



**Extra — SAVE \$25**  
 When You Buy The Kodak Signet 50  
 Outfit From Wards. See Page 3



**Extra — FREE VIEWER**  
 With Argus C-3 Match-Matic Out-  
 fit Bought From Wards. See Pg. 10



**Extra — PRICE CUT \$17**  
 Buy An Argus C-44 Outfit At  
 Wards And Save \$17. See Page 10



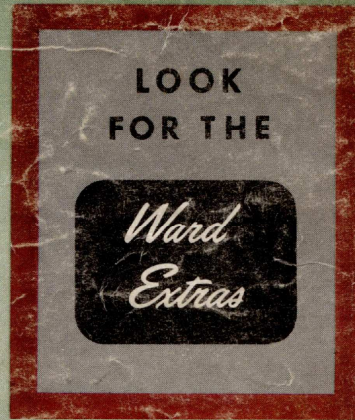
# WARDS 1958 CAMERA SHOP

Featuring Over 300 Money-Saving EXTRAS

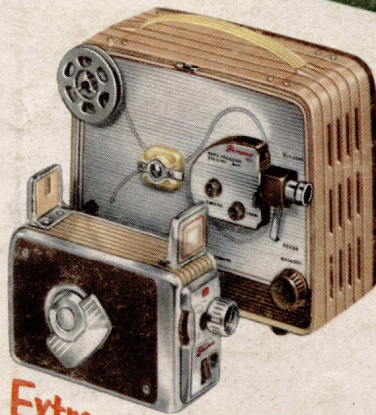
- Complete Index, Page 54
- Shipping Details, Page 53
- Wards Convenient Payment Plan, Page 52

**MONTGOMERY WARD**

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



**Extra — SAVE 20%**  
 Movie And Still Color Film Priced  
 20% Less At Wards. See Page 76



**Extra — FREE SCREEN, FILM**  
 Buy A Kodak Brownie Movie Out-  
 fit At Wards And Save. See Page 102



**Extra — 10 YR. GUARANTEE**  
 New Adams Screen—Finest Ever  
 Offered By Wards. See Page 83



# Precision Made Binoculars

BEST QUALITY GUARANTEED 10 YEARS

*A Ward Extra*

*Best...*

- Parts and Workmanship Guaranteed 10 Years
- Featherweight, Strong Die-cast Magnesium Body
- Center Focusing, Separate Right Eye Adjustment
- B & L Type Mono-mold Barrel Construction
- Coated Optics—Super-hard Coating Throughout
- BaK4 Prisms—Completely Eliminate Color Abberation Give Extra-sharp Image to Far Corners of Field
- Plush-lined Top-grain Cowhide Case, Lens Brush

**A** Written 10 Year Guarantee against defective parts and workmanship. Precision-crafted to the finest detail. If they fail to give the service stated, Wards will repair, replace, or refund the purchase price. Fully achromatic ground optical lenses eliminate objectionable color fringe areas—give you maximum field of view and brightness. Relative brightness of 7x50's, 49; all others 25.

All lenses are coated on both sides for sharper, clearer images. Black leather-covered barrels are perfectly aligned—no double images. Hinged bridge adjusts to individual eye width. Featherweight die-cast magnesium body makes them easy to handle.

All come with a plush-lined top-grain Cowhide carrying case. With lens brush for removing dust from eye-pieces and lenses . . . cleans camera lens too. Pay 10% Down at Wards—start enjoying your binoculars now!

| Model    | Size Closed         | Field at 1000 yds. | Actual Weight        | Catalog Number | Ship. Wt. | Price W/Case |
|----------|---------------------|--------------------|----------------------|----------------|-----------|--------------|
| 6x30mm.  | 4 $\frac{5}{8}$ in. | 460 ft.            | 17 oz.               | 67 H 7070 L    | 3 lbs.    | \$44.95      |
| 7x35mm.  | 5 $\frac{1}{4}$ in. | 395 ft.            | 20 oz.               | 67 H 7071 L    | 3 lbs.    | 49.95        |
| 8x40mm.  | 5 $\frac{7}{8}$ in. | 376 ft.            | 23 oz.               | 67 H 7072 L    | 3 lbs.    | 64.95        |
| 7x50mm.  | 6 $\frac{3}{4}$ in. | 376 ft.            | 33 $\frac{1}{2}$ oz. | 67 H 7073 L    | 4 lbs.    | 69.95        |
| 10x50mm. | 7 in.               | 367 ft.            | 37 oz.               | 67 H 7074 L    | 4 lbs.    | 74.95        |

