

OVER 1700
Photographic
Items

INCLUDING WORLD-FAMOUS
NAMES . . . AT SAVINGS!
INDEX PG. 49 . . . ORDERING PG. 53

OVER 300
Money Saving
Extras

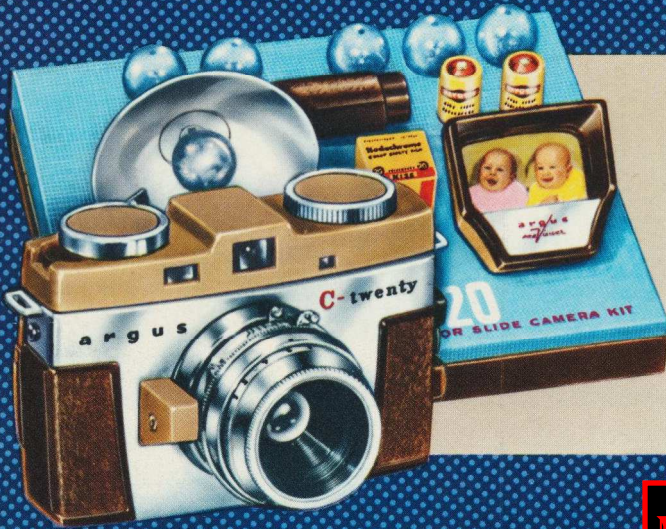
- ✓ EXTRA LOW PRICES
- ✓ EXTRA FEATURES
- ✓ EXTRA BONUS ITEMS

As Much As
50% OFF
On Many Items



WARDS

1959 Camera Shop



1/2 PRICE

Argus C-20 Color Outfit

Everything Needed to Take and See Color Slides

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

\$2944

Nat. Adv. \$59.95

MB

FREE HELP
On All Your Photo
Problems

JUST WRITE BOB ADAMS
FOR EXPERT HELP
SEE PAGE 54

Only \$5 DOWN

ON ORDERS OF \$50.01 TO \$200.

Only \$10 DOWN

ON ORDERS OVER \$200.

10% Down on \$20 to \$50 Orders

SEE PAGE 52

Take Up To
24 MONTHS
To Pay

ON WARDS NEW
CAMERA CREDIT PLAN

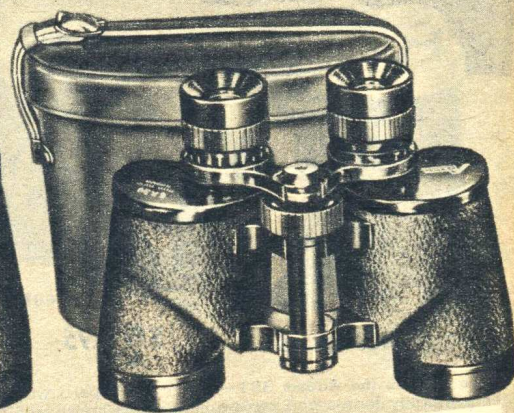
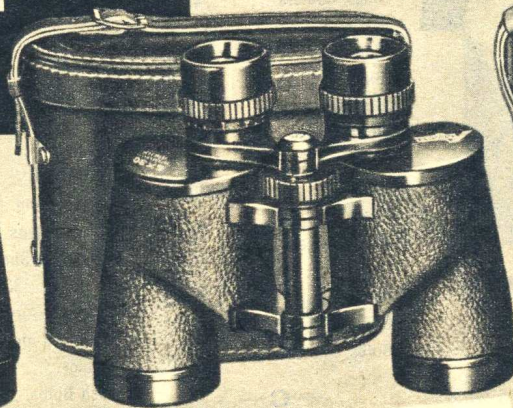
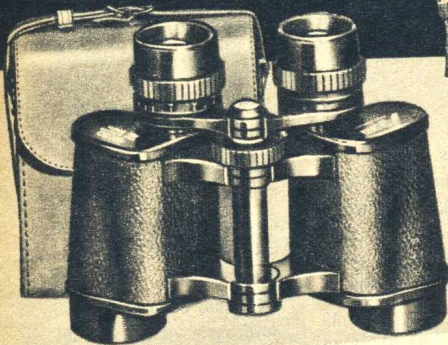
SEE PAGE 52

