

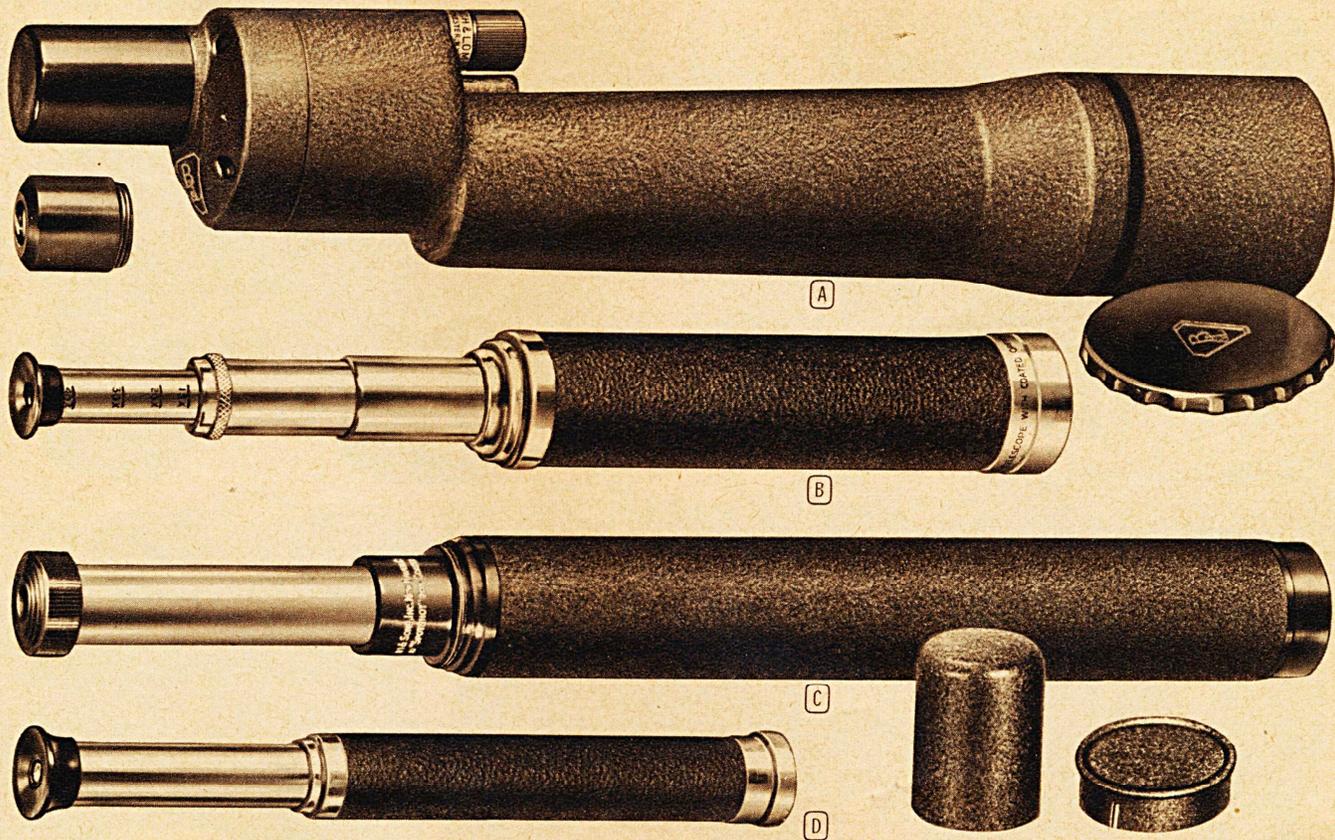


The Kodak Signet Camera, shown here in actual size, is described on page 21.

THE PHOTOGRAPHIC CATALOG

NOTICE: No price for any article listed or described herein exceeds the ceiling price for that article, as determined under applicable OPS ceiling price regulations.

Montgomery Ward 1952



Telescopes From 8 to 60-Power Magnification

A BAUSCH & LOMB BALSCOPE SR. TELESCOPE. Magnifies 15 to 60 times depending on the eyepiece used. Order 15, 20, 30, or 60 power—separately—not included in price of telescope.

