

ENTER NOW
\$25,000
IN PRIZES AND GIFTS!
OVER 300
NATIONAL WINNERS



your child's photograph can win one of these prizes in the
38th NATIONAL CHILDREN'S

PHOTOGRAPH CONTEST

- Grand Prize**
\$5,000
- \$2,500** shopping spree in our store, plus \$2,500 scholarship to Emerson College, Boston
- 1st Prize.....\$1,500** shopping spree
2nd Prize.....\$1,000 shopping spree
3rd Prize.....\$500 shopping spree
50-4th Prizes...\$100 shopping spree ea.

ALSO \$25 SAVINGS BONDS TO THE HUNDREDS OF HONORABLE MENTION WINNERS!

Win a shopping spree—a paid-up charge account to buy whatever you want. AND the Grand Prize Winner receives a year's valuable scholarship to Emerson, one of the nation's leading colleges, specializing in communications arts and science. When we photograph your child, we'll enter a duplicate in the Contest at no extra charge. Complete rules, details in our Studio. Big Balloon and lollipop to every contestant.

Judges: Carol Burnett, Tony Randall, Lee Grant, Redd Foxx & Demond Wilson.

Special prices on most sizes and photograph finishes. For example:

CONTEST SPECIAL! 7 portraits 4.95 One 8x10 Coronet and six wallet-size

Special prices on frames too!

MONTGOMERY WARD
OUR 100TH ANNIVERSARY YEAR
WONDERLAND CENTER
Portrait Studio.....2nd Floor

Photography Offers Fun For Shutterbugs



Photography, like a car, can be many things to many people.

Some people spend upwards of \$1,000 for a camera, lenses, light meters, tripods, gadget bags, and related equipment to take a picture of a building which they can get on any picture postcard.

OTHERS MERELY want to buy a camera for less than \$20 and take pictures for two purposes -- to have color slides of their vacations and to have a record of their youngsters' growth and development over the years.

Chances are the person with the \$500 Rolleiflex and the \$20 instamatic may come up with prints of the same quality.

The difference is not the equipment but the person behind the camera and what purpose he has in mind when he clicks the shutter.

THE PERSON with the few thousand dollars in equipment may argue the point but there are too many examples of the fine work that can be done with a simple fixed-focus camera -- available at any drug store for \$15 - \$20 -- or with a slightly more sophisticated camera for under \$100.

But the purpose is the same -- to record on film a scene, person, an event which is important to the person taking the picture.

Many amateur camera bugs are reluctant to use their camera more than they do because they feel that only expensive cameras with a variety of wide-angle, telephoto, and zoom lenses are required to take any kind of pictures.

Nothing could be further from the truth.

A CLASSIC example of what can be done with a simple Brownie Hawkeye camera was shown about 15 years ago when the camera field was dominated by a school of thought that felt that only the equipment was important, and not the finished product, that is the color or black and white print displayed.

One of the country's top photographers, Mark Kaufmann, set out to show that it is the man behind the camera and not the camera that makes the pictures what they are.

He left his expensive equipment behind one day as he picked up a Brownie Hawkeye to shoot a Chicago White Sox baseball game at Comiskey Park in the Windy City.

THE GAME was played in daylight and the lighting was the same for any 12-year-old youngster handling the same camera.

But Kaufmann shot roll after roll of film at the game and Life magazine thought enough of his results to run a few pages of pictures.

The Life picture editors didn't care what camera Kaufmann used or didn't use. They just wanted good pictures and Kaufmann delivered them.

Recent improvements in box cameras have made it easier for amateur photographers around the house to take pictures of a higher quality.

THIS IS because of improvements in the quality of the lens -- the key to any sharp picture -- and built-in strobe units.

A good example of the quality was shown in an Observerland community when a newspaper photographer bought his wife a box camera with a built-in strobe light for a present.

The strobe operates on a battery source and eliminates the need for flashbulbs or flashcubes, although the inexpensive penlight batteries within the camera have to be replaced once in a while.

THE WIFE, unconcerned with the numbers game of shutter speeds and f/stops and light meter readings which dominate the conversation of more serious photographers, then went around the house taking pictures of her two children.

The finished results in print and slide form were comparable to her husband's pictures of the children