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INSTRUCTIONS

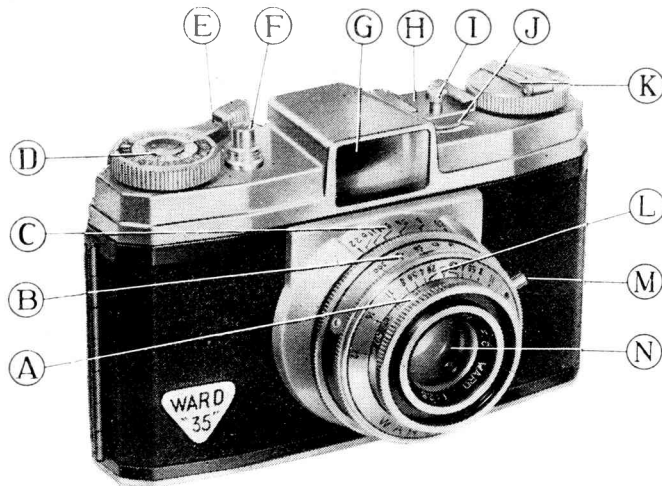
FOR YOUR

WARD "35"



IMPORTED BY  
MONTGOMERY WARD & COMPANY  
CHICAGO, ILL.

## MAJOR OPERATING PARTS



- A - Distance Scale
- B - Shutter Speed Scale
- C - Aperture Scale
- D - Film Type Indicator
- E - Film Winding and  
Shutter Setting Lever
- F - Shutter Button and Cable  
Release Socket
- G - View Finder
- H - Accessory Clip
- I - Exposure Counter Setting  
Button
- J -
- K -
- L -
- M -
- N -

J-Exposure Counter

K-Film Rewinding Knob and  
Lever

L-Depth of Focus Scale

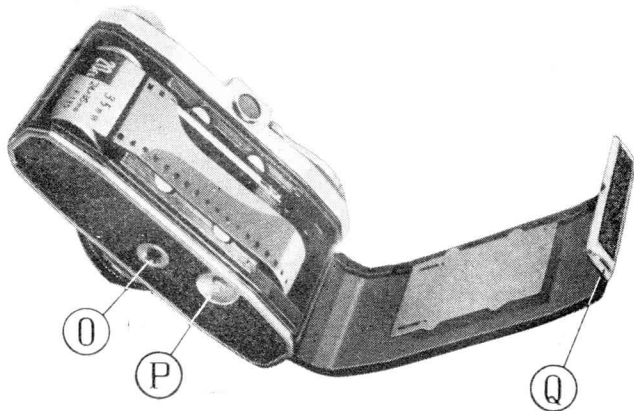
M-Flashgun Terminal

N-Taking Lens

O-Tripod Socket

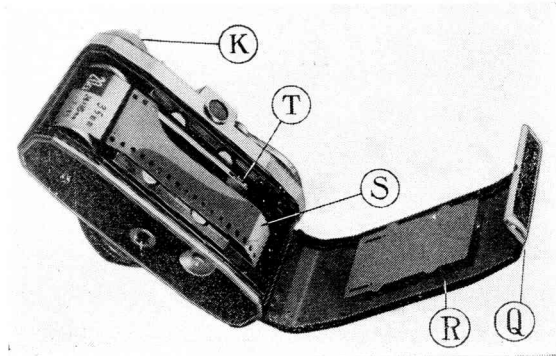
P-Film Rewinding Button

Q-Lock for the Back Lid



## LOADING THE FILM

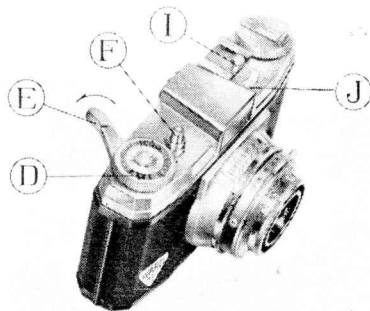
1. Open the Back Lid (R) of the camera by pulling out Lock (Q).
2. Pull out the Film Rewinding Knob (K) as far as it goes, then insert the film magazine and return the Rewinding Knob to its normal position.



3. Pull out the end of film from magazine and slip the end of the leader paper onto the Take-up Spool (S). Be sure the perforations of the film are properly engaged on the sprocket (T). If

necessary, turn the spool by hand to take up slack film. Close the Lid (R) and lock.

4. A handy Film Type Indicator (D) has been incorporated on the Ward 35. Rotate dial to type of film loaded into the camera. Then you will always know the type of film you are exposing. Refer to film manufacturer's instructions for proper exposure information.