This fine telescope features an entirely new method of focusing with the focusing knob conveniently located on the prism housing away from your sighting eye. This eliminates turning the eyepiece with your hand held clumsily up to your sighting eye. Designed for easier, quicker focusing—focuses clear and sharp with one or two turns of the knob.

A new sealing method makes this the nearest thing to a completely air-tight and moisture-proof telescope yet offered. With this telescope you need not concern yourself with dust or water collecting inside to mist your view.

Achromatic Balcote anti-reflection coated lenses do away with internal and external reflections. Sunshade around the objective lens extends two inches to shade the lens and eliminate glare. Internal spring expander permits free movement even if sliding collar is slightly dented.

Length with caps 16⁷/₁₆-in., weight 48-oz. without eyepieces. Green crackled finish. Bausch & Lomb tripod adapter (E) recommended for use on your camera tripod. Eyepieces not included; order separately below. *Postpaid*.

67HN7217 LT—No Credit Charge. \$7.00 Dn. 70.00

EYEPIECES FOR BALSCOPE SR. Determines the power of Balscope Sr. In choice of four powers (magnifications):— 15, 20, 30, or 60. Sixty-power is designed especially for celestial use; other powers for general sports, etc.

Power of Eyepiece	Field of View in feet at 1000 yards	Relative Brightness
15X	140.0	16.0
20X	111.8	9.0
30X	78.4	4.0
60X	28.6	1.0

No Charge for Credit on this item. Only \$2.50 Down on Terms. Mailed *Postpaid*.

67 HN 7218 LT—State Power Wanted.25.00

B WOLLENSAK VARI-POWER TELESCOPE. Four different magnifications 15, 20, 30, or 40—all in one scope, complete for one price. A simple adjustment of the tube, graduated in click stops, permit instant automatic fixing of the selected power—and intermediate powers can be obtained between click stops. Images are equally sharp at all magnifications. All lens units are coated. The 36mm achromatic objective lens shows a 31 to 79-foot field of view at 1000 yards depending on the magnification. Chrome plated draw tube and artificial leather-covered outer tube. Length closed only 8¹/₄ inches. With leather case.

67 H 7213 K—Ship. wt. 1 lb. 8 oz.27.95

C MOSSBERG 20-POWER SPOTSHOT. Lightweight high-grade telescope for target spotting and general observation. 38mm objective lens. All lenses are coated and achromatic. Field of view is 75 feet at 1000 yards. Length extended 17 inches; closed, 12¹/₂ inches. All-metal tubes, chromed draw tube. Black crackle finish. With end caps. No Charge for Credit.

67 HN 7208 LT—*Postpaid*. Only \$3 Down. 27.40

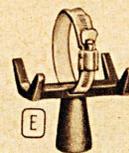
D WOLLENSAK 8-POWER "EXPLORER" TELESCOPE. A quality instrument with fine coated lenses at a reasonable price. The 21mm diameter objective lens is fully achromatic to eliminate color fringe. Magnifies 8 times.

Field of view is 150 feet at 1000 yards. Length extended is about 9¹/₂ inches, closes to pocket size—6³/₄ inches. Smoothly polished chrome plated draw tube. Vulcanized fiber body with grained leather covered outer tube. Leather carrying case included. Act. wt. only 6 oz.

67 H 7202—Ship. wt. 1 lb.7.95

E BAUSCH & LOMB TRIPOD ADAPTER. Enables you to use any of the spotting scopes above on your camera tripods. Weighted base gives firm mount. Turning wing nut tightens rubber covered circular steel band around circumference, holds telescope rigidly. Black crackle finish.