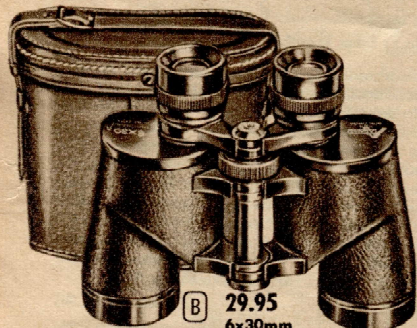


**A** 44.95  
6x30mm

*Better...*

- Parts and Workmanship Guaranteed 5 Years
- Lightweight Die-cast Aluminum Body
- Center Focusing, Separate Right Eye Adj.
- B & L Type Mono-mold Barrel Construction
- Coated Optics Eliminate Reflections
- Top-grain Figskin Carrying Case Included

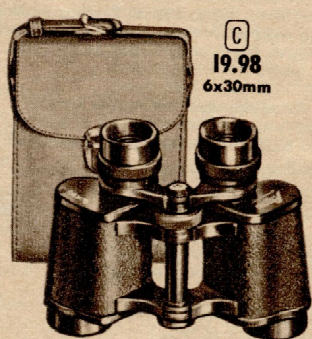
**B** Written 5 Year Guarantee with Adams Better Binoculars. Hard coated achromatic lenses give sharp images. Lightweight die-cast aluminum body. Hinged bridge adjusts to individual eye width. Perfect barrel alignment.



**B** 29.95  
6x30mm

| Model   | Rel. Brightness | Size Closed          | Field at 1000 yds. | Actual Weight | Catalog Number | Ship. Wt. | Price W/Case |
|---------|-----------------|----------------------|--------------------|---------------|----------------|-----------|--------------|
| 6x30mm. | 25              | 4 $\frac{3}{4}$ in.  | 393 ft.            | 21 oz.        | 67 H 7012 L    | 3 lbs.    | \$29.95      |
| 7x35mm. | 25              | 5 $\frac{1}{8}$ in.  | 367 ft.            | 22 oz.        | 67 H 7019 L    | 3 lbs.    | 32.50        |
| 8x40mm. | 25              | 5 $\frac{7}{8}$ in.  | 367 ft.            | 24 oz.        | 67 H 7020 L    | 3 lbs.    | 36.50        |
| 7x50mm. | 49              | 7 in.                | 376 ft.            | 40 oz.        | 67 H 7021 L    | 4 lbs.    | 38.50        |
| *7x35WA | 25              | 5 $\frac{1}{16}$ in. | 525 ft.            | 32 oz.        | 67 H 7016 L    | 4 lbs.    | 44.50        |

\*Wide Angle . . . (over 40% greater field of view.)



**C** 19.98  
6x30mm

*Good...*

- Sturdy Die-cast Metal Ziess-type Design
- Coated Optics for Glare-free Images
- Center Focus with Individual Right-Eye Adjustment
- Hinged Bridge for Interocular Adjustment; Comfortable to Use Always
- Figskin Sheath Case

**C** 6 power, 30mm lens. Perfect for young boy or sports enthusiast. Wide field of view—393 ft. at 1000 yds. Closes to 4 $\frac{5}{16}$  inches. Black leather-covered barrels. Actual wt. 20 oz. Ship. wt. 3 lbs.  
67 H 7000 . . . Only \$19.98

7 Power, 50mm lens. Like (C). Ideal as inexpensive pair for all-around use. 376-ft. field of view at 1000 yds. Achromatic lenses for sharp image. Black leather covered barrels. Actual wt. 35 oz. Ship. wt. 4 lbs.  
67 H 7017 L . . . Only \$29.95

## FACTS YOU SHOULD KNOW ABOUT BINOCULARS

### Which to Buy?

There are many factors to consider in the purchase of binoculars. If they are to be used primarily for night viewing, you will want large objective lenses and a high relative brightness number (see at right). For fast action sports, a wider field of view is more important than high magnification.

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, and firmer mounting of prisms and lenses.

### Focusing

Most binoculars have center focusing and separate right eye adjustment. Once the right eye adjustment is made, you can leave it at that point and use the center focusing knob for scene changes.

### Field of View

Field of view is usually given in terms of feet at 1000 yds. for comparison. Glasses of lower power allow a larger field of view than those of higher magnification. Wide field of view makes it easier to see more of the scene.

