



J 29.95
Camera only

Feature-Loaded "Ward 35"

- BUILT-IN "EXTRAS" usually found only on more expensive 35mm cameras.
- THUMB-LEVER FILM ADVANCE—one motion advances film and cocks shutter.
- FAST F/2.8 LENS—picture quality equal to \$60 cameras or your money back.
- TESTED IN WARDS LAB—quality-controlled by Japanese Camera Institute.
- EXCEPTIONAL PRICE PLUS QUALITY make this a top buy in 35mm cameras.

J Exclusive at Wards, this imported 35mm camera was selected to give you, at an economical price, many of the features that are usually found only on much higher priced cameras. It will take fine pictures in black and white or color and the extra features will actually make your picture taking easier. The film-wind lever lets you take rapid-sequence shots without having to advance the film separately or to take your eye from the viewfinder. It is placed conveniently for thumb operation—with just one motion you wind the film, cock the shutter and count off the exposure, all ready for the next shot. Imported from Japan. With complete, easy-to-follow instruction booklet.

LENS—Extra fast, 4-element 45mm f/2.8 coated anastigmat focuses from 3 ft. to infinity, stops down to f/16. SHUTTER—Has 5 speeds from 1/10 to 1/300 second plus bulb. Flash synchronized to 1/25 with No. 5 or 25 bulbs, to 1/100 with SM or SF bulbs. (X) Zero delay for electronic flash. European fitting for Widina or other flash unit (see Pg. 43). Specially designed exposure "lock" prevents double exposures and also prevents "blanks"—winding film without making an exposure—you have a double check against wasting film. Double exposures can be made if desired, however. VIEWFINDER—Large window, optical eye-level type. Etched white lines show exact picture-taking area—an aid when shooting fast action. CONSTRUCTION—All-metal body, black leather covering, satin chrome trim. Depth of field scale. Film type indicator. Cable release socket. Tripod socket. BODY SIZE 5x1 $\frac{3}{8}$ x3 $\frac{1}{8}$ in. LENS MOUNT DIAMETER—1 $\frac{1}{16}$ in. Only \$3.00 Down on Terms—See Page 82 for complete details.

67 H 502 L—Ward 35 Camera. Ship. wt. 1 lb. 8 oz. Cash \$29.95
 67 H 503—Deluxe leather eveready case for Ward 35. Ship. wt. 8 oz. 5.95
 67 H 504 L—Ward 35 Camera with eveready case. Ship. wt. 2 lbs.
 \$4 Down. Cash 35.50