by eliminating the necessity of choosing an exposure time. Suitable for most outdoor pictures. Can be used with photoflood lights on Time or Bulb. Many cameras with single blade shutters are synchronized to work with flash units often included.

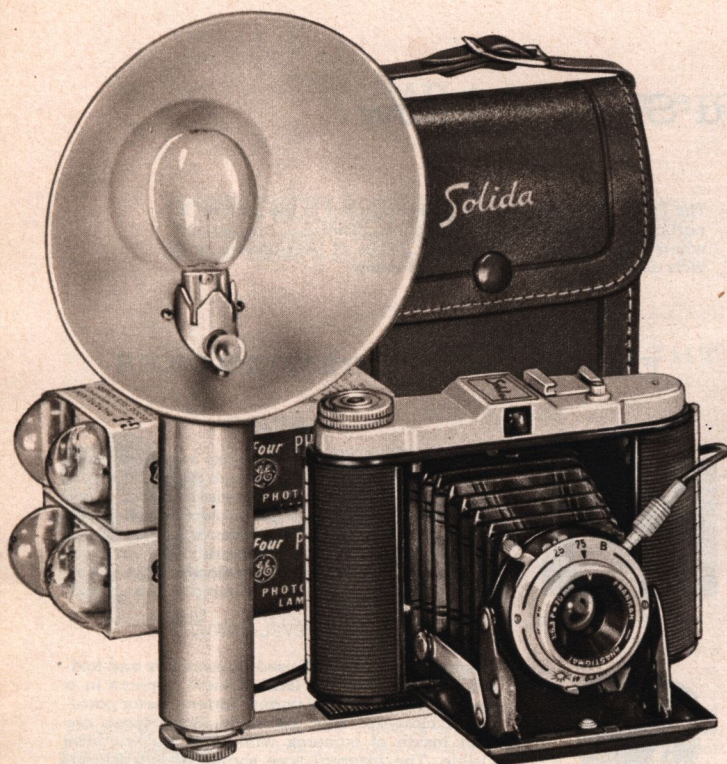
**"BETWEEN-THE-LENS" SHUTTER.** So called because the shutter is placed between the cells of the lens. Such "leaf" shutters usually have a wide range of speeds—often from a full second to  $\frac{1}{4000}$  second or faster. Some between-the-lens shutters are also equipped with a delayed action release. Most are flash synchronized (see column at right).

**FOCAL PLANE SHUTTER.** Consists of a curtain with slotted openings of various widths. Normally located in front of film at approximately the plane of the focal length of lens. Exposure is controlled by regulating the width of the opening and the speed at which it passes across the film. Exposes film evenly; allows easy interchange of lenses; speed range from 12 full seconds up to  $\frac{1}{1200}$  second.

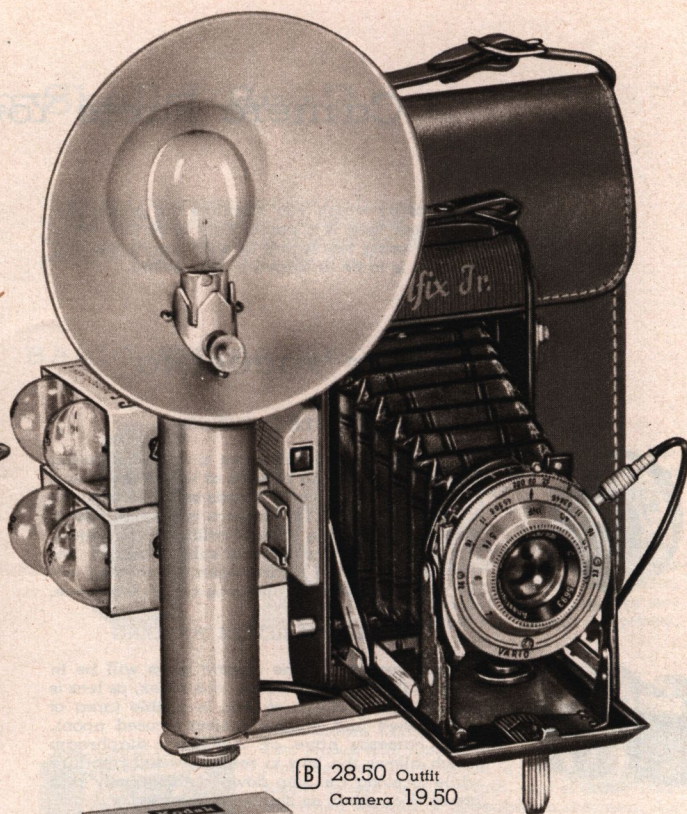
**BUILT-IN FLASH SYNCHRONIZATION.** Virtually all of the cameras offered today have built-in flash synchronization to make flash pictures easy to take. All you do is plug in a suitable flash unit with flash bulb and release the shutter. Shutter action alone closes a circuit and fires the flash bulb or strobe unit in perfect synchronization. If we do not list the flash unit for your camera, write Bob Adams—see Page 21.



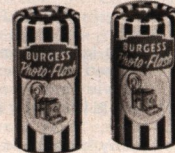




(A) 21.50 Outfit Camera 12.95



(B) 28.50 Outfit Camera 19.50



## Wards Exclusive Solida and Rolfix Outfits

### SOLIDA JUNIOR CAMERA OUTFIT

(A) A complete camera outfit that includes the Solida Jr. camera which has only two speeds and three lens settings for simplified operation. Takes good pictures in both black and white or color. Special swing-out spool is designed for easy loading of film. Imported from Western Germany.

LENS—F/6.3 coated 75mm anastigmat, stops down to f/11, focuses from 3½ ft. to infinity. SHUTTER—speeds of 1/25 and 1/75 second for snapshot and normal action pictures, plus bulb setting for long exposures. Flash synchronized at 1/75 with SM or SF bulbs. European flash fitting. CONSTRUCTION—Takes twelve 2¼x2¼-inch pictures on 120 film. Tripod socket. Accessory clip for flash, rangefinder, light meter. Enclosed optical eye-level viewfinder. All-metal body with leather-like covering, satin chromed trim. LENS MOUNT DIAMETER—1¼ inches.

In addition you receive: the Wards-Kalart flash unit, batteries, eight SM flash bulbs, one 2-roll package of 120 Kodak Verichrome Panchromatic 120 black and white film, and a convenient leather sheath case for the camera. Order extra 120 film from Pages 74, and SM or SF bulbs from Page 44.

67 H 110—Complete Outfit. Ship. wt. 3 lbs. \$2.50 Down.....Cash 21.50

67 H 121—Solida Jr. Camera only. Ship. wt. 2 lbs. .... 12.95

67 H 123—Leather sheath case for the Solida camera only. Ship. wt. 8 oz. Use Wards Monthly Payment Plan, Page 82 ..... 2.29

### DELUXE ROLFIX JR. CAMERA OUTFIT

(B) Excellent value in a complete camera outfit. This Rolfix outfit is exclusive at Wards—matched accessories give fine pictures of high quality. Includes Rolfix Jr. camera with fast, coated lens and synchronized shutter. Precision made by skilled craftsmen in U.S. Zone of Germany.

LENS—F/4.5 coated, 105mm Frankar anastigmat, stops down to f/32, focuses from 5 ft. to infinity. SHUTTER—Vario flash shutter has speeds of 1/25, 1/50 and 1/200 second, plus bulb. Flash synchronized at 1/50 with SM or SF bulbs. (X) zero delay for electronic flash. European flash fitting. CONSTRUCTION—Removable mask lets you choose between eight 2¼x3¼-in. or twelve 2¼x2¼-in. pictures on 120 film. Cable release socket, tripod socket. Eye-level viewfinder. All-metal body with artificial leather covering, satin chromed trim. LENS MOUNT DIAMETER—1¼ in.

In addition you receive: the Wards-Kalart flash unit with batteries for indoor or night shots, eight SM flash bulbs, one 2-roll package of Kodak Verichrome Panchromatic 120 black and white film, and a convenient leather sheath case for your camera. Order extra 120 film from Page 74.

67 H 111—Complete Outfit. Ship. wt. 3 lbs. \$3 Down.....Cash 28.50

67 H 125—Deluxe Rolfix Jr. Camera only. Ship. wt. 2 lbs. .... 19.50

67 H 122—Leather sheath case for the Rolfix cameras. Ship. wt. 8 oz. Use Wards Monthly Payment Plan, Page 82..... 2.95



(C) 139.50

### NEW MINICORD III... THE WORLD'S SMALLEST REFLEX CAMERA 139.50

- NO BIGGER than a pack of king-size cigarettes.
- EXTRA-FAST F/2 LENS and high speed shutter

(C) Tucks in your pocket as easily as a pack of cigarettes, yet it's precision-made with more features than usually found in much larger cameras. Takes fine pictures in black and white or color. Will focus down to 12 inches for extreme close-ups and copying.

LENS—Coated, color-corrected, f/2, 6-element, 25mm Goerz Helgor stops down to f/11, focuses from 12 in. to infinity. Takes 25 pictures to each roll of film.

SHUTTER—All-metal, focal plane has speeds from 1/10 to 1/400 second plus bulb. Flash synchronized at 1/25 with No. 5 and 25 bulbs. Use Kalart BC Flash on Pg. 42). (X) delay for strobe. Cable release socket. Fingertip

- FINISHED PRINT SIZE—large 3½x3½ in.
- REFLEX FOCUSING for fast, easy composition

lever transports film, cocks shutter. VIEWFINDER—Ground glass, coupled reflex focusing. CONSTRUCTION—All-metal body, brown leather covering, satin chrome trim. Depth of field chart. SIZE—about 3½x2¾x1½ in. ACT. WT.—9 oz. Mailing bag included with film. Shipped promptly from Chicago Importer. No Credit Charge. Postpaid.

67 HN 425 F—Camera, leather case, 2 rolls Tri-X... 139.50

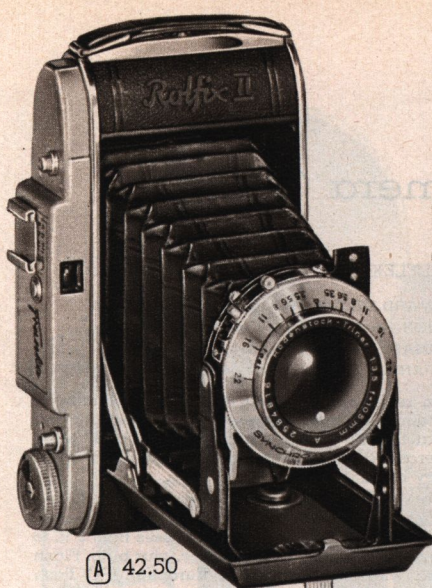
67 HP 1697 F—Fine Grain-ASA 16 Film. 2-roll box... 2.50

67 HP 1698 F—Eastman Tri-X Film. 2-roll box..... 2.50

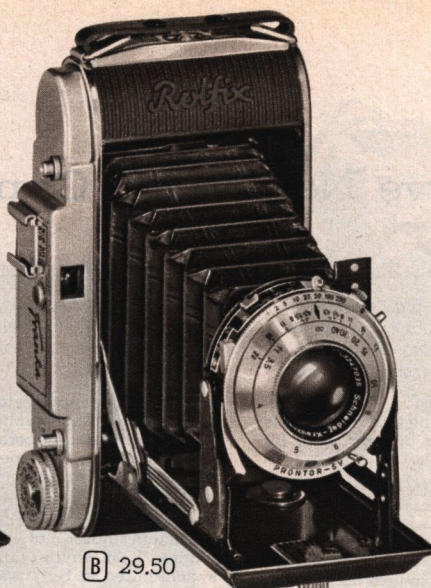
67 HP 1699 F—Anscochrome Daylight. 2-roll box..... 3.00

67 HP 426 F—Bracket for flash attachment..... 3.95

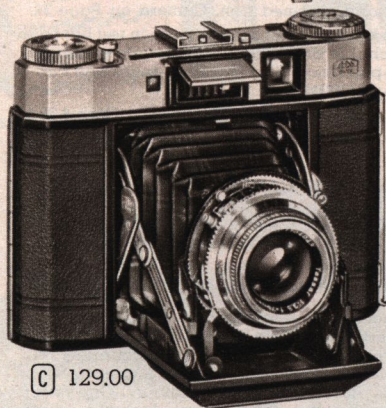




(A) 42.50



(B) 29.50



(C) 129.00



(D) 96.00

## Compact Folding Cameras

### DELUXE ROLFIX I AND II—QUALITY GERMAN-MADE CAMERAS

(A) Imported by Wards from U.S. Zone of Germany. Fast, coated anastigmat lenses and fully synchronized shutters. Optical eye-level viewfinders (accessory waistlevel finders at right). FILM—eight 2¼x3¼ or twelve 2¼x2¼-in.

(A) DELUXE ROLFIX II. LENS—coated 105mm f/3.5 Rodenstock-Trinar anastigmat stops down to f/22, focuses from 5 ft. to infinity. SHUTTER—Synchro-Compur "MX" with 8 speeds from 1 to 1/500 plus bulb. Synchronized at all speeds with No. 5 or 25 bulbs. (X) zero delay for electronic flash. Delayed action timer. Double exposure prevention. European flash fitting (see Pg. 42). LENS MOUNT DIAMETER—1¼ in. SIZE—6x4x1½ in. folded.

67 H 127 L—Ship. wt. 2 lbs. \$4.50 Dn. Cash 42.50  
67 H 133—Top grain leather eveready case for cameras (A) and (B). Ship. wt. 8 oz. . . . . 4.75

pictures on 120 film. Accessory clip accepts range-finder (Pg. 39) or flashgun (Pg. 42). All-metal body, artificial leather covered. Body shutter release, cable release socket. Swing-out roll holder makes it easy to load.

(B) DELUXE ROLFIX I. LENS—coated 105mm f/4.5 Schneider Radionar anastigmat, stops down to f/22, focuses from 3½ ft. to infinity. SHUTTER—Prontor "SVS" flash shutter fully synchronized at all speeds with No. 5 and 25 bulbs. (X) zero delay for electronic flash. 8 speeds from 1 to 1/300 plus bulb. Delayed action timer lets you get into your own picture. Uses flash unit with European fitting (see Pg. 42). Order case under (A) at left or (B) opposite page. SIZE—6x4½ in. folded. LENS MOUNT DIAMETER—1¼ in. Only \$3 Down on Terms.  
67 H 126 L—Ship. wt. 2 lbs. . . . . Cash 29.50

### OUTSTANDING ZEISS SUPER IKONTA III AND IV CAMERAS

(C) Produced by Zeiss Ikon A.G. of Stuttgart, Germany (U.S. Zone). Coupled rangefinder—when rangefinder is in focus, camera is in focus. Automatic film advance—wind key until

(C) NEW ZEISS SUPER IKONTA IV. LENS—4-element 75mm coated Zeiss Tessar anastigmat stops down to f/22, focuses from 5 ft. to infinity. SHUTTER—Synchro Compur "MXV" has 8 speeds from 1 to 1/500, plus bulb. Synchronized at all speeds with No. 5 or 25 bulbs. (X) zero delay for electronic flash. European fitting for flash (Pg. 42). Body shutter release. Built-in exposure meter with light value scale. FINDER—optical eye-level type combined with coupled rangefinder. FILM—twelve 2¼x2¼ in. on 120 film. CONSTRUCTION—die-cast aluminum body, genuine black leather covered. LENS MOUNT DIAM.—1½ in. SIZE—5½x4x1¾ in. Order case at right. Postpaid.  
67 HN 154 LT—No Credit Charge. \$13 Dn. 129.00

film stops—no red window to watch. Double exposure prevention. New Super Ikonta IV has built-in exposure meter and light value scale for faster settings of speed and aperture.

(D) ZEISS SUPER IKONTA III. LENS—75mm f/3.5 coated Zeiss Novar anastigmat stops down to f/22, focuses from 5 ft. to infinity. SHUTTER—Synchro Compur "M-X" has 9 speeds from 1 to 1/500 second, plus bulb. Fully synchronized at all speeds with No. 5 or 25 bulbs. (X) zero delay for electronic flash. Uses flash unit with European fitting (see Page 42). Body shutter release. FINDER—optical eye-level type combined with coupled rangefinder. FILM—twelve 2¼x2¼ in. on 120 film. CONSTRUCTION—die-cast aluminum body, genuine black leather covering. SIZE—5½x4x1¾ in. folded. LENS MOUNT DIAMETER—1½ in.  
67 HN 156 LT—No Credit Charge. 'Ppd. . . . 96.00  
67 HP 157 T—Zeiss DeLuxe Leather case. . . 10.50



(E) 29.50

## Solda II

- EXCELLENT VALUE—has features of cameras selling for much more.
- FAST F/3.5 LENS opens up wide for quick shooting without bright light.
- FAST PRONTOR "SVS" SHUTTER is synchronized with flash lamps up to 1/300 sec.
- IMPORTED BY WARDS—precision made by craftsmen in U.S. Zone of Germany.

(E) A camera that combines quality in lens and construction, with very compact design for easy handling. LENS—coated 75mm f/3.5 Ennagon anastigmat, focuses from 3½ ft. to infinity, stops down to f/22. SHUTTER—Prontor "SVS" with speeds from 1 to 1/300 second, plus bulb. Fully synchronized at all speeds with No. 5 or 25 bulbs. (X) zero delay for electronic flash. Uses flash unit with European fitting (see Page 42). Swingout spool makes it easy to load film. Double exposure prevention device. Delayed action timer lets you get into your own picture. FINDER—enclosed optical type. FILM—twelve 2¼x2¼-in. pictures on each roll of 120 film. CONSTRUCTION—all-metal body, black leather covering, chrome trim. LENS MOUNT DIAMETER—1¼ in. SIZE—6x4x1½ in., folded.

67 H 128 L—Ship. wt. 2 lbs. . . . . Cash 29.50

67 H 129—Top grain leather eveready case for camera above. Ship. wt. 1 lb. . . . . 4.75

### YOU CAN SHOOT SPORTS

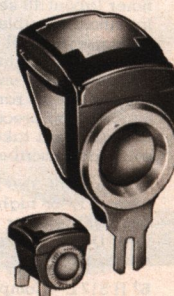
The trick of taking pictures of fast-moving sports activities is in catching the peak of the action. A baseball pitcher, for example, pauses at the exact moment between the windup and the pitch. In basketball, a jumping shooter "hangs" in the air at the peak of the jump, just before dropping back to the floor. In other sports like football or racing, you can get even more feeling of action by moving your camera with the subject. This will stop him, but blur the background—adding extra emphasis to the fast action of the moving object by giving attention to the subject.

### ROLFIX WAISTLEVEL FINDERS

Preferred by people who like to compose pictures from waistlevel and those who wear glasses. Adjusts for vertical, horizontal shots. Slips on camera easily, quickly.

LARGE OVERSIZE MODEL. Fits on DeLuxe Rolfix I and II and those older Rolfix having finder brackets behind shutter. Folds flat. Ship. wt. 6 oz.  
67 H 2500 . . . . . 2.49

STANDARD SIZE MODEL. Fits all Rolfix Jr. cameras that are not supplied with waistlevel finders. Camera will close with finder in place. Ship. wt. 4 oz.  
67 H 2501 . . . . . 98c





# Wards Exclusive New Flash Camera Outfits

## WARDS SOLIDA II CAMERA OUTFIT 39.50

- TOP QUALITY WARD EXCLUSIVE—imported from West Germany
- PRECISION-MADE ENAGON LENS—for color or black and white
- DEPENDABLE PRONTOR SVS SHUTTER—synchronized at all speeds
- ADDITIONAL DE LUXE FEATURES—of more expensive cameras

**A** This outstanding value sold only at Wards has fast, high quality lens and fully synchronized Prontor SVS shutter. The Solida II outfit is designed to take the finest color or black and white pictures. Built by camera craftsmen in Western Germany.

The Enagon anastigmat lens opens to f/3.5, closes to f/22. Focuses from 3 1/2 ft. to infinity. Coated to improve negative sharpness—and color corrected. Prontor SVS shutter has speeds from 1 to 1/300 sec. plus bulb. Full M-X synchronization at all speeds with No. 5 and 25 bulbs, (X) zero delay for electronic flash. Delayed action timer (about 10 sec.) and cable release socket. Handy swingout spools. Takes 12 2 1/4 x 2 1/4 in. pictures on 120 film. Body shutter release. Tripod socket. Accessory clip for rangefinder, etc. Double exposure prevention device. Optical eye-level viewfinder. All metal body with artificial leather covering and satin finished chromed trim. Lens mount diameter 1 1/4 in. Camera sold separately on Page 25.

Outfit also includes Wards Kalart Flash unit with bracket, detachable cord, test light, ejector and 2 "C" size batteries; 8 No. 5 clear flash bulbs; duo-pak of New Kodak Verichrome-pan and leather eveready case for Solida II camera. Order extra 120 film from Page 74, extra No. 5 bulbs from Page 44. See Page 82 for Monthly Payment Terms.

67 H 112L—Complete outfit. Wt. 3 lbs. 8 oz. \$4 Dn. on Terms. Cash \$39.50

## LORDOMAT 35MM CAMERA OUTFIT 195.00

- WARDS MOST COMPLETE 35MM OUTFIT—imported from Germany
- ACCURATE COUPLED RANGEFINDER—always assures exact focus
- LORDONAR F/2.8 50MM LENS—plus wide angle and telephoto
- DEPENDABLE PRONTOR SVS SHUTTER—synchronized at all speeds

**C** Our best 35mm camera value with automatic features and interchangeable lenses provide wide picture-taking versatility. Fast screw-in type lens mount—each lens automatically couples to rangefinder so that when rangefinder is in focus—camera is in focus. Fingertip film advance cocks shutter and advances film counter.

Lordonar coated 50mm lens opens to f/2.8, closes to f/22, focuses from 3 ft. Lordonar 45mm wide angle lens (shows 40% more area) from f/3.5 to f/22, focuses from 3 ft. Telordon 90mm telephoto lens (shows 80% larger image) from f/5.5 to f/22, focuses from 3 ft. Prontor SVS shutter has speeds from 1 to 1/300 sec. plus bulb. Full M-X synchronization at all speeds with class M bulbs. (X) zero delay for electronic flash. European (PC) flash fitting. Delayed action timer. Optical eye-level viewfinder. All-metal body with black leather-like covering, satin finish chromed trim. Camera listed and sold separately on Page 8.

Outfit also includes Widina B-C Color Flash Unit with the exclusive blue reflector, eliminates bother of different color film and flash bulbs—folds compactly to fit into zipper plastic carrying case; illuminated pocket viewer has magnifying lens—puts sparkle in your color slides; 20 exposure roll of Kodachrome color film; 8 No. 5 clear flash bulbs and leather camera carrying case. Same price cash or terms. *Postpaid*.

67 HN 463L—Complete outfit with 3 lenses, accessory finder. . . . \$195.00

67 HN 464L—Outfit with normal 50mm f/2.8 lens only. . . . 97.50

## LORDOX F/2.8 CAMERA OUTFIT 48.50

- EXCEPTIONAL VALUE WARD IMPORT—from Western Germany
- FAST WETZLAR LENS—for brighter, more vivid color slides
- DEPENDABLE PRONTOR SV SHUTTER—synchronized at 8 speeds
- FEATURES OF MORE EXPENSIVE CAMERAS—for better pictures

**E** A complete camera outfit including everything you need to start shooting indoor and outdoor color pictures your family and friends will enjoy. Imported by Wards from U.S. Zone of Western Germany.

Fast, coated 50mm f/2.8 Wetzlar anastigmat closes to f/16, focuses from 3 ft. to infinity. Prontor SV M-X shutter has 8 speeds from 1 to 1/300 sec. plus bulb. Fully synchronized at all speeds with No. 5 and 25 bulbs. (X) zero delay for electronic flash. European (PC) flash fitting. Delayed action timer (about 10 sec.). Double exposure prevention device eliminates unintentional double exposures or failure to expose a frame of film. Enclosed optical eye-level viewfinder. Automatic film counter—oversize film advance and rewind knobs for taking pictures faster and easier. Handy shutter release on top of camera, cable release socket. Accessory clip on viewfinder for rangefinder, flash units, etc. All-metal body sturdily constructed and precision-built with black leather-like covering and chromed trim. Camera takes series V filters and other lens accessories. Camera sold and described separately on Page 11.

This outfit also includes Wards Kalart Flash Unit for taking better pictures day or night, indoors or outdoors—with bracket, detachable cord, test light, ejector and 2 "C" batteries; roll of 20 exp. Kodachrome color film, Daylight type; 8 No. 5B (blue) flash bulbs and eveready leather camera carrying case. See Page 82 for Terms.

67 H 517L—Complete outfit. Ship. wt. 3 lbs. 8 oz. . . . \$48.50

## STANDARD WARDFLEX 120 CAMERA OUTFIT 39.50

- PREMIUM QUALITY WARD EXCLUSIVE—imported from Japan
- REFLEX CONSTRUCTION—see the picture before you take it
- PRECISION ANASTIGMAT LENSES—for sharp, clear pictures
- KNOB CONTROLLED PANEL FOCUSING—for dependable operation

**B** Wards exclusive twin reflex camera outfit—the highest quality is controlled and maintained by the Japanese Camera Institute and Wards own testing laboratory. The Wardflex has the "heft" and "feel" of other top quality cameras selling at much higher prices. Fully guaranteed to satisfy or money back.

Twin lens reflex construction—you see the exact negative size picture in the ground glass—eliminates focusing errors. 80mm Telmer lenses, 3-element anastigmat open to f/3.5—close to f/22. Focuses from 3 ft. to infinity. T.K.K. shutter has 8 speeds from 1 to 1/200 sec. plus bulb. Flash synchronized to 1/100 sec. with SM or SF bulbs. European (PC) flash fitting. Self-erecting hood has built-in magnifier for critical focusing, built-in sports finder. Focusing knob has depth of focus scale. Dial-type lock prevents accidental opening of camera back. All metal body with black leather-like covering and chromed trim. Camera on Page 34.

Outfit also includes Wards Kalart Flash unit with built-in test light and bulb ejector, bracket, detachable cord and 2 "C" batteries; Duo-pak of Kodak's new Verichrome-pan film; 8 SM clear flash bulbs and carrying case for Wardflex. Ship. wt. 3 lbs. 8 oz.

67 H 246L—Complete outfit. Only \$4 Down on Terms. . . . Cash \$39.50

67 H 236L—Outfit as above with Deluxe Wardflex II (Pg. 34) . . 51.50

## PHOTRIX F/2.9 RANGEFINDER CAMERA OUTFIT 72.50

- WARD EXCLUSIVE—best 35mm RF camera we know of under \$75
- ACCURATELY COUPLED RANGEFINDER—assures sharp pictures
- FAST WESTAR F/2.9 LENS—for sharp, vivid color slides
- DEPENDABLE PRONTOR SVS SHUTTER—synchronized at all speeds

**D** Fine medium priced 35mm camera—sold exclusively by Wards. Imported from Western Germany. Made by skilled craftsmen—has many automatic features which make it easy to use. Accurately calibrated rangefinder is coupled to lens so that when rangefinder is in focus picture will be in focus—focuses from 3 ft. to infinity. One turn of oversize take-up knob advances film, cocks shutter and sets film counter ready for next shot, keeps you from taking double exposures. Camera described and sold separately on Page 8.

Coated 50mm f/2.9 Westar lens stops down to f/22, focuses from 3 ft. to infinity. Fully synchronized Prontor SVS M-X shutter has speeds from 1 to 1/300 sec., plus bulb. Synchronized at all speeds with No. 5 or 25 bulbs. (X) zero delay for electronic flash. European (PC) flash fitting. Body shutter release, cable release socket. Optical viewfinder combined in single window with rangefinder for speed and convenience. Die-cast metal body with black leather covering and satin finished metal trim.

Outfit also includes Widina B-C Color Flash Unit with the exclusive blue reflector for using outdoor color film indoors; folds compactly to fit in zipper plastic carrying case; illuminated pocket slide viewer; 20 exp. roll of Kodachrome, Daylight type; 8 No. 5 clear flash bulbs and protective leather camera carrying case. Ship. wt. 3 lbs. 8 oz.

67 H 465L—Complete outfit. \$7.50 Down on Terms. . . . Cash \$72.50

## NEW WARD 35 ELECTRONIC FLASH OUTFIT 57.50

- WARDS NEW EXCLUSIVE 35MM CAMERA—imported from Japan
- 4-ELEMENT ANASTIGMAT LENS—For needle sharp pictures
- LIFETIME ELECTRONIC FLASH—uses regular AC current
- RAPID LEVER FILM ADVANCE—winds film, cocks shutter

**F** The Ward 35 is a brand new, high quality 35mm camera imported from Japan and has many features of the finest cameras—made of excellent materials by camera craftsmen, the high standards of workmanship are maintained by the Japanese Camera Institute and Wards own testing Laboratory.

Extra-fast 45mm coated f/2.8 lens stops down to f/22. Shutter has 5 speeds from 1/10 to 1/300 sec. plus bulb. Class MF synchronization. Zero (X) delay for electronic flash. Focuses from 3 ft. to inf. Rapid lever film advance also turns film counter and cocks shutter ready for next shot. Extra-wide trim-type, optical eye-level viewfinder. Indicator on top of lever advance reminds you what type film is in camera. Depth of focus scale. All metal body with black leather-like covering and satin finished chromed trim. Camera described separately on Page 10.

New compact, self-contained "Lifetime" electronic flash unit—no more fumbling for flash bulbs—the "Lifetime" flash is always ready, plugs into any 110-120 volt AC household outlet. Extra-long 10-ft. cord lets you move around more. Flash is like sunlight for use with outdoor color film—eliminates bother of changing films. Unit Guaranteed for 1 year—flash tube is guaranteed for life or will be replaced without charge by Wards. Described separately on Page 41.

Outfit also includes 20 exposure roll of Daylight type Kodachrome color film and brown leather carrying case for Ward 35 camera. \$6 Down.

67 H 505L—Ward 35 Combination. Ship. wt. 4 lbs. . . . Cash \$57.50





(A) 39.50 Solida II Outfit



(B) 39.50 Wardflex Outfit



(C) 195.00 Lordomat Outfit



(D) 72.50 Photrix Outfit

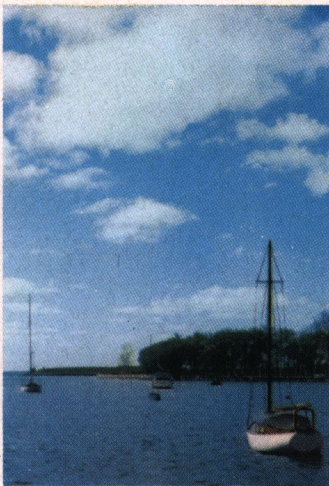


(E) 48.50 Lordox Outfit

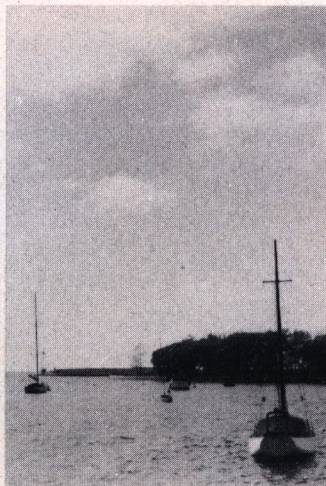


(F) 57.50 Ward 35 Outfit





AS YOU SEE IT



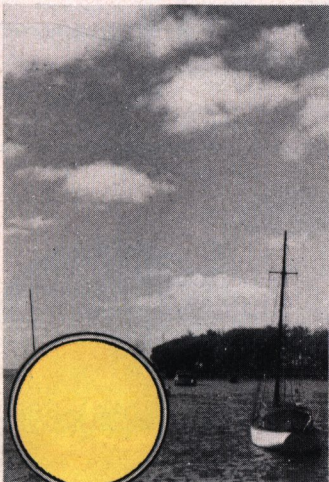
WITHOUT FILTER



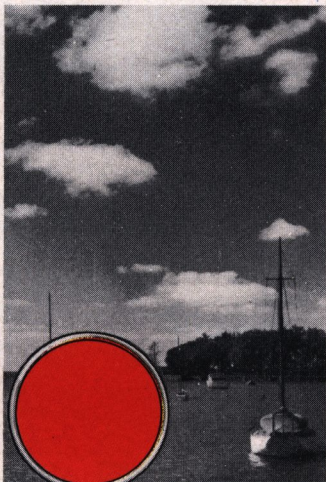
AS YOU SEE IT



WITHOUT FILTER



WITH "K2" FILTER



WITH "A" FILTER



WITH "K2" FILTER



WITH "G" FILTER



WITHOUT POLA-SCREEN



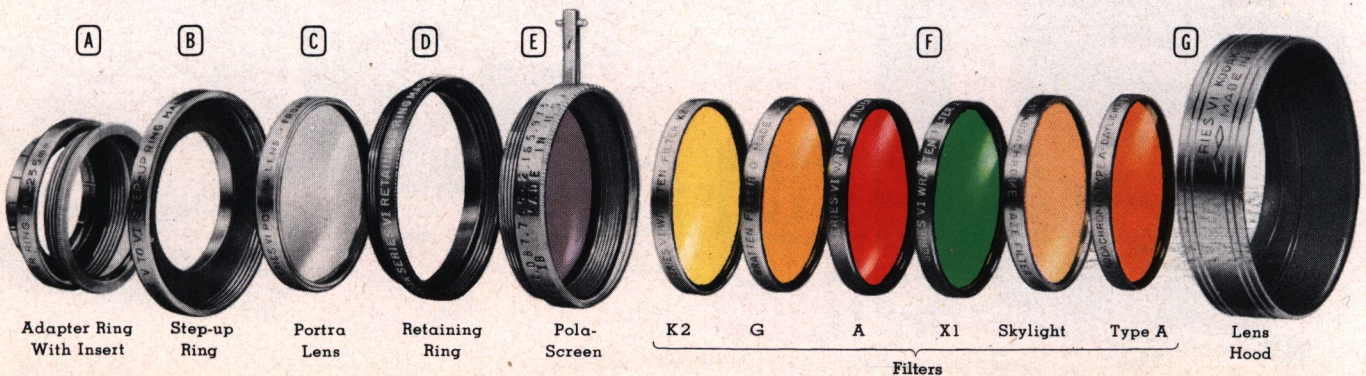
WITH POLA-SCREEN



WITH "A" FILTER



WITH "X1" FILTER



Adapter Ring  
With Insert

Step-up  
Ring

Portra  
Lens

Retaining  
Ring

Pola-  
Screen

K2

G

A

X1

Skylight

Type A

Lens  
Hood

Filters



## Use Filters for Realism, Professional Results

With the increased popularity of color photography, the use of filters has become more important to the photographer who strives for more than just "snapshot" pictures. For the price of a roll of film he can buy a filter that can increase the quality of his color and black and white pictures.

### FILTERS FOR USE WITH BLACK AND WHITE FILM

The film in a camera does not register color in the same way the eye does. When there are unusual cloud formations in the sky, you may take a picture in which the clouds are almost unnoticeable. This is because the film is about as sensitive to the blue sky as it is to the white clouds. A filter is used to bring out the original beauty of the cloud formations.

Red filters will cut through haze, and darken skies and water.

Yellow filters will darken sky and water to a lesser extent.

Green filters add realism to pictures of people, trees and fields. See the effect of red and yellow filters in the "sailboat" picture.

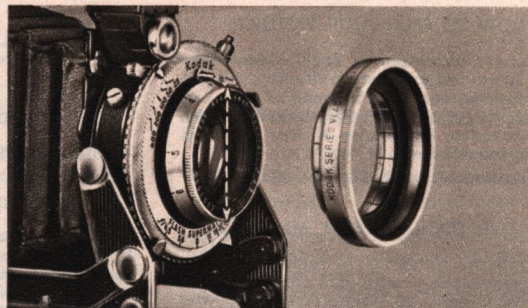
Filters also make subjects stand out from the background. Notice how the rose on the opposite page seems to be the same color as the leaves in the picture taken without a filter. Four different effects can be obtained with filters—notice how well the "A" filter and "X-1" filter make the rose stand out from the leaves for a much better picture.

## POLA-SCREENS FOR BLACK AND WHITE AND COLOR

These screens are used in the same way for both color and black and white films. They are used to darken skies, thus making foreground objects stand out and to eliminate reflections (see pola-screen on opposite page). The Pola-screen is simple to use—hold it at right angles to the sun and look through it at the object you wish to photograph and rotate it slowly till you have the effect you want, then put it over the lens in that position.

## KODAK COMBINATION LENS ATTACHMENTS

**ADAPTER RINGS.** Because filters and other lens accessories cannot be fitted directly to your lens, adapter rings are made that fit onto the lens mount of your camera. This provides a means of attaching the other lens accessories (below) to your camera. To use any of the items listed on this page (filters, lens hoods etc.) you will need to order an Adapter Ring. Many of the cameras listed in the catalog take "tailor-made" (that screw-on to lens mount) or bayonet-type Adapter Rings (that twist and lock onto lens mount)—where available these are listed below the cameras. If a "tailor-made" Adapter Ring is not listed for your camera, measure lens mount diameter (see photo) with scale below so that Slip-on type adapter can be used. If your exact size is not listed, order next larger size and adjust adapter prongs to fit. *Order all accessories under the same Series Number (IV, V, VI, or VII) as your adapter.*



SERIES IV ADAPTER RINGS are available in two types that either screw-on to lens mount (listed under specific cameras) or slip-on to lens mount. SCREW-IN TYPE should be ordered according to number. Numbers 41 to 47 available. SLIP-ON TYPE is in two sizes:  $5\frac{1}{2}$  and  $11\frac{1}{16}$  in.

67 HP 2381—Postpaid. State size or No... 1.50

**SERIES V ADAPTER RINGS. SLIP-ON TYPE.** Sizes: 3/4, 7/8, 15/16, 1, 1 1/16, 1 1/8, 1 3/16 in. **SCREW-IN TYPE,** Numbers 22, 53, 54 and 55.

67 HP 2200—Postpaid. State size.....1.75

SERIES VI ADAPTER RINGS. SCREW-IN TYPE, numbers 26, 29, 61, 62 and 63 available. SLIP-ON TYPE. Sizes:  $1\frac{1}{4}$ ,  $1\frac{5}{16}$ ,  $1\frac{3}{8}$ ,  $1\frac{13}{32}$ ,  $1\frac{15}{32}$ ,  $1\frac{1}{2}$ ,  $1\frac{9}{16}$ ,  $1\frac{5}{8}$ ,  $1\frac{21}{32}$ . Postpaid.

67 HP 2201—*State size*.....1.95

SERIES VII ADAPTER RING. 13¼ in. slip-on.

67 HP 2214 T—*Postpaid*. . . . . 3.25

STEP-UP RINGS permit use of attachments for a larger camera to be used with a smaller camera. Example: a Series IV Step-up ring permits use of Series V filters (as used with Kodak Chevron) with Series IV Adapter Ring. Order from table below.

RETAINING RING needed only when it is necessary to use 2 filters, or extra lens at the same time. Fits into any other ring, or accepts any other of the same series.

LENS HOOD is one of the most needed and neglected lens attachments. It is used to shade the lens from direct sunlight and strong cross light and is a must for the amateur photographer. Screws into any Adapter Ring of the same series. See table below for sizes and prices.

**PORTRA LENSES** are used to take close-ups of people, flowers and other objects where detail is desired. Use with all film for wide angle effects on cameras with ground glass focusing. 1 + lens focuses as close as 21 in.—excellent for all around work. 2 + lens focuses to 13 in.—better for close work. 3 + lens focuses as close as 10 in.—best for copying or extreme close-ups. Order same series lenses as your Adapter Ring. See table below.

**POLA-SCREENS.** For controlling reflections as described above, also for darkening skies.

**FILTERS. FOR BLACK AND WHITE FILM:** Orange (G) eliminates haze; Yellow (K-2) shows clouds for contrast with skies; Green (X-1) adds realism to land and seascapes; Red (A) penetrates haze and shows clouds for striking contrast.

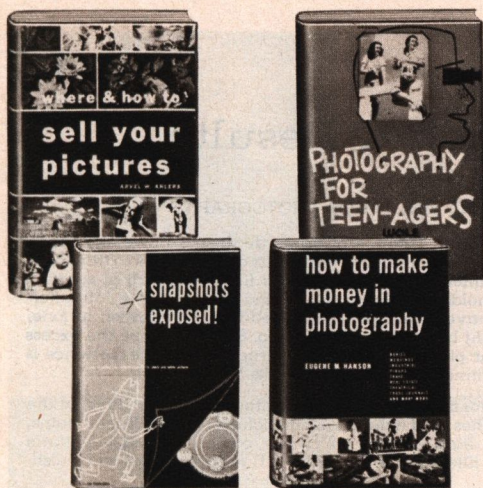
FOR COLOR FILM: Skylight (A-1) reduces bluish-  
ness; Conversion 85 to use Indoor Kodachrome  
type A (movies) outdoors; 85-B to use Indoor Ekta-  
chrome B (sheet film) outdoors; 85-C to use indoor  
Ektachrome or Kodachrome F or Anscochrome  
flash type outdoors; Light Balancing filters (de-  
scribed above) 81 yellowish, or 82 bluish. *State  
Catalog Number and filter type desired.*

## TABLE OF LENS ACCESSORIES

	SERIES IV		SERIES V		SERIES VI		SERIES VII	
ATTACHMENT	Catalog No.	Price	Catalog No.	Price	Catalog No.	Price	Catalog No.	Price
STEP UP RING	67 HP 2400	\$1.75	67 HP 2202	\$1.75	.....	.....	.....	.....
RETAINING RINGS	67 HP 2384	1.00	67 HP 2251	1.00	67 HP 2252	\$1.25	67 HP 2253T	\$1.95
LENS HOOD	67 HP 2383	1.75	67 HP 2203	1.95	67 HP 2204	2.50	67 HP 2213T	4.50
PORTRA LENS 1+	.....	.....	67 HP 2241	2.95	67 HP 2244	3.50	.....	.....
PORTRA LENS 2+	.....	.....	67 HP 2242	2.95	67 HP 2245	3.50	.....	.....
PORTRA LENS 3+	.....	.....	67 HP 2243	2.95	67 HP 2246	3.50	.....	.....
POLA-SCREEN	67 HP 2385	7.50	67 HP 2247	7.95	67 HP 2248	8.95	67 HP 2249T	12.95
FILTERS								
State Type	67 HP 2382	2.25	67 HP 2205	2.50	67 HP 2206	2.95	67 HP 2224T	4.95

A metric ruler with a scale from 0 to 70 millimeters. Major markings are labeled every 10 millimeters (10, 20, 30, 40, 50, 60, 70). The word "MILLIMETERS" is printed above the 30 to 50 millimeter range. The ruler has fine millimeter markings throughout.





## Photo Books

### HOW TO MAKE GOOD PICTURES

Eastman's latest edition of their popular, complete handbook on still photography. Here's valuable information, written by experts in simple language for both the beginner or advanced camera fan. Covers cameras, films, lighting, filters and common picture taking problems. Fully illustrated in color and black-and-white to make your understanding more complete. Over 150 pages.

67 H 4800—Cloth bound. Ship. wt. 8 oz. ....89¢

### WHERE AND HOW TO SELL YOUR PICTURES

Interestingly written, well organized by Arvel Ahlers. Here in one volume and arranged for ready reference, are the answers to your questions regarding the sale of your pictures. Tells who buys what type of pictures, their addresses, prices offered, and complete information on how to submit your pictures to prospective buyers.

67 H 4843—120 pages. Paper bound. Ship. wt. 10 oz. ....1.79

### PHOTOGRAPHY FOR TEEN-AGERS BY MARSHALL

Here's information galore to guide you in getting more fun, and with it more satisfying results with your camera. Shows the picture possibilities that are all around you, and how to capture them vividly on your film. Will transform you from a casual snap shooter to an expert shutter bug. Well illustrated throughout for a better understanding.

67 H 4845—165 pages. Ship. wt. 1 lb. 2 oz. ....2.69

### HOW TO MAKE MONEY IN PHOTOGRAPHY

A complete guide by E. Hanson that shows you how to make money with your pictures. Provides the answers to the problems that appear so perplexing to those just getting underway. Who to see—what to say—how much to charge—special procedures are fully explained.

67 H 4847—300 pages. Ship. wt. 2 lbs. 4 oz. ....4.29

### KODAK ELEMENTARY BOOKLETS

Practical handbooks written by experts in simple, easily understood terms. Illustrations and pictures are used throughout to clarify the data you need for taking better pictures. Paper bound. Size 5½x8½ inches.

**SNAPSHOTS EXPOSED.** A fine basic introduction to how your camera works, what it can do, and why. Pictures and illustrations are used to simplify your understanding of each subject—including lens, shutter, viewfinder, films, lighting, action scenes, flash, focal length, etc.

67 H 4850—34 Pages. Ship. wt. 6 oz. ....32¢

**BETTER SNAPSHOTS OF YOUR CHILDREN.** Good pictures can multiply many times the fun and pleasure your children bring. How to capture the antics of your young fry from their earliest days and onward are clearly explained. The film, light conditions, and distance, shutter and lens settings are shown along with the pictured illustrations.

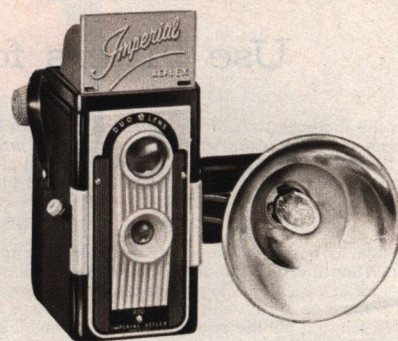
67 H 4851—37 Pages. Ship. wt. 6 oz. ....32¢

**LET'S TAKE KODACOLOR PICTURES.** Subjects include film, lens, shutter, exposure tables, lighting, action pictures, use of flood lamps, flash pictures, developing and printing, etc.

67 H 4853—33 Pages. Ship. wt. 6 oz. ....32¢



(B) 9.90 Camera and flash



(C) 4.98 Camera and flash



(A) 9.85 Outfit



(D) 23.90  
Camera and flash

## Inexpensive, Easy-to-Use

### KODAK HOLIDAY FLASH OUTFIT

- COMPLETE with Batteries, bulbs, film
- DEPENDABLE Kodak quality throughout
- SHOOT INDOORS or Out ... color, too

(A) Kodak's most compact flash box camera has the desired built-in features that warrant its popularity. Kodet single meniscus lens is always in focus for sharp pictures. The eye-level viewfinder permits fast sighting for candid-type snapshots. Takes 8 black and white or Kodacolor pictures 3½x4½ in. (standard oversize prints) on 127 film. Smart 2-tone brown and tan plastic body has convenient neck strap. Brown, compact midget flashholder has 3-in. Lumiclad reflector. Uses inexpensive M-2 bulbs, also No. 5 or 25. Includes camera, flash unit, batteries, 6 M-2 bulbs, 2 rolls of 127 Verichrome-Pan film and instructions. *Postpaid.*

67 HP 43—Complete Holiday Outfit. ....9.85

67 HP 1—Holiday Flash Camera. ....4.95

67 HP 3—Brown Kodak Midget Flash Unit with batteries. ....3.20

67 HP 2—Holiday Camera Only. (Not flash synchronized).....3.25

### ANSCO READYFLASH CAMERA

- COMPLETE with flash unit and batteries
- TAKES 8 oversize pictures 3½x5 in.
- THRILLING COLOR prints on Kodacolor

(B) Anso's popular "candid" type camera is synchronized for flash pictures too. Optical eye-level viewfinder permits action type shots. Lens is factory-focused for all distances beyond 7 ft. Has smooth action shutter release. Convenient hand strap on camera. Flash unit uses No. 5 or 25 bulbs. Camera takes 8 big pictures 3½x5 in. (standard oversize prints) on 620 roll film or life-like Kodacolor film. All metal body, size overall 3½x4½x5½ in., with complete instructions. *Postpaid.*

67 HP 87—Camera, flash unit, batt. ....9.90

67 HP 85—Camera only. ....6.95

67 HP 86—Flash unit, 2 batteries. ....2.95

### IMPERIAL 620 FLASH REFLEX CAMERA

- INCLUDES CAMERA, flash unit, batteries
- FINDER shows ¾ actual picture size
- 12 OVERSIZED pictures on 620 film

(C) An unusually low price for a reflex-type camera complete with flash unit and batteries. An excellent choice for youngsters because it's durably made and so easy to use. Just aim and snap the picture. The large reflex-type viewfinder shows ¾ actual picture size. Hinged viewing hood folds compactly. No focusing is required. Takes 12 pictures 3¼x3½ in. (standard oversize prints) on 620 black and white or Kodacolor film. Flash unit uses M-2, No. 8 or No. 5 bulbs (order on Pg. 44). Complete instructions. Ship. wt. 2 lbs.

67 H 21—Camera, flash unit, batteries. 4.98

### ANSCOFLEX II CAMERA, FLASH UNIT

- BEAUTIFUL ultra modern body style
- SLIDING, self-erecting finder hood
- SHARP f/11 two-element fixed lens

(D) Here's the exciting Anscoflex II with built-in close-up lens for better portraits, and built-in yellow filter to bring out dramatic cloud effects for improved outdoor pictures. A modernly designed camera. You'll appreciate it's striking beauty—handsome 2-tone gray and silver-color styling. Hood front slides down to protect lens when camera is not in use. Has recessed shutter release, "ratchet action" film advance knob. Film saving double exposure prevention. Large reflex-type viewfinder gives big, brilliant image of picture—makes viewing easier and quicker. Shutter is flash synchronized for use with matching gray flash unit. Takes 12 pictures 3¼x3½ in. (standard oversize prints) on 620 black and white or color film. Complete, easy-to-follow instructions are included. *Postpaid.*

67 HP 24—Camera, flash unit. ....23.90

67 HP 22—Camera only. ....18.95

67 HP 12—Flash unit with batteries. ....4.95

67 HP 14—Anso leather case. ....3.50

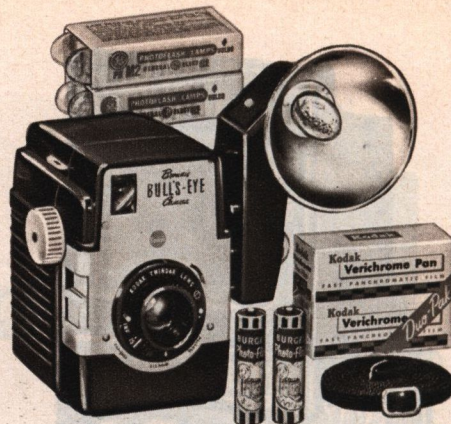




E 5.95 Outfit



G 14.95 Outfit



J 18.60 Outfit



F 19.95 Outfit



H 14.35 Outfit



K 28.75  
Camera and flash

## Flash Cameras for Day or Night Shots

### DEBONAIR CAMERA OUTFIT

- EVERYTHING you need to start shooting
- DEPENDABLE, simple, easy to use
- TAKES 12 big pictures on 620 film

**E** If you are a beginner, or if you prefer a camera that's simple to operate yet gives sharp black and white or brilliant full color snapshots, then this is your camera. It's both smartly styled and dependable, and easy on your budget too. Takes 12 pictures  $3\frac{1}{4} \times 3\frac{1}{2}$  in. (standard oversize prints) on 620 film. Camera has sharp fixed focus lens, optical eye-level viewfinder. Moulded of shock-resistant plastic. Includes camera, flash unit, battery, 4 No. 8 bulbs, one roll of film, instr.

67 H 28—Outfit. Ship. wt. 3 lbs. . . . 5.95

67 H 26—Camera, flash unit, battery. Shipping weight 2 lbs. . . . 4.59

### ARGUS "75" FLASH CAMERA OUTFIT

- COMPLETE with batteries, bulbs, film
- FULL IMAGE reflex-type viewfinder
- SHOOTS 12 pictures on 620 size film

**F** An easy-to-use camera that takes snapshots or time exposures beyond  $7\frac{1}{2}$  ft. without focusing. Convenient reflex-type viewfinder shows full-picture size. Synchronized for flash. Double exposure prevention device. Red indicator in lens shows when film has been advanced—saves you wasted film. Meniscus lens for clearer pictures. Takes 12 black and white or Kodacolor pictures  $3\frac{1}{4} \times 3\frac{1}{2}$  in. (standard oversize print) on 620 film. Gleaming black plastic body is styled for convenient handling. Outfit includes Argus "75" camera, plug-in flash unit, batteries, 4 No. 25 bulbs, one roll of 620 black and white film, and complete, understandable instructions. Order extra film on Page 74. Postpaid.

67 HP 69—Complete Outfit. . . . 19.95

67 HP 57—Argus Camera Only. . . . 14.95

67 HP 53—Argus Case Only. . . . 2.50

67 HP 58—Flash Unit, Batteries. . . . 3.80

### PHOTAK REFLEX II CAMERA OUTFIT

- COMPLETE OUTFIT ready for shooting
- TAKES 12 big oversized pictures  $3\frac{1}{4} \times 3\frac{1}{2}$  in.
- FILM-SAVING double exposure prevention

**G** For a better than average camera with unusually fine construction, you'll find this camera to be an exceptional value. Easy to use fixed focus eliminates adjustments—all subjects from 6 feet to infinity will be sharp with no distortion. Large reflex viewfinder shows clear, brilliant image. Finder hood snaps up into position instantly. Takes 12 black and white pictures  $3\frac{1}{4} \times 3\frac{1}{2}$  in. (standard oversize prints) on economical 620 roll film. Big, thrilling color prints on 620 color film too. Has double exposure prevention to save film. Detachable flashholder with test light. Outfit includes camera, flashholder, 2 "C" batteries, 4 No. 25 bulbs, 1 roll of 620 black and white film, and Eveready case. Complete instructions.

67 H 89—Complete outfit. Ship. wt. 4 lbs. . . 14.95

67 H 90—Camera, flash unit, batteries. Shipping weight 2 lbs. . . . 11.95

### KODAK HAWKEYE FLASH CAMERA OUTFIT

- KODAK'S most popular flash camera outfit
- COMPLETE . . . shoot indoors or out.
- OVERSIZED magnifying viewfinder for clarity

**H** You're off to a good start in picture taking with this modern flash camera. Over-sized waist level viewfinder for framing subject easily—shows clear, brilliant image. High quality meniscus lens—needs no focusing—all subjects beyond 5 feet are in focus. Handy thumb operated shutter release. Camera has plastic body with gray trim. Kodalite Lumiclad flashholder will not dent; reflects more light—uses No. 5 bulbs. Takes 12 sparkling black and white or lifelike Kodacolor pictures,  $3\frac{1}{4} \times 3\frac{1}{2}$  in. (standard oversize prints) on 620 film roll. Outfit includes camera, flash unit, batteries, 8 No. 5 bulbs, 2 rolls of Verichrome-Pan film, instructions. Postpaid.

67 HP 76—Complete Hawkeye outfit. . . . 14.35

67 HP 72—Hawkeye Flash Camera Only. . . 7.45

67 HP 73—Black Kodalite Flash, battery. . . 4.25

67 H 92—Wards Case for Hawkeye Camera. Shipping weight 8 oz. . . . 2.29

### KODAK BROWNIE "BULLS-EYE" CAMERA OUTFIT

- 3-WAY FOCUSING featured for sharper pictures
- DOUBLE EXPOSURE prevention cuts film waste
- IT'S COMPLETE . . . batteries, bulbs and film included

**J** 3-way focusing camera gives Kodak's dependable performance—means more versatile shooting for you. Simply (1) set lens for "Scenes", "Groups", or "Close-ups", or (2) use footage scale for sharper closeups to 4 ft., or (3) use fixed-focus setting. Better 2-element lens lets you make finer adjustments as your ability increases. Indicator in viewfinder warns that film has not been advanced. Double exposure prevention cuts film waste. Takes 8 pictures  $3\frac{1}{2} \times 5$  in. (standard oversize prints) on black and white or Kodacolor 620 film. Black plastic body, metal trim; tripod socket. Matching midget Kodalite flash has 3-in. Lumiclad reflector—uses tiny M-2 or No. 5 or 8 bulbs. Outfit includes camera, neck strap, flash unit with guard, 2 batteries, 8 M-2 bulbs, 2 rolls of Verichrome-Pan film, and instructions. Postpaid.

67 HP 35—Complete Bulls-Eye Outfit. . . . 18.60

67 HP 38—"Bull's-Eye" Camera Only. . . . 13.50

67 HP 4—Midget Black Flash Unit, Batteries. . . . 3.20

### NEW KODAK DUAFLEX IV REFLEX-TYPE CAMERA

- NEWLY STYLED in rich Brown leatherette, with trim
- KODAK f/8 LENS—for hazy, bright or brilliant light
- FOCUSES from  $3\frac{1}{2}$  ft. for more detailed closeups

**K** Larger f/8 lens opening permits better color pictures and pictures in poor light. Focuses from  $3\frac{1}{2}$  ft. for portraits, groups, or scenes. Double exposure prevention saves film. Folding hood shields large glass viewing screen. Takes snapshots and time exposures. Makes 12 pictures  $3\frac{1}{4} \times 3\frac{1}{2}$  in. (std. oversize prints) on 620 roll film—Kodacolor too. Matching Brown plastic flashholder screws into side—uses No. 5 flash bulbs. Camera has metal reinforced plastic body, leatherette covering and satin trim. Instructions included.

67 HN 32—Camera, Flash Unit, Batteries. Ppd. . . 28.75

67 HN 31—Camera with Kodar lens only. Postpaid 24.50

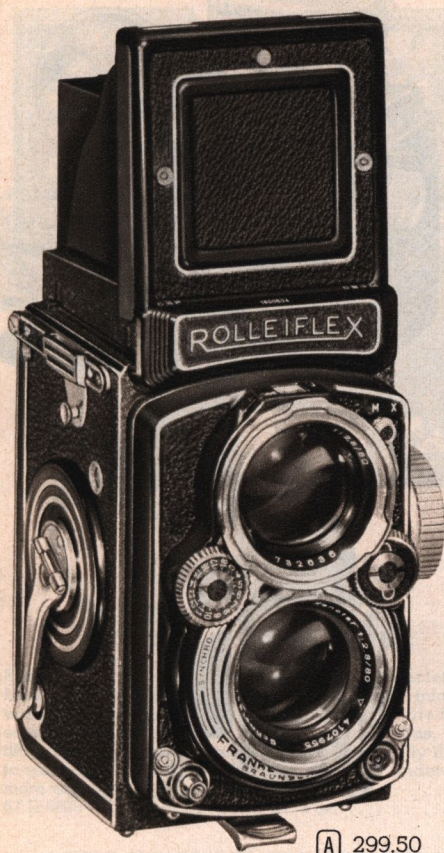
DUAFLEX IV CAMERA WITH KODAK LENS, FLASH UNIT. Like (K) above, but with fixed Kodak lens "In-focus" from 5 ft. to infinity without adjustment. Postpaid.

67 HP 39—Camera, Flash Unit, Batteries. . . . 20.20

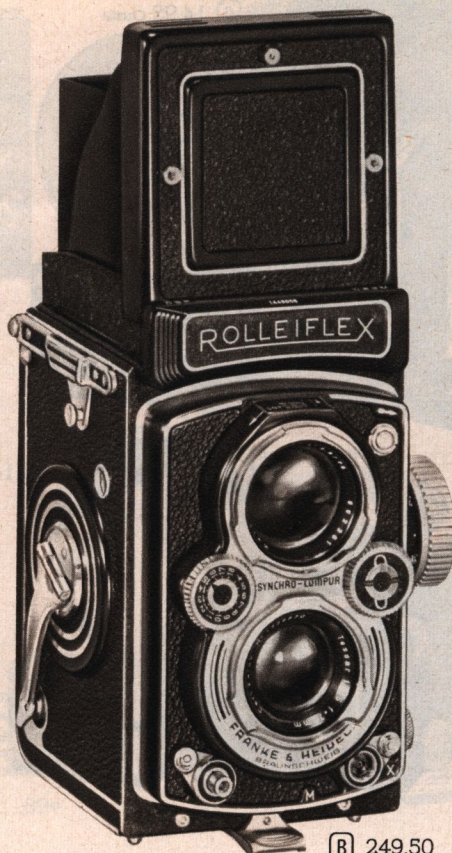
67 HP 33—Camera with Kodak lens only. . . . 15.95

67 HP 74—Brown Kodalite Flash, Batteries. . . . 4.25





(A) 299.50



(B) 249.50



(C) 149.50

## Internationally Known Rollei Reflex Cameras

- **SHOOT PROFESSIONAL-LOOKING PICTURES**—made in Germany by Franke and Heidecke, originators of reflex cameras.
- **QUICK, EASY FOCUSING**—view subject on ground glass, image appears exactly the same size it will be on negative.

(A) (B) (C) Among twin-lens reflex type cameras, Rolleiflex and Rolleicord are in a class by themselves. Extremely simple to operate, yet made to give professional results. The twin lenses consist of the upper, or viewing lens, and the lower or taking lens. Pictures are seen in the ground glass with the upper lens, which is always wide open to admit the greatest possible amount of light. This lens is one-half stop larger than the taking lens to assure a clear, bright image. Focal length of the two lenses is identical.

Collapsible hood shades the ground glass to make focusing clearer. Ruled lines on glass facilitate composition. Parallax is automatically corrected. Hinged magnifier shows  $2\frac{1}{2}X$  image for critical focusing. Automatic depth of field scale on large focusing knob. Adj. film-speed reminder dial.

- **ALL 5 CAMERAS TAKE 12 PICTURES**, size  $2\frac{1}{4} \times 2\frac{1}{4}$  in. on No. 120 film—capable of huge enlargements or color projections.
- **COMPACT SIZE** about  $5\frac{1}{2} \times 3\frac{3}{4} \times 3\frac{3}{4}$  in.—durable metal construction throughout, black leather cover, chrome trim.

Shoot pictures from 5 convenient positions: over-head, eye-level, waist-level, knee-level, or ground-level. Sports finder for fast action. Lenses coated, color-corrected, with special abrasion-resistant coating on exposed surface. Bayonet receptacle on lens mount for accessory lenses or lens hood. Furnished with adapter ring for Kodak filters on Page 29.

Color slides for use in standard  $2 \times 2$  projectors may be made with Rolleikin (35mm) Adapter (A) or super slides on facing page. Synchro-Compur shutters have double exposure prevention. Fully synchronized for flash at all speeds, with X, zero delay for Strobe. All use Rolleiflash (J) on facing page, and  $f/3.5$  cameras use any flash gun with European fittings on Pages 41–43. Complete with cable release, lens cap, brown leather ever-ready case and neck strap.

PRECISION ROLLEIFLEX CAMERAS, WITH  $f/2.8$  LENS 299.50; WITH ZEISS  $f/3.5$  LENS 249.50

(A) (B) The Rolleiflex cameras below are the finest reflex cameras made. Viewing lenses are all  $f/2.8$  to provide a brighter ground glass image. Shutter speeds, diaphragm openings may be read from above. All have light value scale with click stops, coupling lock. Self-timer has 10-sec. delay.

(A) ROLLEIFLEX  $f/2.8D$ . The 5-element 80mm Schneider Xenotar  $f/2.8$  lens is of the finest optical quality. Focuses from  $3\frac{1}{2}$  ft. to infinity. Stops down to  $f/22$ . Shutter has 10 speeds, from 1 to  $1/500$ , plus Bulb. Shutter speed and diaphragm controls are set for instant coupled action (no recalculating) or uncouple for independent control. Lens mount on the 2.8D is larger than other Rolleis; special accessories are provided for this model (see facing page). Magnifier on top, and eye-level magnifier can be accommodated to suit individual eyesights. Knob for take-up spool embodies film counter for Rolleikin 2D (A) on facing page; permits quick change to 35mm film. Order adapter ring for Kodak Series VI filters and accessories at right. No Credit Charge on these cameras.

67 HN 200LT—With case. Postpaid.....\$299.50

ROLLEIFLEX  $f/2.8D$  WITH ZEISS LENS. Same as above, but has new 5-element Zeiss Planar 80mm  $f/2.8$  lens. Accepts same accessories. With case. 67 HN 201LT—Postpaid. Only 10% Down..\$299.50

A series of 12 pictures (or 20 to 36 on 35mm film), may be completed in a matter of seconds; a feature indispensable to press photographers, etc. Handy crank on right side cocks shutter, advances film, and operates counter all in one swift stroke; permits rapid shooting without taking eyes off subject.

(B) ROLLEIFLEX  $f/3.5$ . 75mm Zeiss Tessar lens focuses from 3 ft. to infinity. Stops down to  $f/22$ . Shutter has 10 speeds from 1 to  $1/500$ , plus Bulb. A new shutter has been incorporated in Rolleiflex  $f/3.5$  cameras: a light value scale located on the shutter speed control wheel facilitates rapid setting for correct exposures. Shutter speed and diaphragm controls are coupled so that changes can be made instantly without recalculating for correct exposure. Uncouples for independent adjustments of either speed or lens opening. Order adapter ring below.

67 HN 226LT—With case. Postpaid.....\$249.50

ROLLEIFLEX WITH XENAR  $f/3.5$  LENS (Not pictured.) Exactly the same in appearance and construction as (B) above, but with a Schneider Xenar  $f/3.5$  lens. Focuses from 3 ft. to infinity.

67 HN 229LT—With case. Postpaid, 10% Dn..\$234.50

ADAPTER RINGS (not shown) to use Kodak Filters and lens accessories with Rollei cameras. Wt. 2 oz. 67 H 2220T—For  $f/2.8$  lens, takes Series VI..\$2.19

67 H 2221—For  $f/3.5$  lens, takes Series V.... 1.79

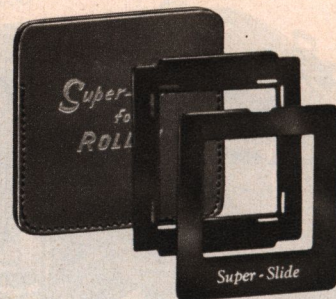
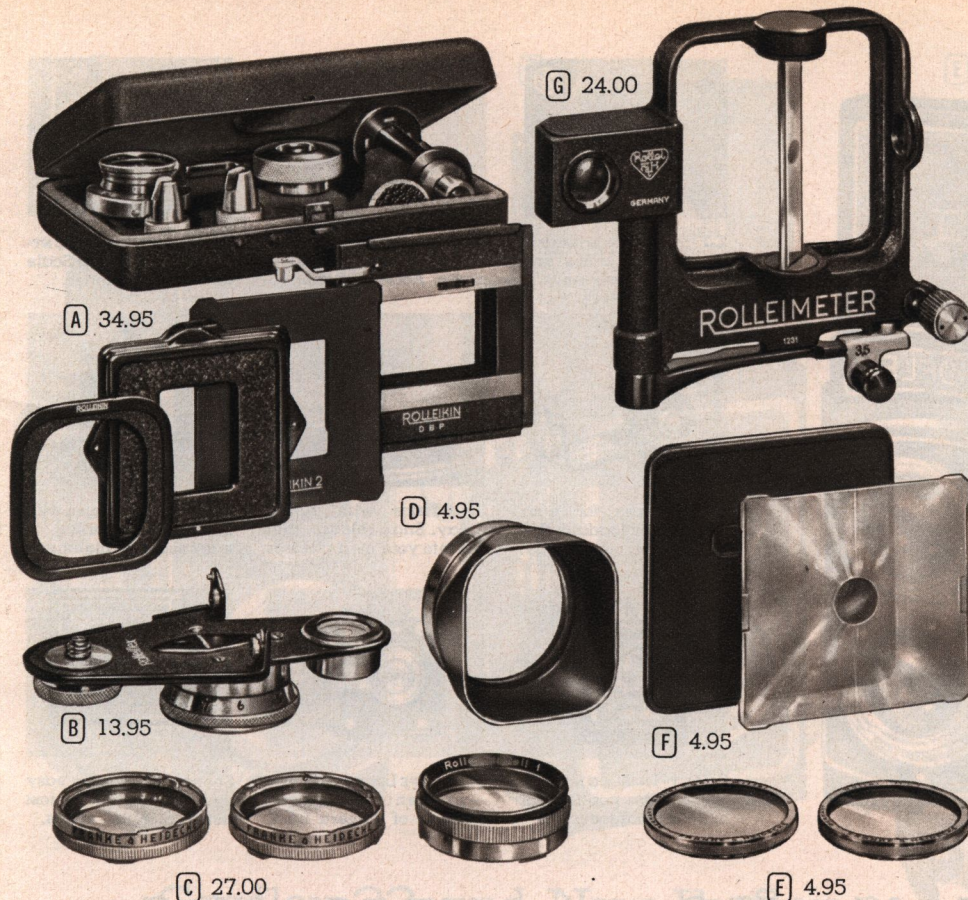
ROLLEICORD V WITH  $f/3.5$  LENS 149.50

(C) For those who want the finest in a twin-lens reflex-type camera, but have no need for the rapid-fire shooting made possible with the Rolleiflex models at left. 75mm Schneider Xenar lens focuses from 3 ft. to infinity. Stops down to  $f/22$ . Viewing lens is  $f/3.2$  for a brighter image and easier focusing. Shutter has 10 speeds from 1 to  $1/500$ , plus Bulb. Rolleicord cameras achieve the highest possible performance in their price field. Identical in many respects to the Rolleiflex, but does not have the automatic shutter-cock and rapid film-advance lever. Shutter must be tensioned by pre-setting before each exposure. Shutter speeds appear on right rim of lens mount. Shutter speeds and lens openings are visible from top of the camera. Winding knob on right side automatically advances film counter.

A new feature of the Rolleicord V is the light-value scale which appears on left rim of lens mount. Determine your film speed from exposure table on back of camera, or from a photo-electric meter. Transpose reading to light value scale on camera; shutter speed and diaphragm opening can be immediately adjusted for correct exposure. This ingenious arrangement helps to prevent serious errors in exposure. Order adapter ring for Kodak Series V filters at right. Only 10% Down on camera and no carrying charge.

67 HN 244LT—With case. Postpaid.....\$149.50





## NEW SUPER-SLIDES FOR ROLLEI CAMERAS



NEW 2x2 SUPER SLIDES make your Rollei a color slide camera too—slides fit standard 35mm projectors with Airequip and TDC changers. 12 BIG color transparencies are yours from each 120 color roll film. Each film has 85% greater picture area than 35mm film and fills your entire screen (see comparison above). Kit contains a viewing and a focal plane mask in leather case, plus 25 slide mounts. Simply slip masks into camera and shoot normally. Insert trimmed film in mount, seal with warm iron and you're ready for projecting. See Page 79 for processing and mounting. Ship. wt. 4 oz.

67 H 3360—For Rolleiflex cameras... \$3.79  
67 H 3361—For Rolleicord cameras... 3.79  
67 H 3362—25 Extra Mounts. Wt. 2 oz. ... 65c

## Rollei Accessories Add Versatility

### ROLLEIKIN ADAPTERS FOR 35MM FILM

**(A)** ROLLEIKIN 2. Adapter for using 35mm film in the 3 current Rollei f/3.5 cameras on facing page. Provides versatile 2-in-1 camera. Uses standard 20 or 36 exposures 35mm film—black and white or color. Also fits older Rolleiflex with Serial Nos. 1,160,000 and up; and Rolleicords with Nos. 1,157,000 and up. Once installed, may be permanently left in camera. Kit consists of release knob with film exposure-counter, aperture vertical frame, 35mm take-up spool, 2 terminals to support film, 3 masks, and view-finder frame.

67 HN 203 T—In metal case, plush lined. Ppd... \$34.95

ROLLEIKIN 2D. Like (A), but for Rollei 2.8d and 2.8c.  
67 HN 202 T—Postpaid. .... \$25.80

**(B)** PANORAMA HEAD. For taking panoramic views. Ordinary photographs cover a field of only 40°. With the panorama head it is possible to make a series of 10 separate exposures for full 360° coverage. Camera automatically clicks into place for each exposure. Pictures overlap to facilitate matching. Circular spirit level built to keep camera parallel with ground.

67 HP 220 T—All metal construction. Postpaid... \$13.95

### USE FLASHFLEX AND ROLLEIFLASH UNITS FOR EASY INDQOR SHOOTING

**(H)** ROLLEI FLASHFLEX f/3.5. Attaches quickly to viewing lens bayonet mount of Rollei f/3.5 cameras. Lightweight (only 8 oz.) with coil spring bracket. Gun can be used too, for off-the-camera lighting; coiled cable extends 3 ft., retracts to 8 in. Uses bayonet-base bulbs. Bulb ejector. Modern battery capacitor "B-C" circuit operates efficiently for thousands of shots. Extension outlet for flashing 3 or 4 bulbs at once.

67 HN 217 T—With 22½-volt B-battery. Postpaid... \$14.95

**(H)** 14.95



**(J)** 29.95

### CLOSE-UP LENSES FOR ROLLEIS

**(C)** Rolleinar close-up lenses are available in two focal lengths, No. 1 for ordinary close-ups, and No. 2 for extreme close-ups. Used for portrait work, close-ups of flowers, etc. All sets complete with matched Rolleinar lens which is used on camera viewing lens to accurately correct parallax. These lenses require no increase in film exposure. Treated with abrasion-resistant, anti-reflection coating. Complete with smart looking leather case.

**(C)** ROLLEINAR 1 AND ROLLEIPAR 1 FOR f/3.5 LENS MOUNT. For subjects 39½ to 17¾ in. from camera.  
67 HN 230 T—Postpaid. .... Complete Set \$27.00

ROLLEINAR 2 WITH ROLLEIPAR 2 FOR f/3.5 LENS MOUNT. For subject 19¾ to 12½ in. from camera.  
67 HN 232 T—Postpaid. .... Complete Set \$27.00

ROLLEINAR 1 FOR ROLLEI 2.8D OR 2.8C—For subjects 39½ to 18½ in. from camera.  
67 HN 218 T—Postpaid. .... \$27.00

ROLLEINAR 2 FOR ROLLEI 2.8D OR 2.8C—For subjects 19¾ to 12½ inches from camera.  
67 HN 219 T—Postpaid. .... \$27.00

**(J)** ROLLEIFLASH FOR f/3.5. For Rolleis with f/3.5 lens mount. Bayonet receptacle. Capacitor type with 22½-volt BC battery. Flexible coil spring prevents vibration to camera. Gun may be mounted also on tripod by detaching mounting arm. Built-in test light. Ejector button. Batteries often last a year. Aluminum-alloy. Black crackle finish, silver crackle lining in 5¼-inch reflector.

67 HN 228 T—Postpaid. With Battery. .... \$29.95

ROLLEIFLASH FOR ROLLEI 2.8D AND 2.8C. (Not shown.) Same as (J) above, but designed for 2.8d or c mount. Postpaid.

67 HN 205 T—Battery incl.. \$29.95

EXTENSION FLASH. For Rolleiflash unit. For large groups or special lighting effects, this extension provides the added illumination you need.

67 HP 225 T—Postpaid. .... \$14.95

### ROLLEI MANUAL

Smartly bound, 384 - page book, packed with practical information and brilliant illustrations on twin-lens photography. Written by Alec Perlman, leader in the field of pictorial, commercial and advertising photography. Includes every sphere of Rollei photography from flash to fashion, seascapes to snowscapes.

67 H 4840 T—Ship. wt. 1 lb. .... \$7.50



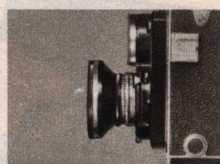




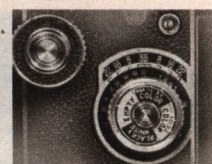
**A** 47.50 With Case



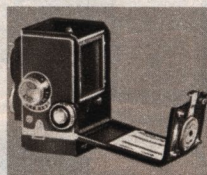
**X-F-M SYNCHRONIZATION** for all flash bulbs and electronic flash units.



**BAYONET TYPE LENS MOUNT** accepts Rollei-type attachments. Accessory clip.



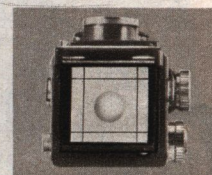
**AUTOMATIC FILM COUNTER**, Depth of Focus Scale and Film Reminder.



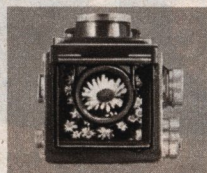
**BACK OPENS** for easy drop-in film loading. Solid die-cast metal body.



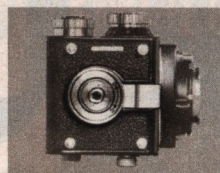
**SELF-TIMER** with 10-sec. delay. Snap release, then get into your own pictures.



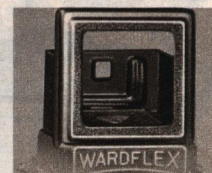
**BUILT-IN FIELD LENS** with focus circle; marked for easy subject alignment.



**BUILT-IN MAGNIFIER** snaps into position for more critical focusing.



**DIAL-TYPE LOCK** twists open—prevents accidental opening of camera back.



**SPORTS FINDER** for easy eye-level viewing of fast action pictures, sports.

## The All-New Wardflex II Camera 47.50 with Case

LOWER-PRICED MODEL HAS SAME BASIC CONSTRUCTION AND FEATURES

- **BAYONET LENS MOUNT** Takes Famous Rollei-type Bayonet Sunshade and Flash For Much Wider Camera Versatility
- **FULLY SYNCHRONIZED RECTUS MX SHUTTER** with 10 Most-Used Speeds From 1 to 1/300 Second—Delayed-Action Timer
- **AUTOMATIC FILM STOP AND EXPOSURE COUNTER** for Convenient, Fast Shooting of Rapid Sequence Actions—Film Protection
- **BRIGHTER FIELD LENS** shows Actual Negative Size for Better Composition—Etched Lines Aid in Better Subject Alignment.
- **GUARANTEED PRECISION-GROUND BIKOR LENS** With High Resolving Power—Sharp Image Detail Even At the Edges

**A** WARDS FINEST, the Wardflex II with the Plus features and "quality camera feel" of the world's finer reflex cameras. Feature for feature Wards guarantee the Wardflex II to equal the performance of cameras costing up to \$90 or your money back.

**LENS AND SHUTTER.** Coated 80mm, 3-element Bikor anastigmat lens—focuses from 3 ft. to infinity. Opens to f/3.5 stops down to f/22. 1/3.5 Telmer viewing lens. Rectus M-X shutter has 8 speeds from 1 sec. to 1/300 plus bulb. 3 flash synchronizations Class M, X, and F—use all bulbs and electronic flash. Built-in delayed action release. European (PC) flash fitting.

**OPERATING CONTROLS.** Extra bright fresnel-type field lens shows brighter pictures to the edges. Self-erecting hood with built-in magnifier for critical focusing. Square negative-size ground glass has guide markings for taking "Super-Slides". Front folds down for open eye-level sports viewfinder. Oversize focusing knob has depth of focus scale, all numbers large and easy to read. Over size film wind with automatic stop and film counter. Bayonet type lens mount accepts Rollei-type filters, close-up lens and sunshade—takes only a quarter turn to lock them positively to the camera.

**CONSTRUCTION FEATURES.** Heavy all-metal body with black leather-like covering and chromed trim. Dial-type lock prevents accidental opening of camera back. Easy drop-in film loading—takes only a few seconds to load the Wardflex II, takes twelve 2 1/4 x 2 1/4-in. black and white, color pictures and "Super-Slides" that you can mount yourself for regular 35mm projectors—kit on Page 33—on roll of 120 film. Flash units on Pages 42 and 43.

67 H 235 L—Camera and brown leather eveready carrying case. Ship. wt. 2 lbs. 47.50



**B** 29.95

### WARDFLEX STANDARD REFLEX CAMERA

**B** A top quality reflex camera, precision made by Japanese camera craftsmen. Finest materials and workmanship are assured by tests of the Japanese Camera Institute and Wards own testing laboratory. Wards guarantee it to equal in performance cameras costing up to \$70 or your money back. You'll like the way the Wardflex handles, constructed of long-wearing materials to give it that "expensive camera" feel. The pictures you take will show you why we believe the Wardflex is an outstanding camera value.