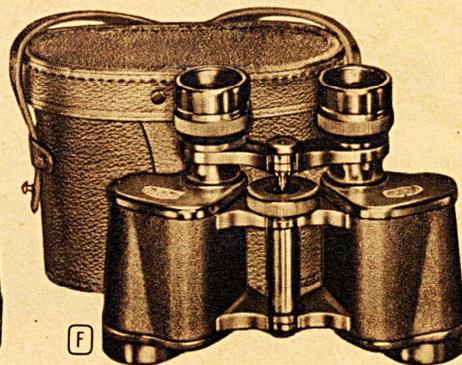
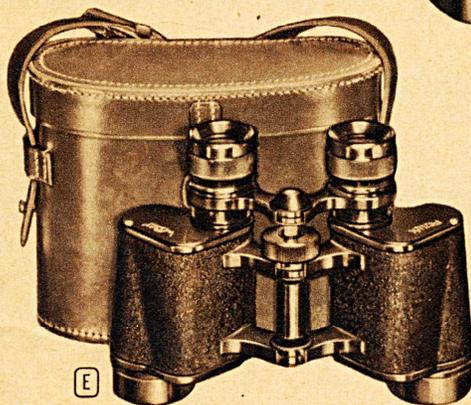
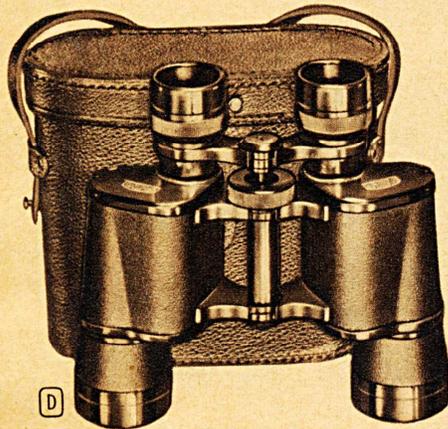
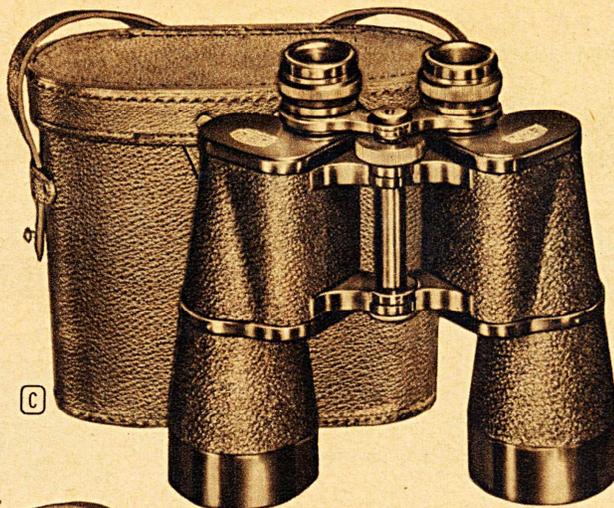
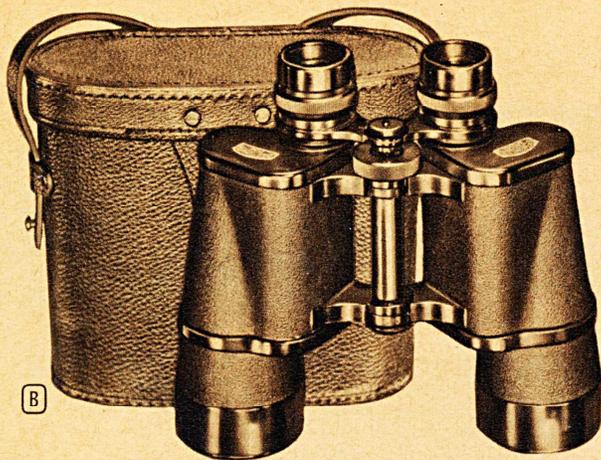
67 HN 7216T—*Postpaid*.6.85



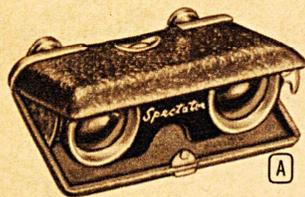
COMPARISON OF SYSTEMS OF EMULSION SPEED VALUES

This is a tabulated guide for converting emulsion speed values of a film from one system to another. For example, most American film is rated on A.S.A. speeds, but if you happen on a foreign film with a European Scheiner of 31, you follow the column to the A.S.A. Index where you find the index of 50. Since 50 is the speed of Verichrome, Plus-X, and Ansco Supreme, you'd use your foreign film the same way you do these American films. Actually, these systems aren't exact equivalents; but they are close enough for practical purposes.

