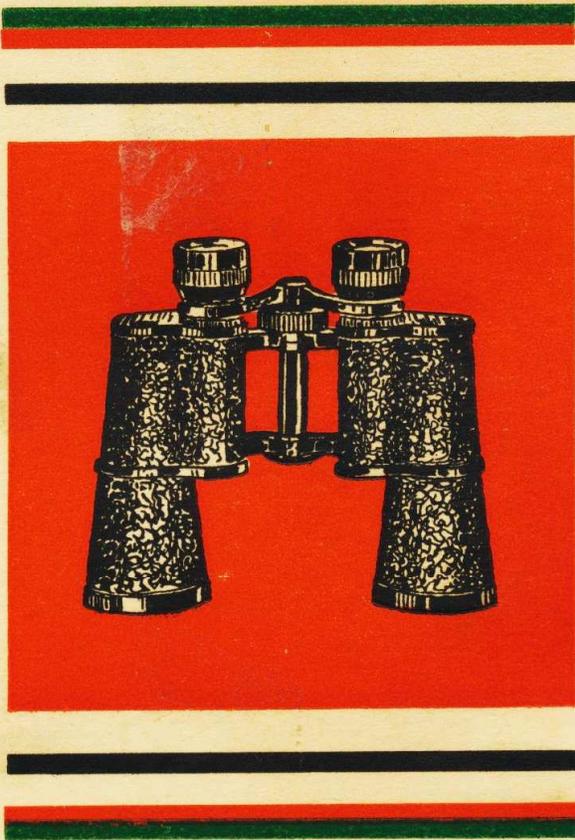
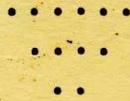


MB



DUMAURIER COMPANY
America's Leading Binocular House
ELMIRA N.Y.

ALL GLASSES ARE
TESTED BEFORE
SHIPPING



Cases and Straps
Included Unless
Otherwise Specified



DEALERS

Write for wholesale prices. We are direct importers and can supply you with binoculars and other optical goods you can guarantee to your customers. Reliable merchandise. No odds and ends or job lots.

CLUB DISCOUNTS

Club discounts allowed to educational institutions, nature classes, gun clubs, etc. Tell us what you need and the quantity. We will gladly quote prices.



DUMAURIER COMPANY

America's Leading Binocular House

ELMIRA N. Y.



nineteen
thirty

Dear friend:

Many thanks for your request for information on optical goods. You will find, in this catalog, an instrument exactly suited to your needs, for we carry the most complete line in America.

A really good glass is a fascinating possession with infinite capacity to add to personal enjoyment.

For a busy man or woman, with only a few hours a week for recreation, a good glass will multiply your pleasures many times, whether at baseball, football, horse racing, theatre, motor-ing, hiking, nature study or many other uses.

To a lover of sport, a good glass adds an extra pair of keen, far-seeing eyes. With them, you can spot the mountain goat far up the mountain side--watch the deer or moose sniff the air as he comes down to the water's edge or recognize your companions returning to camp, when they are still merely moving dots to your unaided eyes.

Your choice of a glass must, naturally, be governed by the main purpose for which you want to use it. The selection offered in these pages is so wide that you can satisfy your wants--your exact purpose whether you wish to pay only \$5.00 or whether you can afford one of the superb im-ported instruments at \$100 or more. Many of these Dumaurier, Busch, Lemaire and Colmont binoculars are used by the United States Government, Forest Service in various states, Army officers etc. There is nothing better made.



8-HOUR SERVICE

**MANY ORDERS ARE
SHIPPED IN 4 HOURS**



Quick Service

Over 95% of the orders received can be shipped within eight hours. Orders received in the morning are filled the same day. Many orders received in the afternoon are filled before closing time. Being actual importers, we carry sufficient stock at all times.

Substitution

A large stock is carried but some model may sell faster than anticipated or the factory may be behind on our orders. We do not like to substitute but if necessary will send the same grade or better in the nearest thing. We have filled orders with merchandise selling for \$10 more than the original order at no extra cost.