Hard coated, color-corrected Telmer lenses with 80mm focal length make sharp negatives—lens openings from f/3.5 to f/22. Precision T.K.K. shutter has 8 speeds from 1 sec. to 1/200 sec. plus bulb. Flash synchronization is class F—use SM and SF bulbs at shutter speeds from 1 sec. to 1/100 sec., No. 5 or 25 bulbs at 1/25 sec. European (PC) flash fitting. Actual negative size ground glass focusing from 3 1/2 ft. to infinity—self-erecting hood has built-in magnifier for critical focusing. Sports type viewfinder for fast action and sporting events. Over size focusing knob has depth of focus scale. Solid all metal body has handsome black leather-like covering—chromed trim. Easy drop in loading—twelve 2 1/4 x 2 1/4-in. pictures on roll of 120 size film—Dial type lock prevents accidental opening of camera back. Use Wards Monthly Payment Plan—See Page 82. Flash units on Pages 42, 43.

67 H 222 L—Camera only. Ship. wt. 2 lbs. .... 29.95

67 H 223—Top grain leather case. Ship. wt. 8 oz. .... 5.95

67 H 224 L—Camera and case. Ship. wt. 2 lbs. 8 oz. .... 35.50

### ADVANTAGES OF REFLEX CAMERAS

Reflex cameras are widely used by Top Amateurs and successful Professional Photographers for all types of pictures. The reflex camera has become one of the most popular types for all around photographic use.

Now growing in popularity for color slides, the 2 1/4 x 2 1/4-in. size gives brighter, more detailed color projections with the new Brumberger 2 1/4 x 2 1/4-in. projector (L) Page 13; in a field that formerly was reserved for 35mm cameras. Other advantages include:

**GROUND GLASS FOCUSING**—you see the actual negative size picture before you take it—eliminates focusing errors and saves film because square format gives you maximum picture flexibility. Composition and balance are automatically taken into consideration which results in less wasted film because of "bad" pictures.

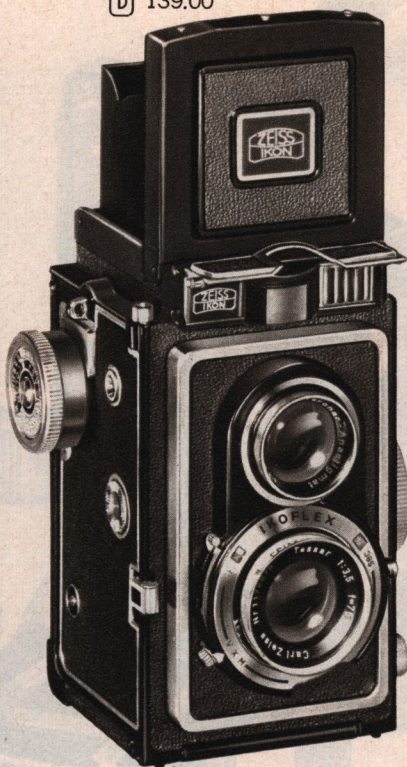
**VARIETY OF VIEWING POSITIONS**—Reflex type cameras are usually held at waist level, but may also be held at ankle level for low angle shots or held overhead using the ground glass for those hard-to-get over-the-crowd shots or at eye level using the sports type viewfinder and depth of focus scale for taking fast action pictures.



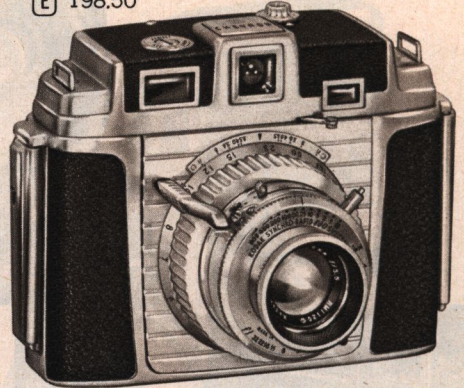
C 74.50



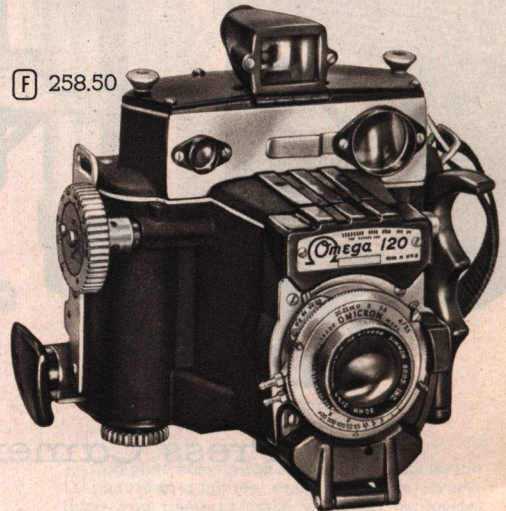
D 139.00



E 198.50



F 258.50



## Graflex 22 and New Ikoflex

IKOFLEX HAS NEW BUILT-IN LIGHT METER

### GRAFLEX "22" REFLEX CAMERA

C American-made, twin-lens reflex with many of the features usually found in more expensive cameras. Fine quality at a moderate price by the makers of famous Speed Graphic Press Cameras.

LENS AND SHUTTER. Coated 85mm f/3.5 Graflex taking lens focuses from 3 ft., stops down to f/22. Coupled to f/3.2 viewing lens. Century flash shutter has 5 speeds from 1/10 to 1/200, plus bulb and time. Synchronized with SM or SF bulbs up to 1/100 sec.; (X) zero delay for electronic flash. American (ASA) Flash fitting. Order flash unit sold below on Page 42.

OPERATING CONTROLS. Self-erecting hood has built-in magnifier for critical focusing. Hinged front panel folds down to make eye-level sports viewfinder for fast action. Focusing knob has depth of focus scale.

CONSTRUCTION FEATURES. Steel body, with gray leather and chromed trim. Size 5½x3¾x4½ in. Twelve 2¼x2¼-in. pictures on 120 size film. Lens mount diameter 1¼ in.

67 HN 213LT—Camera only. Postpaid. 74.50  
67 HP 214T—Graflex leather case. Ppd. 9.50

GRAFLASH B-C FLASH UNIT (not shown) for Graflex "22" fits camera shoe—no exposed wires. 5-in. reflector, bulb ejector. Extension outlet. "B" battery fires up to 4 bulbs at once—lasts up to a year. Order No. 5 or SM Flash bulbs on Page 44.

67 HP 216T—Postpaid. 10.95

### NEW ZEISS IKOFLEX CAMERAS

D The reflex camera affords easiest focusing and finding; and in the new Ikoflex I-C, a precision built-in exposure meter takes all the "guess work" out of picture taking. Prontor SVS shutter has speeds from 1 to 1/300 second plus bulb. Fully synchronized at all speeds with No. 5 or 25 bulbs, (X) zero delay for electronic flash. Built-in timer so you can take your own picture. Order Kodak Series VI, No. 61 adapter ring—Pg. 29.

OPERATING CONTROLS—Self-erecting hood, eye-level viewfinder. Magnifier for fine focusing. Extrabrite field lens for brighter image with clear center for critical focusing. New oversize focusing knob has depth of field scale. Film advance sets film counter.

CONSTRUCTION FEATURES—All metal body with leather and chromed trim. Size—3x3¾x5½ in. Makes twelve 2¼x2¼-in. pictures on 120 film. Focuses from 3½ ft.

IKOFLEX I-C (shown). With built-in meter. Coated 75mm f/3.5 Tessar lens (4-element), stops down to f/22.

67 HN 240LT—No Credit Charge. Postpaid. 139.00

IKOFLEX I-C: With built-in exposure meter. Coated 75mm f/3.5 Novar lens (3-element), stops down to f/16.

67 HN 241LT—No Credit Charge. Postpaid. 119.00

67 HP 239T—Zeiss leather case for I-C. Postpaid. 14.00

IKOFLEX I-B. Without built-in exposure meter. Coated 75mm f/3.5 Novar (3-element) lens stops down to f/16.

67 HN 242LT—No Credit Charge. Postpaid. 99.00

67 HP 243T—Zeiss Deluxe Leather Eveready Case for Ikoflex I-B. Postpaid. 14.00

### OMEGA 120 ROLL FILM CAMERA

With Automatic turret flash

F Developed by the makers of well-known Omega enlargers. Designed to give sharper enlargements than any other hand-camera because of automatic film pressure plate that insures film flatness during exposure, special 4 element Wollensak 90mm f/3.5 Anastigmat lens and heavy, extra-rigid construction. Takes 9 pictures 2¼x2¼ in. on 120 film.—size corresponds to proportions of standard 8x10 and 16x20-in. paper. Requires only 7 diameter enlargement for 16x20-in. print. Oversize viewfinder tilts automatically to correct for parallax. All controls are oversize. Focusing knob has depth of field scale. Autofilm transport advances film and cocks shutter. Film counter. Extremely accurate rangefinder magnifies 1½ times. Double exposure prevention. 4-element, coated Omicron lens made by Wollensak. Focuses from 3 ft. to infinity. Stops down to f/32. Rapax trigger action shutter has 9 speeds to 1/400 sec. Synchronized at all speeds with No. 5 and 25 bulbs, zero delay for electronic flash. One-piece magnesium body, black crackle finish. Adj. nylon hand, shoulder straps.

67HN254LT—No credit charge. Ppd. 258.50

67HN266T—Tan leather case. Postpaid. 32.50

OMEGAFLASH B-C UNIT (below). Holds 6 bulbs, revolves automatically when you advance film. Complete with batteries and 1 turret.

67 HN 264LT—Postpaid. 49.50

### KODAK CHEVRON...PRECISION ROLL FILM CAMERA FOR FINER, PICTURES

E Kodak's most versatile professional-type camera. Uses 620 roll film for 2¼x2¼ in. shots in black and white or color. Ratchet film advance lever, automatic film counter dial. Extra-rigid construction combined with Kodaks best lens—Ektar f/3.5 78mm, to bring you maximum sharpness and definition; viewfinder has extra-large eyepiece for people who wear glasses.

LENS AND SHUTTER. 78mm f/3.5 Ektar. Focuses from 3½ ft. Stops down to f/32. Kodak Synchro-Rapid 800, fastest between-the-lens shutter, has 10 speeds—1 to 1/800 sec. plus bulb. Synchro-

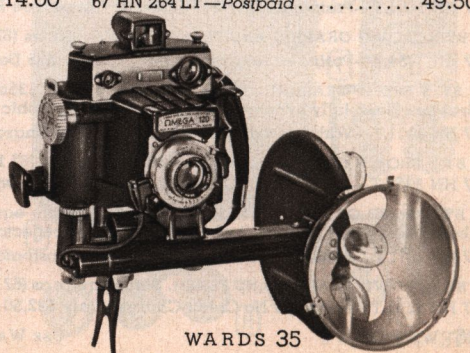
nized at all speeds for No. 5 and 25 bulbs, (X) zero delay for electronic flash—ASA flash post.

OPERATING CONTROLS. Focusing automatically corrects parallax. Split-image rangefinder assures sharp focus. Built-in 828 finder mask for use with Color Film Adapter.

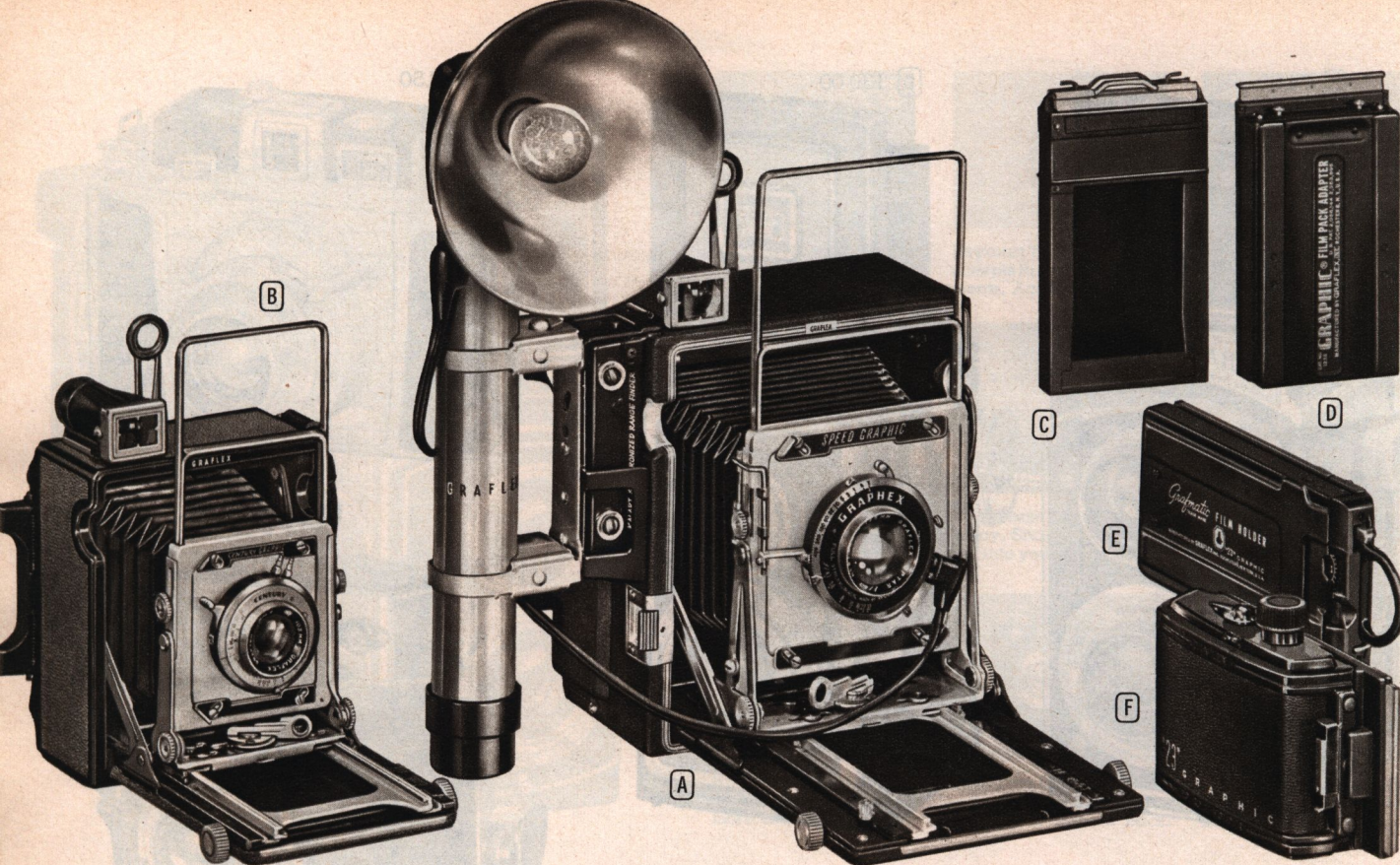
CONSTRUCTION. Die-cast aluminum body covered with black Morocco, Kodadur, chromed trim. Built-in series V adapter ring.

67 HN 289—No credit charge. Postpaid. 198.50

67 HP 290T—Brown leather case. Ppd. 17.50







## Press Cameras for Professional Results

### PACEMAKER 4 BY 5 SPEED AND CROWN GRAPHIC CAMERAS

**A** Crown Graphics have the following features: Graphic coupled rangefinder with built-in rangefinder for night focusing. All-metal Grafluk Back. Rising, tilting, and laterally shifting Front Board—to correct distortion. Double extension bellows. Drop Bed. Interchangeable metal lens board. Body shutter release. Flexible steel wire sports type finder. Constructed of Honduras Mahogany, reinforced with aluminum, stainless steel. Black vinyl covering.

Speed Graphic Cameras Include: all of the above features plus a focal plane shutter which permits speeds up to 1/1000 sec.—synchronized at all speeds with 31 focal plane flash bulbs.

Lens and Shutter Combinations: the 162mm f/4.5 Graflex Optar covers the negative completely and gives better perspective. Suitable for portraits, commercial, table top, sports, outdoor and all normal shooting. Supplied in the Graphex No. 3 shutter with speeds from 1 to 1/200 second, plus time and bulb. Fully synchronized at all speeds with class "M" bulbs (Nos. 5, 25, 11, 40, etc.), zero delay for electronic flash units. Lens mount diameter 1 3/4 in.

For fast photography such as sports or news pictures, the 135mm f/4.7 has a wider field of view and greater depth of field. Supplied in Graphex No. 2 shutter with speeds from 1 to 1/400 second, plus time and bulb. Synchronized at all speeds with class "M" bulbs (Nos. 5, 25, 11, 40, etc.), zero delay for use with electronic flash units. Lens mount diam. 1 1/2 in.

For lens and shutter combinations or accessories not listed, or factory installation of Graflite Units, write to Bob Adams, see Page 21.

4 BY 5 SPEED GRAPHIC CAMERA. Supplied with 162mm Graflex Optar lens in Graphex No. 3 fully synchronized shutter. Includes one 4 by 5 Riteway cut film holder and Graphic rangefinder. No Credit Charge.

67 HN 314LT—Postpaid. Only \$37 Down on Terms, see Page 82. . . . . 368.95

4 BY 5 CROWN GRAPHIC CAMERA. Same equipment as (67 HN 314LT) above.

67 HN 344LT—Postpaid. No Credit Charge. Only \$32 Down on Terms. . . . . 319.95

4 BY 5 SPEED GRAPHIC CAMERA AND FLASH. Same equipment as (67 HN 314LT) above, plus 3-cell Graflite flash unit with 5-inch reflector.

67 HN 315LT—Postpaid. Only \$40 Down on Terms, see Page 82. . . . . 396.35

4 BY 5 CROWN GRAPHIC AND FLASH. Same equip. as (67 HN 315LT) above.

67 HN 345LT—Postpaid. No Credit Charge. Only \$35 Down on Terms. . . . . 347.35

4 BY 5 SPEED GRAPHIC CAMERA. Supplied with 135mm Graflex Optar lens in Graphex No. 2 fully synchronized shutter, new graphic range finder.

67 HN 300LT—With one 4x5 Film holder. No Credit Charge. . . . . 346.45

4 BY 5 CROWN GRAPHIC CAMERA. Same equip. as (67 HN 300LT) above.

67 HN 325LT—Postpaid. No Credit Charge. Only \$30 Dn. on Terms. . . . . 297.45

4 BY 5 SPEED GRAPHIC CAMERA AND FLASH. Same equipment as (67 HN 300LT) above, plus 3-cell Graflite flash unit with 5-inch reflector.

67 HN 301LT—Batteries incl. No Credit Charge. Postpaid. . . . . 373.85

4 BY 5 CROWN GRAPHIC AND FLASH. Same equip. as (67 RN 301LT) above.

67 HN 326LT—Postpaid. No Credit Charge. Only \$32.50 Dn. on Terms. . . . . 324.85

36 WARDS 2

### CENTURY GRAPHICS, GRAFLITE FLASH EQUIPMENT

**B** LATEST MODEL CENTURY GRAPHIC CAMERAS. Basic 2 1/4 x 3 1/4 Graphic with Grafluk back with 103mm coated f/4.5 Graflex in Century shutter—speeds from 1/10 to 1/200, synchronized to 1/100 with SM or SF bulbs, (X) Zero delay for electronic flash. Has most Graphic features except focal plane shutter. Durable molded plastic body 7x5x3 in. Lens mount diameter 1 1/4 in. No Credit Charge. Ppd.

67 HN 280LT—With one 2 1/4 x 3 1/4 Graphic cut film holder. . . . . 139.50

67 HN 288LT—Like above with Kalart rangefinder installed and Graflite Jr. 2-cell flash unit. . . . . 196.50

### FILM HOLDERS, CASES FOR GRAPHIC CAMERAS

**C** GRAPHIC SHEET FILM HOLDERS. Made by Graflex. For cameras with Graphic or Grafluk backs. Each holds 2 sheets. Postpaid.

67 HP 251T—For 2 1/4 x 3 1/4. .485; 67 HP 255T—For 3 1/4 x 4 1/4. .495

67 HP 261T—4x5 Riteway Holder. Lighter, thinner, faster loading. . . . . 4.95

**D** GRAPHIC FILM PACK ADAPTERS. Made by Graflex. For Graphic or Grafluk back cameras. Hold compact 12-sheet film packs.

67 HP 252T—For 2 1/4 x 3 1/4 cameras. Postpaid. . . . . 9.75

67 HP 262T—For 4x5 cameras. Postpaid. . . . . 10.95

**E** GRAFMATIC FILM HOLDER. Compact 6-sheet cut film magazine—can shoot and develop one at a time if you wish. "Push-pull" changes film. Automatic film counter.

67 HP 275T—For Pacemaker 2 1/4 x 3 1/4 cameras. Use Wards

Monthly Payment Plan—See Pg. 82. Postpaid. . . . . 17.95

67 HN 268T—For 4x5 Pacemaker Graphics. Postpaid. . . . . 24.95

**F** ROLL FILM HOLDER. Made by Graflex. For shooting 120 roll film in Graphic or Graflex cameras. Automatic film metering device. Safety slide lets you remove holder before roll is finished. Graflex cameras have Graflex back; Pacemaker cameras have Grafluk back. Models for Graphic back cameras have accessory spring kit to fasten roll holder on camera in place of camera's focusing panel. Postpaid.

Catalog No.	Picture size	Camera size	Type of back	Price
67 HN 286T	2 1/4 x 3 1/4	2 1/4 x 3 1/4	Grafluk	\$21.50
67 HN 272T	2 1/4 x 3 1/4	2 1/4 x 3 1/4	Graflex	21.50
67 HN 295T	2 1/4 x 3 1/4	2 1/4 x 3 1/4	Graphic	23.05
67 HN 276T	2 1/4 x 3 1/4	4 x 5	Grafluk	23.95

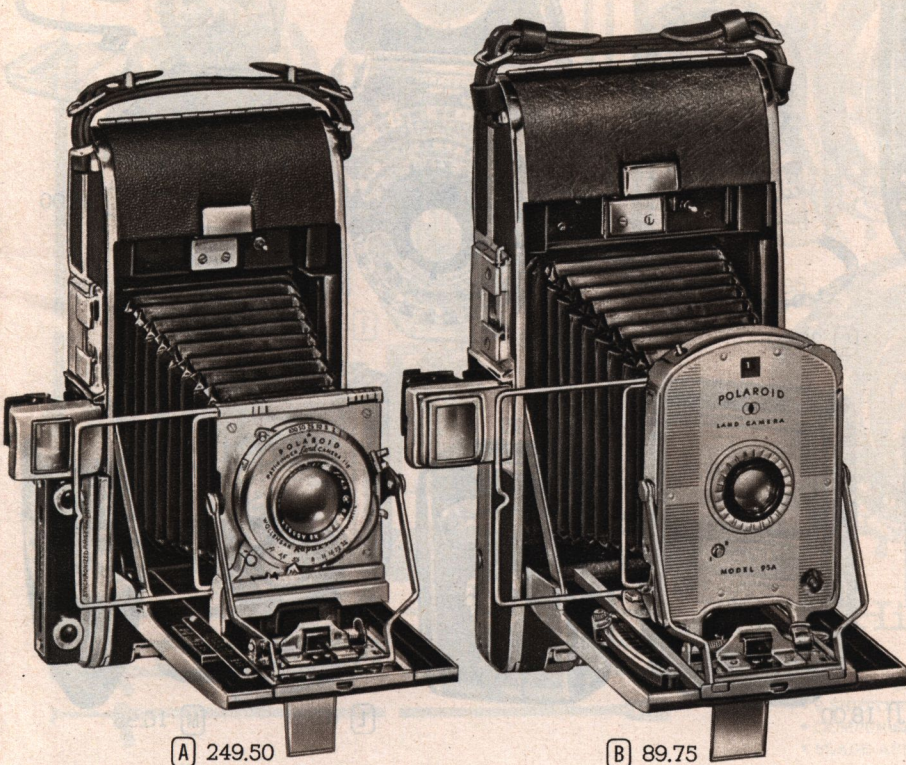
GRAFLEX VULCANOID HANDI-CASE. Extremely durable hard fiber case that will take rough use. Holds all Graphic cameras with rangefinder attached, extra lenses, flash gun, up to 12 film holders, etc.

67 HN 293T—For 2 1/4 x 3 1/4 Graphics. No Credit Charge. Postpaid. . . . . 21.95

67 HN 299T—For 4x5 Graphics. No Credit Charge. Postpaid. . . . . 24.50

USE WARDS MONTHLY PAYMENT PLAN . . . . . ONLY 10% DOWN—SEE PAGE 82.





(A) 249.50

(B) 89.75

## Polaroid "60-Second" Cameras

### PRESS QUALITY PATHFINDER MODEL

(A) A more professional camera with coated f/4.5 Wollensak lens that allows you to take large 3 1/4 x 4-inch pictures. In 60 seconds you will come up with prints that are comparable with those made by many of the highest-priced cameras. You can stop action in mid-flight.

**LENS**—Coated f/4.5 Wollensak Raptar anastigmat stops down to f/32, focuses from 3 feet. **SHUTTER**—Wollensak Rapax with nine speeds from 1 to 1/400 sec., plus time and bulb. Synchronized at all speeds with No. 5 or No. 25 bulbs; use flash unit below. (X) zero delay for electronic flash. **VIEWFINDER**—Combined optical and open frame. **RANGEFINDER**—Coupled Kalarit for sharp pictures from 3 ft. to inf. **OPERATING CONTROLS**—Large focusing knob. Body clip holds light meter or flash unit. **CONSTRUCTION**—All-metal, leather covered body. Brushed chromed trim. Size closed about 5 1/2 x 9 1/2 x 3 in. Act. wt. 4 lbs. 6 oz. Lens mount diam. 1 1/2 in. No Credit Charge.

67 HN 173 LT—Postpaid. \$25 Down. . . . 249.50

**PATHFINDER B-C FLASH UNIT.** Fits camera clip. Built-in safety shield. Battery life about one year. 67 HP 175 T—With battery. Postpaid. . . . 13.95

### ACCESSORIES TO MAKE YOUR POLAROID OUTFIT MORE COMPLETE

**WARDS COMPARTMENT CASE** for Pathfinder or Speedliner. Plywood construction, scuffproof leatherlike covering with leather trim. Brass plated hardware. Two pockets in lid. Compartments. 67 H 187—Ship. wt. 4 lbs. . . . 14.75

**WARDS SHEATH CASE** for Speedliner camera. Top-grain cowhide, with shoulder strap. 67 H 151—Ship. wt. 1 lb. . . . 7.95

(E) "PHOTO CLIP" TIMER for timing your pictures. Reads 0 to 60 seconds. Order cable release for delayed action snapshots. See Page 39. 67 H 2189—Ship. wt. 8 oz. . . . 4.89

(F) GE LIGHT METERS. Read directly in camera exposure numbers. Fits camera clip. Postpaid. 67 HP 182—For Highlander. . . . 13.95 67 HP 2196—For Speedliner. . . . 14.25 67 HP 2197—Top grain cowhide meter case. Postpaid. . . . 1.50

### SPEEDLINER MODEL 95 A

(B) An all-purpose Polaroid Land camera that takes large 3 1/4 x 4-inch pictures. Designed for easy operation. Features include simple "drop-in loading." Single dial to control lens opening and shutter speed—makes picture taking much easier and more pleasurable. Simple to shoot indoors or at night. Use flash (below). An all-around camera for family and business use.

**LENS AND SHUTTER**—Easy-to-use because both are controlled by a single dial. Coated anastigmat lens focuses from 3 1/2 ft. Synchronized with No. 5 or 25 bulbs, flash unit below. **VIEWFINDER**—Optical and open frame sports finder. **CONTROLS**—Large quick-focusing lever. Body clip for light meter or flash unit. **CONSTRUCTION**—All-metal body with brown artificial leather cover, brushed chromed trim. Size closed, 4 1/2 x 9 1/2 x 2 1/2 in. Act. wt. 4 lbs. 2 oz. Takes filter and close-up lens kits below. No Credit Charge. See Page 82 for terms.

67 HN 177 L—\$9 Down on Terms. Postpaid 89.75

**NEWEST SPEEDLINER B-C FLASH UNIT.** (As shown in Highlander Kit.) Fits camera clip. Built-in safety shield. B-C circuit for sure flashing.

67 HP 176—With 22 1/2-volt battery. Postpaid 13.95

(G) POLAROID FILM. Makes 8 finished black and white prints. Postpaid.

Film for Pathfinder and Speedliner cameras.

67 HP 1632—Orthochromatic (Type 41) film. . . 1.75

67 HP 1628—Pola Pan 200 film. . . . 1.98

67 HP 1629—Pola Pan 400 film. . . . 2.19

67 HP 1630—Professional Pan. . . . 2.95

Film for Highlander Camera. Picture size 2 1/4 x 3 1/4 in.

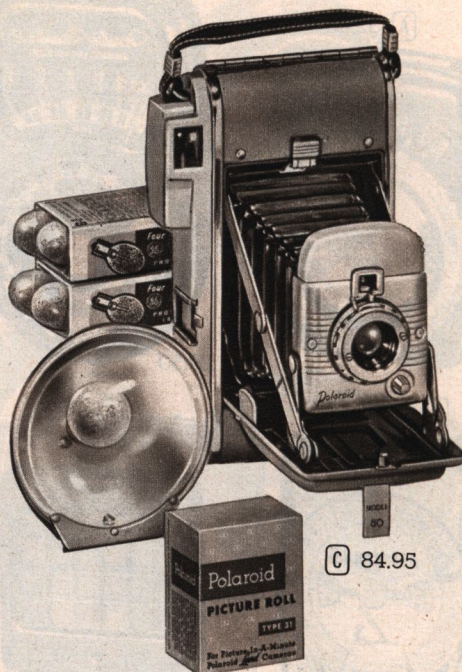
67 HP 1600—Orthochromatic (Type 31) film. . . 1.29

67 HP 1601—Pola Pan 200 film. . . . 1.53

(H) CLOSE-UP LENS KIT for (B) and (C). Three lenses +1, +2, +3 for sharp close-ups. With steel measuring tape that has all settings and distances on it. 67 HP 2407—Leather case—Postpaid. . . . 8.95

(J) POLAROID FILTER KIT for (B) and (C). Polarizing filter eliminates reflections, haze filter brings out clouds. Leather case.

67 HP 2406—Postpaid. . . . 5.95



(C) 84.95

## Polaroid Outfit

84.95 Camera, Flash Film and Bulbs

(C) Complete easy-to-use Highlander outfit for the picture-in-a-minute enthusiast. Has everything you need to make excellent wallet-size pictures right away. Take pictures indoors and at night with Polaroid flash unit. This set includes Camera, Highlander B-C flash unit with battery, bulbs and type 31 standard film. All items listed separately below. No Credit Charge.

67 HN 190 L—Postpaid. . . . Complete outfit 84.95

**POLAROID HIGHLANDER LAND CAMERA ONLY.** Coat pocket size only 4 7/8 x 2 in.—and easy to use. Just focus on subject, set dial for exposure using meter below or chart on film box. Sixty seconds later remove the finished 2 1/4 x 3 1/4-in. print. Makes 8 finished pictures to the roll at less than 17c per picture. Easy "drop-in" film loading. Flash unit below clips on camera for indoor pictures. Durable all metal body has attractive gray crackle finish. Weighs only 2 lbs. 10 oz. No Credit Charge.

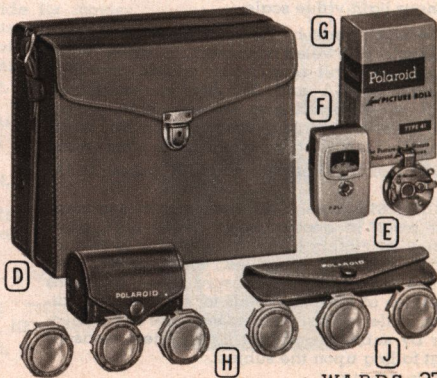
67 HN 178 L—Postpaid. Only \$7 Down. . . 69.95

**HIGHLANDER B-C FLASH UNIT.** Built-in safety shield, exposure chart. Battery life 1 year.

67 HP 181—With 22 1/2-volt battery. Postpaid. 12.95

(D) WARDS LEATHER COMPARTMENT CASE. For Highlander camera. Holds camera, meter, flash, film, bulbs. Top grain cowhide, Lt. tan. 67 H 180—Ship. wt. 2 lbs. 8 oz. . . . 11.75

67 H 179—Wards Leather Sheath Case. Holds Highlander camera. Ship. wt. 1 lb. . . 6.95







## Use an Exposure Meter to Improve Your Pictures

**A** G.E. EXPOSURE METER, MODEL PR-1. The popular "meter with a memory." Indicator stays at reading until released. Louver-coupled dial shifts range automatically from dim to bright scale. Jeweled movement. ASA film speed ratings. For reflected light readings. Incident light attachment and neck cord included.

67 HN 2181L—Postpaid. \$3.50 Down. . . . 32.50  
67 H 2182—Wards leather case. Wt. 4 oz. . . 1.45

**B** WESTON MASTER II EXPOSURE METER PR-1. Here's your chance to save \$1.50 on this discontinued professional meter and case. Precision jeweled movement gives accurate readings on Weston scale of film ratings—highly sensitive, measures reflected light. Louver coupled dial automatically changes for reading either dim or bright light. Complete with Case.

67 H 2182L—Ship. wt. 10 oz. . . . Now only 29.50  
67 HN 2179L—Latest Weston Master III Meter — ASA. Film scale. Complete with case. . . . 32.50

WESTON INVERCONE ADAPTER. Incident light attachment for Weston meters above.

67 H 2171—Ship. wt. 2 oz. . . . 1.97

**C** NEW IKOPHOT UNIVERSAL METER WITH LIGHT VALUE SCALE. Can be used with all cameras including those with new Compur linear scale shutters such as Rolleiflex, Rolleicord V, Retina IIC, Contaflex I. Shutter speeds of 1, 1/2, 1/4, 1/8, 1/15, 1/30, 1/16, 1/125, 1/250, etc., and Compur light-value scale.

Precision made by Zeiss Works in U. S. Zone of Germany. Jeweled movement. Sensitive photo-electric cell will read under almost any light conditions. ASA and DIN film speed ratings. Measures reflected and incident light. Comes with snap-on incident light attachment, metal reinforced leather case and flexible wrist chain.

67 HN 2192 LT—Postpaid. Only \$3 Down. . . 28.00

LIGHT METERS help you get uniform negatives that result in good pictures every time. Save money by cutting film cost caused by over-and-under exposed negatives. Photo-electric cell meters give correct exposure times and lens openings at various speeds for most light conditions. Reflected light meters measure light reflection by subject—incident light meters measure light falling upon the subject.

**D** BROCKWAY MODEL M-2 NORWOOD METER. Highly sensitive meter specifically designed to measure incident light—simplifies exposure measurement. Eliminates problems and errors encountered in reflected light method. Collects and integrates incident light exactly as it illuminates your subject. Can be used as direct reading meter. Especially good in dimly lighted areas.

Swivel head rotates for easy reading; scale always faces you. Full light range measurement on extended scale for all films, both stills and movies. Adjusts to various shutter speeds. With one direct reading slide for Kodachrome still photography at 1/50 sec. Includes list of additional direct reading slides available from Bob Adams (Page 21), 50c ea. Postpaid.

67 HN 2190 LT—Postpaid. Only \$3.50 Down. . 32.95  
67 HP 2191T—Leather case. Postpaid. . . . 2.75

**E** THE LEICA-METER 2. An unusually small size meter from E. Leitz of U.S. Zone of Germany. For use with all cameras. Has shoe for accessory clip mounting. Comes with light multiplier and booster-cell which plugs in for accurate dim-light readings. Reads incident or reflected light. ASA and DIN film speed ratings. Jeweled movement. Comes with incident light attachment, retainer clip and chain, leather case, and booster cell in separate leather case.

67 HN 2198 LT—Postpaid. Only \$2.50 Dn. . 24.00

**F** LEUDI VISUAL EXTINCTION TYPE METER. For estimating exposure in outdoor pictures.

67 H 2154—With case. Ship. wt. 2 oz. . . . 1.65

**G** ARGUS L-3 LIGHT METER. An easy reading, all purpose exposure meter that measures both reflected and incident light extremely accurately. Easy-to-set shutter speed dial for direct readings includes speeds from 2 min. to 1/1000. Scale from f/1.4 to f/22. ASA index. Includes incident light adapter attachment, flexible carrying chain and leather case.

67 HP 2166—Postpaid. . . . 16.95

**H** ARGUS L-3 AMPLIFIER. Supersensitive unit plugs into above meter for accurate readings under poor light conditions—provides 5 times more light sensitivity. Complete with pouch style leather case and incident light adapter.

67 HP 2167—Postpaid. . . . 7.95

**J** WESTON DR EXPOSURE METER. A simplified, easy-to-use meter for both stills or movies. For exposure of normal shutter speeds just set for ASA speed rating of your film and aim at subject. Needle will indicate correct "f" stop at which to set camera. Has table to indicate "f" stop for other speeds up to 1/200 sec. Large, sensitive photo-electric cell assures accuracy. Leather case is included.

67 HP 2178—Postpaid. . . . 18.00

**K** G.E. MASCOT EXPOSURE METER. Vest-pocket size meter for quick, easy exposure calculations. No complicated adjustments to make—interchangeable scale reads directly in f/stops. For stills or movies. Fine jeweled movement. Durable plastic case. ASA film ratings. With instructions and special dial computer. With case.

67 HP 2180 L—Postpaid. . . . 17.95

**L** SEKONIC LEADER METER. Reliable, top quality meter will satisfy the exacting needs of advanced amateurs—yet simple enough for accurate, enjoyable use by beginners. Extremely compact design with supersensitive photo-electric cell. Precision made, adaptable for use under almost every light condition. One finger operation, direct readings under certain conditions. For either still or movie use. Includes attractive carrying case and chain. Imported from Japan.

67 HP 2183—Postpaid. . . . 6.95

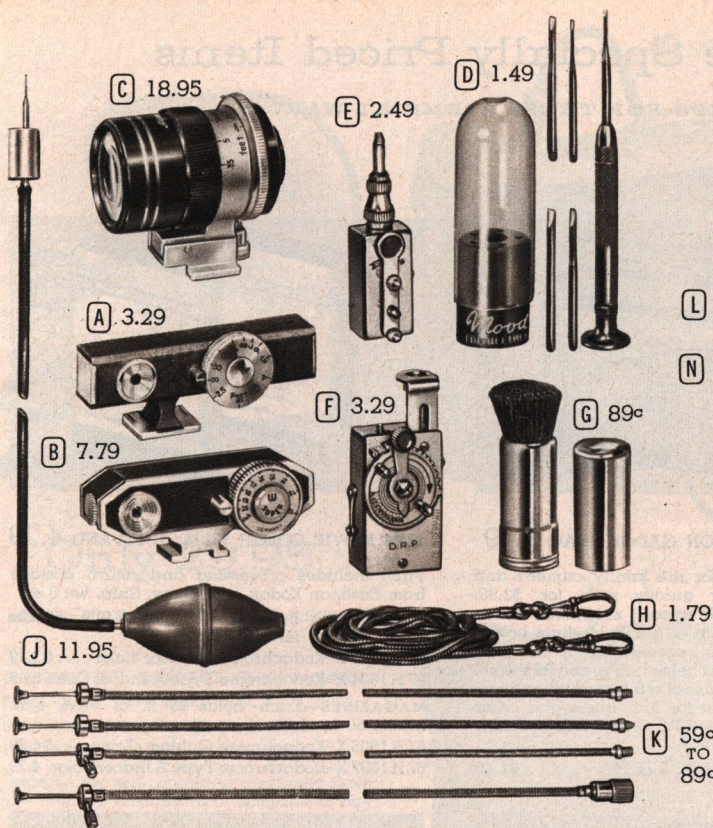
**M** BROCKWAY MODEL M-3 NORWOOD METER. Unique new meter combines accuracy of true incident light measurements with simplicity of direct readings. One glance tells you how to set your camera for perfect exposure—hold meter toward camera. Scale tells correct f/stop—no dial to read. Designed for the individual who wants the ultimate in direct reading simplicity for outdoor Kodachrome movie or still exposure.

Both conventional f/stops (f/1.4 to f/16) and Polaroid numbers. For movies, stills or stereo—in color or black and white. Complete with 2 slides for outdoor Kodachrome movie and still photography. Handy spring clip on body for carrying on pocket like a pencil. Weighs less than 2 oz. Includes list of additional slides available from Bob Adams (Page 21), 50c each Postpaid.

67 HP 2185—Postpaid. . . . 16.95

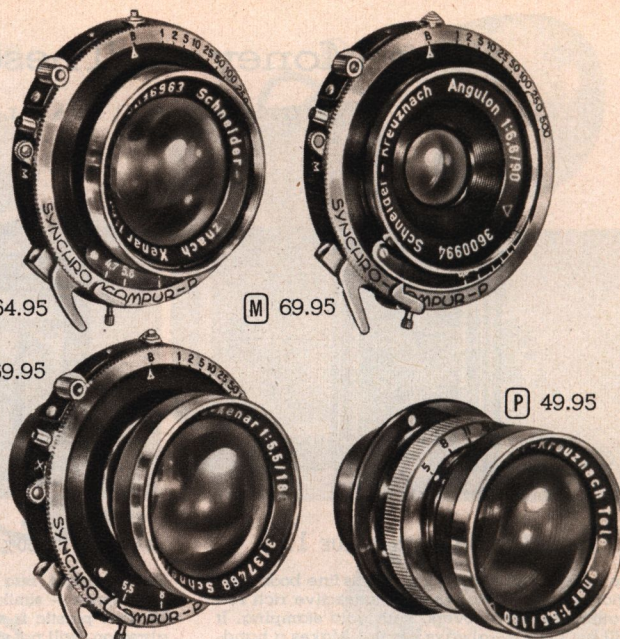
67 HP 2186—Leather case for above. Ppd. . 1.75





## Camera Accessories

- A** VOTAR RANGEFINDER. Focuses from 2 ft. to infinity. Just turn dial until two images come together, then read footage. All-metal, satin chromed finish. Fits camera accessory clips. About 2 in. long.  
67 H 2188—Imported from Japan. Ship. wt. 8 oz. .... 3.29
- B** SUPER WATAMETER RANGEFINDER. Focuses from 12 in. to infinity. DeLuxe model—read footage while focusing. All-metal with leather covering, satin trim. Fits camera accessory clips. About 2 in. long.  
67 H 2342—Made in U.S. Zone of Germany. Ship. wt. 9 oz. .... 7.79
- C** ALPEX ZOOM FINDER. Shows exact field for lenses from 35 to 200mm. Parallax adjustment up to 3 ft. Fits camera accessory clips. With pigskin case.  
67 H 2320 T—Imported from Japan. Ship. wt. 6 oz. .... 18.95
- D** JEWELER'S SCREWDRIVER SET. Swivel handle. Ship. wt. 8 oz.  
67 H 2176—With 5 interchangeable blades to fit camera screws. .... 1.49
- E** ALPEX SELF TIMER. Allows up to 12 sec. delayed action shutter release so you can enter your own picture. Screws into cable release socket; fits popular shutters. All metal, chromed finish. Imported from Japan.  
67 H 2348—Ship. wt. 4 oz. .... 2.49
- F** AUTOKNIPS II SELF TIMER. Like (E) but also provides controlled time exposures of 1/2 to 10 sec.—with camera on bulb setting. Attaches to cable release. Made in U. S. Zone of Germany. With plastic case.  
67 H 2349—Ship. wt. 5 oz. .... 3.29
- G** "LIPSTICK" LENS BRUSH. Camel hair bristles. About 2 in. long.  
67 H 5073—Brush screws in and out from metal case. Wt. 5 oz. .... 89c
- H** CHROME PLATED NECK CHAIN. Fastens into camera lugs with 2 snap clips.  
67 H 2343—36 in. long. Ship. wt. 4 oz. .... 1.79
- J** DE GROFF AIRWAY SHUTTER RELEASE. Convenient method of releasing your shutter from a distance. Airway release fastens directly to cable release socket of shutter—squeeze bulb and shutter is released. With 20 ft. of tubing and bulb. Ship. wt. ea. 12 oz.  
67 H 2336 T—For Kodak shutters. .... 11.95  
67 H 2337 T—For Compur, Prontor, other European shutters. .... 11.95  
67 H 2338 T—For Wollensak shutters. .... 11.95  
67 H 2339 T—50-ft. extra rubber tubing for above. Ship. wt. 8 oz. .... 6.95
- K** CABLE RELEASES. Tapered threads fit most German, Japanese and Wollensak shutters. Ship. wt. ea. 4 oz.  
67 H 2310—10-in. tapered thread. .... 59c  
67 H 2313—10 in. with Leica-type cap, fits Lordox cameras. With lock-on screw for time exposures. .... 89c  
67 H 2312—10 in. with lock for time exposures. Tapered thread. .... 89c  
67 H 2314—10 in. with thread for Kodak shutters. .... 79c



## High-Grade Lenses

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

**L** TO **P** SCHNEIDER LENSES. Precision-made in the U. S. Zone of Germany. All are top quality, coated lenses, suitable for press or view cameras up to 4x5-in. size. Compur MX shutters are fully flash synchronized with 20 millisecond delay for Class M lamps and (X) zero delay for electronic flash. Nine speeds from 1 to 1/500 second plus bulb, and blade-arrestor for easier ground glass focusing. Compur X shutters have (X) zero delay for electronic flash and Class F flash-bulbs to 1/100 second. Have nine speeds from 1 to 1/400 second plus bulb and delayed-action shutter release. Both have cable release sockets. With locking nut for lens-board mounting and lens cap. Boards and viewfinder masks can be ordered from Bob Adams (see Page 21). Only 10% Down on Terms. No charge for Credit. See Page 82. All Mailed Postpaid.

- (L) 135mm, f/4.7 Schneider Xenar.  
67 HN 2300 LT—In Compur. MX shutter. \$6.50 Down. .... 64.95  
67 HN 2301 LT—In Compur X shutter. \$5.00 Down. .... 49.95
- (M) 90 mm, f/6.8 Schneider Angulon. Wide angle lens, convertible for 3 focal lengths in ratio of 1:1½: 2.  
67 HN 2239 LT—In Compur. MX shutter. \$7 Down. .... 69.95  
67 HN 2240 LT—In Compur X shutter. \$5.50 Down. .... 54.95
- 180mm, f/5.5 Schneider Tele-Xenar telephoto lens mounted in fully synchronized Compur MX.  
(N) 67 HN 2302 LT—Postpaid. Only \$7 Down. .... 69.95  
(P) 67 HN 2304 LT—Like above but barrel mount (no shutter). \$5 Down. .... 49.95
- 240mm, f/5.5 Schneider Tele-Xenar telephoto lens mounted in fully synchronized Compur MX shutter. (Not shown.)  
67 HN 2305 LT—Postpaid. \$11.50 Down. .... 114.95  
67 HN 2306 LT—Like above but barrel mount (no shutter). \$7 Down. .... 69.95

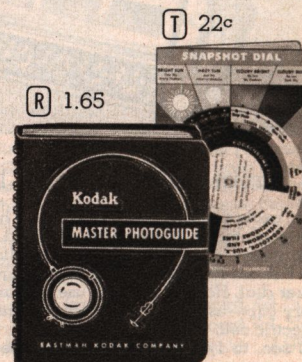
**R** KODAK MASTER PHOTOGUIDE. Handy spiral bound book for still pictures with black and white or color films. Convenient dial computers, tables and text give you data on exposure, filters, depth of field and other picture-taking essentials. Ship. wt. 4 oz.  
67 H 2153—Kodak Photoguide. .... 1.65

KODAK CINE PHOTOGUIDE (not shown). Master guide for movies. Tables, dial computers and text in same book as (R) above, answers your movie problems effectively.  
67 H 2164—Ship. wt. 4 oz. .... 1.65

**T** KODAGUIDE SNAPSHOT DIAL for computing lens opening and shutter speed.  
67 H 2173—Ship. wt. 1 oz. .... 22c

KODAGUIDE MOVIE DIAL (not shown). Like (T) above, but for movies.  
67 H 2174—Ship. wt. 1 oz. .... 22c

LENS AND SLIDE TISSUE (not shown). 3x5-in. size. 100 sheets.  
67 H 3317—Ship. wt. 3 oz. .... 32c





# Save Money on These Specially Priced Items

SAVE UP TO 50% . . . PAY LESS FOR THESE ITEMS AT WARDS

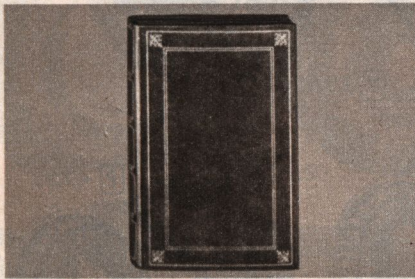


PHOTO ALBUM—\$2.25 VALUE 1.19

An exceptionally low price for this fine book-type photo album. Bound in very attractive rich red leatherette hard covers, with gold stamping. It will not buckle—always lies flat. Makes a handsome addition to your bookcase. Keeps your prized pictures neat, clean, and always ready for showing. Size is 6 by 9 inches—ideal for 5 by 7-inch enlargements. Pages of strong, black paper—every other page may be removed to compensate for picture thickness.

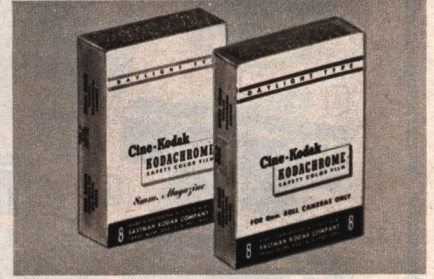
67 H 6006—Ship. wt. 1 lb. . . . . \$1.19



SAVE OVER 50% ON GADGET BAG 1.49

Extra gadget bag for the family camera and accessories—similar quality sells for \$2.98. Miralon plastic is waterproof, scuffproof, resists abrasion, will not stain or crack. Medium brown color. Fiberboard reinforced ends, top and bottom adds strength and helps bag retain its shape. Zipper closure on 3 sides of reinforced hinged top. Roomy outside pocket for film, filters and other small items. Size: 3½x10½x8 in. With shoulder strap for easier carrying.

67 H 3345—Ship. wt. 1 lb. 8 oz. . . . . \$1.49



8MM MOVIE COLOR FILM 3.49 AND 4.29

Price includes processing and return postage from Eastman Kodak laboratory. Ship. wt. 8 oz. REELS—Each holds 25 ft. of 8mm film. Makes 50 ft. of film for projecting.

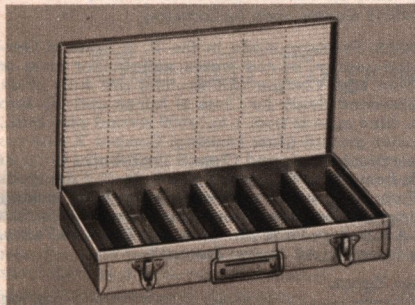
67 H 1803 X—Kodachrome Outdoor Color . . . \$3.49

67 H 1804 X—Kodachrome Type A Indoor Color 3.49

MAGAZINES—Each holds 25 ft. of 8mm film. Makes 50 ft. of film for projecting.

67 H 1806 X—Kodachrome Outdoor Color . . . \$4.29

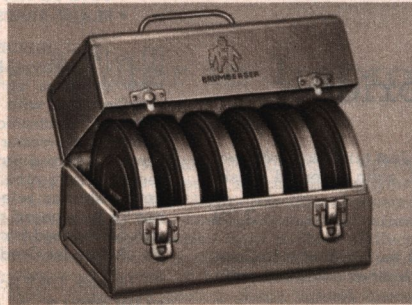
67 H 1807 X—Kodachrome Type A Indoor Color 4.29



MFRS. LIST \$2.95—WARDS PRICE 1.98

Wards slide file is made of extra-heavy-weight steel—won't buckle, won't give. Excellent for storing your slides or carrying them for showings. Strong double catches prevent accidental opening. For 35mm and Bantam slides. This is a big case—holds 350 glass-mounted, or 700 cardboard readymount slides. Numbered, individual slots. Gray crackle enamel finish. Steel carrying handle. Complete index inside lid shows location of every slide for quick, easy selection.

67 H 3349—Ship. wt. 2 lbs. 4 oz. . . . . \$1.98



WARD EXTRA—OUTFITS 4.95 TO 7.95

Six reels, six cans and storage case—for little more than price of case alone. Wards steel reels and dustproof cans fit snugly in steel storage case with hinged top, safety catches—actual capacity 12 sets. Six 8mm reels, cans, and case.

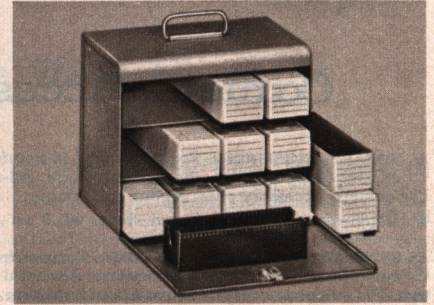
67 H 1250—200-ft. size. Wt. 5 lbs. 8 oz. . . . \$4.95

67 H 1251—300-ft. size. Wt. 6 lbs. 8 oz. . . . 5.95

67 H 1252—400-ft. size. Wt. 8 lbs. 8 oz. . . . 6.95

Six 16mm reels, cans, and case. Cap. 9 sets.

67 H 1253—400-ft. size. Ship. wt. 9 lbs. . . . 7.95



SLIDE TRAYS—CASE 11.47 AND 26.47

Buy one dozen trays and Storage Case for 15% under separate prices. Brumberger Case is all-steel construction, gray enamel finish. Index card. Carrying handle. Cases sold separately on Page 14. Complete with 12 trays for TDC (Item (M) on Pg. 14). Each tray holds 30 slides.

67 H 3421—Ship. wt. 9 lbs. . . . . \$11.47

67 H 3422—With Brumberger Airequist Chart. Complete with 12 Airequist magazines ((H) on Pg. 14). Each holds 36 slides. Wt. 10 lbs. . . \$26.47



WEDENA EXPOSURE METER 15.95

An exceptionally low price for a high quality German-made meter with jeweled movement. Extremely easy to use—quick readings directly in F stops. Easy to read through magnifying lens over dial. Hold in hand or use on camera accessory clip—use for stills or movies. Sensitive photo-electric cell. Reads f-stops 1/2 to 1/22; speeds from 60 sec. to 1/1000 sec. ASA film speed adj.

67 HP 2165—With brown leather case. Ppd. \$15.95



TELEPHOTO LENS FOR ARGUS C-3 49.95

Soligor imported, precision-made, high optical quality 135mm telephoto lens for Argus C-3 camera (see Pg. 8). Gives extra magnification—usual telephoto lens for Argus C-3 brings subject 2 times closer—this telephoto lens brings subject over 2½ times closer. 135mm, f/4.5; stops down to f/16; focuses to 8 ft. Complete with accessory finder-mask. Imported from Japan.

67 HN 2225 L—Postpaid. \$5 Down. . . . . \$49.95



FLASH BULBS REG. \$14.40 NOW 10.80

Save on dependable G.E. and Sylvania lamps—sure to fire every time. Buy a case of these popular flash bulbs and be prepared for every picture taking opportunity. Bayonet base for use with most cameras. Both are class M with a time lag of 20 milliseconds. For other lamps see listing on Page 44. Ship. wt. per case, 5 lbs.

67 H 3131—G. E. No. 5. Case of 120. . . . \$10.80

67 H 3139—Sylvania No. 25. Case of 144. . . 12.96





29.95

Only 29.95

FOR ELECTRONIC FLASH

- LIGHTWEIGHT, COMPACT, Self-contained.
- PERMANENT TYPE flash tube.
- USES REGULAR AC—or battery pack.
- 1/500 SECOND FLASH—stops action.

A brand new self-contained electronic flash unit—no more flash bulbs or batteries to buy—unit pays for itself in savings to you. Plugs into regular AC household outlets, long 10-ft. cord allows wide degree of movement. Light is color balanced same as noon day sunlight for shooting color films without a filter. Use with color film on objects up to 10 ft. away (Kodachrome guide 25), with black and white film on objects up to 30 ft. away. Light from fast 1/500 sec. flash duration stops fast action, camera movement, no matter what shutter speed.

Unit recycles ready to shoot again in 3 to 4 sec. 10-ft. cord and mounting bracket. For cameras with (X) zero delay synchronization—see "Facts." No charge for credit. *Postpaid.* 67 HN 3475L—With PC Shutter cord... 29.95

FLASH UNIT BATTERY PACK. Uses 4 economical photoflash "D" cells—for the amateur photographer who needs extra portability. Batteries are good for up to 300 flashes.

67 HP 3476—With batteries. *Postpaid.* 14.95

#### FACTS ABOUT ELECTRONIC FLASHES

All electronic flash units sold on this Page are for use with (X) zero delay synchronized shutters. To find out whether your camera has (X) zero delay shutter, check your camera's catalog description or your instruction booklet. See bottom of Page 42 for pictures of ASA and PC fittings. For additional information, write Bob Adams, Pg. 21.

Light from the electronic flash is balanced the same as noon day sunlight—shoot one type of color film both indoors and outdoors without changing to blue bulbs or using filters. The flash is so short (usually from 1/500 to 1/2000 sec.) it removes all blur from subject motion or camera movement—your pictures come out crisp and sharp to the tiniest detail. The characteristics of the flash tube and reflectors produce a soft diffused type of light that illuminates evenly—excellent for portraits and extreme closeups, yet penetrates to show even the background objects for those longer shots.

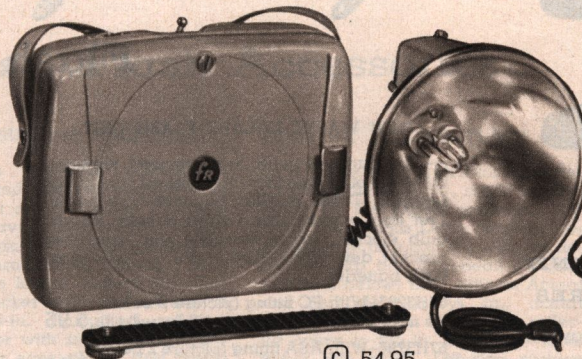
There is an electronic flash designed to fill your needs exactly. If you plan to use your unit indoors on AC current, you won't need a battery pack for the flash unit. If you use a flash occasionally, the most economical unit for you is one with a "D" battery pack because it uses inexpensive flashlight cells. If you use a flash regularly, it will be an advantage to get a unit with a battery pack that costs a little more but operates better the more you use it.



A 99.50



B 59.95



C 54.95



D 44.50

## New Electronic Flash Units

### NEW PROFESSIONAL HEILAND STROBONAR 71A

**A** Compact, lightweight electronic flash unit, ideal for those who take many pictures—500 to 600 in 6 to 9 months time. Powered by a single 510-volt dry cell battery which insures positive flashing up to a year. Extension cords permit as many as 3 lamps for multiple flash work. Fast cycling time—5 to 7 sec. with fresh battery. Fast 1/750 sec. exposure time stops fast action and camera movement. Newly designed reflector provides corner to corner illumination without "hot-spots". "Ready" light on head shows when flash is ready to fire. Head comes with universal shoe for accessory clip mounting. Other mounts available through Bob Adams, Pg. 21. Pack is of durable black and gray plastic—form fitted; head is charcoal and gray with chromed trim. Kodachrome guide 40. Designed for use with cameras having (X) zero delay synchronization—see "Facts." No charge for Credit—Only \$10 Down. *Postpaid.*

67 HN 3479 LT—Complete with 510-volt battery. Order ASA or P.C. camera cord at right... 99.50

67 H 3482 T—Replacement 510-Volt battery for above. Wt. 5 lbs. .... 14.95

### NEW FR ELECTRONIC FLASH UNIT

**C** A practical economical electronic flash unit with permanent type bulb that provides up to 300 flashes from 4 regular "D" photoflash batteries—or uses regular AC household current. Simple to use, gives years of trouble-free service—helps you take professional quality pictures. Fast cycling time between flashes—about 15 to 20 seconds with fresh batteries. 1/500 sec. flash duration stops action, camera movement. Compact, weighs only 2½ lbs. Handsomely styled, gray with chromed trim. Kodachrome guide 40. Designed for cameras with (X) zero delay synchronization—see "Facts." With Universal Bracket, Batteries. Shipped *Postpaid* from Fact. near New York City, allow 5 days extra.

67 HN 3487 F—With PC shutter cord..... 54.95

67 HN 3488 F—With ASA shutter cord..... 54.95

### NEW AMATEUR HEILAND STROBONAR 61A

**B** Top performance at a reasonable cost (less than 1c per flash). Built with Heiland quality, yet low in cost and economical to operate. Top grain charcoal leather case. Operates on dry-battery, regular AC household current. Unit uses only 4 low cost "D" batteries that provide over 100 flashes. Cycling time is 15–20 sec., 10–15 sec. plugged into AC. Newly designed reflector gives even corner to corner illumination. Ready light on head shows when flash is ready to fire. 1/2000 sec. exposure time stops all action. Unit complete for bracket mounting to camera, can be quickly moved for off-camera use. Kodachrome guide 28. For cameras with (X) zero delay synchronization—see "Facts". With batteries. *Postpaid.*

67 HN 3478 LT—Order cord below..... 59.95

67 HP 3480 T—Heiland PC shutter cord. *Postpaid.*..... 2.25

67 HP 3481 T—Heiland ASA shutter cord. *Postpaid.*..... 2.25

67 HP 3483T—Twin Post Shutter Cord. *Ppd.* 2.25

### NEW SUN LITE 500 UNIT

**D** A self-contained, at the camera electronic flash unit—no separate power pack. Permanent type flash tube gives 70,000 flashes—gives up to 1000 flashes with one battery (order below.) Entire unit weighs only 36 oz. Gives soft even light. No cycling lapse—shoot as fast as you can. Kodachrome Guide No. 25, 1/700 sec. flash duration stops fast action and camera movement. Styled with chromed reflector, gray plastic head, black artificial leather covered case. For cameras with (X) zero delay synchronization—see "Facts". Shipped *Postpaid* from Chicago Fact. Allow 5 days extra. Order battery below. *Ppd.*

67 HN 3484 F—With bracket and PC cord. 44.50

67 HN 3485 F—With bracket and ASA cord. 44.50

67 HP 3486 F—Battery for above. *Postpaid.* .. 7.95





### KALART B-C 400 FLASH UNIT FOR FINER FLASH PICTURES

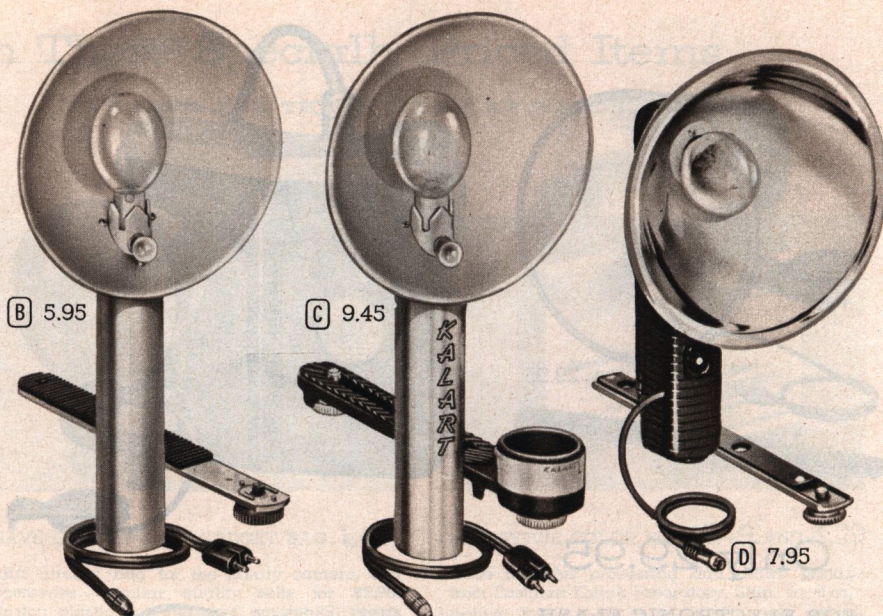
- VERSATILE—use many different ways
- PROTECTIVE built-in safety shield
- AUTOMATIC flash bulb ejector
- POWERFUL B-C circuit saves batteries
- HANDY test light for checking bulb

**(A)** Kalart B-C 400 Flash Unit fits most cameras with synchronized shutters. Powerful B-C circuit assures powerful flash every time—makes your batteries last longer—fires up to three extension units. Built-in safety shield protects your subjects—has automatic bulb ejector, open shield and bulb pops out. Test light tells if bulb is good and circuit is ready to fire. Exposure Kal-Q-Lator dial shows correct camera setting—makes it almost impossible to take flash pictures with the wrong exposure. Coilflash sold separately (see picture below) provides 3 ft. of cord for off-the-camera shooting. Choice of ASA (picture 2 below) or European PC (picture 3 below) synchronizer cord. Synchro-shoe model has no cord. For extra mounts, brackets or cords, so that flash may be used on 2 or more cameras, write Bob Adams, Page 21. Battery incl. State cord wanted.

Flash unit with shoe to fit camera accessory clip.  
67 H 3252 T—Ship. wt. 1 lb. 6 oz. ....14.50  
(a) Unit with synchro-shoe for clip (5) below.  
67 H 3260 T—(No cord needed). Wt. 1 lb. 4 oz.13.25  
(b) Unit with universal bracket for most cameras.  
67 H 3257 T—Ship. wt. 1 lb. 8 oz. ....14.50  
(c) Unit with bracket for twin reflex cameras.  
67 H 3259 T—Ship. wt. 1 lb. 8 oz. ....15.50  
(d) Coilflash only for units above with 3-ft. cord.  
67 H 3270 T—Ship. wt. 12 oz. ....7.95  
67 H 3271 T—Extension flash unit for multiple flash use (not shown). Ship. wt. 1 lb. ....8.95

### KALART COILFLASH

A flash unit designed especially to give the amateur photographer the flexibility he needs to make better pictures. 3-ft. extension cord that coils up neatly into handle when not in use, makes possible off-the-camera and bounce flash work that gives better modeling and different flash effects. Sold above under (D).



## Flash Units for Indoor

### NEW WARDS KALART FLASH UNIT

**(B)** For cameras with synchronized shutters. Made of aluminum with polished 5-in. metal reflector. Takes regular bayonet type bulbs. Test light warns against short circuits. Handy bulb ejector. Comes complete with mounting bracket, detachable cord and 2 "C" size photo flash batteries.

67H3297—With PC fitting (picture 3 below), fits most European cameras. Ship. wt. 1 lb.5.95  
67H3296—With ASA fitting (picture 2 below), fits most American cameras. Ship. wt. 1 lb.5.95

### KALART AUTOMATIC SYNCHRONIZER

A flash unit with automatic synchronizer for cameras with non-synchronized shutters with cable release sockets like (1) below. Synchronizes at all speeds. Comes with Kal-Q-Lator that quickly gives you the correct camera setting for better flash pictures every time at any distance. Also bulb ejector, test light, mounting bracket, 5-in. satin reflector, aluminum battery case and 2 "C" photo flash batteries. State make, model of camera and shutter when ordering. Allow 5 days extra. Ship. from Factory. You pay postage only from nearest mail order House.

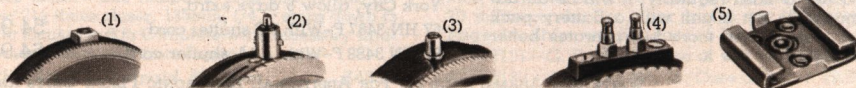
67 H 3256 K—Ship. wt. 2 lbs. ....18.95

**USE YOUR FLASH OUTDOORS.** You'll get better pictures if you use your flash unit to fill in the sun light. It helps to fill in the dark shadows you sometimes get in the face and because the object you are photographing has more light on it, it stands out from the rest of the picture and is more noticeable. If you are taking pictures in the shade, it is almost the only practical way to get clear, sharp pictures.

### FACTS ABOUT FLASHGUNS, CONNECTORS AND ADAPTERS

**FLASH UNITS FOR SYNCHRONIZED SHUTTERS** If your camera has any of the fittings (2) through (5) below, its shutter is synchronized for flash. ASA fittings like (2) or European fittings like (3) work with units on this page except 67H3256K. For press camera fittings like (4), use (Q) on Page 36. If your camera has a special flash fitting like (5), order flash unit (A) above with synchro-shoe or adapter (Z) opposite page.

**FLASH UNITS FOR NON-SYNCHRONIZED CAMERAS.** If your camera has a cable release socket like (1) it can be fitted with either mechanical synchronizing units (under (B) above, or built-in synchronization can be added to your present camera. Write Bob Adams Page 21 for complete information and prices.



### KALART FLASH UNIT

**(C)** For cameras with synchronized shutters. Has built-in Kal-Q-Lator bracket that quickly gives you the correct camera setting for any flash exposure with either color or black and white film. 5-in. aluminum reflector takes bayonet base type bulbs. Sturdy aluminum battery case has bulb ejector that prevents burned fingers. Test light warns against short circuits. Unit comes with camera cord, mounting bracket, flash guard and 2 "C" photo flash batteries. Ship. wt. 1 lb.

67 H 3221—For cameras with ASA fittings (see picture 2 below) .....9.45  
67 H 3222—For cameras with PC European fittings (see picture 3 below) .....9.45

### KODAK STANDARD FLASHHOLDER

**(D)** A handsome unit shaped to fit the hand—helps hold camera steady for sharper pictures. For all cameras with synchronized shutters and ASA (see picture 2 below) fittings. Heavy plastic battery case, 5-in. reflector. Bulb ejector. ASA connector for extension listed below. Takes bayonet base type bulbs. Comes with 12-in. cable, mounting bracket, photo-flash batteries and flash guard.

67 HP 3238—Black unit. Postpaid .....7.95  
67 HP 3269—Brown unit. Postpaid .....7.95

### KODAK B-C FLASHHOLDER

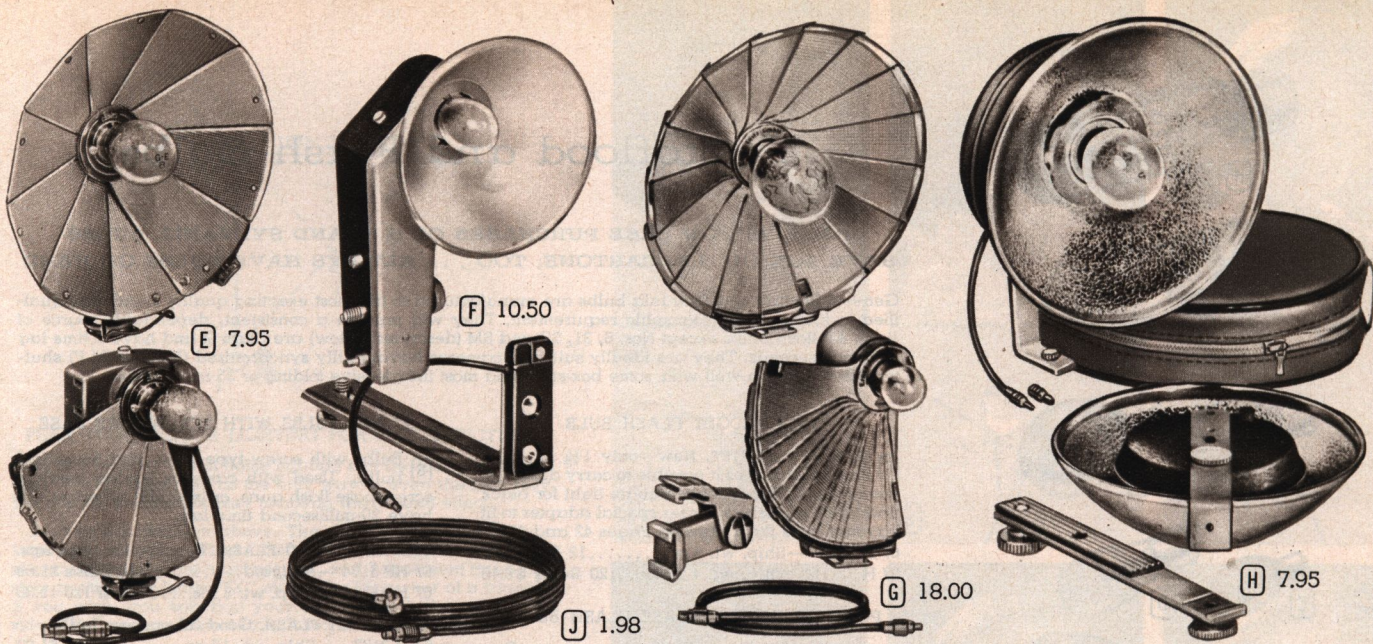
Like above but with built-in B-C flashpak like (L) opposite page. Read about B-C flash below. Comes with 22½-volt battery.

67 HP 3267—Black plastic. Postpaid ....10.95  
67 HP 3253—Brown plastic. Postpaid ....10.95

**B-C (BATTERY-CAPACITOR) FLASH UNITS.** Designed for long life, convenience, more positive synchronization. Takes hundreds of flashes and fires 3 bulbs at one time. Special 22½ or 15-volt "B" battery lasts about 1 year. Order Kalart, Leica, Kodak or Widina B-C flashholders (A), (D) above; (G), (H) opp. page; or convert present unit with Flashpak (L) or (M) opp. page.

**ABOUT ELECTRONIC FLASH.** Many photographers prefer electronic flash units for fast action and children because they eliminate flash bulbs and stop the action. While generally less powerful than conventional flash, such units provide adequate light even for color film. Electronic flash units vary in size and price. See Page 41 for details.





## and Night Pictures...Flash Accessories

### FOLDING B-C FLASH

**E** Extremely versatile flash unit that can be folded and slipped into your pocket. Can be used as B-C type for strong, sure flashing and longer battery life or as regular battery type in emergencies with 3 penlight batteries. Collapsible reflector adjusts for either diffused flood or focused spot lighting effects. Attachment shoe swivels for indirect lighting and bounce flash effects. Additional features: bulb tester that tells if bulb is good and circuit is ready for firing; extension socket for additional flash units for multiple flash effects; bulb ejector prevents burned fingers; exposure guide dial on back helps you get better flash pictures every time. Camera cord fits ASA (see picture 2 opposite page) and PC (see picture 3 on opposite page) fittings. Battery included.

67 H 3281—Ship. wt. 1 lb. ....7.95

### KODAK SUPER-M FLASHHOLDER

**F** Kodak's versatile flashholder—small and compact enough to fit into pocket or brief case. Fits most cameras having built-in synchronization. Powerful B-C circuit assures exact synchronization, strong flash every time; longer battery life. Universal bracket with slot adjusts to camera. 3-in. Lumaclad reflector works better with small M-2 lamps—removes for easy storing and carrying. Sliding flash calculator on back gives exact camera setting for perfect flash pictures every time. Flexible 5-in. cord fits either ASA (see picture 2) or PC (see picture 3) fittings. Accepts M-2, No. 5, 25 or 8 flash bulbs. Attractively styled with chromed front and Kodak-covered sides. Flash plugs into bracket. Complete with 15-volt photoflash battery. Choice of colors to match your Kodak camera. *Postpaid.*

67 HP 3273—Black plastic. ....10.50  
67 HP 3274—Brown plastic. ....10.50

### LEICA B-C FOLDING FLASH UNIT

**G** A compact flash unit for sure, dependable flashing, made in Germany by the expert craftsmen that make the famous Leica camera. Designed to fit any camera with an accessory clip and European PC (see picture 3 below) flash fittings. Actual size only 1½x1¾x3½ in., actual weight about 4 oz. Collapsible reflector opens to 5¼-in. diameter—locks firmly into place. Diffusing surface provides even illumination without "hot spots"—especially good for extreme close-ups. White molded nylon battery case opens easily to change battery. Built-in test light shows if bulb and circuit are ready to fire. Bulb ejector button prevents burned fingers. Supplied with extra accessory clip. Everything fits into a clear plastic carrying case. Includes 22½-Volt B-C battery, case, and camera cord. Actual weight complete 7 oz.

67 HP 3293 T—*Postpaid*. ....18.00

### WIDINA B-C COLOR-FLASH UNIT

**H** For cameras with synchronized shutters. Imported from U.S. Zone of Germany. Exclusive blue-colored reflector permits use of outdoor type Kodachrome or Anscochrome film for indoor flash pictures with regular (clear) flash bulbs. Folds compactly (as shown above) to fit into case that can fit into pocket. Eliminates both of two types of color film, filters or blue bulbs. Works well for black and white film too. (Not for Kodacolor.) Takes bayonet base bulbs. Round battery case stores inside 5½-in. reflector. Built-in bulb tester and ejector. Fits ASA or PC fittings. With mounting bracket for accessory clip or tripod socket, 22½-volt "B" battery and zipper plastic carrying case.

67 H 3226—Ship. wt. 12 oz. ....7.95  
67 H 3217—Like above but with conventional silver-colored reflector. Ship. wt. 12 oz. ....7.95

### B-C ADAPTER CARTRIDGES, BATTERIES...TESTERS, ADAPTERS AND GUARD

**J** EXTENSION CORDS. Permit wider lighting range for flash. Ship. wt. 6 oz.

67 H 3263—5-ft. cord with PC fittings. ....1.98  
67 H 3204—3-ft. cord with ASA fittings. ....2.59

**K** BRIGHT STAR DUAL FLASHTESTER. Checks photo-flash batteries and bulbs without draining or firing. Easy to use, vest pocket size.

67 H 3280—Ship. wt. 10 oz. ....2.79

**L** KODAK B-C FLASHPAK. Converts any flash unit using 2 "C" batteries to powerful B-C.

67 H 3207—With battery. Ship. wt. 6 oz. ....3.79

**M** MALLORY MERCURY B-C CARTRIDGES. Converts flash units using 2 "C" batteries to powerful B-C type. Gives up to 2 yrs. of positive flashes. Contains battery and condenser.

67 H 3284—Ship. wt. 8 oz. ....3.29

**N** 67 H 3210—BULB ADAPTER—adapts M-2 bulbs to fit bayonet base. Ship. wt. 2 oz. ....19c

**P** 67 H 3211—TEST LIGHT. An inexpensive device for testing circuits and batteries. Bayonet base. Ship. wt. 3 oz. ....29c

**R** 67 H 3219—BAYONET BULB ADAPTER—fits medium screw base reflectors. Ship. wt. 2 oz. ....39c

**T** TO **V** BURNESS FLASH BATTERIES. Designed especially for flash work, have extra power and life for dependable operation.

(T) 67 H 3228—Reg. size about diameter of 50c piece. Ship. wt. for two, 6 oz. ....2 for 35c

(U) 67 H 3229—"C" size, about diameter of 25c piece. Ship. wt. for two, 6 oz. ....2 for 35c

(V) 67 H 3230—Penlight. Wt. for two, 4 oz. ....2 for 25c

**W** **X** BURNESS B-C BATTERIES—give dependable flash for about a year. Ship. wt. 2 oz.

(W) 67 H 3247—Standard size. 22½-volt. ....1.10  
(X) 67 H 3227—Penlight size. 22½-volt. ....1.10

67 H 3237—Short penlight size. 15-volt. ....1.00

**Y** **Z** KODAK FLASHPOST ADAPTERS. Adapts flash units with ASA connectors for use with shutters with PC (picture 3 opp. Pg.) or clip-on fitting (picture 5 opp. Page.)

(Y) 67 H 3241—For PC fittings. Wt. 2 oz. ....1.05  
(Z) 67 H 3242—For clip-on fittings. Wt. 2 oz. ....1.29

**AA** 3-WAY PLASTIC FLASH GUARD. One side blue, one side is diffused to soften highlights and one side is clear for normal shots. A protective cover for close-up shots.

67 H 3249—Ship. wt. 2 oz. ....29c





# Photoflood and Flash Bulbs

SAVE 25% ON CASE PURCHASES OF G.E. AND SYLVANIA BULBS  
SAVE 20% ON G.E. CARTONS, TOO . . . ALWAYS HAVE BULBS ON HAND

General Electric and Sylvania bulbs are manufactured to the most exacting quality standards, qualified to fill every photographic requirement. They will provide a consistent, dependable source of light. All flash bulbs except Nos. 6, 31, SF and SM (described below) are Class M and have a time lag of 20 milliseconds. They are ideally suited to cameras having fully synchronized (M-X) or (M-F) shutters, and perform well with some box-style and most inexpensive folding or 35 mm cameras.