MB

Fine Precision Binoculars

MORE SEE-POWER PER DOLLAR

WARDS DIRECT-TO-YOU IMPORTS... MEAN BIGGER SAVINGS



GOOD AN EXCELLENT VALUE AT THESE LOW PRICES
\$19⁹⁸ 6x30
 \$2 DOWN

- Die-cast Metal Body
- Standard 2-Pc. Barrels
- Sheath-type Leather Case
- 2 Models \$19.98 and \$29.95

BETTER SUPERIOR QUALITY FOR ONLY A LITTLE MORE
\$29⁹⁵ 6x30
 \$3 DOWN

- Lightweight Aluminum Body
- Mono-mold 1-Pc. Barrels
- Saddle-stitched Pigskin Case
- 5 Models \$29.95 to \$44.50

BEST FINEST LENSES, PRISMS FOR EXTRA-SHARP VIEWING
\$44⁹⁵ 6x30
 \$4.50 DOWN

- Featherweight Magnesium
- Mono-mold 1-Pc. Barrels
- Finest Cowhide Case
- 5 Models \$44.95 to \$74.95

A Means Top SEE-POWER Values . . . The Finest We Know of at These Prices. Optically ground and polished, fully corrected lenses—anti-reflection coated for crisp, clear images. All-metal bodies—modern lightweight designs, easy to hold and wear. Quick, easy center-focus, plus separate right-eye adjustments. Precision hinged bridges accommodate distance between eyes. Made to Wards rigid specifications, Adams binoculars are imported direct from Japan for greatest savings . . . for top SEE-POWER values.

A Adams **GOOD** Binoculars. Coated lenses. Zeiss-type, die-cast metal body, black leatherette covered. Supplied with sheath-type Pigskin carrying case, straps.

B Adams **BETTER** Binoculars. Lightweight die-cast aluminum body, covered with black leather. B&L-type mono-mold one-piece barrel construction provides extra protection against shock, moisture. Coated, fully achromatic lenses. Supplied with lens caps, plush-lined top-grain Pigskin case, neck straps.

C Adams **BEST** Binoculars. Featherweight . . . note actual weight in column at right—body made of die-cast magnesium for extra lightness, rigidity. Black leather covering. High-quality B&L-type mono-mold barrels. Coated, fully achromatic lenses, plus BaK4 prisms, eliminate color aberrations—insure clear, extra-sharp images. You get sparkling clear coverage of extra-wide field, for greatest SEE-POWER. Extra-hard lens coating gives superior brightness, contrast, plus added protection against scratching. Adams Best, supplied with lens caps, lens brush, plush-lined top-grain Cowhide case and two straps.

Mag. Power and Objective Diam.	Size Closed	Field at 1000 yds.	Act. Wt.	Catalog Number	Ship. Wt.	Cash Price
A GOOD Adams Quality with die-cast metal bodies						
6-Power x 30mm.	4 ⁵ / ₁₆ in.	393 ft.	20 oz.	67 R 7001	3 lbs.	\$19.98
7-Power x 50mm.	7 in.	376 ft.	35 oz.	67 R 7004L	4 lbs.	29.95
B BETTER Adams Quality with die-cast aluminum bodies						
6-Power x 30mm.	4 ³ / ₄ in.	393 ft.	21 oz.	67 R 7012L	3 lbs.	\$29.95
7-Power x 35mm.	5 ¹ / ₈ in.	367 ft.	22 oz.	67 R 7019L	3 lbs.	32.50
8-Power x 40mm.	5 ⁵ / ₈ in.	367 ft.	24 oz.	67 R 7020L	3 lbs.	36.50
7-Power x 50mm.	7 in.	376 ft.	40 oz.	67 R 7021L	4 lbs.	38.50
*7-Power x 35WA.	5 ¹ / ₁₆ in.	525 ft.	32 oz.	67 R 7016L	4 lbs.	44.50
*Wide Angle View . . . (over 40% greater field of view).						
C BEST Adams Quality with featherweight magnesium bodies						
6-Power x 30mm.	4 ⁵ / ₈ in.	460 ft.	17 oz.	67 R 7070L	3 lbs.	\$44.95
7-Power x 35mm.	5 ¹ / ₄ in.	395 ft.	20 oz.	67 R 7071L	3 lbs.	49.95
8-Power x 40mm.	5 ⁵ / ₈ in.	393 ft.	23 oz.	67 R 7072L	3 lbs.	64.95
7-Power x 50mm.	6 ³ / ₄ in.	376 ft.	33 oz.	67 R 7073L	4 lbs.	69.95
10-Power x 50mm.	7 in.	367 ft.	37 oz.	67 R 7074L	4 lbs.	74.95

Note. All binocular and field glass prices include 10% Fed. Exc. Tax.