Easy Payment Plan

A man asked a friend the hardest thing he ever did. His friend answered, "Make ten easy payments". Installment buying costs more. The price must be raised high enough to cover the additional time payments, the large per cent of merchandise not paid for and the tremendous amount of bookkeeping, clerical work and postage. The man who buys on time pays all losses and

excess charges. He is not always sure that the merchandise is first grade or but that it has been used a month or two by someone before he got it. And many an article has been taken away in time of sickness or lack of work, without any refund.

We buy for cash and sell for cash. Everything is brand new at the lowest possible price. Compare prices and quality. You will be pleased at the saving.

Free Trial

You run no risk. We have been selling glasses in Elmira for a good many years. Any bank will tell you about us or write to the magazine in which you saw our ad. They will guarantee satisfactory dealings.

Everything is brand new and TESTED before shipping. Order the glass you want according to the terms below. If at the end of five days you do not care to keep it, you may return it for full refund without any word whatever. You are the sole judge.

Terms and Shipping

Prices are cash with order. You can send Postal Money Order, Express Order, Bank Draft, Cash by Registered Mail or Personal Check.

When absolutely necessary, we will ship C. O. D., but require a deposit of at least \$5 and do not pay postage or charges either way. No C. O. D.'s sent outside the United States.

Orders outside the United States must be accompanied by New York Bank Draft or Postal Money Order. Be sure to add the correct amount your bank charges for exchange, if any.

RUSH SHIPMENTS can be made by sending money and ordering by telegraph. All glasses have cases and are sent prepaid unless otherwise specified. NOT PREPAID TO DEALERS.

GET A GLASS FREE

National Sportsman, Hunter-Trader-Trapper, Hunting and Fishing, Sports Afield, Izaak Walton League and other leading sporting magazines give our glasses to their readers for getting new subscribers.

You can easily get any article in this catalog for a little of your spare time. Write to your favorite magazine for full particulars.



MAGIC EYES

that multiply the pleasures **MB** of hobby and sport

HOW GLORIOUS it would be if your eyes would become twelve times more powerful! The sensation would be as thrilling as the discovery of a new world. And you WOULD discover a new world—far more beautiful and fascinating than you ever dreamed this Earth could be.

Today we are shut inside a mile-wide circle, outside of which everything blends into a formless haze. For you know, of course, that even on the clearest day and under the most favoring conditions the unaided eye cannot distinguish the shape, size or color of any object more than a mile away.

But if your eyes were twelve times stronger you would leap across the narrow limits of your present vision and open to your sight a mighty circle over 450 square miles in area—more than one-third of the State of Rhode Island.

DO YOU KNOW THE COLORS OF THE STARS?

Landscapes would reveal their marvelous colors and tints. Miles up in the sky you could follow the majestic eagle. The myriad stars of heaven no longer would be merely flickering pin-pricks of light. You would see them in their varying tints—red, blue, yellow, purple, crimson, silver-gray. You could see the rings of Saturn and the four moons of Jupiter.

Whatever your hobby or sport is, it is the things that you SEE (as much as what you do) that bring you joy and happiness. How much greater your enjoyment will be if you increase your range of vision. Motor touring would open to you new vistas of rare and enchanting beauty. On your hikes you

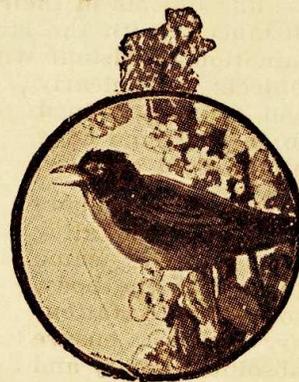
could see more of the things—see them more closely and more intimately—that make your walks pleasurable. If you love nature think what it would mean to see at close range the rare and shy birds and animals that you can never see today. If you follow outdoor sports; horse-racing, golfing, yachting, baseball; how much more fascinating these sports can be if you can see at close range every movement of the objects you follow so closely.

All this is not merely a dream. It is true. You CAN make your

eyes more powerful whenever you like. You CAN bring into your vision all the scenes and objects that bring you pleasure—and so multiply them a hundred-fold.