### Relative Brightness

Relative brightness compares one binocular with another on image brilliance. Objective lens diameter divided by the power, then squared equals relative brightness. For example: in a 6 x 30 binocular, 30 ÷ 6 = 5; 5 x 5 = 25 or relative brightness.

### Coated Optics

Coated optics are standard on most binoculars. They can be easily detected by their purple hue. Lenses are coated to help cut glare and light refraction which occur around the edges of objective lenses. Coated optics are more resistant to abrasions and thus give added protection to the lenses.

### Magnification

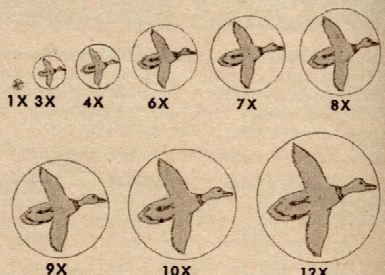
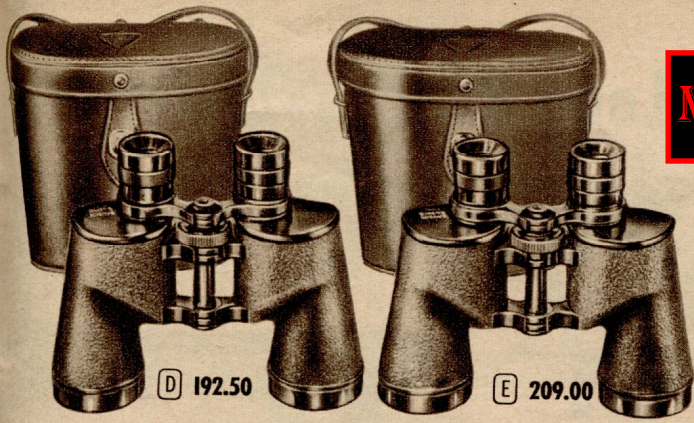


Chart Above compares view of subject with naked eye (1X) with higher powers. 6X on a binocular magnifies objects six diameters; 10X, ten diameters.



## For Sports, Vacation

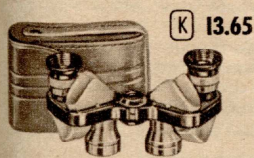
IMPORTED FIELD GLASSES WITH CASES

### Famous Bausch and Lomb HIGHEST QUALITY BINOCULARS

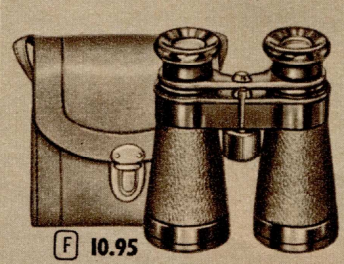
- All lenses and prisms are hard coated for bright, sharp images
- Color-corrected lenses eliminate color fringes, "rainbows"
- Center focusing; indexed right eye adjustment for quick resetting
- Sturdy yet lightweight magnesium bodies fit comfortably in hands
- With tough Morocco-grained black plastic cover—will not peel off

**D** 7-Power, 35mm.—Designed for all around use. Popular for nature study, sailing, hunting, sports, etc., where medium power and wide field of view are important. "Balcote" anti-reflection coating on lenses and prisms for sharper, clearer images. Field of view is 381 ft. wide at 1000 yds. Sturdy, lightweight magnesium body is designed to fit comfortably into your hands. Grained black plastic cover provides firm grip even when hands are wet. Weighs just 20 oz. Comes with genuine leather case and adjustable shoulder straps. *Postpaid.*  
67 HP 7014 LT—\$19.50 Dn., Cash \$192.50

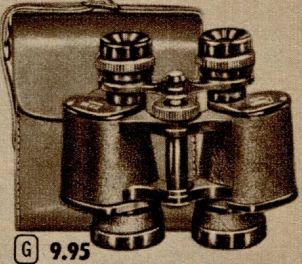
**E** Superb 9-power, 35mm. binoculars. Designed for hunting in mountains where high magnification and ruggedness are important. Magnesium contoured body fits your hand like a glove—grained plastic covering provides firm grip. Weighs only 20 oz. **Maximum image sharpness and detail** provided with coated, color-corrected lenses and prisms. Magnifies 9 times—objects 90 ft. away seem only 10 ft. distant. 381-ft. field of view at 1000 yds. Complete with genuine leather case—plush-lined and adjustable shoulder strap. Only \$21 Down. See Page 52.  
67 HP 7015 LT—*Postpaid.* Cash \$209.00