*A.S.A. Index	8	10	12	16	20	25	32	40	50	64	80	100	125	160	200
Weston	6	8	10	12	16	20	24	32	40	50	64	80	100	125	160
General Electric	9	12	15	18	24	30	36	48	60	75	100	120	150	200	250
H & D	150	200	250	300	400	500	600	800	1000	1250	1600	2000	2500	3120	4000
American Scheiner	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
European Scheiner	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37
DIN	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10



Binoculars from Germany, England, France,



A FOLDING FIELD GLASSES. Built right into its case like a turtle in its shell. Folds flat to only $4\frac{3}{8} \times 2\frac{3}{8} \times \frac{7}{8}$ inches—small enough for shirt pocket or purse—and weighs only 6 ounces. Yet it snaps open to a $3\frac{1}{2}$ -power glass that brings you up close at sport events—theater—or in the field. Covers field about 360 feet wide at 1000 yards. Color corrected lenses quickly focused by central focusing wheel. 26mm objective.

Imported from Japan. Exceptionally well made of polished metal and brown artificial leather.

67 H 7115—20% Federal Excise Tax included. Ship. wt. 8 oz. 9.95

B WOHLER 7X, 50MM BINOCULAR. Military type 7-power glass is precision made in the U.S. Zone of Germany. Fine achromatic lenses are recessed, cemented, and clamped to resist shock, so they keep their fine register even under rugged outdoor conditions. Central focusing control plus individual right eye focusing to correct any inequality between your eyes. Hinged bridge allows adjustment to your special needs. Diopter scale for quick resetting. Leather covered metal barrels.

Exceptionally large objective lenses show images clearly even in dim daylight—make excellent night glasses. Magnifies 7 times, make objects 70 feet distant appear only 10 feet away. Broad field of view—about 390 feet at 1000 yards. Relative brightness of 49—very highest handled by Wards. Size closed $6\frac{3}{4}$ in. 20% Federal Tax included.

67 H 7048 L—Ship. wt. 4 lbs. Only \$8 Down or Cash 76.75
67 H 7044—Leather Carrying Case. Ship. wt. 1 lb. 7.75

WOHLER 7X, 35MM BINOCULAR (not shown). The same fine construction features of above. Magnifies 7 times, but has smaller objective lenses. Field of view—384 feet at 1000 yards. Relative brightness: 25. 20% Fed. Tax incl.
67 H 7046 LT—Ship. wt. 4 lbs. Only \$5.50 Down or Cash 55.00
67 H 7041 T—Leather Carrying Case. Ship. wt. 1 lb. 4.50

WHAT ARE NIGHT GLASSES

There is no binocular manufactured with properties or characteristics which will allow you to see in total darkness. You only see subjects at night in relation to the amount of light at hand. The larger the objective lenses on your glasses the more available light is gathered. The best night glasses are the ones which give you the largest aperture and the highest relative brightness—see "Facts About Binoculars" on opposite page.

96 WARDS

C WOHLER 12X, 60MM BINOCULAR. Precision made in the U.S. Occupation Zone of Germany. Achromatic lenses are recessed, cemented, and clamped in place to resist shock and maintain register under rugged usage. Hinged bridge adjusts eye-pieces to your individual needs. Central focusing control plus individual right eye focusing. Diopter scale for quick resetting. Black leather covered barrels, metallic trim.