SEE TEN TIMES MORE

Science has discovered the binocular—that wonderful instrument with which man has conquered distance and brought within his sight things he wishes to see. With this marvelous instrument you can escape the narrow confines of ordinary eye-sight. You can widen your vision five, ten, twenty, fifty times whenever you like. You can discover the glorious beauties of a more fascinating world. If you



have never used binoculars before you will never realize what joy they can bring you—until you have used them. And now America's Leading Binocular House offers you a selection at the price you want to pay. Whatever your special interests may be at least one of them will satisfy your wants and bring you the multiplied pleasures you seek. We guarantee that you will be delighted in every way or your money will be refunded.

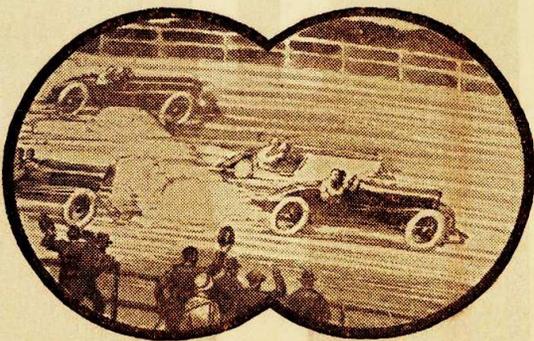
Besides the United States government, State of Maine Forest Service and similar

bodies, we have thousands of customers among Army and Navy officers, colleges, bankers, city and government officials and professional men and women in all walks of life. Not only do these people endorse them but they are used and endorsed by Forest Rangers, big game hunters, nature students, tourists and others demanding superior qualities.

STATE CHEMIST PREFERS LEMAIRE CHANGEABLE

The Lemaire No. 1074 was received this afternoon. It is indeed all that you claim for it. A friend of mine who has had quite an experience with telescopes and binoculars of various makes, was astonished at the wonderfully good definition of the two higher powers—sharp to the very edges of the lenses. It is satisfactory in every way.

JOHN P. HEAD,
Assistant Chemist,
State of New Hampshire





No Better
Binoculars
Can Be Had
At Any Price

Busch

PRISM BINOCULARS

A Busch
Leaves
Nothing
To Be Desired

THE BUSCH PRISM GLASS is the ultimate in Binocular manufacture—a glass plastic and powerful, revealing objects in their correctly relative distances—with the largest possible illumination consistent with a given power. Objects are clearly and sharply defined to the extreme edge of the field of view.

Extra heavy bars of aluminum alloy cast in the same piece with the body, coupled with stationary tubes, ensure absolute rigidity and provide for the accurate alignment of the optical axes.

Case of stout, hand-sewed leather provided with belt and shoulder straps and an improved spring catch, allows it to be opened or closed with one hand.

ADVANTAGES OF THE TERLUX

Broadest field and largest illumination consistent with its high power—especially adapted for marine, army, night and astronomical uses.

The 15, 18 and 24 powers may be used to better advantage than telescopes of similar power, because they afford a larger field of view, more brilliant illumination and a clearer definition.

THE HIGH POWER BUSCH TERLUX Specifications.

Twenty-four Power

Object Lenses56 m/m
Light Transmitting Power.....5.38
Field of View at 1,000 yards....40.7 yds.
Height....12 in. Weight...52 15/16 oz.
No. 6074, Black Leather.....Price \$120

Eighteen Power

Object Lenses56 m/m
Light Transmitting Power9.00
Field of View at 1,000 yards....49.3 yds.
Height..10 9/16 in. Weight..40 9/16 oz.
No. 6072, Black LeatherPrice \$102

Fifteen Power

Obj. Lens.52.5 m/m
Light Transmitting
Power 12.25
Field59.5 yds.
Height 8 7/8 in.
Weight..37 1/16 oz.
No. 6070, Black
Leather\$96

Ten Power

Obj. Lens.46.5 m/m
Light Transmitting
Power 20.25
Field 75 yds.
Height 8 in.
Weight31 3/4 oz.
No. 6060, Ten Power
Black Leather.
\$90

The Busch Binoculars are moisture-proof as well as dust-proof.