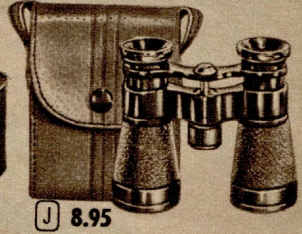
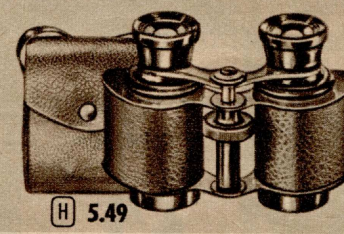
**K** 13.65 **Plum Pocket Size Prism Binoculars**  
**K** Compact and lightweight. Can be carried in your pocket comfortably. (4 1/8 in. long, wt. 6 oz.). Magnifies 6 times. 360-ft. field at 1000 yds. Separate eye focusing; chrome, Black enamel finish.  
67 H 7032—*With case.* Wt. 1 lb..... \$13.65



**F** 10.95 **Best Quality 4-Power, 40mm.**  
**F** Ideal for use where wide field of view and lightweight are important. Field of view at 1000 yards is 605 ft. Magnify objects 4 times. Coated lens gives a sharp, distinct view without distortion or distracting color fringe. Solidly built frame with center focus, covered with Black leather-like covering. Complete with handsome pigskin carrying case.  
67 H 7107—Ship. wt. 2 lbs. \$10.95



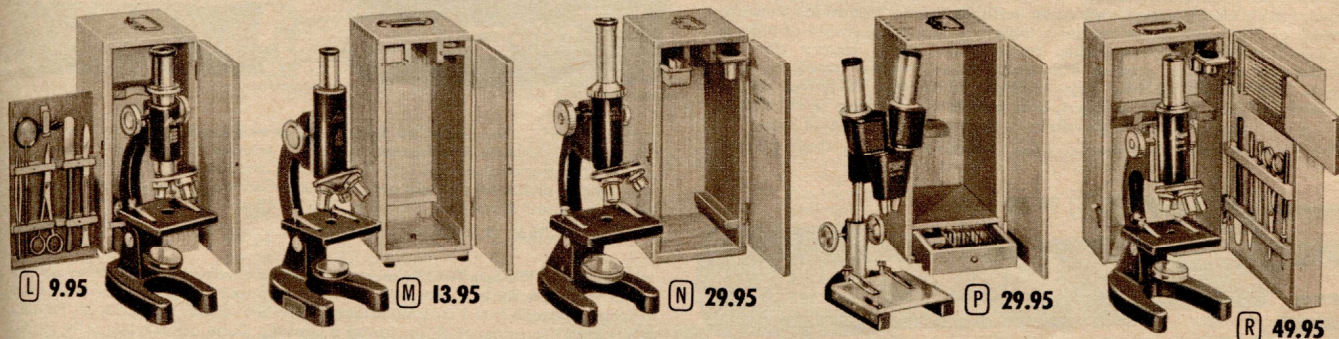
**G** 9.95 **7-Power, 35mm. Field Glass.**  
**G** Provides small but adequate field of view. Magnify objects 7 times. Has convenient center focus and hinged bridge. Adjusts to your own eye width. Rugged die-cast aluminum body; barrels covered with long-wearing black leatherette. Complete with pigskin sheath case.  
67 H 7110—Ship. wt. 3 lbs. \$9.95



**H** 5.49 **Ward 3-Power, 27mm. Sport Glass.**  
**H** Magnifies 3 times so that objects 100-ft. away seem only 33 ft. distant. Ideal for sporting events etc. Hinged bridge. Center focus control. 307-ft. field at 1000 yds. With Black artificial leather case.  
67 H 7111—Ship. wt. 1 lb. \$5.49

**J** 8.95 **4-Power, 30mm. Lightweight and wide field of view—604 ft. at 1000 yds.** Fine for using at sporting events, travel and theater. Coated lenses for sharp image without distortion. Rigid frame has center focus. Barrels are covered with Black plastic material. With pigskin leather carrying case.  
67 H 7103—Ship. wt. 1 lb.... \$8.95