## NEW MIDGET FLASH BULB

- C** G. E. M-2 MIDGET. New—only 1 3/4 in. long. Small size makes it possible to carry dozens in your pockets. Produces adequate light for black and white snapshots. Order special adapter to fit bayonet-base flash guns on Pages 42 and 43.  
67 H 3110 —Ship. wt. 6 oz. . . . . 12 Bulbs 86c  
67 H 3111M—Ship. wt. 4 lbs. . . . . 120 Bulbs \$8.10

## POPULAR BAYONET-BASE FLASH BULBS

- D** NO. 8 BULBS. Primarily for box cameras. Permits close-ups without overexposing.

G. E. NO. 8 BULBS. Bayonet base.  
67 H 3152 —Ship. wt. 8 oz. . . . . 12 Bulbs \$1.06  
67 H 3141M—Ship. wt. 5 lbs. . . . . Case of 120 9.90  
SYLVANIA NO. 8 BULBS. Bayonet base.  
67 HP 3165—Postpaid. . . . . 12 Bulbs \$1.29  
67 H 3168M—Ship. wt. 6 lbs. . . . . Case of 144 11.88

- E** Most popular of all flash bulbs. Fits most cameras. 20 millisecond delay. Bayonet base.

G. E. NO. 5 FLASH.  
67 H 3172 —Ship. wt. 12 oz. . . . . 12 Bulbs \$1.15  
67 H 3131M—Ship. wt. 5 lbs. . . . . Case of 120 10.80  
SYLVANIA NO. 25 SUPER FLASH.  
67 HP 3183 —Postpaid. . . . . 12 Bulbs \$1.38  
67 H 3139M—Ship. wt. 5 lbs. . . . . Case of 144 12.96

- F** For cameras with F or X synchronization; most box-type and inexpensive folding cameras. Time lag 5 milliseconds. Flash stops action like 1/200 sec. shutter speed. Bayonet base.

G. E. MIDGET SM FLASH BULBS.  
67 H 3115 —Ship. wt. 12 oz. . . . . 12 Bulbs \$1.34  
67 H 3135M—Ship. wt. 5 lbs. . . . . Case of 120 12.60  
SYLVANIA SF SPEED FLASH BULBS.  
67 HP 3188—Postpaid. . . . . 10 Bulbs \$1.39  
67 H 3149M—Ship. wt. 5 lbs. . . . . Case of 120 12.60

## FILTER COATED FLASH BULBS FOR USE WITH COLOR FILM

Essentially the same as clear bulbs Nos. M-2, 5, 6, 11, 22 and 25; same size and same base, but with a filter coating. The six blue bulbs are used to supplement daylight, for outdoor color pictures; or, as the sole source of light for taking pictures indoors with daylight-type color film. All except 6B and M-2 have a 20 millisecond time lag.

G. E. M-2B BLUE FLASH BULB. Midget base.  
67 H 3109—Ship. wt. 6 oz. . . . . 12 Bulbs \$1.05  
67 H 3108M—Ship. wt. 4 lbs. . . . . 120 Bulbs 9.90  
G. E. 5B BLUE FLASH. Bayonet base.  
67 H 3171 —Ship. wt. 12 oz. . . . . 12 Bulbs \$1.44  
67 H 3132M—Ship. wt. 5 lbs. . . . . Case of 120 13.50  
G. E. NO. 6B BLUE FLASH. Time lag 30 milliseconds. For synchronized focal plane shutters.  
67 H 3169 —Ship. wt. 12 oz. . . . . 12 Bulbs \$1.82  
67 H 3170M—Ship. wt. 5 lbs. . . . . Case of 120 17.10

G. E. NO. 11B BLUE FLASH. Screw-type base.  
67 H 3178 —Ship. wt. 12 oz. . . . . 8 Bulbs \$1.34  
67 H 3156M—Ship. wt. 9 lbs. . . . . Case of 120 18.90

GENERAL ELECTRIC NO. 22B BLUE FLASH BULB. Screw-type base.  
67 H 3116 —Ship. wt. 12 oz. . . . . 6 Bulbs \$1.15  
67 H 3136M—Ship. wt. 11 lbs. . . . . Case of 120 21.60

SYLVANIA NO. 25B BLUE FLASH. Bayonet base.  
67 HP 3119—Postpaid. . . . . 10 Bulbs \$1.49  
67 H 3180M—Ship. wt. 5 lbs. . . . . Case of 120 13.50

## PROJECTION LAMPS FOR MOVIE AND SLIDE PROJECTORS

Replacement lamps for Bell and Howell movie Projectors, with special B & H installed base that centers filament, to assure uniform light and maximum screen brilliance. Keep an extra bulb on hand. Ship. wt. 8 oz.

FOR REGENT PROJECTORS.  
67 H 3151—500-Watt. Each \$4.19

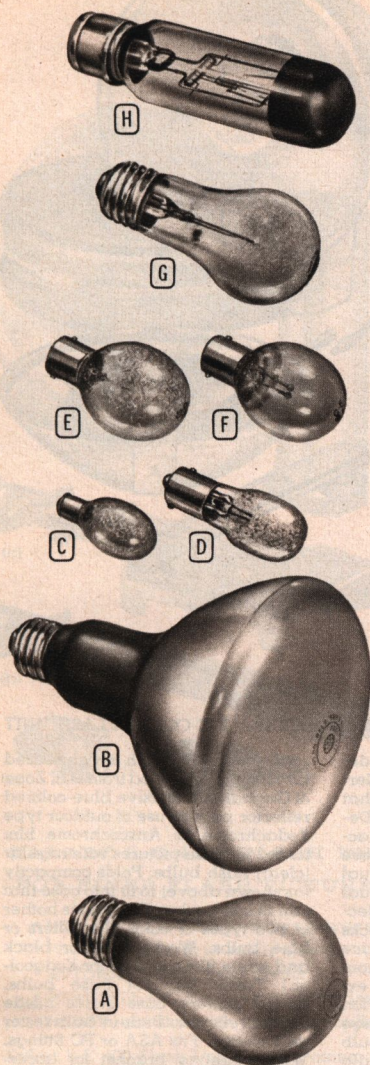
FOR NO. 173 and 273 PROJECTORS.  
67 H 3153 T—750-Watt. Each \$4.77

FOR FILMOSOUND PROJECTORS.  
67 H 3155 T—1000-Watt. Each \$6.19

**H** G. E. PROJECTION LAMPS. To determine type, look at present lamp, or see catalog description of your slide or movie projector in this Catalog. Ship. wt. 8 oz.

Article No.	ASA No.	Base	Watts	Price
67 H 3125	DDB	Medium Pre-focus	750	\$3.97
67 H 3142T	DFD	Medium Pre-focus	1000	5.45
67 H 3122	CST	Medium Pre-focus	200	3.10
67 H 3123	CXK	Medium Pre-focus	300	3.10
67 H 3124	CZX	Medium Pre-focus	500	3.69
67 H 3120	CDD	Single Contact Bayonet	100	79c
67 H 3121	CFC	Single Contact Bayonet	150	1.29
67 H 3187	CGT	Single Contact Bayonet	200	1.39
67 H 3112	CLS	Single Contact Bayonet	300	2.19
67 H 3126	CLX	Double Contact Bayonet	300	2.29

LOOK UNDER PROJECTOR LISTING TO DETERMINE BULB TYPE YOU NEED.



## G. E. PHOTOFLOOD BULBS

- A** For either Black and White or color photography, indoors. The B2 Blue photoflood lamp is used to supplement daylight in color photos, but is not recommended as the only source of light for daylight-type color film. All photoflood bulbs have screw-type base. Ship. wt. 10 oz.

NO. 1 PHOTOFLOOD. Light equals 750 Watts.  
67 H 3101—Life about 3 hours. . . . . 2 for 36c  
NO. 2 PHOTOFLOOD. Light about 1700 Watts.  
67 H 3113—Life about 6 hours. . . . . 2 for 63c  
NO. B2 BLUE PHOTOFLOOD. About 1700 watts.  
67 H 3114—Life about 6 hours. . . . . Each 54c

## G. E. REFLECTOR-TYPE PHOTOFLOOD BULBS

- B** Reflectors are sealed in as part of the lamp. Produce controlled beam of light. May be screwed into any standard light socket.

NO. RFL2 PHOTOFLOOD. Gives broad 90° beam about equal to a No. 1 Photoflood in a good reflector. Light equals 1700 Watts. Life about 6 hours.  
67 H 3103—Ship. wt. 12 oz. . . . . Each \$1.17

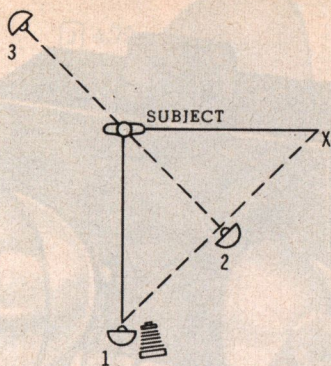
NO. RSP2 PHOTOSPOT. Ideal for movies. 8 times intensity of RFL2 above. Throws a 20° beam. Light equals 10,500 Watts. Life about 6 hours.  
67 H 3100—Ship. wt. 12 oz. . . . . Each \$1.29

NO. 375 PHOTOFLOOD. For movie armights and barlights. Tailored to approximately match the lens coverage of most amateur movie cameras. Light equals 1000 Watts. Life about 4 hours.  
67 H 3185—Ship. wt. 12 oz. . . . . Each \$1.19

## LAMPS FOR ENLARGERS

Standard screw base; opal glass. 110–120 volts.  
67 H 3128—No. 211, 75-Watt. Ship. wt. 6 oz. . 40c  
67 H 3129—No. 212, 150-Watt. Ship. wt. 6 oz. . 42c  
67 H 3130—No. 302, 500-Watt. Ship. wt. 6 oz. . \$1.21





## PLAN YOUR INDOOR LIGHTING FOR BETTER PICTURES

Here is a plan by which home lighting can be done simply and well. It is not presented as the only way or even the best way. But it is the best simple way to obtain the desired effect.

Look at the diagram above. The person whose picture you intend to take is marked "Subject," the camera is plainly recognizable, and the numbers 1, 2, and 3 represent three possible positions for lights. "X" marks the far corner of a triangle. If you wish, you can flop your triangle so it lies on the left side of the camera-subject line. It works well either way.

Here's how it works: Put your camera and your subject where you want them and measure the distance between them. Now measure an equal distance at a right angle to your subject and drop a coin or other marker. This is your "X." Now between your camera, your subject, and "X" you see a triangle.

Now you are ready to place your lights to best advantage. All three lights should be of equal intensity, but they may be photofloods, photospots, or flash lamps and extensions.

Place your first light next to your camera at about lens height. This is your No. 1 or basic light and the light on which exposure is calculated. It lights every part of the picture that your lens can see, and it's the kind of picture you get with an attached flash gun. The picture keyed (A) at the right is an example. The result is satisfactory, but the effect is somewhat flat and needs light 2.

Your No. 2 light is placed at a point just midway between your No. 1 light and "X." It is usually placed higher than the No. 1 light. Picture and diagram (B) at the right show the set-up and the resulting picture. The No. 2 light is rarely used alone because it tends to leave long, deep shadows and "burned out" areas. Used in conjunction with No. 1—see (D)—or Nos. 1 and 3—see (F)—it adds life because it brings out the outline of features and creates shadows to show texture.

To place your No. 3 light, extend the line between your No. 2 light and your subject. Your No. 3 is on a projection of this line and is the same distance beyond the subject. In relation to the other lights, it should be placed higher in order to bring out highlights on the hair. The No. 3 is the light which adds roundness and depth to your picture. It separates your subject from his background and makes him stand out to show that a third dimension exists. The No. 3 is rarely used alone because, except for reflected light, there is practically no light on the front of your subject. Picture and diagram (C) show the function of this light. Note how dark the face is.

Picture and diagram (D) show the set-up and results of lights No. 1 and No. 2 in combination. You have the full illumination of the entire picture area as in (A), but the shadows in (B) have become lighter and more transparent.

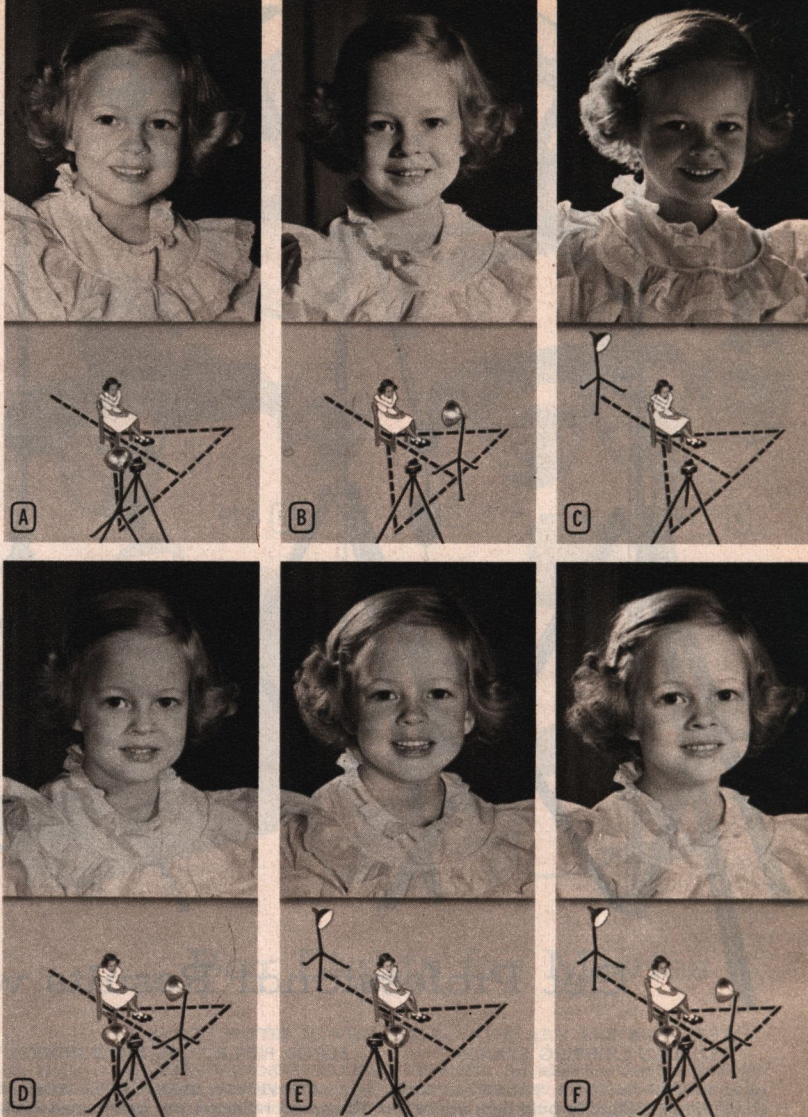
Picture (E) shows the result of using lights Nos. 1 and 3 together. You have the full illumination of the face and dress found in (A). But the addition of No. 3 has brought out the characteristic highlights on the hair; there is the distinct definition between the little girl and her background; and the desirable look of roundness to her neck and shoulders. There is less texture to the face and dress, and a softening of the features. These lights are particularly flattering for subjects with dominant features or coarse complexions.

Picture (F) shows the results of using all three lights at once. The characteristic advantages of each light are easily discernible—the full lighting of subject and background by No. 1, the sparkle and texture of No. 2, and the depth and roundness of No. 3 combine to produce a picture full of life and reality, of proper contrast, and some third dimension.

**PHOTOGRAPHING LARGER GROUPS.** When you need to light larger areas just place your lights in a bigger triangle making sure that your camera is in line with the No. 1 light and the subject. Place camera so that shadows do not fall in the picture area.

## THE COMPLETE BOOK OF LIGHTING

For both black and white and color photography (not shown). Written by Don Nibbelink, technical writer for Eastman Kodak Company. Book has many hints for better photography, gives a complete run-down on light sources such as flash, electronic flash, etc. Discusses equipment, backgrounds, commercial photography, movie lighting, and color in easy-to-understand non-technical terms. Get the solution to most of your lighting problems. 67 H 4841—Ship. wt. 1 lb. . . . . \$2.79



## Good Lighting is Easy

Too often the lighting for pictures is adequate but improperly used. A bulb may give exactly the amount of light needed at a distance of 9 feet, but at 4 feet the film would be over-exposed. An exposure meter (Pg. 38) is recommended, especially for color film. However, you can get excellent results by using the charts below. In either case, exposure should be based on the No. 1 light only. This assures that shadow areas are properly exposed, and film latitude will take care of the highlights.

To use the chart, first find the column that is headed with the A.S.A. Tungsten Speed of the film you are using (see film listings in this catalog). Follow this column down to the line opposite the shutter speed you want and the lamp you are using. The number at this point is your Guide Number. Now measure the distance from your No. 1 light to your subject in feet and divide this distance into the guide number. The result is the correct f/stop to use. If this proves impossible with your camera, simply change your setup to a different shutter speed or a different lamp distance or both and refigure until you get a combination you can use. Example: Using Super XX film (A.S.A. 80) and a No. 2 bulb at 1/25 second, the guide number is 52. If the light distance is 5 ft., divide 5 into 52 and get 10.4. Use the closest camera setting—F/11.

The charts below show most of the flood lamps Wards sell, and the most popular flash lamps. For complete charts on other flash lamps see the flashlamp carton.

PHOTOFLOOD GUIDE NUMBERS					PHOTOFLOOD GUIDE NUMBERS				
Flood Lamp	Shutter Speed	A.S.A. Tungsten Speed			Flash Lamp	Shutter Speed	A.S.A. Tungsten Speed		
		10-16	20-32	80-125			10-16	20-32	80
No. 1	1 sec	64	90	180	SM	Up to 1/100	44	60	96
	1/5	29	40	80		1/200	40	55	88
	1/25	13	18	36		Up to 1/25	55	75	
	1/50	9	13	26		1/50	48	70	
No. 375	1 sec	70	99	199	5B	1/100	44	60	
	1/5	32	44	88		1/200	34	48	
	1/25	14	20	39		Up to 1/25	80	110	180
	1/50	10	14	28		1/50	70	100	160
No. 2 or RFL 2	1 sec	90	130	260	5	1/100	65	90	140
	1/5	40	58	116		1/200	50	70	110
	1/25	18	26	52		Up to 1/50	90	125	250
	1/50	13	18	36		1/100	70	95	190
	1/100	9	13	26	25 or 0	1/200	50	75	145





## Get Professional Results with Good Lighting

### FLEXIBLE LIGHTING STANDS

**(A) SMITH-VICTOR TELESCOPIC STANDS.** Sturdily built light stands that we recommend because they give longer service and more versatile use. The removable ball stud feature permits the use of all types of reflectors. Heavy tight-joint steel tubing is cadmium plated, brown enameled steel legs. Thumb screws lock sections securely at all elevations. Standard  $\frac{3}{8}$ -inch top rod section is eared at bottom to prevent accidental withdrawal. Firmly-balanced tripod-legs lock automatically at any point and provide firm base support.

**(A) MODEL S3 STAND.** 3 sections. Elevation to 8 feet. Closes to 35 inches. Foot spread 33 inches. Heavier tubing than (B).

67 H 3234 M—Ship. wt. 6 lbs. 8 oz. . . . .5.79

**(B) MODEL S2 STAND.** 2 sections.  $6\frac{1}{2}$ -foot elevation. Closes to 42 inches. Firmly balanced foot spread is 26 inches.

67 H 3233 M—Ship. wt. 3 lbs. 12 oz. . . . .3.79

**(C) 3-SECTION LIGHTWEIGHT STAND.** A good quality portable lighting outfit that's durably made, packs compactly and weighs just  $2\frac{1}{2}$  lbs. Closes to 24 inches; elevates to 6 feet. Nickel plated steel tubing and legs. Rubber-tipped feet. Lever locks hold tube at desired height. Standard  $\frac{3}{8}$ -inch top rod and removable ball stud take any size reflector. Foot spread is 32 inches to provide firm base.

67 H 3266 M—Ship. wt. 3 lbs. . . . .2.98

**(D) HEAVY-DUTY EXTENSION CORD.** 25-foot length for more versatile use. Specially designed for photo-flood and reflector-flood lamps. Heavy 16-gauge copper wire is fully rubber insulated. Delivers full current—ordinary lamp extension cords cut current, causing inadequate lighting and under-exposure. Rubber plug on 1 end, single outlet on other.

83 H 1271 L—UL approved.  
Ship. wt. 2 lbs. . . . .2.29

46 WARDS

### FLOOD REFLECTORS MAKE INDOOR PICTURES EASIER

**(E) SMITH-VICTOR STAND REFLECTORS.** These efficiently designed reflectors are constructed of heavy aluminum with etched interiors to give a softer and more diffused light for more pleasing photographs. Have heat insulated bakelite socket, wood handle. Smooth fitting ball and socket attachment fits Victor stands at left, and other stands with a  $\frac{3}{8}$ -in. stud. With 10-foot rubber cord and switch.  $10\frac{1}{2}$ -in. diam.,  $7\frac{1}{4}$  in. deep. Order No. 2 Photoflood bulbs from Page 44.

67 H 3261—Shipping weight 2 lbs. 4 oz. . . . .3.19

67 H 3276—Same sturdy reflector as above, but 12 inches in diameter, and 8 inches deep. Ship. wt. 3 lbs. . . . .4.29

**(F) SMITH-VICTOR MINI-BOOM.** Sturdily constructed of tubular aluminum with swivel to fit Victor stands and others with  $\frac{3}{8}$ -inch stud. Boom is 44 inches long and swivels on ball attachment. Can be extended or retracted a distance of 30 inches for more diversified arrangements. Ball handle is weighted for better balance—swivel socket on one end for reflector lamps. Convenient wood handle. Durable off-on switch. Order your lamps separately from Page 44.

67 H 3245 M—With 15-ft. cord. Ship. wt. 3 lbs. 4 oz. . . . .5.79

**SMITH-VICTOR MINI-BOOM WITH STAND.** Lighting range from floor to 10 ft. high. Adjusts from handle or head. Complete with 2-section stand (B) and boom (F). Order lamps from Page 44.

67 H 3244 M—Ship. wt. 6 lbs. 8 oz. . . . .8.95

### LIGHTING HINTS FOR SOFTER, MORE NATURAL PICTURES

Most people think of flood lights in terms of the formal portrait, with powerful lights blinding an uncomfortable subject from several directions. Actually, in combination with 35mm cameras and fast films, floods can be comfortable, versatile, and very helpful in making your picture as you want it.

One of the tricks of seasoned photographers is to "bounce" the light off ceiling or walls, to fill part of a room with soft, even illumination, which seems to "belong" to the setting. Used thus, a couple of floods will fill in the dark areas which often make it difficult to get good pictures by available light from windows and house lamps.

For more formal, closer portraits, bring the lamps nearer to the subject and raise the light level a bit. By using nearby walls as reflectors, you can create soft face shadows, get excellent "modeling" fea-

tures expressed as you want them.

An exposure meter is just as important here for available light picture taking. Please turn to Page 38 for meters.

"Bounce" flash also may be used to achieve superior lighting results. Soft, open shadows result, and the depth of good illumination is increased so that the picture looks more natural. Hot spots and burned-out foregrounds are avoided. Subjects without backgrounds do not appear as if they were standing in the mouth of a deep, dark cave.

Furthermore, subjects in front of plain backgrounds do not have a black shadow around the figure on the side away from the flash. Best of all exposure is not so critical as with direct flash. Your enlarging too is made easier by this technique of managing your lighting.

### 3 LIGHT KIT, SPOT LIGHT

**(G) TRIANGLE LIGHTING KIT.** Here's everything you need to solve your lighting problems in order to take pictures like those on Page 45. Kit includes 3 reflectors—two 10-in., one  $9\frac{1}{2}$ -in. diameter, all with rubber-jawed spring clamps and  $7\frac{1}{2}$ -ft. cords; 2 No. 2 photoflood lamps, 1 No. 1 photoflood lamp; and exposure guide for better pictures. Comes complete with corrugated case for convenient carrying, storage. UL approved.

67 H 3258 M—Ship. wt. 5 lbs. 8 oz. . . . .7.98

**(H) GOLD-E HI-LITER.** Highly efficient, compactly designed spotlight that provides sharp, clear, high-lighting to better your picture taking technique. 3-in. diameter Fresnel type lens throws powerful beam. Spherical chrome plate reflector. Rear focusing device. Tilts up or down or swings in complete circle. Removable handle. Bracket adjustable for tripod mounting. Double walled housing keeps light cooler. All-metal brown wrinkle finish case; cord and plug. Complete with 100-watt, 200-hour, G16 $\frac{1}{2}$  lamp.

67 H 3251—Ship. wt. 3 lbs. . . . .9.95





## Light Reflectors

REFLECTOR-FLOODS GIVE SOFT, WIDE LIGHTING

- J** SMITH-VICTOR DE LUXE REFLECTOR. Heavy-gauge aluminum with etched reflecting surface, brown enameled metal exterior; 12-in. diameter, 8 in. deep. Heat-resistant bakelite socket and wood handle. Rubber-covered clamps with ball and socket are removable—reflector can be used on stands on opposite page. Order No. 2 Photofloods from Page 44.  
67 H 3277—Off-on switch, 10-ft. cord. Ship. wt. 3 lbs.....4.79
- K** SMITH-VICTOR REFLECTOR-FLOOD UNIT. Includes RFL2 reflector, photoflood lamp, 6-ft. cord, push switch in heat-resistant bakelite socket, handle, rubber-jawed spring clamp. Can be used with stands on opposite page.  
67 H 3220—Ship. wt. 2 lbs. 4 oz.....2.79
- L** SMITH-VICTOR GOOD QUALITY REFLECTOR. Spun aluminum reflector provides soft, flattering light. 10-in. diameter, 6¾ in. deep. Ball swivel spring clamps, rubber-covered jaws. Push switch metal socket. With 6-foot cord. Order No. 1 or No. 2 Photofloods, Page 44.  
67 H 3223—Ship. wt. 1 lb. 12 oz.....2.49  
67 H 3298—Pair of above. Ship. wt. 3 lbs.....4.49
- M** HARWOOD BROAD-FLOOD TYPE REFLECTOR. Fine for background lighting. Also useful as protective shell for reflector floods. Spun aluminum reflector 6½-in. diam., 7 in. deep. Swivel spring clamp, rubber-covered jaws. Push switch socket. Order No. 1 or No. 2 Photofloods, Pg. 44.  
67 H 3265—With 8-ft. rubber cord, wood handle. Ship. wt. 2 lbs.....2.69
- N** SMITH-VICTOR DIFFUSING SCREEN. Durable material—resists tearing, is heat and scorch resistant. Set into metal hoop, clips easily to reflector.  
67 H 3290—For 10-in. reflectors. Ship. wt. 7 oz.....1.29  
67 H 3279—For 12-in. reflectors. Ship. wt. 7 oz.....1.49

### "HOW-TO-DO-IT" PHOTOGRAPHIC BOOKS

**HOW TO PHOTOGRAPH WOMEN** by Peter Gowland. Enlarged edition. Top ranking photographer covers the difficult but interesting art of photographing female subjects both indoors and out—in any type of garb, by flash or flood, by sunlight, daylight or even moonlight. It tells how to pose different subjects most effectively, what kind of makeup, light, background, film, exposure and development you need.  
67 H 4848—200 illustrations; 128 pages. Ship. wt. 1 lb. 4 oz.....2.69

**CHILD PHOTOGRAPHY THE MODERN WAY** by Josef Schneider. Leading child photographer tells and shows you all the tricks that get best pictures of little folks—tots to teenagers. Gives priceless information on most effective use of flood, flash and speedlights for black and white and color. All you ever need to know to take really fine pictures of children.  
67 H 4846—275 illustrations; 208 pages. Ship. wt. 1 lb. 8 oz.....4.69

EXPOSURE METERS FOR BETTER MOVIE AND STILL PICTURES ON PAGE 38.

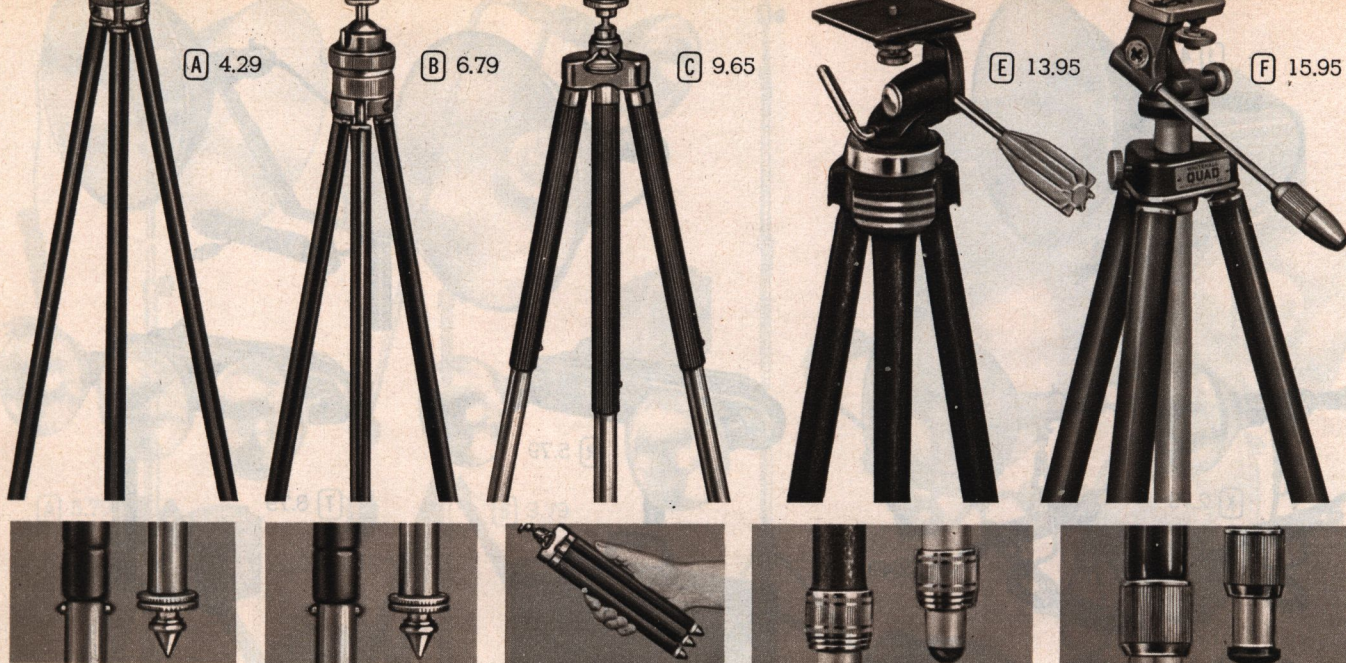
## Bar Lights for Movies

SHOOT BETTER MOVIES, STILLS, WITH ARM AND BAR-LIGHTS

- P** SMITH-VICTOR EVER-READY ARMLITE. An efficient armlite that will solve your home lighting problems. Designed for above-the-lens lighting and maximum compactness. Two No. 2 photofloods in 11-inch aluminum reflectors are as powerful as four 500-watt reflector flood lamps but use only half as much current—costs about \$4 less to replace lamps. Sure-grip mount fits all cameras, with socket for tripod mounting. Phenolic sockets have individual switches. Complete with two No. 2 lamps. Corrugated carton compartmented for camera, film and spare lamps. Reflectors fold inward for more compact storage. With 10-ft. rubber cord.  
67 H 3278 M—UL Approved. Shipping weight 4 lbs. 8 oz.....7.79
- R** SMITH-VICTOR 2-LAMP BAR-LIGHT. Compact, easy to attach. Padded camera platform at center, bakelite handle with socket for tripod mounting. Switch on back of bar. Enameled metal finish case. With 9-ft. cord and 2 GE reflector-photoflood lamps. 14½ in. long.  
67 H 3295—UL Approved. Ship. wt. 2 lbs. 6 oz.....5.79
- T** SMITH-VICTOR FLOODMASTER 3-LAMP BAR-LIGHT. Finely constructed, efficiently designed to permit wide variety of lighting possibilities. You'll appreciate too, its compact arrangement for both easier handling and storage. Specially designed so that light comes from above camera—helps eliminate distracting shadows—light seems more natural. Bar-light can be mounted on either side of camera. Bracket folds flat against bar for storage. Enameled metal finish gives bar-light a brilliant, durable appearance. Comes complete with 10-ft. cord, 3 GE reflector-photoflood lamps, and corrugated carrying case.  
67 H 3205—14½ in. long. UL Approved. Ship. wt. 5 lbs. 12 oz.....8.79
- U** HARWOOD FOLDING 4-LAMP BAR-LIGHT AND CASE. A finely constructed, versatile lighting unit for tripod or hand use. You'll achieve sharper movies or stills in color and black and white because of the variety of lighting effects that are yours to control. Use either 2 or 4 lights—one switch operates 2 outside lamps, second switch operates 2 inside lamps—combine both for extra bright flooding. Extra-long 14½-ft. power cord so that you can follow subject. Sturdy metal bar-light, baked-enamel finish, "no-short" construction, UL approved. Four 375-watt flood lamps included. Easy to carry metal case holds bar with lamps. No waiting for lamps to cool after use. Just fold bar (an extra feature) and put in case for carrying or storage. Unit provides ample light for indoor color movies.  
67 H 3264 M—24¾ in. long. Ship. wt. 9 lbs.....15.95
- HARWOOD 4-LAMP BAR-LIGHT.** Same fine unit as (U) above, but without folding bar feature, and without carrying case. You'll enjoy the 3-way switch control that provides such versatile lighting arrangements. Unit includes 14½-ft. power cord and four 375-watt GE flood lamps. UL approved. 24¾ in. long.  
67 H 3248 M—Shipping weight 5 lbs.....11.95

WARDS 47





## For Rock-steady Movies and Sharp Stills

### SUSIS 3-SECTION TRIPOD

**A** Lightweight tripod that gives adequate support for box, 35mm and bantam cameras. Three-section legs extend to about 43 inches, close to about 17 inches. Spring tension locking snaps hold legs when extended and prevent accidental collapsing. Just push snaps to close. Non-slip metal tips hold tripod steady on most surfaces. Special tripod screw reverses to fit both American and European camera sockets, fits all tilt tops and pan heads sold on opposite page. Tripod is tubular brass, outer tubes are black enameled. Act. wt. only 14 oz. Imported from U.S. Zone of Germany.

67 H 2100—Ship. wt. 1 lb. ....4.29

**SUSIS 3-SECTION TRIPOD WITH HEAD** (not shown). Same tripod as above but with the addition of the Tilt Top Aluminum Head (M) on opposite page. An easy-to-carry tripod, adequate for box, 35mm, or bantam cameras. Large ball and socket joint provides firm support. Knurled ring tightens easily with slight turn. Full 360° pan, 180° tilt. 45 in. open, 18½ in. closed.

67 H 2101—Ship. wt. 1 lb. 6 oz. ....5.89

### EUROPEAN TRIPOD SOCKETS

Most imported cameras have different tripod sockets. Cameras in this book are equipped for use with any tripod on these pages. If you need a tripod adapter, write Bob Adams, Page 21.

### SUSIS 4-SECTION TRIPOD WITH HEAD

**B** Lightweight tripod—extremely compact and easy to carry, with added height and convenient head, (M) at right. Adequate for box, 35mm and bantam cameras. Four-section legs extend to 51 inches, close to 17½ inches. Spring tension locking snaps hold legs when extended. Non-slip metal tips on feet. Tripod screw fits American threads. Complete with Tilt Top Aluminum Head (M), has 360° pan, 180° tilt. Tubular brass construction, black enameled outer tubes. Actual weight 1 lb. 8 oz. Imported from U.S. Zone of Germany.

67 H 2122—Ship. wt. 1 lb. 10 oz. ....6.79

**SUSIS 4-SECTION TRIPOD ONLY.** As above, without head. An excellent "first" tripod. Adequate for box, 35mm and bantam cameras. Reversible tripod screw fits American and European camera threads. Act. wt. 17 oz.

67 H 2121—Ship. wt. 1 lb. 4 oz. ....5.19

### SUSIS 7-SECTION TRIPOD WITH HEAD

**C** Compact tripod that is small enough to fit your pocket. Adequate for box, 35mm, or bantam cameras. Extends to 46 inches, closes to only 10 inches. Seven-section legs held firmly by spring tension leg locks. Removable rubber tips prevent slipping. Reversible tripod screw fits both American and European camera sockets. Built-in pan head has 360° pan, 180° tilt. Brass tubular construction. Black ribbed covering on outer tubes. Convenient to carry and handle—act. wt. 19 oz. Imported from U.S. Zone of Germany.

67 H 2119—Ship. wt. 1 lb. 8 oz. ....9.65

### FOLD-AWAY TABLE FOR PROJECTORS

- FOR MOVIE OR STILL PROJECTORS as firm support
- TUBULAR STEEL FRAME is lightweight and durable
- SERVES AS TYPEWRITER TABLE and utility table
- HARD, THICK MASONITE TOP is 17½ by 15¼ in.

**D** This sturdy projection table can hold any still, sound, or slide projector sold in this catalog... excellent where good, solid steadiness is required. Frame is clamped to the extra-thick Masonite top. Legs fold up so table can be stored. You'll get no "projection jump" or unsteady swaying with this table supporting projector.

Collapsible for easy out-of-the-way storage, yet a useful, good looking piece of furniture if you choose to keep it in sight. Masonite table has the appearance of stained cork, while the legs are a blending but richer shade of brown. Rubber tips hug ends of each leg, insure extra non-slip stability. Table stands about 27½ in. high.

67 H 2125—Ship. wt. 13 lbs. ....7.95

### STAR D 3-SECTION TRIPOD WITH HEAD

**E** Sturdy tripod that's rigid enough for 16mm movie, 4 by 5 press, and all smaller cameras. Three-section legs extend to 59 inches, and close to 25½ inches. Quarter turn of knurled ring locks legs in position at any height. Rubber tips on legs give firmer support on all types of surfaces. Tripod screw fits all standard American sockets. Control handle tensions 180° vertical tilt; lever controls 360° pan.

Removable platform provides solid support for all sizes and types of cameras. With platform in position you have a firm 2¾-inch square base for larger cameras such as press or reflex. Lever lock releases platform from standard head to accommodate smaller still and movie cameras.

Precision machined of aluminum alloy and chrome plated steel with bronze bushings on all moving parts. Outer leg sections have black enamel finish. Actual weight about 3 lbs. 8 oz.

67 H 2138 M—Ship. wt. 4 lbs. 8 oz. ....13.95

### WHITEHALL QUAD 3-SECTION WITH HEAD

**F** New low priced, friction elevator type made by Quick-Set. A high quality tripod that provides steady support for 16mm movie, 2¼x3¼ press and all smaller cameras. Designed for the serious amateur. Three-section legs open to 58½ in., close to 25 in. Legs extend and lock with quarter turn of collar. Center column provides 15-in. height adjustment. Rubber feet hold steady on all surfaces.

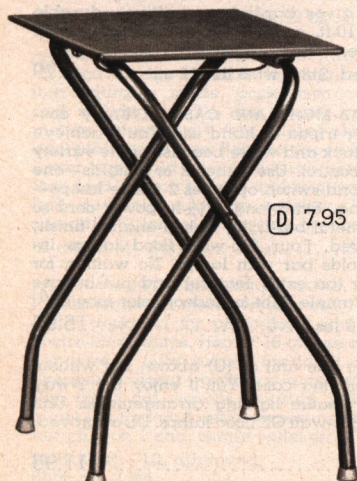
Large tripod screw locks camera to platform securely. Fits all American tripod sockets. Adjustable for deep or shallow socket. Dualok pan head gives top efficiency: camera platform adjusts to four directions and twelve positions—supports any camera. One handle controls 360° pan, 180° tilt. Turn handle to lock tilt, turn tighter to lock pan.

Lightweight aluminum construction. Attractive Beige metallic enamel finish. Easy to handle and carry—actual weight 3 lbs.

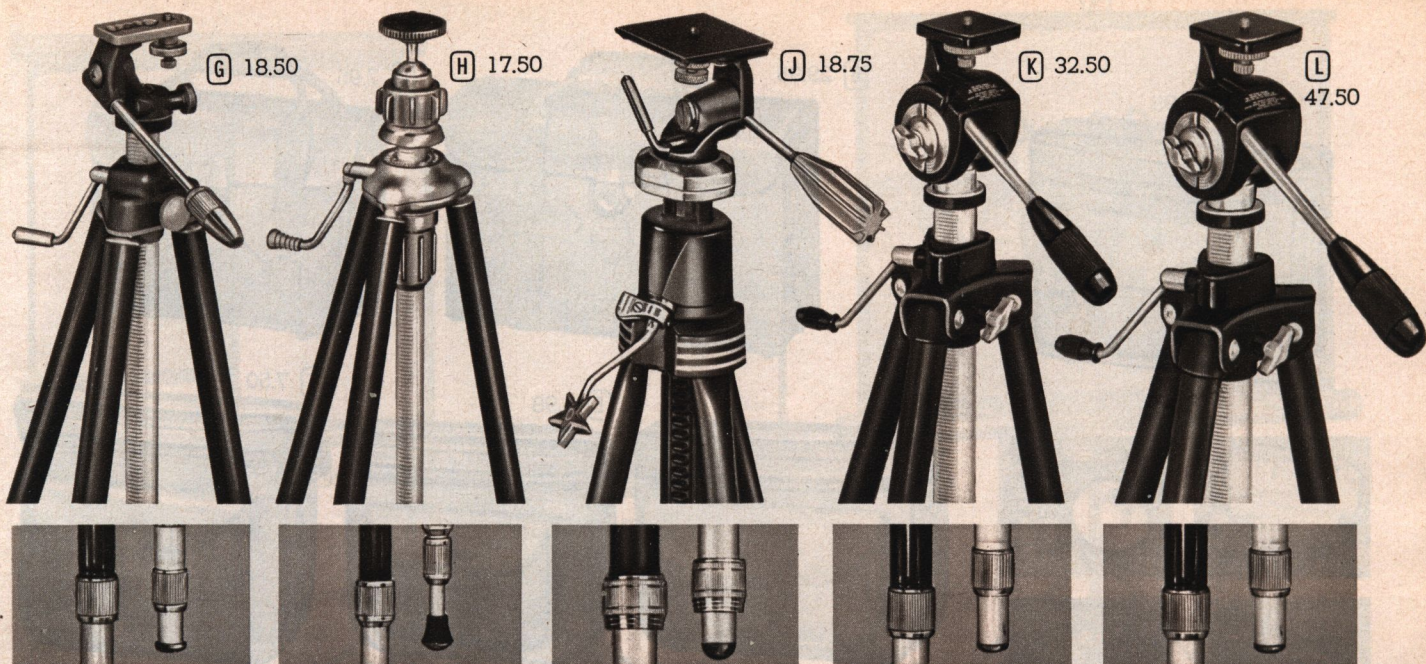
67 H 2142 M—Ship. wt. 3 lbs. 8 oz. ....15.95

### AVOID TRAFFIC BLURS IN NIGHT SHOTS

If you want to photograph a night scene but are troubled with pedestrians and moving cars, try making a series of short exposures. With the camera mounted on a steady tripod and the lens set for bulb, you can expose during lulls in the traffic. Compute exposures made at intervals a little differently than single exposures. A 50% increase in time is a safe guide.







## Use a Tripod and Tilting Pan Head

### WHITEHALL "PRINCE" WIDE SWEEP TRIPOD

**G** Set quick and sure with this new Duallock Panhead tripod; twist of the wrist locks or unlocks tilt control. Knurled knob on base controls pan lock. Elevating column is crank-operated—takes camera way up. Camera plate adjusts in 12 positions and 4 directions, centers any camera properly. Wide sweeping crank raises camera easily. Spring-positive brake locks column securely at any height from 14-in. rise to maximum ht. Extended lgth. 68 in.

67 H 2143—Shipping weight 4 lbs. .... 18.50

### HOLLYWOOD BABY GIANT EXTENDO TRIPOD

**H** Lightweight, easy to handle, sturdy and professional. Ball swivel head with Radioloc—the one all-angle control that allows instant change from horizontal to vertical camera frame. 3-section legs, flange action. 61 in. high with column extended. Excellent for use with 35mm, stereo, miniature and all types of still cameras. Lightweight tubular construction; alumilited legs resist weather.

67 H 2127—Shipping weight 4 lbs. .... 17.50

### STAR D ELEVATOR 3-SECTION TRIPOD

**J** With Head. Synchro-lock elevator positions camera rigidly. Removable platform (described opposite page (F)), accepts all cameras up to 4x5 press. Extends from 28 inches to 72 inches. 3-section legs lock at any height. Elevator column gives 16-in. height adjustment. Nylon gear and guides assure long wear. Rubber-tipped feet. Handle locks head tilt, lever on pan. American thread tripod screw. Full 360° pan, 150° tilt. Black enamel finish. Actual weight 4 lbs. 12 oz.

67 H 2140—Shipping weight 5 lbs. .... 18.75

Tripods are necessary to the photographer who wants professional results. Make sure of even panning and tilting when making movies, and steady, clear pictures with still cameras.

### NEW SUPER QUICK-SET ELEVATOR TRIPODS

**TRI-LOCK PAN HEAD**—gives you simultaneous control of pan and tilt, separate control of pan and tilt, or complete immobility; all you do is turn the selector screw. Head handle itself controls tilt, means you can tilt as you pan—extremely useful for the serious movie maker.

**QUICK LOCK CONNECTOR**—supplies tremendous leverage, keeps coupling from moving.

**QUICK-SET LEG LOCKS**—are sure-set leg locks and rigid at any length. A half turn locks or unlocks legs to hold the heaviest cameras. Positive stops prevent over spreading. Cross bolts eliminate side shake. Rubber-tipped legs insure non-slip footing. Grooved flanges for easy sets.

**2-WAY ELEVATOR CONTROL**—fingertip control adjusts camera height. Column may be lifted or pushed down for fast action or adjusted for height by the hand crank. It can be locked at any height by simply turning the locking knob. Large bearings insure smooth operation.

### QUICK-SET ELEVATOR CHAMP II TRIPOD

**K** All the Quick-Set features described above yet masterfully scaled for lighter use. Perfect for 35mm, stereo, reflex, small press still cameras and small movie cameras. Light and easy to carry—yet rigid and steady for extremely sharp pictures. 3-section legs of aluminum alloy; height extended 71½ in.; elevator rise 15 in. Handle 7¾ in. long. Act. wt. 4¾ lbs.

67 HN 2105 T—Postpaid ..... 32.50

### QUICK SET ELEVATOR HUSKY II TRIPOD

**L** Same Quick-Set features as Champ II but built heavy to handle the professional type camera with ease. Gives rigid support. Has larger pan head and pivots, larger legs and elevator column. A tripod for press and studio still cameras, and heavy amateur movie cameras. Height extended 76 in. 3-section legs. Elevator ht. 16½ in. Act. wt. 6¾ lbs.

67 HN 2117 T—Postpaid ..... 47.50

### TRIPOD ACCESSORIES

**M** **TILT TOP TRIPOD HEAD.** Oversize ball and socket assure smooth 360° pan, 180° tilt. Large knurled ring controls tension to hold miniature, folding, and 8mm movie cameras firmly.

67 H 2110—Amer. threads. Ship. wt. 6 oz. . 1.79

**N** **ALPEX PAN HEAD.** Small durable, chrome plated pan head. 360° panning. 140° tilt. 4½-in. screw tight handle.

67 H 2133—Shipping weight 1 lb. .... 1.98

**P** **KODAK FLEXICLAMP.** Use as a tripod. Padded C-type clamp has strong grasp. Opens 2 inches. Swivel construction permits tilting to all angles. About 8-in., clamp fits in gadget bag or pocket. Standard American threads.

67 H 2123—Shipping weight 1 lb. .... 3.98

**R** **ARCHER PAN HEAD.** Medium sized pan head. Smooth action. 360° panning, 140° vertical tilting. 1½x2¼-in. solid-surface plate. 6-in. handle locks pan head. Standard American threads. Instant lock. Act. wt. about 10½ oz.

67 H 2113—Shipping weight 14 oz. .... 2.98

**T** **GEAR-A-PAN.** For professional use with (K) or (L) Quickset tripod below. Fits on tripod between top of elevator and panhead. Turning the crank swings the camera to the right or left in a smooth horizontal plane and at any speed.

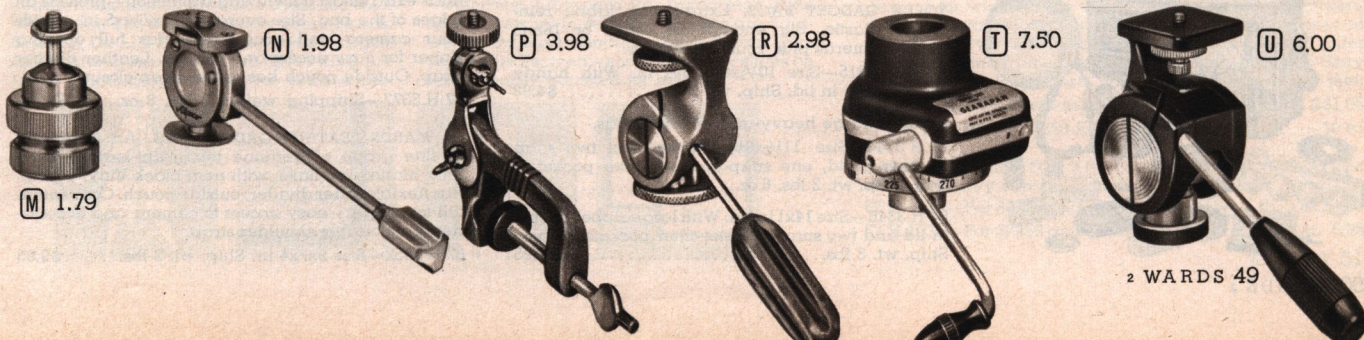
67 H 2102 T—Shipping weight 1 lb. .... 7.50

**U** **QUICKSET CHAMP PAN HEAD.** Smooth action, instant locking—135° tilt, 360° pan. 17x17/8-in. plate—holds up to 4x5 press cameras. Polished aluminum, black enamel finish. 7¾-in. handle. Adj. tripod screw. Standard American threads.

67 HP 2115—Actual weight 1 lb. Postpaid. . 6.00

**QUICK-SET SENIOR PAN HEAD.** Similar to above but larger. Large oversize bearing surfaces provide smooth action for panning and tilting. 2½x2½-in. plate holds cameras up to 4x5 press or view. 9¾-in. handle locks—135° tilt, 360° pan. Adj. tripod screw. Standard American threads.

67 HP 2108—Act. wt. 1 lb. 12 oz. Postpaid... 9.00





**A** 25.95



**B** 29.95



**C** 7.95



**D** 3.79



**E** 4.98



**F** 7.50



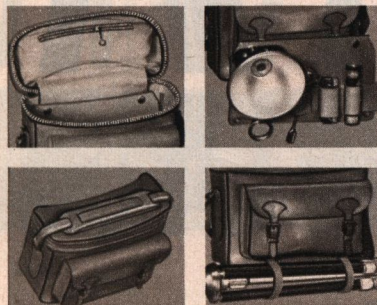
**G** 18.95



**H** 12.95



**J** 9.95



## New Perrin Bag

25.95 Contour DeLuxe

- COWHIDE SADDLE LEATHER, top, full grain
- ACCESSORY HOLDER snaps out easily
- CONTOUR CONSTRUCTION to fit your hip

**A** Enjoy flexible arrangement, more protection, easier carrying and more durable service than ever before (see pictures above). Finest California, double shoulder cowhide, tanned to a rich dark brown harness leather finish. Extra-large zippered pocket of soft baseball glove leather is inside of lid. Adjustable leather strap forms flexible pockets for holding accessories. Has D-rings and attached tripod straps. Adjustable leather shoulder strap has sponge-rubber padding. 11x5 1/4 x 7 3/4 in. size gives ample space for camera, accessories.

67 H 3378—Ship. wt. 3 lbs. .... \$25.95

**B** PERRIN PRO BAG. The fine quality of this soft, supple leather camera bag delights your eyes—its design offers extra conveniences, extra spaciousness to accommodate your every need. Made from the finest top, full grain double shoulder cowhide, California saddle leather. Expertly tanned to a beautiful Light Maple (natural-tan) color. Easily holds your camera and accessories. Has protective meter-filter pocket. Removable, adjustable shoulder strap and comfort-grip handle. Triple thick bottom. Flashgun attaching straps, D-rings, and tripod straps. Solid brass Swiss Homa Lock. Size overall is 14x5x8 1/2 in.

67 H 3386—Ship. wt. 3 lbs. 8 oz. .... \$29.95



## Carry Everything in a Gadget Bag

**C** NEOLITE PRO BAG. Scuff-resistant, long wearing Neolite for strength and rugged dependability. Extra-heavy gauge—semi-rigid bag retains shape. Protects camera, equipment from loss and damage. Reinforced seams, ends, top and bottom. Inner divider, shoulder straps. Russet color.

67 H 3347—11x8x4 1/2 in. Ship. wt. 2 lbs. .... \$7.95

EXTRA LARGE NEOLITE PRO BAG. Same fine durable construction as bag above, but made extra-large 10 1/2 x 9 x 6 1/2 in.—gives over 50% more cubic content, holds larger camera, more accessories.

67 H 3371—Shipping weight 3 lbs. .... \$12.95

**D E F** PLASTIC GADGET BAGS. Popular priced gadget bags hold your camera and accessories. Durably constructed of Medium Brown leather-like plastics—it's waterproof, scuffproof, resists abrasions, and will not stain or crack. Fiberboard reinforced at ends, top and bottom to hold their shape. Heavy-weight zipper closure on three sides of double reinforced hinged top. All seams are sturdily stitched—riveted at points of strain for longer service. Flexible dividers inside, roomy outside pocket. Shoulder strap is adjustable in length for greater comfort.

(D) 67 H 3312—Heavy Miralon Plastic Bag. Size 10 1/2 x 7 1/2 x 3 1/4 in. Handy snap-in meter-filter pocket in main section. Ship. wt. 2 lbs. .... \$3.79

TOLEX GADGET BAGS. Extra-strong fabric reinforced plastic. Big enough for reflex or 16mm movie cameras plus your accessories.

(E) 67 H 3315—Size 10 1/2 x 8 1/2 x 3 1/2 in. With handy snap pocket in lid. Ship. wt. 2 lbs. .... \$4.98

(F) Extra-large heavy-gauge Tolex bags.

67 H 3344—Size 11 1/2 x 9 1/2 x 3 3/4 in. Has two snap pockets in lid, one snap-in meter-filter pocket in bag. Ship. wt. 2 lbs. 6 oz. .... \$7.50

67 H 3346—Size 14x11x4 in. With large zipper pocket in lid and two snap-in meter-filter pockets in case. Ship. wt. 3 lbs. .... \$9.95

**G** PERRIN CAMERA BAGS on this page are made from California Saddle Leather—one of the world's finest leathers. Slow curing and a unique tanning process give this leather a natural russet color that mellows to an even more beautiful golden rich hue. Unlike ordinary leather, California Saddle is not sanded during the tanning process. Natural markings remain to give each bag character and distinction.

Both bags below have compartments to hold camera and accessories. Large zipper pocket in lid holds smaller items; outside pouch holds film, bulbs, etc. Brown Vinyl piping protects edges from wear. Bags have reinforced tops and bottoms, brass hardware. Adjustable sponge-rubber padded shoulder strap. Extra-strong stitching exceeds government standards. Complete with D-rings and tripod straps.

(G) Camera Bag for all 8 or 16mm movie cameras and 35mm still cameras, plus all necessary accessories. Has heavy-duty zipper. Size 11x5 1/4 x 7 3/4 inches.

67 H 3382—Shipping weight 2 lbs. 10 oz. .... \$18.95

Extra-Large Camera Bag (like G) for both small and larger cameras, including 2 1/4 x 3 1/4 in. press cameras, Land or reflex cameras, plus all necessary accessories. Extra-heavy duty zipper. Size 10 3/4 x 5 3/4 x 9 1/2 in.

67 H 3376—Ship. wt. 2 lbs. 12 oz. .... \$24.95

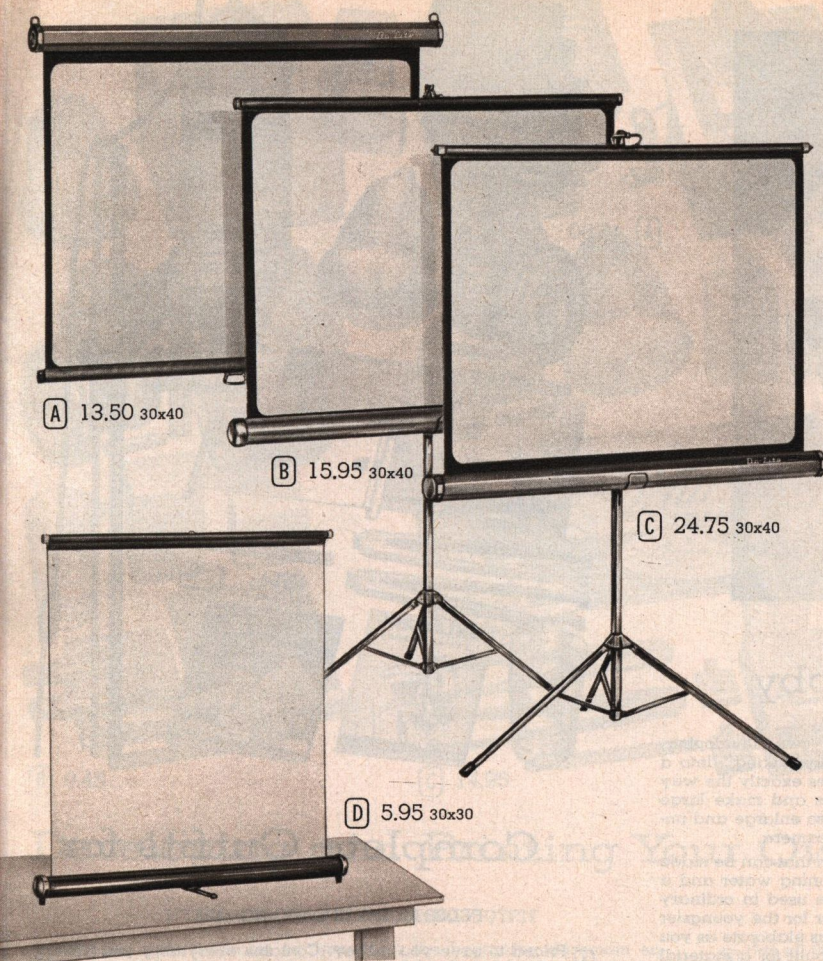
**H** TOP-GRAIN LEATHER GADGET BAG. Beautiful, lustrous, medium tan color. Brown Vinyl piping adds extra smart accent and distinction—protects all edges of the bag. Size overall is 11x7 3/4 x 5 in.—holds your camera and accessories. Has full opening zipper for easy access and closure. Leather divider strap. Outside pouch has center strap closure.

67 H 3377—Shipping weight 2 lbs. 8 oz. .... \$12.95

**J** WARDS LEATHER GADGET BAG. An unusually fine grade of genuine top-grain leather. Rich dark Mahogany finish with neat black Vinyl piping. Has flexible inner divider, outside pouch. Convenient full top zipper—easy access to camera and accessories. Comfortable shoulder strap.

67 H 3352—Size 9x7x4 in. Ship. wt. 2 lbs. .... \$9.95





## New Wards Screens

### OUTSTANDING NEW FEATURES

- WHITE MAGIC GLASS-BEADED SURFACE for brilliance
- STURDY CENTER TUBE is Triangular for added stability
- NEW LEG BRACKETS now 1-piece for smoother gliding

**NEW WARD DA-LITE SCREENS.** (Shown above.) These popular screens always a fine value now offer all these many new features and are truly an outstanding buy. Made for Wards by Da-Lite Screen Co. to give brilliant projection, easy and convenient handling.

Sturdy gooseneck makes setting up easier. New heavy-gauge triangular center tube provides greater rigidity. New one-piece leg brackets offer smoother operating efficiency. Non-sagging top slat and tension spring roller to maintain a flat screen. Enlarged case has off-center opening to reduce screen surface wear when rolling or unrolling. Legs spread wide for greater stability, have non-mar Gray plastic feet. Square screens adjustable in height for slides or movies. Blue hammerloid finish, chrome caps. Carrying handle.

67 H 1025 M —Size 30x40 in. Ship. wt. 9 lbs. .... \$9.50  
 67 H 1026 M —Size 40x40 in. Ship. wt. 10 lbs. .... 10.95  
 67 H 1027 MO—Size 37x50 in. Ship. wt. 11 lbs. .... 13.95  
 67 H 1028 MO—Size 50x50 in. Ship. wt. 12 lbs. .... 15.95

**DA-LITE JUNIOR SCREENS** (not shown). Just the screen for limited space use. Set it on the table or hang it on the wall. Sturdy spring-wire-easel stretches the White Magic glass-beaded surface flat. Rolls up compactly.

67 H 1032—Size 18x24 in. Ship. wt. 1 lb. .... \$2.79  
 67 H 1033 M—Size 30x40 in. Ship. wt. 3 lbs. .... 4.85

**DA-LITE SCREEN MATERIAL.** Make your own screen. Regular White Magic glass-beaded for sharp projection.

67 H 1034—42x36 in. piece. Ship. wt. 2 lbs. .... \$4.85

67 H 1035 K—42 in. wide, length 2 yards or more. Shipped promptly, pay postage from Chicago Factory.

Shipping weight per yard 2 lbs. .... Per Yard \$4.79

**DA-LITE SILVER KING STEREO SCREEN** (not shown). Here is the new specially engineered, rich metallic surface that is tougher, more durable, and provides brighter, sharper pictures for wider angle viewing. For stereo and conventional 2-D projection. Has "Push Button" opening (see at left). Exclusive "Roller-Lock"—a twist of screen roller stretches fabric taut—button tension release. Silver-Gray hammerloid finished case, chromed trim. Form fitted feet.

67 HN 1020 MT—40x40-in. size. Postpaid. .... \$31.95

67 HN 1021 MOT—50x50-in. size. Postpaid. .... 39.95

**CASES FOR VERSATOL AND CHALLENGER SCREENS.** (Not shown.) Heavy canvas material firmly stitched.

67 H 1036—For 30x40 and 40x40 in. Ship. wt. 1 lb. 9 oz. \$4.98

67 H 1037—For 37x50 and 50x50 in. Ship. wt. 1 lb. 9 oz. 5.98

WARDS 51

## Famous Da-Lite Screens

**A DA-LITE WALL TYPE SCREENS** for permanent installation. Convenient for den, basement, or game room. Has bracket for attaching to wall or ceiling. Fire-resistant and mildewproof Da-Lite glass-beaded screen—rolls into protective metal case. Ppd.

67 HP 1015MT—Size 30 by 40 inches. . \$13.50

67 HP 1030 MT—Size 40 by 40 inches. . 14.50

67 HN 1031 MT—Size 50 by 50 inches 20.75

67 HN 1019 MOT—Size 52 by 70 inches 36.50

**B DA-LITE VERSATOL SCREENS.** Better Quality screen has White Magic glass-beaded surface (see features below). Non-sag tubular slat at top and durable spring roller maintain even screen tension. Sturdy round metal roller case has smart Buff-tone hammerloid finish, brilliant end caps. Convenient handle. Push button off-center operation—adjusts to four height positions. Has new 1-piece free-riding leg assembly, automatic leg lock, and form-fitted feet.

67 H 1000 M—30x40 in. Ship. wt. 10 lbs. \$15.95

67 H 1001 M—40x40 in. Ship. wt. 11 lbs. 17.95

67 H 1002 MO—37x50 in. Ship. wt. 12 lbs. 20.95

67 H 1008 MO—50x50 in. Ship. wt. 13 lbs. 23.95

**C DA-LITE CHALLENGER SCREENS.** Best Quality. New White Magic glass-beaded screen gives brilliant projection. Fabric is mildew and flame resistant. Safety fabric lock prevents sliding and tearing. Beautiful new Copper finished octagon case has chrome trim and end caps. "Push Button" opening (see below). Uniformly balanced, easy to carry with molded handle. Sturdy gable-roof legs, no-mar feet add years of service life.

67 HN 1009 MO —30x40 inches. Ppd... \$24.75

67 HN 1010 MO —40x40 inches. Ppd... 26.50

67 HN 1011 MO —37x50 inches. Ppd... 31.25

67 HN 1012 MO —50x50 inches. Ppd... 33.90

67 HN 1013 MOT—45x60 inches. Ppd.. 38.50

67 HN 1004 MOT—60x60 inches. Ppd.. 44.50

67 HN 1005 MOT—52x70 inches. Ppd.. 47.25

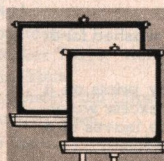
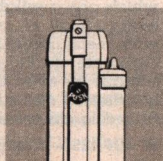
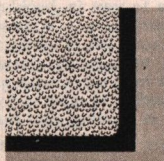
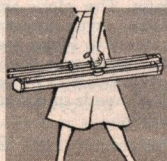
67 HN 1006 MOT—70x70 inches. Ppd.. 54.75

**D DA-LITE HANDY 3-WAY SCREEN.** Low-priced glass-beaded screen that sets on table, hangs on wall, or fits any-standard tripod. Widely spaced rubber feet provide steady support—no marring. Non-sag top slat. Spring roller has protective metal case.

67 H 1007 M—Size 30x30 in. Wt. 5 lbs. . \$5.95

New Da-Lite screens vividly reproduce every treasured moment in the same dramatic color beauty that's been captured by your camera. Made by Da-Lite Screen Co.—world's largest screen manufacturer. All but Silver King are White Magic glass-beaded for extra white-

ness and brightness. "Push Button" opening—extension tube pops up, tripod legs glide open . . sets up in seconds. Screens are lightweight for easy handling. Square sizes give you a 2-in-1 screen—show movies or slides on screen easily adjusted for height.







## Enjoy the Photo Hobby

The greatest enjoyment of photography comes from doing your own developing, printing and enlarging. A home darkroom changes mere "picture-taking" into a fascinating hobby, and also offers the only way to get your pictures exactly the way you want them. With an enlarger you take your favorite pictures and make large prints suitable for framing and hanging in your home. You can also enlarge and improve many pictures taken when the subject was too far from the camera.

Excellent work may be done in the kitchen, bathroom or any room that can be made light tight—all that is necessary is a table or working space. Running water and a drain are helpful but not necessary. Kodak's Velite paper can be used in ordinary room light as picture above indicates, and it is an excellent paper for the youngster or beginner to work with. The darkroom itself can be as simple or as elaborate as you wish, either permanent or portable—a dream darkroom can be built for a material cost of about \$150 (see plans below). The enjoyable hours and satisfaction of creating your own fine pictures will more than compensate for the time to set up a darkroom and the expense involved in buying your own darkroom equipment—if you like, use Wards Monthly Payment Plan to buy your equipment and enjoy the satisfaction of creating your own pictures while paying for it.

### DEVELOPING FILM

**TRAY METHOD.** Fill one tray about half full of developer, one with water, and one with hypo. Check temperature, follow developer instructions, and set your timer for recommended time.

The rest of the process is carried out in darkness. Separate paper backing from the film and take one end of film in each hand. Start timer and begin running film through developer using saw-saw motion.

At the end of developing time, film is transferred to the water rinse, then to the hypo for about ten minutes.

**TANK METHOD.** Modern film tanks make developing a simple matter of time and temperature. All operations except loading are done in full light.

Follow the instructions for loading film on the reel. Orthochromatic (red backed) film can be handled under a red safelight but Panchromatic (Kodak Super XX, Ansco Superpan Press, etc.) film should be handled in darkness. Handle film by edges.

After the film is in the tank, the light may be turned on. Pour developer into the tank in a steady stream—if you stop part way it will leave a mark on the film. Follow time and temperature directions that come with developer. Agitate film every two minutes. After recommended time, pour off developer, flush with water, and fill tank with hypo for about fifteen minutes.

**WASHING** is done by allowing water to run over film for about 30 minutes.

**DRYING.** Attach film clips to ends of film and hang up. Soak a chamois or viscous sponge in water, squeeze out, then wipe both sides of the film gently.

### MAKING PRINTS

Photographic prints can be made in any room from which white light can be excluded. Photographic paper is sensitive to blue and white light, but you can work with a relatively bright safelight. You also need a white light with a switch, a clock with a second hand, a printing frame, and three trays.

The developer is in the first tray. Plain water or stop bath in the second tray, and hypo in the third.

**EXPOSURE.** With the printing frame opened, glass side on the table, place the negative, dull side up, on the glass. Cover with a sheet of printing paper, emulsion side down, and clamp on the back. Turn the frame over and place it on the table under your unlit white light. Adjust the light to 8 or 10 inches above the frame.

Look at your clock and turn on the light for five seconds. Turn it off, open the printing frame, and take out the paper.

**DEVELOPING.** Slip the paper into the developing tray. After a few seconds the picture will begin to "come up," and in about 60 seconds it will be fully developed. Rinse it for a few seconds in water and transfer to the hypo.

After a minute or so turn up the room light and get a good look at the picture. If it is too dark, try again with less exposure to the white light; if too light give it more exposure next time. Leave print in the hypo for 10 minutes.

**WASHING.** Prints should be washed for at least an hour in running water.

**DRYING.** When washed, lay prints on a clean cloth and sponge off excess water. Then lay them between the leaves of a photo blotter book or blotter roll.



## Complete Outfits for

### FEDERAL 269 ENLARGING OUTFIT

**A** Priced to save you money. Contains everything you need to make big ones out of little ones. Your favorite print will look even better when "blown-up" to show all the fine detail. Unwanted backgrounds can be "cropped" to add interest and emphasize the main subject.

The Federal model 269 Diffusion Enlarger is sturdily constructed of welded steel. Accepts negatives from 35mm to 2 1/4 by 3 1/4-in. size. 3 1/2-in. f/6.3 Decar double (2-element) lens makes sharp prints. Enlarges up to seven times on the 14 by 16-inch baseboard—head swivels to make bigger blow-ups on the floor. 30-inch upright post comes apart for easy storage. Long extension bellows and interchangeable lensboard permit use of other lenses. Focusing target lets you focus quickly and easily—even when printing dense negatives. Extra negative carriers can be ordered from Page 65. Complete outfit includes:

- 1 5 by 7 Speed Easel (Page 69).
- 1 Eclipse film developing Tank.
- 3 Eclipse 5 by 7 Trays (Page 55).
- 1 Plastic Darkroom Safelight.
- 1 Glass 8-oz. graduate (Page 55).
- 6 8-oz. pks. Kodak Universal Developer (Page 56).
- 1/2 gal. Kodak Acid Fix (Page 56).
- 2 Stainless Steel film clips (Page 54).
- 1 Glass stirring rod Thermometer (Page 54).
- 1 Photo Blotter Book (Page 66).
- 1 Pair Eclipse Print Tongs (Page 55).
- 25 sheets No. 2 enlarging paper, 5 by 7 in.
- 1 Photographic handbook of instructions.

67 H 4732 Y—Ship. wt. 25 lbs. Only \$5 Down... or Cash 46.50

**FEDERAL 240 ENLARGING OUTFIT** (not shown). An economically priced enlarging outfit featuring the Federal 240 Enlarger (Page 65). Diffusion type enlarger of sturdy all steel construction for stability. F/7.9 anastigmat lens focuses sharply on 12 by 14-inch steel baseboard. Helical focusing lens mount has five click stops. Accepts negatives from 35mm to 2 1/4 by 3 1/4 in. Upright is 30 inches high. Outfit includes all the accessories listed with the outfit above. See Page 82 for convenient terms.

67 H 4733 Y—Ship. wt. 25 lbs. Only \$3.50 Down, or Cash 34.50

### COMPLETE DARKROOM PLANS

If you wish to build a darkroom, Wards have complete plans which are available to you in booklet form. The plans show every detail of construction in easy-to-follow scale drawings with measurements and list of materials needed. Plans are of elaborate darkroom with many drawers, racks and shelves suitable for even the most advanced amateur but may be easily adapted and simplified to meet individual needs and space. Priced to cover cost of mailing and handling.

67 HN 4250—Complete Darkroom Plans. Postpaid.....25¢





B 9.45

C 14.95

D 17.95

## Developing and Printing Your Own Pictures

### WARDS GOOD DEVELOPING OUTFIT

**B** Contains basic darkroom equipment for the beginning darkroom enthusiast to develop and print pictures. An adjustable film developing tank permits you to do all the roll film developing operations, except loading, in full light. Contact printing box has an enclosed light. Glass stirring rod thermometer helps you keep temperatures of the solutions just right. With this economical outfit, it's easy to develop film and make contact prints.

- |   |  |
|---|--|
| 1 Economy printing box (Page 60).                                     | 1 Plastic Darkroom Safelight.            |
| 3 Eclipse 4 x 6-in. trays (Page 55).                                  | 6 8-oz. pks. Kodak universal developer.  |
| 1 Glass 8-oz. Graduate (Page 55).                                     | 1 Glass stirring rod Thermometer.        |
| 1/2 gal. Kodak Acid Fix (Page 56).                                    | 25 sheets No. 2 paper, 2 3/4 x 4 1/2 in. |
| 2 plastic film clips.   | 1 Eclipse developing tank.               |
| 1 Photographic handbook of instructions on film and print developing. |  |

67 H 4722 Y—Shipping weight 6 lbs. 8 oz. .... 9.45

### WARDS BETTER DEVELOPING OUTFIT

**C** A more complete developing and printing outfit than that listed above, with additional conveniences. It contains equipment for the advanced beginner or the amateur. Ideal if you like to have all your basic darkroom equipment in one set. As in the Good Quality developing outfit, it has an adjustable film tank which permits roll film developing with the light on, except for loading. Besides added convenience items, the chief advantage over the Good outfit is the Compo printer. An automatic light in the Compo printer goes on when platen is lowered. Set includes:

- |   |  |
|---|--|
| 1 Compo Contact printer (Page 60).                                    | 1 Plastic Darkroom safelight.            |
| 3 Eclipse 5 x 7 trays (Page 55).                                      | 6 8-oz. pks. Kodak universal dev.        |
| 1 Glass 8-oz. graduate (Page 55).                                     | 2 Stainless steel film clips (Pg. 54).   |
| 1/2 gal. Kodak Acid Fix (Page 56).                                    | 1 Photo Blotter Book.                    |
| 1 Glass stirring rod Thermometer.                                     | 25 sheets No. 2 paper, 2 3/4 x 4 1/2 in. |
| 1 Pair Eclipse print tongs (Pg. 55).                                  | 1 Eclipse developing tank.               |
| 1 Photographic handbook of instructions on film and print developing. |  |

67 H 4726 Y—Shipping weight 14 lbs. .... 14.95

### KODAK PHOTO HOBBY OUTFIT

**E** (Shown at right.) Ideal as a gift to encourage youngsters to take up a fascinating hobby, and one that becomes more and more interesting as they develop skill. A complete do-it-yourself picture outfit for home processing of negatives and printing—contains all basic essentials. Smartly packaged in a gift package that may also be used for storage.

No darkroom is necessary, the only operation done in the dark is loading the film—The Kodacraft Roll Film Tank is fast and simple to use and can be loaded in a closet. The Velite contact print paper may be printed in regular room light where the beginner can easily see the results he's getting and correct mistakes.

Trays are rocker type to make agitation easy. Outfit also includes:

- Kodacraft Roll-Film Tank with 2 aprons.
- Kodacraft Printing Frame and Mask Set.
- Kodak Velite Paper, 25 sheets 2 1/2 x 3 1/2 in.
- Kodak Versatol Developer, 8 oz. (Pg. 56).
- Kodafix Solution, 8 oz. Kodak Stop Bath.
- Measuring Cup, 4-oz. yellow plastic.
- Kodak Glass Stirring Rod.
- Kodak Darkroom Thermometer.
- Three 5x7-in. Tenite Rocker Trays.
- Blotter Books for Drying Prints.
- Viscous Sponge and 2 Plastic Film Clips.
- Kodak Simplified Instruction Card.

67 H 4711—Ship. wt. 5 lbs. .... 9.45

### WARDS BEST DEVELOPING OUTFIT

**D** Has all the darkroom equipment necessary for you to do a really fine job with your film and prints. Complete with the Compo adjustable printer, with light that automatically turns on when the lid is closed—takes all negative sizes from 35mm to 4 x 5 in. Chaney "Acurite" thermometer assures right temperature for top quality negatives. Other improvements over Better Quality set are large 16-oz. graduate, quart of fine grain film developer, chromed ferrotype tin for glossy prints, and stainless steel print roller. Set includes:

- |   |   |
|---|---|
| 1 Compo Contact printer (Page 60).                                    | 1 Eclipse Developing tank.                |
| 3 Eclipse 5 x 7-in. trays (Page 55).                                  | 1 Eclipse Safelight with filter (Pg. 60). |
| 1 Glass 16-oz. graduate (Page 55).                                    | 1 qt. Kodak D-76 Developer (Page 56).     |
| 1/2 gal. Kodak Dektol Developer.                                      | 1/2 gal. Kodak Acid Fix (Page 56).        |
| 2 Stainless steel film clips (Page 54).                               | 1 Chaney "Acurite" Thermometer.           |
| 1 10 x 14-in. Chromed Ferrotype tin.                                  | 1 4-in. Stainless print Roller.           |
| 1 Pair Eclipse Print Tongs (Page 55).                                 | 1 Book on Printing and Developing.        |
| 100 sheets Paper, No. 2 (normal) contrast. Size 2 3/4 x 4 1/2 inches. |   |

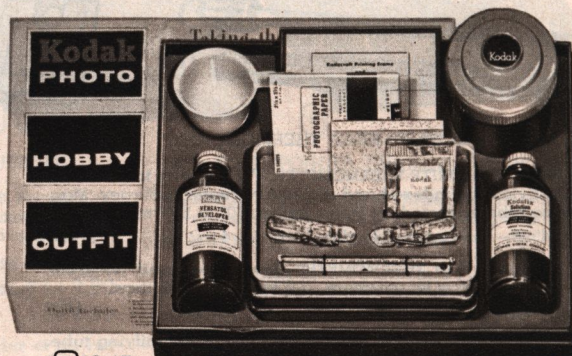
67 H 4725 Y—Shipping weight 17 lbs. .... 17.95

### WARDS DEVELOPING OUTFIT FOR BEGINNERS

**OUTFIT:** (Not shown.) Contains the basic equipment for the novice. Includes an adjustable developing tank for easy roll film development. Makes contact prints from your negatives. Glass thermometer helps you control developer temperature. Instruction book gives all information you need for making good prints. Items listed are as pictured in outfits above.

- |   |  |
|---|--|
| 1 Eclipse Developing Tank.  | 1 G. E. 7 1/4-watt red bulb.             |
| 3 Eclipse 4 x 6-in. trays (Pg. 55).                                   | 6 8-oz. Kodak universal developer.       |
| 1 Glass 4-oz. graduate (Pg. 55).                                      | 1 Glass stirring rod Thermometer.        |
| 1/2 gal. Kodak Acid Fix Powder.                                       | 25 sheets No. 2 paper, 2 3/4 x 4 1/2 in. |
| 2 plastic film clips.   | 1 metal 4 x 5-in. Print Frame.           |
| 1 Photographic handbook of instructions on film and print developing. |  |

67 H 4721—Shipping weight 5 lbs. .... 5.49



E 9.45





## Developing Tanks for All Sizes of Roll and

### KODACRAFT ROLL FILM TANK

**(A)** New easy-loading principle—roll your film up in pliable plastic apron. Beaded edges of apron let chemicals reach all film surfaces. Does not leave marks on picture area of film. Plastic. 2 aprons to handle 127, 120, 620 film.

67 H 4905—Ship. wt. 1 lb.....2.79

### FEDCO TANK WITH EXTRA FEATURES

**(B)** For 35mm and roll film. Also for 2¼x3¼ film or packs if used with 67 H 4903 below.

67 H 4902—Bakelite construction. Wt. 1 lb..2.49

67 H 4906—Extra reel for above. Wt. 8 oz..1.19

67 H 4903—Cut film Reel. For 2¼x3¼-in. cut film or packs. Ship. wt. 4 oz.....1.69

### FR SPECIAL TANK LOADS WET OR DRY

**(C)** This versatile tank develops all film from 35mm to 116. Hook film on core of reel and roll from inside out. A second or third roll can be developed without having to dry reel between rolls. With agitator and complete instructions.