**CAUTION:** In order to bring the unexposed part of the film into starting position, you will have to do as follows:

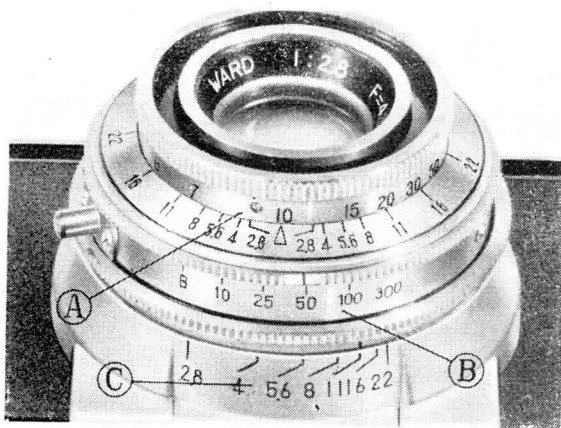
1. Turn the Film Winding Lever (E) as far as it goes and release Shutter (F).
2. Repeat operation 1; then turn Film Winding Lever a third time and

you are ready to shoot the first picture.

3. Now set the Exposure Counter (J) to No. 1 position by pressing down on the Exposure Counter Setting Button (I) and turning it clockwise.

## **HOW TO TAKE PICTURES**

1. Take off the lens cap. Measure the distance between you and the object. Turn the Distance Scale (A) until the correct footage is lined up with the "▽" shaped mark. All these scales show distance in feet.
2. After setting the Distance Scale you have to decide which lens opening to use. The Aperture Scale (C) is indicated on the trunk of the lens as 2.8, 4, 5.6, 8, 11, 16 and 22. Select the lens opening you are going to use and set it to "▽" point by rotating the Aperture Setting Ring. The lens opening has much



to do with not only the depth of focus but also exposure time.

3. Then you decide which shutter speed to use. The exposure times available on Ward 35 are B, 1/10, 1/25, 1/50, 1/100 and 1/300 sec. (see illustration (B)). Select

the shutter speed you are going to use and align the mark on the Shutter Setting Ring with this shutter speed on the scale.

4. Finally decide on the composition of the picture. You can see the actual view to be photographed inside the white line of the View Finder. Try several camera positions to obtain the most satis-

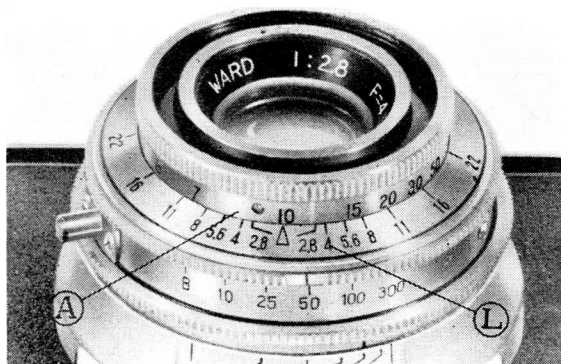


factory composition. Remember that any image falling out-side of the white line is not in the film area. This view-finding will give you the advantage of quick "targetting" of sport and action pictures. For shooting fast moving objects the finder may be used with both eyes open.



## **HOW TO READ DEPTH OF FOCUS SCALE**

When you focus the camera on a subject, other objects, both in front of and in back of the subject focused on, will also be in sharp focus. This area of sharp focus, which any lens has, is called "depth of focus". The smaller the lens opening or the greater the distance from the subject, the greater the depth of focus.



To make it easier for you to find the exact depth of focus the Ward 35 has a Depth of Focus Scale (L) built in.

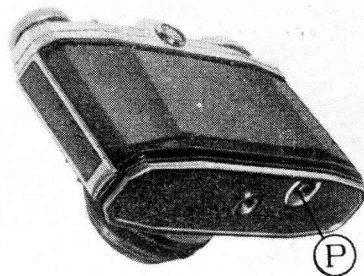
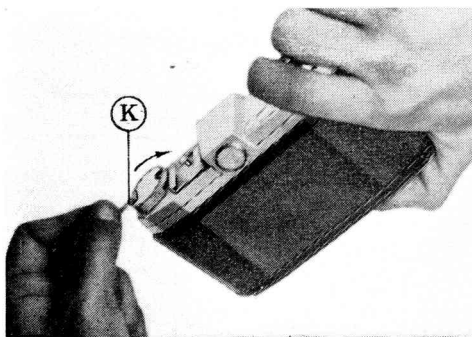
#### **EXAMPLE :**

With the lens opening of f/11 and the camera focusing scale set at 10

ft. (as illustrated) the resulting depth of focus is from about 6-3/4 ft. to 20 ft., and if set at 20 ft. distance footage the resulting "in focus" area is from 10 ft. to infinity

