

America's Shopping Center

# WARDS

EVERYTHING PHOTOGRAPHIC



FULLY  
AUTOMATIC  
ELECTRIC-EYE  
OPERATION

SENSATIONAL NEW  
**REVERE**  
POWER-ZOOM  
MOVIE CAMERA  
On Page 80



MONTGOMERY WARD 1960 CAMERA BOOK

INDEX, PAGE 49 • CREDIT TERMS, PAGE 52

POWER-ZOOM

AT THE TOUCH  
OF A BUTTON

TELEPHOTO WIDE ANGLE



CONTINUOUSLY  
SHARP THRU  
ENTIRE  
ZOOM RANGE

**MORE  
SEE-POWER  
PER DOLLAR**

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

**Fine Precision Binoculars**



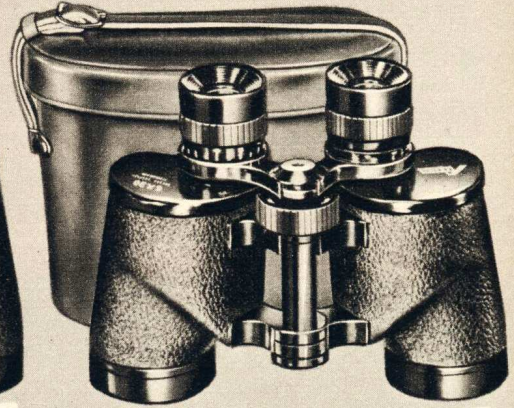
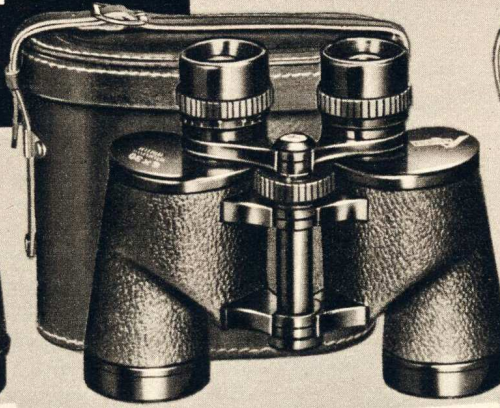
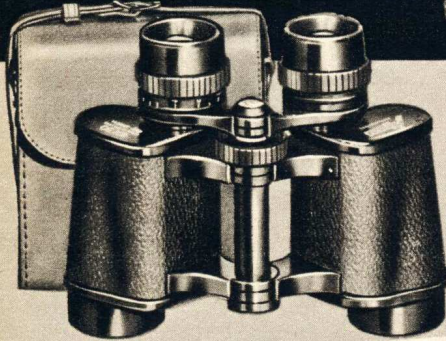
Bird Watching



For Sports



For Racing



**GOOD** AN EXCELLENT VALUE AT THESE LOW PRICES  
**\$19<sup>98</sup>** <sub>6x30</sub>  
 \$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  
**\$29<sup>95</sup>** <sub>6x30</sub>  
 \$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  
**\$44<sup>95</sup>** <sub>6x30</sub>  
 \$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. European-type, die-cast metal body, black leatherette covered. Supplied with sheath-type Pigskin carrying case and neck straps.

**(B) Adams BETTER Binoculars.** Lightweight die-cast aluminum body, covered with black leather. American-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 American-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.