67 H 4938—Shipping weight 1 lb.....3.25

### ANSCO RATCHET LOAD TANK

**(D)** A fast, easy, method of tank loading. Slip end of film in reel, then twist reel top back and forth—ratchet action rolls film in smoothly. Film won't buckle, jam, or overlap in the same groove. Adj. for 35mm to 116 film.

67 H 5030—Ship. wt. 1 lb.....4.79

67 H 5029—Extra Ratchet Reel.

Shipping weight 8 oz.....2.79

### NIKOR STAINLESS STEEL TANK

**(E)** You'll enjoy longer service from this tank because it's unbreakable and chemical-resistant. You'll appreciate too, its economical operation—uses only 16 oz. of solution. Film winds on easily from inside of reel out. Especially recommended for color processing because of ease of making reversal exposure. Fits 120 and 620 roll film.

67 H 4936 T—Ship. wt. 1 lb.....7.29

67 H 4935 T—For 35mm and Bantam roll film. Shipping weight 1 lb.6.39

### DAYLIGHT LOADING TANKS

**(F) (G)** DAY-LOADING ROLL FILM TANKS. Load and develop in full light. Complete developing can be done anywhere without "blacking out" room or even dimming lights. Loads as easily as most cameras.

**(F)** KODAK DAY-LOADING TANK FOR 35MM FILM. Molded Bakelite. For 20 or 36 exposure rolls. Instructions.

67 H 4924—Holds 16 oz. of solution. Ship. wt. 2 lbs...9.49

**(G)** TANK FOR 120 AND 620 FILM. For color as well as black and white—unwinds for re-exposure without detaching from reel. Molded plastic. Holds 12 oz. of solution.

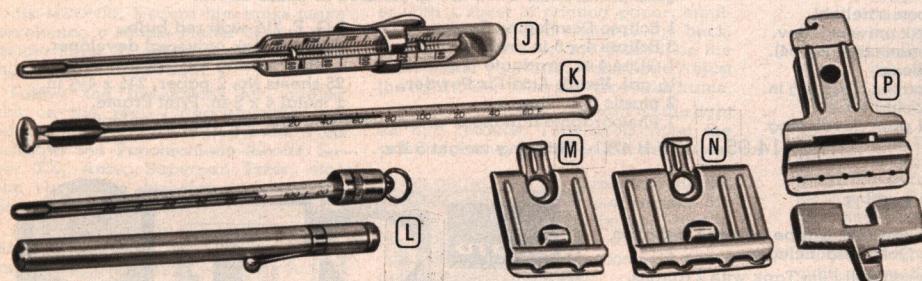
67 H 5077—Ship. wt. 1 lb. 8 oz.....9.95

### FASCO DARKROOM BLOWER

**(H)** Maintains circulation of fresh air in darkroom. Used as exhaust or intake. Removes chemical fumes, cigarette smoke. 2½-in. outlet, mounting flange. Longlife bronze sleeve bearings. Complete change of air for average darkroom every 5 or 6 minutes. For 110-120-volts, 60-cycle AC only. Requires simple light baffle in some installations.

67 H 4939 T—Shipping weight 4 lbs. 8 oz.....9.95

67 H 4945 T—DOUBLE BLOWER. As above, but with 2 fans and outlets. 100 cu. ft. of air per min. Wt. 6 lbs. 14.95



### EASY-TO-READ THERMOMETERS

**(J)** CHANEY ACURITE THERMOMETER. For use with tank or tray. Individually indexed and scaled for greater accuracy. Magnifying tube protected by Pyrex jacket. 60° to 130° range.

67 H 4996—Has removable clip. Ship. wt. 4 oz.....79¢

**(K)** STIRRING ROD THERMOMETER. Low-priced and accurate. For measuring temperature and for mixing solutions.

67 H 4937—Shipping weight 4 oz.....98¢

**(L)** TANK THERMOMETER. Metal case protects magnifying tube.

67 H 4904—With case and pocket clip. Ship. wt. 4 oz..1.49

### SPRING ACTION FILM CLIPS

**(M) (N)** FILM CLIPS AND WEIGHTS. Set of 6 stainless steel spring action clips. With 3 clip weights to keep film from curling as it dries. Ship. wts. 9 oz., 11 oz.

**(M)** 67 H 5050—1½-in. width....Set 1.29

**(N)** 67 H 5051—2-in. width....Set 1.59

**(P)** FAULTLESS FILM CLIP. Holds firmly.

Chromed. Sturdy spring. 3x1¼ in.

67 H 4989—Ship. wt. 12 oz....6 for 1.59



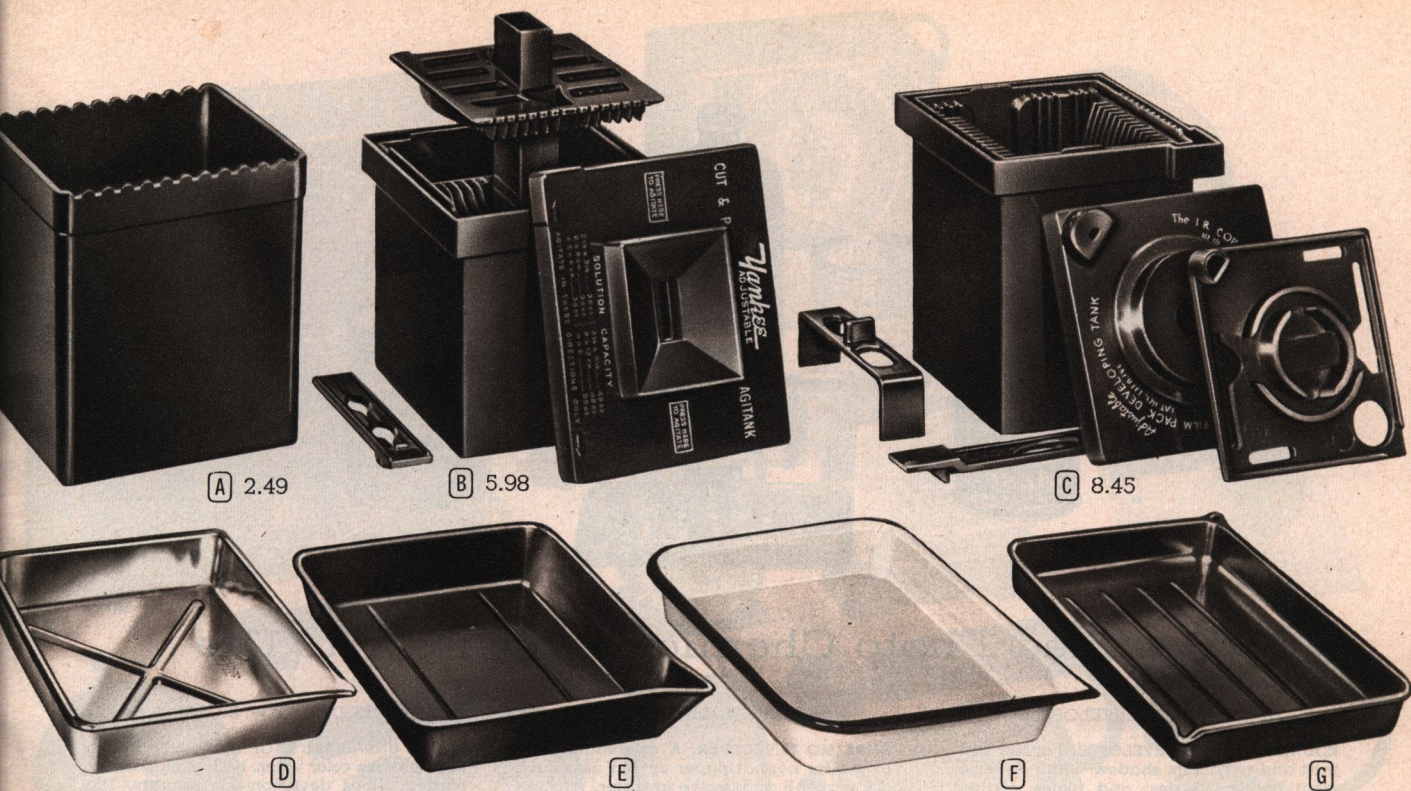
### LIGHTPROOF CHANGING BAG

**(R)** Lets you work in full light when loading, reloading and developing film. No need of dark closets, or "black-out" rooms. Double bags of durable black sateen. 2 full-length zippers let you put in film, holders, developing tank, etc. easily. Zip the bags closed and slip arms into elastic, light-tight holes.

67 H 5080 T—17x17 in. Ship. wt. 12 oz.3.98

67 H 5081 T—27x29 in. Wt. 1 lb. 8 oz..6.95





## Sheet Film up to 4 x 5...Darkroom Accessories

### EASY-TO-USE CUT FILM TANKS

**(A) YANKEE CUT FILM TANK.** Notched rim holds 12 hangers up to 4x5-in. size. Order separately, see (L) below. Size 6x6x5½ inches deep. Sturdy bakelite. Complete with lid. 67 H 4907—Ship. wt. 2 lbs. 6 oz. ....2.49

**(B) LIGHT-TIGHT CUT FILM TANKS.** Work in fully lighted room after film is loaded in dark. Takes up to 12 pieces of cut film or film pack. Adjust from 2½x3¼ to 4x5-in. size. Both have special tops that permit developing, fixing, and washing in same tank. Sturdily made of black chemical resistant Bakelite.

**(B) 67 H 5076—Yankee Agitank.** Removable film rack adjusts with friction locking washer. Stainless steel pins hold film securely. Shipping weight 2 lbs. 8 oz. ....5.98

**(C) 67 H 4956—FR Cut Film Tank.** Our best and easiest-to-use cut film tank. Special guide assures quick, easy film loading. Easily removed and replaced for inspection before washing or for reversal exposure of color film. Shipping weight 3 lbs. ....8.45

### STAINLESS STEEL TRAYS

**(D)** Made of durable stainless steel that won't chip, crack, break or corrode—will never need replacement. Impervious to photographic chemicals—completely unaffected by color processing chemicals. Ribbed bottom, rolled edges for strength. Ship. wts. 1 lb. 8 oz. and 1 lb.

67 H 5096—For 8x10-inch prints. ....Each 2.98

67 H 5070—For 5x7-inch prints. ....3 for 2.29

### MOLDED ACE HARD RUBBER TRAYS

**(E)** Heavy-weight trays made of molded hard rubber that are highly resistant to all photographic chemicals and are practically unbreakable. Bottoms are reinforced for added strength—ribbed for over-all development. Edges flared for easier handling. With pouring spout.

67 H 4930—For 8 by 10-inch prints. Shipping weight 5 lbs. ....3 for 3.98

67 H 4931—For 11 by 14-inch prints. Shipping weight 5 lbs. 4 oz. ....Each 2.89

67 H 4932—For 14 by 17-inch prints. Shipping weight 6 lbs. 4 oz. ....Each 5.49

### ENAMELED STEEL AND PLASTIC TRAYS

**(F) "CESCO" ENAMELED STEEL TRAYS.** Triple-coated baked-on white enamel, acidproof.

67 H 4974—For prints up to 8x10 inches in size. Ship. wt. 7 lbs. 4 oz. ....3 for 4.79

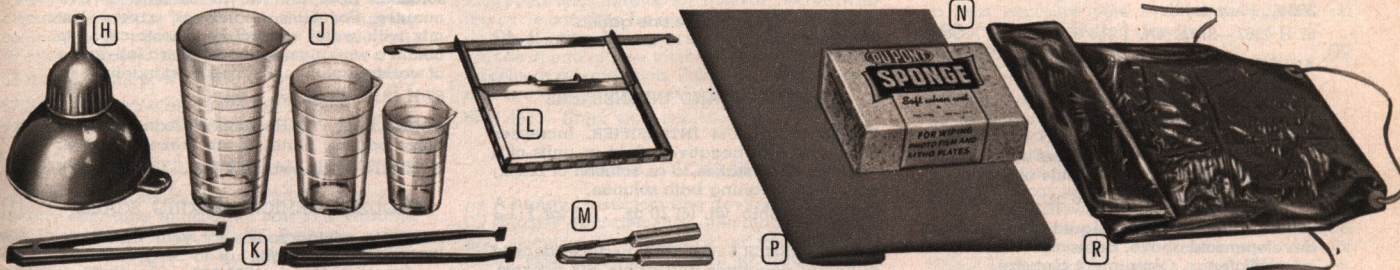
67 H 4975—For prints up to 11x14 inches in size. Ship. wt. 4 lbs. 12 oz. ....Each 2.79

**"CESCO" HYPO-WASHING TRAY** (not shown). Like above but extra deep—for fixing or washing. Takes prints up to 12x16 in., is 5 in. deep.

67 H 4977 M—Ship. wt. 6 lbs. ....Each 3.79

**(G) ECLIPSE DARKROOM TRAYS.** Sturdily constructed of durable plastic. Reinforced ribs add strength to trays for longer service. Pouring spout on all trays is a feature that provides real convenience in your work.

Catalog Number	For Prints up to	Shipping Weight	Three For
67 H 5065	5x 7 in.	1 lb. 4 oz.	\$1.39
67 H 5066	8x10 in.	3 lbs. 12 oz.	2.79
67 H 5067	11x14 in.	4 lbs. 8 oz.	4.95



### FUNNEL, GRADUATE SET, PRINT TONGS

**(H) PLASTIC COMBINATION FUNNEL.** Three funnels in one for large and small mouth bottles. 67 H 5034—Shipping weight 6 oz. ....49¢

**(J) GRADUATE SET.** 3 beaker-style molded glass graduates—for measuring chemicals. Shipping weight 2 lbs. 67 H 4913—4, 8, and 16-oz. size. ....Set 69¢

**(K) PRINT TONGS.** Plastic. Two-color set. 67 H 4942—Shipping weight 6 oz. ....Pair 39¢

### STEEL FILM HANGERS, SQUEEGEE

**(L) STAINLESS STEEL FILM HANGERS.** For cut film. Will not corrode. Hinged top section prevents film floating off when agitated. Heavy gauge.

67 H 4985—Size 2½x3¼ in. Wt. 12 oz. ....3 for 2.59

67 H 4986—Size 3¼x4¼ in. Wt. 12 oz. ....3 for 2.59

67 H 4987—Size 4x5 in. Wt. 12 oz. ....3 for 2.59

**(M) FILM SQUEEGEE.** Wipes both sides of all roll film for fast even drying. Soft sponges. 67 H 5021—Shipping weight 6 oz. ....1.19

### FINE SPONGES, CHAMOIS, APRON

**(N) DUPONT FINE PORE SPONGE.** Long-wearing sponge for drying film. Size 1½x3¾x5½ in. 67 H 4908—Shipping weight 6 oz. ....2 for 98¢

**(P) PHOTO CHAMOIS.** Fine texture 11x13-in. skins. Especially selected for photographic use.

67 H 4909—Ship. wt. 14 oz. ....2 for 1.19

**(R) DARKROOM APRON.** Protects your clothes. Opaque black Vinyl. Resists acids and oils. 67 H 5006—Shipping weight 1 lb. ....98¢





## Prepared Photo Chemicals are Easy to Use

### POWDER FILM DEVELOPERS

**KODAK D-76 FILM DEVELOPER.** For low contrast and maximum shadow detail development of films, slides, and plates. Highest speed obtainable with normal contrast. Medium fine grain. Powder—dissolve in water.

67 H 4324—Each makes  $\frac{1}{2}$  gal. working solution. Ship. wt. 1 lb. 7 oz. . . . . 2 for 92°

67 H 4325—Each makes 1 gal. working solution. Ship. wt. 2 lbs. 10 oz. . . . . 2 for 1.40

**KODAK REPLENISH D-76R.** For Kodak D-76 developer. Extends its capacity over 400%. Package makes 1 gallon working solution.

67 H 4323—Ship. wt. 1 lb. 8 oz. . . . . Each 70°

**KODAK MICRODOL FILM DEVELOPER.** Produces extremely fine grain suitable for large blow-ups. Powder—dissolve in water.

67 H 4398—8 Packets, each packet makes 8 oz. working solution. Ship. wt. 12 oz. . . . . 90°

67 H 4341—One-gallon size. Makes 1 gal. working solution. Ship. wt. 1 lb. 11 oz. . . . . 95°

**KODAK MICRODOL REPLENISHING.** Increases life of Microdol developer about 300%.

67 H 4373—Makes 1 gal. Ship. wt. 2 lbs. Ea. 95°

### LIQUID FILM DEVELOPERS

**KODAK MICRODOL LIQUID DEVELOPER.** Same characteristics as Microdol developer above. May be used with addition of Microdol Liquid Replenisher listed below.

67 H 4366—1 qt. Ship. wt. 3 lbs. 6 oz. . . . . 90°

**KODAK MICRODOL LIQUID REPLENISHING.** For use with Liquid Microdol, increases life about 300%. 16-oz. bottle.

67 H 4367—Ship. wt. 1 lb. 8 oz. . . . . 68°

**ANSCO FINEX-L DEVELOPER.** Liquid. For ultra-fine grain full development. Quality is consistent because developing time remains constant. Single solution ready to use at all times. When replenished with Finex-L replenisher sold below will process up to 60 rolls of No. 120 film. Quart-size bottle only.

67 H 4351—Ship. wt. 3 lbs. 6 oz. . . . . 1.13

**FINEX-L REPLENISHING.** Liquid. For use with developer sold above. Helps maintain developer efficiency. Convenient pint size.

67 H 4352—Shipping weight 2 lbs. . . . . 81°

### LIQUID CHEMICALS

Liquid chemicals speed up your developing and printing. They come ready to use—either as they are or by adding water. Dry chemicals are somewhat less expensive but are also less convenient to use. Many must be dissolved at relatively high temperatures (over 100°) and cooled for use (68°). Except where indicated, chemicals on this page are in powder form.

### UNIVERSAL DEVELOPERS

**KODAK MQ DEVELOPER.** A combination developer for normal paper or film use. Each pack makes 8 oz. Dissolve in water.

67 H 4343—Ship. wt. (12) 8 oz. . . . . 12 for 63°

**KODAK TRI-CHEM PAK.** All the chemicals needed for developing and printing. Each contains: 8 oz. Kodak Universal M-Q Developer, 8 oz. Universal Stop Bath, 8 oz. Universal Fixer. Mix with water.

67 H 4344—Ship. wt. (6) 1 lb. 2 oz. . . . . 1.35

**KODAK VERSATOL DEVELOPER.** Concentrated liquid developer for films or paper. Especially suited for cold-tone papers. 1-qt. bottle.

67 H 4365—Ship. wt. 3 lbs. 6 oz. . . . . 90°

### PAPER DEVELOPERS

**KODAK DEKTOL PRINT DEVELOPER** (Improved D-72). Especially suitable for cold-tone papers such as Kodabromide, Velox.

67 H 4397—9 convenient packets each makes 16 oz. working solution. Wt. 12 oz. 95°

67 H 4318—Each makes  $\frac{1}{2}$  gallon. Shipping weight (2) 2 lbs. . . . . 2 for 92°

67 H 4319—Each makes 1 gallon. Shipping weight (2) 3 lbs. 6 oz. . . . . 2 for 1.40

**DU PONT 53-D DEVELOPER.** All purpose: for normal results on Varigam, Velour Black, similar enlarging and contact papers.

67 H 4358—Each makes  $\frac{1}{2}$  gallon. Shipping weight (2) 1 lb. 8 oz. . . . . 2 for 92°

67 H 4359—Each makes one gallon. Shipping weight (2) 2 lbs. 10 oz. . . . . 2 for 1.40

### REDUCERS AND INTENSIFIERS

**KODAK CHROMIUM INTENSIFIER.** Increases density of thin negatives. Sold in units of 6 packets, each makes 16 oz. solution of black, and 16 oz. cleaning bath solution.

67 H 4375—Ship. wt. (6) 10 oz. . . . . 6 for 1.12

**KODAK FARMER'S REDUCER.** Reduces density of heavy negatives and prints. Six packets, each makes 32 oz. working solution.

67 H 4376—Ship. wt. (6) 9 oz. . . . . 6 for 86°

### WRITE BOB ADAMS FOR ANSWERS

If you prefer to mix your own formulas, and don't find your needs in this catalog, write to Bob Adams. No matter what you want in the photographic line, he'll get it for you. He will gladly answer any photographic problems that have you stumped. Please turn to Page 21 for complete details.

### KODAK STOP BATHS

**KODAK UNIVERSAL STOP BATH** with indicator. Changes color when bath should be discarded. Stops development instantly. Prolongs life of hypo. Keeps indefinitely.

67 H 4396—12 packets powder make 8 oz. of solution each. Ship. wt. 10 oz. . . . . 54°

**KODAK INDICATOR STOP BATH.** Liquid. Acid bath changes color when bath is exhausted and should be discarded. 16 oz. of concentrated solution makes 8 gallons.

67 H 4303R—Ship. wt. 1 lb. 8 oz. . . . . Not Mailable. . . . . 95°

### MISCELLANEOUS CHEMICALS

**KODAK PHOTO-FLO SOLUTION.** A concentrated wetting agent. Prevents water marks or streaks during drying. Facilitates retouching. 16-oz. bottle makes 20 gallons of solution.

67 H 4395—Ship. wt. 2 lbs. . . . . Each 81°

**ANSCO FLEXOGLOSS.** Keeps glossy prints from curling. Makes them dry soft and flat.

67 H 4334—Quart bottle. Ship. wt. 3 lbs. . . . . 1.89

**KODAK SEPIA TONER.** For contact and enlarging papers. 6 packets, each makes 32 oz. solution—enough for average requirements.

67 H 4386—Ship. wt. (6) 6 oz. . . . . 6 Pkgs. for 1.10

**KODAK BLUE TONER.** For contact and enlarging papers. 1 packet—makes 32 oz. solution.

67 H 4377—Ship. wt. 3 oz. . . . . Each 69°

### FILM AND PAPER FIXING SOLUTIONS

**KODAK KODAFIX WITH HARDENER.** A rapid, long-lasting fixer with hardener in a single solution. Does the job in as little as five minutes. For films, plates, or papers. Just mix with water according to instructions to obtain a working solution. Makes a full gallon of working solution. Keeps almost indefinitely.

67 H 4310—Ship. wt. 3 lbs. 6 oz. . . . . 90°

**KODAK ACID FIX.** Hardening, fixing bath for films, papers, plates. Each makes 1 gallon.

67 H 4314—Ship. wt. (2) 4 lbs. . . . . 2 for 92°

### PELOUZE CHEMICAL MIXING SCALES

Accurate mixing scales for your darkroom. Sliding beam weighs up to 50 grains in 1 grain, graduations: 1790.625 grs. or 4.09 oz. maximum capacity. Aluminum finish. Nickel plated wts., pans. Six avoirdupois weights.

67 H 4952T—Ship. wt. 1 lb. 8 oz. . . . . 9.95

### REMOVE DUST FROM NEGATIVES

Brushing a negative tends to build up a static electricity charge which holds dust tighter. Charge will be dissipated if holder is rested against a ground like a faucet or pipe while you brush. Grounding your enlarger helps to get rid of much of the dust accumulated around carrier, lens or condensers.





# Photo Timers and Enlarging Accessories

## ELECTRIC AND MANUAL TIMERS MAKE EXPOSURE AND DEVELOPMENT EASIER

**A** GRA-LAB UNIVERSAL ELECTRIC TIMER. For exposure and development timing. 7-inch luminous dial. Provides both visual and audible interval timing in minutes and seconds up to 60 minutes. To operate, set minute and second hands for desired time. At end of interval, timer hands return to zero, turning either on or off any appliance plugged into it. Bell rings at end of operation. To repeat, reset pointer to desired interval and close switch. 8 1/2 x 8 1/2 x 2 3/8 in. 110-120 volt, 60-cycle AC only. 750-watt capacity. 67 H 5055 L—Ship. wt. 5 lbs. ....19.95

**B** TIME-O-LITE MODEL P49. Our most versatile automatic electric exposure timer. Plug in enlarger or contact printer—set pointer on 3-inch dial for exact controlled exposures from 1 to 60 seconds. Operates from built-in push switch but has extra outlet for remote control from your foot switch. Automatically resets itself after each exposure. Toggle switch for independent focusing. Heavy-duty synchronous-type motor with silver electrical contacts. Has 6-ft. cord and plug for connection to power supply. For 110-120-volt, 60-cycle AC only. 1500-watt capacity. 67 H 5013 T—Ship. wt. 4 lbs. ....22.95  
67 H 5014 T—Same as above but without extra outlet for foot switch. Wt. 4 lbs. ....18.95

### PICTROL DIFFUSER, SPOT-O-MATIC METER

**F** PICTROL ADJUSTABLE DIFFUSER. Converts any enlarging anastigmat lens to a variable soft focus for pictorial effects. Reduces grain, softens contrast—ideal for professional quality portraits. Calibrated ring tells just how much diffusion is used and may be set for future prints. Fits all lenses up to 1 1/4-in. diameter. 67 H 5097—Ship. wt. 8 oz. ....4.49

**G** SPOT-O-MATIC ENLARGING METER. Shows (1) correct grade of paper for every negative; (2) accurate exposure time; (3) whether negative is over or under developed. Eliminates need for test strips. Balances light to determine negative density—measures areas as small as 3/64 inch. About 6 in. long. With 48-page instruction book. 67 H 4981—Ship. wt. 1 lb. ....9.95

**C** KODAK TIMER. Accurate, spring-wound manual timer with minute hand and sweep second hand. Suitable for timing exposures, print or negative development. 3 1/2-inch dial calibrated from 1 second to 60 minutes. Metal base with swivel support—tilts to any position for easy reading. Start or stop with control lever. 67 H 4929—Ship. wt. 3 lbs. ....8.49

**D** EXPOSURE TIMER makes printing easier, with uniform prints. For enlarger or print box. Toggle switch starts timer; turns off appliance automatically at end of cycle. Toggle allows manual operation. Adjustable stop permits same setting each time—eliminates turning on white lights. Range 1 to 60 seconds, equipped with 5-foot cord. 67 H 4964—Ship. wt. 8 oz. ....7.49

**E** MINUTE TIMER ALARM. Spring-wound timer for intervals from 1 to 55 minutes. Has adjustable repeat stop. Set stop for interval desired. Timing cycle can then be started at any time in total darkness—can be reset in total darkness. Bell sounds at end of time interval. Attractive, sturdy bakelite case and knob. Bold figures on 2 1/2-inch dial are easily read in darkroom light. 67 H 4963—Ship. wt. 2 lbs. ....4.95

### PLASTIC FOCUS RITE

**H** A handy plastic focusing device for obtaining sharper enlargements—eliminates squinting and stooping. Simply place on your enlarger easel, look down onto screen to view brilliant enlarged details of your image. 67 H 5016—Ship. wt. 4 oz. ....1.69

### A QUICK RANGEFINDER CHECK

Set camera on a tripod and use ground glass to focus on a flashlight set up at average shooting distance—perhaps 10 to 15 feet. Shine the light just to one side of your lens and focus on the bulb. Use a magnifying glass to assure sharpness. Look at light through the rangefinder—you'll know at once whether it's in or out of focus.

## FOOT-OPERATED SWITCHES, PRINT SCALE

**J** KRISER FOOT SWITCH. Heavy-duty foot control for enlargers or printers—permits use of both hands. Rustproof, polished aluminum construction. Heavy-duty contacts will handle up to 1000 watts at 110-120-volt, AC or DC. With 5-ft. cord for connection to power supply. Double plug on cord outlet for plugging in the enlarger. 67 H 4982 T—Ship. wt. 2 lbs. ....7.95

**K** LEE FOOT SWITCH. Keeps both hands free to handle paper, etc. Luminous button in center of black footplate—easy to find in dark room. Approved 6-ft. rubber cord, combination plug, receptacle. Silver alloy contacts; case for footplate is die-cast. Wetproofed construction. 67 H 4983—3-in. diameter. Ship. wt. 12 oz. ....5.79

**L** KODAK PRINT SCALE. This projection print scale simply and quickly determines correct exposure for enlarging any negative. Saves paper and time. After developing a test print, correct exposure time in seconds appears on sector showing desired density. 67 H 5001—Ship. wt. 4 oz. ....1.09

### How To DETERMINE PICTURE SIZES

In projecting any size slides, the size of the projected picture on the screen is determined both by the distance from the projector to the screen, and the focal length of the projector lens. The table below shows the size of the picture on the screen when using lenses of different focal lengths at varied distances. The sizes shown are for 35mm slides—Bantam slides are slightly larger.

Projector to screen distance	Length of picture in feet				
	3-in. lens	4-in. lens	5-in. lens	6-in. lens	7-in. lens
10 ft.	4.6	3.4	2.6	2.2	1.9
15 ft.	6.8	5.0	4.0	3.4	2.9
20 ft.	9.0	6.8	5.4	4.6	3.9
25 ft.	11.4	8.8	7.0	5.8	4.9
30 ft.	13.6	10.2	8.0	6.8	5.9
40 ft.	18.2	13.6	11.0	9.2	7.8
50 ft.	22.4	16.8	13.6	11.5	9.6



# How to Choose and Use the Right Papers

## CONTRAST OF PRINTING PAPERS

Printing papers, both enlarging and contact are supplied in various degrees of contrast which have the ability to add or subtract from the contrast of a given negative so that the contrast of a negative determines which printing paper to use. The harder the negative the softer the paper. Choosing the right paper for each negative is one of the big secrets of making good prints. Examples below show the results of different contrasts of papers and negatives.

Normal negatives (negatives having good contrast, but not extreme contrast between their lightest and darkest parts) print best on Medium paper—because it reproduces the same contrast that exists in the negative.

Flat negatives (negatives with little contrast between their lightest and darkest parts) should be printed on Hard paper, because it adds to the contrast that is lacking in the negative.

Contrasty negatives (negatives with extreme contrast between their lightest and darkest parts) should be printed on Soft paper because it subtracts from the contrast of the negative.

Notice in the pictures below that each negative prints to its best advantage only on one grade of paper, and that the contrasts in the good prints are very nearly alike although they were made from negatives that were very different.

Contrast grades of paper are designated by the numbers as follows the higher the number, the harder the paper.

- No. 1—A Soft paper for printing contrasty negatives.
- No. 2—A Medium paper for printing normal negs.
- No. 3—A Hard paper for printing flat negatives.
- No. 4—An Extra Hard paper for printing very flat negatives.

Du Pont Varigam paper (next page), will print negatives of any contrast, to the proper degree of contrast on a single grade of paper, just by changing filters in front of the enlarger lens.

## CLASSIFYING NEGATIVES

In determining proper paper contrast do not confuse contrast with density. Density means only the overall "Blackness" of the negative, while contrast means the difference in blackness between the lightest and darkest parts. Very dense negatives for instance, while often contrasty, are just as often flat, in which case they should be printed on hard paper. Very thin negatives may also be flat or contrasty.

The right grade of paper depends only on the contrast of the negative.

The density of a negative affects only the exposure time in printing.

## DEVELOPING TIME

All paper manufacturers enclose instruction sheets with their papers in which they give the recommended developing time in various developers. Too many people either "pull" the print from the developer before the recommended time to keep it from getting too black or "force" it for longer than the recommended time in an attempt to build up further contrast. Both cases result in bad prints.

Unlike negative material, paper contrast can be changed very little by changing the developing time. On chloride papers such as Velox the effect of longer development is merely to give the appearance of longer exposure without any change of contrast. On chloro-bromide papers which include most enlarging papers, a very little increased contrast can be gained but usually at the expense of inferior tones.

While some papers have considerable exposure "latitude", that merely means they will make acceptable prints when exposure and developing times are varied. Even they will make the best prints only when you choose the right contrast, expose it correctly, and develop it for the recommended time.

## CHOOSING SURFACE AND COLOR

This is largely a question of personal taste, but the purpose and subject of the picture will also be factors.

Glossy papers show the widest brightness range from the most sparkling highlights to the blackest shadow. They are used wherever it is important to record extremely fine detail or delicate differences in shade.

Smooth papers are used when fine detail is wanted without the sheen of glossy stock. They have no noticeable surface texture.

Fine-Grained papers add richness to the print because of their slightly pebbled surface, yet they preserve good definition. They make excellent all-around papers and are especially suited to portraits of young people.

Rough papers subdue detail and emphasize masses. Landscapes, portraits of old people, and character studies are often best on these papers.

Silk papers have a cloth-like surface that shines like silk and adds sparkle to snow and water scenes. They are also useful for many still-lives.

Ivory paper has a warm tone that adds character to studies of elderly people, fire-side scenes, sunsets, desert landscapes, etc.

## FACTS ABOUT PAPER EMULSIONS

Most contact papers are chlorides—most common enlarging papers are chloro-bromides. Silver chloride is inherently less sensitive to light than silver bromide, therefore predominates in slower papers. It has finer particles and can be toned to a greater extent than those primarily silver bromide. Paper speed is mainly controlled in manufacture, despite inherent advantage of bromides.

The color of the silver deposit in the finished print is referred to as image tone or color. If brownish it is called a "warm" tone; if blue-black it is called a "cold" tone. Difference is due to variation in size and condition of the silver grains—image tone is mainly a "built-in" characteristic of paper, but degree of warmth of warm tone papers can be varied considerably by changes in development.

The tone of regular black and white prints can be altered slightly by "Toners" that give the picture a brownish or bluish tone. The toners are in solutions and the prints are washed in the toning bath after regular development. Toning solutions are found on Page 68 and will greatly enhance many of your finest pictures.

Small imperfections in your pictures can easily be remedied by retouching, often just a dot of spotting cloth will remove negative scratches and blemishes that detract so much from otherwise excellent pictures. Retouching materials of all types suitable for advanced amateurs and beginners alike are found on Page 68.

Give your favorite pictures a more lifelike appearance by adding color to them. It's easy to do and lots of fun. Papers with matte finishes are most suitable for coloring and all colors are used because they are more flexible and mistakes can be removed easily—yet the results are vivid and lifelike. Beginners will be surprised at how easy it is to color their own pictures the first time they try it. A selection of coloring sets is found on Page 68.

## KODAK'S "BIGGER AND BETTER"

The Book of Enlarging. Highly readable in an informal non-technical manner. A complete and accurate guide to enlarging from simple print making to control processes. Gives step-by-step instructions on how to make good pictures. Written by Don Nibbelink. 256 pages, illustrated.

67 H 4844—Ship. wt. 1 lb. 8 oz. .... \$2.69

## PICTURES BELOW SHOW EFFECT OF PAPERS OF DIFFERENT CONTRAST



Flat Negative.  
Too soft



On Soft Paper.  
Much too soft



On Medium Paper.  
Too soft



On Hard Paper.  
Just right



Normal Negative.  
Just right



On Soft Paper.  
Too soft



On Medium Paper.  
Just right



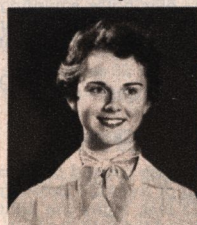
On Hard Paper.  
Too hard



Contrasty Negative.  
Too hard



On Soft Paper.  
Just right



On Medium Paper.  
Too hard



On Hard Paper.  
Much too hard.





## Papers for Enlarging and Contact Printing

CHOOSE FROM A VARIETY OF POPULAR KODAK AND ANSCO ENLARGING PAPERS

**KODABROMIDE.** Chloro-bromide paper—very high speed, suitable for use in all enlargers. Deep brilliant black tone. Noted for wide exposure-development latitude. Little or no change in contrast or image color with added development. Contrasts: 1, 2, 3, 4 (see opposite page). *State Catalog Number, Contrast, Size and Quantity.*

67 H 4110—White, Glossy, Smooth (F), Single Wt.

Size	Quantity	Ship. Wt.	Price
4x 5 in.	25 sheets	7 oz.	66c
	100 sheets	1 lb.	\$2.14
5x 7 in.	25 sheets	10 oz.	1.00
	100 sheets	2 lbs.	3.42
8x10 in.	25 sheets	1 lb.	2.18
	100 sheets	5 lbs.	7.51
11x14 in.	10 sheets	1 lb.	1.66

Double Weight Kodabromide: Contrasts: 1, 2, 3, 4.

67 H 4109 T—White, Glossy, Smooth (F).

67 H 4111—White, Luster, Fine Grain (E)

67 H 4113 T—Cream White, Luster, Fine Grain (G)

Size	Quantity	Ship. Wt.	Price
4x 5 in.	25 sheets	7 oz.	86c
	100 sheets	1 lb.	\$2.75
5x 7 in.	25 sheets	10 oz.	1.28
	100 sheets	2 lbs.	4.47
8x10 in.	25 sheets	1 lb.	2.94
	100 sheets	5 lbs.	9.83
11x14 in.	10 sheets	1 lb.	2.14

67 H 4108 T—16x20 in., double weight, No. 2 contrast only. *State surface:* F, E, or G. Shipping weight 1 lb. .... 10 sheets for \$4.37

### KODAK PAPERS FOR CONTACT PRINTS

**KODAK VELOX.** Ideal for album prints. Chloride. This is the glossy paper normally used by all standard photofinishers. Blue-black tone. Little or no change in contrast or image color with added development. Wide exposure-development latitude. Single weight. White, glossy, smooth. *State: Catalog number and size.*

67 H 4117—Contrast 1      67 H 4119—Contrast 3

67 H 4118—Contrast 2      67 H 4120—Contrast 4

Size	Quantity	Ship. Wt.	Price
2½x2½ in.	100 sheets	6 oz.	76c
2½x3½ in.	100 sheets	8 oz.	95c
2¾x4½ in.	100 sheets	10 oz.	\$1.23
4x5	100 sheets	14 oz.	1.85

**KODAK VELITE.** No darkroom needed. An excellent paper for beginners or for the youngster. Can be handled and processed in ordinary room light (or subdued daylight) as close as 4 ft. from a 60-watt bulb. Expose with photoflood lamp. Blue-black image tone. White, glossy, smooth. Single weight. Normal contrast. Ship. wts. 3, 6 oz.

67 H 4140—2½x3½-inch size. 100 sheets for 95c

67 H 4141—2¾x4½-inch size. 100 sheets for \$1.23

**MEDALIST.** Highly versatile medium-speed paper. Chloro-bromide. Warm-black tone. Unusual in that all contrasts have similar printing speeds. Contrast may be controlled (up to about one paper grade) by varying exposure and development. Contrasts: 2 and 3 (see opposite page). Single wt. *State: Cat. No., Size, Contrast, Quan.*

67 H 4105—White, Glossy, Smooth (F)

67 H 4106—White, High Luster, Smooth (J)

Size	Quantity	Ship. Wt.	Price
5x 7 in.	25 sheets	10 oz.	\$1.00
	100 sheets	2 lbs.	3.42
8x10 in.	25 sheets	1 lb.	2.18
	100 sheets	5 lbs.	7.51

67 H 4107—White, Luster, Fine Grain (E), dbl. wt.

Size	Quantity	Ship. wt.	Price
5x 7 in.	25 sheets	10 oz.	\$1.28
8x10 in.	25 sheets	1 lb.	2.94

**OPAL.** Especially suited for portraiture—fine tonal gradation. Slow speed chloro-bromide enlarging paper that may also be used to make contact prints of normal negatives. Warm brown-black image tone. Available in Normal (No. 2) contrast only, double weight. Cream white.

67 H 4114 T—Specify: *Surface, Quantity, Size.*

Luster, fine grain (G) Luster, tweed (R)

Luster, silk (Y) Matte, suede (V)

Size	Quantity	Ship. wt.	Price
8x10 in.	25 sheets	1 lb.	\$3.37
11x14 in.	10 sheets	1 lb.	2.47

### DUPONT VARIGAM PAPER ELIMINATES NEED FOR PAPER GRADES

Comes in single grade only—yet you can print any negative to any degree of contrast you wish. Thus, Varigam eliminates the necessity of keeping several different grades of paper on hand. All you do is change filters in front of your enlarging lens (see filters sold below).

Exposing Varigam through these filters will give all the contrasts from soft to hard, depending on filter used. The paper is medium speed, and is developed the same as any other. It can be processed in dim red light, but safelight filter (67 H 5012, Pg. 60), is recommended. *State: Cat. No., Size, Quantity.*

67 H 4121—Glossy, White (R) Single Weight. *State size and quantity.* See price below.

67 H 4124—White Semi-Matte (A), Single Weight.

*State size and quantity.* See price below.

Size	Quantity	Ship. Wt.	Price
5x7 in.	25 sheets	10 oz.	\$1.00
	100 sheets	2 lbs.	3.42
8x10 in.	25 sheets	1 lb.	2.18
	100 sheets	5 lbs.	7.51

**ANSKO CYKORA.** An excellent all-purpose paper. Unusually high speed for a warm toned paper—rich, warm-black image tone, fine gradation. Wide exposure-development latitude. Provides extensive tone control which is possible through manipulation in development. Contrasts: 2, 3 (see opposite page). *State: Catalog Number, Contrast, Size, Quantity.* Shipping weights: 5x7, 10 oz. 8x10, 1 lb., 11x14, 1 lb.

67 H 4150 T—Glossy White, Single weight.

67 H 4151 T—Kashmir White, slightly pebbled. Double weight.

67 H 4152 T—Silk White, silk-like texture. Double weight.

Catalog Number	5x7 in. 25 sheets	8x10 in. 25 sheets	11x14 in. 10 sheets
67 H 4150 T	\$1.00	\$2.18	\$1.66
67 H 4151 T	1.28	2.94	2.14
67 H 4152 T	1.28	2.94	2.14

**ANSKO INDIATONE.** Exceptionally warm olive-black image tone, fine gradation. Distinctive in appearance. Specialized slow-speed paper designed primarily for portrait photographers and the advanced amateur who wants to make prize-winning salon prints. Excellent for toners. Wide exposure-development latitude, especially so for warm tone paper. May also be used for contact printing. Normal (No. 2) contrast only. Distinctively grained, luster finish on cream stock.

67 H 4125 T—Brilliant (B). 8x10 in. Package of 25 sheets. Ship. wt. 1 lb. .... \$3.37

67 H 4122—Cream White, Silk (Y), Double weight. *State size and quantity.* See price below.

67 H 4123—White, Velvet grain, (DL) Double weight. *State size and quantity.* See price below.

Size	Quantity	Ship. Wt.	Price
5x7 in.	25 sheets	10 oz.	\$1.28
	100 sheets	2 lbs.	4.47
8x10 in.	25 sheets	1 lb.	2.94
	100 sheets	5 lbs.	9.83

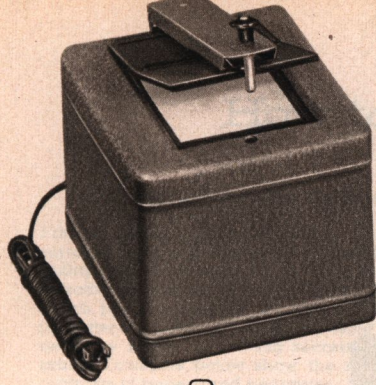
**VARIGAM CONTRAST FILTERS.** Needed to use with Varigam paper above to print any negative to any degree of contrast wanted. Optical quality plastic filters in plastic frames marked for degree of contrast. Sets 67H4131, 67H4132 include holder that fastens on enlarger lens. No. 5 filter is for negatives of normal contrast; smaller numbers are for progressively softer negatives; higher numbers are for progressively harder negatives.

67 H 4131—Set of 5 filters—Numbers 1, 3, 5, 7, 10. Ship. wt. 8 oz. .... \$5.59

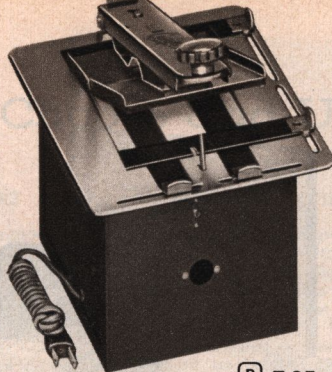
67 H 4132—Set of 5 filters—Numbers 2, 4, 6, 8, 9. Ship. wt. 8 oz. .... 5.59

67 H 4130—Save \$1.47 on Complete Set of 10 filters. Ship. wt. 12 oz. .... 9.75





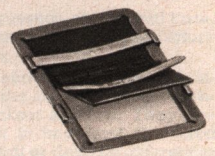
**A** 4.49



**B** 7.95



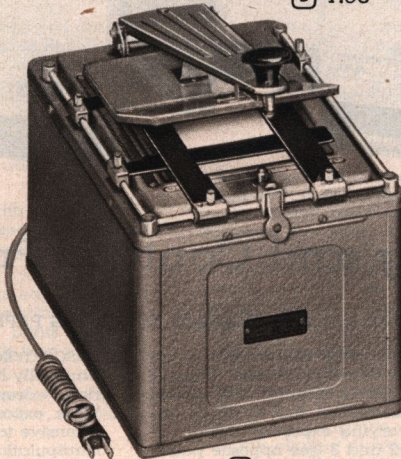
**C** 9.45



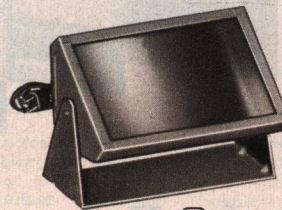
**F** 79c



**D** 12.75



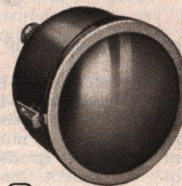
**E** 18.95



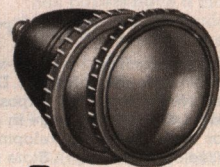
**G** 4.98



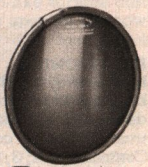
**H** 6.59



**J** 4.39



**K** 1.29



**L** 1.69

## Printers and Safelights for Every Darkroom

### PRINT BOXES SPEED UP THE WORK

**A** CONTACT PRINT BOX. For all sizes of negatives up to 4x5 in. Spring-powered pressure bar assures positive, even contact of paper and negative against glass. When lid is up, red light is on for positioning of negative and paper. When lid is closed, built-in switch turns white light on for printing. Matte white interior for uniform, diffused illumination—clear printing glass. Convenient push switch. Hinged platen, padded facing. Size abt. 6x7½x8 in. With red and white bulbs. 67 H 5084—Ship. wt. 4 lbs. 8 oz. . . . 4.49

**B** COMPCO CONTACT PRINTER. Prints all negatives from 35mm to 4 by 5 inches. Four spring steel masking bands easily adjustable; fold back to admit negative, assure even margins, accurate corners. Double-hinged pressure back has sponge rubber facing and heavy pressure bar to assure all-over contact and even pressure. Platen does not lock in place, can be quickly lifted at any time. Single white light spreads even illumination through diffusion glass for good print quality—no hot spots. Red masking light permits accurate placement of paper, equal margins. All-metal construction with gray crackle finish and chromed trim. About 6½ x 7¾ x 9½ in. Complete with red and white bulbs and diffusion glass. 67 H 5047—Ship. wt. 6 lbs. . . . . 7.95

**C** AIREQUIPT JUNIOR PRINTER. Prints negatives from 35mm to 4 by 5 in. and post card size. Top and left-hand margins set simultaneously. Two stainless steel bands complete the job. One-piece felt faced platen has spring actuated panel to hold paper in place until platen is lowered. Locks down for long exposures. Light goes on when platen is lowered, snaps out as platen opens. Diffusion glass spreads light evenly. Red masking light. Sturdy all-metal construction with gray hammerloid finish. About 6¼ x 7½ x 8½ in. Complete with white and red bulbs. 67 H 4948—Ship. wt. 6 lbs. . . . . 9.45

60 WARDS

**D** AIREQUIPT PHOTOCRAT PRINTER with improved masking for easy, quick changes in mask size simply by operating knobs on side. Sturdily built all-metal printer takes all negatives from 35mm to 4 by 5 in. The improved masking has four metal curtains operated by knobs at sides which slide up to frame negative—calibrated slots permit accurate margins. One-piece platen has small spring plate to hold paper firmly until platen is lowered. Felt facing assures even pressure. Single white light snaps on as platen is lowered; snaps off on release. Light can be set in "on" position to use printer as retouching frame. Red bulb for positioning negative and paper. Sturdy all-metal construction. Attractive blue hammerloid finish. Size about 6½ by 7 by 8½ in. Complete with bulbs. 67 H 5052—Shipping weight 8 lbs. . . . . 12.75

**E** BRUMBERGER 5X7 PRINTER. All-metal contact printer designed to speed and facilitate your work. Takes negatives from 35mm to 5 by 7 in. Five spring steel masking bands, hinged for easy insertion and framing of negatives. Calibrated scale permits accurate margin control. Double hinged platen has heavy metal bar at top and a sponge rubber facing to give firm, even pressure; locks in place during exposure; spring release. Two-bulb white light source passes through two layers of glass—one opal, one clear—so that you will be assured of even spread of illumination. Red masking light. Door at rear opens for access to interior and dodging. All-metal construction with gray crackle finish. Size about 7½ by 8½ by 12½ in. With bulbs. 67 H 4933M—Ship. wt. 18 lbs. . . . . 18.95

**F** METAL PRINT FRAME. Prints from negatives up to 4x5 in. Hinged back, spring pressure clamps. Mask not included. Comes with glass. 67 H 5005—Shipping weight 8 oz. . . . . 79c

### USES FOR WAX IN A DARKROOM

Using hard, paste-type waxes, wax grooves of developing reels for easy loading and quick drying. Wax enlarger rails for easy adjustment and rustproofing, drawer guides to prevent sticking, printers for luster and protective finish.

### DARKROOM SAFELIGHTS AND FILTERS

**G** TO **L** It's not necessary to grope around in the darkroom. With one of the safelights below and the proper filter, you can have all the light you need for efficient work without danger of spoiling film or paper. Brumberger (G) has 6-ft. cord and plug so you can place it conveniently; (H), (J), (K) screw into standard light socket.

(G) BRUMBERGER BRACKET-TYPE SAFELIGHT. For maximum utility. Stands on table or shelf, has screw slots for attaching to wall or ceiling. Hinged to swing up and down. All-metal, hinged door. On-off switch. 6-ft. cord. With 5x7-in. amber filter for paper. Order other filters below. 67 H 5038—With 7-watt bulb. Ship. wt. 2 lbs. 8 oz. . . 4.98

Filters for Brumberger Safelight (G) above. Red for Ortho film like Verichrome and Plenachrome; Green for Panchromatic film; Amber for all-paper but Varigam.

67 H 5039—5x7 in. State color. Ship. wt. 8 oz. . . . . 89c

(H) KODAK DARKROOM LAMP. Best quality. Metal body, screw-on plastic filter retaining ring. Takes filters (L) below. With Wratten 5½-in. OA filter for all printing papers but DuPont Varigam.

67 H 4998—With 15-watt bulb. Ship. wt. 1 lb. 10 oz. 6.59

(J) COMPCO SAFELIGHT. All-metal body, spring-lock filter holder. With 5½-in. Amber filter (for paper), 10-watt bulb. 67 H 4968—Takes filters (L) below. Ship. wt. 2 lbs. . . 4.39

(K) ECLIPSE SAFELIGHT. A low-priced but efficient safelight for your darkroom. All plastic construction. With 2 plastic filters; orange for contact paper; red for enlarging paper. With 15-watt bulb.

67 H 4972—Shipping weight 1 lb. 8 oz. . . . . 1.29

(L) SAFELIGHT FILTERS. 5½-in. filters mounted between glass. For (H) and (J) safelights above. Series OA, 3 and 2 are Kodak Wratten filters, the S-55X is a Du Pont filter. Ship. wt. each, 4 oz. (Filters for Brumberger safelight listed under (G) above).

67 H 5003—Series 3 (green). For inspection of panchromatic film during late stages of development. . 1.69

67 H 5002—Series OA (greenish-yellow). A bright filter for use with all papers but Varigam. . . . . 1.69

67 H 5011—Series 2 (dark red). For orthochromatic film like Sensachrome, Verichrome, Plenachrome. . 1.69

67 H 5012—S-55X (orange-brown). Darker filter for Varigam and other printing papers. . . . . 1.69

CHECK YOUR SUPPLY OF PRINTING PAPER—ORDER MORE FROM PAGE 59.





## Enlarging is Fun...and It's Easy, Too.

### ENLARGING IS FUN

Enlarging is fun, but it's more than that, too. The praise of friends for the portrait on your bookcase, or the larger mural on the wall, is an added reward of this fascinating hobby.

Making "blow-ups" of your favorite pictures gives you a feeling of accomplishment, and you will look forward to the evening set aside for enlarging. A batch of new negatives, or some old favorites, will provide sufficient material for a pleasant time.

Any small snapshot can be improved just by enlarging it. The size alone makes it more effective by giving it more life and added depth. Whether framed or in the album, enlargements look much better than contact prints. You'll find that the old prints look dull and uninteresting next to a full-size picture you've made yourself.

The camera can record only the scene before it, and the best pictures are made in the darkroom. By enlarging you add size, composition, tone, and quality—all the elements of a real work of art. Start now to improve your pictures with an enlarger.

Enlarging lets you compose and improve your pictures to such an extent that many of them may be of prize-winning quality. But, since contact prints are seldom entered in a picture contest or salon, an enlarger may bring you the thrill that comes to many amateurs—the thrill of making a prize-winning picture or an acceptable salon print.

### ENLARGING IS EASY

Enlarging is as easy as projecting 35mm slides. Basically, an enlarger is a projector with a few additional refinements. Enlargers project images downward for convenience in operating and to conserve space.

The enlarger and enlarging paper are the only basic things needed besides your regular darkroom supplies. Setting up is simple, and after the negative is placed in the carrier, you are ready to start.

Enlarging improves almost any picture, but with a few simple techniques, you can progress from "oversize" snapshots to prize-winning photographs. The few simple techniques are "cropping," "dodging," and "vignetting," which are not possible in normal contact printing. (See pictures below).

"Cropping" means printing and enlarging only that part of the negative which is most interesting. This gives emphasis to the subject and improves composition.

"Dodging" means holding back the light from certain areas of the print for added contrast or more detail. A piece of cardboard held between the lens and the paper casts a shadow—reduces exposure in that area.

"Vignetting" means printing the main subject and letting the background fade into the white of the paper. A piece of cardboard with a hole in it is held between the lens and the paper to produce this effect. See pictures of these techniques below.

### ENLARGING TEACHES

Enlarging teaches you to make better pictures. Imperfections are more apparent when enlarged. While they can be corrected during printing, you also learn to eliminate these by better camera technique as well.

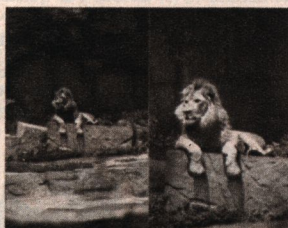
Suppose you shoot a scene with too many elements in it. With a negative of this scene in the enlarger, you realize that you could have taken the picture at closer range, utilizing most of the film area for the main subject. Larger images on your negative will provide prints of better detail and tone quality.

Expression, position of subject, and composition are carefully watched in the enlarging process, but often neglected when taking the picture. You soon learn to give more attention to details and thus to improve your shooting technique as well as your pictures.

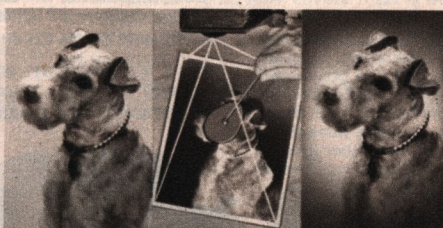
Although unnoticed in contact prints, distracting backgrounds show up readily in enlargements. Many times, these backgrounds can be avoided when shooting, and enlarging alerts one to be aware of the background as well as the subject in future camera work.

Be sure to choose an enlarger that will accept the size of your negatives. If you have a temporary darkroom such as the kitchen or bathroom, you will want a model that folds conveniently into a small case for storing. When you use your enlarger, you will find out that it is not only fun, not only easy, but it teaches you photography as well.

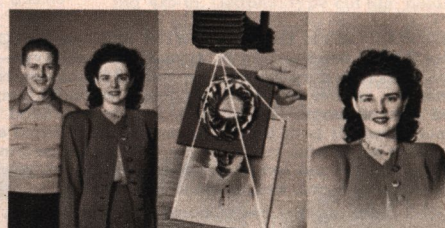
SEE WARDS SELECTION OF POPULAR ENLARGERS ON THE FOLLOWING FOUR PAGES.



CROPPING

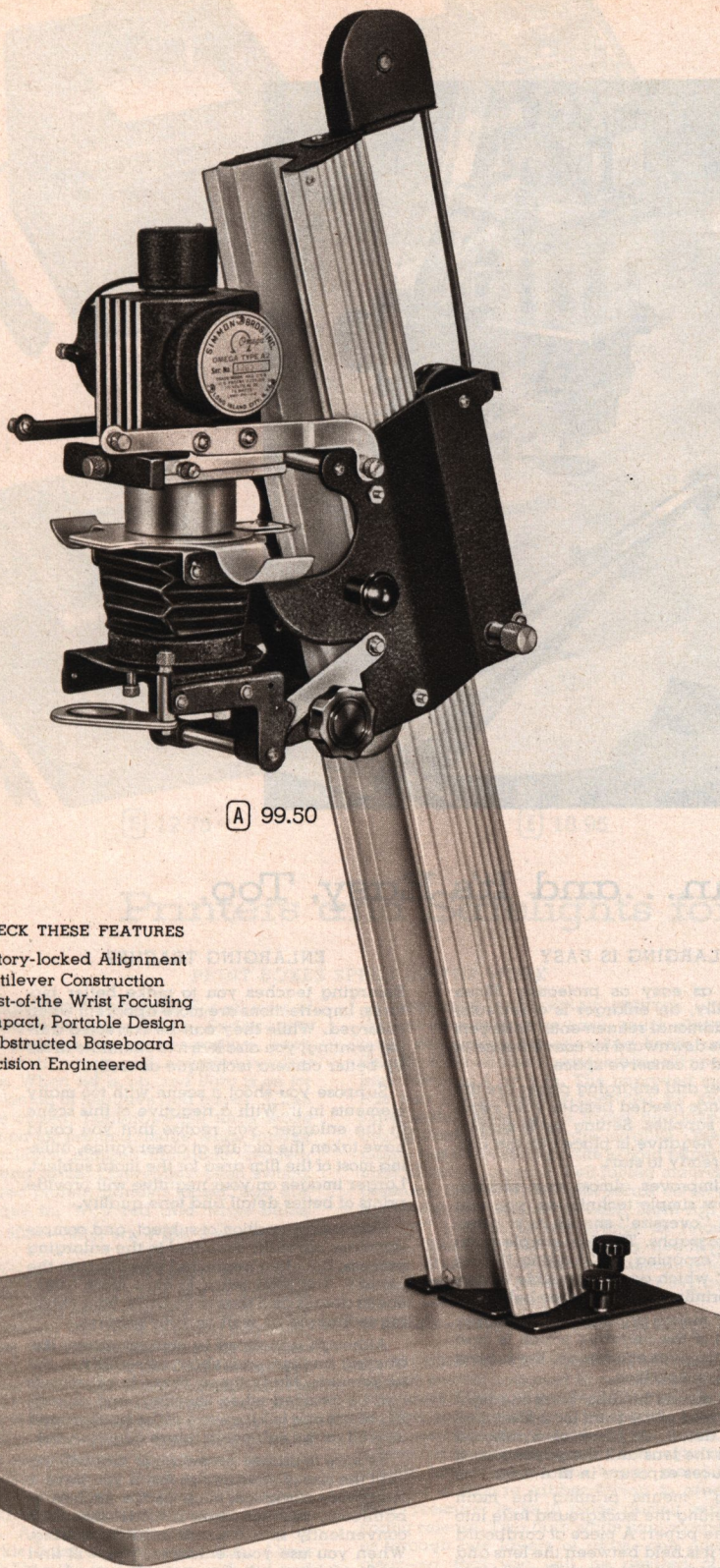


DODGING



VIGNETTING





**A** 99.50

#### CHECK THESE FEATURES

- Factory-locked Alignment
- Cantilever Construction
- Twist-of-the Wrist Focusing
- Compact, Portable Design
- Unobstructed Baseboard
- Precision Engineered

## Omega A-2 Enlarger

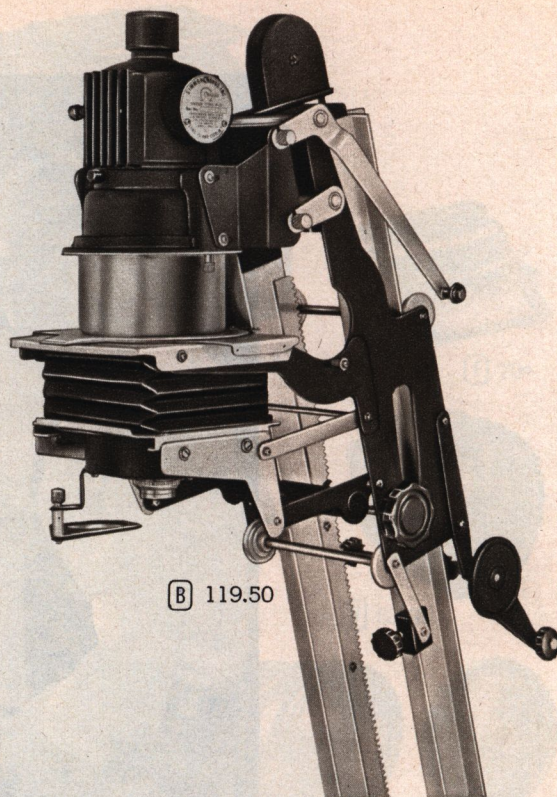
**A** "PROFESSIONAL" 35MM ENLARGER WITH BUILT-IN COLORHEAD. Maximum size prints from 2 to 12 times—11x14 in. from 35mm negatives—on baseboard, or giant size projection to floor. Factory-locked alignment of filmholder, lensboard and baseboard prevents distortion, assures all-over sharpness. Ventilated lamphouse. Double condensers matched to focal length of 2 in. lens. Built-in colorhead provides for color filters outside of image-forming path for clean, sharp prints. Rapid shift glassless filmholder. Also accepts Leica lenses with mount below. With mount for 2-in. lens, color filter holder, rapid-shift 35mm carrier and red filter. Not including lens, see Wollensak 2-inch lenses at right. 16x20-in. baseboard. Height, head raised, 36 in.

67 HN 4011—A-2 Enlarger. No Credit Charge, *Express Prepaid*. \$10 Down..... \$99.50

67 HP 4012—A-2 holder for mounted slides. *Postpaid*..... 4.40

67 HP 4013—Leica Lensmount for 2-in. f/3.5 threaded Leica lenses. *Postpaid*.... 4.40

62 WARDS



**B** 119.50

## Omega Enlargers

**B** OMEGA B-8. For negatives up to 2 1/4 x 3 1/4 in. Manual focusing. Rack and pinion hand crank makes projector head operation almost effortless. Rigid construction for sharpest possible prints. Double condenser lamphouse. With lensmount and condensers for 3 1/2-in. focal length lenses, universal glass filmholder, lamp, red filter. Not including lens—order Wollensak lens with mounting disc below; (for 2 or 3-in. lenses also order supplementary condensers with lensmount—see below). Hardwood base measures 18x26 in.; height with head raised, 48 in. 67 HN 4001RT—No Credit Charge. *Exp. Prepaid*. \$12 Down \$119.50

#### LENSES AND ACCESSORIES

WOLLENSAK ENLARGING LENSES. Coated, Raptar, f/4.5 iris diaphragm. With mounting disc. No Credit Charge. *Postpaid*.

67 HN 5112LT—2-in. focal length, covers 1 1/4 x 1 5/8 neg... \$29.50

67 HN 5113LT—3-in. focal length, covers 2 1/4 x 2 1/4 neg... 31.00

67 HN 5114LT—3 1/2-in. focal length, covers 2 1/4 x 3 1/4 neg. 32.50

67 HN 5115LT—5-in. focal length, covers 3 1/4 x 4 1/4 neg... 46.00

67 HN 5116LT—5 3/8-in. focal length, covers 4x5 neg.... 49.50

67 HN 5117LT—6 3/8-in. focal length, covers 4x5 neg.... 62.50

LENSMOUNT-CONDENSER SETS FOR OMEGA B-8. Supplementary condenser and lensmount for use with 3 1/2-in. condensers supplied with B-8. *Postpaid*. Shown below on opposite page.

67 HP 4084T—For 2-in. lens. Flatboard mount (6)..... \$7.40

67 HP 4085T—For 3-in. lens. Cone-type mount (7)..... 9.75

RAPID-SHIFT CARRIER. For B-7 or B-8. For more convenient operating. Similar to (10) opp. page. Available for 35mm, 828, 2 1/4 x 2 1/4 or 2 1/4 x 3 1/4-in. (state roll, cut film, or film pack).

67 HP 4081T—Glass carrier. *State size*. *Postpaid*..... \$8.10

67 HP 4083T—Glassless carrier. *State size*. *Postpaid*..... 5.50

OMEGALITE HEAD (3) below. Makes B-8, B-7 finest diffusion enlargers of 2 1/4 x 3 1/4-in. size. Softer prints minimize negative faults. Cool-light fluorescent lamp. No condensers needed.

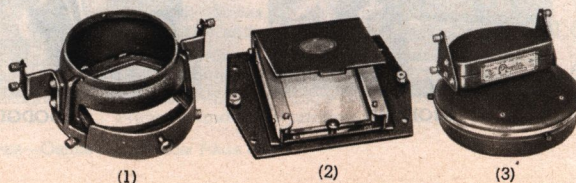
67 HN 4034T—No Credit Charge. *Postpaid*. \$5 Down.... \$47.50

COLORHEAD. For B-7 or B-8. Similar to (1) below. For quick insertion of filters (67 HN 4979T, Pg. 75) for color work.

67 HP 4028T—No Credit Charge. *Postpaid*..... \$14.00

COPY ATTACHMENT. (2) below. Converts B-7 or B-8 into copy camera accepting 2 1/4 x 3 1/4-in. Graphic-type cut film holders.

67 HN 4049T—No Credit Charge. *Postpaid*..... \$33.55

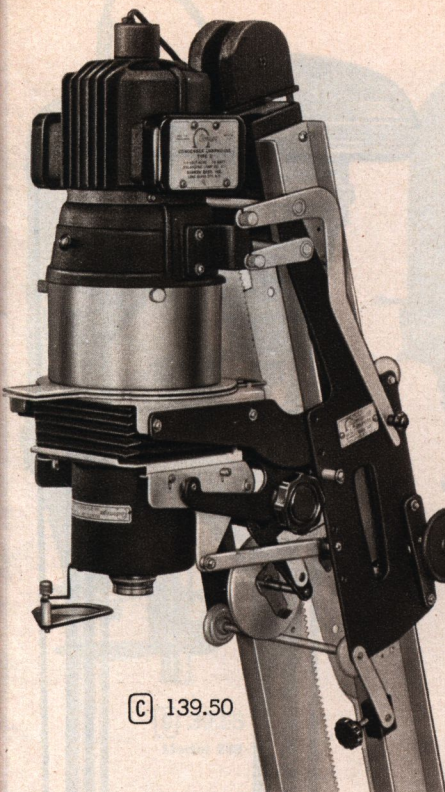


(1)

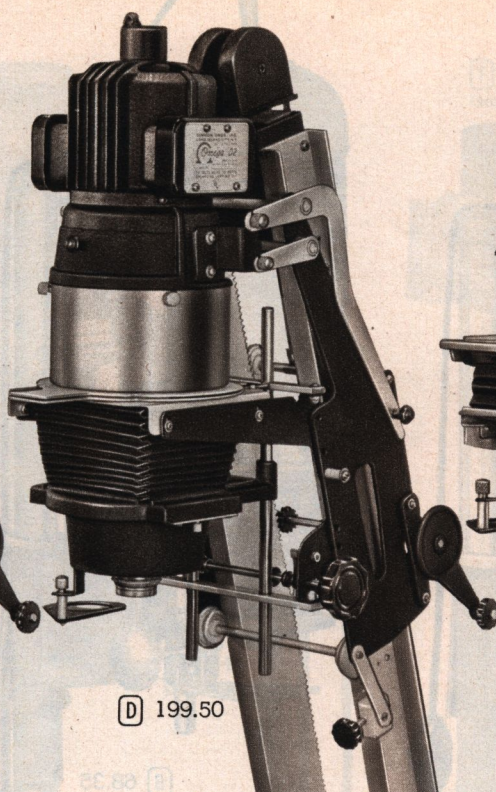
(2)

(3)

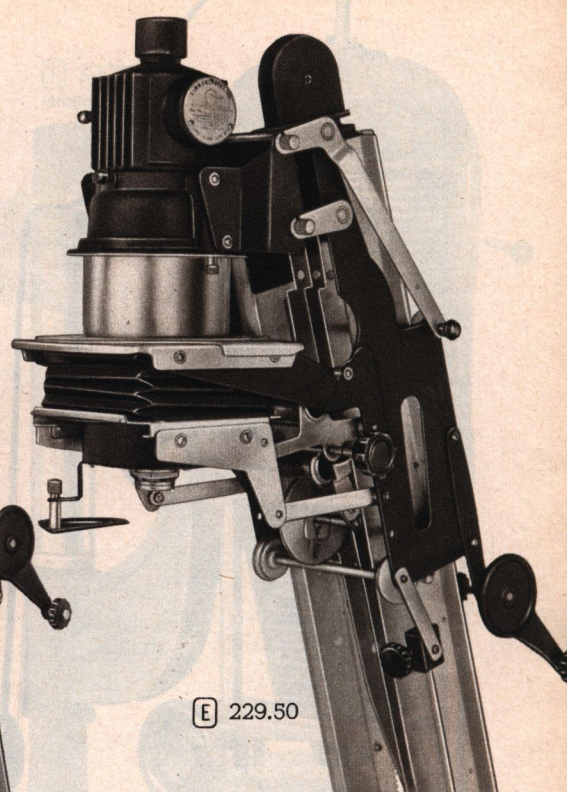




C 139.50



D 199.50



E 229.50

## Will Give Your Prints That Professional Quality

### AUTOMATIC FOCUSING AUTOMEGA B-7

**C** For negatives up to 2 1/4 x 3 1/4 inches. Automatic focusing—just slip negative into carrier and run enlarger up or down for the size picture you want. An excellent enlarger for turning out prints of various sizes rapidly without re-focusing. Easel image is always in focus—achieved by wheel below head which rides on track machined for exact focal length of lens being used. Not including lens, lensmount or autofocusing track which must be matched for the exact lens you use—see Lens Outfits below. Rigid construction for sharpest possible prints. Double condenser lamphouse. Accepts wide range of lenses and accessories, see listings below and on opposite page. Complete with condensers for 3 1/2-in. focal length lenses, universal glass filmholder, lamp, and red filter. Hardwood base measures 18x26 inches. Height, with head raised is 48 in. No Credit Charge. *Express Prepaid.*

67 HN 4000 RT—Automega B-7. \$14 Dn... \$139.50

- OMEGA D-2 AND AUTOMEGA D-3 ENLARGERS—Accepts all negatives up to 4x5 inches.
- EXTREMELY VERSATILE—will accept a wide variety of lenses and accessories.
- DOUBLE CONDENSER SYSTEMS for clearer, brighter, sharper more detailed pictures.
- EXCLUSIVE VENTILATION SYSTEM keeps negatives cool even during long exposure.
- RIGID CONSTRUCTION—no vibration, no "wobble" . . . assures sharpest possible prints.
- INCLUDE 6 1/2-in. condensers for lenses 4 3/8 to 6 3/8-in. focal length, universal glass filmholder, lamp, red filter, 18x26-in. hardwood base.

**D** OMEGA D-2. Manual focusing. Rack and pinion hand crank makes raising or lowering of projector almost effortless. Use 6 1/2-in. condensers (incl.) for all lenses 5-in. focal length or longer. Includes cone lensmount (7) opp. page for 5 3/8-in. lens. Lens not included. Order 5 3/8-in. lens with disc (opp. page). For other focal length lenses order lensmounts and condensers below. Height with head raised, 56 in. No Credit Charge. *Express Prepaid.* Use Wards Payment Plan—Pg. 82.  
67 HN 4033 RT—With colorhead (see below, right) as shown. \$20 Down . . . . . \$199.50  
67 HN 4014 RT—Without colorhead . . . . . 192.50

**E** AUTOMEGA D-3. Automatic focusing—slip negative into carrier and run enlarger up or down for size picture wanted. Image is always in focus—achieved by wheel below head which rides on track machined for exact lens being used—accepts up to 3 tracks at once, easily attached. Not including lens, lensmount or autofocusing track which must match exact lens used—see Lens Outfits below left. Height, head raised, 56 in. No Credit Charge. *Express Prepaid.*  
67 HN 4007 RT—With colorhead (see below) as shown. \$23 Down . . . . . \$229.50  
67 HN 4008 RT—Without colorhead . . . . . 222.50

### LENSES AND ACCESSORIES FOR OMEGA AND AUTOMEGA ENLARGERS

LENS OUTFITS FOR AUTOMEGA B-7, (4) below. Includes Wollensak enlarging Raptor f/4.5 lens with matching lensmount, mounting disc, focusing track machined for each specific lens, and supplementary condensers for 2 and 3-in. lenses. No Credit Charge.

67 HN 4089 LT—2-in. lens. Covers up to 1 1/4 x 1 3/8-in. negative. *Postpaid.* . . . . \$40.60  
67 HN 4090 LT—3-in. lens. Covers up to 2 1/4 x 2 1/4-in. negative. *Postpaid.* . . . . \$44.45  
67 HN 4091 LT—3 1/2-in. lens. Covers up to 2 1/4 x 3 1/4-in. negative. *Postpaid.* . . . . \$41.90

GLASSLESS FILMHOLDER (8) below. For D-2 or D-3. 35mm, 828, 2 1/4 x 2 1/4, 2 1/4 x 3 1/4 (state for roll, cut, or film pack), 3 1/4 x 4 1/4, or 4x5 in. 67 HP 4016 T—State size. *Postpaid.* . . . \$7.65

GLASSLESS RAPID-SHIFT CARRIER (10) below. For D-2 or D-3. Available for 35mm, 2 1/4 x 2 1/4 or 2 1/4 x 3 1/4 roll film. 67 HP 4037 T—State size. *Postpaid.* . . . \$15.45

LENSMOUNT-CONDENSERS SETS FOR OMEGA D-2. Similar to (5) and (6) below. No Credit Charge. *Postpaid.*  
67 HN 4086 T—For 2-in. lens, 3 1/2-in. condensers. \$21.60  
67 HN 4087 T—For 3-in. lens, 4 1/2-in. condensers. 26.10  
67 HN 4088 T—For 3 1/2-4-in. lens, 5-in. conden. . . 26.10

LENSMOUNT ONLY (7) below. For 6 to 6 3/8-in. lens for Omega D-2. *Postpaid.*  
67 HP 4092 T—Use with 6 1/2-in. condensers. . . . \$5.75

LENS OUTFITS for Omega D-3. Similar to (4) below. Wollensak f/4.5 lens, mount, matching condensers (except with 5 3/8 or 6 3/8-in. lenses which are included with enlarger) and track. No Credit Charge. *Postpaid.*

67 HN 4052 LT—2-in. lens, covers 1 1/4 x 1 3/8 neg. . \$55.65  
67 HN 4053 LT—3-in. lens; covers 2 1/4 x 2 1/4 neg. . 64.00  
67 HN 4054 LT—3 1/2-in. lens, covers 2 1/4 x 3 1/4 neg. 65.50  
67 HN 4055 LT—4-in. lens, covers 2 1/4 x 3 1/4 neg. . 72.10  
67 HN 4056 LT—5 3/8-in. lens, covers 4x5 neg. . . . 61.85  
67 HN 4057 LT—6 3/8-in. lens, covers 4x5 neg. . . . 75.95

OMEGALITE HEAD like (3) on opposite page. Makes the D-2 and D-3 finest diffusion enlargers available. Softer prints minimize negative faults. Instant-starting circular fluorescent lamp for cool light. No condensers needed. No Credit Charge.

67 HN 4035 T—*Postpaid.* \$5 Down . . . . \$47.50

D-2 or D-3 COLORHEAD (1) opposite page. For quick insertion of color compensating filters (67H4979, Pg. 75) for color work.

67 HP 4036 T—*Postpaid.* . . . . . \$16.85

COPY ATTACHMENT (2) opp. page. Converts D-2 or D-3 enlarger into copy camera, accepting 4x5-in. Graphic-type cut film holders.

67 HN 4048 T—No Credit Charge. *Ppd.* . . \$38.35

UNIVERSAL GLASS NEGATIVE CARRIER (9) below. For D-2 or D-3. For negatives up to 4x5 inch. 67 HP 4017 T—*Postpaid.* . . . . . \$13.10



(4)



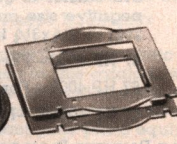
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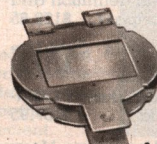
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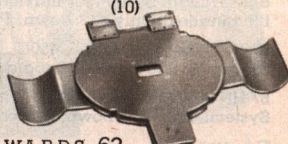
(7)



(8)

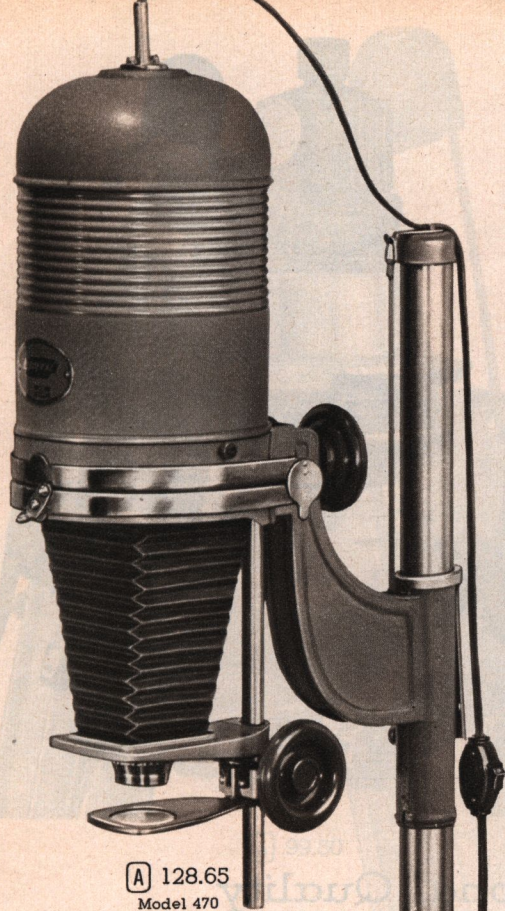


(9)

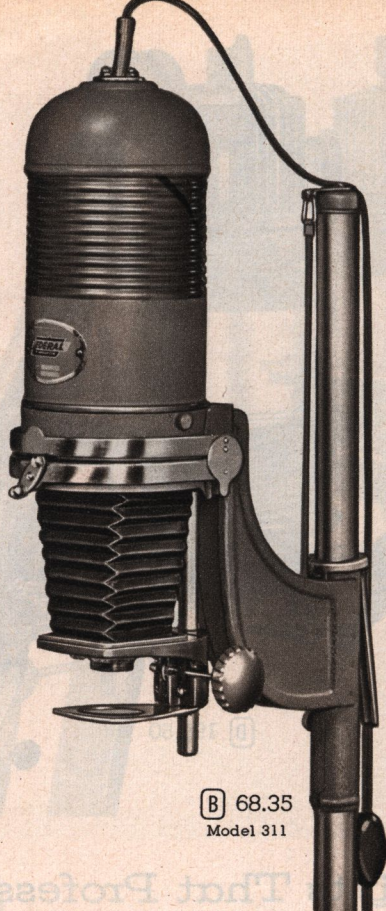


(10)

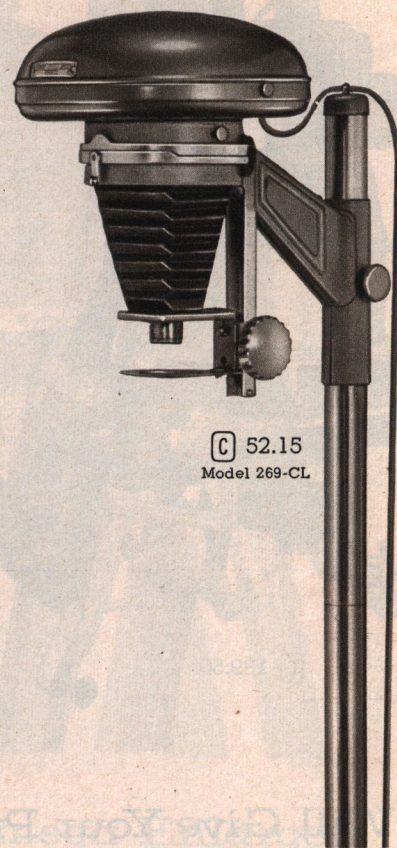




**A** 128.65  
Model 470



**B** 68.35  
Model 311



**C** 52.15  
Model 269-CL

## Complete Your Home Darkroom With a

- FEDERAL ENLARGERS ARE WELL ENGINEERED, STURDILY BUILT. . . Welded steel construction eliminates vibration for sharp prints.
- FOCUSING TARGET . . . helps you to get needle sharp focus even when printing from dense negatives.
- CONVERTIBLE RAPID-SHIFT CARRIER . . . permits printing from separate negatives or from film strips without cutting.
- REVOLVING ENLARGER HEADS . . . swing around posts so you can project on floor for those large oversize enlargements.
- ALL FEDERAL ENLARGERS but (H) Model 240 have: Tested, Anastigmat Lenses and Focusing Filter in Swivel Holder. Interchangeable Lensboards so you can switch lenses easily. Long Extension Bellows, permitting use of long focal length lenses and reductions with short focal length lenses.
- ENLARGERS (B), (C), AND (D) combine precision construction with compactness as they can be quickly disassembled for storage in carrying case listed below under (C). This is especially convenient for photographers without permanent darkrooms, to keep enlarger protected from dust or damage, and out of the way when not in use.
- THREE BASIC LIGHT SYSTEMS are represented in this group of enlargers. Each enlarger can be depended upon for detailed blow-ups from 35mm to the largest negative it handles. Each is capable of enlargements of which you can be proud, but each one of the light systems has its own special advantages, so choose the one that best fits your needs, your budget, and your technique.
- DIFFUSION LIGHT SYSTEM spreads the light over the negative evenly. The slight softness of the resulting print minimizes many negative defects. Can be operated on alternating or direct current.
- CONDENSER LIGHT SYSTEM focuses the light rays evenly and sharply through negative to lens, producing prints of great detail and definition, and crisp contrast. This enlarger light system can be operated on 110 to 120 volt alternating or direct current.
- COLD LIGHT SYSTEM uses a fluorescent type, instant starting light that gives cool illumination. It maintains constant printing speed and color temperature for thousands of hours of operation. High print speed is uniform even with variations in line voltage, and the low temperature means it cannot buckle negatives, whether wet or dry, during extra long exposures. It must be operated on 110- to 120-volt, 60-cycle alternating current only (not for direct current use).