### **UNLOADING THE FILM**

The exposed film ends up on the take-up spool and must be

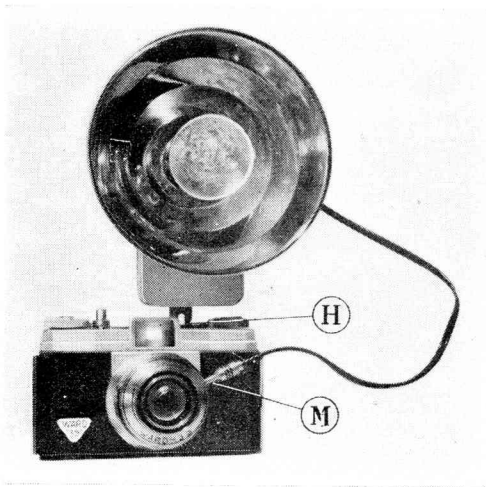


- rewound back into the film magazine before opening the camera.
1. Press the Film Rewinding Button (P) and turn the Film Rewinding Lever (K) clockwise as shown in the illustration until knob turns freely, indicating that the film has been rewound back into the film magazine.
  2. After rewinding is completed the film is removed from the camera in the same manner as described for loading.

## HOW TO TAKE FLASH PICTURES

The built-in flash synchronization of the Ward 35 is Class X. Any standard flashgun with European type connecting cord may be used. The flashgun may be mounted on the camera by means of a bracket attached to the tripod socket or with a shoe-type mount slipped into the accessory clip (H).

For shutter speeds between 1/10 second and 1/25 second, including B, the standard Class "M" wire-filled flash bulbs such as GE or Westinghouse Nos. 5,



11, 22 or Sylvania Wabash Nos. 0, 2, 25 are recommended. Class "M 2" bulbs may also be used when the action is not too fast and the picture is being taken at fairly close distance. Their chief features are great compactness and low cost.

For any shutter speed from 1/10 second to 1/100 second, including B, the gas-filled Class "F" flash bulbs, such as GE or Westinghouse SM or Sylvania Wabash SF types may be used. These bulbs do not furnish as much light as most of the wire-filled Class "M" bulbs, but they have greater ability to "stop" action thus decreasing the chances for blurred action pictures.

Strobo or electronic flash units furnish instantaneous firing for all shutter speeds from 1 second to 1/300 second, including B.

Follow the instructions furnished by the manufacturer of the flash bulbs.

## **DOUBLE EXPOSURE LOCK**

Your "WARD 35" has a built-in "double exposure" and "blank exposure" locking device. This mechanism "locks" the Shutter Button after every exposure so that the shutter cannot be released until the exposed film is wound and a new frame of unexposed film is advanced into place. In this way, the same frame cannot be exposed twice (double exposure) nor can the film be wound by mistake before it has been exposed (blank exposure). Therefore, if the Shutter Button cannot be pressed all the way down it means that either (1) the film has not been wound to the next frame or (2) the Film Winding Lever has not been moved to its full stop. In either case, a complete turn of the Film Winding Lever to its full stop will activate the Shutter Button.

## MAKING INTENTIONAL DOUBLE EXPOSURE

It will be possible to make a "double exposure" picture intentionally by following the simple procedure outlined below :

1. Make your first shot as usual.
2. Press in the Film Rewinding Button (P) at the bottom of the camera and hold it in this position while you cock the shutter by working the Film Winding Lever (E).
3. Make your second shot as usual.

**Note :** Since the Exposure Counter (J) has advanced one index in spite of the fact that there has been no actual movement of the film, it will be necessary to either (a) re-set the Exposure Counter (J) or (b) remember that you have one more exposure than that indicated by the Exposure Counter (J).

## **SPECIFICATIONS**

**LENS :** The photographic results obtained with a 35 mm camera depend upon the quality of the lens. Here lies the decisive advantage of this Ward 35 camera. The new coated f/2.8, 45 mm, 4 element lens, produces brilliant black-and-white and color pictures with pin-sharp definition right into the corners of the image. Its design, based on the latest optical researches, gives remarkable resolving power of 50 lines in the center of the lens and 30 at the circumference, making a high class anastigmat.

**SHUTTER :** The newly designed sensational prontor type, 5 bladed shutter is operated by an automatic winding system and has exposure settings of B, 1/10, 1/25, 1/50, 1/100 and 1/300 seconds.

**FOCUSING :** Operated by smooth revolving ring of the front lens and has 15 scales from 3 ft. to the infinity.



**VIEW FINDER :** The trimming type view finder will enable you to utilize every shutter chance and is especially efficient for shooting in motion as in sports or snap-shots.

**FILM WINDING :** One of the outstanding features of the new Ward 35 is an ideal film winding system of one-set lever action developed after long research and complete tests. The minute you wind the film by this lever the shutter is automatically set and, at the same time, double exposure is prevented.

**FILM SIZE :** The camera takes 20 or 36 exposures of 24 mm × 36 mm (Leica type) standard 35 mm film.

**OTHER FEATURES :** Accessory clip, Body shutter release, European type synchro-terminal, Film type indicator, Depth of focus scale, Lock for the back lid, Lens cap and Ever-ready leather case..