Twelve-power magnification—objects 120 feet away appear to be only 10 feet away. Large 60mm objective lenses show 330 ft. field of view at 1000 yds. Relative brightness: 25. Size closed about $7\frac{7}{8}$ in. 20% Fed. Tax incl.
67 H 7049 LT—Ship. wt. 4 lbs. \$14.50 Down or Cash 145.00
67 H 7044 T—Leather Case. Ship. wt. 1 lb. 7.75

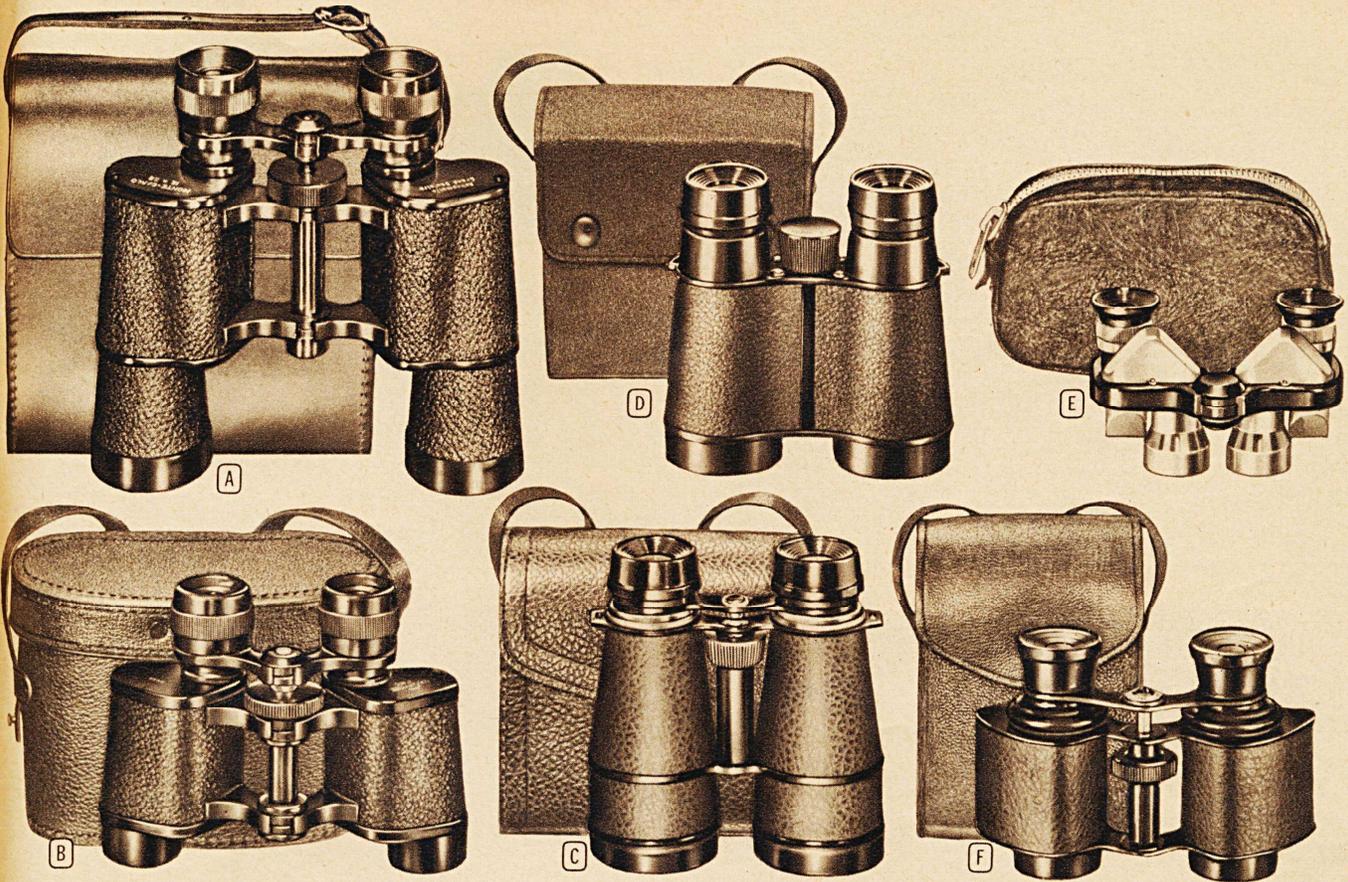
D WOHLER 10X, 35MM BINOCULAR. Precision made in the U.S. Zone of Germany. Achromatic lenses are recessed, cemented, and clamped to resist shock; give sharp, clear view. Central focusing control plus individual right eye focusing. Hinged bridge adjusts eye-pieces to your exact needs. Diopter scale for quick resetting. Black leather covered barrels.