### FEDERAL 4x5-IN. MODEL 470 128.65

**A** A fine precision instrument for advanced amateurs, and professional and commercial photographers as well. Takes negatives from 35mm to 4x5-in. size. Has all features above plus 5½-in. coated, f/4.5 Octar lens. Enlarges 1 to 5 times original negative size on 18x25-in. baseboard. For bigger enlargements of small negatives, order a shorter focal length lens from opposite page. Built-in focusing target. Calibrated swivel head allows you to make extra-large prints by projecting horizontally against the wall. Non-slip clutch and counterbalance assure easy, accurate, one-hand control of head. One-piece upright post is 36 inches high. Order glassless negative carriers at right. No Credit Charge.

67 HN 4025 MT—Model 470 (shown), Double Condenser Light System for maximum definition and illumination. Only \$13 Down. Postpaid. . . \$128.65

67 HN 4026 MT—Model 450CL. With Cold-Lite System. \$11.50 Down. Postpaid. . . \$113.35

67 HN 4027 MT—Model 450. With Diffusion Light System. Only \$11 Down. Postpaid. . . \$107.95

### FEDERAL MODEL 311 68.35

**B** Takes negatives from 35mm to 2¼ by 3¼-in. size. Has all features above plus: A 3½-inch, coated f/4.5 Octar lens. Enlarges from 1 to 8 times original negative size on the 16x18-inch baseboard. Built-in focusing target for needle-sharp prints. Spring-actuated metal tape counterbalance gives fingertip up and down movement of the enlarger head. Non-slip clutch operates with one hand. 36-in. upright post takes down for packing in storage case (order separately at right). See below for glassless negative carriers. No Credit Charge. Buy on Terms—see Page 82.

67 HN 4051M—With Single Condenser Light System. Postpaid. Only \$7 Down on Terms. . . \$68.35

GLASSLESS NEGATIVE CARRIERS. Convert standard carrier to glassless carrier. Each takes one negative size only, either 35mm, Bantam, 2¼x2¼, or 2¼x3¼ in. State negative size wanted.

67 HP 4010—For Model 311. Postpaid. . . \$1.35

67 HP 4009—For Model 269. Postpaid. . . \$0.90c

67 HP 4024 T—For Model 450. Postpaid. . . \$1.80

### FEDERAL COLD-LITE MODEL 269-CL 52.15

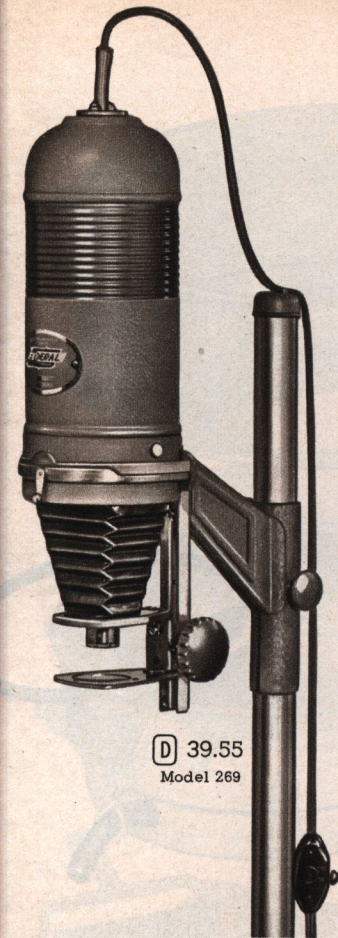
**C** Federal's most popular enlarger in a cold-light model. Cold-light allows shorter exposure time with less heat than diffusion-type enlargers, yet also gives slight softness to Prints. Flat lamp-house allows you to make bigger blow-ups where overhead space is limited. Accepts all negative sizes from 35mm to 2¼x3¼ in. Takes down quickly and easily for compact storage. Has all of the Federal features listed above. Order glassless negative carriers for specific film sizes under (B) at left. Coated, 3½-in. f/6.3 Decar anastigmat lens. Enlarges ½ to 7 times on 14x16-in. baseboard. Head can be revolved to project on floor for bigger blow-up. Two-section upright post is 30 inches high. No Credit Charge on this item.

67 HN 4006 M—Postpaid. Only \$5.50 Down. \$52.15

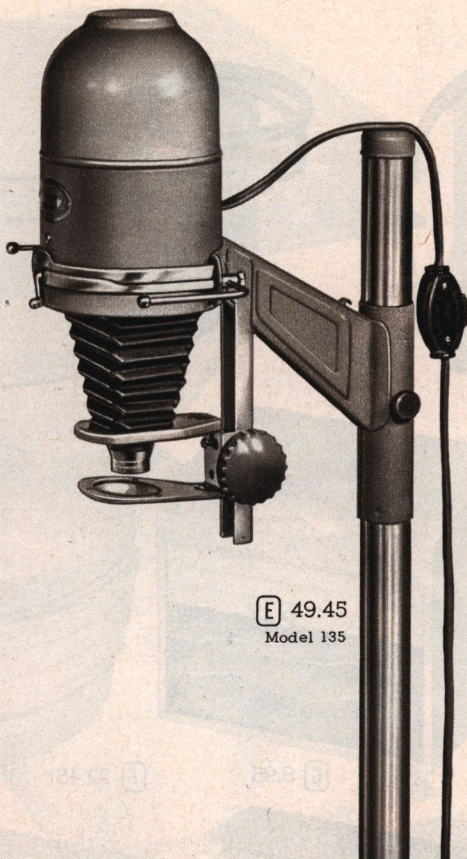
STORAGE CASE. Sturdily built storage case that will keep your enlarger protected from dust and damage. Made of strong fiber composition. With carrying handle. Postpaid.

67 HP 4061M—For Model 311 at left. . . \$10.35

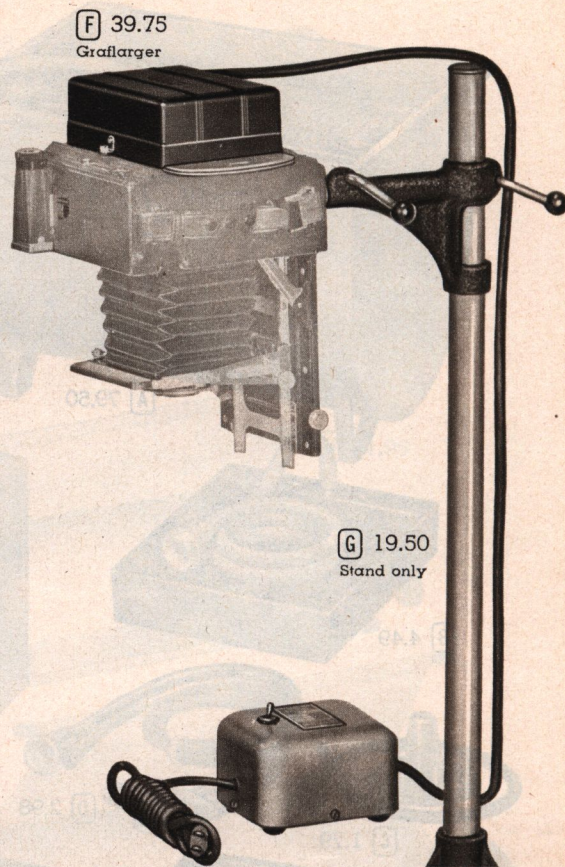




**D** 39.55  
Model 269

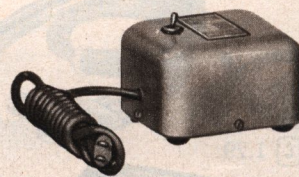


**E** 49.45  
Model 135



**F** 39.75  
Graflarger

**G** 19.50  
Stand only



## Federal Enlarger for Only 10% Down

### FEDERAL MODEL 269 39.55

**D** Takes negatives from 35mm to 2 1/4 x 3 1/4-in. size. Has all features listed on opposite page plus: sharp 3 1/2-in. f/6.3 Decar lens. Enlarges from 1 1/2 to 7 times original negative size on 14x16-in. baseboard. 2-section upright post is 30 in. high—takes down for packing in storage case (order separately below. See listing under (B) opposite page for glassless negative carriers, Pg. 52 for outfit).

67 HN 4043 M—No Credit Charge. *Postpaid*. \$4 Down.....\$39.55

STORAGE CASE. Sturdily built fiber composition. Carrying handle.

67HP 4047 M—For Model 269 above and Model 135 below. *Postpaid* \$8.65

### FEDERAL MODEL 135 49.45

**E** Made especially for 35mm and Bantam film. Welded, all-steel construction. With 2 glassless negative carriers—1 each for 35mm and Bantam—lets you run film in strip form. Double condenser system. With coated, 2-in. (55mm) Decar, f/4.5 anastigmat lens. Iris diaphragm. Enlarges to 14 diameters on steel baseboard. Easy, quick take-down for storage (see case under (D) above).

67 HN 4022 M—No Credit Charge. *Postpaid*. \$5 Down.....\$49.45

67 HP 4023—Recessed glassless carrier for 35mm and Bantam cardboard mounted slides. *Postpaid*.....\$2.00

### GRAFLARGER ENLARGING BACK 39.75

**F** With this versatile and efficient unit, you can let your Graphic camera double as a compact, cool-light enlarger, and make your blow-ups through the same fine lens that you have on your camera. The back attaches instantly and simply to all Graflex backs. Complete with spring kit for attachment on Graphic and Graflex back cameras. Cold light source (see opp. page) gives soft, fast light. Enlarging back is portable, easy to set up anywhere. Can be used with Graflarger Stand (see below) or on a tripod. Set it on a table for horizontal projection—use as transparency viewer or retouching stand. With glassless negative carrier for full camera size negatives.

67HN4070 LT—For 4x5 cameras. No Credit Charge. *Postpaid*...\$39.75

67HN4071 LT—For 3 1/4 x 4 1/4 cameras. No Credit Charge. *Postpaid* 39.75

67HN4072 LT—For 2 1/4 x 3 1/4 cameras. No Credit Charge. *Postpaid* 39.75

### GRAFLARGER STAND 19.50

**G** Holds Graphic cameras when used as enlargers. Can be used as copying stand. Steel post with mounting bolts for attaching to table or your own baseboard. Levers lock stand in any position.

67 HN 4073 MT—About 30 in. high. *Postpaid*.....\$19.50

### FEDERAL MODEL 240 26.95

**H** (At right.) Easy-to-use—combines quality with economical price. Diffusion light system. Accepts negatives up to 2 1/4 x 3 1/4-in. size. Enlarges from 1 1/2 to 7 times on 12x14-in. metal baseboard—revolving head lets you make extra-big prints by projecting on floor. 3 1/2-in. f/7.9 lens has click stops, red focusing filter. Welded steel construction. 2-piece, 30-in. upright post takes down for storage in carrying-case carton. With 75-watt lamp. See Page 52 for complete outfit. *Postpaid*.

67 HN 4018 M—No Credit Charge. \$3 Dn. \$26.95

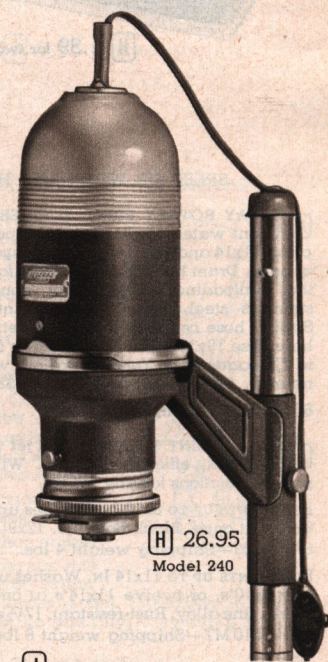
### ACCESSORY ENLARGING LENSES

**J** KODAK LENSES (at right). Color corrected Ektanon f/4.5 coated lenses. 2-in. and 3 1/2-in. lenses have molded plastic barrel and 2 5/8 x 2 3/8-in. lensboard. Others have lens caps, metal barrels, mounting rings, with 2 5/8 x 2 3/8-in. metal lensboards. Ship. wt. 8 oz.  
67H5100 LT-2-inch focal length (50 mm.) \$16.95  
67H5105 LT-3 1/2-in. focal length (90 mm.) 20.95  
67H5103 LT-5 3/8-in. focal length (135mm.) 49.95  
67H5104 LT-6 3/8-in. focal length (161mm.) 59.95

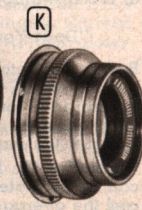
**K** SCHNEIDER COMPARON LENSES (at right). Top quality, coated f/4.5 enlarging lenses with iris diaphragm. Optically corrected for all spherical and chromatic aberrations. Chrome plated brass barrels. With flange for mounting on your lensboard. Ship. wt. 8 oz.  
67H5118 LT-2-in. focal length (50mm) \$22.50  
67H5119 LT-3-in. focal length (75mm) 26.95  
67H5120 LT-4-in. focal length (105mm) 29.95  
67H5121 LT-5 3/8-in. focal length (135mm) 39.95

WRITE TO BOB ADAMS FOR SPECIAL  
PHOTO EQUIPMENT

If you need special photographic equipment that is not listed in this catalog, write to Bob Adams, Page 21. Mr. Adams will also be very glad to help you with any problem that you may have about your photo equipment.



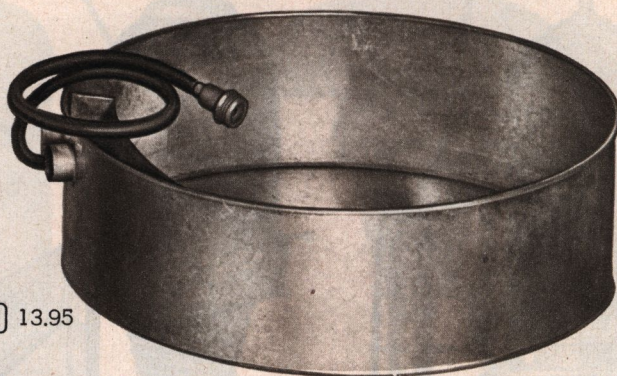
**H** 26.95  
Model 240



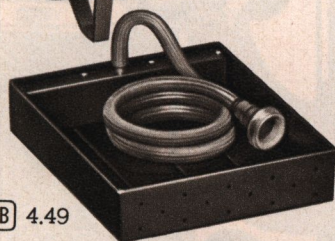




**A** 79.50



**E** 13.95



**B** 4.49



**G** 8.95



**F** 22.45



**C** 1.79

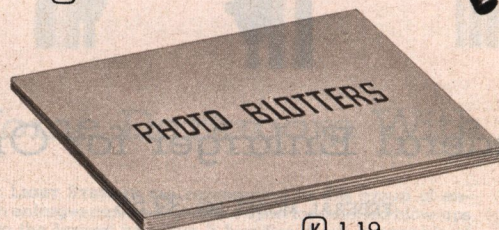
**D** 2.98



**H** 1.39 for two



**J** 1.29



**K** 1.19

## Darkroom Work Is Most Enjoyable

### SPEED UP WORK AND HANDLE MORE PRINTS WITH JET-ACTION WASHERS

**A** ARKAY ROTARY PRINT WASHER. Highly efficient water powered drum-type washer for prints 11x14 and smaller—washes up to 100 8x10's at once. Drum has full length door for easy loading, unloading. Heavy-duty construction of stainless steel, other rust-resistant materials. Supply hose connects to any faucet. With drain hose. Size 19x15x13 in. Pay Postage from Factory in Chicago, New York or Dallas, whichever is nearest. Allow 5 extra days. Only \$8 Down.  
67 H 5023 KB—Ship. wt. 25 lbs. .... Cash 79.50

**B** ARKAY PRINT WASHER. Fast jet water action for quick, efficient washing. With 3-ft. hose plus connections for any faucet.

FOR PRINTS UP TO 8x10 IN. Washes up to eighteen 8x10's at once. Black Bakelite. 12x9 1/2 x 2 1/4 in.  
67 H 5009—Shipping weight 4 lbs. .... 4.49

FOR PRINTS UP TO 11x14 IN. Washes up to twenty-four 8x10's, or twelve 11x14's at once. Made of steel—zinc alloy. Rust-resistant. 17 1/2 x 13 1/2 x 2 1/2 in.  
67 H 5010 MT—Shipping weight 6 lbs. .... 7.49

**C** DE HYPO PRINT WASHER. Converts sink, wash bowl or tub into print washer. Maintains constant 2 3/4-in. water level. Fits any faucet.  
67 H 5007—Shipping weight 12 oz. .... 1.79

### "Do-It-Yourself" DARKROOM COOLER

Buy a used auto radiator that doesn't leak and is in good repair. Flush-out thoroughly and mount upright in a convenient location near the work area. Connect a hose from nearest cold water faucet to top connection of the radiator.

Install a fan behind radiator so that cool air can be circulated freely and the installation will cool the average darkroom by 10° to 12°.

66 WARDS

**D** HYDROJET WASHER. Attaches with suction cup to any smooth tray or tub for efficient whirlpool action. Maintains consistent water level. Powerful jet-type syphon elevates discharge above water level. With 3-ft. drain and supply hoses. Fits any faucet.

67 H 4927—Shipping weight 1 lb. .... 2.98

**E** ROTARY PRINT WASHER. An economical washer that will handle quantity work—up to thirty 8x10-in. prints at one time. Efficient whirlpool action. Hypo-laden water drains off below print baffle. Maintains constant water level. Heavy-gauge steel body has rust-resistant galvanized finish. 24-in. diameter, 6 in. deep. With intake hose—rubber fitting connects to almost any faucet.

67 H 4947 M—Ship. wt. 11 lbs. .... 13.95

**F** RICHARD PRINT WASHER. Only 18 1/2 x 6 1/2 in.—yet washes up to 60 DW 8x10's in 25 minutes. Now made of durable, semi-flexible Dow Styron—dentproof, scratchproof, and acid resistant. Weighs only 3 1/2 lbs. Fittings are solid brass, can't rust or corrode. New style triple spray intake and fluted sides keep prints from sticking together, or to sides of washer. Sloping bottom and below-water-level sump drains hypo quickly, thoroughly. Drains completely when you're through. No moving parts to wear out. Attaches to any faucet. With supply and drain hoses.

67 H 5049 M—Ship. wt. 5 lbs. .... 22.45

### CHECK YOUR METER

Here's a quick way to check your meter if it is the photoelectric type for measuring reflected light. Simply hold uncovered photo-cell against a lighted 60-watt lamp. If needle approaches highest reading, it is probably all right.

### BRUMBERGER LIGHTPROOF PAPER SAFES

**G** Eliminates fumbling with envelopes and boxes while printing. Saves paper—speeds up production. Roll top door raises with finger pressure—closes when released. Shelves, partitions hold various sizes, grades of paper. All steel, rust-resistant gray finish. Ship. wts. 12, 24 lbs.

67 H 4916 M—Holds up to 8x10-in. paper... 8.95

67 H 4910 MT—Holds up to 11x14-in. paper... 16.95

### PHOTOGRAPHIC BLOTTERS

**H** BOUND BLOTTER BOOK. For drying semi-matte and matte surface prints. Lintless blotting paper assures clean prints. Wax separation sheets. 18 blotter sheets, 9 by 12 inches. Directions on cover. Holds 9 8x10-in. prints.

67 H 4925—Ship. wt. 2 lbs. 10 oz. .... 2 for 1.39

**J** PHOTO BLOTTER ROLL. For drying semi-matte and matte prints. Prints dry with backward curl—lie flat when removed. About 11 1/2 in. wide, 6 ft. long. Holds 9 8x10-in. prints.

67 H 4953—Shipping weight 2 lbs. .... 1.29

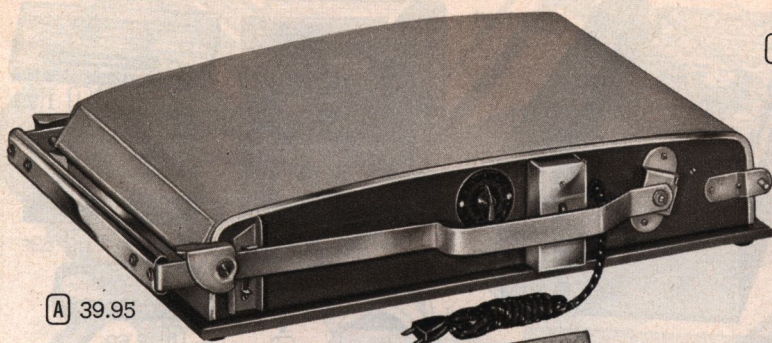
**K** PHOTO BLOTTER PACK. Clean, lintless, 12x15 in. Photo stock. Use to make drying stack for matte prints up to 11x14-in. size. Package of 25.

67 H 4926—Shipping weight 2 lbs. .... 1.19

### HOW TO FLATTEN DRY PRINTS

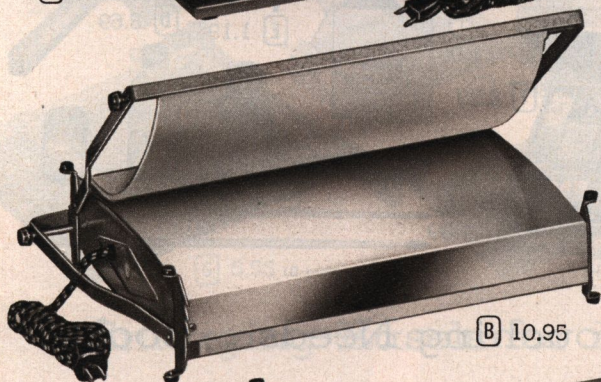
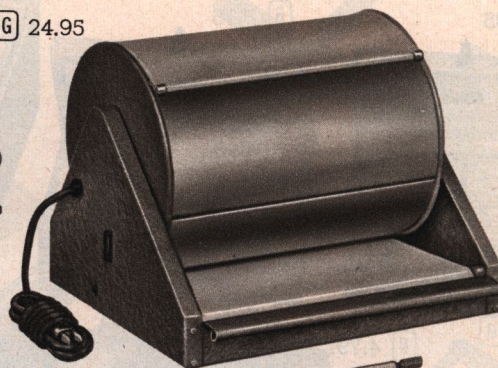
Place the curled print face down on an open blotter book. Then with a moist cloth or sponge, dampen the back of the print. Don't get it too wet, just enough to moisten it. Close the blotter book and weight it down with a few books or some other weight. Remove the picture when it is dry. Repeat the process if the curl is not all gone—this may be done 3 or 4 times if necessary.



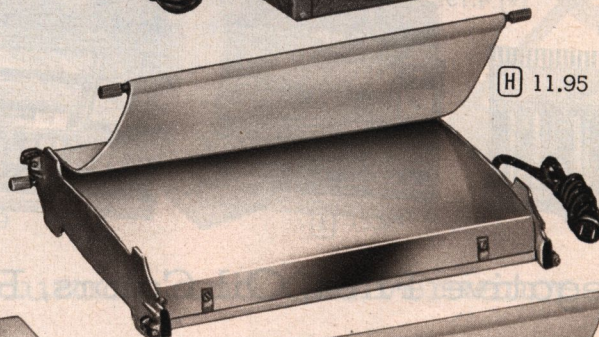


A 39.95

G 24.95



B 10.95

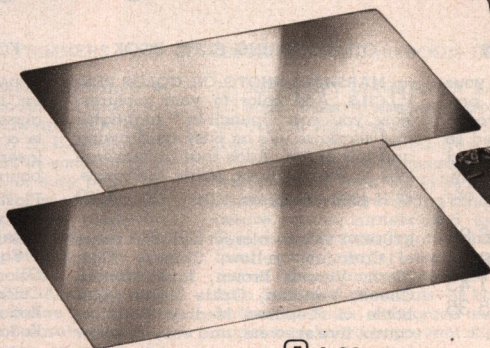


H 11.95



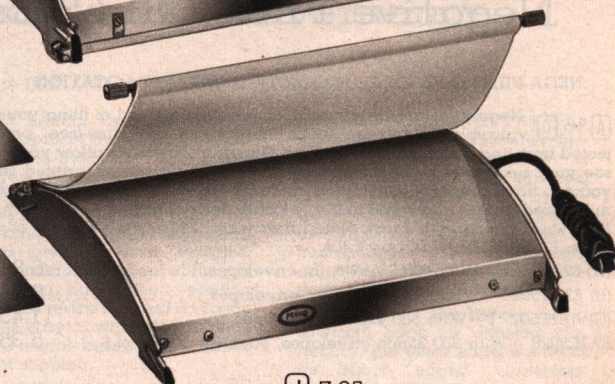
D 1.39

E 65¢



C 1.59 8 in.

F 1.98 pr.



J 7.95

## When You Have Efficient Equipment

### CONTINUOUS PRODUCTION PRINT DRYERS

**A** ARKAY PRINT DRYERS. Made to professional standards. Permits continuous production of high glossy and matte prints. Curved heating surface of heavy steel, chrome plated over copper. Make glossies direct on chromed surface or use chromed glossy plates sold separately at right. Adjustable thermostat lets you control heat—adjust drying time. Heating element insulated with mica and ceramic. Canvas apron maintains even pressure—assures even drying, flat prints. On-Off switch. Approved by Underwriters' Laboratories. 110-120V. AC only. Pay Postage from New York, Chicago or Dallas. Allow 7 days extra.

67 H 5040 KB—Model A-20. Size 15 $\frac{3}{4}$ x21 in. Will dry two 8x10 or fifteen 4x5 prints in 5 to 8 min. 770-watts. Ship. wt. 25 lbs. .... 39.95

67 H 5041 KB—Model A-24. Size 18 $\frac{1}{2}$ x24 $\frac{3}{4}$  in. Will dry four 8x10 or eighteen 4x5 prints in 5 to 8 min. 880-watts. Ship. wt. 32 lbs. .... 46.50

**B** LEE DUPLEX PRINT DRYERS. A real "best buy" in an easy to use, durably built dryer. Two satin aluminum drying surfaces turn out dry matte prints about every 8 minutes. For glossy prints use chromed plates (F) at right. Durable, well protected heating elements maintain even temperature about 195°F. Uses only 225 watts. For 110-120-volts, AC-DC. Ceramic insulators. Dryer has heavy-gauge stamped steel frame, rubber feet. Canvas apron is under tension to assure even drying. UL Approved.

67 H 5078 M—Size 13x15 $\frac{1}{2}$  in. Dries two 8x10's or eighteen 4x5's. Ship. wt. 5 lbs. 12 oz. .... 10.95

67 H 5079 M—Above with adj. thermostat to regulate drying time. AC only. Ship. wt. 6 lbs. .... 13.95

67 H 5068 M—Size 13x17 $\frac{1}{2}$  in. Dries four 8x10's or eighteen 4x5's. 300 watts. Ship. wt. 7 lbs. .... 13.50

67 H 5069 M—Above with adj. thermostat to regulate drying time. AC only. Ship. wt. 7 lbs. .... 16.50

### PRINT SUPPLIES

**C** STANDARD PRINT ROLLERS. Rubber roller mounted on sturdy stainless steel frame. Sleeve type bearings. Natural wood grip. Ship. wts. 6 oz., 9 oz. and 12 oz.

67 H 4901—4 in. wide..... 55¢

67 H 4900—5 $\frac{3}{4}$  in. wide..... 89¢

67 H 4955—8 in. wide..... 1.59

**D** PREMIER PRINT ROLLER. A better quality 5 $\frac{1}{2}$ -in. rubber roller on ball bearings for smoother operation and long life. Cast-iron frame.

67 H 5024—Ship. wt. 12 oz. .... 1.39

**E** KODAK FERROTTYPE POLISH. For polishing enameled ferrottype plates. Ship. wt. 14 oz.

67 H 4346..... 8-oz. bottle 65¢

**F** CHROMED GLOSSY PLATES.

For glossy prints. High gloss without using polish. Triple plated: chrome, nickel and copper on steel. May be used with electric dryers or for air drying. Ship. wts. 2 lbs., 3 lbs., 4 lbs.

67 H 5036—10x14 in. 2 for 1.98

67 H 5035—12x17 in. 2 for 2.98

67 H 5037—14x20 in. 2 for 3.98

**STOCK UP ON PRINTING PAPER.** Include paper and chemicals on your next order, Pages 56 and 59. Brighten up your prints with oil colors, too. See Page 68.

### DRUM TYPE AND DOUBLE SURFACE DRYERS

**G** PREMIER ROTARY DRUM DRYER. Fast, simple-to-use, versatile—for a matte finish, face prints to canvas; glossy finish, face prints to drum. Two models to choose from—larger model handles more work.

**CONVENIENT CANVAS PRINT TABLE—**(see picture at right), sanforized apron helps feed prints to dryer.

**SPEED AND TEMPERATURE CONTROLS** (see picture at right), give correct surface temperature for varying paper thickness and finish—just set dial indicator—chart at side gives setting.

**AUTOMATIC SQUEEGEE ACTION—**tensioned roller removes excess water.

**NEON PILOT LIGHT** shows when in use. **CHROME PLATED DRYING SURFACE** has no screws to rust or stain prints. Dries three 8x10's; six on larger model. 110-120-v. AC only. Pay postage from Chicago, Kansas City, Cleveland, Dallas. Allow 5 days extra.

67 H 5098 K—12x28-in. size. Ship. wt. 15 lbs. .... 24.95

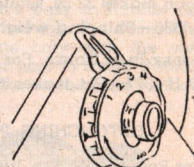
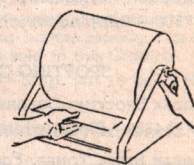
67 H 5099 KB—24x28-in. size. Ship. wt. 23 lbs. .... 44.95

**H** FEDCO PRINT DRYER. Two satin aluminum surfaces. Dries two 8x10's or twelve 4x5's abt. every 4 minutes. Canvas apron keeps prints flat. Use chromed plates (F) for glossy prints. 205-watts, 110-120-v. AC or DC.

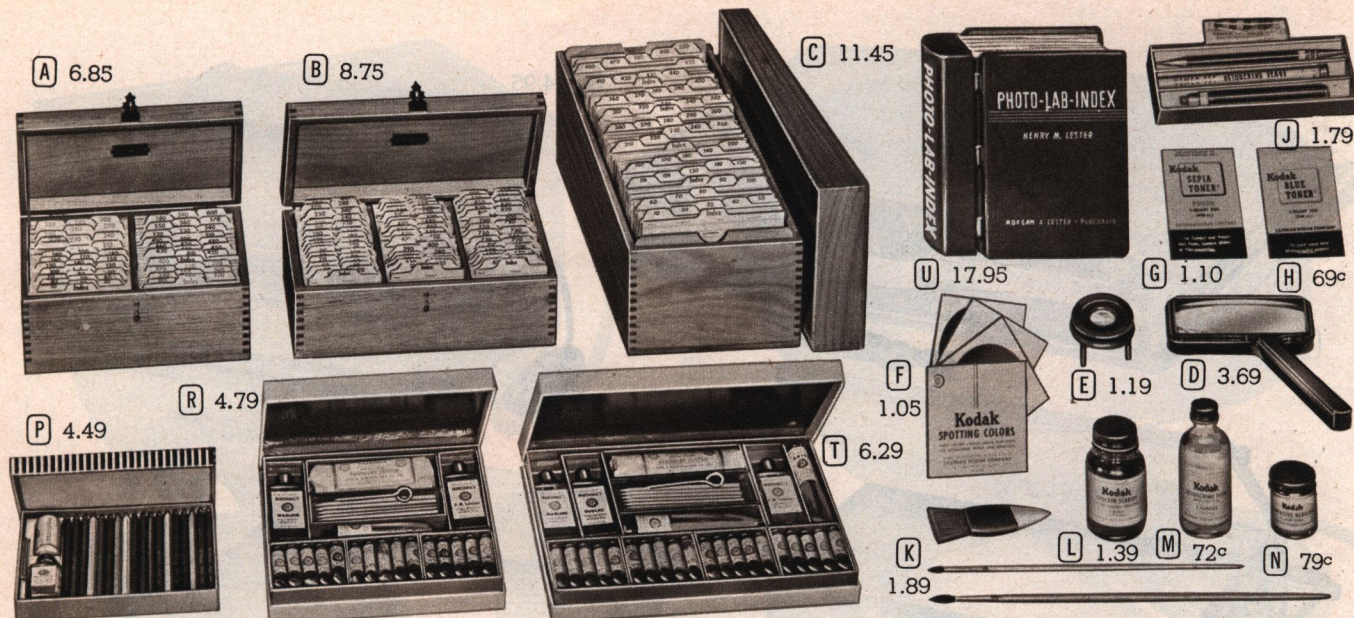
67 H 4992 M—Model 200—11 $\frac{1}{2}$ x15 in. Ship. wt. 6 lbs. 8 oz. .... 11.95

**J** FEDCO PRINT DRYER. Single satin aluminum surface. Dries one 8x10 in. or six 4x5's every 5 min. Easy to use. Apron snaps on tightly to prevent curling while drying. Use chromed plates (F) for glossies. 105 watts, 110-120-v. AC-DC.

67 H 4997 M—Model 100. Ship. wt. 4 lbs. 8 oz. .... 7.95







## Negative Files, Oil Colors, Retouching Needs...Books

### NEGA-FILES GIVE IDEAL PROTECTION, INSTANT LOCATION

- A TO C** Nega-Files are an efficient, convenient method of filing your valuable negatives—keeps them clean and dust-free, protected from finger prints and scratches. Glassine envelopes allow you to see your negatives without removing them. Envelopes are printed so you can fill in proper identification and exposure data. Index cards and numbered guides allow you to file or locate desired negative instantly. Hardwood chests with brass plated hardware. Ship. wts.; 2 lbs. 4 oz.; 2 lbs. 12 oz.; 5 lbs. 8 oz. and 2 lbs.
- (A) 67 H 5025—With 600 2¼x3¼-in. envelopes.....6.85  
 (B) 67 H 5026—With 900 2¼x2¼-in. envelopes.....8.75  
 (C) 67 H 5027 T—With 500 4x5-in. envelopes.....11.45  
 67 H 5028—With 300 35mm envelopes, each for a strip of 6.....5.35

### READING GLASS, MAGNIFIER FOR CLOSE WORK

- D** BAUSCH & LOMB READING GLASS. Finely made reading glass—magnifies about two times. Wide field of view. One-piece handle and rim of black plastic. Lens is 3⅞-inches across. Focal length 9 inches. 67 H 7827—Shipping weight 8 oz.....3.69
- E** TRIPOD MAGNIFIER. Ten-power, 1-inch lens in bakelite mount, threaded for focusing. Steel tripod is 1⅞ by 1¼ inches. 67 H 7800—Shipping weight 7 oz.....1.19

### SPOTTING COLORS AND TONING NEEDS

- F** KODAK SPOTTING COLORS. Just pick up color with wet brush. 67 H 4329—Black, white, and sepia. Ship. wt. 2 oz.....Set 1.05
- G** KODAK SEPIA TONER. For contact and enlarging papers. 6 packets, each makes 32 oz. solution—enough for average requirements. 67 H 4386—Shipping weight 6 oz.....6 Pkgs. for 1.10
- H** KODAK BLUE TONER. For contact and enlarging papers. One packet. 67 H 4377—Pkt. makes 32 oz. solution. Ship. wt. 3 oz.....Each 69¢

### RETOUCHING PENCILS, CHEMICALS, BRUSHES

- J** TEC RETOUCHING SET. Includes: 1 tenite pencil with 9 marking rings, full-length lead, 1 tenite eraser pencil, tube of 12 long leads from 3-B to 4-H in hardness, 8 lead marking rings. Wide range of leads makes it easy to remove spots and scratches. 67 H 4984—Shipping weight 6 oz.....Set 1.79
- K** PHOTO BRUSH SET. Versatile set includes three camel-hair brushes—one small, one medium for retouching your prints and negatives; one wide 1-in. brush for negative dusting. 67 H 4940—Shipping weight 5 oz.....1.89
- L** CROCEIN SCARLET. (Neo coccine.) Increases density, reduces light penetration in negative shadow area. Brushes on easily. 1 oz. bottle. 67 H 4335—Powder dissolves to clear red liquid. Ship. wt. 4 oz. 1.39
- M** KODAK RETOUCHING FLUID. Gives a fine-toothed surface for pencil or pen in negative retouching. 2-oz. bottle. 67 H 4336—Shipping weight 5 oz.....72¢
- N** KODAK ABRASIVE REDUCER. Quick method of reducing dense areas. 67 H 4339—For film and plates. ½ oz. paste. Ship. wt. 5 oz.....79¢
- 68 WARDS 2\*

### OIL COLORING SETS, BOOK

- P** MARSHALL PHOTO-OIL COLOR PENCILS. Add color to your pictures. Now you can "pencil-in" highlights and shadows. It's as easy as drawing and lots of fun. Adds that professional look to your pictures. Made in France. 67 H 4363—Ship. wt. 1 lb.....4.49

**STUDENT SET.** 8-color set with 2-in. tubes of Cadmium yellow, Chinese Blue, Flesh, Verona Brown, Raw Sienna, Cheek, Veridian, Oxide Green, plus bottle of Prepared Medium Solution, cotton, five skewers, and easy to follow instructions.

67 H 4331—Ship. wt. 1 lb. 6 oz....2.69

- R** ACADEMY SET. Ideal for most coloring needs. With everything in (T) below except Ultramarine Blue, Burnt Sienna, Payne's Gray, Ivory Black, Flake White, Duolac Varnish and Drier. 67 H 4332—Ship. wt. 2 lbs. 8 oz....4.79

- T** NO. 2 COMPLETE SET. Full set of 20 photo oil colors. Colors: Cobalt Violet, Carmine, Lip, Cheek, Flesh, Chinese Blue, Ultramarine Blue, Tree Green, Veridian, Oxide Green, Cadmium Yellow, Cadmium Orange, Burnt Sienna, Raw Sienna, Verona Brown, Sepia, Payne's Gray, Ivory Black, Flake White and Neutral Tint—plus Marlene, Prepared Medium Solution, Duolac Varnish, Drier, Extender, cotton, 6 skewers, palette. Instructions. 67 H 4364—Ship. wt. 2 lbs. 8 oz... 6.29

### OIL COLORING BOOK

Photo Coloring for Fun or Profit (not shown). An excellent book written by Lucille R. Marshall. Covers all phases of photo oil coloring from proper paints, to making money coloring. Cloth Bound for long wear.

67 H 4821—Ship. wt. 1 lb. 5 oz....3.29

### LITTLE TECHNICAL LIBRARY

Practical handbooks written by experts in simple terms easily understood. Well illustrated. Handy pocket size 5x7 in. Over 90 pgs. Hard bound.

Color Movies for the Beginner. Filters and Their Uses. Negative Retouching, Print Finishing. Developing, Printing and Enlarging. Making Your Pictures Interesting.

67 H 4811—Wt. 10 oz. State title. Ea. 89¢

### KODAK PHOTOGRAPHIC BOOKS

KODAK ADVANCED DATA BOOKLETS. Popular illustrated working manuals that answer your technical questions. Each is a self-contained unit, punched for insertion in a metal ring binder. Paper bound. Size 5¼x8½ in. Ship. wt. 8 oz.

Flash Technique. Copying. Kodak Papers. Enlarging with Kodak Materials and Equipment.

Color Photography Outdoors. Color Photography in the Studio. Kodak Black and White Films. Kodak Color Films.

67 H 4813—State title.....Each 45¢

67H4816—Kodak Advanced Data Booklet, "Color As Seen and Photographed". Ship. wt. 8 oz.....69¢

KODAK REFERENCE HANDBOOKS. Fine loose-leaf manuals on all phases of black and white photography. Each contains 4 data books filled with facts to improve your pictures. Ship. wt. 1 lb. 67 H 4837—Vol. 1, Picture Taking: 3.79

67 H 4838—Vol. 2, Processing and Printing.....3.79

KODAK PHOTO NOTEBOOK. Red, multi-oring binder for supplementary Kodak literature. Plastic covers, 25 sheets unruled paper, 5 separator pages, registration card for new material.

67 H 4818—Ship. wt. 8 oz.....1.39

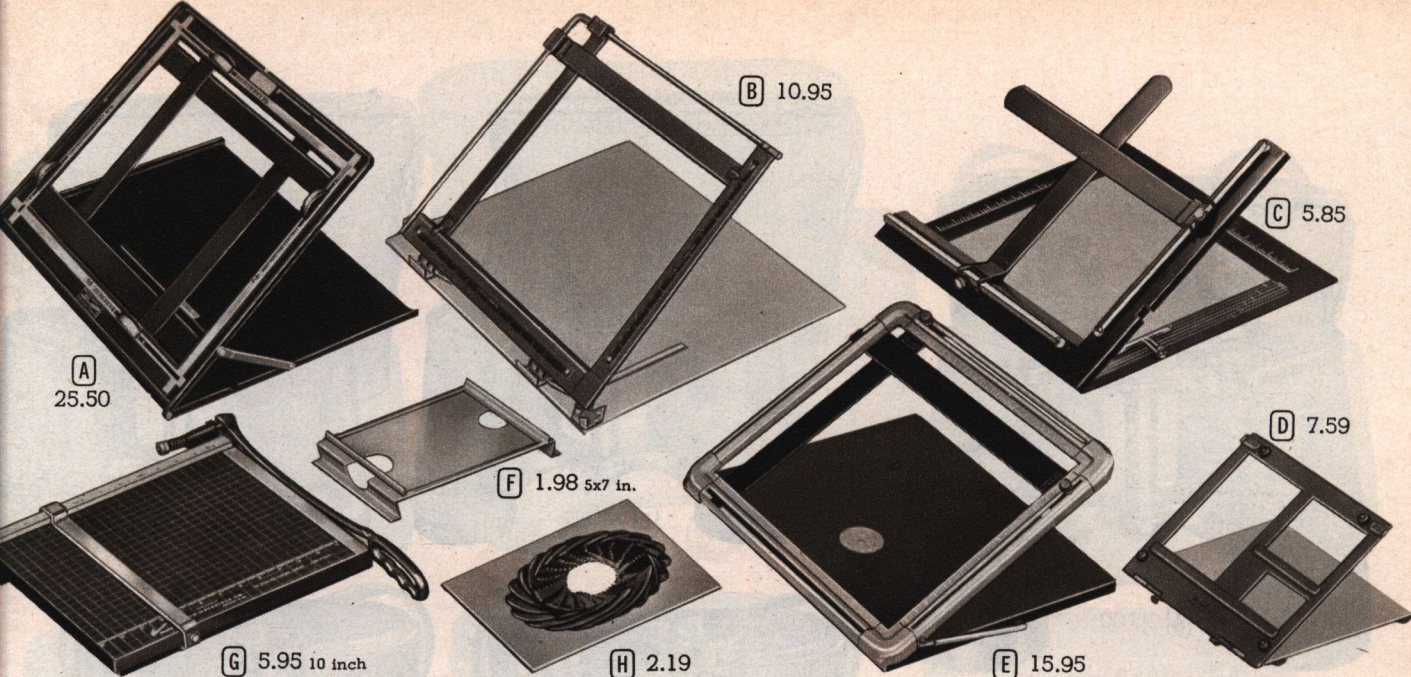
KODAK COLOR HANDBOOK. Complete manual of Kodak Data Books on Color. Hard bound loose-leaf binder with registration card for obtaining new, revised Kodak literature for keeping up to date. 67 H 4803X—Ship. wt. 1 lb. 12 oz..3.79

### PHOTO LAB INDEX

**U** Latest 16th Life-Time De Luxe Edition—packed with useful, up-to-date information. 4-inch capacity, boxed storage. Loose-leaf style for adding new information. Quarterly supplements available by subscription. Covers every phase of photography—photo papers, film, color work, formulae, dark-room data, processing—a complete guide to provide facts quickly. Excellent index, individual sections are separated by celluloid-covered tab guides. Heavy cloth bindings; metal backed. Mailed from Chicago, St. Paul, Pittsburgh, St. Louis or Dallas—allow 5 extra days for shipment.

67 HP 4834 K—Postpaid.....17.95





## Enlarging Easels for Accuracy and Convenience

EASELS, TRIMMERS, AND ACCESSORIES FOR DARKROOM USE AND MORE UNIFORM PRINTS

**A SAUNDERS LIFETIME DE LUXE EASEL.** Designed to meet the needs of the most discriminating of photographers. Made smaller and thinner to take up less room on baseboard, yet takes paper up to 14x17 in. Easel stays in middle of baseboard, picture appears in constant center. Click stop holds easel wide open for easy paper insertion. Performs many other jobs you'll find useful in the darkroom—makes borderless prints under glass—an excellent copying and retouching easel—even use it for work in montage or special effects. Blades set to size cannot be accidentally displaced. Four adjustable blades of stainless steel hold paper flat. Accurate calibrating system gives borders from a hairline up. Special rubber sheet covers entire bottom of easel—makes it pushproof and eliminates sliding even on glass. All metal, rust proofed, beautifully finished. Weighs only 8½ lbs. \$2.50 Down on terms or added to your account.  
67 H 4950 T—Ship. wt. 10 lbs. . . . . Cash 25.50

**B PREMIER 11x14 EASEL.** Better quality easel with many outstanding features now at a medium price. Takes paper sizes up to 11x14 in. Dual clamps provide a positive grip on paper when frame is lowered. Margin control permits independent adjustment of horizontal and vertical borders for a variety of border sizes up to 1½ in. Sliding masks of watch-spring steel. Easy to read scale graduated in 1/16 in. All metal with protective felt pad covering entire base. Use Wards Add-on Plan—Pg. 82.  
67 H 4954—Ship. wt. 7 lbs. . . . . 10.95

**C PRECISE ECONOMY EASEL.** Not as convenient, or as accurate as more expensive easels on this page, but a good value, economically priced. Adjusts for all paper sizes up to 11x14 in. Position paper on ruled markings on baseboard for ¼ to 1½-in. borders—spring clip holds it in place. Two spring masking bands slide on two-sided stamped steel frame, adjust to paper size. Size scale on enameled steel baseboard calibrated in 1/16-in. gradations. White enameled focusing surface.  
67 H 4965—Shipping weight 6 lbs. 8 oz. . . . . 5.85

**D AIREQUIPT 4-WAY EASEL.** Small and compact. Made especially for use with the four most popular paper sizes without adjustment. On one side 2¼ by 3¼, 4 by 5, 5 by 7 in. and on the other side 8 by 10 in. Just slip paper under proper opening. Each size has permanent straight ¼-in. border and square corners. Heavy stamped steel construction holds permanent alignment. Rubber prevents slipping. Top stays up while you insert paper. Matte white finish for focusing and composing.  
67 H 5031—Shipping weight 5 lbs. . . . . 7.59

**E AIREQUIPT DIALMASTER EASEL.** Versatile all-steel easel takes all size paper up to 14 by 17 inches. Comparable in size overall to most 11 by 14-inch easels. Has automatic margin control. New dial-actuated paper stop—a turn of the dial automatically positions paper for any width margin from 3/16 to ¾ inch. Four-sided frame retains self-aligning masking bands, in parallel alignment, assure square corners and even, accurate margins. Two spring counter balances hold easel open while you insert printing paper—leave your hands free to position paper. Silver hammertone finish resists rust and corrosion from darkroom chemicals—is easy to wipe clean. Black enameled finish, reinforced metal baseboard—rubber under baseboard to prevent slipping.  
67 H 4967—Shipping weight 8 lbs. . . . . 15.95

**F SPEED EASELS.** Small, fixed-dimension easels for speedy enlarging in quantity. You just slip paper in and get uniform ¼-in. margins without adjustment. Individual easels come in the four paper sizes most commonly used—3½ by 5, 4 by 5, 5 by 7, and 8 by 10 inches. Sturdy all metal construction—welded joints. Semi-matte finish for critical focusing, no glare fog.  
67 H 4958—3½ by 5 in. Ship. wt. 10 oz. . . . . 1.39  
67 H 4961—4 by 5 in. Ship. wt. 1 lb. . . . . 1.49  
67 H 4962—5 by 7 in. Ship. wt. 1 lb. 4 oz. . . . . 1.98  
67 H 4960—8 by 10 in. Ship. wt. 2 lbs. . . . . 2.79

**G PREMIER TRIMMERS.** Reduce your paper inventory—buy large sizes and cut accurately to desired size. Hard-rock maple top reinforced to resist warping; half-inch square rules assure accuracy. Knife detachable for resharpening. Adjustable trimming guide. 18 and 24-inch sizes shipped from Warehouse in Atlanta, Chicago, Kansas City, and Dallas, Texas. Pay charges from nearest point. 10-in., 12-in., and 15-in. sizes Mailed from Stock.  
67 H 5088—10 inch. Ship. wt. 6 lbs. 4 oz. . . . . 5.95  
67 H 5089—12 inch. Ship. wt. 7 lbs. 12 oz. . . . . 7.95  
67 H 5090 M—15 inch. Ship. wt. 19 lbs. . . . . 14.95  
67 H 5091 K—18 inch. Ship. wt. 25 lbs. . . . . 19.95  
67 H 5092 K—24 inch. Ship. wt. 35 lbs. . . . . 29.95

### USE EASELS TO IMPROVE YOUR PRINTS

Few beginners realize the importance of easels. The finished print that an advanced amateur may show will have a finished appearance that the beginner will appreciate but will not know how to obtain himself. The professional quality of the print will be to a large degree because it has been properly masked off and held flat during the enlarging process by an easel. In addition, the convenience of an easel can only be appreciated after it has been used because it eliminates the careful handling, positioning, and masking of the print with makeshift materials.

An easel can also be used for marking off cardboard that is to be cut out and used as a mat. Once the easel is set, a number of cardboards can be marked quickly without resetting.

**H VARIABLE VIGNETTER.** The Willo Variable Vignetter furnishes an infinite variety of shapes and sizes, ovals, squares, circles, etc. Consists of 8 by 10-inch cardboard with series of overlapping pivoted leaves in center. Can be quickly and easily adjusted to any of the above mentioned shapes in various sizes.

One side of the leaves has a sawtooth edge for diffused vignetting, the other edge is smooth for sharp edged vignetting. Leaves are of transparent red material to assist in centering the print during enlargement.  
67 H 4993—Ship. wt. 8 oz. . . . . 2.19

**J ENLARGER COVER.** Protects enlarger, lens and negative carrier from dust, makes it easier to get clean enlargements. Durable heavy vinyl plastic material. Drawstring bottom closing. Fits all enlargers sold in this Catalog.  
67 H 5000—Ship. wt. 10 oz. . . . . 1.49

### CLEANING APERTURE GATES

Use a pipe cleaner moistened with alcohol. It's easy to handle and does a good job. But remember, touch gate only with the well-cushioned part to avoid damage or scratches on the gate surfaces.



WRITE TO BOB ADAMS FOR SPECIAL PHOTO EQUIPMENT

If you need special photographic equipment, or newly developed equipment that is not listed in this catalog, write to Bob Adams, Page 21. Mr. Adams will also be very glad to help you with any problem that you may have about your photo equipment.

BUY ON WARDS MONTHLY PAYMENT PLAN AND USE YOUR EQUIPMENT WHILE PAYING FOR IT—SEE PG. 82





A 75.00

## Western Field

### WARDS OWN IMPORTED BINOCULARS

- MADE IN WEST GERMANY by precision craftsmen.
- FINEST POLISHED OPTICS of top quality Jena Glass.
- EXTREMELY LIGHT WEIGHT—die-cast aluminum body.
- RIGIDLY MOUNTED LENSES—resist shock, hard use.
- COATED OPTICAL SYSTEM—for clear, sharp images.

(A) to (C) Western Field binoculars precision-made exclusively for Wards by Hertel & Reuss of Germany (U.S. Zone), largest manufacturer of fine quality binoculars. Ground and polished lenses of Jena glass. Includes hard-wearing leather covered barrels. Prices incl. Fed. Excise Tax.

(A) WESTERN FIELD 7x, 50MM BINOCULAR. Handsome, powerful binocular featuring magic-clear, smooth performance—preferred for navigation and night use. Large, light-gathering 50mm objective lenses. Magnifies seven times—objects 70 ft. distant seem only 10 ft. away. Field of view, 381 ft. at 1000 yds. Rel. brightness is 50. Size 6¾ in. closed. Act. wt. 28 oz.

67 H 7061 L—Ship. wt. 31 lbs. . . . . Cash 75.00  
67 H 7069—Tan saddle leather case. Wt. 1 lb. . . . 7.75

(B) WESTERN FIELD 7x, 35MM BINOCULAR. Chosen by experts as best size for all around use such as sporting events, hunting, travelling, yachting, etc. Magnifies seven times—objects 70 ft. away seem only 10 ft. distant. Extra-wide field of view, 405 ft. at 1000 yds. 35mm objective lenses—relative brightness of 25. Size 5½ in. closed. Act. wt. 16½ oz. Ship. wt. 2 lbs.

67 H 7062 L—Only \$5 Down. . . . . or, Cash 49.95

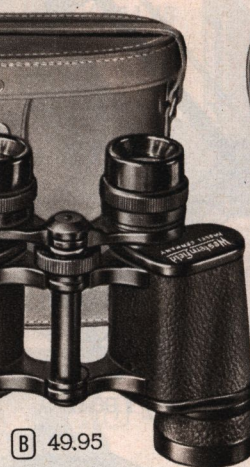
WESTERN FIELD 10x, 35MM BINOCULAR. Same as above but magnifies 10 times, fine for mountainous hunting. Field of view 300 ft. at 1000 yds. Rel. brightness of 12. 67 H 7060 L—Only \$5.50 Down. . . . . or, Cash 55.00  
67 H 7068—Tan saddle leather case. Fits 7x35mm and 10x35mm sold above. Wt. 1 lb. . . . . 6.95

(C) WESTERN FIELD 12x, 35MM BINOCULAR. Perfect for use in mountain climbing, hunting, etc. Magnifies 12 times—objects 120 ft. away seem only 12 ft. distant. Wide field of view, 300 ft. at 1000 yds. 35mm objective lenses—relative brightness of 9. Act. wt. 18 oz.

67 H 7063 L—Ship. wt. 2 lbs. . . . . Cash 64.95  
67 H 7068—Tan saddle leather case. Wt. 1 lb. . . . 6.95

WITH CENTRAL FOCUS BINOCULARS, adjust right eye-piece to compensate for individual eye differences—then adjust center focus on object.

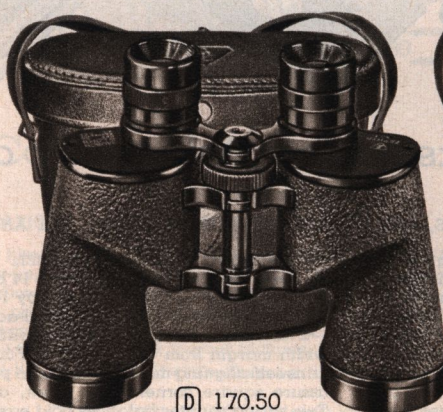
IF USING INDIVIDUAL FOCUSING binoculars adjust each eyepiece individually by rotating until the object is seen distinctly.



B 49.95



C 64.95



D 170.50



E 187.00

## Bausch & Lomb Binoculars

- COLOR CORRECTED LENSES—assure sharp, clear, brilliant images without color fringes.
- CENTRAL FOCUSING—plus separate right eye adjustment, give accurate focus for both eyes.
- COATED LENSES AND PRISMS—for brighter images, better shadow detail and light contrast.
- LIGHTWEIGHT, STURDY MAGNESIUM BODY—with rugged, morocco grained plastic cover.

(D) (E) Highest quality popular American-made binoculars. All glass air surfaces have "Balcote" anti-reflection coating for brighter images and added contrast. Color-corrected optical system gives clear, sharp images without color fringes—recessed, cemented and clamped for precise alignment and rugged use. Central focusing with separate right eye adjustment, indexed for quick, easy resetting. Hinged bridge with scale for instant adjustment to individual eye width—relieves eye strain. Sturdy, lightweight magnesium body with rugged morocco grained plastic cover—will not peel off, provides firm grip even if hands are wet. Designed to fit the hand comfortably. Prices include 10% Federal Tax.

### BAUSCH & LOMB 7X, 35MM BINOCULAR

(D) Popular American-made binocular of highest quality designed for all around use. Ideal for nature study, hunting, sailing, control tower viewing, etc. Magnifies seven times—objects 70 feet distant appear to be only 10 feet away. Field of view is 381 feet at 1000 yards. 35mm objective lenses—relative brightness of 25. "Balcote" anti-reflection coating. Size 5½ in. closed. Actual weight only 20 oz. Complete with genuine leather case and handy neck strap. Only \$17 Down, \$12 Monthly on Wards Convenient Monthly Payment Terms—see Page 82. No charge for credit.

67 HN 7014 LT—Postpaid. . . . . 170.50

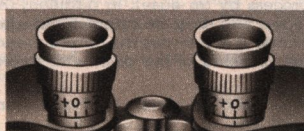
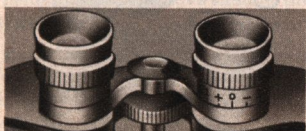
### BAUSCH & LOMB 9X, 35MM BINOCULAR

(E) New precision-made binocular of American manufacture—designed for hunting in mountain country. "Balcote" anti-reflection coating, color-corrected lenses. Sturdy yet lightweight magnesium body for rugged use. Magnifies nine times—objects 90 feet away seem only 10 feet distant. Field of view is 381 feet at 1000 yards. 35mm objective lenses—relative brightness of 14. Size 5⅞ in. closed. Actual weight only 20 oz. Complete with genuine leather case and neck strap. Only \$19 Down, \$13 Monthly on Wards Convenient Monthly Payment Plan—see Page 82.

67 HN 7015 LT—Postpaid. . . . . 187.00

A WIDE FIELD OF VIEW makes it easy to see more of the scene and spot objects. Medium or low-powered binoculars should be chosen.

ALL WARDS BINOCULARS TESTED to give perfect alignment (left), inferior binoculars often give unsatisfactory double images (right).







## Imports from France, England and Japan

### BINOCULARS IMPORTED FROM FRANCE, ENGLAND

**[F] G CLEMENT BINOCULARS.** Internationally known prism binoculars imported from France. High power for long distance viewing. Precision 3-lens optical system provides sharp image. Coated, color-corrected lenses mounted to resist shock. Hinged bridge adjusts to individual eye width. Central focusing plus separate right-eye adjustment for added sharpness. All-weather leather-grained plastic covered barrels.

**(F) CLEMENT 8x, 25MM BINOCULAR.** For general out-door use, sporting events. Magnifies 8 times—objects 80 ft. distant appear only 10 ft. away. Field of view 330 ft. at 1000 yards. Relative brightness 10. Size closed about 4 in. 67 H 7010L—Act. wt. 13 oz. Ship. wt. 2 lbs. Only \$2.50 Down... Cash 22.50  
67 H 7066—Tan Saddle Leather carrying case. Ship. wt. 1 lb. .... 5.75

**CLEMENT 8x, 30MM BINOCULAR (not shown).** Like above but with large 30mm objective lens. Relative brightness of 14. Field of view is 360 feet at 1000 yards. Magnifies 8 times—gives clear, sharp image. Act. wt. 17 oz.  
67 H 7028L—Ship. wt. 2 lbs. Only \$3.00 Down on Terms..... Cash 29.95  
67 H 7067—Tan Saddle Leather carrying case. Ship. wt. 1 lb. .... 6.50

**(G) CLEMENT 10x, 35MM BINOCULAR.** Top quality glasses, precision-made. Recommended for mountain climbing and hunting, as well as all-around use. Magnifies 10 times—objects 100 feet distant appear 10 feet away. Field of view 285 feet at 1000 yards. 35mm objective lens—relative brightness 12. Size closed about 5½ in. Actual weight 20 oz.  
67 H 7051L—Ship. wt. 2 lbs. \$4.00 Down..... Cash 39.95  
67 H 7068—Tan Saddle Leather carrying case. Ship. wt. 1 lb. .... 6.95

### WRAYLUX 12X, 35MM BINOCULAR

**[H] Imported from England.** Precision made—same style as used by the Royal Air Force. Made by the well known Wray works, English producers of fine binoculars for over 100 years. Ideally suited to climbing or big game hunting in mountainous areas, and long distance game spotting on prairies. Coated, color-corrected lenses provide a brilliant image, sharp in detail and free from color fringes. Recessed, cemented, and clamped optical system stays in alignment longer,—resists shock. Central focusing with separate right eye adjustment. Hinged bridge adjusts for correct eye width.

Magnifies 12 times—objects 120 feet distant appear only 10 feet away. Field of view is 237 feet at 1000 yards. 35mm objective lenses provide a relative brightness of 9. Aluminum alloy body, leather grained plastic covered. Size closed 5¾ in. Fine saddle-stitched leather case with neckstrap.  
67 H 7033L—Act. wt. 21 oz. Ship. wt. 3 lbs. \$6.50 Down..... Cash 65.00

### BINOCULARS IMPORTED FROM JAPAN

**[J] IMPORTED 8x, 40MM BINOCULAR.** Clean-cut, superbly-crafted high power glasses imported from Japan—single mold construction. Magnifies 8 times. Ideal for vacation touring, hunting—wherever precision binoculars will serve you best. Internally coated lenses and prisms—lenses and ocular system have been created painstakingly for the clearest possible image. Field of view 390 feet at 1000 yards. Relative brightness 25. Durable leather covered barrels. Hinged bridge adjusts to eye width, relieves eye strain. Separate right-eye adjustment focus for sharpening image. Closes to about 4½ inches. Satin-smooth, airtight durable alloy case. Plush-lined carrying case of imported Pigskin. Actual weight 28 oz. Only \$4.50 down, \$5 Monthly on Terms—see Page 82.

67 H 7020L—Ship. wt. 3 lbs. .... Cash 42.50

**[K] IMPORTED 7x, 50MM BINOCULAR.** Well constructed binocular imported from Japan. Magnifies seven times—objects 70 feet distant seem only 10 feet away. A powerful glass with convenient center focusing. Excellent for navigation and night use. Big 50mm objective lenses, coated optics for maximum image brightness. Durable leather covered barrels. Hinged bridge adjusts to eye width, relieves eye strain. Separate right eye adjustment focus. Field of view 369 feet at 1000 yards. Relative brightness 50. Closes to about 6¾ inches. Velveteen-lined pigskin case.

67 H 7017L—Ship. wt. 3 lbs. 8 oz. \$4 Down..... Cash 39.50

**[L] IMPORTED 7x, 35MM BINOCULAR.** Excellent all-purpose single-mold construction glass imported from Japan. Magnifies seven times. Ideal for travel, hunting and sporting events. Objective lenses are coated to eliminate reflections and improve image. Hinged bridge with central focusing adjusts to eye width, relieves eye strain. Separate right-eye adjustment for added sharpness of image. Field of view 372 feet at 1000 yards. Relative brightness 25. Barrels covered with durable genuine leather. Lenses and prisms rigidly mounted to resist shock. Closes to 5 in. Encased in magnesium alloy—easy-to-handle and lightweight. Complete with genuine Pigskin plush lined case, shoulder and neck straps.

67 H 7019L—Actual weight 22 oz. Ship. wt. 2 lbs. .... Cash 34.50

### WARDS TOP QUALITY BINOCULAR CASES

Listed for the Clement and Western Field binoculars on these pages are made by J. B. Perrin & Co. from California Saddle Leather—the best leather available for binocular cases. Hand finished, designed for rugged use—each case is saddle-stitched and sturdily constructed to give years of dependable service and protection. Tan color increases in beauty with age and use. Fine velvet lining prevents scratches. Solid brass hardware. Leather binocular and case straps incl.





A 8.95

C 4.95

D 17.95

B 5.95

E 12.95

F 13.69

## Popular Binoculars, Field Glasses

### IMPORTED 4X 30MM FIELD GLASS

**A** 4-power magnification—Imported from Japan. Ideal for sports, travel and theater where wide field of view and lightweight are important. Achromatic lens give a sharp distinct view without distortion or color fringe. Makes objects 40 ft. away appear only 10 ft. away through glasses. Ruggedly constructed frame covered with durable all-weather barrel covering. Hinged bridge has center focus. Objective lens has 30mm diameter. Complete with brown artificial leather carrying case with shoulder strap. Use Wards Add on Plan—See Page 82 for details.  
67 H 7103—Ship. wt. 1 lb. ....8.95

### 2½-POWER FIELD GLASS

**B** An ideal glass for travel, hunting, and sports events. With convenient built-in compass for quick orientation of direction. Field of view 420 ft. at 1000 yds. Color-Corrected lenses. Rugged construction. Fixed bridge with central focusing. Imported from Japan. Close to only 3½ in. Complete with Brown pigskin case.  
67 H 7100—Ship. wt. 2 lbs. ....5.95

### WARDS 3X, 27MM SPORT GLASSES

**C** Magnifies 3 times—objects 100 ft. away appear to be 33 ft. away through the glasses. The right glass for sports events, at a remarkably low price. Accurate central focus control. Hinged bridge adjusts eyepieces to conform to your individual eye spacing for easier viewing. Black artificial leather-covered barrels.  
Field of view (width of area seen through glass) is 307 ft. wide at 1000 yards. Glass closes to about 3½ in. Complete with black artificial leather carrying case and neck strap.  
67 H 7111—Ship. wt. 1 lb. ....4.95

### EASY SOLUTION MIXING

An old electric food mixer, phonograph motor or electric drill makes a fine photo chemical mixer—saves time and mixes thoroughly. Mixer beaters can be bent to fit into small beakers. Small electric drill fitted with bent coat hanger such as used to mix paint can be used successfully.

### FRENCH CLEMENT MONOCULARS

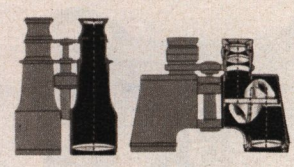
**D E** Price of these high quality glasses is lower because each has only a single focusing eyepiece. High powered, but compact—easily carried by the sportsman or observer since they close to almost pocket size. Imported from France. Coated optics eliminate reflection, give maximum light transmission. Included is gray leather carrying case that fits on belt.  
**(D) CLEMENT 10X, 35MM MONOCULAR.** Magnifies 10 times—objects 100 ft. distant seem only 10 ft. distant. Field of view 285 ft. at 1000 yds. Larger light gathering 35mm objective lens. Relative brightness 12. Close to 5½ in. With case.  
67 H 7220L—Ship. wt. 1 lb. 8 oz. .... 17.95  
**(E) CLEMENT 8X, 25MM MONOCULAR.** Magnifies 8 times—objects 80 ft. distant seem only 10 ft. distant. Field of view 330 ft. at 1000 yds. 25mm objective lens. Relative brightness 9. Close to 3¾ in. With carrying case.  
67 H 7219L—Ship. wt. 1 lb. .... 12.95

### PLUM 6X, 15MM PRISM BINOCULAR

**F** Shirt pocket size, yet magnifies 6 times—objects 60 ft. distant seem only 10 ft. away. Size only 1½x4½ in.; weight only 6 oz.—easy to carry in pocket or purse. Recommended for spectator sports, theater and hunting.  
Precision made in Japan. Coated optics, color-corrected lenses, ground prisms. Individual eye focusing, hinged bridge, diopter scales for instant resetting. Covers field 438 ft. at 1000 yds. Made of machined bronze, chromed and black enamel finished. With neck cord, leather case.  
67 H 7032L—Ship. wt. 1 lb. .... 13.69

### LEVEL YOUR TRIPOD

You can always make your tripod exactly level if you know just how far to extend each leg. A very simple way to determine the proper height each time you set it up, is by marking each leg every inch, and making a smaller mark every half-inch. Be sure to write numbers next to the marks so you will know just how far each leg is extended. Depending upon the tripod finish, use black paint, colored lacquer or nail polish to make the numbers show up well against it.



### FACTS YOU SHOULD KNOW ABOUT BINOCULARS

There are many factors to consider in the purchase of binoculars. If they are to be used for night viewing, you will want a pair with large objective lenses and good light gathering ability. For fast action sports you will be more satisfied with a wider field of view than with high power. When selecting binoculars, do not over-emphasize power. A binocular that is too powerful will result in a "jumpy" image. For average use, you will find that a pair with moderate power and brightness is adequate for your needs.

Higher-priced binoculars have many refinements not apparent even upon close examination. They have more perfect lenses, better barrel construction, closer tolerances in machining, hand finishing of parts, accurate placement and firm mounting of prisms and lenses. Although very sturdy, all parts operate smoothly, accurately and dependably.

Some binoculars have special features for convenient handling and viewing.

**GALILEAN TYPE** shown at left above is simply two straight tubes, and the greater the power, the longer the tubes must be.

**PRISMATIC TYPE** shown at right above has prisms which refract the light back and forth within the tube to permit greater magnification without increasing length.

**HINGED BRIDGE** means that the glasses are hinged in the middle and lens barrels may be moved farther apart or closer to match spacing between your eyes.

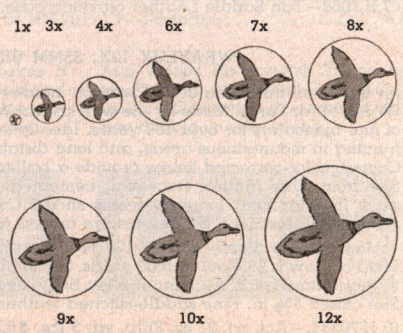
**CENTER FOCUSING** means the binoculars have a separate focusing control on the right eye-piece as well as a focusing device in the center. This permits adjustment for slight variations between right and left eye. Once this adjustment is made, you can leave it at that point and use center focusing.

**COATED OPTICS** are standard on most binoculars—help cut glare, reflections.

**FIELD OF VIEW** is usually given in terms of feet at a distance of 1000 yards for comparison. Glasses of lower power generally allow a larger field of view than those of higher magnification, and give a steadier image for sports events, etc.

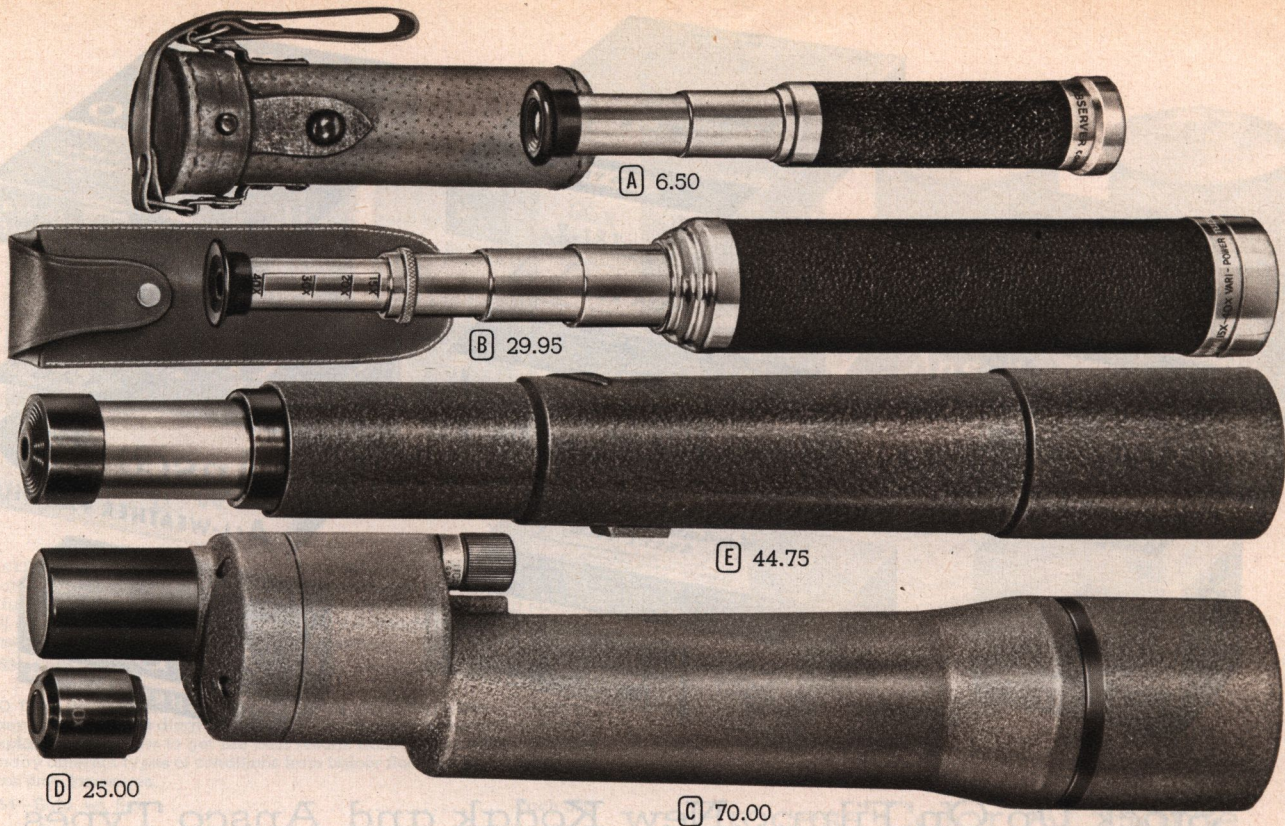
**RELATIVE BRIGHTNESS** compares one binocular with another in terms of image brilliance. Relative brightness can be figured by dividing the objective lens diameter by the power and squaring the result. In a 6X 30mm binocular, for example: 30÷6 = 5. Then 5x5=25, or relative brightness. Higher number means brighter image.

**MAGNIFICATION** (see chart below for view of object with naked eye which is 1-power or 1x compared with higher powers). The 6X 30mm on a binocular means that it is a six-power glass with a 30mm objective lens, magnifies six diameters.



THE PRICES OF ALL BINOCULARS AND FIELD GLASSES INCLUDE 10% FEDERAL EXCISE TAX





## Powerful Telescopes for Long-Range Viewing

### OBSERVER 3-SECTION TELESCOPE

**A** High quality 3-section, 12-power telescope. Compact size for easy carrying. Imported from Japan. Coated achromatic lenses show sharp detail—reduce haze and reflections. 21mm objective lens. Chrome plated draw tube. Black, grained plastic outer covering. Closes to only 4½ in. Comes complete with carrying case of brown leather and wrist strap.

67 H 7203—Ship. wt. 1 lb. ....6.50

### WESTERN FIELD TELESCOPE

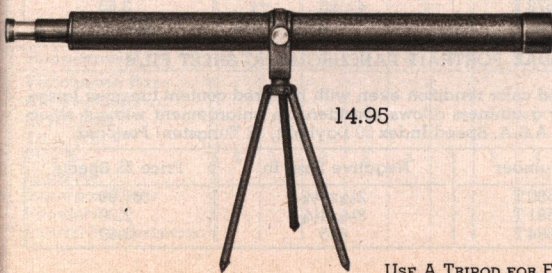
**B** Our finest Western Field telescope, precision made by Hertel & Reuss, manufacturers of the finest optical goods in Western Germany by skilled craftsmen with a long tradition of fine workmanship. Imported by Wards to bring you top quality at a popular price—scope has 4 magnifications—15, 20, 30 or 40 at click stops. Tube adjusts instantly for automatic fixing of desired power. Coated for maximum image brightness. 31 to 79-ft. field of view. Chrome plated draw tube; black leather-covered outer tube. Closes to only 8¼ in. With leather case.

67 H 7200—Ship. wt. 1 lb. 8 oz. ....29.95

### IMPORTED 30-POWER TELESCOPE

An excellent telescope (below), precision-made by skilled craftsmen in Japan. Fine for use where high power is required—magnifies 30 times. Coated, color-corrected optics. Fine for sportsmen, nature study enthusiasts and amateur astronomers. All metal construction with black crackle finish. Closes to 21 in. Tilts up and down and pans 360° on tripod stand. About 18½ in. high. Complete with stand.

67 H 7205—Ship. wt. 5 lbs. ....14.95



14.95

### BAUSCH & LOMB BALSCOPE SR.

**C** Balscope Sr. Telescope magnifies 15 to 60 times depending on power of eye-piece used. Order 15, 20, 30 or 60 power eye-piece separately (below)—not included in the price of the telescope.

Quick, easy adjustment—focuses clear and sharp with one or two turns of the knob. Improved method of focusing, with knob conveniently located on prism housing away from sighting eye. Eliminates turning eye-piece with hand held up to sighting eye. Special sealing method makes Balscope the nearest to a completely airtight and moisture-proof telescope yet developed. Dust or moisture will not collect inside to blur your vision. Achromatic Balcoate anti-reflection lenses eliminate reflections. Sunshade extends 2 in. to shade lens from sun and rain, eliminate glare. Internal spring expander permits precision-smooth movement. Length with caps that protect lenses, keep out dust is 16⅞ in., weight 48 oz. Green crackle finish. Bausch & Lomb tripod adapter recommended for use on camera tripods. Eye-pieces not included, order below. No Credit Charge. See Page 82 for Monthly Payment.

67 HN 7217 LT—Postpaid. ....70.00

### EYE-PIECES FOR BALSCOPE SR.

**D** Choice of 4 powers: 15, 20, 30 or 60. Sixty power is designed especially for astronomic use, other powers for sports, nature study, etc.

Power of Eye-Piece.....	15X	20X	30X	60X
Relative Brightness.....	16.0	9.0	4.0	1.0
Field of View, in ft. at 1000 yards.....	140	111.8	78.4	28.6

No Credit Charge. Only \$2.50 Down. Postpaid.

67 HN 7218 LT—State power.....25.00

### WARDS MICROSCOPE OUTFIT

Complete outfit (at right) has rotating turret, 100, 200, 300 power lenses. Fine for student or hobbyist—can be used to view blood cells, impurities in water, insects, etc. Barrel focuses up and down with knurled knob. All-metal microscope is adjustable. Has optical black finish. Yellow wood storage cabinet has bottom drawer of 12 glass slides. Magnifying glass, scalpel, pin, tweezers, scissors in convenient rack on door, ready to use.