| Magnification and Front Lens Diam.                                | Size Closed                        | Field at 1000 yds. | Act. Wt. | Catalog Number | Ship. Wt. | Cash Price |
|---|------------------------------------|--------------------|----------|----------------|-----------|------------|
| <b>(A) GOOD Adams Quality</b> with die-cast metal bodies          |                                    |                    |          |                |           |            |
| 6-Power x 30mm.   | 4 <sup>5</sup> / <sub>16</sub> in. | 393 ft.            | 19 oz.   | 67 H 7001      | 3 lbs.    | \$19.98    |
| 7-Power x 50mm.   | 7 in.                              | 376 ft.            | 36 oz.   | 67 H 7004L     | 4 lbs.    | 29.95      |
| <b>(B) BETTER Adams Quality</b> with die-cast aluminum bodies     |                                    |                    |          |                |           |            |
| 6-Power x 30mm.   | 4 <sup>3</sup> / <sub>4</sub> in.  | 393 ft.            | 21 oz.   | 67 H 7012L     | 3 lbs.    | \$29.95    |
| 7-Power x 35mm.   | 5 <sup>1</sup> / <sub>8</sub> in.  | 367 ft.            | 22 oz.   | 67 H 7019L     | 3 lbs.    | 32.50      |
| 8-Power x 40mm.   | 5 <sup>5</sup> / <sub>8</sub> in.  | 367 ft.            | 24 oz.   | 67 H 7020L     | 3 lbs.    | 36.50      |
| 7-Power x 50mm.   | 7 in.                              | 376 ft.            | 40 oz.   | 67 H 7021L     | 4 lbs.    | 38.50      |
| *7-Power x 35WA.  | 5 <sup>1</sup> / <sub>16</sub> in. | 525 ft.            | 31 oz.   | 67 H 7016L     | 4 lbs.    | 44.50      |
| *Wide Angle View . . . (over 40% greater field of view).          |                                    |                    |          |                |           |            |
| <b>(C) BEST Adams Quality</b> with featherweight magnesium bodies |                                    |                    |          |                |           |            |
| 6-Power x 30mm.   | 4 <sup>5</sup> / <sub>8</sub> in.  | 460 ft.            | 17 oz.   | 67 H 7070L     | 3 lbs.    | \$44.95    |
| 7-Power x 35mm.   | 5 <sup>1</sup> / <sub>4</sub> in.  | 402 ft.            | 22 oz.   | 67 H 7071L     | 3 lbs.    | 49.95      |
| 8-Power x 40mm.   | 5 <sup>5</sup> / <sub>8</sub> in.  | 393 ft.            | 22 oz.   | 67 H 7072L     | 3 lbs.    | 64.95      |
| 7-Power x 50mm.   | 6 <sup>3</sup> / <sub>4</sub> in.  | 376 ft.            | 36 oz.   | 67 H 7073L     | 4 lbs.    | 69.95      |
| 10-Power x 50mm.  | 7 in.                              | 367 ft.            | 36 oz.   | 67 H 7074L     | 4 lbs.    | 74.95      |

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

Enjoy Precision Optics on Easy Terms, Take up to 24 Months . . . 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 | W A* | 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 listed under (B) gives you 40% Extra Field of view.  
50 WARDS

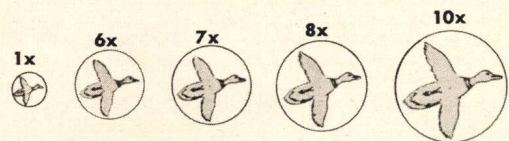
**ABOUT WARD BINOCULARS**

**RELATIVE BRIGHTNESS** compares the brilliance of the image of one binocular to another. The higher the number, the brighter the image. All glasses above have a relative brightness of 25, except the 7x50. They provide a very brilliant relative brightness of 49, which is especially well suited for use in dim light.

**HINGED BRIDGE** means that glasses are hinged in middle and lens barrels may be moved to match spacing between your eyes.

**CENTER FOCUSING** means binoculars have a separate focusing control on the right eyepiece as well as a focusing device in the center. This permits adjustment for the slight variations between right and left eye.

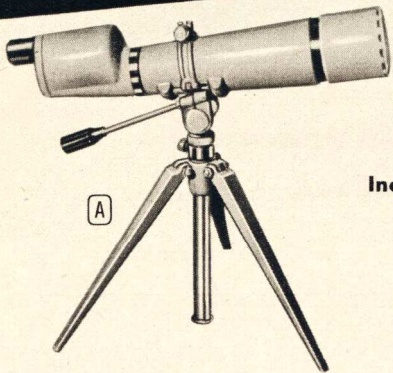
**MAGNIFICATION**



**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



**\$79.50**  
Cash  
\$5 DOWN



Includes 5 Eyepieces and Tripod  
15-20-30-40-60 POWER



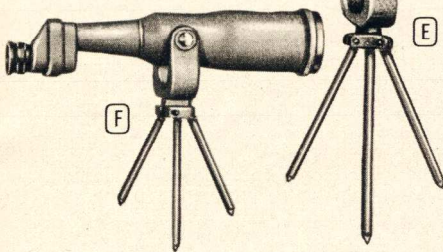
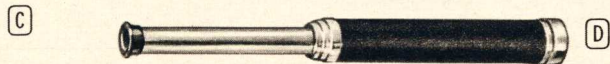
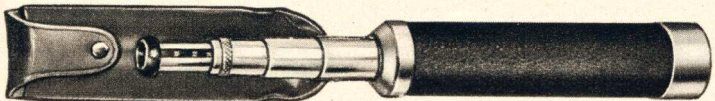
Case Extra 14.95

