

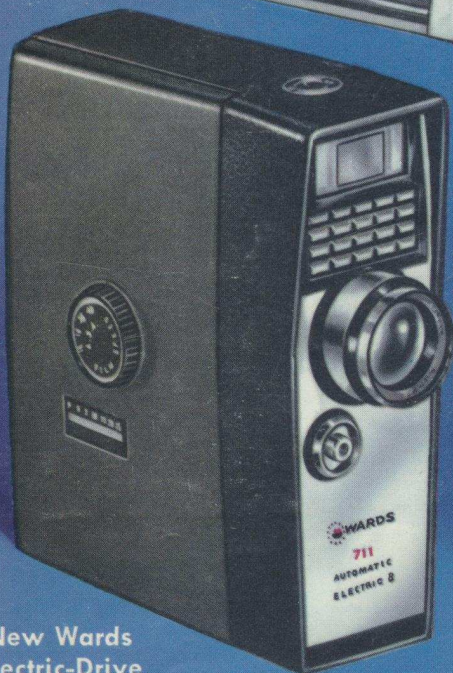


MONTGOMERY WARD

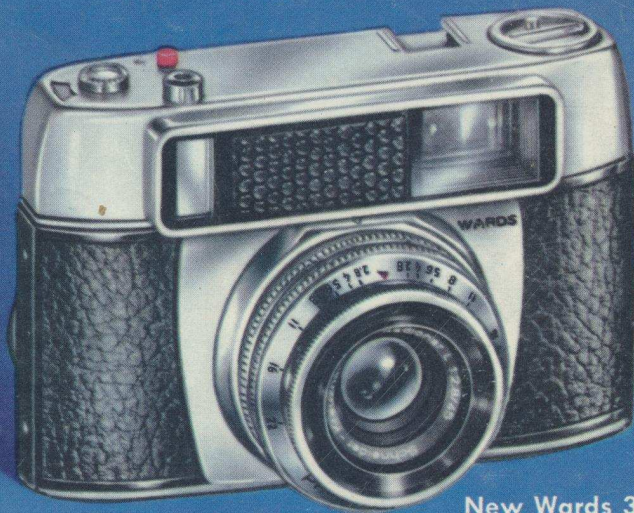
1963 CAMERA Catalog

New Wards
Projector Shows
100 Slides—Page 19

*See What's New in
Automatic Photography*



New Wards
Electric-Drive
Movie Camera—
Page 40



New Wards 35mm
Automatic Camera
—Page 7

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Conquer Space With a Wards Spotting Scope



Threaded Socket to Fit Your Camera Tripod

NEW! Wards Finest

FOR IMAGE RESOLUTION AND FOR TWILIGHT PERFORMANCE

- Large 60mm Objective Lens
- 15X, 20X, 25X, 40X or 60X Magnification
- Barium Crown BaK4 Prisms
- Finest Quality Orthoscopic 4-element Eyepieces
- Elevating Tripod Included

Wards "Sportster"

\$79.50 Cash

WITH CHOICE OF ONE EYEPIECE

To Use With Your Camera Order Adapter (E) Below

Finest Quality Optics for Image Clarity and Brightness

(A) NEW . . . WARDS "SPORTSTER" Spotting Scope. An exciting adventure in long-range vision and telephotography. Highest resolution at any power. Large 60mm objective with 5 elements for extra achromatic correction—edge-to-edge sharpness.

Top quality BaK4 prisms improve resolving power, twilight performance by adding to image brightness.

Deluxe Orthoscopic eyepieces—sharpest image, depth-of-field over entire field of view. Diameter of eyepiece lens about 1/3 larger than scope (B), for easier, more comfortable viewing, especially at high powers. An exceptionally fine instrument.

Micro-Fine Internal Prism Focusing. Rugged alloy body—act. wt. about 4 lbs. Pull-out lens shade. To attach scope to camera, order Adapter (E) below. Includes 12-in. Tripod with 6-in. elevating, pan-tilt head, plus your choice of one eyepiece (State Cat. No. and Power, see below). Order Case at right.

67 R 7260 L—Ship. wt. 7 lbs. Cash \$79.50
EYEPIECES Only. Ship. wt. 4 oz. ea. Ea. \$15.00

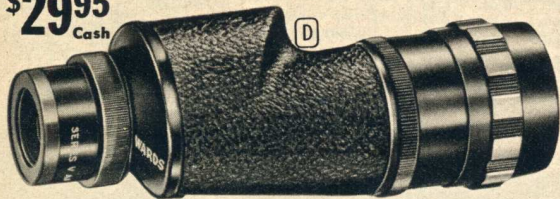
Power	15X	20X	25X	40X	60X
Field	150 ft.	112 ft.	94 ft.	57 ft.	39 ft.
Cat. No.	67 R 7254	67 R 7255	67 R 7256	67 R 7257	67 R 7258

NOTE: Telescope (A) and Monocular (D) available about May 1; do not order before then.