Enjoy Precision Optics on Easy Terms . . . See Page 52 for Details.

Important Facts You Should Know to Help You Buy Binoculars

BINOCULAR BUYING GUIDE

E—Excellent; G—Good; F—Fair; NR—Not Recommended

Subject	6x30	7x35	WA	*7x50	8x40	10x50
All Purpose	E	E	G	G	G	NR
Sports	E	E	E	G	G	NR
Horse Racing	E	E	E	E	E	NR
Bird Watching	E	E	E	G	E	G
Hunting, Wooded	E	G	G	G	G	F
Hunting, Open	G	G	E	G	E	G
Mountain Use	F	E	G	G	G	E
Water Sports	E	E	E	E	G	G
Night Use	G	G	G	E	G	F

*7 x 35 Wide Angle—40% Extra Field

50 WARDS

See Page 52

HELPFUL TERMS

RELATIVE BRIGHTNESS compares the brilliance or light-gathering power of one binocular to another. A Relative Brightness of 25 is about average; The large 50 mm objective of the 7x50 binocular provides a very brilliant relative brightness of 49, which is especially well suited for use in dim light.

FOCUSING. Most binoculars have 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. All Adams binoculars feature center-focus—superior in speed and ease of use, plus adjustable right eyepieces for utmost viewing pleasure.

MAGNIFICATION

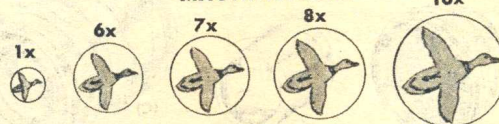


CHART ABOVE compares the size of subject as you see it with various magnifications (also called Power). One-power (1X) is what you see with the unaided eye. Six-power (6X) means the image is 6 times greater in size. For example, if an object is magnified 6X, at 600 ft. it will appear to be 100 ft. away from you.

FIELD OF VIEW, means the actual width of the picture you see through the lenses, and is given as the width in feet of a scene 1000 yards away.

POWERFUL SCOPES FOR LONG RANGE VIEWING

MB

ZOOM SCOPE

\$99.50
Cash

With Leather Case
No Tripod

ZOOM FOCUSING
Everything You
View—Up Close,
At Just The Right
Power.



**ONLY
\$5 DOWN**

See Page 52
for Terms

25 THROUGH 60 POWER
IN ONE
MOTION

Single-Motion, ZOOM Focusing
Complete With Deluxe Leather Case

NEW German Telescope Featuring True Z-O-O-M Focusing. You've seen it on TV . . . you've seen it in the movies . . . those sweeping shots that zip in close, then drop back to get the Big picture in full-width—that's real Z-O-O-M focusing!

This New Hertel & Reuss Scope permits this same Z-O-O-M action. One universal eyepiece provides a continuous range of magnifications from 25X to 60X, which you select easily by a simple turning motion. Use lowest power (25X) for wide-field viewing (98 ft. at 1,000 yds.), such as sports events . . . middle powers to bring you in closer (at 40X the field is 65 ft.) . . . Z-O-O-M to 60X for high-power close-ups (field now 52 ft.). Everything you look at, wire-sharp, up close, at just the right magnification. Sure SEE-POWER for anyone desiring a single scope for all uses—spotting, target or field, general viewing, at home or on vacation, plus celestial work, watching airplanes, stars, plants and those elusive space satellites.