67 H 7400—Ship. wt. 3 lbs.....9.95

### B & L TRIPOD ADAPTER

(Shown at Right.) Enables you to use Bausch and Lomb Balscope Sr. telescope (C) on camera tripod for tilting and panning to get steadier image. The weighted base gives firm, solid mount for all types of viewing. Wing nut tightens a rubber-covered circular steel band around circumference of telescope so that it will be held securely. All-metal construction with black crackle finish.

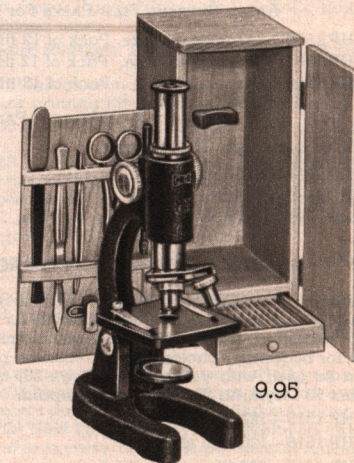
67 HP 7216 T—Postpaid.....6.85



### 20-POWER BALSCOPE JR.

**E** Bausch & Lomb telescope magnifies 20 times. Achromatic Balcoated lenses produce amazingly sharp brilliant images. Relative brightness 4.0. Field of view at 1000 yards 75 ft. Precision-cast aluminum body seals out dust and moisture. 12½ in. long with dust caps. Tripod lug cast in body for easy attachment to any camera tripod. Green crackle finish.

67 HP 7207—Postpaid.....44.75



9.95





## Stock Up On Film...New Kodak and Ansco Types

### NEW KODAK VERICHROME PAN ROLL FILM AND FILM PACKS

Ideal for all popular picture-taking situations—indoors or in sunlight. Excellent wider exposure latitude—permits even the most casual of photographers to get a higher percentage of good pictures. Medium grain for making better quality enlargements. ASA speed index—Daylight 80, Tungsten 64. Develop in total darkness. Use any filter. *Postpaid*

67 HP 1540—127 film size Duo-Pak.....	2-roll carton	85c
67 HP 1541—120 film size Duo-Pak.....	2-roll carton	85c
67 HP 1542—620 film size Duo-Pak.....	2-roll carton	85c
67 HP 1543—116 roll film size.....	Each	60c
67 HP 1544—616 roll film size.....	Each	60c
67 HP 1545—828 roll film size.....	Each	45c
67 HP 1546—122 roll film size.....	Each	90c
67 HP 1567—Film pack, 12 sheets 2 1/4 x 3 1/4-in. size.....	Pack	\$1.80
67 HP 1568 T—Film pack, 12 sheets 3 1/4 x 4 1/4-in. size.....	Pack	2.45
67 HP 1569—Film pack, 12 sheets 4x5-in. size.....	Pack	2.75

### NEW, IMPROVED 35MM PLUS-X

Same characteristics as Verichrome Pan but with finer grain characteristics for extreme enlargements. 35mm-size only. *Postpaid*.

67 HP 1646—35mm 20 exposure.85c; 67 HP 1647—35mm 36 exposure.\$1.10

### MEDIUM SPEED ANSCO SUPREME AND ALL-WEATHER PAN FILM

All around films for outdoor use, indoor flash and photo floods with lenses of f/6.3 or faster. Have fine grain for enlargements up to 10 diameters. Panchromatic—sensitive to all colors, gives excellent renditions of all color values. Particularly good for portraits—produces good skin tones and minimizes blemishes. Process in total darkness. Use with any filter—see Page 29. ASA speed index 50 Daylight, 32 Tungsten. *Postpaid*.

#### ANSKO SUPREME FILM PACKS For Press-type Cameras

67 HP 1560 T—2 1/4 x 3 1/4-in. size. Pack of 12 films.....	Each	\$1.95
67 HP 1561 T—3 1/4 x 4 1/4-in. size. Pack of 12 films.....	Each	2.60
67 HP 1563 T—4x5-in. size. Pack of 12 films.....	Each	2.95

#### ANSKO ALL-WEATHER PAN ROLL FILM

ASA 64 DAYLIGHT, 50 TUNGSTEN

67 HP 1687—127 film size.....	3 roll carton	\$1.20
67 HP 1688—120 film size.....	3 roll carton	1.20
67 HP 1689—620 film size.....	3 roll carton	1.20

### MEDIUM SPEED ANSCO PLENACHROME ROLL FILM

Orthochromatic film, most widely used for outdoor snapshots because of its sensitivity to greens and blues. Suitable for night and indoor photography with photoflash lamps. Medium grain permits some enlargement. Excellent film for beginning photographers—can be processed under a red safelight. Can be used with yellow filter (Page 29) to bring out clouds. ASA speed index 50 Daylight, 32 Tungsten. *Postpaid*.

67 HP 1515—127 film size.....	3-roll carton	84c
67 HP 1516—120 film size.....	3-roll carton	99c
67 HP 1517—620 film size.....	3-roll carton	99c

74 WARDS

### KODAK TRI-X ULTRA-HIGH-SPEED FILMS

Amazing Kodak film that lets you take pictures under poor light conditions with fast lenses without a flash—yet fine grained enough for considerable enlargement. Film rated by Kodak as conservative 200 ASA with outdoor lighting. Due to wide exposure latitude can be used at 2 to 3 times that speed with little or no increase in developing time, and even higher with longer developing time. Panchromatic film, sensitive to all colors must be processed in complete blackness. Can be used with any filter—see Page 29. *Postpaid*.

Catalog No.	Film Size	Price
67 HP 1667	120	1 roll, 55c
67 HP 1668	620	1 roll, 55c
67 HP 1679	35mm. (20 expos.)	1 roll, 90c
67 HP 1669	35mm, (36 expos.)	1 roll, \$1.15

#### KODAK TRI-X FILM PACKS. 12 films per pack. *Postpaid*.

Catalog No.	Neg. Size, In.	Neg. Size, Cm.	Each Pack
67 HP 1661 T	2 1/4 x 3 1/4	6x9	\$1.95
67 HP 1662 T	3 1/4 x 4 1/4	8x10.5	2.60
67 HP 1663 T	4 x 5	10x12.5	2.95

### NEW KODAK PANATOMIC-X ROLL FILM

New Panchromatic film, excellent for recording extremely fine detail. Thinner and improved finer grained emulsion make large, sharp enlargements possible. Conservative ASA speed index 25 outdoors, 20 Tungsten. Recommended for use in cameras with adjustable lenses. Must be developed in total darkness. *Postpaid*.

67 HP 1590—120 film size.....	55c
67 HP 1591—620 film size.....	55c
67 HP 1592—35mm, 20 exposure.....	90c
67 HP 1593—35mm, 36 exposure.....	\$1.15

### KODAK ROYAL PAN SHEET FILM

Ultra high speed panchromatic film for portrait work and press photography. Has medium grain—can be enlarged considerably. ASA film speed outdoors —200, indoors—160. Developing time can be extended for maximum speed without blocking highlights. Sheet films only. Must be developed in total blackness. Can be used with filters Page 29. *Postpaid*.

Catalog No.	Negative Size—Inch	Price 25 sheets
67 HP 1676 T	2 1/4 x 3 1/4	\$1.90
67 HP 1677 T	3 1/4 x 4 1/4	2.70
67 HP 1678 T	4 x 5	3.60

### KODAK PORTRAIT PANCHROMATIC SHEET FILM

Gives very good color rendition even with high red content tungsten lamps. Medium to low graininess allows considerable enlargement without objectionable grain. A.S.A. Speed Index 50 Daylight, 32 Tungsten. *Postpaid*.

Catalog Number	Negative Size, in.	Price 25 Sheets
67 HP 1580 T	2 1/4 x 3 1/4	\$1.90
67 HP 1581 T	3 1/4 x 4 1/4	2.70
67 HP 1584 T	4x5	3.60





## Kodak "How-To-Do-It" Books

LET'S TAKE KODACOLOR PICTURES. An easy-to-read and understand 33-Page book that explains how to take better Kodacolor pictures. With interesting diagrams, full color examples, and written in a non-technical, informal manner that will appeal to all beginners and yet has the information that even the advanced amateurs need to know about Kodacolor.

67 H 4853—Ship. wt. 6 oz. .... Each 32c

HOW TO TAKE BETTER KODACHROME PICTURES. A 33-Page book of cartoon-type, easy-to-understand diagrams, tables, full color examples and non-technical explanations of how to get the best results from Kodachrome color film under many different types of conditions from indoor flood lights or photoflash to outdoor time exposures.

67 H 4854—Ship. wt. 6 oz. .... Each 32c

KODAK EKTACHROME FILM. 33 Pages of diagrams, tables, guides, examples and non-technical explanations of how to consistently get better results from New Ektachrome color film. Written in an informal easy-to-read manner, the book takes you step-by-step from setting up your picture to doing your own processing of the exposed film, with complete instructions.

67 H 4852—Ship. wt. 6 oz. .... Each 32c

KODAK COLOR HANDBOOK (not shown). Complete manual of Kodak Data Books on Color. Hard bound loose-leaf binder with registration card for obtaining new, revised Kodak literature for keeping up to date. Includes 4 Kodak Data Books devoted to color photography on a professional level. Color As Seen and Photographed, Color Photography Outdoors, Color Photography in the Studio, and Kodak Color Films—these books contain complete information and tables on taking still pictures in color, using Kodak materials. Also includes 4 unmarked separators for other notes or booklets. 248 pages with over 100 full color illustrations. Contains material helpful to advanced amateurs and professionals.

67 H 4803—Ship. wt. 1 lb. 12 oz. .... \$3.79

### HOW TO SELECT YOUR FILM

Black and white film is made in different emulsions for various types of picture taking jobs. In making a choice of what film to use, the most important considerations are color sensitivity, speed, and grain.

COLOR SENSITIVITY is the ability of a film to record colors. Orthochromatic film is sensitive to blue, violet, and green, and is fine for outdoor snapshots. Panchromatic reacts also to yellow and red, and is the best film for artificial light. The main difference to the eye is that orthochromatic film records reds as black or dark gray; panchromatic as light gray.

SPEED means amount of exposure required to produce a satisfactory image on the emulsion. The A.S.A. speed index shows relative speed of films. The higher this number, the faster the film.

GRAIN shows in big enlargements, and is due to grouping of silver particles during development. Special developing solutions control this somewhat. Supreme, Plus-X, and Portrait Panchromatic are all fine grain, and are recommended for taking pictures that are to be enlarged greatly.

### FILTER FACTORS

Since a filter absorbs part of the light ordinarily affecting the emulsion, an increased exposure is needed. The filter factor represents degree of increase needed. This factor varies for filters, with emulsion, and with Day or Tungsten light. ("D" or "T" below). Examples: Suppose the correct exposure without filter for daylight on Plus-X film is 1/100th second and a K2 filter is to be used. The table shows the factor is 2; the picture should be taken at 1/50th.

Name of Film	K2		G		X1		A		Polascreen	
	D	T	D	T	D	T	D	T	D	T
Plenachrome	2.5	2	5	3	4	3	....	....	2.5	2.5
Verichrome Pan	2	1.5	3	2	4	3	8	4	2	2
All-Weather Pan										
Royal Pan										
Tri-X Pan										
Plus X										
Supreme										
Superpan Press										
Panatomic X										
Portrait Panchromatic										

## Process Color At Home

### MAKE YOUR OWN COLOR FILM TRANSPARENCIES

Make your own color transparencies at home—in less than two hours you can project in sparkling color the slides you took earlier. It's easy to do (you don't even need a darkroom) and it adds so much pleasure to taking color pictures. You alone take the picture, process the film and project the picture . . . no delays for mailing or lab processing—now you can take and show color slides in the same evening. Two brands of color film are available for home processing: Ektachrome and Anscochrome (listing on Page 76) Kits include complete instructions.

### KODAK EKTACHROME AND ANSCO FILM PROCESSING KITS

KODAK E-2 (16-OZ. SIZE) KIT. For the New Fast Ektachrome film. Kit contains all chemicals necessary to process 2 8x10 sheets, or two 120 or 620 rolls without adjusting developing time; 3 sheets or 3 rolls with adjustment of developing time. Entire operation after the first 14 minutes can be completed with room lights turned on. Total time at 75° only 50 minutes plus drying period.

67 H 4700 R—With full instructions. Not Mailable. Ship. wt. 9 oz. .... \$1.57

ANSCOCHROME FILM PROCESSING KIT. Contains chemicals needed to develop either Anscochrome or Ansco Color film. Quart develops 432 sq. in. (or 8 rolls of 120 or 620 film). Time at 68° 87 minutes. With full instructions.

67 HP 4706—Chemicals for quart-size solutions. Postpaid. .... \$3.05

### ANSKO COLOR PRINTMAKING MATERIALS

At present Ansco Color Printon is the only amateur color "paper" available. Can be used to make prints from any good transparencies. See Page 79 on Which Transparencies Make Good Prints.

ANSKO COLOR PRINTON OUTFIT. For making color prints from positive transparencies when used with Printon listed below. Quart develops about 400 square inches of prints. Order Printon below. Full time for processing is 54 minutes at 75° plus drying time.

67 HP 4702—Chemicals for quart-size solutions. Postpaid. .... \$3.00

ANSKO COLOR PRINTON. A hard, high gloss material for making full color prints. Cut to size needed. For color printing filters see below. Postpaid.

67 HP 4127—10 sheets 4x5...\$1.80 67 HP 4128—10 sheets 5x7....\$3.25

ANSKO COLOR PRINTING FILTER SET. Contains 21 color compensating filters and one ultra-violet filter to balance the light in your enlarger or contact printer for exposing Ansco Color Printon. Size 4x5 in. may be trimmed for exact fit. Complete set of 22 printing quality filters. For new round Omega colorheads shown on Pages 62, 63.

67 HP 4979 T—Complete instruction included. Postpaid. .... \$9.90

ANSKO FILTER SET. Same as above but 6 3/8x6 1/2 in. For square Omega colorheads on previous Omega D-2 enlargers.

67 HP 4980 T—Complete instruction included. Postpaid. .... \$16.50

WRITE TO BOB ADAMS for information concerning any problems you may have about color processing—he'll be glad to answer them from his own photographic library or if it is a newer development he will find out about it for you. Also write to Bob Adams for New Products that are developed after Wards Camera Book is printed—Wards carry the latest products of famous manufacturers such as Kodak, Keystone, Bell & Howell, Omega, Ansco, etc.



# Use Color Film For Life-Like Pictures

Ansochrome and Ektachrome Roll Films have very fast color emulsions (ASA 32). With these two films, pictures can now be taken of average subjects in bright sunlight at 1/50-second, at stop f/11 (most box cameras may be successfully used). Kodachrome Film with a speed of ASA 10 performs best when confined to cameras with a lens that is f/6.3 or faster (Anastigmat type). The end result of using these three films is the popular transparency in natural colors which may be viewed with a hand viewer or projected on a screen. Once you have the transparency, you may do one of two things: you may order additional, duplicate transparencies; or you may order Kodachrome prints actual size or larger (prices for both are quoted at right, below).

Ansochrome Film is available in 3 sizes: 35mm, 120 and 620.

Ektachrome Film is available in 4 sizes of roll film: 828, 35mm, 120 and 620; and in 3 sizes of cut film: 2 1/4 x 3 1/4, 3 1/4 x 4 1/4 and 4 x 5 in. (120 and 620 films provide eight 2 1/4 x 3 1/4, or twelve 2 1/4 x 2 1/4 exposures.)

Kodachrome Film available in 828 and 35mm. For Stereo Cameras, order 35mm. film of your choice. A 20-exposure roll will give you 16 pairs; a 36-exposure roll, 28 pairs. Color Films are two types: Outdoor film for shooting in sunlight; Indoor Film for shooting indoors with flash bulbs or photoflood lamps. Indoor film may be used outdoors in sunlight if you use the correct filter (See Filters, below.) Outdoor film may be used for flash shots indoors, if you use blue flash bulbs.

**ABOUT PROCESSING:** The price of Color Film no longer includes the cost of developing. Send Kodachrome Film to Wardway Photo Service (address below), where it is dispatched promptly to Eastman Kodak Co. for immediate handling. Ansochrome and Ektachrome Film can be developed in your own home darkroom, with one of the convenient processing Kits sold on Page 75. Or, if you prefer professional processing, send your films to Paveille Color Inc., Box 575, New York 1, New York. (See Pages 78 and 79 for complete details and prices.)

## ANSOCHROME FILM

Cat. No.	Film Size	Type	Price
67 HP 1690	35mm, 20 exp.	Outdoor	\$1.85
67 HP 1694	35mm, 20 exp.	Indoor	1.85
67 HP 1691	120 Makes 8	Outdoor	1.25
67 HP 1695	120 2 1/4 x 3 1/4 in.	Indoor	1.25
67 HP 1692	620 or twelve	Outdoor	1.25
67 HP 1696	620 2 1/4 x 2 1/4 in.	Indoor	1.25

## KODACHROME FILM

Cat. No.	Film Size	Type	Price
67 HP 1530	828 (Bantam)	Outdoor	\$1.00
67 HP 1531	828 (Bantam)	Indoor	1.00
67 HP 1532	35 mm, 20 exp.	Outdoor	1.85
67 HP 1533	35 mm, 20 exp.	Indoor	1.85
67 HP 1534	35 mm, 36 exp.	Outdoor	2.60
67 HP 1535	35 mm, 36 exp.	Indoor	2.60

Indoor Kodachrome is now Type F, balanced for No. 5 Flash Bulbs. With this new film, use Type F (85C) Filter for outdoor shots.

## EKTACHROME FILM

Cat. No.	Film Size	Type	Price
67 HP 1682	828 (Bantam)	Outdoor	\$1.00
67 HP 1683	828 (Bantam)	Indoor	1.00
67 HP 1680	35mm, 20 exp.	Outdoor	1.85
67 HP 1681	35mm, 20 exp.	Indoor	1.85
67 HP 1603	120 Makes 8	Outdoor	1.25
67 HP 1617	120 2 1/4 x 3 1/4 in.	Indoor	1.25
67 HP 1604	620 or twelve	Outdoor	1.25
67 HP 1618	620 2 1/4 x 2 1/4 in.	Indoor	1.25
67 HP 1570T	2 1/4 x 3 1/4 cut film	Outdoor	10/3.95
67 HP 1571T	2 1/4 x 3 1/4 cut film	Indoor	10/3.95
67 HP 1572T	3 1/4 x 4 1/4 cut film	Outdoor	10/5.63
67 HP 1573T	3 1/4 x 4 1/4 cut film	Indoor	10/5.63
67 HP 1574T	4x5 cut film	Outdoor	10/8.09
67 HP 1599T	4x5 cut film	Indoor	10/8.09

Ektachrome cut Film has not been changed; speed is still ASA 10. Indoor Film is still Type B, and requires Filter No. 85 B (listed at right, below) for making outdoor shots.

## KODACHROME FINISHING

Send orders for Kodachrome Developing, Prints or Enlargements to Wardway (address at left)

Bantam and 35mm. films are returned to you in cardboard mounts, unless you specify unmounted.

828 (Bantam size), mounted or unmounted... 1.00  
35mm., 20-exp., mounted or unmounted... 1.50  
35mm. Stereo (16 Pairs), unmounted... 1.50  
35mm. Stereo (16 Pairs), mounted... 2.25  
35mm. 36-exp., mounted or unmounted... 2.50  
35mm. Stereo (28 Pairs) unmounted... 2.50  
35mm. Stereo (28 Pairs) mounted... 3.50

## DUPLICATE KODACHROMES

From 828 or 35mm. mounted... Each 30¢  
From Stereo Pairs, mounted... Pair 70¢

## PROCESSING AND PRINTING BY EASTMAN KODAK

Kodachrome and Kodacolor processing and printing are done in the Eastman Kodak Laboratories. Send your orders for these services to Wardway Photo Service, where they are rushed to the Eastman Co. Be sure to include name, address and correct amount of money. Do not send films or negatives to Ward Mail Order Houses, or direct to Eastman Kodak Co. Send your order to the address nearest you:

Wardway Photo Service... Park Ridge, Illinois Box 1173, Ft. Worth, Texas  
Box 111, Quincy, Mass. Box 25, Los Angeles 53, Cal.

Negatives and prints will be returned to you in about three weeks, by third-class mail.

## NEW KODACOLOR FILM

New, improved, Kodacolor Film is more popular than ever, with its faster, new emulsion. Easier to use—permits shooting indoors or out with the same roll of film, without the aid of filters. Speeds are ASA 32 for daylight, and ASA 25 for tungsten. Available in four sizes listed below.

When shooting indoors, use photoflood lamps or any clear flash bulb. When shooting outdoors, no filter or flash is needed, unless you wish to "open up" shadow areas with a blue-coated flash bulb.

When you use Kodacolor Film, the end result is a colored negative from which any number of prints or enlargements can be made. Finished pictures will be in beautiful, natural colors on heavyweight, glossy paper. Prints will be 3 1/2 in. wide, and as long as your negative will permit. Enlargements may be ordered up to 8 x 10 in.

The price of new Kodacolor Film does not include developing. For finest quality processing and prompt service, we recommend Wardway Photo Service. See paragraph above for address nearest you.

Order Kodacolor film from table below. See column at right for developing.

## KODACOLOR FILM

Catalog No.	Size	Price
67 HP 1539	828 (Bantam)	\$1.00
67 HP 1538	127	1.10
67 HP 1536	120	1.25
67 HP 1537	620	1.25

## KODACOLOR FINISHING

### KODACOLOR DEVELOPING

Kodacolor Film, any size roll... Each 90¢

### KODACOLOR PRINTS

Prints will be made only from negatives of suitable quality. Send negatives for "Prints Only." Finished prints from all sizes of Kodacolor negatives will be 3 1/2 in. wide, and as long as your negative will permit. Any size print... Each 32¢

### KODACOLOR ENLARGEMENTS

Enlargements will be made from the portion of your negative that will lend itself best to the size of enlargement you ordered. The 5 x 7 enlargements may actually be 4 x 5, or 5 x 5, depending on the size of your negative; 8 x 10 enlargements may be 6x10, 7x10 or 8x8, depending on negative. 5 x 7 Enlargements... Each 1.50  
8 x 10 Enlargements... Each 3.50

### KODACOLOR NEGATIVES

NEGATIVES size 3 1/2 x 5 in. made from 828 or 35mm transparencies... Each 30¢

Send orders for Kodacolor developing, prints, enlargements or negatives to Wardway. See address in paragraph above.

## PHOTOGRAPHIC BOOKS

For new ideas and pointers on taking pictures with color films, order one or two of the interesting, colorful books on Page 75.

## KODACHROME PRINTS AND ENLARGEMENTS

Colors accurately reproduced on long-lasting acetate base. Unmounted; for attractive mounts see Page 81. If you request special "cropping" (where only a certain portion of transparency is to be used), the charge is \$2.25 for prints up to and including 5 x 7 in., and \$5.00 for size 8 x 10-inch prints. Other sizes indicated in chart below.

Print Size	From 2x2 Slides	From 2 1/4 x 2 1/4, 2 1/4 x 3 1/4, 3 1/4 x 4 1/4 and 4x5	From Standard Stereo
2 1/4 x 3 1/4	50c	...	...
3 x 3 3/8	...	...	75c
3 x 4 3/8	75c	85c	...
5 x 7	\$1.75	\$2.25	\$2.25
8 x 10	4.00	5.00	5.00

## FILTERS FOR COLOR FILM

Haze Filters for Outdoor Color Film help to clarify subjects in a hazy atmosphere, such as mountainous regions. Filters for Indoor Color Film enable you to shoot indoors or out, without changing the film in your camera. Simply use Indoor Film, with correct filter indicated below, for making outdoor shots. (No conversion filters are necessary for the new universal-type Kodacolor.) See Pages 28 and 29 for complete line of filters.

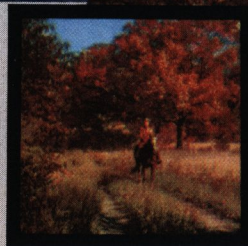
Type of Film	Haze Filter	For Indoor Film
Ansochrome	Skylight	85 C
Ektachrome Roll Film	Skylight	85 C
Ektachrome Sheet Film	Skylight	85 B
Kodachrome	Skylight	85 C
Kodacolor, Universal	Skylight	none

67 HP 2382—Series IV Filters... Each 2.25  
67 HP 2205—Series V Filters... Each 2.50  
67 HP 2206—Series VI Filters... Each 2.95  
Be sure to state name and No. of Filter wanted.

POLA-SCREEN for eliminating reflections on glass, water, or non-metallic surfaces; and for darkening sky area to emphasize cloud formations, is available in four sizes on Page 29.

LENS HOODS, also available on Page 29, are designed to shade your lens from brilliant sunshine or other distracting sources of light.





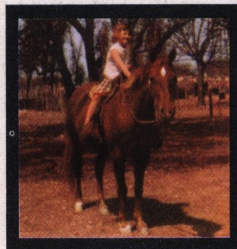




35 mm. transparency



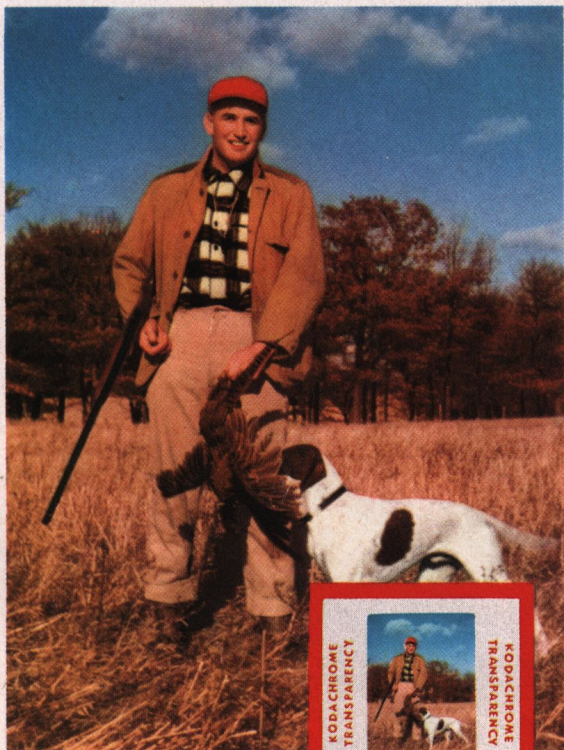
2 1/4 x 3 1/4 transparency



2 1/4 x 2 1/4 transparency



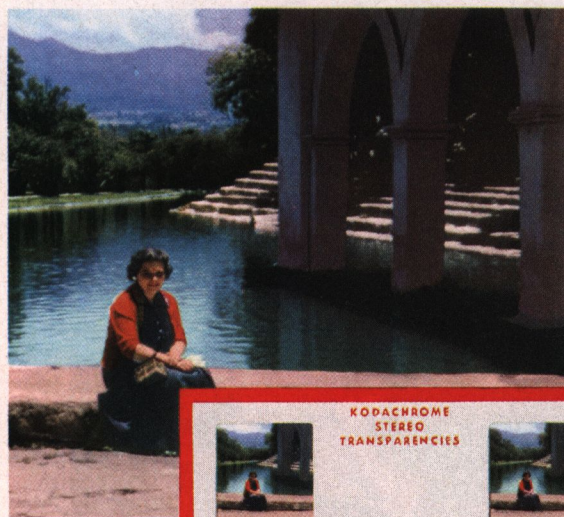
Superslide



Print from 35 mm. transparency



Print from 2 1/4 x 2 1/4 transparency



Print from Stereo



Print from Superslide



# Developing and Printing by Pavelle Color Service

FOR ALL TRANSPARENCIES, AND FOR ANSCOCHROME AND EKTACHROME FILM

Pavelle Color Inc. is a manufacturer-approved photographic laboratory, authorized by Ansco and Eastman Kodak Co. to develop Anscochrome and Ektachrome film; to make duplicate transparencies; and to make color prints from transparencies. Pavelle's New York Laboratory is probably the largest and best known color processing plant in the world. For developing of Kodachrome and Kodachrome Film, see Page 76 of this catalog. All orders are returned to our customers, *Postpaid*.

The personnel at Pavelle Color are skilled technicians who have specialized in the technique of color photography ever since it was first made available to the public in 1935. They take pride in maintaining the enviable reputation of Pavelle. Every roll of film and each transparency is individually inspected as it passes through sensitive electronic processing equipment. No print or transparency passes final inspection unless it meets the high standards originally established by Ansco and Eastman Kodak Co.

## FILM PROCESSING SERVICE

Pavelle develops Anscochrome and Ektachrome film in following sizes: 35mm, 828 (Bantam), 120 and 620 roll film; and four sizes of sheet film:  $2\frac{1}{4} \times 3\frac{1}{4}$ ,  $3\frac{1}{4} \times 4\frac{1}{4}$ , 4x5 and 5x7. All 35 mm and 828 film will be returned to you in ready-mounts. 120 and 620 film will be returned unmounted, in protective, transparent sleeve.

STEREO FILMS will be returned to you mounted for \$2.45, or unmounted for \$1.25. Superslides, taken with reflex cameras (See Page 33), will be returned mounted in 2 x 2-in. cardboard mounts. Mounts for all types of transparencies can be found on Page 17, for those who prefer to prepare their own slides for projection.

## PRICES FOR PROCESSING ANSCOCHROME AND EKTACHROME FILM

Ektachrome Film 828 (Bantam size) ..... Each roll 95¢  
 Anscochrome and Ektachrome 35 mm, 20-exposure. Each roll 1.25  
 ... Stereo 35 mm, 20-exposure (16 Pairs) unmounted. Each roll 1.25  
 ... Stereo 35 mm, 20-exposure (16 Pairs) mounted. Each roll 2.45  
 Anscochrome and Ektachrome 120 or 620 size. Each roll 1.00  
 ... Superslides taken on 120 or 620 film. Each roll 1.50  
 Ektachrome Sheet Film  $2\frac{1}{4} \times 3\frac{1}{4}$  or  $3\frac{1}{4} \times 4\frac{1}{4}$  in. Each sheet 30¢  
 Ektachrome Sheet Film 4 x 5 in. Each sheet 40¢  
 Ektachrome Sheet Film 5 x 7 in. Each sheet 50¢

DO NOT SEND FILM HOLDERS. If you combine 2 types of film in one package, label each group, to avoid errors in processing.

## WHICH TRANSPARENCY MAKES BEST PRINT OR DUPLICATE

Any transparency which has been properly exposed and has good detail in both shadow and bright areas, will make an excellent print or duplicate transparency. A simple test is to place a sheet of white paper on a table under lamp-light. Hold the transparency at an angle between light and paper. The image you see reflected on the paper will be very similar to the finished print. Be sure to send your original transparency (do not order additional prints from duplicate transparencies) since there is often a slight drop-off in color and sharpness when transparencies have been duplicated.

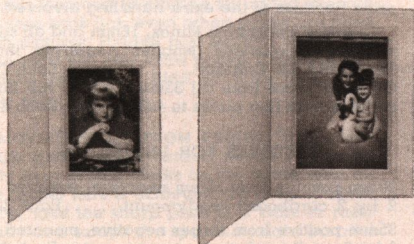
## COLOR PRINTS FROM TRANSPARENCIES

Made from all 35 mm, super slides, 828 (Bantam), 120 or 620 Anscochrome, Ektachrome or Kodachrome transparencies. Prints are made on stiff, celluloid-like acetate that is much more durable than paper. Small size prints are all unmounted, with rounded corners. 5 x 7 and 8 x 10 prints are mounted in de-luxe easel-type folders (pictured below). All sizes are approximate: picture area may be slightly cropped to conform to the size of print you ordered. Prices are available on request for prints from larger-size transparencies.

Be sure to state number and size of prints wanted

Wallet size, 2 x 3 in. One print. Each 29¢  
 Two wallet size prints from the same transparency. 2 for 49¢  
 Pavelle 2X ( $2\frac{1}{2} \times 3\frac{1}{2}$ ) From 35 mm or 828 (Bantam). Each 50¢  
 Pavelle 2R ( $2\frac{3}{4} \times 3\frac{3}{4}$ ) From 120 or 620. Each 60¢  
 Pavelle 2R ( $2\frac{3}{4} \times 2\frac{3}{4}$ ) From "super-slides". Each 60¢  
 Pavelle 3X ( $3\frac{1}{2} \times 4\frac{3}{4}$ ). Each 75¢  
 \*Pavelle 5 x 7 in De Luxe Folder. Each 1.50  
 \*Pavelle 8 x 10 in De Luxe Folder. Each 3.00

\*If you order a rectangular print (5 x 7 or 8 x 10 in.) from a square transparency, we crop your picture to conform to these dimensions. If you want entire print included, be sure to specify; we will make it 5x5 or 8x8 in.



## SAVE MONEY ON "PROCESS AND PRINT" SERVICE

This offer applies to 120 and 620 roll film. If you order 2R prints ( $2\frac{3}{4} \times 3\frac{3}{4}$ ) made from your films at the same time we develop your roll, you can save 10c on each print. Prints will be made only from transparencies approved by our experts. Your money will be refunded for any unprinted exposures.

PAVELLE 2R PRINTS (plus processing charge at left) ..... Each 50¢

## COLOR PRINTS FROM STEREO TRANSPARENCIES

Made from single frame of standard Realist or Kodak cardboard double mounts (if mounted in glass add 10c extra for removal and remounting in cardboard).

PAVELLE 2S  $2\frac{1}{2} \times 2\frac{1}{2}$  PRINTS. Unmounted. 55¢  
 PAVELLE  $3\frac{1}{2} \times 3\frac{1}{2}$ -IN. PRINTS. Unmounted. Each 75¢  
 PAVELLE 5x5-IN. PRINTS. In folder. Each 1.50  
 PAVELLE 8x8-IN. PRINTS. In folder. Each 3.00

## DUPLICATE 35MM TRANSPARENCIES

Made in 35mm size, from 35mm or Bantam (828) transparencies. Mounted in 2x2-in. cardboard readymounts.

Price. Each 30¢  
 Cardboard mounted stereo duplicates. Each 75¢

## PAVELLE GIVES FAST, RELIABLE SERVICE

Pavelle's first concern is quality. Films are processed as fast as is practicable to maintain their high standards. Quality is never sacrificed for speed. Orders are completed and returned within five days after they reach the New York laboratory. Orders mailed to San Francisco address are sent to New York daily by air express. All orders from east of the Mississippi are returned to you by postpaid first class mail from New York; all orders from west of the Mississippi by postpaid airmail from New York.

## HOW TO ORDER

Mail transparencies or exposed Anscochrome, Ektachrome Film to:

Pavelle Color, Inc.,  
 GPO Box 575, New York 1, New York  
 or to GPO Box 962, San Francisco, California

(whichever is nearer). Do not send films to Wards Mail Order Houses. Be sure to write your name and return address on the package; as an extra precaution, it is well to also write your name, and address on the outside of each roll of film. Include sufficient money (cash, money-order or check) to cover cost of service.

## MAIL COUPON BELOW, WITH FIRST ORDER—SAVE 20%

To familiarize our customers with the superior quality and fast, dependable service of Pavelle Color Inc., we invite you to take advantage of a 20% discount on your first order for any Color Service offered on this page, providing your order is accompanied by this coupon. Save 20c on every dollar. See "How to Order" above.

Name \_\_\_\_\_  
 (Print Name and Address Plainly)

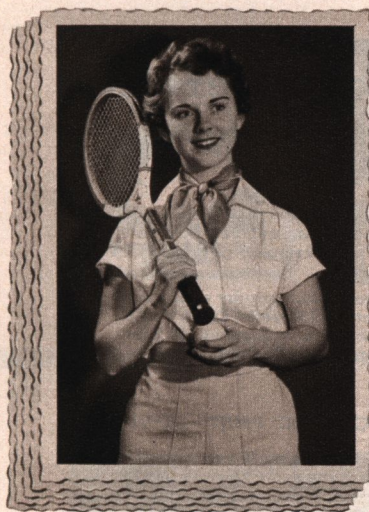
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

This offer expires April 1, 1957.

NOTICE. For quantity prices on orders for 25 or more transparencies or color prints, write to Pavelle Color Inc., Box 575, New York 1, N.Y.





**EXTRA PRINTS.** The same oversize glossy prints as above. These may be ordered from assorted negatives you already have or at the same time your roll is developed (minimum of 6).....Each print 5c

#### WARDWAY ENLARGEMENTS

Better quality enlargements at extremely low prices. Printed on double-weight paper stock, semi-matte finish. Narrow margin, smooth edged prints. *State print size and quantity wanted.*

5x 7-in. Size. Each 30c.....6 for \$1.50  
8x10-in. Size. Each 50c.....6 for 2.50  
11x14-in. Size. Each 75c.....6 for 3.50

FOR HAND-COLORED ENLARGEMENTS, write to address under "How to Order" at right for prices.

## 25 Oversize Prints Only \$1 Postpaid

PRINTS FROM ANY NUMBER OF NEGATIVES ONLY 4c EACH

- LARGE OVERSIZE PRINTS, same size as listed under "developing and printing service" below
- GET EXTRA PRINTS MADE from your old negatives of family, friends, or relatives
- A LOW-COST SERVICE for passport pictures, employment applications, college pictures
- ORDER THESE WALLET-SIZE PRINTS with your next developing and printing order

This exceptionally low price for reprints affords you the opportunity of trying Wardway photo-finishing at low cost. You'll be pleased with the service and the results. For less than 25 prints, see "Extra Prints" at left below. Read "How to Order Wardway Finishing" below.

#### DEVELOPING AND PRINTING SERVICE

Service below includes developing your film and making one oversize glossy print of each good negative (coupon good for one reprint included for each negative not printed). See "Extra Prints" below.

ANY 8 EXPOSURE ROLL.....40c  
Print size is 3½x5 in. for 120 or 620 rolls. Print size is 3½x5¾ in. for 116 or 616 (and all 6 or 8 exposure rolls of the larger sizes). Print size is 3¼x4½ in. for 127 or 828 rolls.

ANY 12 EXPOSURE ROLL.....60c  
Print size is 3½x3½ in. for 12 exposure rolls.

ANY 16 EXPOSURE ROLL.....75c  
Print size is 3x3½ in. for 116 or 616 rolls. Print size 3¼x4½ in. for other 16-exp. rolls.

20 EXPOSURES ON 35MM ROLL.....\$1.00  
Print size is 3¼x4½ in.

36 EXPOSURES ON 35MM ROLL.....1.75  
Print size is 3¼x4½ in.

#### COPY NEGATIVES

Wardway will make a new negative, size about 2¼x3¼ in., from any print including Polaroid—so you can have additional prints made.  
Each negative.....75c

#### HOW TO ORDER WARDWAY FINISHING

Mail your film for processing or your negatives for reprints to the nearest Wardway Photo Service Unit listed below.

Do NOT SEND TO WARD MAIL ORDER HOUSE. Be sure to include your name and address, and the correct amount of money. As an extra precaution, also include name and address on roll of film. Allow about 6 days for mailing time. We return work to you postpaid by third class mail. For faster service we'll return any order by first class mail if you include 10c extra.

WARDWAY PHOTO  
SERVICE  
Park Ridge, Illinois.

WARDWAY PHOTO  
SERVICE  
Box 111,  
Quincy, Mass.

WARDWAY PHOTO  
SERVICE  
Box 1173,  
Fort Worth, Texas.

WARDWAY PHOTO  
SERVICE  
Box 25,  
Los Angeles 53, Calif.

THE WARDWAY PHOTO FINISHING SERVICE is recommended for those who want good work at lowest cost. This service may be compared to that of the better stores and photo shops. Wardway does a thorough job on all orders. Negatives and prints are processed mechanically, using automatic equipment and quality controlled, standard formulas.

## Deluxe Photofinishing by Edwards Laboratory

THE EDWARDS FINE GRAIN LABORATORY does only deluxe finishing. Among amateur and professional photographers, Edwards has enjoyed a reputation for quality for over 15 years. Enlargements from this laboratory have won distinction in salons throughout the world.

DELUXE FINISHING is recognized as essential by experienced photographers—they know that fine prints result from negatives of high quality. Such negatives have minimum graininess, pleasing gradation, proper contrast, and freedom from abrasion marks. These characteristics naturally require more individual attention in processing than can be given in ordinary commercial film development. Therefore,

discriminating photographers look to laboratories such as Edwards for this needed deluxe service.

Edwards Laboratory uses only ultra-fine grain developers—fresh solutions of finest chemicals. Processing includes a special hardening treatment for scratch protection. Negatives returned in individual cellophane envelopes.

DELUXE PRINTS are all made on semi-matte, double-weight papers. Expert technicians work in dark-rooms with the latest and finest equipment to bring out every fine detail in your prints that your efforts and camera have put in them.

#### DELUXE ENLARGING SERVICE

Nowhere is the "master's touch" more noticeable than in Edwards' deluxe enlarging service. Each negative is carefully studied to determine the right exposure, the correct grade of paper and the proper developing time in order to produce the best results. Everything is done that will bring out the finest details in your pictures. Routine cropping and dodging are done without extra charge. For specific cropping based on your enclosed diagram, or any specific dodging, vignetting, darkening portions of print, and/or sepia, gold, blue, green or red toning, double the price listed below.

NARROW MARGIN (¼ IN.) ENLARGEMENTS. Printed to bring out all that is in your negative on double-weight matte paper (or on glossy for reproduction, if specified).

3½x5-in. size...Ea. 35c 4x6-in. size...Ea. 50c  
5x7-in. size...Ea. 70c 8x10-in. size...Ea. \$1.10  
11x14-in. size...Each \$2.00

PLATE SUNK UNMOUNTED ENLARGEMENTS. Printed on double-weight paper. Wide margin suitable for framing. Cropped where necessary to improve the picture composition.

5x7-in. size on 8x10-in. paper.....Each \$1.25  
8x10-in. size on 11x14-in. paper.....Each 2.25

EDWARDS SALON SPECIAL. 11x14-in. print individually masked to your own diagram, with all necessary dodging. Dry-mounted in a 16x20-inch salon mount.....Each \$5.00

#### HOW TO ORDER DELUXE FINISHING

Do not send film to Wards for developing. Address your films or negatives, with money and instructions to:

EDWARDS FINE GRAIN LABORATORY, INC.  
P. O. Box 1539  
Chicago 90, Illinois

State service you want, your name, and your address. Allow 4 days for work in the laboratory—extra time for special work. Prices include 3rd class return postage for finished work (allow 14 days). If you desire, INCLUDE 10c EXTRA FOR 1st CLASS RETURN POSTAGE (allow only 10 days).

#### DELUXE DEVELOPING AND PRINTING

OVERSIZE PRINTS made from your roll of film on double-weight semi-matte Kodak Medalist G surface paper. Prints will be about 3½x5 in., depending on the shape of negative.

Any 828 Bantam with 8 exposures.....\$2.00  
Any roll film with 8 exposures.....2.20  
Any roll film with 12 exposures.....3.00  
Any roll film with 16 exposures.....3.80  
Any 35mm roll with 18 to 20 exposures....4.60  
Any 35mm roll with 36 to 40 exposures....7.80

NOTE: If any frame cannot be printed, a 20c coupon per print will be returned to you. Each coupon may be applied as part payment on any future order sent within six months.

#### DELUXE DEVELOPING ONLY

This service includes only the developing of the film and postpaid return of the negatives.

Roll film, all popular sizes.....per roll 60c  
828 Bantam film.....per roll 40c  
Minox—returned in Minox wallet.....75c  
Pack and cut films, all sizes. 12 negatives..\$1.10  
Packs and cut films, all sizes. Ea. negative..25c

#### DELUXE PRINTING ONLY

Prints are made on double-weight semi-matte Kodak Medalist G surface paper—size about 3½x5 in., based on the shape of your negative.

Miniature and "double-frame" negatives must be in strips of three or more with frames to be printed carefully indicated. Individual cut frames in these small sizes are double the normal price because of the extra handling involved.

Oversize prints from Minox, 16mm and all sub-miniature exposures (smaller negatives than 35mm and 828 Bantam).....Each 25c  
Oversize prints from all 35mm and all roll film, cut film, and film packs to 4x5 in.....Each 20c

#### POSITIVES FOR PROJECTION

35mm positive from 35mm negative, mounted in 2 by 2 cardboard readymount.....Each 20c  
35mm positive from larger negative, mounted in 2 by 2 cardboard readymount.....Each 30c





## Fine Albums for Your Best Pictures

### PERSONALIZED AND SNAPSHOT ALBUMS FOR YOUR PRINTS AND ENLARGEMENTS

**A** **BOOKBOUND HOB-B-BOOK ALBUM.** Luxury, personalized, cloth bound album to match the finest books in your library. Compensators keep the book flat, even when filled with pictures. Gold-tooled design on spine and around inset portion of cover where you mount your favorite 8x10-in. picture.

You get two titles, your personal 3-line caption and a standard title which you choose from: My Book, Our Book, Our Home, Army, Navy, Marine, Our Trip, Our Wedding, and Our Family. Each volume has 80 pages (40 leaves) with stubs to mount an additional 10 double weight or 20 single weight full page enlargements. Bound in two-tone Tan, Green, or Blue-gray. With maroon sheath case.

67 H 6043—Ship. wt. 4 lbs. *State color* . . . 5.39  
67H6021—Ship. wt. 12 lbs. *State colors* .3 for 13.50

**B** **BABY'S BOOK ALBUM.** 9x11-inch album to keep the picture story of your baby. Washable white Fabrikoid covers and spine with attractive 3-color design. Slip-in frames inside front and back covers to hold your favorite 8x10-in. pictures of your baby. Post-bound loose leaf style pages allow for expansion or extra pages.

Your personal 3-line title, plus special 2-line birthday date title. 70 pages (35 leaves) are double thick at spine for added strength—allow expansion. Smooth paper makes it easy to write vital statistics under pictures. With matching white washable sheath case.

67 H 6023—Ship. wt. 3 lbs. . . . . 5.39

**C** **HOLSON SNAPSHOT ALBUM.** Large, easy-to-use album for mounting and showing your prints. Padded washable Fabrikoid cover, in your choice of two colors, with silver trim. About 50 pages (25 leaves) of thick sturdy black album paper—large 10x13-inch size. Double thickness at binding for added strength—keeps book flat, even when pages are filled with pictures. Hidden post binding is expandable—lets you add extra pages. Choice of Maroon or Green color. Ship. wt. 2 lbs. 6 oz.

67 H 6039—*State color* . . . . . 2.49

**REMOVING SPOTS FROM PRINTS.** To remove white spots, take a carbon pencil and make light short stipple marks on the white area till the proper tone is achieved. To remove Black Spots, take the sharp point of a knife or razor blade and scrape the spot in straight parallel lines in one direction only. Do it lightly or you'll remove all coloration.

**D** **SPRINGFIELD ALBUM KIT.** Display your prints in this fine large album. Everything you need for mounting your pictures is included. The large album has about 80 pages (40 leaves), 11x14 inches. Padded covers are washable Pyroxylin coated—looks like leather. Spacers at string binding keep book flat. 300 black Engle Art corners are included. Choice of Dark Red or Blue.

67 H 6000—Wt. 3 lbs. *State color* . . . . . 1.49

**E** **SPRINGFIELD BABY BOOK.** Economy priced baby book for a complete picture record. Padded covers have heavy, washable white Pyroxylin coated finish—looks like leather. String tied with white tasseled silk cord. About 60 7x10-inch pages (30 leaves).

67 H 6024—Ship. wt. 2 lbs. . . . . 97¢

**F** **FOTO-FOLIO-ALBUM.** Designed to protect and display your favorite pictures in acetate envelopes. Holds up to 168 3¼x5¼-in. pictures. Comes with 3 pages that have 48 clear acetate envelopes (holds 96 of your treasured snapshots)—album will hold an additional 36 envelopes (order separately below). Sturdily built album with durable green padded imitation leather cover—the ideal way to show your pictures.

67 H 6009—Ship. wt. 2 lbs. 8 oz. . . . . 4.95  
67 H 6010—Pkg. 12 acetate envelopes (holds 24 pictures). Ship. wt. 6 oz. . . . . 69¢

**G** **HOLSON TRANSPARENT ENVELOPE ALBUMS.** These transparent acetate-page multi-ring binders are the ideal albums for your finest prints and enlargements—because transparent pages protect them. The padded cover is of washable Fabrikoid with embossed gold leaf design.

Heavy paper inserts in each page for mounting smaller prints. White albums have white paper inserts, all others have black. Each heavy-gauge acetate sheath holds two full page prints, or mounted smaller prints. Six pages included with album; extra pages listed below. Capacity is 30 pages. *State color*: Maroon, White or Green.

67H6045—8x10-in. album. Wt. 2 lbs. 4 oz. .3.98  
67H6046—5x7-in. album. Wt. 1 lb. 2 oz. . . . 2.98

**EXTRA TRANSPARENT ACETATE PAGES.** With white or black heavy paper inserts.

67 H 6047—For 8x10-in. Album.  
Wt. 12 oz. *State color* . . . . . 12 for 2.29  
67 H 6048—For 5x7-in. Album.  
Wt. 7 oz. *State color* . . . . . 12 for 1.49

### FOLDERS AND FRAMES FOR YOUR BEST PICTURES

**H** **WIDE WOOD PICTURE FRAME.** Beautifully grained solid oak frame in choice of two colors and sizes. To make even your finest pictures look better. The broad 1½-in. frame is attractively designed to harmonize with both modern and traditional rooms. Complete with glass, velour covered easel back for standing on table, desk and with metal ring for hanging on walls. *State finish wanted*: natural oak or rich walnut.

67 H 6101—For 8x10-in. picture. Ship. wt. 3 lbs. . . . 3.19  
67 H 6102—For 11x14-in. picture. Wt. 4 lbs. 8 oz. . . 4.49

**J** **FOTOCRAFT FOLDERS.** Give your pictures that finished look—ideal for presenting to friends or relatives. Professional-type folders of heavy board with white patterned cover. Available in vertical or horizontal style. Inside face has heavy beveled opening. Easy mounting—just slip in your picture for that professional look, no gluing. *State Cat. No. and Size*.

Picture Size	Opening Size	Ship. Wt.	Vertical	Horizontal
4x 5 in.	3½x4½ in.	15 oz.	67 H 6426	67 H 6427
5x 7 in.	4½x6½ in.	1 lb. 8 oz.	12 for \$1.69	12 for \$1.89
8x10 in.	6½x9½ in.	2 lbs. 12 oz.	12 for 2.19	12 for 2.49
8x10 in.	9¾x7¾ in.	2 lbs. 14 oz.	12 for 3.49	12 for 3.79

**K** **GOLD PLATED METAL PICTURE FRAME.** Handsome ½-in. width metal picture frame finished in 24-karat gold to enhance your finest pictures—protects and displays your pictures to their best advantage. Beaded edges with applied crest at corners. For 5x7-in. or 8x10-in. pictures. Complete with glass, velour covered easel back. *State size wanted*.

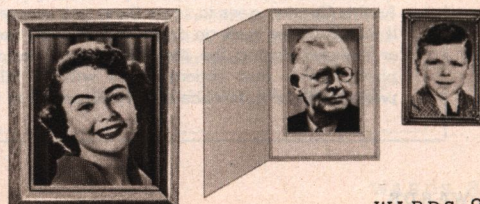
67 H 6103—Ship. wts. 1 lb. 2 oz., 2 lbs. 8 oz. . . . . 2.49

### ENGLE DUO ART CORNERS

(Not Shown.) For fast mounting of your pictures—no additional adhesive is needed. Corner mount has cellophane cover over black corner for invisible mounting that lets your picture corners show through. Wt. 3 oz.

67 H 6406—Four packs (800 Art Corners) . . . . . 98¢

**H** 3.19      **J** 2.19 dozen 5x7 in.      **K** 2.49





# Wards Monthly Payment Plan

PAY ONLY 10% DOWN ON ANY ITEM IN THIS CATALOG

## LOW MONTHLY PAYMENTS ON ALL PHOTO ITEMS

Our Monthly Payment Plan enables you to enjoy the advantages of new, better, and extra equipment while you pay for it. Don't let lack of cash keep you from buying a better camera, a telephoto or wide angle lens, a needed spotlight, or an exposure meter. It is sound economy to use your credit, provided the amount to pay monthly can comfortably be spared each month out of income. The pleasure and satisfaction of using quality merchandise as you pay for it, justifies the small extra charge for credit added on certain items.

## IT'S EASY TO OPEN A MONTHLY PAYMENT ACCOUNT

Write your order in the usual way on one of our order blanks, being sure the order totals \$20 or more. You may include anything that Wards sell in any of Wards Catalogs. Then sign and fill in the application for credit on the back. Minors will have parent or guardian sign and fill in application. Enclose check or money order for the down payment and mail to the Ward Mail Order House nearest you. There will be a short delay for credit investigation, which is confidential.

If you live near a Ward Store see the Credit Manager there. He will be glad to give you full information about our Monthly Payment Plan and handle all the details for you.

## TRADE-INS CAN NOW BE USED AS YOUR DOWN PAYMENT

IF YOUR USED CAMERA IS ACCEPTED AS A TRADE-IN, the allowance will be considered as your down payment if it is 10% or more of the purchase price of the new camera.

IF YOUR TRADE-IN ALLOWANCE IS MORE THAN THE DOWN PAYMENT, you simply deduct that amount from the price of the camera to find the balance to be paid. For example: In buying a \$100 camera with a \$25 trade-in allowance on your camera, your monthly payments would be figured on \$75 and would be only \$7 monthly instead of \$9 per month.

IF YOUR TRADE-IN ALLOWANCE IS THE SAME AS THE DOWN PAYMENT, you simply pay off the balance as though you had a 10% cash down payment.

IF YOUR TRADE-IN ALLOWANCE IS LESS THAN THE DOWN PAYMENT, you will be notified of the additional amount due.

THE BOB ADAMS TRADE-IN PLAN gives you a liberal allowance for your present camera which you can apply to the purchase of a new camera or photographic equipment. For full details see Page 21.

## NO CHARGE FOR CREDIT ON ITEMS WITH "N" IN NUMBER

More than two thirds of the items in this catalog are sold without any carrying charge being made when purchased on Monthly Payments. This means that the cost to you is the same whether you pay cash or buy on credit. These items can be identified by the letter "N" added to the letter "H" in the catalog number. For example, catalog number 67 HN 463L requires no charge for credit. But catalog number 67 H 3375 does. The descriptions of such credit-free items also carry the phrase "No Credit Charge" or "No charge for credit on this item." Watch for this phrase in the descriptions of many popular items and the letter "N" in the number. Whenever it appears; you will save the entire carrying charge and enjoy the benefit of lower monthly payments, too.

## "ADD-ON" PLAN FOR ADDITIONAL PURCHASES

After your credit has been established at Wards, or if you already have a Monthly Payment Account with us now, you may make additional purchases of \$10 or more to be added to your account. Just fill in and sign the "Add-on" form on the back of the order blank. The amount of your new purchase, plus our usual carrying charge from table at right (except on "N" items), is then added to the amount you owe.

Monthly payments will not be increased unless the new balance requires a larger monthly payment as shown in the Table of Terms at the right.

All terms are subject to change. Write us for terms on larger orders.

## WARDS REFUND POLICY ON LOWER PRICES

As this Catalog goes to press these prices are Wards lowest. If merchandise costs go down or Federal Taxes are removed or lowered during the life of this book, catalog orders for photographic and optical goods will be filled at reduced prices and the difference will be refunded to you.

## TABLE OF TERMS

NOTICE: The carrying charges shown in the table below will not be added to the price of items keyed HN.

If Unpaid Balance is	We will add for carrying charge	Monthly Payment
20.00— 22.00	2.00	5.00
22.01— 24.00	2.25	
24.01— 26.00	2.50	
26.01— 28.00	2.75	
28.01— 30.00	3.00	
30.01— 33.00	3.25	5.00
33.01— 36.00	3.50	
36.01— 40.00	4.00	
40.01— 45.00	4.50	6.00
45.01— 50.00	5.00	
50.01— 55.00	5.50	
55.01— 60.00	6.00	6.00
60.01— 65.00	6.50	
65.01— 70.00	7.00	7.00
70.01— 75.00	7.50	
75.01— 80.00	8.00	8.00
80.01— 85.00	8.50	
85.01— 90.00	9.00	
90.01— 95.00	9.50	9.00
95.01—100.00	10.00	
100.01—110.00	11.00	
110.01—120.00	12.00	10.00
120.01—130.00	13.00	
130.01—140.00	14.00	
140.01—150.00	15.00	11.00
150.01—160.00	16.00	
160.01—170.00	17.00	12.00
170.01—180.00	18.00	
180.01—190.00	19.00	13.00
190.01—200.00	20.00	
200.01—210.00	21.00	14.00
210.01—220.00	22.00	
220.01—230.00	23.00	15.00
230.01—240.00	25.00	
240.01—250.00	26.00	16.00
250.01—260.00	27.00	
260.01—270.00	28.00	17.00
270.01—280.00	29.00	
280.01—290.00	30.00	18.00
290.01—300.00	31.00	
*300.01—310.00	43.00	14.50
310.01—320.00	44.00	15.00
320.01—330.00	45.50	15.50
330.01—340.00	47.00	16.00
340.01—350.00	48.50	16.50
350.01—360.00	50.00	17.00
360.01—370.00	51.00	17.50
370.01—380.00	52.50	18.00
380.01—390.00	54.00	18.50
390.01—400.00	55.50	19.00
400.01—410.00	57.00	19.50
410.01—420.00	58.00	20.00
420.01—430.00	59.50	20.50

\*Time payment orders over \$300 will be given Home Appliance Terms shown above unless you prefer regular terms. If so advise us.



# It's Easy to Order From Wards

WITH FOUR CONVENIENT WAYS TO CHOOSE FROM

## ADVANTAGES OF ORDERING PHOTOGRAPHIC EQUIPMENT FROM WARDS

When you buy photographic equipment from Wards, you enjoy several advantages not readily available through most photographic shops. First, you choose from a much larger assortment than most stores are able to carry. Second, you get factory-packed merchandise, unhandled until you receive it delivered to your own door. Third, you may take all the time you

want to make your selections in the comfort of your own home. Really, the catalog offers the easiest way to shop for your camera needs. However, Wards offers you 4 ways to shop. Wherever you live, at least one, and perhaps all four of these ways, may be available to you. After deciding what you want to buy, follow the ordering instructions below.

### BY MAIL



Ordering from the catalog is easy, and you can shop when you have the time. If you don't find what you want—write Bob Adams—see Pg. 21.

### BY TELEPHONE



Many cities have a Ward Telephone Shopping Service where you may order by phone. Look under "Montgomery Ward" in local directory.

### AT CATALOG STORE



You can place an order through one of Wards many Catalog Stores. There are over 300 such stores—look in your local telephone directory.

### AT RETAIL STORE



A number of Wards Retail Stores carry photographic equipment. Stop in the Store nearest you where you can examine the merchandise.

## HOW TO ORDER

**GIVE COMPLETE INFORMATION.** Make a list of items wanted, using the order blank enclosed or any plain piece of paper if no order blank is available. State the full Catalog Number (Example, 67 HN 3203 K) also the name, shipping weight and price of each item. Be sure to state Size, if there is a choice and give any other information requested so we will be able to fill your order without delay. Add shipping weights to determine total weight of order and see shipping information below.

**BEST WAYS TO SEND MONEY ARE:** Postal Money Orders; Express Money Orders; Bank Money Orders or Bank Drafts; Cashier's Checks or your own Personal Check. If you live on a rural route, your carrier will buy a Money Order for you.

**AVOID C.O.D. ORDERS.** Fees on C.O.D. are very expensive and we advise you to avoid this service except when necessary. Wards do not accept orders for less than \$5 to be shipped C.O.D. (except repair parts). We must also refuse to accept C.O.D. orders for any articles cut, made-to-order, monogrammed or engraved, or for merchandise described as shipped from a factory.

## IMPORTANT SHIPPING INFORMATION

Unless otherwise specified, all items in this catalog are shipped promptly from stock. You pay shipping charges from your nearest Ward Mail Order House unless description states that item is "Postpaid" or will be shipped direct to you from a factory (indicated by the letter "F" or "K" after the catalog number). On factory shipments you pay shipping charges from the factory shipping point. Please allow extra time for handling at the factory.

ON ALL MAILABLE ITEMS, except those marked "Postpaid", include an allowance for postage with your order (see at left). If you send too much we will return every cent not needed. Do NOT send money for Freight or Express Charges if there is an agent at your station. You can pay him when goods arrive. For estimate of Express charges, see below.

**ITEMS WITH CATALOG NUMBERS ENDING IN "T"** (for example, 67 HN 387 T) may be shipped to you from one of Wards other Mail Order Houses. Postage on all "T" items is charged only on the distance from your nearest Ward Mail Order House.

### PARCEL POST RATES

Parcels not over 70 lbs. or more than 100 inches in length plus girth (around) at widest point may be mailed to all zones (with certain size and wt. restrictions to 1st Class Postoffices).

ZONES	Local	1-2	3	4	5
Shipping Weight of Your Order	Within This City	Up To 150 Miles	151-300 Miles	301-600 Miles	601-1000 Miles
Up to 8 ounces.....	2c for the first 2 ounces and 1c for each additional ounce.				
9 oz. to 1 lb.....	18c	23c	23c	24c	26c
1 lb. 1 oz. to 2 lbs.	20c	27c	29c	31c	36c
2 lbs. 1 oz. to 3 lbs.	21c	31c	34c	38c	45c
3 lbs. 1 oz. to 4 lbs.	23c	35c	39c	45c	54c
4 lbs. 1 oz. to 5 lbs.	24c	39c	44c	52c	63c
5 lbs. 1 oz. to 6 lbs.	26c	43c	49c	59c	73c
6 lbs. 1 oz. to 7 lbs.	27c	47c	54c	66c	82c
7 lbs. 1 oz. to 8 lbs.	29c	51c	60c	73c	91c
8 lbs. 1 oz. to 9 lbs.	30c	55c	65c	80c	\$1.00
9 lbs. 1 oz. to 10 lbs.	32c	59c	70c	87c	1.10
10 lbs. 1 oz. to 11 lbs.	33c	63c	75c	93c	1.19
11 lbs. 1 oz. to 12 lbs.	34c	67c	80c	\$1.00	1.28
12 lbs. 1 oz. to 13 lbs.	36c	71c	85c	1.07	1.37
13 lbs. 1 oz. to 14 lbs.	37c	75c	90c	1.14	1.47
14 lbs. 1 oz. to 15 lbs.	39c	79c	96c	1.21	1.56
20 lbs.....	46c	99c	\$1.21	1.56	2.02
30 lbs.....	61c	\$1.38	1.73	2.25	2.95
40 lbs.....	75c	1.78	2.24	2.94	3.87
50 lbs.....	90c	2.17	2.76	3.63	4.80
60 lbs.....	\$1.04	2.57	3.27	4.32	5.72
70 lbs.....	1.19	2.96	3.79	5.01	6.65

### ESTIMATED EXPRESS RATES

The fastest way to ship non-mailable merchandise, especially bulky, fragile or odd shaped articles. Add 3% Federal Tax.

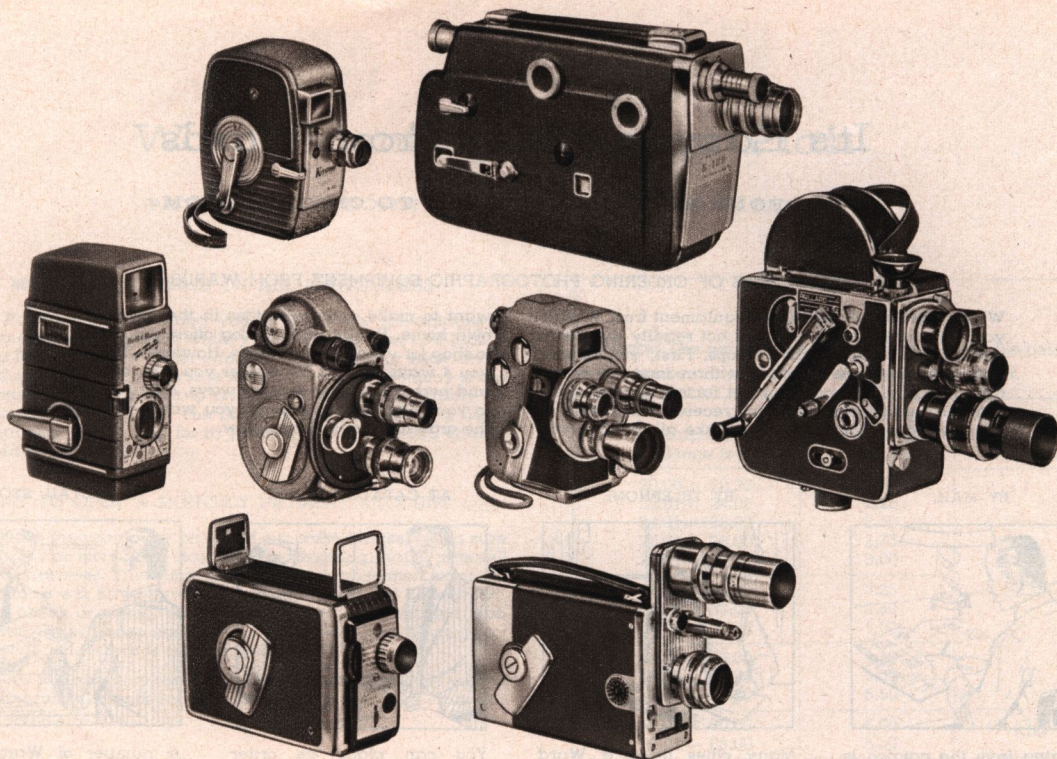
Shipping Weight	100 Miles	200 Miles	300 Miles	400 Miles	500 Miles	750 Miles	1000 Miles
5 Pounds.....	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80	\$1.87
10 Pounds.....	1.80	1.80	1.87	1.96	2.01	2.13	2.25
15 Pounds.....	1.80	1.93	2.07	2.20	2.27	2.45	2.63
20 Pounds.....	1.91	2.09	2.26	2.43	2.53	2.77	3.01
25 Pounds.....	2.02	2.24	2.45	2.67	2.79	3.10	3.40
35 Pounds.....	2.23	2.54	2.84	3.15	3.32	3.74	4.16
55 Pounds.....	2.66	3.14	3.62	4.10	4.37	5.03	5.70
75 Pounds.....	3.09	3.74	4.40	5.05	5.41	6.32	7.23
100 Pounds.....	3.63	4.50	5.37	6.24	6.72	7.93	9.14

### WARDS GUARANTEE

We guarantee the quality of every article as described and guarantee that it will give you the service you have a right to expect. If any purchase you make from us is not entirely satisfactory, return it and we will exchange it for what you want. Or we will promptly refund your money and, in either case, pay transportation charges both ways.

MONTGOMERY WARD & CO.





## Which Movie Camera and Projector?

SOME FACTS ABOUT FEATURES THAT WILL HELP YOU DECIDE WHICH TO BUY

### THE CAMERA

**8 OR 16MM SIZE?** The films shown at left are actual size. Before splitting, they are the same width, but the 8 mm has more sprocket holes. The 8 mm film is put through the camera twice; so it has two series of pictures side by side. After developing it, the processor splits it down the middle and splices the two pieces together. The big advantage of 8 mm cameras is in the lower cost of the film they use. This saving amounts to more than one half the price of 16 mm film based on the same projection time. For this reason 8 mm is an excellent choice for the average home movie maker. It is capable of excellent movies of average subjects in black and white or color, and these can be projected to a size of about 3 by 4 feet.

16 mm cameras cost more to operate, but their larger film size permits recording of detail and they can be "blown up" to as much as 6 by 8 feet. Single frames can be enlarged as "still" pictures using equipment available through Bob Adams (see Page 21). Also, more kinds of film emulsions are available in 16 mm. For these reasons, the 16 is the choice of the serious amateur who wishes to achieve movies of professional quality.

Another consideration is that with 16 mm sound projectors, sound films as well as silent home movies can be used and interchanged at will.

**MAGAZINE OR REEL LOAD?**—The magazine-loading camera is most convenient to use because no threading of film is required. Just open the camera, insert the magazine, and close the camera again. With this type, you can change from one kind of film to another whenever you wish, without waiting to finish the magazine.

More film emulsions are available on reels than in magazines, and reel film costs about 15% to 20% less.

**FOCUSING OR FIXED-FOCUS LENS?**—When a lens is set for sharpest focus at a given point, it will give good focus for some distance in front of that point and for a longer distance behind it. This is known as "depth of field," and it is greatest with short focal lengths and small apertures. A fixed-focus lens is one that is set so that its depth of field will give good focus on all subjects beyond a reasonable distance.

Fixed-focus 16 mm lenses, when opened to  $f/2.7$ , will get everything in focus from about 8 feet to infinity, and when stopped down to  $f/11$  from about

3 feet to infinity. Fixed-focus 8 mm lenses at  $f/2.7$  will give good focus from about 7 feet to infinity, and at  $f/11$  from about 2 feet to infinity. For shorter distances a supplementary lens is needed.

Since fixed-focus lenses cannot be changed in focus, they are easier to use and are preferred by many who do not require critical focus at short distances. You will want the focusing lens to make close-ups, or to duplicate soft-and-sharp focus effects of professional movie makers.

**TURRET OR NON-TURRET?**—Movie makers who wish to photograph fast action at varying distances—where they may be using a normal lens one minute, a telephoto the next—will find the answer in a turret camera. Where quick changing is not important, the non-turret may be preferred. It is lighter because its extra lenses are kept in the case until needed.

### THE MOVIE PROJECTOR

**HOW MUCH LIGHT?**—The more light you have the more brilliant your screen image will be, the brighter more vivid the colors will be—and the bigger you can make it. With 8 mm at least 300 watts is recommended, especially for color projection. With 16 mm projectors, at least 500 watts, or even 750, is desirable. If you expect to show occasionally to large groups in clubs, etc., or if you want big screen size, then 750 or 1000 watts will be more satisfactory.

**LENS SIZE?**—For many years standard projection lenses for 8 mm projectors have been 1-in. focal length; for 16 mm, 2-in. Recently, in order to get a bigger picture on the screen from the same distance, or to fill the screen from a shorter distance, many projectors are offered with a projection lens with a shorter focal length—in 8 mm usually a  $\frac{3}{4}$ -in. regular or a supplementary lens.

**SOUND OR SILENT?**—Amateur sound movies are now a reality. Bell & Howell's 16mm Model 202 projector and Revere's Synchro-Tape (See Page 94) make it easy for anyone to add sound to silent movies. They let you record commentary, sound effects, and background music—then play them back—synchronized with your own or professionally-made films.

All 16mm sound projectors (like those on Page 95) let you show sound films like the Castle films on Page 97, and any other 16mm films, either sound or silent—that you make at home.



8 mm Film  
After  
Splitting



16 mm Film



8 mm Film  
Before  
Splitting

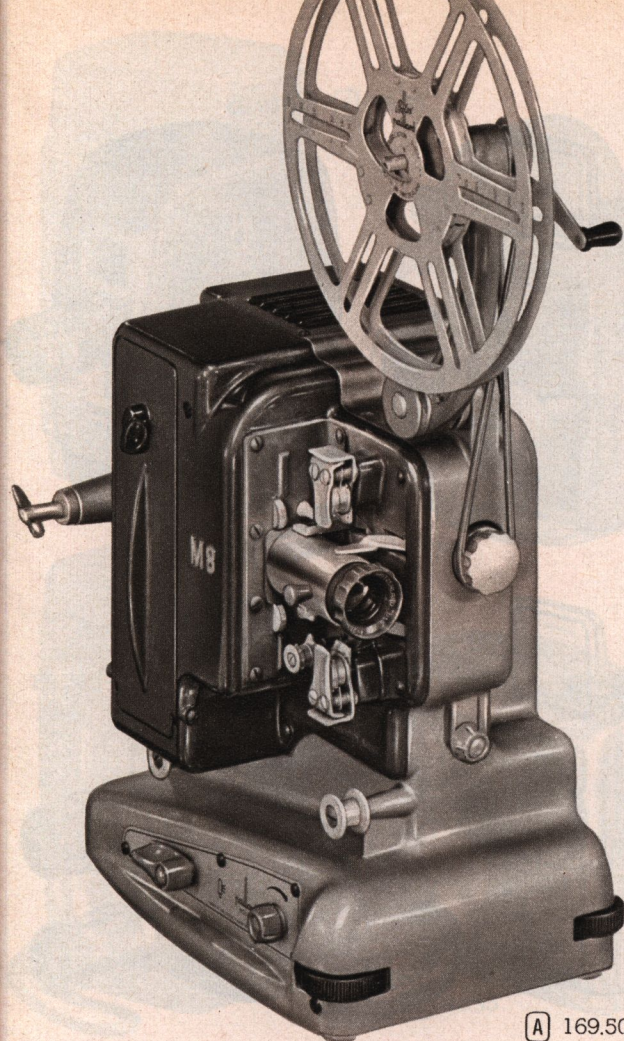


Reel Load

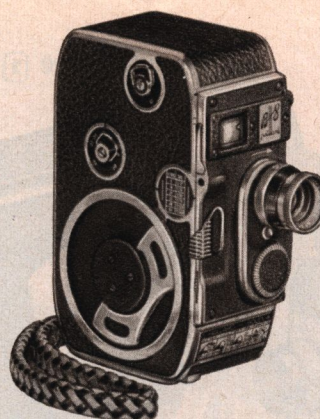


Magazine Load





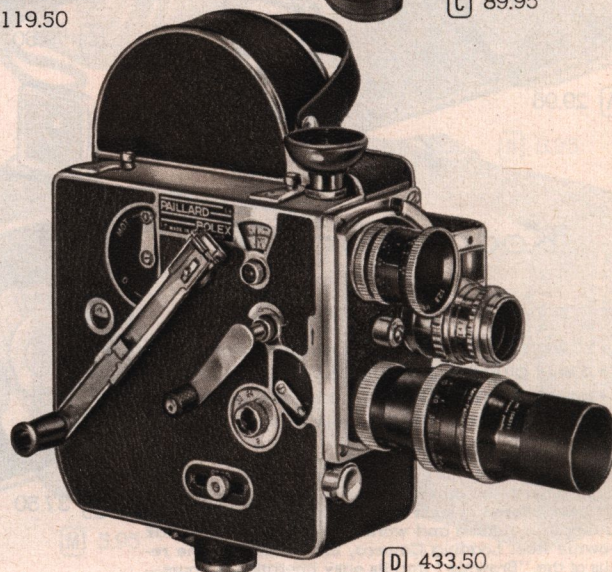
**A** 169.50



**B** 119.50



**C** 89.95



**D** 433.50

## Bolex Equipment for the Serious Amateur

### BOLEX M-8 PROJECTOR—EXCLUSIVE FEATURES

- **RAPID PUSH-BUTTON THREADING**—Lens and Gate Swing For Cleaning.
- **AUTOMATIC FILM LOOP FORMER**—Insures proper threading, Protects Film.
- **BOLEX PROJECTOR OUTLET** turns off room lights when projector is running.
- **TURBO-COOLING**, Special Heat Filter Permits "Stills" Without Film Damage.
- **BRILLIANT SCREEN IMAGE** From 500-watt Condenser-Reflector System.

**A** Unusually light weight alloy construction—pick it up with one hand. New Swing-Out lamp house makes changing lamps easy, quick. Optional automatic or manual rewind. Other features include: 25mm f/1.5 lens; Ultra-rapid claw-mechanism that holds images rock-steady; motor driven take-up reel—no belts; fast 400-ft. reel rewind in only 15 secs., stops at end of rewind. Upper reel arm folds, forms carrying handle. Two-tone gray overall color, easy-to-find Red controls. Complete with attractive case.

67 HN 910R—Boxed, Complete with reel, oiler, power cord. *Prepaid*...169.50

### BOLEX B-8 AND C-8, 8MM MOVIE CAMERAS

- **RATCHET WINDING MECHANISM** winds like Swiss watch—no overwinding.
- **PUSH-BUTTON FILM STARTER** locks to prevent accidental exposures.
- **BIG, BRIGHT VIEWFINDERS** for better quick and easy composition.
- **CABLE RELEASE** allows tricky effects and fast trigger action.

**B** **C** Imported from Switzerland, these reel-loading movie cameras are easier to load than a box camera. The construction of both cameras is the same—the difference lies in the lens mounts and the viewfinders. Long run of 7 feet (30 seconds at 16 frames per second)—can be locked on continuous run so you can get into your own movies. No slowdown—motor stops instantly even at high speed. Exposure chart and footage indicator. Audible click at end of film. All-metal body, black morocco leather covering, brushed aluminum trim. Takes single frames. **SPEEDS**—8, 12, 16, 24, 32, 38 and 64 frames per second. **SIZE**—5x3½x2 in. Fits cases (M) or (N) Page 87.

**(B)** Bolex B-8. Twin Turret Lens Mount. Viewfinder zooms from 12.5mm to 36mm, shows exactly what film will record—no need of masks or etched lines. Complete with one coated, ½-in. anastigmat, f/2.5 Yvar fixed focus lens.

67 HN 784 L—No Credit Charge. *Postpaid*.....119.50

**(C)** Bolex C-8. Standard D Mount for Interchangeable Lenses. Complete with one coated, ½-in. f/2.5 Lytar fixed focus lens. Can be used with zoom lens.

67 HN 785 L—No Credit Charge. *Postpaid*.....89.95

67 HN 1440 L—Pizar 5.5 mm f/2.0 fixed focus wide angle lens for B-8 or C-8 camera. *Postpaid*.....79.50

67 HN 1441 L—Yvar 1½-inch f/2.8 focusing telephoto lens for B-8 or C-8 Camera. *Postpaid*.....62.50

### SOME INFORMATION ABOUT THE WORK OF PAILLARD

Paillard S. A., the maker of the Bolex cameras and projectors, is a Swiss manufacturer with 140 years of experience. Swiss craftsmanship, evident in fine watches for years, is built into this Bolex precision-made line.

Precise workmanship, the best of parts, careful manufacture, and functional design, plus ease of operation make this motion picture equipment that anyone can buy with confidence—amateur or advanced photographer.

### THE BOLEX H-16 LEADER 16MM CAMERA

**D** For the really serious and discriminating movie maker, amateur or professional, Wards offer this best-quality-for-the-money 16mm movie camera, the H-16 Leader. Engineered in the fine Swiss tradition.

**TRIFOCAL VIEWFINDER**—Gives field for normal, wide-angle and telephoto lenses. Standard Screw-in lens mount accepts accessory lenses. Focus directly through magnifying eye-cup.

**HAND WINDING**—allows you to wind camera manually—forward or back—for the entire length of the film. Motor governor adjusts your speed accurately. The crank will turn easily until a resistance is felt, and at that point the proper speed is achieved. No guessing with the Bolex. And most important, the backward winding of the film permits lap dissolves, trick filming effects, and other professional techniques.

Winding the Bolex motor is quick and simple. The motor stops positively and cannot be overwound. The long handle gives excellent leverage but is easily shortened when clearing a protruding part of the turret, locks into its out-of-the-way position. The Bolex gives a long run of 16 feet (40 seconds at 16 frames per second or more than 650 frames at one winding). More important: the Bolex motor runs with constant speed until—click—it stops without having altered its speed by so much as a single frame per second. Automatic frame counter, audible footage indicator.

**ADJUSTABLE SPEED**—Speeds are adjustable on the Bolex from 8 to 64 frames per second, standard speed and accelerated motion. Dial is marked at 8, 16, 24, 32, and 64. Shipped promptly from New York or Los Angeles.

Camera size: 8¾x5¾x2½ in. Metal body, black leather covering. *Postpaid*.