## New 15 to 60-Power Spotting Scope

- 60mm Front Lens Gives Brilliant Viewing for all Spotting
- Rugged Aluminum Body With Aluminum and Chromed Brass Tripod

**A** Newest Swift & Anderson Telescope. Gives brilliant viewing with 60mm objective lens . . . fully hard-coated optical system. Prisms provide extra viewing quality, yet greatly reduce body length. Full diameter ring allows precision focusing. Extra wide field viewing. At 15X your field width is 158 ft.—at 20X a full 125 ft.—at maximum 60X power, 32 ft. at 1000 yds. Complete with 18-inch aluminum and chromed brass tripod with pan head.

67 H 7223 L—Ship. wt. 5 lbs. 8 oz. \$5 Down, \$5 a Mo. or Charge It. Cash \$79.50  
(B) 67 H 7227—LEATHER CASE for above. Ship. wt. 3 lbs. . . . . 14.95



### ECONOMICAL VIEWING FOR

- ✓ Target Spotting
- ✓ Astronomy
- ✓ Sports

**C** 40-Power—Wards Finest Pocket-sized Telescope. Precision-made by Hertel & Reuss, Germany. 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. Black leather-covered 5-section body closes to only 9 in. Brown leather case is not correctly illustrated. It is similar to case with sliding top shown with Zoom Scope at right.

67 H 7200 L—Ship. wt. 1 lb. 8 oz. \$3 Down, \$3 a Month. . . . . Cash \$29.95

**D** 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 H 7212—Closes to 9-in. No Case. Ship. wt. 1 lb. . . . . Only \$4.95

**E** 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 H 7205—With 8-in. tripod. Ship. wt. 5 lbs. . . . . Only \$14.95

**F** Adams Field-Weight 20 x 50 Scope . . . the perfect answer where a light-weight, powerful telescope is needed. Compact—only 10½ in. long, 2½-in. diam. Lightweight—only 2 lbs. actual wt. Powerful—20X magnification with precision focusing eyepiece. Binocular-type prism gives crisp, brilliant images. Coated optics. Dustproof, all-metal construction with 8½-in. tripod, lens cap.

67 H 7224 L—Ship. wt. 3 lbs. \$2.50 Down, \$3 a Month. . . . . Cash \$24.95

# ZOOM SCOPE



Reduced \$20



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

**\$79.50**  
Cash

Supplied Complete With Deluxe  
German-Made Leather Carry-  
Case With Shoulder Strap

With Leather Case No Tripod

## 25 THROUGH 60 POWER IN ONE MOTION

Single-Motion, ZOOM Focusing  
Complete With Deluxe Leather Case

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 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 2¼ lbs. Black wrinkle finish—sunshade extends 1½ in. Compact—only 15 in. closed.

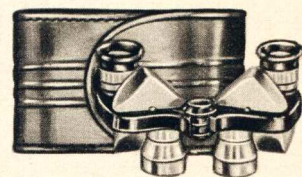
Complete with Deluxe German-made Case of saddle-stitched top-grain leather, with convenient shoulder strap. Tripod not included—order extra on Page 46 (takes any American-thread tripod). Precision made in Western Germany. Ship. wt. 3 lbs. 8 oz.

67 H 7230 L—With Case. \$5 Down, \$5 a Mo., or Charge It. . . . Cash \$79.50



## Vest Pocket Binoculars

ONLY **\$13.65**  
With Case



Featherweight Adams Prism Binoculars—Pocket-size, All-Purpose SEE-POWER. Unusually small—only 4½ in. long. Actual weight only 6 oz. Just the right size to carry in 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 H 7032—Complete with leather case. Ship. wt. 1 lb. . . . . Only \$13.65

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