ONE FROM PHILADELPHIA

Gentlemen:

The glasses were received yesterday and I am amazed at the condition of them. They appear to be new. I tried them out last night it being nasty, hazy and wet here. The

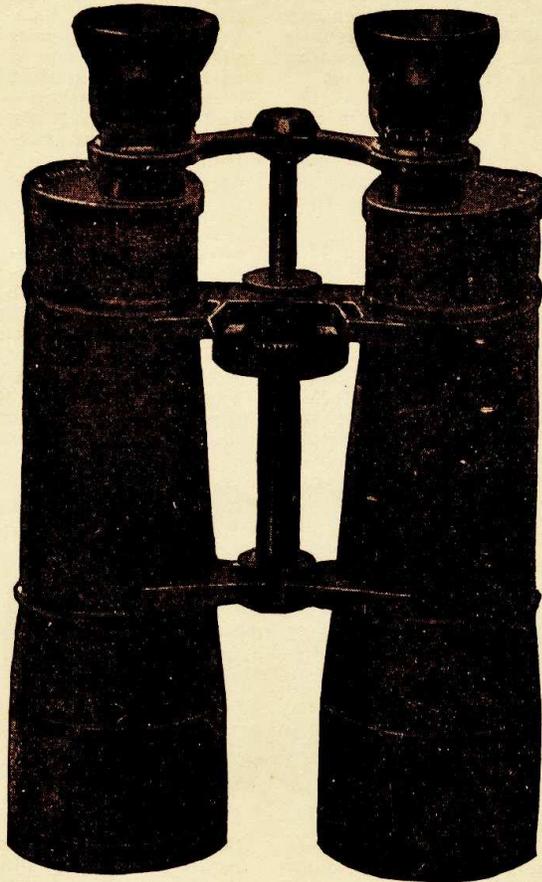
glass showed wonderful results and I intend to keep them.

It is a trifle heavier than my Zeiss 18x and about an inch longer. I have had many years experience with eight, twelve and eighteen powers and can use this to advantage. They are all you claim them to be and anyone experienced in handling glasses can hold an object with them.

You have dealt very fairly with me and I think it is only my duty to write and inform you how well pleased I am with them.

EVERETT A. SCHOFIELD,
Attorney-At-Law,
Philadelphia, Pa.'

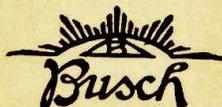
Note:—Mr. Schofield bought a Busch 24x salesman sample. —D. M. C.





NEW!

EXTRAORDINARY LIGHT, POWER and FIELD



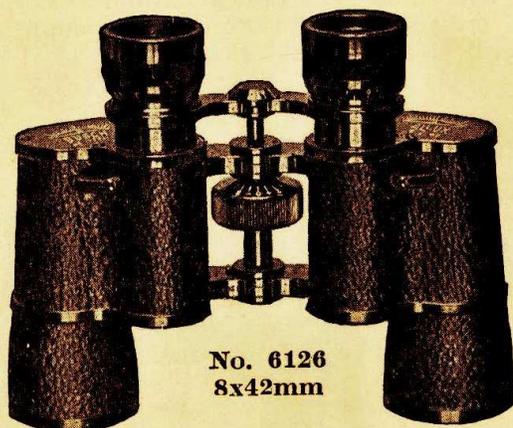
THIS new Hellux 9x has greater illumination than an eight power and a wider field than any glass of equal power. A marvelous all-around glass because it is so extremely easy to hold. The only high power binocular making a good night glass. If you want an easy to use all-around high power glass with tremendous light and a greater field than most glasses, this will meet your requirements. Having so much light, it appears much stronger and is more satisfactory than a ten.

THE Marlux 7x has the greatest light gathering power of any 7x or higher power. It is one of the best night glasses to be had. Like the 9x, it appears more powerful than it is, due to the intense light. Used by Ocean Liner Captains, big game hunters and for all-around purposes where great light is required.



No. 6122
9x51.5mm

No. 6124
7x51.5mm



No. 6126
8x42mm

THE outstanding feature of the Allux is its extremely large field, combined with good light power. For viewing moving objects such as horse-racing, airplanes, foot-ball and sports it is unsurpassed. A very fine general purpose binocular.