Large 60mm Objective. All lenses coated for crisp, clean images. Lightweight, all-metal construction—actual weight only 2 1/4 lbs. Black wrinkle finish—sunshade extends 1 1/2 in. Compact—only 15 in. closed. Complete with Deluxe German-made Case of saddle-stitched top-grain leather, with convenient shoulder strap. Tripod not included—order extra on Page 46 (takes any American-thread tripod). Precision made in Western Germany. Ship. wt. 3 lbs. 8 oz.

67 R 7230 L Only \$5 Down on Terms, Cash \$99.50

D 40-Power—Wards Finest Pocket-sized Telescope. Precision-made by the skilled craftsmen of Hertel & Reuss, Germany. Scope has 4 magnifications in preset "click" stops: 15, 20, 30, and 40 power. Chrome plated draw tube adjusts instantly for desired power. Coated lenses. 31 to 79-ft. field of view at 1000 yds. depending on magnification used. Black leather covered 5-section body closes to only 9 in. Complete with brown leather protective case.

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

E Economical, Good-Quality Pocket Telescope. 12-power, with 30 mm objective. Lenses coated for greater brightness, image quality and protection. Fine for general use or for youngsters. Black leather-covered, chromed tube.

67 R 7212—Closes to 9-in. No Case. Ship. wt. 1 lb. Only \$4.95

F Imported 30-Power—Wards Most Economical Full-Size Scope, with many features usually found only in much more costly instruments. Coated lenses—40 mm objective, 30-power focusing eye-piece in chromed draw-tube. About 22-in. closed—extends to 25-in. Steel and aluminum construction. Black finish.

67 R 7205—With 8-in. tripod. Ship. wt. 5 lbs. Only \$14.95

G Adams Field-Weight 20 x 50 Scope . . . the perfect answer where a compact and lightweight, powerful telescope is needed. Compact—only 10 1/2-in. long, 2 1/2-in. diam. Lightweight—only 2 lbs. actual weight. Powerful—20X magnification with precision focusing eyepiece. Binocular-type prism permits extra-compact construction—crisp, brilliant images. Coated optics. Dustproof, lightweight all-metal construction in gray wrinkle finish. Use hand-held, on companion 8 1/2-in. tripod, or with your own camera tripod. With tripod and lens cap., and rugged wooden storage case.

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

NEW EASY-PAY PLAN

On All Photo and Optical Purchases at Wards
See Page 52 for Complete Details.



BALScope Sr. by Bausch & Lomb

Scope Without Eyepiece **\$90.00** ONLY \$5 DOWN ON EASY TERMS

H Bausch & Lomb BALScope Sr.—Wards Finest Full-Size Telescope . . . One of America's top favorites. Superior craftsmanship and design, for rugged all-purpose use. Requires separate eyepieces—choose from selection below, 15 to 60-power. A trim 16 1/2 in. overall—act. wt. only 3 lbs. Airtight, dustproof construction. Adjust-a-prism internal focusing with external knob. 60 mm objective with 2-in. sunshade attached. Extra-hard, anti-reflection Balcoted optics.

67 RP 7217 LT—Order eyepieces extra below. Postpaid. \$5.00 Down, Cash \$90.00

J Eyepieces Only—B & L BALScope Sr. State Power Desired.

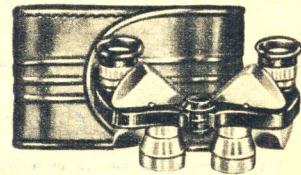
Power of Eyepiece	15	20	30	60
Field in ft. at 1000 yds.	140	111.8	78.4	28.6
Relative Brightness	16	9	4	1

67 RP 7218 LT—Postpaid. \$2.50 Down on Terms, Cash ea. \$25.00



Vest Pocket Binoculars

ONLY **\$13.65**
With Case



Featherweight Adams Prism Binoculars—Pocket-size, All-Purpose SEE-POWER. Unusually small—only 4 1/8 in. long. Actual weight only 6 oz. Ideal for pocket or purse—perfect for sports or theatre. Magnifies 6 times—360-ft. field of view at 1,000 yds. Precise individual eyepiece focusing. Aluminum frame, miniature prisms permit extra-compact featherweight construction. Black finish, chrome trimmed.

67 R 7032—Complete with leather case. Ship. wt. 1 lb. Only \$13.65

For Other Telescopes, Field-Glasses
See Wards Big General Catalog