Wards New Monocular

Your Most Economical Choice for Tele-Photography

\$29.95 Cash



(D) WARDS Tele-Reflex Monocular . . . High-power, precision optics for the 35mm single-lens reflex camera user. Separately—hand held—it's a 7x35 monocular for "personal" viewing. Used on your camera's lens, a powerful tele-photography lens that substitutes for hundreds of dollars worth of conventional telephoto lenses.

Provides 350mm Focal-length, effectively, when coupled to normal 50mm camera lens. The small f/10 aperture is necessary to give maximum depth-of-field so necessary at this focal-length.

Fine-Quality Optical System. Achromatic lenses specially designed to be compatible with most camera lenses. BaK4 prisms for best sharpness. All surfaces fully hard coated for maximum light transmission. Convenient front focusing using oversize ring.

Lightweight Aluminum alloy body—actual weight only 14 oz. Compact too—only 6 1/2 in. long. Removable eyecup unscrews, revealing thread that mounts directly to any Series-5 filter adapter, step-up or step-down ring (for larger sizes see below). Adjusts and locks on camera to best position. Recommended for use with 35mm single-lens reflex cameras only, but can be adapted to other types. Full instructions. Includes deluxe fitted leather case with velour lining and handy strap. See "NOTE" above.
67 R 7240 L—Ship. wt. 1 lb. 4 oz. Complete, cash \$29.95

Step-Down Adapter Rings. For cameras using Series 6 or 7 filters.
67 R 2401 TT—Series 6 to 5 step-down. Ship. wt. 2 oz. \$2.98
67 R 2402 TT—Series 7 to 5 step-down. Ship. wt. 2 oz. 2.98

36 WARDS ALL Items with "TT" after Cat. No. sent from Chicago. Allow extra time.



Wards "Marksman" **\$59.50** Cash

With Elevator Tripod and 5 Eyepieces

(B) WARDS "MARKSMAN" Spotting Scope. Large 60mm objective lens (2 element). BaK7 prisms. Achromatic optics with single coatings on all surfaces, for clear, sharp viewing. Complete with 5 eyepieces (15X, 20X, 30X, 40X, 60 power). Screw-in Kellner type eyepieces (3 element) except 60X which is Orthoscopic 5-element. Field at 1000 yds.: 158 to 32 ft.

Large ring focuses objective lens. Use with companion tripod. Actual weight less than 5 lbs. Stands about 12 in. high—elevates to 18 in. Head tilts, swivels and locks. Includes elevator tripod, 5 eyepieces—order case below. To use with your camera, order Adapter (E) below. Ship. wt. 8 lbs.

67 R 7223 L—No Money Down. Cash \$59.50

(C) Deluxe Fitted Leather Case with shoulder strap. Fits Scope (A) or (B).
67 R 7225—Ship. wt. 2 lbs. \$12.95

Which Scope Is Best For You? **(C) \$12.95** Case

Compare these Specifications:

	(A) Sportster	(B) Marksman
Objective	5-Element	2-Element
Prisms	BaK 4	BaK 7
Eyepiece Design	4-Element Orthoscopic	3-Element Kellner
Focus Adj.	Internal Prism	Objective Cell
Near-Focus	Near as 24 Ft.	Near as 54 Ft.
Length	About 10 1/2 in.	About 14 in.

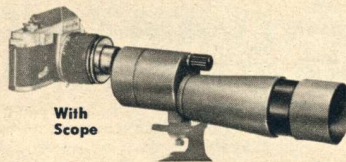


NOW . . . Long-Range Photography with Your 35mm Single-Lens Reflex Camera

Tele-Photography is Easy . . . For best results, use your 35mm single-lens reflex camera, fast film, a sturdy tripod and long cable shutter release. Note: Focal-lengths up to 2700mm are possible.

Here's What You Get With Popular Combinations:

Camera Lens	7X Monocular	15X Scope	20X Scope
Normal 50mm	350mm-f/10	750mm-f/13	1000mm-f/17
Tele 90mm	630mm-f/18	1350mm-f/23	1800mm-f/30
135mm	945mm-f/27	2125mm-f/36	2700mm-f/45



With Scope



With Monocular



Using 50mm Lens



With 7x Monocular

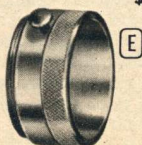


Using 15x Spotting

Widest Range of Results is possible using either scope listed at top of Page. Effective focal-lengths from 750 to 2700mm (or more) are possible by interchanging eyepieces.