Has 10-power magnification—objects viewed through the glass appear 10 times closer. Objects 100 feet distant seem only 10 ft. away. Field of view is 285 feet at 1000 yards. Objective lenses are 35mm in diameter; relative brightness: 12.25. Glasses close to about $5\frac{1}{2}$ ins. 20% Federal Tax included.
67 H 7029 L—Ship. wt. 2 lbs. Only \$5 Down or Cash 49.95
67 H 7041—Leather Carrying Case. Ship. wt. 1 lb. 4.50

E WRAYLUX 8X, 30MM PRISM BINOCULAR. A lifetime glass—same style as used by Royal Air Force. Made by the well-known Wray works, English producers of fine binoculars for 100 years. Precision ground prisms. Finest achromatic (color corrected) lenses are recessed, cemented, and clamped securely in place, are highly resistant to shock. Produce brilliant, crisp images. Wide field of vision. Center wheel for instantaneous focusing, with one adjustable eye-piece for individual focusing. Hinged bridge.

Eight-power magnification—objects 80 ft. distant appear to be only 10 ft. away. Wide field of view—390 feet at 1000 yds. Objective lenses are 30mm in diameter. Relative brightness is 14. Glass closes to about $4\frac{3}{8}$ in. Act. wt. 21 oz. Finest leather saddler-made carrying case with neck and shoulder strap.
67 H 7030 LT—20% Fed. Tax incl. Ship. wt. 3 lbs. \$7 Down . . or Cash 69.50

F WOHLER 6X, 30MM BINOCULAR has the general features of the other Wöhler binoculars on this page. Especially useful at sports events because of its large field of view. Six power magnification makes objects 60 ft. away seem only 10 ft. distant. Objective lenses are 30mm in diam. 456 ft. at 1000 yds. Relative brightness is 25. Glasses close to about $4\frac{1}{2}$ in.
67 H 7045 LT—Ship. wt. 3 lbs. 20% Fed. Tax incl. \$5 Down . . or Cash 49.95
67 H 7038—Leather Case. Ship. wt. 1 lb. 3.75



and Japan... American Sports Glasses

A MONTE CARLO BINOCULAR. Extremely high powered French glasses with precision ground prisms and achromatic lenses. Hinged type bridge adjusts eye pieces to your individual width. Central plus right eye focusing for clear, sharp images. Leather covered barrels. With leather carrying case and straps. 20% Federal Tax included. Ship. wt. each, 3 lbs.

67 H 7031LT—12X, 38MM. Magnifies 12 times—objects 120 feet distant seem only 10 feet away. Field of view 210 feet at 1000 yards. Relative brightness: 10. \$8 Down.....or Cash 79.95
 67 H 7005 LT—16X, 43MM. Magnifies 16 times—objects 160 feet distant seem only 10 feet away. Field of view 180 feet at 1000 yards. Relative brightness: 10.01. \$10 Down.....or Cash 99.50

B CLEMENT BINOCULARS. Finest quality prism binoculars imported from France. Precision 3-lens optical system magnifies 8 times—objects 80 feet distant appear to be only 10 feet away. Hinged bridge adjusts to individual eye width. Central focusing plus separate right eye focusing for added sharpness. Leather covered barrels. Each glass closes to about 4 inches. Price includes 20% Federal Tax. Ship. wt. each, 2 lbs.