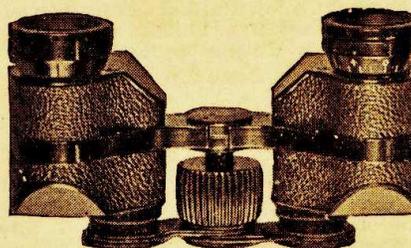
THE Hellux 6x No. 6120 was built for those insisting on a wide field and good light in a six power. A fine glass for average use. Like No. 6126 but does not have the extensions.

THE Thaliar No. 6095 and the Lilux No. 6093 are compact, light, with a remarkable field showing persons and objects on the stage sharply without distortion. Are popular pocket glasses for Nature Study and out door use.

Dear Sirs:

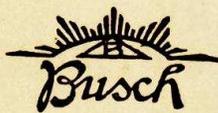
The Busch Marlux arrived Saturday. In every respect it exceeds our wildest expectations. We are more than pleased with it. It is far better than expected. I thank you most sincerely for making the exchange and am ready to remit any costs for touching up the other glass, immediately upon receipt of invoice. You have made a friend of us for life.

I. T. MILTON, Charleston, S. Car.



Lilux

Number	6122	6124	6126	6120	6095	6093
Power	9x	7x	8x	6x	3 1/2 x	3 3/4 x
Field	130	128	153	150	205	195
Height	6 5/8	6 5/8	5 1/4	5 1/8	2 1/4	1 3/4
Weight	42	41	37	33	7	4 3/4
Light	30	51	25	36	18.4	12.25
Objective Lenses	51.5	51.5	42	37.5	15.5	14
Price with case	\$108	\$96	\$93	\$75	\$42	\$40

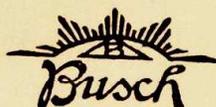


HIGH-POWER SOLLUX—No binocular of similar size affords more light or larger field of view. Desirable for explorers, hunters, tourists or anyone covering great distances. No. 6052 and 6050.

SOLLUX—General purpose glasses. Large lenses give great field and excellent illumination. Nothing better made in these sizes. The highest type of optical construction yet achieved. Shaped similar to Ultralux. No. 6048 and 6046.



**HIGH POWER
SOLLUX**



ULTRALUX—Excellent all-around models. Extreme field and fine illumination. Light weight and compact. Like Sollux but slightly smaller lenses. No. 6042 and 6040.



Sollux



CLARLUX—Compact and light. Case and all slips into coat pocket. Ideal for bird study, various sports and general outdoor use. No. 6056 and 6054.



Clarlux

The glasses received and am well pleased. I have handled many different makes on my travels at sea and still favor the Busch Terlux as I have not found their beat yet.

Enclosed find a photo of a real old time square rigger. The voyage ended sadly on Indian Ocean as you may see on photo. It might have been avoided if we had a pair of powerful binoculars, as the uncharted obstruction we hit probably could have been discovered in time to avoid it.

T. O. NOBEL, Baltimore, Md.

The Busch No. 6070 is a wonderful instrument and has captivated everybody who examined it.

The most enthusiastic binocular fans here say it is a fine glass and you may rest assured the Busch has made a good impression. I can truthfully say it exceeds, by far, all my expectations and I am more than pleased with it.

J. A. PRICE, Birmingham, Ala.

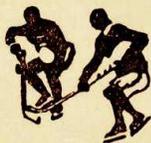
Note: The Busch was tried against other

well known German binoculars so satisfactorily that additional Busch orders have been received due to this sale. D. M. C.

Busch No. 6074 binoculars received in good order.

I congratulate myself in possessing such a fine optical instrument. I am a thoroughly satisfied customer.

THOMAS M. JACKSON, M. D.,
Philadelphia, Pa.