Economy, Compactness plus ease of carrying and use. You simply thread on a small, lightweight unit that stores in your pocket. Picture quality is very good.

\$4.95 Camera-to-Scope Adapter



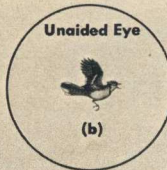
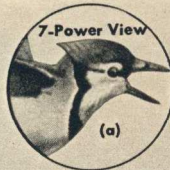
(E)

(E) Custom Adapter for mounting your camera to Wards spotting scope (A) and (B) above. Threaded for standard Series-5 filter adapter rings or step-up or step-down rings sold at left. Locks to scope eyepiece. 67 R 7234 TT—Sent from Chicago only. Allow time. Ship. wt. 2 oz. Only \$4.95

Save at Wards on Imported Featherweight Binoculars

Here Are Tips To Help You Choose:

How To Select Magnification: If you use a 7-power binocular to view a subject 1000 ft. away (b), it will be magnified 7 times (7X) and appear to be 143 ft. from you (a). It is generally impractical to use over 8 power for hand held use. For higher magnifications, choose a Spotting Scope (at left). For greatest comfort, select the lowest power that will do the job for you! See Guide Below.



Check These Tips, Also See "Guide" Below

What About Objective Lens Size? The second figure of each binocular classification (7x35) stands for the diameter of the objective (front) lens, in millimeters. The bigger the lens, the greater the light gathering capacity—and the brighter your view under dim light.

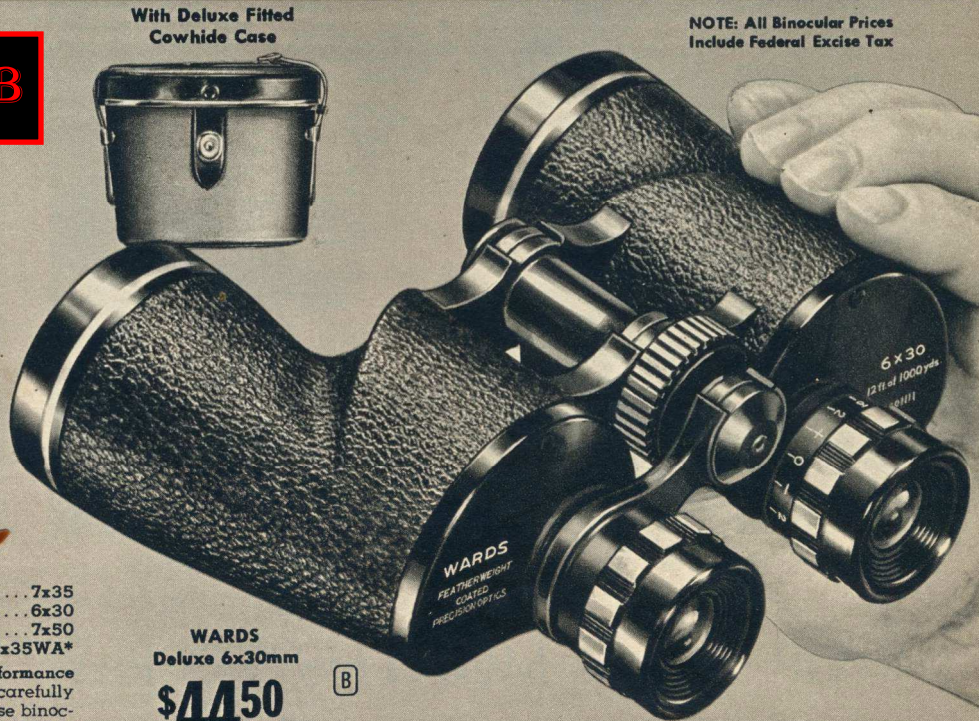


With Pigskin Case



A
WARDS
6x30mm
\$2947
Cash

Quality Imports
from Japan



With Deluxe Fitted
Cowhide Case

NOTE: All Binocular Prices
Include Federal Excise Tax

B
WARDS
Deluxe 6x30mm
\$4450
Cash

Guide to Use of Binoculars

All Purpose.....6x30, 7x35 Hunting, Open.....7x35
Bird Watching..7x35WA*, 7x50 Hunting, Wooded.....6x30
Sports...6x30, 7x21WA*, 7x35 Night Use.....7x50
Yachting.....6x30, 7x35 Racing..7x21WA*, 7x35WA*

WARDS BINOCULARS . . . Your Assurance of Quality, Performance and Value! Painsstakingly developed by the factory, carefully selected and refined by Wards Testing Laboratories, these binoculars offer outstanding built-in quality features at hard-to-match prices. Made to Wards exacting and increasingly improved specifications. Imported directly to save you money.