67 RN 834 K—With 1-in. f/1.9 focusing Lytar normal, 3-in. f/2.8 focusing

Yvar telephoto, and 16mm f/2.8 focusing Yvar wide angle lenses. .433.50

67 HN 832 K—With 1-in. f/1.9 focusing Lytar lens only. \$27 Down. .269.50

67 HN 833 K—With 1-in. f/1.5 focusing Switar normal lens. .332.50

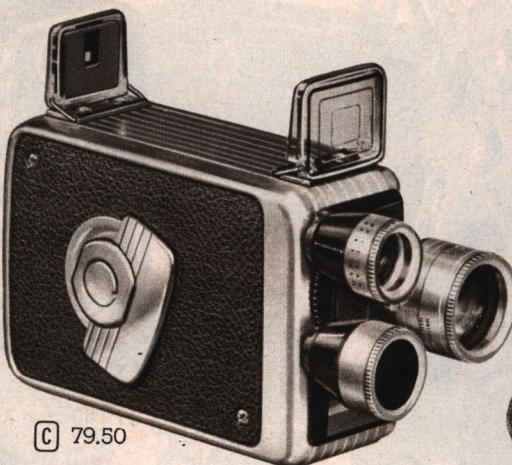
67 HN 1412 K—Yvar 16mm f/2.8 wide angle lens only. .69.50

67 HN 1413 K—Yvar 3-in. f/2.8 telephoto lens only. .94.50

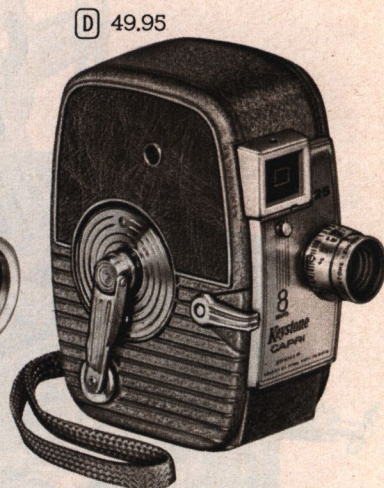




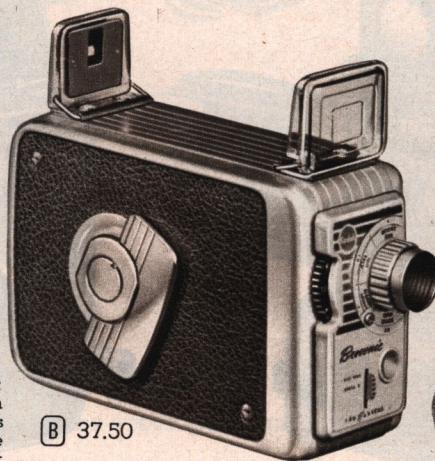
A 29.95



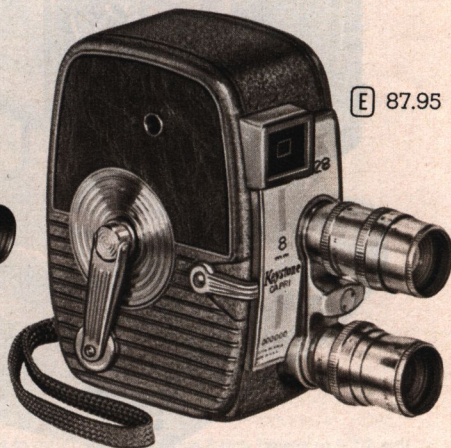
C 79.50



D 49.95



B 37.50



E 87.95

## Kodak Brownie

### KODAK BROWNIE 8MM MOVIE CAMERA

- LOWEST PRICED KODAK  $f/2.7$  movie camera ever
- KODAK QUALITY LENS—ground optical glass
- METAL CONSTRUCTION—won't break or crack
- ONLY ONE ADJUSTMENT to make—instant use

A The Kodak tradition of fine quality and many other features make this the best value we know of in an 8mm camera—no other camera in the past ten years has been offered at such a low price yet offers such fine quality in materials and workmanship. With the Kodak Brownie Reel Loading Camera, the traditional fine results of the "Brownie" and its easy operation is yours—all the simplicity and reliability you want in a movie camera, styled for smart, sharp action and easy shooting pleasure.

It's easy to use on all occasions. Only one adjustment to make—set the lens opening, frame your subject in the sports-type metal viewfinder, then just aim and shoot. Motor locks on for continuous run. Built-in exposure guide frame—hold guide included with each roll of movie film. Footage indicator. All-metal body with brown crackle finish. LENS—luminized Ektanon. FRAMES PER SECOND—16 for normal shooting. BODY SIZE— $6\frac{1}{2} \times 4\frac{1}{4} \times 2\frac{1}{2}$  in. Only \$3 Down, \$5 Monthly. No credit charge. *Postpaid*.

67 HN 714 L—With  $f/2.7$  fixed focus lens.....29.95  
67 HP 704—Leather case for (A) (B) *Ppd*.....3.40

### KODAK BROWNIE 8MM REEL LOADING CAMERA

B Brownie simplicity and reliability in a fine quality movie camera. It's easy to use on all occasions. Only one adjustment to make—set lens opening, frame your subject in the color-keyed viewfinder and start to shoot. Motor locks on for continuous run. Built-in exposure guide on face of camera surrounding the lens. Just set the lens to match the light conditions. With footage indicator. All-metal body, Kodakur covering. LENS—luminized. FRAMES PER SECOND—16 for normal shooting. BODY SIZE— $6\frac{1}{2} \times 4\frac{1}{4} \times 2\frac{1}{2}$  in. Only \$4 Down, \$5 Monthly on Terms. No credit charge on this item.

67 HN 713 L—With  $f/2.3$  fixed focus lens.....37.50  
67 HN 720 L—With  $f/1.9$  fixed focus lens. Only \$4.50 Down, \$5 Monthly on Terms. No credit charge on this item. *Postpaid*.....44.50

### HOW TO MAKE GOOD MOVIES



(Pictured at left.) A complete and informative handbook written in non-technical terms by experts and published by Eastman. Over 200 pages of well-illustrated material with valuable facts for both the experienced movie maker and the beginning amateur who wishes to extend the range of his movie-making experiences. Sturdy board covers.

67 H 4801—Ship. wt. 8 oz.....1.89

## 8mm Reel-Loading Cameras

### BROWNIE TURRET 8MM MOVIE CAMERA

C For the movie maker who wants Brownie simplicity with the versatility of a reel-loading turret camera—and at a popular price. Complete with all three lenses; normal 13mm lens for medium shots, wide angle 9mm for wide close-ups and 2x telephoto for far away action. All three lenses are fast  $f/1.9$ . Color keyed finder shows all 3 lens fields—rear filter adjusts easily for varying subject distances. Data etched on lenshoods shows range of sharp focus for each lens at all openings. Built-in exposure guide, film footage indicator. Metal body with brown vinyl plastic trim. Size  $7 \times 2\frac{1}{4} \times 3\frac{3}{4}$  in. Only \$8 Down \$8 Monthly on Terms. No Credit Charge on this item.

67 HN 752 L—*Postpaid*.....79.50  
67 HP 747—Leather field case. *Ppd*... 4.95

### KEYSTONE "CAPRI" 8MM CAMERA

D Model K-25. Interchangeable lens mount adds versatility to this 8mm reel loading camera. Extra-large optical viewfinder shows field for normal and telephoto lenses. No focusing necessary—just aim and shoot. Built-in exposure guide, an easy guide to follow for better movies. Footage indicator. Locks on continuous run, takes single frames too. All metal body, two-tone gray crackle finish. Scuffproof vinyl trim. LENS—coated  $\frac{1}{2}$ -in. anastigmat. FRAMES PER SECOND—16 for normal shooting. BODY SIZE—about  $5 \times 4\frac{3}{4} \times 2\frac{1}{2}$  in. Order carrying cases (M) or (N) on Page 87. Only \$5 Down, \$5 Monthly on Wards Monthly Payment Plan. No Credit Charge on this item. *Postpaid*.

67 HN 705 L—With  $f/2.5$  lens.....49.95

67 HN 737 L—Keystone "Dial-O-Matic" Camera with  $f/1.9$  lens. *Postpaid*. Only \$6 Down, \$6 Monthly on Terms. No Credit Charge on this item.....59.95

### KEYSTONE TWIN LENS 8MM CAMERA

E Turret lens mount adds versatility for movie makers who need fast change from normal lens to telephoto. A good quality reel loading turret camera at a popular price. Extra-large optical viewfinder shows field for both normal and telephoto lenses (see Page 96 for accessory lenses). No focusing necessary—just aim and shoot. Built-in exposure guide. Footage indicator locks on continuous run—takes single frames. All-metal body, 2-tone gray crackle finish. Scuffproof vinyl plastic trim. LENS— $f/1.9$  fixed focus normal, and  $f/3.5$  telephoto. FRAMES PER SECOND—16 for normal shooting. BODY SIZE—about  $5 \times 4\frac{3}{4} \times 2\frac{1}{2}$  in. Order carrying cases (M) or (N) on Page 87. Only \$9 Down, \$8 Monthly on Wards Credit Terms. No Credit Charge on this item. *Postpaid*.

67 HN 753 L—With twin lenses incl...87.95

### SOMETHING TO REMEMBER

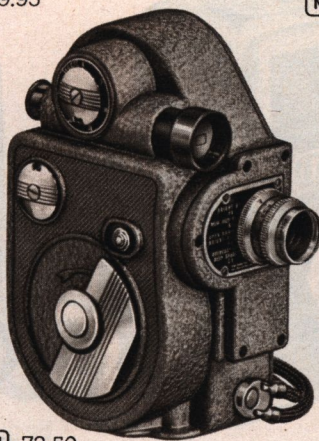
When you are ordering prints of some special occasion pictures, such as weddings, vacation scenes, graduation, etc., be sure to order enough extra prints to give to all your friends who will want them. And if you have some old negatives of your favorite snapshots you are anxious to have remade, include them in your order, too—reprints are made at only five cents each.

Special occasions deserve special attention, you'll agree. There is a fine selection of Hob-B-Books on Page 81 that have standard titles for wedding, Army, Navy, vacation photographs, plus a personal three-line heading of your own choice. There are also baby books, bride books and snapshot albums. And when giving pictures as gifts you may want to choose from the fine selection of beautiful frames and folders found on Page 81 to really make the gift complete.



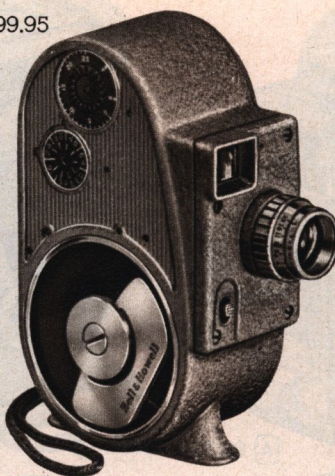


[F] 39.95

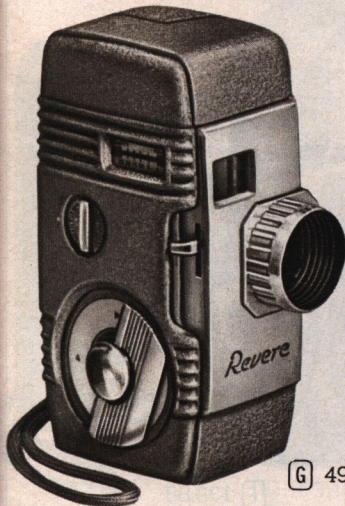
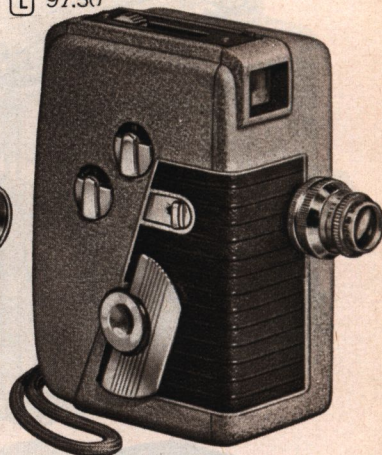


[H] 72.50

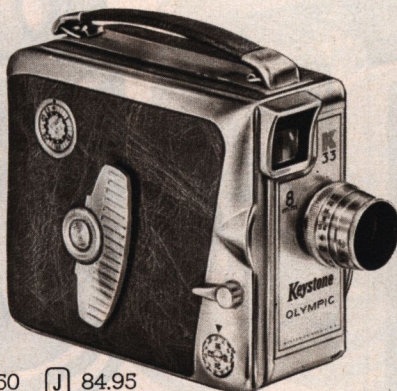
[K] 99.95



[L] 97.50



[G] 49.50



[J] 84.95



[N] 8.95

[M] 5.95

## by Bell & Howell, Keystone, Kodak and Revere

**[F] BELL & HOWELL 8MM CAMERA.** Tops in simple operation—just set "Sun Dial" to match light conditions. Takes economical reel film. Lens sets automatically for correct exposure. Extra-big "picture window" viewfinder shows field for normal and telephoto lenses. 10mm lens covers wider picture area than most normal lenses—ideal for indoor.

Telephoto lens (order separately below) brings subject  $2\frac{1}{2}$  times closer. Long 10-ft. film run. Automatic run-down stop assures uniform exposure when winding. Die-cast alum. body, rugged, mar-proof finish. LENS—coated, anastigmat, 10mm f/2.3 super Comat. FRAMES PER SECOND—16 for normal shooting. BODY SIZE—about  $5\frac{1}{2} \times 2\frac{1}{2} \times 3\frac{7}{8}$  in. Postpaid.

67 HN 721L—With f/2.5 lens. . . 39.95  
67 HN 706L—With f/2.3 lens. . . 49.95  
67 HN 715L—With f/1.9 lens. . . 64.95  
67HP726—B&H leather case. Ppd. 4.95

**B&H  $2\frac{1}{2} \times$  TELEPHOTO LENS for (F).** No focusing—just screw into lens—brings subject  $2\frac{1}{2}$  times closer. Ppd. 67HN1400 L—No Credit Charge. 22.95

**[G] REVERE "50" REEL-LOADING CAMERA.** For "low-cost" economical movies. "Drop-in" loading—just insert reels, start shooting. Lens recesses in its own sunshade, is always in focus. Motor locks on for continuous, extra-long 10-ft. run—takes single frames too. Built-in exposure guide. Footage indicator. Die-cast metal body, tan finish. LENS—coated f/2.8 anastigmat. FRAMES PER SECOND—16 and 24 for extreme slow motion. BODY SIZE—about  $5\frac{1}{2} \times 8 \times 2\frac{1}{4}$  in. Postpaid. 67HN718L—No Credit Charge. . 49.50  
67HP744—Leather-like plastic sheath case for above. Postpaid. 3.49

**[H] REVERE "88" REEL-LOADING CAMERA.** The reliable companion of thousands of movie makers. Viewfinder shows field for both normal and telephoto lenses. Standard screw-in lens mount accepts accessory lenses (see Page 96). Built-in exposure guide. Footage indicator included. Aluminum body with attractive brown textured finish. Order fine quality carrying cases (M) or (N) at right. LENS—coated,  $\frac{1}{2}$ -in. anastigmat. FRAMES PER SECOND—8, 12, 16, 24 and 32. BODY SIZE—about  $5 \times 2\frac{1}{4} \times 3\frac{1}{4}$  in. Only \$7.50 Down, \$7 Monthly on Terms. No extra charge for credit.

67 HN 707L—With f/2.5 fixed focus lens. Postpaid. 72.50

**[J] KEYSTONE MODEL K-33 OLYMPIC CAMERA.** New smartly styled, beautifully balanced 8mm reel load camera. New marksman-type viewfinder shows field for both normal and telephoto lenses. Standard screw-in lens mount accepts accessory lenses (see Page 96). Motor locks on for continuous run. Takes single frames too. Automatic run-down stop for uniform exposure.

Built-in exposure guide. Footage indicator included. Die-cast metal body with silver-gray Vinyl covering and wrist strap. Order handy carrying cases (M) or (N) at right. LENS—coated  $\frac{1}{2}$ -in. anastigmat. FRAMES PER SECOND—12, 16 (normal), 24, 48 (slow motion). No extra charge for credit.

67 HN 754LT—With f/2.5 focusing lens. Postpaid. . . 84.95  
67 HN 755LT—With f/1.9 focusing lens. Postpaid. . . 104.50

**[K] BELL & HOWELL 134-V SPORTSTER CAMERA.** Distinctive Bell & Howell quality and versatility at a moderate price—takes reel film. A compact, easy-to-carry camera. Viewfinder shows field of view for both normal and telephoto lenses. Special lens mount accepts Bell & Howell accessory lenses (see Page 96). Takes single frames too. Automatic run-down stop assures uniform exposure. Has wide range of five speeds, including extreme slow motion—invaluable for sports shots.

Built-in exposure guide helps you produce better pictures. Footage indicator included. Die-cast aluminum body with Fawn metallic finish and attractive maroon trim. Order handy carrying cases (M) or (N) at right. LENS—coated,  $\frac{1}{2}$ -in. Comat—has click stops. FRAMES PER SECOND—8, 16, 24, 32 and 64. BODY SIZE—about  $5 \times 2\frac{1}{4} \times 3\frac{1}{4}$  in. Only \$10 Down, \$9 Monthly on Terms. No extra charge for credit on this item. Postpaid.

67 HN 711L—With f/2.5 fixed focusing lens. . . 99.95  
67 HN 710LT—With f/1.9 Super Comat focusing anastigmat lens. 129.95

**BELL & HOWELL COMPANION—**Same as above except has no single frame. 8, 16, 24 and 32 frames per second. With f/2.5 fixed focusing lens. Gray finish. Only \$9 Down on Terms.

67 HN 725LT—Postpaid. . . 89.95

**SHOOT AT THE RIGHT SPEED FOR BETTER MOVIES.** Use 8 to 12 frames per sec. for filming clouds; 16 for general scenes; 24 to 32 for shooting from moving car or train; 48 for catching the action of rapidly moving objects like kittens at play; and 64 to study form in diving, golf, etc.

**[L] REVERE "80" 8MM CAMERA.** Versatile camera gives almost magazine-loading ease with reel-loading economy. "Zoom-type" viewfinder slides at the touch of your finger to show field for both normal and telephoto and wide angle lenses. Standard screw-in lens mount accepts accessory lenses (see Page 96). Has 8-ft. film run. Motor locks on for continuous run. Takes single frames too. Film footage indicator.

Die-cast aluminum body—crackle finish with brown leather and chrome trim. Order convenient carrying cases (M) or (N) below. LENS— $\frac{1}{2}$ -in. coated, anastigmat. FRAMES PER SECOND—12, 16, 24, 32 and 48. BODY SIZE—about  $2 \times 3\frac{1}{2} \times 5\frac{1}{4}$  in. No credit charge.

67 HN 763L—With f/2.5 fixed focus lens. Postpaid. . . 97.50  
67 HN 764LT—With f/1.9 focusing lens. Postpaid. . . 122.50

**[M] MOVIE GADGET CASE.** Top grain cowhide case holds all the 8mm cameras Wards sell plus sufficient room for your accessories. Removable inner divider and adjustable shoulder strap. Size about  $5 \times 3 \times 6\frac{3}{4}$  in.

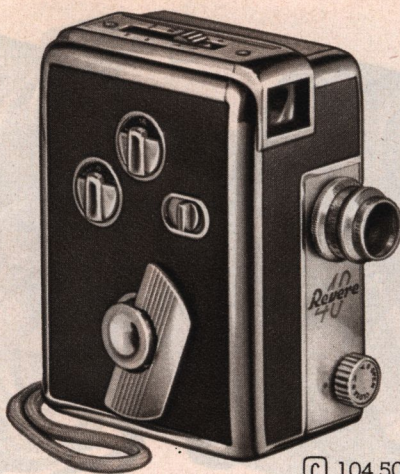
67 H 732—Light Tan. Ship. wt. 2 lbs. . . 5.95  
67 H 733—Red Stallion (wine). Ship. wt. 2 lbs. . . 5.95

**[N] MOVIE COMPARTMENT CASE.** Top grain saddle leather, light tan color. Holds all 8mm cameras Wards sell plus room for your accessories. Sturdy sides give maximum protection for your equipment. Inner divider and shoulder strap are adjustable. Velvet-reen lining. Size about  $5\frac{1}{2} \times 3\frac{1}{2} \times 7\frac{1}{2}$  in. Ample room for accessories. 67 H 728—Ship. wt. 2 lbs. 8 oz. . . 8.95

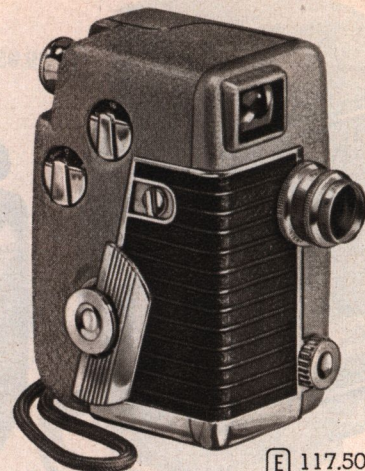




**A** 94.95



**C** 104.50



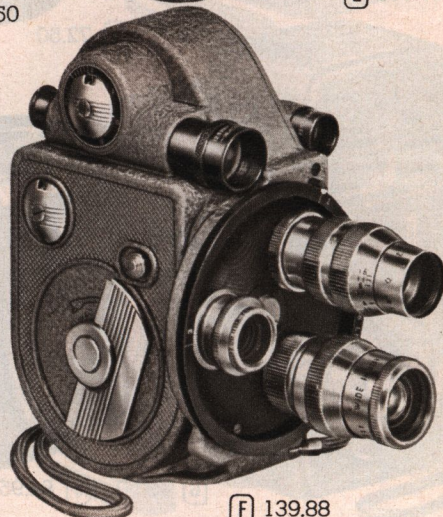
**E** 117.50



**B** 134.95



**D** 144.50



**F** 139.88

## 8mm Movie Cameras for the Advanced Amateur Who

### KEYSTONE K-42 8MM MAG. CAMERA

**A** New "Bel Air" model that's newly styled in handsome silver-gray vinyl with sparkling chromed trim. Convenient, easy-to-load magazines can be switched at any time from color film to black and white without finishing the reel. "Zoom-type" optical viewfinder gives full view of scene without reducing field of vision—adjusts instantly for telephoto and wide angle accessory lenses. New visor shades viewfinder from sun. Extremely light and compact, the "Bel Air" can be carried in pocket or purse. Interchangeable lens mount accepts all "D" standard lenses. All lenses are coated and color-corrected to reduce haze and color fringing for sharp, clear movies. New 3-way trigger for regular run, lock-in continuous run, and single frame exposure. New built-in exposure guide gives recommended film exposure at various lens openings. Footage indicator. FILM SPEEDS—12, 16, 24, 48 frames per second. LENS—Coated color-corrected 1/2-in. anastigmat. BODY SIZE—4 3/4 x 3 3/4 x 2 in. Fits cases (M) and (N), Page 87. No credit charge. Postpaid.

67 HN 756L—Camera with f/2.5 Fixed focus lens. .... \$94.95  
67 HN 757 LT—With f/1.9 fixed-focus lens. 104.50

### BELL & HOWELL "172-B" 8MM MAG. CAMERA

**B** Built to a long-standing tradition of quality. Matched finder objective shows subject as exposed on film. Lens mount accepts B & H lenses listed under camera (M). Locks on continuous run—takes single frames. Footage indicator. Aluminum body, gray finish. LENS—coated 1/2-in. anastigmat. FRAMES PER SECOND—16, 24, 32, 48, 64. BODY SIZE—about 5 1/2 x 3 1/2 in. Fits cases (M) and (N), Page 87. Postpaid.

67 HN 716LT—With f/2.5 B & H Comat fixed focus lens. No credit charge. .... \$134.95  
67 HN 727 LT—With f/1.9 B & H Comat focusing lens. No credit charge. .... \$164.95

### REVERE "40" 8MM MAGAZINE CAMERA

**C** A compact, lightweight magazine loading camera made by Revere's camera craftsmen. Extremely easy-to-use, from the first magazine of film, you'll take sparkling, interesting movies of family and friends in vivid color and bold black and white. "Zoom-type" viewfinder slides to give field of view for telephoto and wide angle accessory lenses. (See Pg. 96). Standard screw-in type lens mount. Motor lock on continuous run—takes single frames too. Built-in exposure guide. Footage indicator. All-metal body, brown crackle finish, chromed trim. LENS—coated 1/2-in. anastigmat. FILM SPEED—12, 16, 24, 32, 48 frames per second. BODY SIZE—about 4 3/4 x 2 1/4 x 3 1/2 in. Fits cases (M) and (N), Pg. 87. No credit charge. Postpaid.

67 HN 729L—With f/2.3 fixed focus lens. . \$104.50  
67 HN 731L—With f/1.9 focusing lens. . . 129.50

### KODAK MEDALLION 8MM MAG. CAMERA

**D** Kodak's newest and smallest movie camera—the outstanding member of the Kodak family. Precision built and handsomely styled, this compact camera has the fine features you expect and need to make better movies. Magazine loading, you can switch from color to black and white film at any time in seconds. Focusing Ektanon lens is excellent for close-ups, focuses from 12 in. to infinity. Lens opens to f/1.9 and closes to f/16. "Zoom-type" viewfinder adjusts for lenses from 6 1/2 mm to 3x telephoto. Standard "D" mount adapts easily to Ektar lenses. 4 film speeds—16, 24, 32, 48 frames per sec. Camera locks on continuous run, also single frame exposure.

Built-in exposure guide. Normal settings are in red for simple operation. Footage indicator. Metal body—satin finish, brown vinyl covered.

67 HN 750L—No credit charge, Postpaid. \$144.50  
67 HN 746L—Leather Field Case for camera Postpaid. No credit charge. .... 7.95

### REVERE "B-61" 8MM MAGAZINE CAMERA

**E** Revere's best 8mm single lens camera, a precision-made instrument made by Revere's camera craftsmen. Very compact—only about the size of two film magazines. Parallax-correcting "Micro-Match" viewfinder adjusts to show field for normal, telephoto and wide angle accessory lenses. Standard screw-in type lens mount accepts accessory telephoto and wide angle lenses. (See Page 96). Long 10-ft. film run—locks on for continuous runs. Also takes single frames. Cast aluminum body, textured brown finish, leather and chromed trim. LENS—coated 1/2-in. anastigmat. FRAMES PER SECOND—12, 16, 24, 32, 48. BODY SIZE—about 4 1/2 x 2 1/4 x 3 in. No credit charge. Only 10% Down. Postpaid.

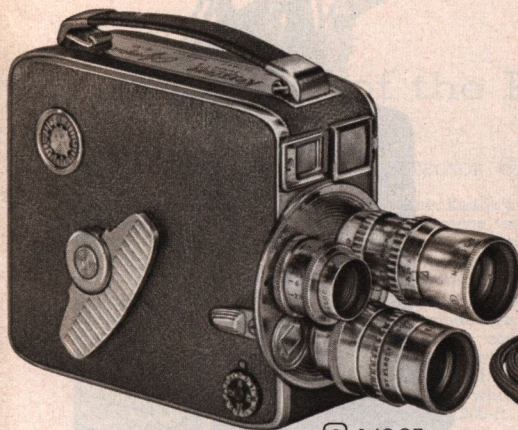
67 HN 789 LT—With f/2.5 fixed focus lens. \$117.50  
67 HN 788 LT—Camera with case. .... 121.50  
67 HN 791LT—With f/1.9 focusing lens, and protective hard plastic case. .... \$146.50

### REVERE "99" 8MM REEL TURRET CAMERA

**F** Wards lowest priced Revere three-lens turret camera. It's extremely simple to operate. Viewfinders show field for normal and 1 and 1 1/2-in. telephoto lenses. Standard screw-in type lens mount accepts accessory lenses, (see Page 96). Coated lenses. Built-in exposure guide. Footage indicator. Aluminum body with textured finish. FRAMES PER SECOND—12, 15, 24, 32, 48. BODY SIZE—about 5 3/4 x 4 1/2 in. Fits cases (M) and (N) on Page 87. No credit charge. Postpaid.

67 HN 767 LT—With 1/2-in. f/2.5 fixed focus normal lens, 1 1/2-in. (3X) f/3.2 Elitar telephoto lens and 7mm f/2.5 fixed focus Elitar wide angle lens. Also accessory finder objective to show field for wide angle lens. Only \$14 Down. .... \$139.88  
67 HN 709 LT—With 1/2-in. f/2.5 fixed focus lens only \$10 Down on Terms. .... \$99.50  
67 HN 2317 T—Elgeet wide angle finder objective. .... \$2.49

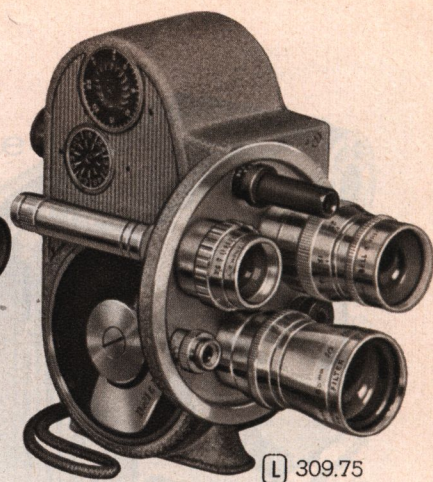




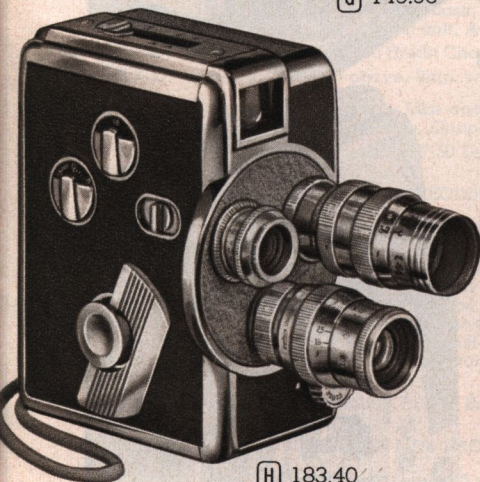
**G** 149.95



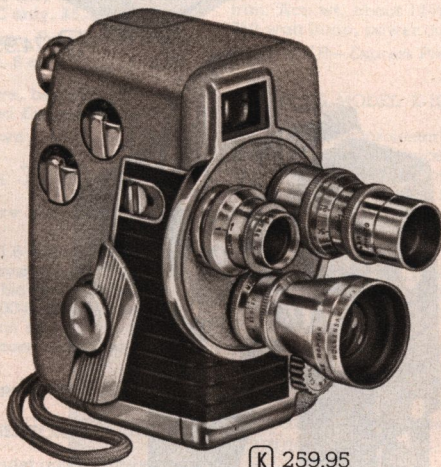
**J** 191.40



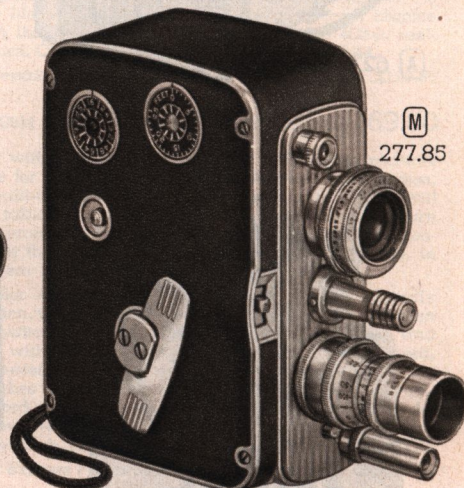
**L** 309.75



**H** 183.40



**K** 259.95



**M** 277.85

## Wants Extra Features Needed for Better Results

### KEYSTONE K-35 8 MM 3-LENS TURRET CAMERA

**G** For outstanding results in color or black and white. A reel loading camera and 3-lens combination that saves you \$15.70. With the exclusive full-view Magnafinder which adapts instantly for normal, telephoto and wide angle lenses. Covered in scuff-proof, weather-proof vinyl with chromed trim. Single frame exposure, continuous lock run. Footage indicator. Governor controlled for uniformity. Built-in exposure guide.

COMPLETE WITH 3 LENSES. Elgeet normal  $f/2.5$  lens, Elgeet Wide Angle 6.5mm  $f/2.5$  fixed focus lens and Elgeet Telephoto 38mm  $f/3.5$  lens. FILM SPEED—12, 16, 24, 48 frames per sec. BODY SIZE—about  $2\frac{1}{2} \times 4\frac{1}{2}$  in. Fits cases (M) and (N) Page 87 No credit charge. Postpaid.

67 HN 799 LT—Complete camera and lenses.....\$149.95

### REVERE "44" MAG. 8MM TURRET CAMERA

**H** A complete turret camera with 3 lenses so that you can take movies using normal, telephoto or wide angle lenses to add interest and variety to your shots. "Zoom-type" viewfinder adjusts to give field for normal, wide angle or telephoto lenses (see Pg. 96). Motor locks on for continuous run—takes single frames too. Built-in exposure guide gives exposure at various lens openings. Film footage indicator. Ruggedly styled, aluminum body with brown leather covering, chromed trim. FILM SPEED—12, 16, 24, 32, 64 frames per sec. BODY SIZE—about  $4\frac{1}{2} \times 2\frac{1}{4} \times 3\frac{1}{2}$  in. Fits cases (M) and (N), Pg. 87. Postpaid.

67 HN 771 LT—Camera with  $\frac{1}{2}$ -in.  $f/2.5$  normal focusing lens,  $1\frac{1}{2}$ -in. (3X)  $f/2.5$  focusing Elitar telephoto, and 7mm  $f/2.5$  fixed focus wide angle lens. No credit charge. Only \$18.50 down.....\$183.40

67 HN 759 LT—Camera with  $f/2.5$  normal fixed focus lens only. Only \$14 Down on Terms.....\$139.50

### REVERE "84" REEL 8MM TURRET CAMERA

**J** A deluxe camera with reel loading economy. "Zoom-type" viewfinder adjusts instantly to show field of view for normal, telephoto, wide angle lenses. Standard screw-in type lens mount accepts accessory lenses (see Pg. 96). Long film run—about 8 ft. Locks on for continuous run—also takes single frame exposures. Coated Elitar lenses. Film footage indicator. Exposure guide gives film exposures at various lens openings. Aluminum body, brown crackle finish, leather and chromed trim. FILM SPEED—12, 16, 24, 32, 48 frames per sec. BODY SIZE—about  $2\frac{3}{4} \times 3\frac{1}{2} \times 5\frac{1}{4}$  in. Fits cases (M) and (N), Pg. 87. Postpaid.

67 HN 780 LT—With  $\frac{1}{2}$ -in.  $f/1.9$  focusing normal,  $1\frac{1}{2}$ -in. (3X)  $f/2.5$  focusing Elitar telephoto, 7mm  $f/2.5$  fixed focus wide angle lens...\$191.40

67 HN 766 LT—With  $f/1.9$  focusing normal... 147.50

67 HN 765 LT—With  $f/2.5$  F.F. normal only.. 122.50

### REVERE "B-63" MAG. 8MM TURRET CAMERA

**K** Convenient easy-to-use magazine loading Camera—comes complete with 3 lenses that take close-ups, normal and telephoto shots. "Micromatic" viewfinder has click-stop adjustment to show field of view for normal, 1 and  $1\frac{1}{2}$ -in. telephoto, and wide angle lenses. Standard screw-in type lens mount accepts accessory lenses, (see Pg. 96). All lenses are coated to reduce reflection, give sharper movies. Film run of 10 ft. per winding. Aluminum body—textured finish. FILM SPEED—12, 16, 24, 32, 48 frames per sec. BODY SIZE—about  $4\frac{1}{2} \times 3\frac{1}{4} \times 2\frac{1}{2}$  in. Fits cases (M) and (N) on Pg. 87. Postpaid.

67 HN 777 LT—Camera with  $\frac{1}{2}$ -in. focusing normal  $f/1.9$  lens,  $1\frac{1}{2}$ -in. (3X)  $f/3.5$  focusing Wollensak telephoto and 6.5mm  $f/2.5$  fixed focus Wollensak wide angle lens. No credit charge...\$259.95

67 HN 770 LT—With  $f/1.9$  focusing normal.. 177.50

67 HN 790 LT—With  $\frac{1}{2}$ -in.  $f/2.5$  fixed focus normal lens only. \$15.50 Down on Terms.. 152.50

### BELL & HOWELL 134-TA 8MM TURRET CAMERA

**L** A precision camera with economical reel loading. Permits through-the-lens focusing. Viewfinder takes matching objectives for each lens. Lenses below fit only this camera. Has 5-ft. film run. Takes single frames. Built-in exposure guide. Film footage indicator. Aluminum body with fawn metallic finish, maroon trim. FILM SPEED—16, 24, 32, 48, 64 frames per sec. BODY SIZE—about  $5\frac{1}{2} \times 1\frac{3}{4}$  in. Fits cases (M) and (N), Page 87. No credit charge. Postpaid.

67 HN 779 LT—With  $\frac{1}{2}$ -in.  $f/2.5$  fixed normal,  $1\frac{1}{2}$ -in. (3X)  $f/1.9$  focusing telephoto and 6.5mm  $f/1.8$  wide angle lenses and matching obj...\$309.75

67 HN 712 LT—With  $f/2.5$  normal and obj... 139.95

67 HN 1433 LT—6.5mm  $f/1.8$  fixed B&H wide angle lens, and matching objective only...\$91.90

67 HN 1430 LT—Coated  $1\frac{1}{2}$ -in. (3X)  $f/1.9$  Super Comat focusing telephoto and obj. only...\$77.90

### BELL & HOWELL 172-A 8MM TURRET CAMERA

**M** Extremely compact, top quality twin turret camera—takes film magazines. Visible-Audible footage indicator—scene length indicator in viewfinder. Lenses below fit this and B & H 172-B (B). Viewfinder accepts matching objectives for each lens. Long 9-ft. film run. Continuous lock run, takes single frames. Aluminum body, brown scuff-proof covering. FILM SPEED—16, 24, 32, 48, 64 frames per sec. BODY SIZE—abt.  $5\frac{1}{2} \times 2$  in. Fits cases (M), (N). Pg. 87. Postpaid.

67 HN 736 LT—With  $\frac{1}{2}$ -in.  $f/1.9$  focusing normal,  $1\frac{1}{2}$ -in.  $f/1.9$  focusing telephoto lenses and matching viewfinder objectives. \$28 Down....\$277.85

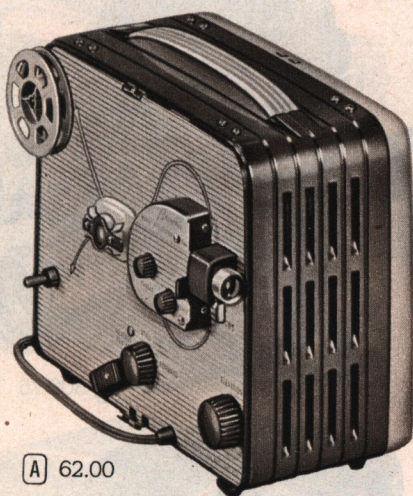
67 HN 774 LT—With  $f/1.9$  focusing normal.. 199.95

67 HN 773 LT—With  $f/2.5$  F.F. normal lens.. 169.95

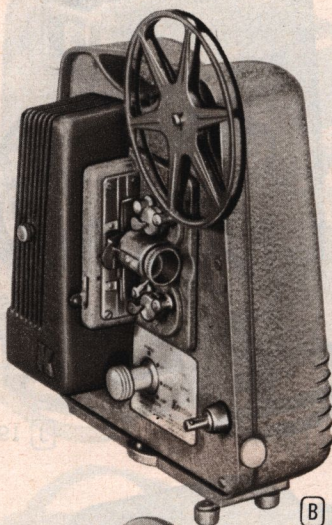
67 HN 1431 LT— $1\frac{1}{2}$ -in. (3X) focusing  $f/1.9$  SuperComat telephoto and matching objective only...\$77.90

67 HN 1434 LT—6.5mm  $f/1.8$  fixed B&H wide angle lens and matching objective only...\$91.90

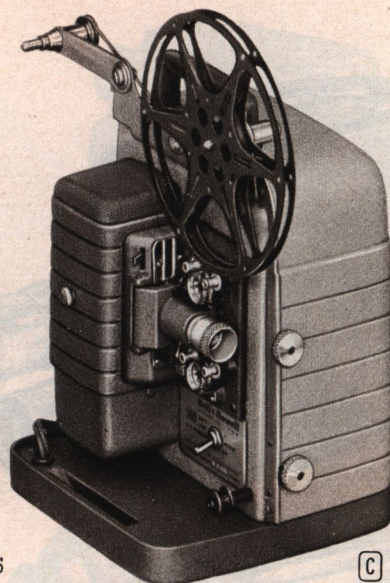




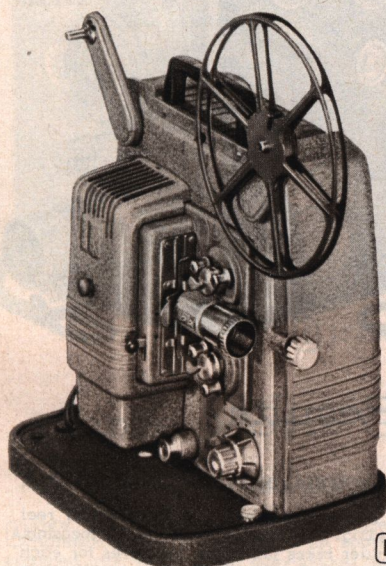
**A** 62.00



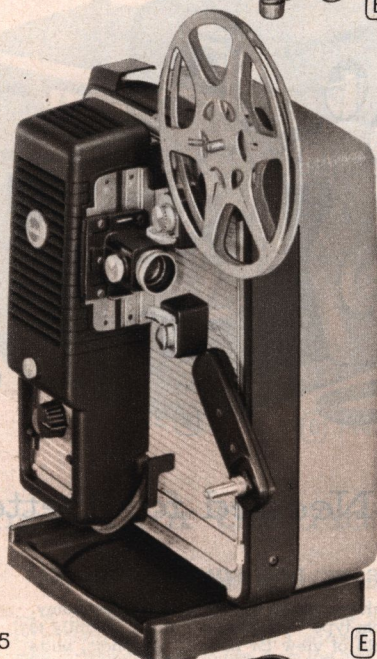
**B** 74.95



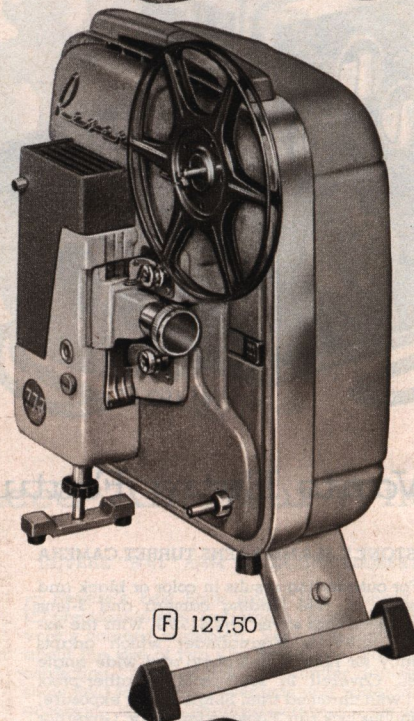
**C** 79.95



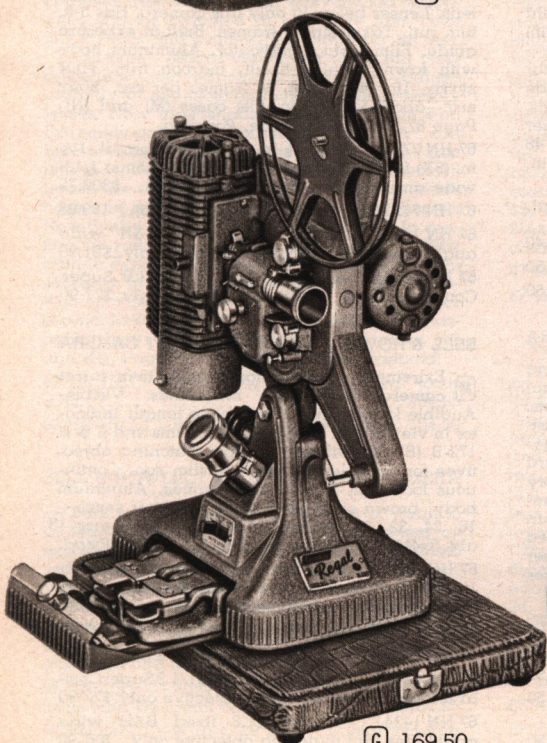
**D** 99.95



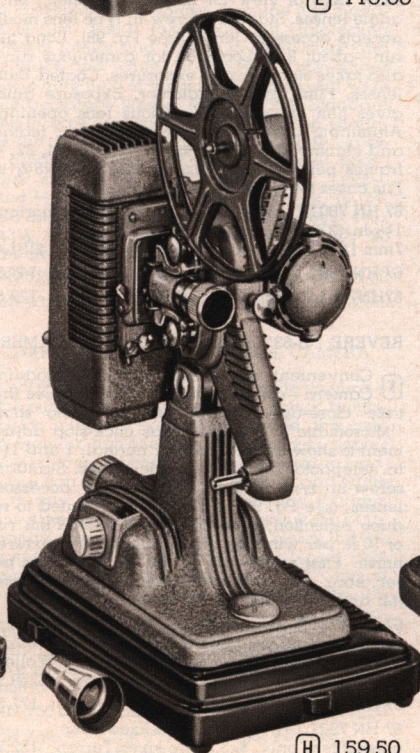
**E** 115.00



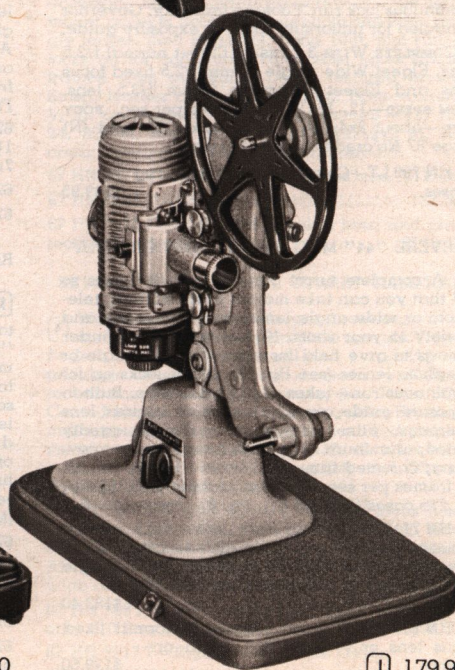
**F** 127.50



**G** 169.50



**H** 159.50



**J** 179.95



# Latest of the Popular 8mm Movie Projectors

## KODAK BROWNIE 8MM PROJECTOR 62.00

**A** Modern design plus exceptional price. Kodak's latest 8mm projector—extremely attractive in appearance, very easy to use. Has many "plus" features like reverse, extra-bright still picture projection, and automatic rewind. Built into its own case—as compact as a portable radio. Takes only seconds to set up.

Focusing, coated, color-corrected, 3/4-inch, f/1.6 Eastman lens. Bright 300-watt illumination. Reflector-condenser optical system. Motor driven blower cooling. Single switch controls lamp and blower. Reverse and single frame projection. Safety screen protects film during single frame projection. Hand knob checks threading. Built-in threading light. Direct, motor driven rewind. Constant speed motor. Tilting; framing adjust. Takes up to 200-ft. reel. With 50-ft. Tenite take-up reel, 300-watt lamp, power cord, instr. Order extra lamp listed below. All-metal body and case, 2-tone brown crackle finish. About 9 1/2 in. high. For 110–120 volt, AC only. \$6.50 Down.

67 HN 907 R—Act. wt. 11 3/4 lbs. No Credit Charge. Exp. Ppd. \$62.00  
67 H 3127—Extra lamp for (A) above. Ship. wt. 8 oz. . . . . 3.29

**NEW KODAK BROWNIE PROJECTOR.** Like above, but with 500-watt lamp and rheostat speed control knob. *Shipped Express Prepaid.*  
67 HN 915 R—No credit charge. Only \$7.50 Down. . . . . \$74.50

## KEYSTONE K-75 8MM PROJECTOR 74.95

**B** Keystone's 500-watt projector. Built to give you good, bright pictures—easily and quickly set up.

Focusing, coated, color-corrected, 1-inch, f/1.6 lens. Brilliant 500-watt illumination. Coated condenser optical system. Motor driven blower cooling. Single switch for lamp and blower. Fast rewind. Tilting and framing adjustments. Takes up to 400-ft. reel. With 400-ft. take-up reel, 500-watt lamp, power cord, off-on line switch. Order extra lamps 67 HP 3124, Pg. 44. Built into metal case with 2-tone gray crackle finish. 110–120 volt, AC or DC.

67 HN 916 R—With case. No Credit Charge. *Express Prepaid* \$74.95

## BELL & HOWELL MODEL 253 8MM PROJECTOR 79.95

**C** Built to give a bright steady picture and quiet action. Projector and all aluminum case of Fawn metallic finish built as a unit.

Focusing, coated, color-corrected, 1-inch, f/1.6 lens. Brilliant 500-watt illumination. Reflector-condenser optical system. Motor driven blower cooling. Single switch controls lamp and blower. Motor driven rewind. Constant speed motor assures steady 16-frame projection. Tilting, framing adjustments center image. Takes up to 400-ft. reel. With 400-ft. take-up reel, 500-watt lamp, power cord, instr. Order extra lamps 67 HP 3124, Pg. 44. All-metal body about 11 in. high. Act. wt. 13 1/2 lbs. For 90–130 volt, AC only. *Exp. Prepaid.*

67 HN 908 R—No Credit Charge. Only \$8.00 Down. . . . . \$79.95

## KEYSTONE K-100M 8MM PROJECTOR 99.95

**D** Keystone's new 8mm projector with exclusive "Selectro-matic" control knob . . . all controls are within one switch. Big Magna-scope lens projects larger pictures in small rooms. Compact and smartly styled, the K-100M is built into its own case.

Focusing, coated, color-corrected 3/4-inch Magna-scope lens for large, sharp pictures. Removable optical condenser for easy cleaning. Brilliant 500-watt lamp. Exclusive Selectro-Matic control knob operates forward, reverse, rewind, still, on and off, and controls speed. Safety screen protects film during single frame projection. Easy film loading, snap-in sprockets and easy-thread film gate. Precision-g geared film wind, both forward and reverse for sharp, steady pictures. Extra-high speed motor and blower keep projector cool during operation. Takes up to 400-ft. reels. All-metal body and case with gray crinkle finish. Complete with 500-watt lamp, power cord, instruction book. 110–120 volts AC. Only \$10 Down.

67 HN 914 R—*Shipped Express Prepaid.* No credit charge . . . \$99.95

## NEW CINE-KODAK "SHOWTIME" 8MM PROJECTOR 115.00

**E** Kodak's newest 8mm projector combines new smart, streamlined appearance with new optical system for maximum screen brightness. Built into its own case, the Showtime is extremely compact and light to carry—and it's so easy to set-up in only seconds.

Focusing, coated, color-corrected 1-inch f/1.6 Luminized lens. Reflector-condenser optical system, 500-watt lamp and new improved shutter design yield 60% more light than shutters of more conventional design for added screen brilliance and clarity. Single switch for reverse, forward and single projection. Safety screen protects film during single frame projection. Easy film loading—film path is clearly marked, film snaps into sprockets and film gate swings open to complete threading operation. Direct motor driven rewind—"Lifetime" oiled bearings, Nylon gears. Control panel is indirectly lighted—no groping for switches. Tilting, framing adjustment. Takes up to 400-ft. reels. Built-in 2-tone metal case with film storage compartment—plastic trim. 110–120 volts AC only—UL listed.  
67 HN 904 R—*Shipped Express Prepaid.* No credit charge. . . \$115.00

## REVERE MODEL 777 8MM PROJECTOR 127.50

**F** Precision-built by one of the best known manufacturers of quality photographic equipment. Provides professional-quality brilliance, steadiness and operating ease. It's compact too—self-contained unit enclosed in it's own streamlined case . . . retractable legs and handle fold for storage.

Focusing, color-corrected, 3/4-in. f/1.6 lens permits extra-large picture in small room. Brilliant 750-watt illumination. Reflector-condenser optical system. Motor driven blower cooling. Single frame projection. Safety screen protects film during single frame projection. Manual threading knob.

One simple control instantly changes forward projection to reverse. Sliding control knob provides rewind—automatically released when projector is operated in forward or reverse position. Constant speed motor.

Smooth, precise tilting and framing control. Takes up to 400-ft. reel. No lubrication required for life of machine, Durable Royalite case, chrome trim. Act. wt. about 14 1/2 lbs. For 110–120 volt, AC only. With 400-ft. reel, 750-watt lamp, power cord. Order extra lamps 67 HP 3125, Page 44.

67 HN 917 R—*Express Prepaid.* No Credit Charge. . . . . \$127.50

## KEYSTONE MODEL K-109M 8MM MAGNA-SCOPE PROJECTOR 169.50

**G** A 750-watt projector with special lens that gives 78% larger pictures at the same distance for large screen projection in even small rooms, Light-O-Matic, and a built-in editor and splicer. The Light-O-Matic will automatically turn off a table lamp when you start the projector, and turn it on when you stop the projector. You can edit your film right on the projector reels by running it through the action viewer, and splice, too, in the built-in splicer. All gear driven take-up, reverse, and rewind.

Focusing, coated, color-corrected, 3/4-inch, f/1.6 lens. Exceptionally bright 750-watt illumination. Coated condenser optical system. Motor driven blower cooling. Single switch control of lamp and blower. Reverse and single frame projection, with safety screen. Snapdown film gate. Rapid, motor driven rewind. Rheostat speed control. Tilting and framing adjustments center image. Takes up to 400-ft. reel. With 400-ft. take-up reel, 750-watt lamp, power cord, instr. Order extra lamps 67 HP 3125, Pg. 44. Die-cast metal body, brown textured finish. Artificial leather covered plywood case. About 16 1/2 in. high. Act. wt. 26 lbs. For 110–120 volt, AC or DC.  
67 HN 909 R—With case. *Express Prepaid.* No Credit Charge. . . . . \$169.50

## REVERE EIGHT MODEL 90 8MM PROJECTOR 159.50

**H** A deluxe 750-watt projector, capable of theater quality projection. A 17mm wide angle lens is included for use in small rooms—more than doubles your picture area at any given distance.

Focusing, coated, color-corrected, 1-inch, f/1.6 lens. Exceptionally bright 750-watt illumination. Reflector-condenser optical system. Motor driven blower cooling. Interlocking switches for lamp and blower. Single frame projection. Safety screen protects film during single frame projection. Self-adjusting film guides and stainless steel film retainers eliminate most film wear—handles any splice. Direct, clutch controlled, motor driven rewind. Rheostat speed control. Tilting and framing adjustments center image. Takes up to 400-ft. reel for half hour of entertainment. With 400-ft. take-up reel, 750-watt lamp, power cord, instr. Order extra lamps 67 HP 3125, Pg. 44. Die-cast metal body. Slip-over molded fiber, Rust-colored Royalite case. About 16 1/2 in. high. Act. wt. 15 1/2 lbs. For 110–120 volts, AC or DC.

67 HN 940 R—With case. *Express Prepaid.* No Credit Charge. . . . . \$159.50

## BELL & HOWELL REGENT DELUXE 8MM PROJECTOR 179.95

**J** A new 500-watt, all gear drive projector, with Bell & Howell's precision engineering. Special shutter eliminates flicker at slow speeds. Film floats on recessed handling parts for minimum film wear. Built-in threading light, swing out lens gate.

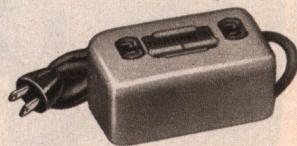
Focusing, coated, color-corrected, 1-inch, f/1.6 lens. Brilliant 500-watt illumination. Reflector-condenser optical system. Motor driven blower cooling. Interlocking switches control lamp and blower. Reverse and single frame projection, with safety screen. Direct, motor driven rewind. Friction speed control. Tilting and framing adjustments. Takes up to 400-ft. reel. With 400-ft. take-up reel, 500-watt lamp, power cord, instructions. Order extra lamp 67 HP 3151, Pg. 44. Die-cast aluminum alloy body, brown crackle finish, chrome plated trim. Sturdy Royalite plastic case. About 15 inches high. Act. wt. 13 lbs. For 110–120, volt, AC or DC Only \$18 Down.

67 HN 937 RT—With case. No Credit Charge. *Express Prepaid.* . . . \$179.95

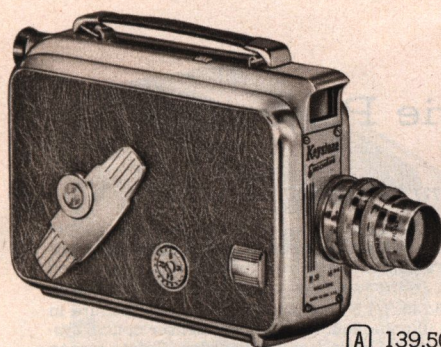
## PROJECTOMATIC CONTROL 7.95

A helpful accessory for showing your favorite home movies, turn projector lamp switch on and Projectomatic turns room light off, turn projector lamp switch off and room light automatically goes on. No more groping in dark for light switches. Steel case, rubber power cord, plug. Instructions included.

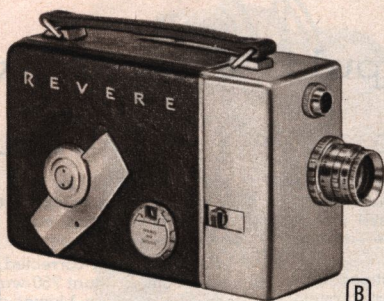
67 H 1290 T—For projectors with 300 to 750-watt lamps. 110–120-volt 60-cycle AC. Ship. wt. 1 lb. 8 oz. \$7.95



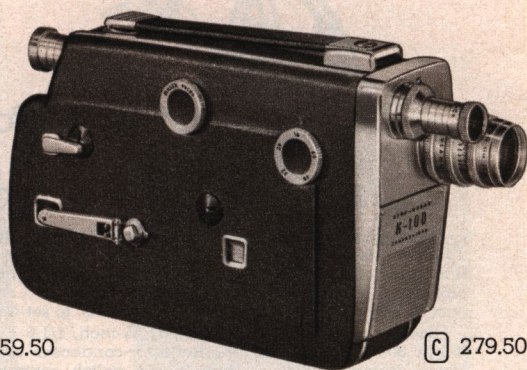




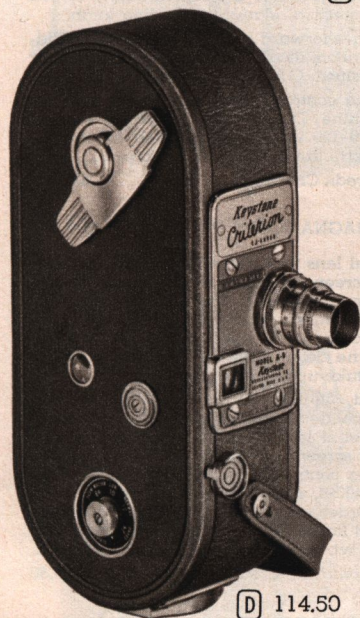
A 139.50



B 159.50



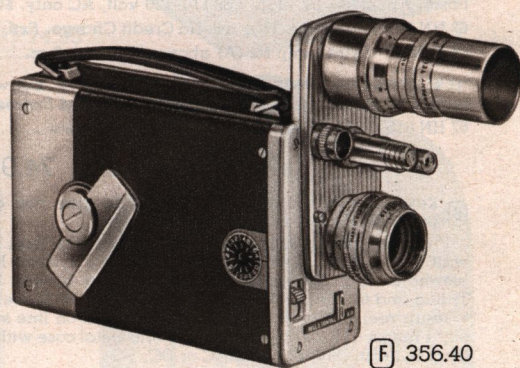
C 279.50



D 114.50



E 139.50



F 356.40

## 16mm Cameras

**A** KEYSTONE K-51 16MM MAGAZINE CAMERA. Wards lowest priced magazine-loading 16mm camera. "Marksman" viewfinder. Standard screw-in lens mount accepts accessory lenses (see Pg. 96). Locks on for continuous run, takes single frames, too. Metal body, gray vinyl covering, chromed trim. LENS—coated 1-inch anastigmat. FRAMES PER SEC.:—8, 16, 24, 64. Ppd.

67HN835LT—With f/2.5 F. focus lens. \$139.50

67HN836LT—With f/1.9 focusing lens. 169.50

67HN807T—Leather compartment case. 8.95

KEYSTONE K-56. Like K-51 above, but with twin lens turret. Has direct focusing through lens. With one, coated, 1-inch lens only.

67HN837LT—f/1.9 focusing lens. Ppd. \$189.50

67HN806T—Leather compartment case. 17.95

**B** REVERE "36" MAGAZINE 16MM CAMERA. New streamlined design, plus magazine loading combined in one compact unit. Objective finder adjusts. Standard screw-in mount locks on for continuous run—takes single frame, too. Simplified, built-in exposure dial. Footage indicator. Chromed metal body, brown leather trim. LENS—coated 1-in. anastigmat. FRAMES PER SECOND—12, 16, 24, 32, 48. BODY SIZE—4½x7¾x2¾ in.

67 HN 838 LT—With f/2.5 fixed focus lens. . . . \$159.50

67 HN 839 LT—With f/1.9 focusing lens. . . . 184.50

REVERE "38". Like above, but with 3 lens turret. Incl. one 1-in. anastigmat lens only. Postpaid.

67 HN 840 LT—With f/2.5 fixed focus lens. . . . \$199.50

67 HN 841 LT—With f/1.9 focusing lens. . . . 224.50

Leather Compartmented Case for "36", "38".

67 HN 828 T—No credit charge. Postpaid. . . . \$17.50

**C** CINE KODAK K-100 16MM CAMERA. For professional results. Features include a focusing optical viewfinder longer 40-ft. film run, variable pressure film gate. Accepts single or double perforated film. New shutter for easy "fades" and "dissolves". Interchangeable viewfinder objective for accessory lenses. LENS—25mm f/1.9 Kodak Cine Ektar II. FRAMES PER SECOND—16, 24, 32, 48, and 64. No Credit Charge. Postpaid.

67 HN 808 LT—With f/1.9 focusing lens. . . . \$279.50

KODAK ROYAL 16MM MAGAZINE CAMERA (not shown). Snap-in-lens mount. LENS—coated, 25mm. FRAMES PER SEC. 16, 24, 64. Continuous run—single frame. Postpaid.

67 HN 802 LT—With f/1.9 focusing lens. . . . \$179.50

67 HN 807 T—Compartmented leather case. . . . 8.95

### MANSFIELD MODEL 106 16MM MOVIE CAMERA

**G** (Shown at left). For 16mm movies at a low cost. F/2.5 lens adjusts to match varying light conditions. Lenses are interchangeable with standard "C" mount. Easy loading camera takes economical film spools—up to 100 ft.—has long 15-ft. film run. 3 speeds: normal 16, slower 24 and slow motion 48 frames per sec. All metal, body with gray crackle finish.

67 H 848 L—With f/2.5 lens. Ship. wt. 5 lbs. . . . \$49.95

67 H 849 L—With f/1.9 lens. Ship. wt. 5 lbs. . . . 59.95

67 H 847—Leather case. Ship. wt. 1 lb. . . . 7.95

**D** KEYSTONE A-9 REEL-LOAD 16MM CAMERA.

Viewfinder shows field for normal and telephoto lenses. Standard screw-in lens mount accepts accessory lenses (see Pg. 96). Long 20-ft. film run. Motor locks on for continuous run, takes single frames too. Built-in exposure guide, audible footage indicator. Metal body, vinyl covering, chromed trim. LENS—coated, 1-in. Wollensak Raptor. FRAMES PER SECOND—10, 16, 24, 32, 48, 64. No Credit Charge. Postpaid.

67 HN 803 LT—With f/2.5 fixed focus lens. \$114.50

67 HN 844 T—Holster case. . . . 10.95

**E** NEW REVERE "101" 16MM CAMERA. Revere's

answer to low cost reel-load camera. Single knob for loading and cleaning aperture plate—takes single or double perforated spool film. Powerful long-run spring motor—27-ft. film run. New objective viewfinder—adjusts. Standard "C" screw-in lens mount takes accessory lens (Pg. 96). 1-in. Normal Wollensak Cine Raptor lens. New improved claw motion for steadier movies. Film footage indicator. Smartly styled in 2-tone brown with chromed trim. Wrist strap. Postpaid.

67 HN 825 LT—With f/2.5 fixed focus lens. \$139.50

67 HN 826 LT—With f/1.9 focusing lens. . . . 164.50

**F** BELL & HOWELL 200T MAGAZINE LOAD 16MM CAMERA with twin-lens turret. Positive finder accepts matching Bell & Howell objectives for each lens. Standard screw-in lens mount. Continuous run and single frame operation. Built-in exposure guide. Footage indicator. Coated lenses. All metal body, gray vinyl covering, chromed trim. FRAMES PER SECOND—16, 24, 32, 48, 64. BODY SIZE—about 2x3¼x5¾ in. No Credit Charge.

67 HN 824 LT—With 1-in. f/1.9 focusing Super Comat normal, 3-in. (3X) f/2.5 B & H Angenieux focusing telephoto lenses and matching objectives as shown. Postpaid \$36 Down. . . . \$356.40

67 HN 822 LT—With f/1.9 lens, objective. . . . 244.95

B & H "200-S". 16mm magazine loading camera with new Sun-dial, but without turret. With f/1.9 B & H focusing lens and matching objective.

67 HN 821 LT—No Credit Charge. Postpaid. \$199.95

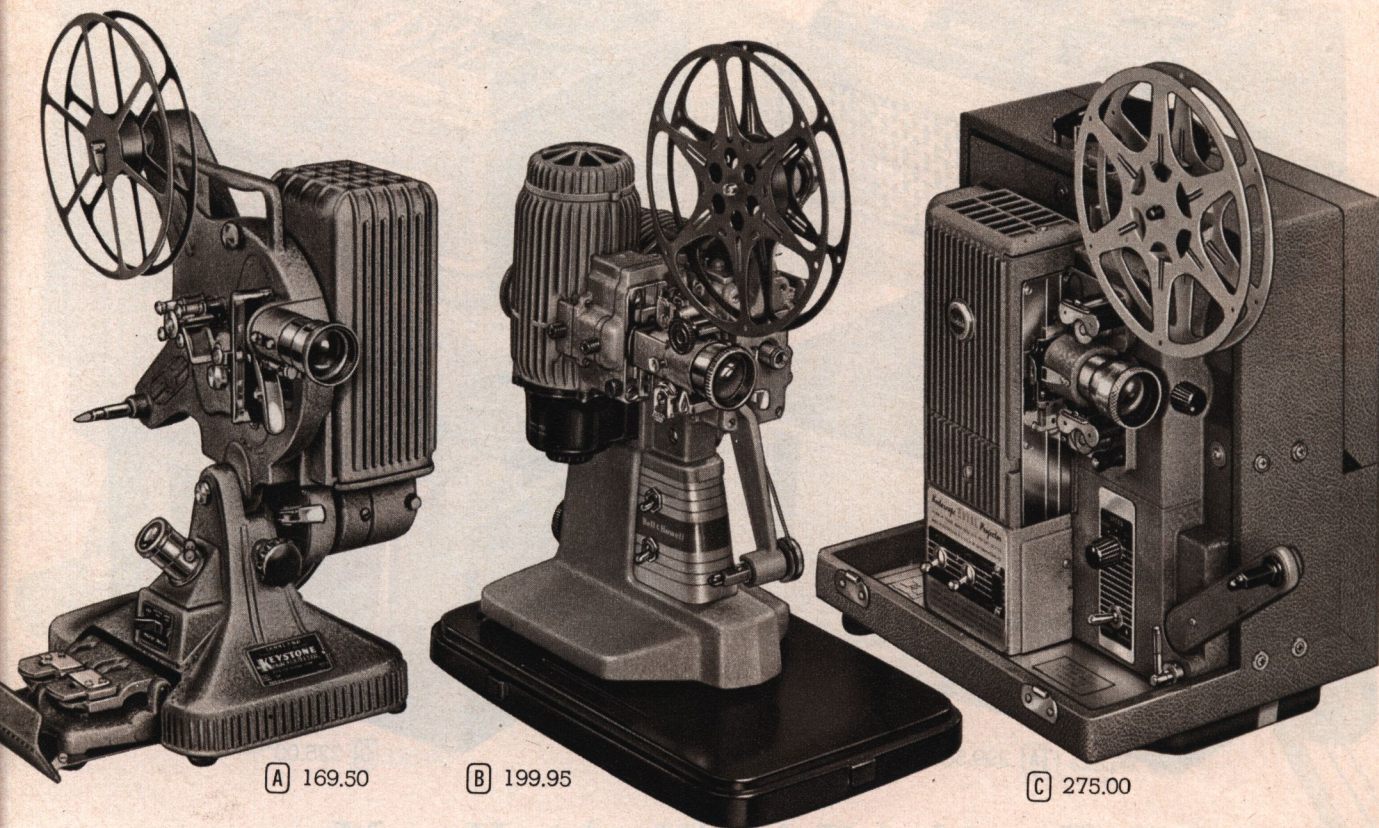
67HN823T—Case for above cameras. Ppd. 24.95



G 49.95

USE YOUR OLD CAMERA AS PART PAYMENT ON A NEW ONE . . . SEE PAGE 21 FOR DETAILS.





**(A)** 169.50

**(B)** 199.95

**(C)** 275.00

## and Projectors for the Finest in Home Movies

### KEYSTONE K-161 16MM PROJECTOR-EDITOR

**(A)** A 750-watt projector with Light-O-Matic and built-in action editor and splicer—no extras to buy. Light-O-Matic automatically turns off table lamp when you start projector, turns it on automatically when you stop projector. You can edit your film right on the reels by running it through the action editor—splice it with built-in splicer.

Coated, achromatic, 2-in., f/1.6 lens. Reflector-condenser optical system. Blower cooling. Reverse and single frame projection. Direct, motor-driven rewind. Rheostat speed control. Tilting, framing adjustments. Metal body, tan crackle finish. 15 in. high. Act. wt. 26 lbs. With 400-ft. take-up reel, 750-watt lamp, and case. Order extra lamp (67 HP 3125) Page 44. For 110-120-V., AC or DC. No Credit Charge. Express Prepaid. Use Wards Monthly Payment Plan, see Pg. 82.

67 HN 952 RT—Model K-161. \$17 Down. . . \$169.50

### BELL & HOWELL 273 16MM PROJECTOR

**(B)** Bell & Howell's precision 16mm projector—a good-looking, modern, streamlined design with brilliant 750-watt illumination. Has reversing switch on motor for automatic rewind and instantaneous reverse projection.

Coated, achromatic 2-inch, f/1.6 Ektacolor lens. Reflector-condenser optical system. Motor driven blower cooling. Reverse and single frame projection. Direct, motor-driven rewind. Variable speed control. Tilting and framing adjustments center image on screen. Die-cast metal body, light gray crackle enamel finish. About 15½ inches high. Actual weight 18 lbs. With 400-ft. take-up reel, 750-watt lamp, and scuffproof, lift-off top Royale carrying case in two-tone gray. Order extra lamp (67 HP 3153T) Page 44.

67 HN 963 RT—Complete with Case. No Credit Charge. \$20 Down. Express Prepaid. . . . \$199.95

### KODASCOPE ROYAL 16MM PROJECTOR

**(C)** Kodak 750-watt projector that provides easy, professional quality projection. Sets up in a jiffy because it's built right into the case. Convenient controls located on operator's side.

Coated 2-in. f/1.6 Ektanon lens. Reflector condenser optical system. Motor-driven blower cooling. Separate switch for lamp and blower. Floor lamp receptacle—lamp goes off when projector starts. Reverse projection. Direct motor-driven rewind. Rheostat speed control. Tilting and framing adjustments center image on screen. Die-cast metal body, brown crackle finish. Sturdy plywood case has brown imitation leather cover. Size overall 12¼x9½x13 in. high. Act. wt. abt. 22 lbs. With 400-ft. take-up reel, 750-watt lamp. Order extra lamp (67 HP 3125) Page 44. 110-120-Volts, AC or DC. No Credit Charge.

67 HN 959 RT—Exp. Prepaid. \$28 Down. . . \$275.00

### MOVIES AND SPORTS

Whether you are shooting the biggest game of the season or your latest fishing trip, it will appeal to a lot of people. All the elements of a full-length feature are there: action, drama, and suspense. To make your movies more entertaining, remember to change the pace occasionally and use some of these tricks.

Slow motion is a favorite for sports because it allows you to see details of the fast action. Use it, but don't overdo it.

If you're shooting a game where score is important, show the scoreboard occasionally—the audience will appreciate it.

A shot of the crowd or surrounding area sets the scene, shows the weather and adds interest—close-ups give added emphasis to interesting figures.

### NEW BELL & HOWELL 70 DR REEL LOAD 16MM CAMERA

**(D)** Bell & Howell's finest camera with the new coupled lens and viewfinder turrets that turn together for easier, faster handling. When you select the proper lens, you automatically engage the correct viewfinder. This combined with the "70" features make the "70 DR" one of the finest 16mm 3-lens turret cameras. Critical through-the-lens focusing assures sharp clear pictures. Viewfinder adjusts for parallax up to 3 ft.; takes matching B & H objectives to show field for normal, wide angle and telephoto lenses. Standard screw-in lens mount. Long 22-ft. film run. Forward-reverse hand crank for extended runs. Built-in exposure guide. Uses up to 100-ft. spools. Footage indicator. Coated lenses. Aluminum body, brown crackle finish. Adjustable leather hand strap. FRAMES PER SECOND—8, 12, 16, 24, 32, 48, 64. BODY SIZE—about 8x4x5½ in.

67 HN 818 LT—With 1-inch f/1.9 B&H focusing normal, 3-inch f/2.5 B&H Angenieux focusing telephoto, 10 mm. f/1.8 focusing Angenieux wide angle lenses and matching objectives as shown. No Credit Charge. . . . \$635.40

67 HN 817 LT—With f/1.9 focusing lens only and matching objective. Postpaid. No Credit Charge. . . . \$385.50

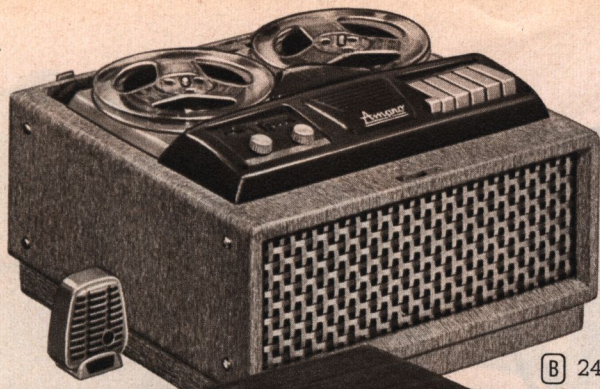
67 HN 846 LT—Bell & Howell top grain leather compartmented carrying case. Postpaid. No Credit Charge. \$37.95



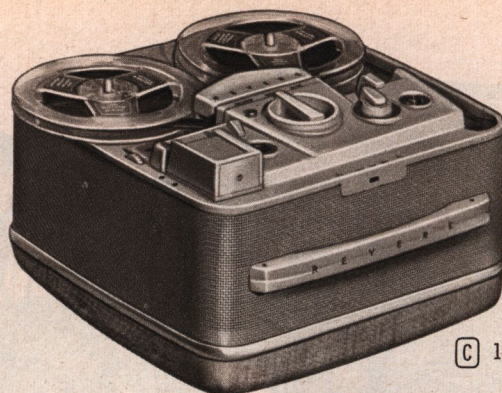
**(D)** 635.40

SEE PAGE 96 FOR A COMPLETE SELECTION OF ACCESSORY MOVIE LENSES.

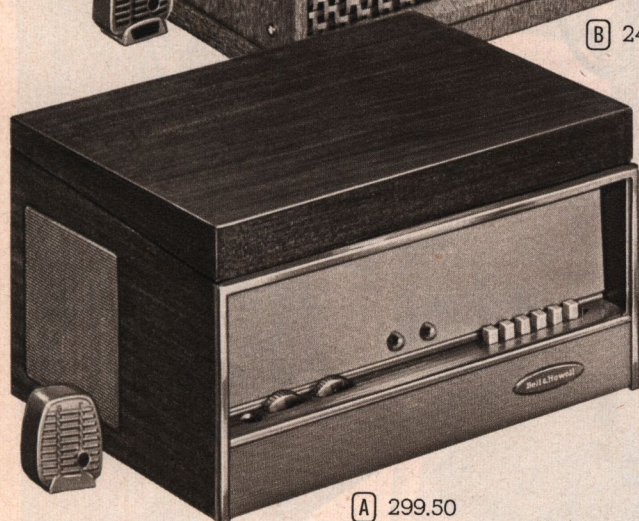




(B) 249.95



(C) 169.50



(A) 299.50



(D) 225.00

## Tape Recorders Add Sound to Your Movies

### BELL & HOWELL HIGH FIDELITY TAPE RECORDER



(A) Built for simplified operation, superior tone, distortion-free volume, instant control response and accurate program indexing... all at your fingertips in one compact unit. Smartly styled mahogany cabinet harmonizes with office or home furnishings. Use in teaching, lecturing, business, home movies, wherever quality reproduction is desired.

Tape just drops in—records or plays at 7½ or 3¾ in. per sec. Dual track lets you double recording time, affords tape economy. 8-watt output. Reproduces the full range of audible sound. Microphone, radio and phonograph input; jack for extra speaker. "Miracle 2000" sound system. 2 electrostatic and two 8-in. speakers for full-range tonal reproduction. 6 electric pushbuttons—Record, Play, Rewind, Speaker, Forward and Stop. Index counter for locating recorded material, inserting announcements, etc. Automatic stop at end of tape. Neon recording indicators for perfect recordings every time. 3 separate shaded-pole induction motors for capstan and for each reel. Records up to two hours on 1200-ft. reel. Accepts reels up to 7-in. diameter. Tone, volume, and Speaker selector knobs. Pushbuttons interlock to prevent accidental incorrect sequencing. *Express Prepaid*. Shipped promptly. No extra charge for credit on this item.

67 HN 1350 F—\$10 Down, \$14 Monthly on Terms... 299.50

### REVERE SYNCHRO-TAPE KIT

Now you can have sound with your home movies. All you need is a standard 8mm or 16mm silent movie projector and a tape recorder, plus Revere Synchro-Tape. Easy to use and economical, Synchro-Tape allows you to add talking titles, commentary, background music, or sound effects.

Synchro-Tape makes it possible to synchronize any tape recorder operating at 3¾ inches per second (such as those on this page) with any 8mm or 16mm silent projector having adjustable speed and a conventional shutter. One reel supplies sound for 800 feet of 8mm film or 1600 feet of 16mm film. Kit includes 600-ft. reel of Synchro-Tape, special lens deflector, and marking tape. 67 HP 1309—Complete Kit with instructions. *Postpaid*... 7.85

USE A TAPE RECORDER to add sound to your home movies. It's easy and economical with Revere Synchro-Tape listed above. Excellent for professional use in music, teaching, lecturing or other applications where a high quality dependable recorder is needed. Each has input jack for recording from FM tuner, radio or phonograph—you can permanently record speeches, music, radio programs—anything you want to hear again. All have dual track recording mechanism—doubles the normal recording capacity on one reel of tape. Slow tape speeds offer tape economy, but faster speeds result in truer tone. Rapid forward and rewind speeds. Tone control. Tape erases easily, can be used over and over. Microphone, one empty reel, and instructions are included. UL Approved. AC only. Other models available—write to Wards, giving name and model No. of equipment you want.

### AMPRO MODEL 758 TWO-SPEED TAPE RECORDER

(B) It's new! A versatile recorder that can be used in dictation as well as for capturing the thrilling clarity and realism of "live performance" sound. Records up to 2 hours on one 1200-ft. reel. Tape speeds 3¾ in. and 7½ in. per second for better fidelity. Input jack for recording from radio or phono. Fast forward, reverse speeds for rapid editing. External speaker jack. Simple piano key operation; automatic tape transport shut-off and automatic selection locator. Amplifier by-pass for high fidelity. 4 tubes plus rectifier. Sturdy, beautifully styled acoustical cabinet is finished in simulated lined oak plastic and basket-weave brass plated grill. 16½x16¼x10½ in. high. Compartment for accessories. No charge for credit.