## Adams Fine Precision Microscopes . . . Imported for Extra Savings



- L** 9.95 **Perfect microscope for the beginner.** Rotating turret has 100-, 200-, 300- and 500-power S of magnification. Barrel focuses with knurl knob. **Four Direction stage** for quick centering of specimen. Sliding panel contains magnifier, scalpel, tweezers, spatula, pin and scissors. Box also contains mounting fluid and 11 glass slides to mount specimens for viewing.  
67 H 7411—Wt. 3 lbs.. \$9.95
- M** 13.95 **Fine Adams Turret Microscope.** Six powers of magnification possible from 80 to 600. 3 lens turret with 2 interchangeable eyepieces. Excellent for amateur nature study fan, hobbyist or student. **Pin point focusing.** Clips hold slides in place. Mirror adjusts to focus light. With 3 specimen slides. Ship. wt. 4 lbs.  
67 H 7402—Black finish. Only..... \$13.95
- N** 29.95 **Adams Professional Turret Microscope.** Gives up to 900 magnification—3-lens turret with 2 interchangeable eyepieces. Sensitive knurl knob focusing for fine, detailed viewing. **Tilting frame;** adjustable all direction plane; concave mirror. Optical Black, chrome trim. Includes two interesting specimen slides and directions for making your own slides. 10% Down.  
67 H 7405—Wt. 3 lbs... \$29.95
- P** 29.95 **New Adams Bi-Lens Microscope.** Gives binocular vision for added depth and dimension, elimination of eye strain. Includes 30- and 50-power eyepieces. Sharp focus with knurled knob. **Barrels adjust** to individual eye width, swivel 360° on mount. Optical Black finish, chrome trim. Only \$3 Down.  
67 H 7403L—Ship. wt. 2 lbs..... Cash \$29.95
- R** 49.95 **Adams 900-Power Turret Outfit.** Ideal for advanced amateur. 25 to 900 magnifications. 3 eyepieces and 4 objective lenses. Flat and concave mirror; coarse and microfine adjustments. **Specimen Kit Includes:** needle, scissors, forceps, scalpel, spatula, magnifier, mounting fluid and glass slides for mounting specimens for viewing. Only \$5 Down.  
67 H 7404L—Shipping weight 6 lbs..... Cash \$49.95

Be Sure to See Wards Complete Selection of Telescopes, Page 74.

# Powerful Scopes for Long Range Viewing



## Big Value—60-Power Celestial Telescope

**A** See the mysteries of the sky. Join the thousands who have become interested in this exciting, new hobby. Now you can view the moon and stars closer with the Skywatch II Telescope. Strong 60 power eyepiece acquaints viewers with minute details of the solar system seldom seen by unaided human eyes. Precision ground and polished 3 inch mirror has quality alignment mechanism for extra sharp image.

Hours of educational enjoyment for the whole family. Eyepiece adjusts for clear focus of inverted celestial image. 30 inch fiberboard tube is reinforced with ebony metal end caps; reduces image vibration. Moisture resistant white cover—wipe clean with a damp cloth. Inside of tube is non-reflective black; eliminates all possible glare. Heavy die-cast equatorial mounting assures firm balance on wooden tripod non-slip legs. Swivels 360°. A best buy—compare with other 60-power scopes elsewhere. Pay only \$2.50 down, and spread the balance over several months . . . see Page 52 for details on Wards Monthly Payment Plan.

67 H 7226 M—Mailable. Ship. wt. 9 lbs. Only \$2.50 Down . . . Cash \$24.95



**G** 90.00 \$9 Down

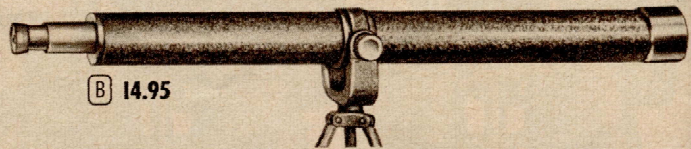
**H** 25.00 \$2.50 Down

**Bausch and Lomb Sr. Balscope \$90.00**

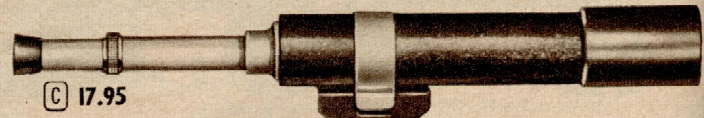
**G** Crafted with superior precision. Quick, sharp focusing with one or two turns of focusing knob located on housing away from sighting eye. Achromatic Balcote lenses eliminate internal reflections. Airtight construction. Sunshade extends 2 in. *Postpaid.*  
67 HP 7217 LT—Scope only, order eyepieces below. \$9 Down. Cash \$90.00