Wards Popular-Priced BINOCULARS . . . Quality "Lightweights" for Every Need

- Lightweight Aluminum American-Style Mono-Mold Bodies
- Quality Optics, Adequate for All Normal Viewing Needs
- BaK7 Prisms Offer Good Image Clarity and Brightness
- Rugged, Attractive Pigskin Fitted Case with Straps

A Practical Choices for Many Uses. One-piece barrel construction provides extra protection against shock, moisture or dust. Black leather covering. Center-focus for superior ease of adjustment. Adjustable right eyepiece. Fully achromatic optics eliminate color fringes. Select BaK7 Barium Crown prisms provide brilliance, sharpness. All optical surfaces (not just outside ones) fully coated. 3-element eyepieces (except Wide-Angle which is 5-element).

Power and Obj.	Size, Closed	Field	Act. Wt.	Cat. No.	Ship. wt.	Cash
6x30mm	4¾ in.	393 ft.	21 oz.	67 R 7012L	3 lbs.	\$29.47
7x35mm	5½ in.	376 ft.	22 oz.	67 R 7019L	3 lbs.	32.37
7x35mm WA*	5½ in.	578 ft.*	32 oz.	67 R 7016L	4 lbs.	39.47
7x50mm	7 in.	376 ft.	40 oz.	67 R 7021L	4 lbs.	38.37

*Wide-Angle Model . . . greater field of view. Field given at 1000 yds.

Wards Deluxe BINOCULARS . . . Featherweight, With Finest Japanese-Made Optics, Hard Coated Twice

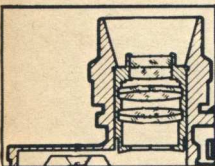
- Featherweight Magnesium American-style Mono-Mold Deluxe Bodies
- Our Finest Japanese Optics—for Sharpest and Clearest Viewing Pleasure
- BaK4 Prisms, Best Available, 10% Brighter by Day, 40% Brighter by Night
- Deluxe Cowhide Fitted Case, Plush-Lined with Chromed Trim and Rain Guard

B Best Quality We Know of at These Low Prices. American style mono-mold design for extra protection against shock, moisture or dust. Black genuine leather covering. Sharp, clear and brilliant viewing. Finest BaK4 Barium Crown prisms and fully double, hard coated lenses transmit 10% more light in daytime, 40% more at night than BaK7. Finest, most highly corrected 3-element eyepieces (except Wide-Angle which are 5 element) have removable eyecups, handy for those who wear glasses. Exclusive 7x21WA model has all these features packed into an ultra-compact, pocket-size model.

Power and Obj.	Size, Closed	Field	Act. Wt.	Cat. No.	Ship. wt.	Cash
6 x 30mm	4¾ in.	459 ft.	17 oz.	67 R 7076L	3 lbs.	\$44.50
7 x 21mm WA*	2¼ in.	525 ft.*	15 oz.	67 R 7075L	3 lbs.	44.50
7 x 35mm	5¼ in.	402 ft.	20 oz.	67 R 7077L	3 lbs.	55.00

*Wide-Angle Model . . . far greater field of view. All fields given at 1000 yds.

Wards Finest Binoculars Ever!



C BEST WIDE-ANGLE OPTICS WE'VE SEEN are featured in Wards new premium-grade binoculars. Superb 6-element Erfle-type eyepieces (see left) give extra optical correction, assuring corner-to-corner sharpness across an extra wide field of view. Finest BaK4 prisms. Your assurance of superior clarity and crispness.

Finest West German Quality by a leader in European fine optics. Precisely crafted of best materials, by skilled Old World craftsmen with whom the making of optical glass has always been an art rather than a science. **Ultra-lightweight Magnesium** alloy body. Lightest weight, true wide-angle binoculars we know of. Expert construction seals out dust, moisture. Unusually precise center focus—so smooth you can feel the quality. Full hard-coated optics assure best light transmission. With deluxe cowhide fitted case.

Power and Obj.	Size, Closed	Field	Act. Wt.	Cat. No.	Ship. wt.	Price
6 x 30mm WA	4¼ in.	540 ft.	18 oz.	67 R 7091L	3 lbs.	\$69.95
7 x 35mm WA	4½ in.	525 ft.	18 oz.	67 R 7092L	3 lbs.	79.95
8 x 30mm WA	4½ in.	480 ft.	18 oz.	67 R 7093L	3 lbs.	77.50

WARDS 6x30mm Wide Angle

\$6995
Cash
Made in W. Germany



With Fitted Case
NEW

Extra
W-I-D-E
Angle View

ALL2 WARDS 37