67 HN 1360 F—By Express, promptly, from Chicago Factory... 249.95

### REVERE T-1100 TWO-SPEED TAPE RECORDER

(C) Features exciting new tonal quality with two matched speakers that spread sound in all directions for realistic reproduction. Records up to 2 hours on 1200-ft. reel. Tape speeds 3¾ in. and 7½ in. per second for better fidelity. Single knob control for Record and Play. Two-level recording indicator shows "Normal" and "Overloaded." Precision index counter. Radio attachment cord. Jack for external speaker. 4 tubes plus rectifier. Powerful amplifier with 5-watt output. Steel and fiberglass case protects mechanism and chassis. Irish linen covering. Retractable handle. 3¼-in. matched speakers. 14 by 13½ by 9½ in. high. \$5 Down, \$8 Monthly.

67 HN 1362 R—Shipped Prepaid. No Charge for Credit... 169.50

AIRLINE RECORDING TAPE. Fine plastic. Coated side towards center of reel.

62 H 3676—600-ft. reel. Ship. wt. 6 oz. \$1.95... Five or more Each 1.80

62 H 3679—1200-ft. reel. Ship. wt. 14 oz. 2.95... Five or more Each 2.75

AIRLINE EXTRA PLAY RECORDING TAPE. 50% more footage on standard reels. Strong, Mylar base tape, unaffected by moisture. Coating faces in.

62 H 3708—900-ft. reel. Ship. wt. 6 oz. \$3.50... Five or more Each 3.10

62 H 3709—1800-ft. reel. Ship. wt. 14 oz. 5.95... Five or more Each 5.45

### REVERE T-700D DUAL SPEED TAPE RECORDER

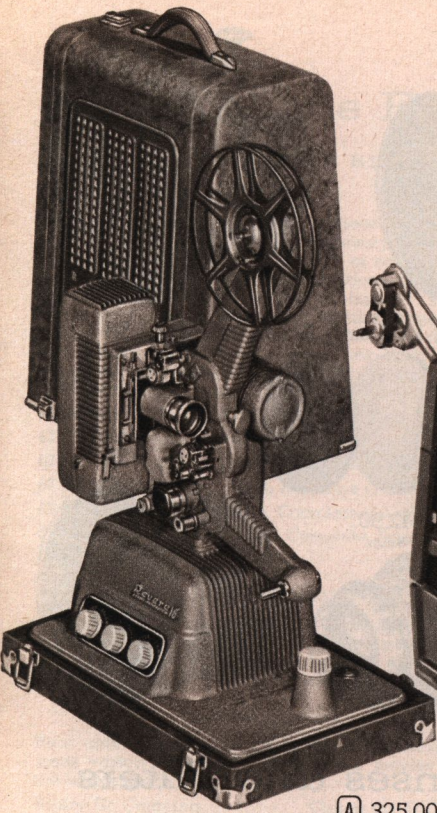
(D) Built for greater ease in operation, better tone, increased volume, better control and accurate tape indexing. 6 by 9-in. speaker.

RECORDS UP TO 2 HOURS ON 1200-FT. REEL. Tape speeds 3¾ in. and 7½ in. per second. Simple tape loading. Pushbutton controls. Speaker key permits monitoring of recording, and use of recorder as public address system. Radio attachment cord included. 2 neon recording indicators: one for normal, the other for excessive volume. Special loudness control. Balanced Tone Control for full treble, bass boost, and balanced tone. Two 7-in. reels included, one with tape. Output jack for external speaker.

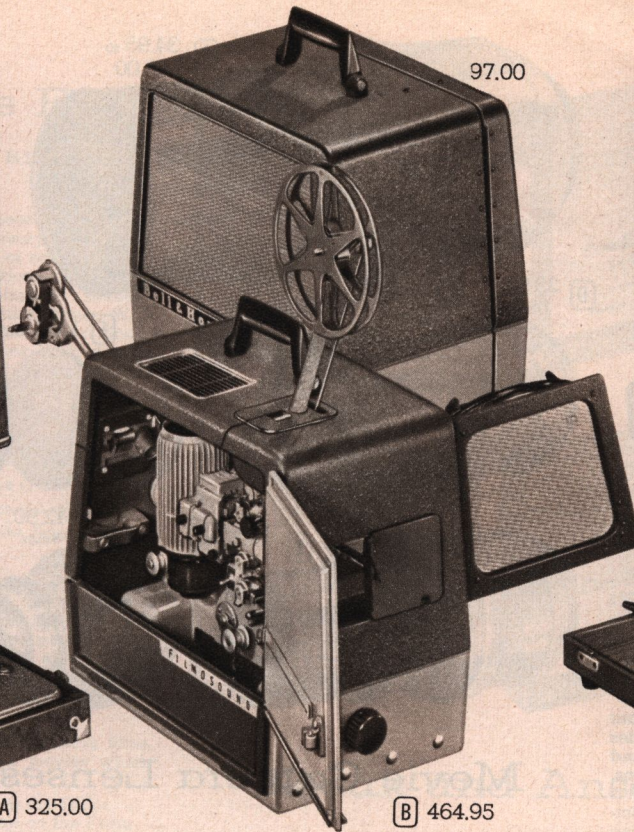
4 TUBES PLUS RECTIFIER. Powerful amplifier with 5½-watt output. Pilot light. Wood case, tan artificial leather covering. Accessories compartment. Heavy-duty motor. Size: 16 by 14 by 10 in. high. \$10 Down, \$11 Monthly.

67 HN 1361 R—Shipped Prepaid. No Charge for Credit... 225.00

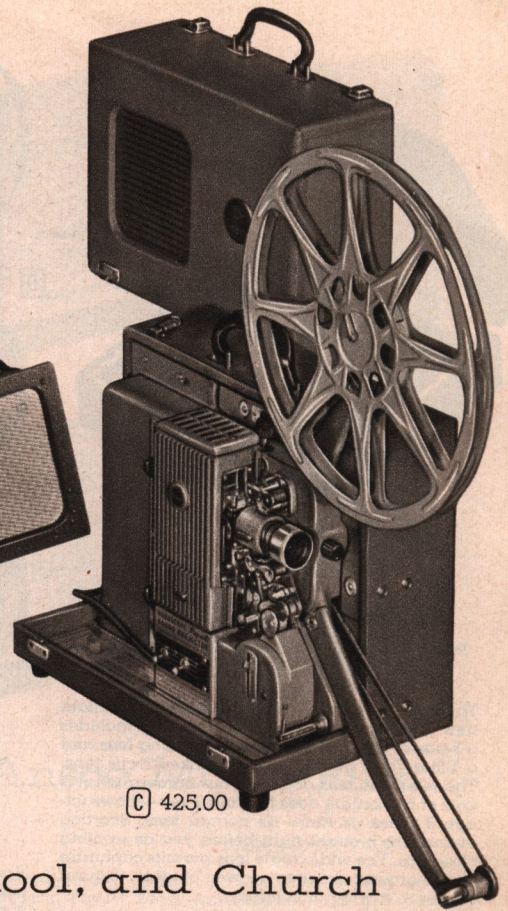




**A** 325.00



**B** 464.95



**C** 425.00

## Sound Projectors for Home, School, and Church

### REVERE 16MM SOUND PROJECTOR

**A** A fine quality reliable projector for both sound and silent pictures. Compactly built—the ingeniously designed "concert tone" speaker chamber serves as carrying case. Remove case, attach reels, and thread film, and you're ready to go—no arms to attach for 400-foot projection. Has take-up arm extension for 1600-ft. reels—shows up to 44-minute sound program without interruption. Sturdy Fabrikoid-over-plywood case protects machine while carrying.

LENS—2-inch f/1.6 coated anastigmat. PROJECTION LAMP—750-watt. REWIND—Motor driven. REEL CAPACITY—1600 feet. AMPLIFIER—5-watt output. Has special microphone and phonograph jacks. Frequency response from 80 to 7000 cycles. Underwriters' Laboratory listed. SPEAKER—6-inch permanent magnet type. CURRENT—110-120 volts, 50 or 60 cycle AC or DC. WEIGHT—Projector and speaker complete, about 33 pounds. SIZE OVERALL—about 10¼ by 15½ by 22¼ inches. ACCESSORIES—Projector oil, 400-foot take-up reel, 30-foot speaker cable, and instructions. \$32.50 Down, \$14 Monthly on Terms. No extra charge for credit on this item. Express Prepaid.

67 HN 970 RT—Projector. . . . .325.00

### REPLACEMENT EXCITER LAMPS

Replacements for the sound projectors listed after each. Ship. wt. each, 4 oz.  
67 H 3143 T—For Natco M-3030. . . . .95¢  
67 H 3144 T—For Revere, Ampro Compac, and Ampro Stylist. . . . .95¢  
67 H 3146 T—For Bell & Howell, models 185, 202, 285 and 385. . . . .85¢  
67 H 3150 T—For Kodak Pageant. . . . .85¢

### SAVE YOUR EXPOSURE DATA

Rub a sheet of white plastic or celluloid with fine sandpaper, then attach it to the side of your camera or case. Notes and exposures penciled on the sheet will resist rubbing off, but they can be removed easily with a damp cloth or damp sponge.

### NEW BELL & HOWELL FILMSOUND

**B** Model 385. Assures full, faithful sound reproduction under unusually difficult acoustical conditions. Reverse and still picture projection. Shows 16mm. silent or sound films. Rapid rewind. Has 55-min. sound capacity.

LENS—2 in. f/1.6 Super Proval. LAMP—1000 watt. REWIND—motor driven. REEL CAP.—2000 ft. AMPLIFIER—15-watt output. Single microphone and phonograph jack. Frequency response, 50 to 7000 cycles. UL approved. SPEAKER—Permanent magnet type. CURRENT—110 to 120 volts, 60 cycle, AC only. WT.—34 lbs. SIZE OVERALL—about 17½x10x14¼ in. ACCESSORIES—Exciter lamp, oil, fuses, cleaning brush, 40-ft. speaker cord, 400-ft. take-up reel, spring belt, threading chart, inst. No Credit Charge. Express Ppd. Prompt ship.

67 HN 954 F—Projector only; 8-in. speaker on detachable baffle. . . .464.95

67 HN 955 F—Two case unit. Projector and 12-in. speaker. . . . .544.95

67 HN 958 F—12-in. speaker only. Use with above for larger areas. .97.00

### KODAK PAGEANT SOUND PROJECTOR

**C** MODEL 7K2. For 16mm. sound and silent movies. Shows full 55-minute sound program without interruption. Portable, speaker in top of case. Lightweight construction, tan metallic wrinkle surface; brown Kodadur covering.

LENS—2-in. f/1.6 luminized Kodak Projection Ektanon. PROJECTION LAMP—750-watts. 1000-watt lamp optional on AC. REWIND—motor driven. REEL CAPACITY—2000-ft. AMPLIFIER AC—7-watt output. Frequency response from 50 to 7000 cycles. UL Approved. SPEAKER—full range, high efficiency 8-in. permanent magnet. CURRENT—110-120 volts on AC or DC. FULL VENTILATION—on both sound and silent speeds. WEIGHT—32½ pounds. SIZE OVERALL—about 15¾x13x10¼ in. ACCESSORIES—35-ft. speaker cord, 1600-ft. takeup reel. No Credit Charge. Express Prepaid.

67HN950 RT—Only \$42.50 Down 425.00

### AMPRO "STYLIST" SOUND PROJECTOR

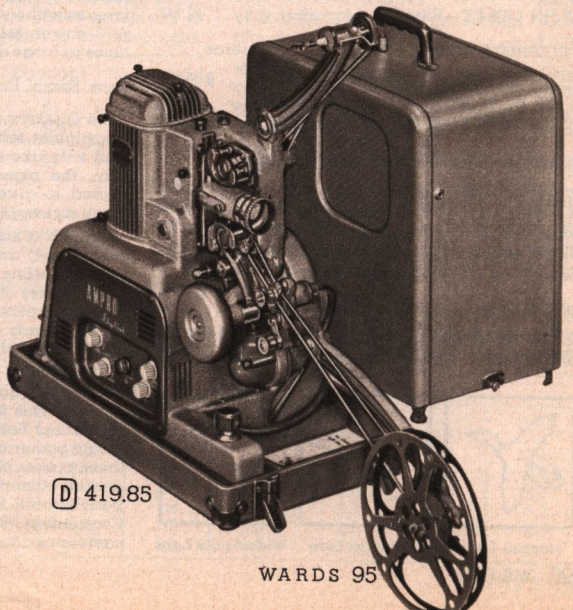
**D** A sturdy, dependable, truly portable 16mm projector because it is so compact and lightweight—only 29 lbs. This lightness comes from the wide use of reinforced magnesium, aluminum, and plastic materials. The machine itself sets up quickly and easily, and its sound fidelity is excellent. It shows up to 55 minutes of uninterrupted sound pictures and more than 80 minutes of silent projection.

LENS—2-in. f/1.6 coated anastigmat. PROJECTION LAMP—750-watt—will take 1000-watt lamp for even greater brilliance. REWIND—motor-driven. REEL CAPACITY—2000 ft. AMPLIFIER—4-watt output. Microphone and phonograph jack. Frequency response from 50 to 7000 cycles. UL Approved. SPEAKER—8-in. permanent magnet type. CURRENT—110-120 volts, 25-60 cycles AC or DC. WEIGHT—only 29 lbs. SIZE—17½x16x9⅞ in. ACCESSORIES—Ampro oil, cleaning brush, fuses, 10-ft. line cord, 40-ft. speaker cable, 400-ft. takeup reel, instructions. Bronze finish.

67 HN 994 RT—\$42 Down, \$18 Monthly on Terms.

See Page 82, Express Prepaid. . . . .419.85

ALL PROJECTORS ON THIS PAGE MAY BE BOUGHT FOR  
10% DOWN ON TERMS—SEE PAGE 82



**D** 419.85





## 8mm Lens Set

PRECISION, MATCHED LENSES

These lenses equip your camera to give brilliant new dramatic effects to home movies. Kit includes a 3-power Elitar f/2.5 telephoto focusing lens and a Elitar 7mm f/2.5 wide angle fixed focus lens. The telephoto lens does for your camera what a pair of binoculars does for your eyes—shows image 3 times as large as normal lens. Sporting events are brought right before you as exciting close-ups. The wide angle lens permits capturing party groups, interior views, outdoor natural scenes in a wide dimension.

Lenses have click stops, built-in lens cap—all the features you've ever wanted. Set comes complete in handsome lined leatherette case. 67HN1421L—Matched Lens Set. Ppd. \$4 Dn. \$39.95

67 HN 1422 L—MATCHED LENS KIT. Like above, but has Elitar f/1.9 telephoto focusing lens and Elitar 6.5mm f/1.9 wide angle fixed focus lens. Postpaid. Only \$6 Down.....\$59.95

### ACCESSORY LENSES

NORMAL WOLLENSAK LENSES f/1.9 focusing

- A** 67 HN 1416 LT—For 8mm Cameras... \$42.50  
67 HN 1417 LT—For 16mm Cameras... 56.50

TELEPHOTO LENSES (3X) for 8mm cameras

- B** 67 HP 1403 L—Elitar f/3.2 fixed focus... \$10.50  
67 HP 1402 L—Elitar f/3.2 focusing... 13.95  
67 HN 1404 L—Elitar f/2.5 focusing... 19.95  
67 HN 1423 LT—Elgeet f/3.5 fixed focus... 25.75  
67 HN 1405 L—Elitar f/1.9 focusing... 29.95  
67 HN 1415 LT—Wollensak f/3.5 focusing... 39.95  
67 HN 1409 LT—Elitar f/1.4 focusing... 42.50

TELEPHOTO LENSES (3x) for 16mm Cameras.

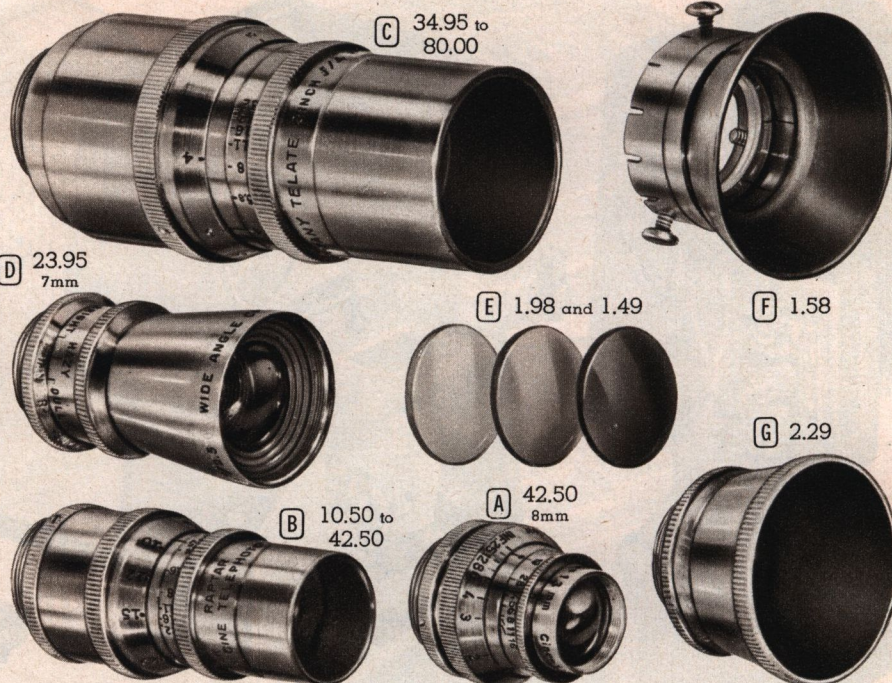
- C** 67 HN 1407 LT—Elitar f/2.5 focusing... \$34.95  
67 HN 1414 LT—Elitar f/1.9 focusing... 39.95  
67 HN 1426 LT—B & L f/3.5 focusing... 80.00

WIDE ANGLE LENSES for 8mm cameras

- D** 67 HN 1406 L—Elitar 7mm, f/2.5 fixed focus lens. Only \$2.50 Down on Terms... \$23.95  
67 HN 1401 L—Elitar 6.5mm f/1.9 fixed focus 35.50  
67 HN 1424 LT—Elgeet 6.5mm f/2.5 fixed focus 39.95  
67 HN 1418 LT—Wollensak 6.5mm f/2.5 fixed 42.50

WIDE ANGLE LENSES for 16mm Cameras.

- 67HN1408 LT—Elitar 17mm f/2.5 focusing... \$27.95  
67HN1419 LT—Wollensak 17mm f/2.5 focusing 52.50



## Movie Camera Lenses and Filters

### FACTS ABOUT LENSES

Accessory movie lenses provide better, more interesting movies with a wider range of subject material, and are easily attached to any camera with an interchangeable lens mount. Scenes shown below demonstrate what the results would be if a group of ducks were shot with Normal, Telephoto, and Wide Angle lenses from the same distance.

WIDE ANGLE LENSES have a focal length shorter than the normal lens to provide about twice the picture area. Wide angle lenses are usually of the fixed focus type because their short focal length gives an extreme depth of field.

NORMAL LENSES have the same focal length as the lens that comes on your camera. If yours is a fixed focus lens, however, you may want a focusing type which permits sharp pictures as close as 2 or 3 feet. If your present lens is only f/2.5 or f/3.5 a faster f/1.9 lens will let you shoot sharp pictures with less light.

TELEPHOTO LENSES have a longer focal length than normal lenses and show a smaller picture area, but give larger sized images without moving close to the subject. A 3-power telephoto shows an image 3 times as large as a normal lens.

LENS SPEED. For explanation see Page 22.

LENS QUALITY. All lenses listed are coated, anastigmat lenses of high optical quality, and will take sharp, clear movies. Generally, the more expensive lenses are designed to give more detailed images for large screen projection.

Bausch & Lomb Animar, Wollensak Raptor, Elgeet, and Bell & Howell lenses are products of fine American optical engineers. Elitar lenses are imported from Japan, and give good pictures at lowest expense. Backed by Wards Guarantee of Satisfaction or your money cheerfully refunded.

The lenses listed fit all 8 and 16mm cameras with standard threaded lens mounts. This includes all cameras Wards sell except Bell & Howell and 16mm Kodak movie cameras. For lenses with mount to fit these cameras, see special listings at right and on camera pages. All lenses are shipped Postpaid. Pay only 10% Down on Wards Convenient Monthly Payment Plan for any camera or accessory totalling over \$20.

### SUNSHADES, FILTERS FOR YOUR MOVIE CAMERA

**E** Filters will improve the quality of your movies, (see editorial on filters on Page 29). The Kodachrome Type A permits using indoor type Kodachrome outdoors—thus eliminating switching from one to the other. The haze filter subdues overcast or haze in distant shots with outdoor color film. The No. 80 blue filter permits using outdoor color film indoors. Yellow, green, and red filters are used only with black and white film for special effects such as bringing out clouds in the sky.

MANSFIELD FILTER KITS. Polished glass filters, 2 1/2" diameter, to fit lens shades on this page. In folding case. 67 H 2369—Color Film Kit. One each: Kodachrome Type A, Haze, No. 80 (blue). Ship. wt. 4 oz.....\$1.98  
67 H 2370—Black and White Film Kit. One each: K 2 (yellow), X I (green), 25 A (red). Ship. wt. 4 oz.....\$1.98

EDNALITE SERIES I FILTERS. 2 1/2" diameter, best quality solid optical glass filters—both surfaces hard coated. Fit lens shades and sunshades on this page.

- 67 H 2372 T—Type A. Ship. wt. 4 oz.....\$1.49  
67 H 2373 T—Haze. Ship. wt. 4 oz..... 1.49  
67 H 2371 T—No. 80 (blue). Ship. wt. 4 oz..... 1.49

**F** UNIVERSAL LENS SHADE. Knurled set screws adjust to fit any lens mount up to 1-in. diameter. Ship. wt. 5 oz. 67 H 2328—Accepts 2 1/2"mm or Series IV filters.....\$1.58

**G** EDNALITE SUNSHADES. 3-piece precision sunshade filter holders. Machined from aluminum, inside surface anodized matte black to eliminate reflections. Hold filters listed at left. Shipping weight each 4 oz.

- 67 H 2282 T—Fits Wollensak-Velostigmat 1/2-in. f/1.9, f/2.5, f/2.7, f/3.5; Nikkor-Revere 1/2-in. f/1.9; and Bell & Howell Ansix 1-inch f/2.5 lenses.....\$2.29  
67 H 2395 T—Fits Wollensak Cine Raptor 1/2-in. f/1.9 fixed focus, 1/2-in. f/2.5; Elgeet f/1.9; and Somco-Revere 1/2-in. f/2.5 lenses.....\$2.29  
67 H 2396 T—Fits Wollensak Cine Raptor 1/2-in. f/2.5 fixed focus, f/1.9 focusing; and Bell & Howell 1/2-in. Comat f/2.5 lenses.....\$2.29  
67 H 2404 T—Fits Bausch & Lomb Animar 1/2-in. f/2.8 lenses.....\$2.29  
67 H 2398 T—Fits Bell & Howell Model 220, 252 10mm f/2.5, f/2.3 lenses.....\$2.29  
67 H 2391 T—Fits Bell & Howell Super Comat 1/2-in. f/1.9, and Kodak Brownie Ektanon f/2.7 lenses.....\$2.29  
67 H 2390 T—Fits Bell & Howell 1-in. Super Comat f/1.9, Comat f/2.5, and Lumax f/1.9 lenses.....\$2.29  
67 H 2392 T—Fits Bausch & Lomb 1-in. Animar f/1.5, f/1.9, lenses and 1-in. f/1.9 Ektar lens on Kodak Royal 16...\$2.29  
67 H 2393 T—Fits 1 1/2-in. f/1.9 focusing Ektanon lens on Kodak Magazine 8.....\$2.29



Normal Lens    Telephoto Lens    Wide Angle Lens



# Castle Movie Film

SILENT AND SOUND EDITIONS

Treat your family and friends to these professionally produced and edited films in the luxury of your own home. They're made in a variety of subjects to suit every taste. The "Headline" Editions are streamlined, tabloid versions of the "Complete" Editions, hence cost less, have shorter running times. Write Wards for the complete Castle Film catalog. Sound editions are mailed directly from New York; allow 5 extra days; all others mailed from Chicago, Baltimore or Denver—order from your nearest House.

Films mailed Postpaid. State Cat. No. and Film Title.  
 67 HP 1058 T—8mm, 50-ft. Headline (3 min.)...\$1.79  
 67 HP 1059 T—8mm, 160-ft. Complete (10 min.)...\$5.65  
 67 HP 1060 T—16mm, 100-ft. Headline (3 min.)...\$2.79  
 67 HP 1061 K—16mm, 320-ft. Complete (10 min.)...\$9.49  
 67 HP 1062 K—16mm, 320-ft. Complete Sound Edition (About 10 minutes).....\$19.95

## HOPALONG CASSIDY

Riders of the Timberline	Law of the Trigger
Battle of the Buttes	Hoppy Sets A Trap
Stagecoach War	Lost Mine
Rustler's Valley	Trail Dust
	Hidden Gold
	Lone Wolf

## ANIMAL ANTICS

Real animal actors trained to act in amusing films. Adds variety and fun to your home movies which the whole family will enjoy.

Bruins Go Camping	Chimp the Sailor
Bruins on a Spree	Chimp on the Farm
Bruins in a Canoe	Chimp the Cowboy
Bruins Make Mischief	Chimp the Fireman
Bruins Great Adventure	Chimp the Aviator
Here Comes the Circus	Carnival at the Zoo
Chimp Steps Out	Circus at the Zoo

## CASTLE FILM ADVENTURE PARADE

Action films for both children and adults—adventure on the sea—untamed animals.

Ten Fathoms Deep	Simba—Killer Lion
Man Against Mt. Everest	Deep Sea Adventure
S.O.S. Iceberg	Flying Action
Killer Gorilla	Caged Fury
	Fun at the Circus

## CASTLE FILM WORLD PARADE

Beautiful views of well-known places and scenic wonders you've always wanted to see.

Banff and Lake Louise	Glacier National Park
Yellowstone	California Picture Book
Grand Canyon	Yosemite
Florida Holiday	America's Wonderland

## CASTLE FILM SPORT PARADE

Exciting sports action films that thrill boys and girls and grownups too.

Jr. Bronc Busters	Harlem Globetrotters
Snow Speed	Spills and Thrills
Fishing Fun	Jabs and Jolts
Thrills on Wheels	Throw that Bull
Cowboy Stampede	Fishing Thrills

## CASTLE FILM COMEDIES

ABBOTT AND COSTELLO—Your favorites.  
 Midget Car Maniacs High Flyers  
 Riot on Ice No Bulls, Please  
 Knights of the Bath No Indians Please  
 Gob in a Mess Champs of the Chase  
 W. C. Fields—Hurry, Hurry  
 Andy Clyde—Railroad Stowaways

ANIMATED CARTOONS—Fun for everybody.

## WOODY WOODPECKER

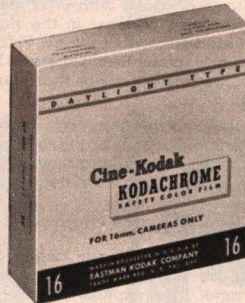
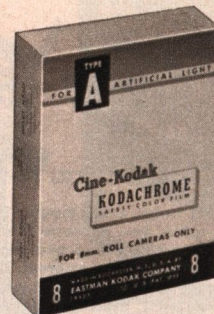
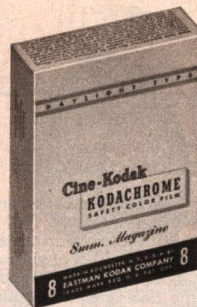
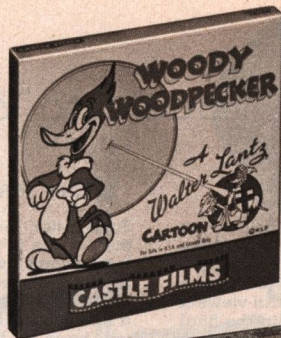
Solid Ivory	Reckless Driver
Smoked Hams	Puny Express
Well Oiled	Hot Shot
Cocoo Bird	Redwood Sap
	Indian Whoopie
	Giant Killer

## ANDY PANDA

Wacky Weed Apple Andy Mousie Come Home

FAIRY TALE CARTOONS—Age old favorites.

Jack and Beanstalk	Aladdin's Lamp
Old Mother Hubbard	Little Black Sambo
Simple Simon	Mary's Little Lamb
Big Bad Wolf	Sinbad the Sailor
	Puss in Boots



# Kodak and Ansco Movie Film

## 8 MM MOVIE FILM

Prices of all 8mm film below includes processing and return postage from the developing laboratory. For explanation of double-eight movie film, see Pg. 84.

REELS. For standard reel loading 8mm cameras. Each holds 25 ft. of double-eight film—makes 50 ft. of film for projection. Shipping weight 8 oz.

67 H 1803—Kodachrome Outdoor film.....\$3.49  
 67 H 1804—Kodachrome Type A Indoor Color film 3.49

MAGAZINES. For standard magazine loading 8mm cameras. Each hold 25 ft. of double-eight film—makes 50 ft. of film for projection. Shipping weight 8 oz.

67 H 1806—Kodachrome Outdoor Color film.....\$4.29  
 67 H 1807—Kodachrome Type A Indoor Color film 4.29

## A.S.A. MOVIE FILM SPEEDS

Camera settings for correct exposure depend on two conditions—amount of light reflected from subject, and the speed of the film being used.

A photoelectric exposure meter will most accurately measure the reflected light. The chart below shows A.S.A. film Speed Index in which most meters are calibrated. Meters that use Weston or other systems include instructions for conversion to A.S.A.

The higher or faster the film speed, the more sensitive it is to light. Daylight value shows sensitivity to sunlight or natural light; Tungsten, to artificial light.

Film Type	Daylight	Tungsten
Kodachrome (Daylight).....	10	4*
Kodachrome Type A.....	10#	16
Anscochrome (Daylight)....	32	
Anscochrome (Indoor).....		32

#With Type A filter for daylight.  
 \*With Kodachrome filter for photoflood.

## 16MM MOVIE FILM

ABOUT PROCESSING—Selling price of 16mm Anscochrome film only includes processing and return postage from Ansco laboratory. Send your 16mm reel and magazine Kodachrome film to Wardway Photo Service (see addresses on Pg. 76) where it is dispatched promptly to Eastman Kodak for processing. NOTE: Eastman will not accept film mailed directly. Do Not Send Film to Ward Houses.

Kodachrome 16mm Magazine film selling price includes an 85c magazine deposit which will be deducted from the processing charge by Wardway Photo when your film is returned from processing.

16MM Daylight, Type A Processing Chge.  
 100-ft. roll.....\$3.50  
 50-ft. magazine, (\$2.10 less 85c)..... 1.25

REELS. For reel loading 16mm cameras only. Each holds 100 feet of film.

67 H 1817—Kodachrome Outdoor Type Color film. Ship. wt. 12 oz.....\$7.15  
 67 H 1818—Kodachrome Type A Indoor Color film. Ship. wt. 12 oz.....\$7.15  
 67 H 1826—Anscochrome Outdoor Color film. Ship. wt. 12 oz.....\$10.40  
 67 H 1825—Anscochrome Indoor Color film. Ship. wt. 12 oz.....\$10.40

MAGAZINES. For magazine loading 16mm cameras only. Each holds 50 feet of film.

67 H 1819—Kodachrome Outdoor Type Color film. Ship. wt. 10 oz.....\$5.95  
 67 H 1820—Kodachrome Type A Indoor Color film. Ship. wt. 10 oz.....\$5.95  
 67 H 1828—Anscochrome Outdoor Color film. Ship. wt. 10 oz.....\$6.95  
 67 H 1827—Anscochrome Indoor Color film. Ship. wt. 10 oz.....\$6.95

## SIZES OF PROJECTED IMAGES FOR 8 AND 16 MM

Focal Length of Lens		Distance From Projector to Screen in Feet						
8 mm	16 mm	8	10	12	16	20	25	35
Width of Projected Image in Feet								
.....	5/8 in.	4.8	6.0	7.2	9.6	12.0	....	....
.....	3/4 in.	4.0	5.0	6.0	8.0	10.0	12.5	....
.....	1 in.	3.0	3.8	4.5	6.0	7.5	9.3	13.1
.....	3/4 in.	2.0	2.5	3.0	4.0	5.0	6.3	8.8
1 in.	2 in.	1.5	1.8	2.3	3.0	3.8	4.7	6.5
.....	2 1/2 in.	1.2	1.5	1.8	2.3	3.0	3.8	5.3
1 1/2 in.	3 in.	...	1.3	1.5	2.0	2.5	3.1	4.3
.....	4 in.	...	...	1.1	1.5	1.8	2.3	3.3



# Add the "Hollywood Touch" to Your Home Movies

## EDITING MAKES MOVIES LOGICAL, MORE FUN TO WATCH

Editing helps your movies in many ways. Besides having fun being your own critic, you achieve the following by editing . . . 1) It eliminates all the under and over-exposed shots. 2) It weaves the various scenes into a story with meaning and interest. 3) It holds the attention of your audience because all of the scenes are worth watching. 4) It permits you to shoot several views of your subject, then later you select the best ones to be included in the final edition of the reel. 5) You can eliminate awkward and ridiculous mannerisms that might have been caught by the camera. 6) Perhaps you will buy a film at some time that you would like to show along with your home movies and if so, editing will permit you to put them together in the right way. Other scenes from other reels can be included for various effects. 7) You can make a movie album of things that you want to remember: Christmas time, birthdays showing children aged 1, 2, 3, etc., or any occasions that you feel would be fun and rewarding to record.

Too many movie-makers look upon editing their movies as a chore and thus bore all their friends with unrelated scenes of junior, and apologies for bad shots. Actually editing is as much fun as taking movies and often is the difference between a professional movie and an amateur movie.

But to make it so, you need good equipment:

1. A VIEWER. Two kinds of viewers are available: action and non-action types. Action types show film just the way your projector does except that you can stop instantly at any frame. Less expensive ones are non-action types and you see the picture when you stop frame or run slowly.

2. A SPLICER . . . Helps you edit your movies by insuring good splices that will run smoothly through the projector—it also is a "must" for maintaining your film library in perfect condition.

3. A PAIR OF REWINDS. Used to run the film back and forth from one reel to the other to locate the particular part that you want. This is a convenience that will save you many tedious hand adjustments.

All three of the above, mounted on a single base become a complete editor ready to transform your footage into well edited movies. And here is a suggestion as to how to make a scenario out of your films. If you have a lot of vacation footage, look it over and list every scene, noting the subject, whether close-up, medium, or long shot, etc. Number each scene and list any comments that may occur to you. Take an old egg carton and number each section. As the film is cut, drop it into the square numbered correspondingly. Now you are ready to splice film in desired order.

## LIGHTING METHODS TO IMPROVE YOUR INDOOR MOVIES

**FLOOD LIGHTING.** Original and most economical way of indoor lighting. While satisfactory movies can be made with one No. 2 lamp, two lights will give a more natural and pleasing effect. Place one reflector on a light stand elevated from 1½ to 2 feet above camera lens to the left or right of the subject and closer than the camera—this is the main light source. Place the second or "fill-in" light near to and at the same height as the camera. Use guide numbers furnished with your film or bulbs, and distance to subject, to calculate your f. stop correctly. With the careful placement of regular floor and table lamps the lighting will look more realistic and natural. Accurate settings will make your movies more professional in tone.

**BAR LIGHTING.** Photo flood lights mounted on a bar or otherwise attached to movie cameras are becoming increasingly popular. This type lighting is much more portable and can be moved around to photograph larger groups, children and objects in action. Number of lights usually ranges from 2 to 4 on 8 mm cameras while 6 are often used on 16mm cameras. Bar lighting, while much simpler to use, is somewhat "flatter" in effect, and has a tendency to take the depth out of a picture. Exposure should be checked carefully. Use guide numbers or a good light meter for best results.



## TITLING FOR MORE PROFESSIONAL AND ENTERTAINING MOVIES

Titles raise the quality of your home movies. If you have to explain each scene to your audience as you run your movies, it is much less effective than it would be if it were adequately titled. Titling can consist of merely photographing plastic letters against a piece of glass or cardboard. However it is much more convenient and work goes faster when you have a tilting stand to hold your camera and an easel for your letters. And, if you have no lights, you run the risk of getting non-uniform exposures, making some titles too dark and others too light.

Make live backgrounds by pasting the letters to a clean glass pane and photographing the subject through it. Be sure subject and title are sharp. To frost a window for some special effect, swab the glass with a mixture of stale beer and epsom salts or use hypo or spirits of camphor. Icicles for the same scene can be made by dripping a solution of silicate, or by soaking strips of cellophane in a solution of alcohol and paraffin.

## SPECIAL EFFECTS FOR YOUR HOME MOVIES

Whether you are shooting the big game of the year or your final fishing trip, your movies will be more appealing if you remember to change the pace occasionally and use some of these tricks.

Slow motion is a favorite for sports because it allows you to see details of the fast action. Use it for this effect, but don't overdo it.

If you are shooting a game where the score is important, show the scoreboard occasionally. The audience will appreciate the reminder.

A shot of the crowd or surrounding area sets the scene, shows the weather and adds interest. Close-ups add emphasis to interesting figures.

**ANIMATION.** To make inanimate objects perform for you, just set your camera on a tripod, and photograph them a frame or two at a time, moving them slightly between exposures. If your camera has a single frame release, it's easy—if not, let the camera nearly run down and tap release button quickly for each exposure. Adds variety to your films.

**GHOSTS.** A very popular trick. First, make a normal exposure of the scene in which the ghost is to appear. Then rewind the film and photograph the "ghost" against a dark background. Creates good spook atmosphere.

**FADES.** Fadeouts without a fader are easy indoors—just block off your light slowly with a cardboard. To fade in, reverse the procedure.

**REVERSE ACTION.** With this trick you can make all your action appear backwards such as making a diver come feet first out of the water and land on the springboard. To do this, turn the camera upside down. Then when you get your film back from processing, cut out that section, turn it end for end, and splice it back in; your audience will like this twist. Works best with 16 mm. 8 mm film will have to be turned end for end and upside down, then focused in properly.

**DUAL ROLES.** By using a mask on your movie camera, you can allow one person to appear on the screen in two roles in the same scene. Sounds like a tough job but it isn't. Just remember that your camera must be mounted on a rock-steady base and must not be moved. When your camera is set up slip mask into mask box on lens, covering half of lens and shoot the scene. All the action that takes place in front of the unmasked half of the lens is recorded on the film. Next you rewind the film to where the first exposure begins. Put the mask on the opposite side of the lens and record the action that takes place on the other side of the set.

**MAGIC.** A lot of magic can be performed just by stopping the camera in the right places. For instance, have your actor come in fully dressed. Then call "cut"; actor holds his position while you mark position of feet and general position, then have him change into a bathing suit. Next resume the action and start shooting again. A funny and lively trick.

## PREMIER TITLER AND COPY STAND

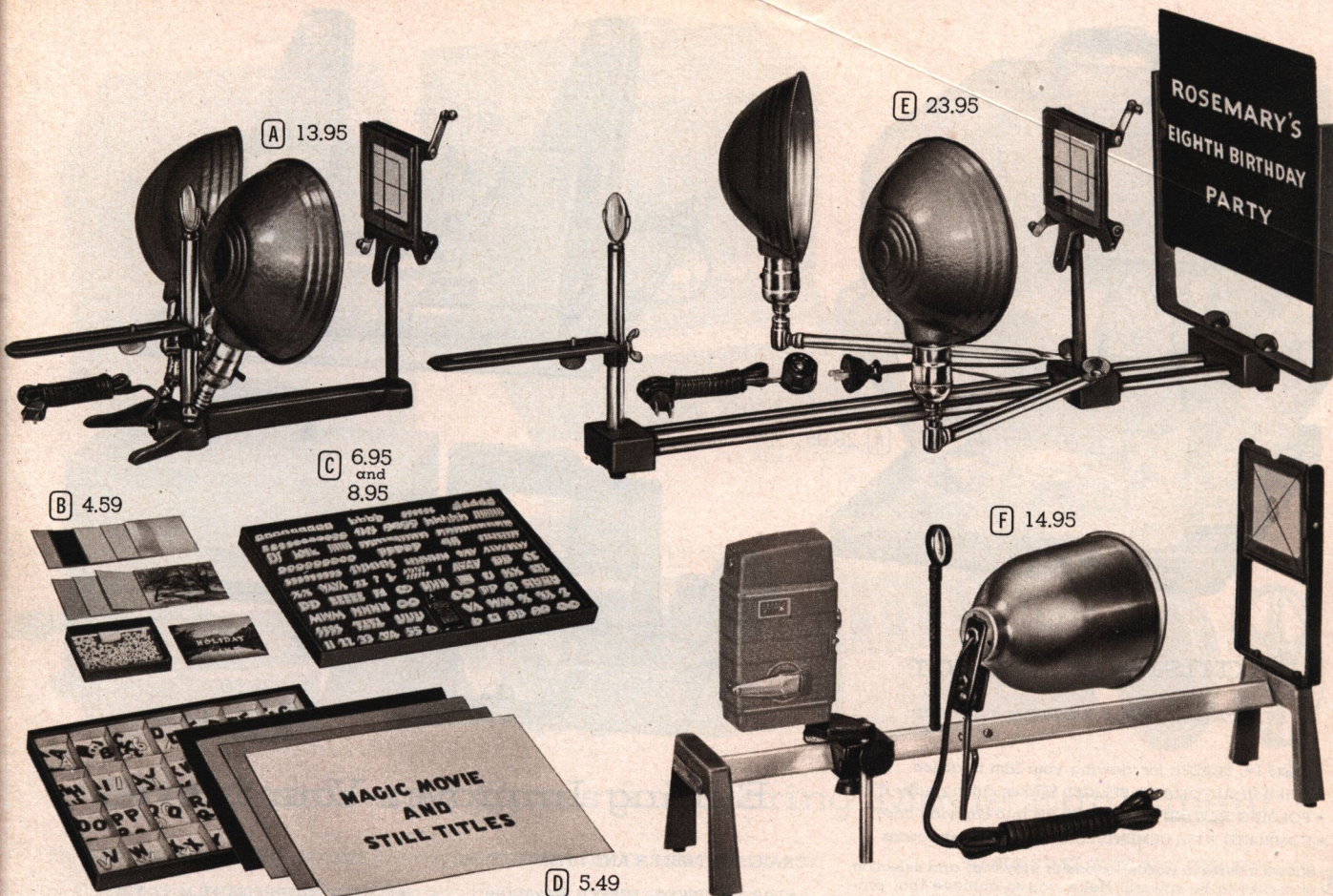
- NEW PREMIER M-2 MOVIE TITLER for professional results.
- PHOTOGRAPH TITLES AND DRAWINGS for unusual effects.
- OPTICAL BENCH with fully adjustable camera stand.
- TWIN REFLECTORS with extension cord and switch.

The Premier titler is a complete unit that enables you to obtain professional results. The unit is designed to accommodate all home movie cameras without any additional parts. It is a precision unit which provides the utmost camera rigidity and faultless, smooth operation. Makes an infinite variety of colorful, interesting titles with special effects such as zooms, flip flops, "wipes", animations, etc.

This titler can also be used as a copy stand for small still cameras. When it is placed vertically, it provides all the necessary features. The smooth free-running track makes framing and field size adjustment simple and the 45° lighting is perfect for this work. Lens holder is so constructed that it may be placed on any home movie camera lens. Includes 24 in. and 8-in. auxiliary lenses, lighting arms and reflectors, colored backgrounds, alignment mask and set of white title letters. You can get extra lenses from an optician.

67 H 1225 T—Shipping wt. 16 lbs. . . . . 34.95





## Titles Add Interest and Tell a Story

### STANDARD TITLER WITH REFLECTORS FOR BRILLIANT LIGHTING

**A** Adjustable reflectors provide brilliant, even lighting of titling easel. For both 8 and 16 mm cameras. Easy to adjust because supplementary titling lens is factory-set to align with easel. Takes 2x3-in. cards for printing or typing, or you can stick on miniature letters like (B). Scroll attachment with crank for rolling titles. Plastic guide assures correct centering of title. Complete with two 5 1/4-in. swivel-type reflectors, cord, socket push switches, and instructions. (Order No. 1 Photoflood lamps separately from Page 44.)

67 H 1276—Shipping wt. 5 lbs. .... 13.95  
67 H 1277—Above titler without reflectors. Ship. wt. 4 lbs. .... 8.95

### HOLLYWOOD ADHESIVE LETTER SET FOR QUICK SET-UPS

**B** It's easy to make titles with these miniature 7/16-in., white all-metal block letters. Can be used with titlers above and at right. Adhesive sticks them to any horizontal or vertical surface—removable for repeated use. Set contains 150 characters, all capitals, assorted backgrounds and adhesive.

67 H 1241—Shipping weight 1 lb. .... 4.59

### MITTEN'S TITLER SET FOR SPECIAL EFFECTS

**C** These letters are three-dimensional and with side lighting they cast a shadow for special effects. Special adhesive permits them to stick on any surface, allows easy removal—use them over and over again. Semi-porcelain 3/4-in. letters—large enough to be photographed with normal lens. White surfaces can be tinted if you wish, for that colorful title.

67 H 1223—246 characters. Caps and lower case. Ship. wt. 5 lbs. .... 8.95  
67 H 1222—150 characters. All capitals. Ship. wt. 3 lbs. .... 6.95

### MAGIC PLASTIC LETTER TITLE SET

**D** An easy method of titling—just press washable plastic letters on 13x18-inch plastic titling frame or any shiny, smooth surface, and they stick without glue, paste or pins. Pull off and use again and again. 410 one-inch letters in three colors—red, yellow, and white. Titling frame takes 5 interchangeable backgrounds—white, black, green, blue, or clear transparent for shooting live background scenes. Comes with compartmented box for storing your letters separately and alphabetically.

67 H 1279—Ship. wt. 3 lbs. .... 5.49

### BETTER MOVIES IN COLOR

(Not shown.) A handy book that explains how to take better, more interesting movies under many different conditions. Full of color illustrations.

67 H 4856—26 pages. Shipping weight 2 oz. .... 32¢

### 8 OR 16MM PREMIER DUAL TITLER WITH EXTRA FEATURES

**E** Large size titler with two big reflectors, gives you bright light from both sides—safeguards against shadows or distorting effects. Here is the titler to use if you are interested in professional quality.

Two easels provide various effects—one easel is 2 3/8 by 3 1/8 inches for both scroll type moving titles and printed or typewritten cards. Scroll type titles are like titles you see in movies and on television. They are photographed from a roll of moving paper, much like that used on an adding machine. Thus the titling is smooth and continuous. Typewritten or printed cards may be used and photographed separately. The other screen or easel is 7x9 1/2 inches and is used for large cut-out letters. This easel will pivot at the top to give a flip-flop effect when photographed.

Two supplementary lenses for close-up focusing—one for each tilting easel. Two matching reflectors may be adjusted for both large and small screens or may be used for back lighting the smaller screen. Order No. 1 Photoflood bulbs from Page 44. Has crinkle enamel finish with chromed trim. 67 H 1345—Ship. wt. 6 lbs. 4 oz. Only 10% Down on Terms. Cash 23.95  
67 H 1346—Above titler without reflectors. Ship. wt. 5 lbs. .... 19.75

### MANSFIELD PROFESSIONAL TITLER FOR 8 AND 16MM CAMERAS

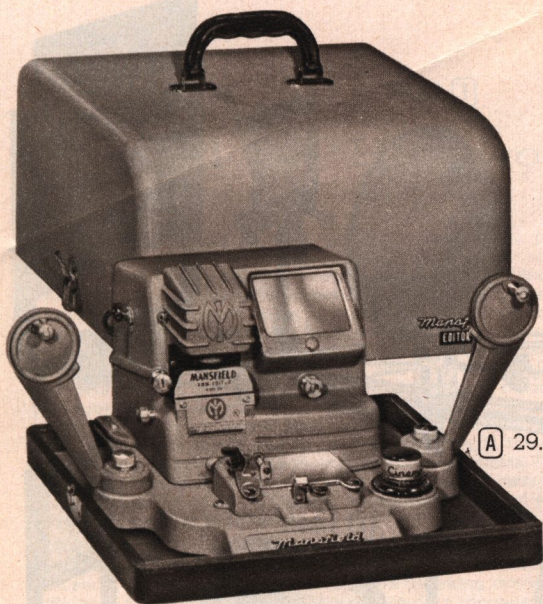
**F** This versatile titler comes complete with light unit and blank title cards. It will give you plenty of light making your work more professional. Can be used with either 8 or 16 mm cameras. Gives you a chance to put many effects into your films that will interest the audience and hold your story or sequence of pictures together.

Use with 3-dimensional letters to produce interesting shadow effects for mystery, intrigue, etc. Trick and straight titles can be made easily. Sturdy construction with a lathe type V bed and non-slip legs; the distance correction lens and the titling area are prefocused at the factory to insure perfectly sharp results. Auxiliary lens supplied because most movie cameras will not focus in at short distances with their ordinary lenses. Unit is made from die cast aluminum that results in a steady titler that you can depend upon to give sharp, clear work. Swing light reflector gives bright images and makes your work accurate. You also get a target frame for aligning camera, which means that once "sighted in" your apparatus will never have to be changed and you will be ready to shoot at all times. Reflector takes No. 1 photoflood lamp—see Page 44. Screen is 4 by 5 in., big enough for all home work. Titler is 18 in. long, 10 in. high. Gray crinkle finish.

67 H 1249—Ship. wt. 8 lbs. .... 14.95

**FILTERS WILL IMPROVE THE QUALITY OF YOUR MOVIES.** On days when you shoot a cloudy sky, you may be disappointed with the results unless you use a filter that will bring out the clouds. With a filter, you can cut through haze to get clearer pictures, use indoor film out of doors and vice versa, and you get a picture like you expected to get. See Pages 28 and 96.





## Mansfield Editor

### PORTABLE 8MM ACTION OUTFIT

- 2 $\frac{3}{8}$ x3-IN. SCREEN for viewing your film in action
- BUILT-IN AUTOMATIC SPLICER makes cutting easy
- FOLDING REWIND ARMS—unit fits into carrying case
- COMPLETE WITH CEMENT, carrying case, instructions

**A** Shows movies in action for easier viewing, and selection of scenes to be spliced. Helps you to achieve that professional "touch" through elimination of home movie faults. Now you can cut film and "weed-out" unwanted portions or rearrange scenes with automatic splicer and cutter. Convenient focusing and framing controls—knobs are at your finger tips. Easy threading. Film runs smoothly from rewind arms into the viewer as rewind arms are turned in either direction. Direct drive action rewinds. Screen is set at perfect viewing angle—bright 30-watt bulb provides illumination. (Extra bulbs on opposite page.) Takes up to 400-ft. reels. Sturdy all-metal construction. Operates on 110-120-volt, AC-DC. Unit measures 13x12x8 in. Ship. wt. 10 lbs.

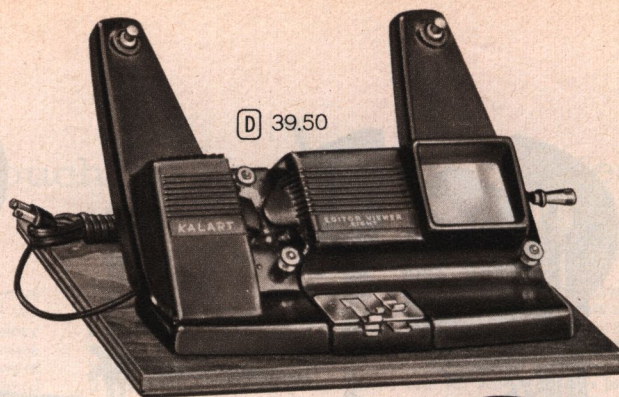
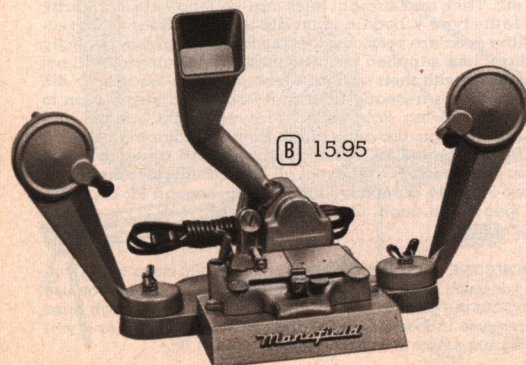
67 H 1212 M—Mailable. Complete 8 mm outfit. . . . . \$29.95  
67 H 1217 M—Mailable. Complete 16 mm outfit. . . . . 32.50

### MANSFIELD NON-ACTION 8MM EDITOR

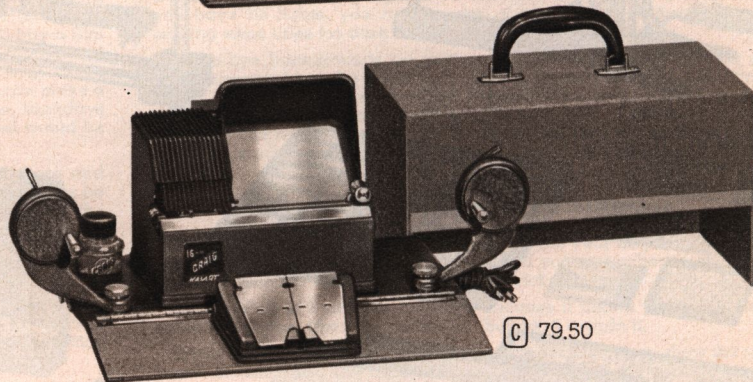
- SHOWS COMPLETE FRAME—1 $\frac{1}{4}$ x1 $\frac{5}{8}$ -in. viewing size
- BUILT-IN AUTOMATIC SPLICER makes cutting easy
- FOLDING REWIND ARMS—Unit fits into carrying box
- COMPLETE WITH CEMENT, splicer and instructions

**B** A compact outfit, complete for exact non-action editing of 8mm black and white and full color films. Helps you make better more interesting home movies by arranging your scenes in their most effective order and cutting out unwanted scenes or frames. Automatic splicer and cutter makes it easy to make your movies more interesting. Easy threading—film runs smoothly from rewind arms to viewer—engineered not to burn or scratch film. Rewind arms fold to fit into box for compact carrying. Bright 6-watt bulb provides brilliant illumination. Takes up to 400 ft. reels. Sturdy all-metal construction. Consists of viewer, cement, splicer, rewinds and base. (Order extra bulbs on opposite page.)

67 H 1219—Ship. wt. 7 lbs. . . . . \$15.95



**D** 39.50



**C** 79.50

## Editing Improves Your Movies

### CRAIG PORTABLE 8 AND 16 MM EDITORS

- LARGE VIEWING SCREEN 3 $\frac{1}{4}$ x4 $\frac{1}{4}$ -in.
- SMOOTH ACTION Prism Type Shutter
- COMPACT DESIGN—Set up Anywhere
- FOLD-AWAY REWINDS—Gear driven
- COMPLETE with Splicer, Cement, Case

**C** Compact design—easy to set up anywhere. Brilliant image screen lets you show your favorite films to a few friends without setting up projector and screen—truly a "Table-top Home Movie Theater". Automatic switch turns 75-watt bulb on when film is locked into viewer—bright enough to view during daylight hours without darkening room. Smooth action prism type shutter gives sharp, steady movies. Automatic splicer attaches to front where it is convenient to use—locks in lid for carrying. Editor-spliter helps you arrange your home movies to tell a story by putting scenes in order and cutting out unwanted portions to show only your best results. Forward rewind geared 1 to 1, rear 4 to 1. All-metal die-cast construction, 2-tone brown textured finish. Plywood case. 110-120 Volt AC or DC. With cement, bulb, cord, instr. Actual wt. 12 lbs. *Postpaid.*

67 HN 1330 T—For 8mm film. . . . . \$79.50

67 HN 1331 T—For 16mm film. . . . . 79.50

### MANSFIELD SENIOR REWINDS

**E** An excellent value. Take up to 800 ft. reels of 8 mm and 16mm film. 4-to-1 ratio gear drive—cranks turn in opposite direction from reels. Tension brakes maintain winding speed of film, prevents overrunning. Stamped metal housing, holes for mounting. 7 in. high. Ship. wt. 2 lbs.

67 H 1205. . . . . 2 for \$5.29

1-OZ. BOTTLE FILM SPLICING CEMENT (not shown). For making firm movie film splices.

67 H 1211—With applicator. Shipping weight 6 oz. . . . . 19c

KODAK FILM CLEANER (not shown). For color or black and white film. 4-oz. bottle. Instructions.  
67 H 4338X—Ship. wt. 1 lb. . . . . 79c

### AFTER YOU'VE EDITED YOUR FILM—ADD SOUND

Easy to use and economical, Synchro-Tape allows you to add talking titles, commentary, background music, or sound effects for new interest and realism. All you need is a tape recorder and Synchro-Tape (see Page 94).

### KALART 8MM EDITOR-VIEWER

- SCREEN MAGNIFIES FILM 12 TIMES
- SPLICER BUILT-IN—easy to use
- SINGLE HANDLE—winds or rewinds
- REWINDS BUILT-IN—smooth, gear driven
- COMPLETE with cement, splicer, instr.

**D** Complete unit is streamline design—gives you a quick, simple way to cut out undesired sections—splice film—arrange your movies in story-telling sequence on "long-playing" 400-ft. reels. Easy-to-operate—simple gear shift for rewind designed for smooth film advance and rapid rewinding. Natural left to right film travel. Built-in focusing adjustment. You see your movies in action enlarged on a brilliant 2 $\frac{1}{4}$ x1 $\frac{5}{8}$ -in. screen—radiation-convection cooled lamp cannot overheat film even if allowed to remain indefinitely in viewer with light on.

Flat field projection lens—precision rotating prism give you sharp steady movies. Beautiful bakelite finish—sturdy steel frame. Hardwood base 10 $\frac{1}{2}$ x13 $\frac{1}{4}$  in. overall. Timing belt driven, 110-120-volt AC or DC. Folds flat for storage in handy carrying carton. Lightweight—complete unit weighs only 6 pounds. With bottle of film cement. Only 10% Down on Terms.

67 H 1344M—Mailable. Ship. wt. 7 lbs. \$39.50

### MANSFIELD MASTER REWINDS

**F** Take up to 2000-ft. reels of 8mm or 16mm film. Adjustable tension brake maintains even speed. 3-to-1 ratio gear drive—quiet, long-wearing neoprene gears. Aluminum die-cast housing with gray crackle finish. Holes for mounting. 8 $\frac{3}{8}$  in. high. Ship. wt. 3 lbs. 8 oz.

67 H 1224. . . . . 2 for \$9.95

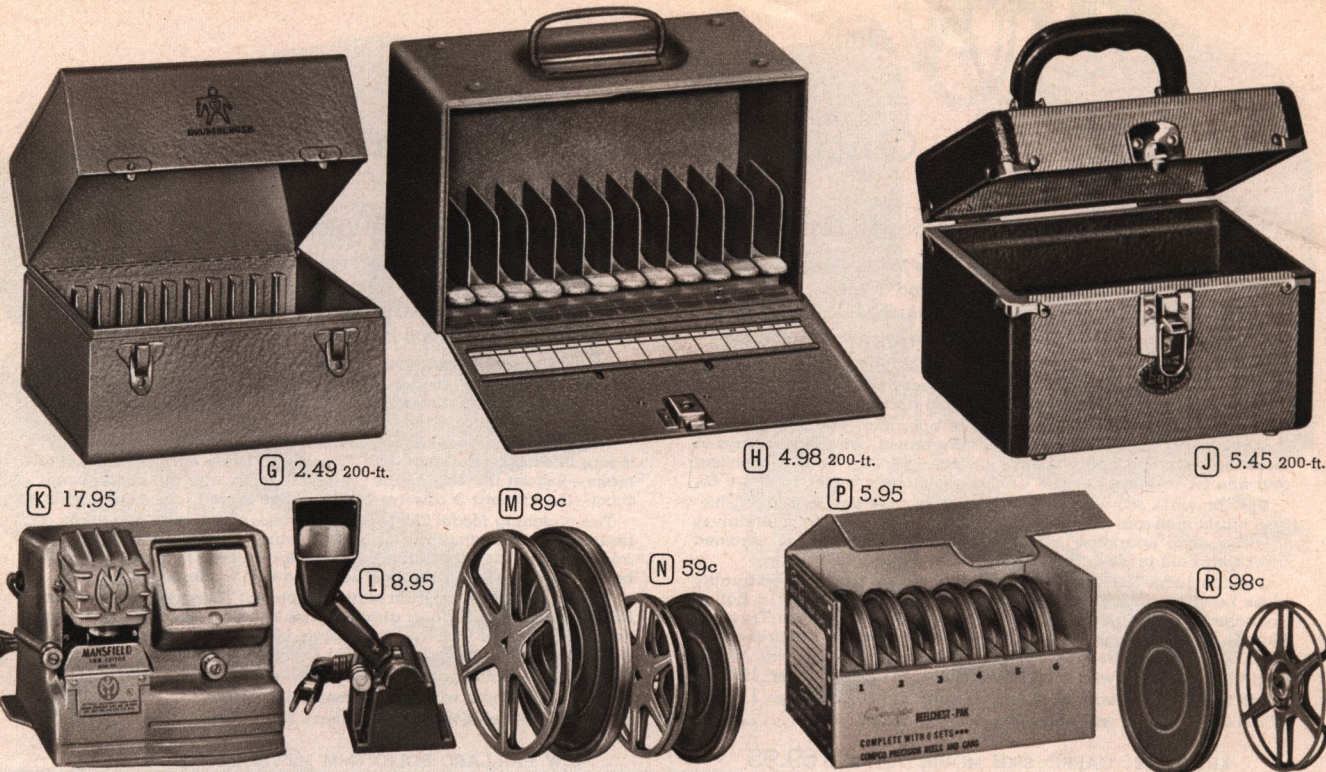
**E** 2 for 5.29



**F** 2 for 9.95







## Extra Reels and Cases for Storing Movie Equipment

### BRUMBERGER MOVIE FILM STORAGE CASE

**G** For protecting, storing, and carrying 8mm or 16mm. film. Hinged top swings back for easy access to reels. Identification panel permits easy location of reels. All-steel construction yet light in weight. Welded individual partitions. Gray Hammerloid (enamel) finish. Folding metal carrying handle, sturdy double safety catches.

67 H 1291—For twelve 8mm. 200-ft. reels, cans. Ship. wt. 3 lbs. 8 oz. . . . . \$2.49  
 67 H 1292—For twelve 8mm. 300-ft. reels, cans. Ship. wt. 4 lbs. . . . . \$2.89  
 67 H 1293—For twelve 8mm. 400-ft. reels, cans. Ship. wt. 4 lbs. 12 oz. . . . . \$2.89  
 67 H 1294—For nine 16mm. 400-ft. reels, cans. Ship. wt. 4 lbs. 12 oz. . . . . \$3.49

### BRUMBERGER EJECTOR REEL CASE

**H** For carrying and storing your movie reels—just press the index lever and selected reel rolls forward. Exterior and interior index cards. Case design permits compact stacking—drop front makes all reels readily accessible. Heavy steel construction. Rust-resistant. Gray crackle enamel finish. Metal handle, snap action lock. Ship. wts., 5 lbs., 6 lbs., 7 lbs. and 7 lbs.

67 H 1202—For twelve 8mm. 200-ft. reels. . . \$4.98  
 67 H 1203—For twelve 8mm. 300-ft. reels. . . 5.95  
 67 H 1214—For twelve 8mm. 400-ft. reels. . . 5.95  
 67 H 1204—For nine 16mm. 400-ft. reels. . . 5.95

### REVERE 8 AND 16MM SPLICER

**T** Smooth, strong splices with almost complete automatic operation—just 5 simple steps. One stroke of arm trims both ends of film, ready for scraping with attached scraper. Apply cement—overlapping of film and bonding are done automatically—release arm and splice is complete. Water container and bottle of cement are clamped to well in cast metal base. With instructions.

67 HP 1243—Postpaid. . . . . \$16.50



### BAJA 8MM OR 16MM REEL CASES

**J** Handsome, two-tone tweed covered, plywood cases for carrying and storing 8mm or 16mm film. Sponge rubber lining on back and front holds reels firmly so they won't rattle. Top swings back for easy access to reels. Plywood case has snap lock, sturdy plastic handle. Long-wearing plastic impregnated fabric covering. Ship. wts. 3 lbs. 8 oz.; 5 lbs.; and 4 lbs.

67 H 1281T—For twelve 200-ft. 8mm reels. . \$5.45  
 67 H 1282T—For twenty-four 300-ft. 8mm reels. 6.75  
 67 H 1283T—For eleven 8mm or seven 16mm 400-ft. reels. Ship. wt. 4 lbs. . . . . \$5.45

### MANSFIELD ACTION EDITING VIEWER

**K** Shows full action, like a projector, on 2½x3-in. screen. Bright 30-watt bulb provides projection quality picture. Film runs from left to right. Easily threaded for fast editing. Gray crackle finish. With bulb and cord. (Order extra lamp below at right.)

67 H 1210M—For 8mm. film. Ship. wt. 3 lbs. \$17.95  
 67 H 1246MT—For 16mm film. Ship. wt. 3 lbs. 19.95

### MANSFIELD NON-ACTION EDITING VIEWER

**L** Shows a bright 1½x1-in. image. Does not show action but is as efficient as other viewers. Merely run film through until you see area to be spliced, stop film, then cut. Smooth track minimizes film wear. With bulb, cord.

67 H 1207—(Order ex. lamp below.) Wt. 3 lbs.. \$8.95

### MANSFIELD SPLICERS FOR 8 AND 16MM FILM

**U** MANSFIELD JR. ECONOMY SPLICER. Stud pins hold film in place. Scraper bar clips to splicer. Hinged cutter cuts film—pressure plates hold it while cement dries. With film cement. Mounted on 5¼x5½-in. base.

67 H 1244—With instructions. Ship. wt. 1 lb. 10 oz. . \$2.49

**V** MANSFIELD AUTOMATIC GEM SPLICER. Double-bladed scraper attached to splicer. Pressure bonding done automatically when cement applied. Release arm and splice is complete. Stainless steel film handling parts.

67 H 1296—With cement, instr. Ship. wt. 2 lbs. . . \$4.69

### WARDS STEEL REEL AND CAN SETS

**M** **N** Reels have special easy-threading slot in hub. Sturdy rib design retains alignment, resists bending. Accurately balanced to run evenly. Edges are smoothly finished. Blue enameled reels are rust-resistant. Dustproof cans have circular ridges for easy stacking. Cans are metallic blue finished. Save 10% extra on sets of 3; 15% on sets of 6. Ship. wts. ea. 5 oz., 7 oz., 10 oz., 12 oz., 5 lbs. 4 oz.

Catalog No.	Size	Each	3 for	6 for
(N) 67 H 1300	8mm. 200-ft.	59c	\$1.59	\$2.98
67 H 1301	8mm. 300-ft.	75c	1.98	3.79
(M) 67 H 1302	8mm. 400-ft.	89c	2.39	4.49
67 H 1303	16mm. 400-ft.	89c	2.39	4.49
67 H 1260	16mm. 1600-ft.	\$4.95	13.79	....

### COMPCO REELS AND CANS

**P** **R** Sold in a convenient Reel Chest-Pak or separately. Reels and cans of heavy steel construction. Positive film slip holds film securely when threading. Finished in scratch-resistant, gray enamel. Identification label supplied with each set. Chest-Pak contains 6 reel and can sets. Convenient index on side of box, and numbers on front.

(P) Reel Chest-Pak	Size	Ship. wt.	Price
67 H 1304	8mm 200 ft.	4 lbs.	\$5.95
67 H 1305	8mm 300 ft.	5 lbs.	6.95
67 H 1306	8mm 400 ft.	6 lbs.	8.95
67 H 1307	16mm 400 ft.	7 lbs.	8.95

(R) Reel & Can only	Size	Ship. wt.	Price
67 H 1232	8mm 200 ft.	12 oz.	98c
67 H 1233	8mm 300 ft.	12 oz.	\$1.14
67 H 1234	8mm 400 ft.	1 lb.	1.49
67 H 1235	16mm 400 ft.	1 lb.	1.49

### CRAIG MASTER SPLICER

**W** For 8mm and 16mm film. Strong, smooth splices that run smoothly through projectors in 4 steps—no wetting required. Once inserted, film is not touched until spliced. Accurate, built-in dry scraper. Pressure plates automatically trim film. Convenient bottle holder. Tan crackle finish metal base.

67 H 1288—With cement, instr. Ship. wt. 3 lbs.. \$9.95

REPLACEMENT LAMPS for Mansfield 8mm or 16mm editor viewers. Ship. wt. each 4 oz.

67 H 3161—30 watt. For Mansfield Editor (A) (K) .50c  
 67 H 3162—6 watt. Mansfield non-action (B) (L) .32c



# Wards Movie Outfits...Nationally-Known Brands

## KODAK BROWNIE 8MM MOVIE OUTFIT 106.70

- WARDS LOWEST PRICE Complete Home Movie Outfit
- FAMOUS KODAK BROWNIE Simplicity and Quality.
- INCLUDES NEWEST BROWNIE MOVIE CAMERA with f/2.7 Lens
- 300-WATT BROWNIE PROJECTOR Shows Extra Bright Movies

**(A)** Outfit includes Brownie camera and case, 300 watt projector and built-in case, 30x30 Handy Da-Lite screen, Kodachrome color film (processing included), Castle travelog film and Kodaguide.

Brownie dependability and ease of operation keynote the new Brownie outfit. The smartly styled 2-tone brown camera is always in focus and has one single control for lens opening. Uses economical reel film for low cost movies. Camera listed separately on Page 86.

New Brownie 300-watt projector features easy film threading, life-time lubrication and trouble-free operation. Luminized f/1.6 lens gives brighter more sparkling movies. 2-tone brown covering, chromed trim, with built-in case. Projector listed on Page 90.

Outfit includes 30x30-in. Da-Lite Handy screen with highest quality glass beading—hangs on wall or sets on table (see Pg. 51). Roll of Kodachrome color film (including processing). 50-Ft. Castle Travelog film. Kodaguide exposure chart to help you get better pictures every time. *Shipped Express Prepaid.* No credit charge.

67 HN 928 R—Outfit with f/2.7 lens camera. \$11 Down.....106.70  
67 HN 929 R—Outfit with f/2.3 lens camera. \$11.50 Down....114.25  
67 HN 930 R—Outfit with f/1.9 lens camera. \$12.50 Down....121.25

## KEYSTONE "CAPRI" 8MM MOVIE OUTFIT 169.95

- DELUXE "CAPRI" OUTFIT Offers Top Quality...Versatility
- CHOOSE REEL-LOADING CAMERA with Fast f/1.9 or f/2.5 lens
- K-100 PROJECTOR Has Latest Single "Selectro-matic" Control
- BRILLIANT 500 WATT PROJECTOR Has Built-in Carrying Case

**(C)** Includes camera and gadget bag, K-100 projector and built-in case, 30x40-in. Da-lite screen, roll of Kodachrome color film, 50-ft. Castle travelog film, Kodaguide exposure chart, everything you need.

The Keystone "Capri" camera and K-100 "Selectro-matic" Projector combine to bring the amateur movie-maker easy-to-use, quality movie equipment. The "Capri", an economical reel loading camera styled in 2-tone gray has large viewfinder for use with normal and telephoto lenses—provides simple "aim and shoot" operation preferred by most home movie enthusiasts. Camera details on Page 86.

The K-100 projector has single "Selectro-matic" control knob that operates rewind, reverse, forward, still and varies speed. Built by American camera craftsmen, one of the leaders in the motion picture industry, the K-100 is built into its own case for easy portability and is designed to give years of dependable operation. See Page 91 for a complete description of the New K-100.

Top grain leather gadget bag carries camera and accessories with you. New 30x40-in. Da-light screen has highest quality glass beading. Roll of Kodachrome color film with processing, 50-ft. Castle travelog film is of exciting distant lands. Kodaguide exposure chart helps you get the right exposure and better movies every time. *Shipped Express Prepaid.* No credit charge. See Page 82 for details.

67 HN 947 R—Outfit with f/2.5 "Capri" camera. \$17 Down....169.95  
67 HN 949 R—Outfit with f/1.9 "Capri" camera. \$18 Down....179.95

## WARDS NEW BARLIGHT OUTFITS FOR INDOOR OR OUTDOOR MOVIES

### KODAK BROWNIE 8MM CAMERA OUTFIT 45.29

- LIGHTS MOVE WITH CAMERA, Indoors or Out
- KODAK'S LATEST BROWNIE Has Only One Single Adjustment
- BROWNIE DEPENDABILITY—Easy to Use As a Box Camera
- MATCHING LEATHER FIELD CASE Protects Your Camera

**(E)** Outfit includes a Brownie camera, field case, 4-lamp barlight, roll of Kodachrome color film incl. processing and instruction book.

Now a Brownie outfit for taking movies anywhere, indoors or outdoors with Brownie's "snap-shot" simplicity. Camera has only one adjustment to make for the amount of light present—then just aim and shoot, the camera is always in focus for you to get clear sharp color or black and white movies. Handsomely styled with Kodar covering and brown plastic and chromed trim. See Page 86 for more details.

The 4-lamp barlight (lamps not included—order separately below) with bracket for attaching camera is ideal for taking color movies indoors. Camera attaches directly to barlight so that light automatically goes where camera points. Extra long cord. Also roll of Kodachrome color film—including processing.

Brown leather field case protects your Brownie camera where ever you go. Complete instruction book is included so that you can take professional type movies the first time. *Postpaid.*

67 HN 722 LT—Outfit with f/2.7 camera. \$5 Down.....45.29  
67 HN 723 LT—Outfit with f/1.9 camera. \$6 Down.....59.84  
67 H 3185—No. 375 Photoflood bulbs. Wt. 12 oz.....Each 1.17

## BELL & HOWELL 8MM MOVIE OUTFIT 139.80

- NEW BETTER QUALITY OUTFIT...Added Features
- EXCLUSIVE "SUN-DIAL" on Cameras for Better Exposure
- NEW JUMBO VIEWFINDER Shows Wide Picture Area
- 500 WATT PROJECTOR Provides Brilliant, Sharp Home Movies

**(B)** Outfit includes Model "220" (not shown) or "Monterey 252" camera and sheath case, model 253 projector and built-in case, new 30x40-in. Da-lite screen, Kodachrome color film, 50-ft. Castle travelog and Kodaguide exposure chart.

The economical reel-loading Monterey camera with the "Sun-dial" is tops in simple operation. The "Sun-dial" is the only adjustment to make—just set the dial to the available light, aim the camera and shoot—the camera is always in focus. See Page 87 for more details.

The matching Model 253 projector is designed to give you years of trouble-free operation and brighter, clearer movies. Extremely light and compact, the projector is built into its own case for portability and has the features that have kept Bell & Howell, leaders. See Page 91.

Sheath case is of top grain leather to protect your camera. 30x40-in. Da-lite screen has highest quality glass beading (see Pg. 51). Roll of Kodachrome color film with processing. 50-ft. Castle travelog film and Kodaguide exposure chart. *Shipped Express Prepaid.*

67 HN 936 R—Outfit with f/2.5 Mod. 220 camera.....139.80  
67 HN 933 R—Outfit with f/2.3 camera. \$15 Down.....149.80  
67 HN 934 R—Outfit with f/1.9 camera. \$16 Down.....159.80

## NEW PAILLARD BOLEX 8MM MOVIE OUTFIT 309.50

- FINEST QUALITY COMPLETE MOVIE OUTFIT Wards Offer.
- SWISS PRECISION-BUILT Turret Lens Camera and Projector
- B8 CAMERA—Seven Film Speeds from 8 to 64 Frames Per Sec.
- OUTSTANDING M-8 PROJECTOR for Superb 8mm Movies

**(D)** Outfit includes B-8 camera and gadget bag, M-8 projector and carrying case, 30x40-in. Da-lite screen, Kodachrome color film, Castle travelog film and Kodaguide exposure chart.

The B-8 camera and M-8 projector built with the precision of fine Swiss watches are designed to bring new standards of excellence into amateur movie making. Easier to load than box camera, the B-8 uses economical reel film. Dual turret comes with normal fixed focus lens. Ready for supplementary lens. Zoom type viewfinder adjusts quickly to various lenses. Camera is covered with rich black morocco leather with brushed aluminum trim. See Page 85 for description of camera.

Newly styled M-8 projector has extra bright f/1.5 lens and optical condenser system for brighter 500 watt illumination. Easy "snap" threading cuts film handling to a minimum. Clear, steady screen images with new rapid claw mechanism. With carrying case.

Leather gadget bag is of top grain cowhide. 30x40-in. Da-lite screens have highest quality glass beading. Roll of Kodachrome color film, including processing is included. 50-ft. Castle Black and white travelog film. Kodaguide exposure chart helps you get the right exposure and better movies every time. *Shipped Express Prepaid.* \$31.00 Down.

67 HN 945 R—Outfit with f/2.5 Yvar lens B-8 camera.....309.50  
67 HN 939 R—Outfit with f/2.5 Lytar Lens C-8 Camera  
(See Page 85 for Model C-8 details) \$28 Down.....279.95

## BELL & HOWELL MATCHED CAMERA OUTFIT 83.35

- BETTER QUALITY OUTFIT with Luggage-Type Case
- ADDITIONAL 2½X TELEPHOTO LENS Brings Scenes Up Close
- BARLIGHTS AND CAMERA Give Better Action Scenes
- ATTRACTIVE LEATHER SHEATH CASE for Your Camera

**(F)** Outfit includes "Sundial" camera, 2-lamp barlight with two 375 watt lamps, 2½ Power Telephoto lens, filter holder, sheath camera case, lens case, Series 8 carrying case, roll of Kodachrome color film including processing and complete instructions.

Now a complete outfit for taking the finest color movies indoors or outdoors with a "Model 220" f/2.5 lens camera (not shown) or a "Monterey 252" "Sundial" camera—choose f/2.3 or f/1.9 lens. Just set the dial to the type of day (sunny, cloudy, etc.), aim and shoot. Telephoto lens brings distant objects up close—especially good for children at play and just adding variety to movies. Brown top grain leather case. See Page 87 for camera. Matched 2-lamp barlight for making full color movies indoors of those special events. *Postpaid.*

67 HN 740 L—With f/2.5 camera. .83.35  
67 HN 739 L—With f/2.3 camera. .93.35  
67 HN 741 L—With f/1.9 camera. 103.35







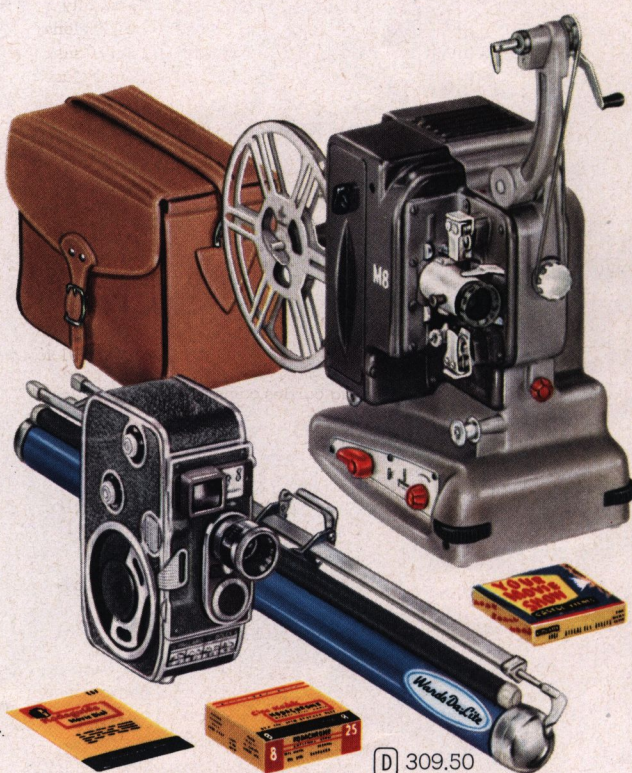
(A) 106.70 TO 121.25



(B) 139.80 TO 159.80



(C) 169.95



(D) 309.50



(E) 45.29 TO 59.84



(F) 83.35 TO 103.35





## THE 1956 PHOTOGRAPHIC BOOK

New Kodak 8mm. f/1.9 Turret Movie Camera  
shown above is listed and described on Page 86.

For Monthly Payment Terms, see Page 82. Ordering  
Information and Parcel Post Rates are on Page 83.

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*Montgomery Ward*