**H** Eyepieces for B & L Balscope. Choice of 4 powers: 15, 20, 30 and 60. 60 power designed for astronomic use, others for sports, nature study.  
15-Power has 140-ft. field at 1000 yds. Rel. brightness 16.0  
20-Power has 112-ft. field at 1000 yds. Rel. brightness 9.0  
30-Power has 78½-ft. field at 1000 yds. Rel. brightness 4.0  
60-Power has 28½-ft. field at 1000 yds. Rel. brightness 1.0  
67 HP 7218 LT—State power. *Postpaid.* Only \$2.50 Down . . . Cash \$25.00

74 WARDS 2



**B** 14.95



**C** 17.95



**D** 24.95  
\$2.50 Down

- Fine Quality Imported Telescopes
- Mounted on 360° swivel tripods
- Coated lenses for sharper images
- Durable all metal construction

**B** Imported 30 Power Scope. Precision made for sportsmen or amateur astronomers. Fine for use where high power and steady image are important. Has many features usually found only in high-priced scopes.

Coated 40mm lens stops reflections and increases image brightness for better viewing. Solid metal construction with Black crackle finish. Closes to just 24 inches. Tilts and pans on 8½-inch tripod.

67 H 7205—Scope and Tripod. Ship. wt. 5 lbs. . . . . Only \$14.95

**C** Variable Power Spotting Scope complete with tripod and carrying case. Has many uses from spotting targets to viewing craters on the moon. Three possible powers—10, 15 and 20 "click" stops are preset for positive selection. Lenses are coated and color-corrected.

Outfit Includes: Scope, tripod, lens brush and wood carrying case. Field of view at 1000 yds. from 80 to 133-ft. Scope pans and tilts on 8-inch tripod. Chrome plated draw tube and tripod legs. Black crackle finish.

67 H 7210 L—Ship. wt. 5 lbs. . . . . \$17.95

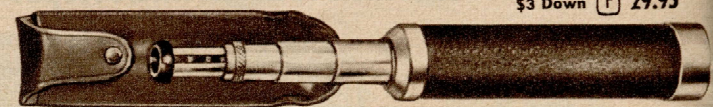
**D** New Adams 20 Power Telescope. Exclusively made for Wards by leading optical goods manufacturer in Japan. Especially recommended for all purpose viewing. Binocular-type eyepiece and prisms give instant focus. All lenses are coated for better light transmission.

Extra sensitive focusing eyepiece for sharp images. Mounts on 7½-inch tripod for full 360° viewing. Metal snap-on lens protector. Metal body has Green crackle finish. U-clamp screw loosens so scope can be held in hand. Order today—use your credit—See complete details on Page 52.

67 H 7224 L—Ship. wt. 3 lbs. Only \$2.50 Down on Terms. . . . . Cash \$24.95



**E** 4.95



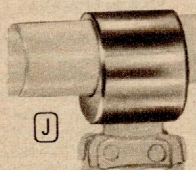
\$3 Down **F** 29.95

**E** Exclusive . . . Excellent Two-Section, 12 Power Observing Telescope. Hard-coated lenses protect against scratches, prevent internal reflections, improve light transmission for brighter, clearer images with more detail. Large (for a scope of this size) 30 mm objective lens. Outer tube has leather covering. Chrome plated drawtube. Opens to 12¾ in. Closes to 7¾ in.

67 H 7212—Ship. wt. 1 lb. . . . . \$4.95

**F** Our Finest Western Field Telescope. Precision-made by the skilled craftsmen of Hertel & Reuss, manufacturers of the finest optical goods in Western Germany. Scope has 4 magnifications in pre-set "click" stops, 15, 20, 30, and 40 power. Use adapter (J) for tripod mounting. Tube adjusts instantly for desired power. Coated lens for maximum image brightness. 31 to 79-ft. field of view at 1000 yds. depending on magnification used. Chrome plated drawtube; Black leather covered outer tube. Closes to only 8¼ in. for easy carrying. Complete with brown leather protective case.

67 H 7200 L—Ship. wt. 1 lb. 8 oz. Only \$3 Down on Terms. . . . . Cash \$29.95



**J**

**J** Scope Ring. Fits Western Field telescope (F) above for target spotting and other high magnification work. Use to mount your telescope on tripods with standard threads for steady viewing without annoying image movement and "jiggle;" easier to "hold" image in finder. To use, slip on scope till it rests snugly around drawtube—then screw tripod screw into ring for firm support.  
67 H 7222—Ship. wt. 6 oz. . . . . \$2.49

Use Your Credit—See Page 52 for Terms.

Use a Tripod for Firm Telescope Mounting, See Pages 46 and 47 for Selection