8X, 25's. With 25mm objective lenses. Relative brightness 9.76. Field of view 330 ft. at 1000 yds.
 67 H 7010 L—Only \$3 Down.....or Cash 25.75
 67 H 7036—Leather Case. Ship. wt. 1 lb. . . . 3.75
 8X, 30's. With 30mm objective lenses. Relative brightness 14. Field of view 360 ft. at 1000 yds.
 67 H 7028 L—Only \$3.50 Down.....or Cash 34.95
 67 H 7038—Leather Case. Ship. wt. 1 lb. . . . 3.75

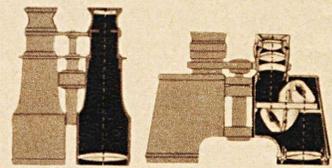
CLEMENT DE LUXE 8X, 32's. Fine 5-lens optical system with 32mm objective lenses. Produces the widest field of view known in an 8-power glass—481 feet at 1000 yards. Relative brightness is 16. Oversize prisms and specially engineered optical system produce finer images without measurably increasing the size of the glass.
 67 H 7011L—\$5.50 Down on Terms . . . or Cash 55.00
 67 H 7038—Leather Case. Ship. wt. 1 lb. . . . 3.75

C AIRGUIDE 4X, 40MM FIELD GLASSES. Magnifies 4 times. Objective lens—40mm. Field of view 275 ft. wide at 1000 yds. Fixed bridge with central focusing. Artificial leather covered barrels. Size 4½ in. closed. With artificial leather case. 20% Federal Tax included.
 67 H 7108—Ship. wt. 1 lb. 8 oz. 10.45

D WARDS 4X 35MM FIELD GLASSES. Wards finest field glass. Lightweight and compact—easy to carry. Achromatic lenses give a sharp, crisp view without distortion or color fringe.
 4-power magnification—makes objects 40 ft. distant appear 10 ft. away through glasses. Ruggedly constructed frame of aluminum and zinc. Durable all-weather plastic barrel covering. Fixed bridge has central focusing. Objective lens 35mm diam. Field of view 275 ft. at 1000 yds. Height closed 4½ in. Woven plastic neck strap. With black artificial leather carrying case. 20% Fed. Tax incl.
 67 H 7109—Ship. wt. 1 lb 8 oz. 14.95

E NEW PLUM 6X, 15MM PRISM BINOCULAR. Shirt pocket size, yet magnifies 6 times—objects 60 ft. distant seem only 10 ft. away. Size only 1½x4½ in.; weight only 6 oz. An exceptional buy at \$16.95.
 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. Ship. wt. 1 lb.
 67 H 7032 L—20% Fed. Tax included 16.95

F WARDS 3X, 27MM SPORT GLASSES. The right glass for sports events, at a remarkably low price. Accurate central focus control. Hinged bridge adjusts eye-pieces to your individual eye width. Black artificial leather covered barrels.
 Magnifies 3 times—objects 100 ft. away appear to be 33 ft. away through the glasses. Field of view (width of area seen through glass) is 307 ft. wide at 1000 yards. Glass closes to about 3½ in. Complete with plastic neck strap, and artificial leather carrying case. 20% Federal Tax included.
 67 H 7111—Ship. wt. 1 lb. 3.98



FACTS ABOUT BINOCULARS

Pictured above are the two types of binoculars. The Galilean type at left is simply two straight tubes, and the greater the power the longer the tubes must be. At right are prismatic binoculars, in which prisms refract light back and forth, permitting greater magnification without materially increasing the length of the tubes.

Binoculars are rated by their power of magnification, the diameter of their objective lenses, and by "relative brightness," which is a comparison of the brilliance of images seen through binoculars of different powers and objective lens diameters.

For example, in a 6X, 30 glass, the "6X" means the binoculars magnify objects six times. The second figure "30", means the objective lenses have a diameter of 30 millimeters. From this description, 6X, 30, the relative brightness can be figured—divide the number of millimeters by the magnifying power and square the quotient—example, 30÷6=5, and 5 squared equals 25, which is the relative brightness rating. The higher this number is, the brighter the image seen.

Some lenses are coated for the same reason camera lenses are, and the benefits are the same (see Page 98). For comparison the field of view is usually given in terms of feet at a distance of 1000 yards. Glasses of low power, because of their construction, generally allow a larger field of view than binoculars of higher magnification, and are often preferred for sports events.