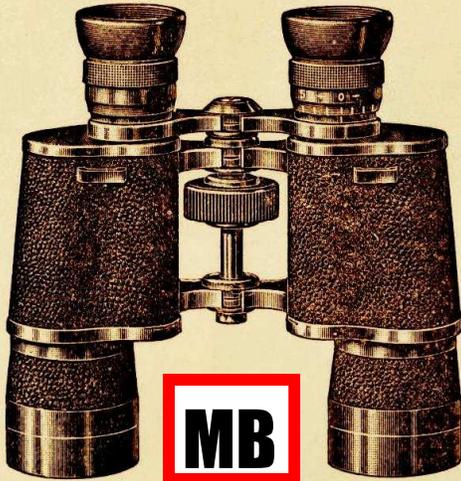


Number	6052	6050	6048	6046	6042	6040	6056	6054
Magnification	12	10	8	6	8	6	8	6
Field in yards	78	88	150	150	115	150	110	145
Height	5 3/8	5 3/8	3 3/4	4 1/4	4 1/4	3 5/8	3 7/8	3 1/4
Weight	26	26	25	25	20	20	12	12
Light Power	8.4	13	14	25	10.5	16	9	12.25
Objective Lenses	36	36	31	31	27	25	25	22
Price with case and straps	\$76	\$72	\$70	\$63	\$54	\$51	\$54	\$49



SCHUTZ BINOCULARS

WE offer you, here, two outstanding Schutz binoculars. The Uranos 6x50m/m for those who prefer great illumination to power. And the Heliolith 10x50m/m where great power with excellent light is required.



Number	806	810
Objective Lenses	50m/m....	50m/m
Light Power	69....	25
Field in Yds.	100....	85
Height, in.	7 1/4....	7 1/4
Weight, oz.	28....	28
With case and straps	\$69....	\$73

Can Supply Any of the Other Schutz Models

HENSHOLDT BINOCULARS

For those wanting Hensholdt, we offer the following models. This German make is very popular and we can recommend it very highly.

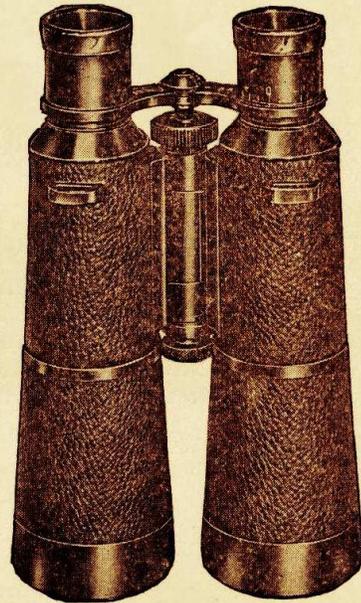
Model	Magnification	Dia. Obj. lenses mm	Light Power	Field in yards	Height	Weight	Price
Reise	5x	18	13	130	3 7/8	10	\$ 59
Universal ..	6x	30	25	125	5 3/8	13	\$ 71
Travel	8x	26	12	108	5 1/8	12 1/3	\$ 64
Sport	8x	30	14	100	5 1/2	14	\$ 77
Jagd	6x	42	49	150	6 7/8	26	\$ 91
Marine	7x	50	60	150	8 1/8	28 1/2	\$ 99
Mountain ..	10x	50	25	95	9 5/8	38 3/4	\$123
Tele	16x	50	9	45	9 1/4	38 3/4	\$127
Astro	18x	50	7.3	40	9 1/4	38 3/4	\$128

Today I received from your Company a field glass, No. 708, which, after short examination, I found is worth more than double the price. Thanks for sincerity and service.

REV. M. CYBELIS,
61 Highland Ave., Yonkers, N. Y.

Very much pleased with the No. 708. Once I was not stung.

REV. JOHN N. RHEIN,
North Ridgeville, Pa.



The No. 880 field glass is a little wonder, and for the use I have for it, viz.; locating 2 or more points on Pennsylvania bucks, is ideal. I have checked it against other glasses selling at around its price and it is far ahead of them in clearness and ease in locating objects and believe it will show points on a deer at a greater distance than most hunters can hit one.

C. P. SMITH, Clerk of Hubbard, O.

I have received DuMaurier binoculars, No. 7010, which I ordered from you, in perfect condition. I have given these glasses a fair test and they have by far exceeded my expectations. I wish to thank you for your promptness in attending to this order. If, in the future, I need anything which you can supply I will order it from you immediately, knowing of your prompt attention.

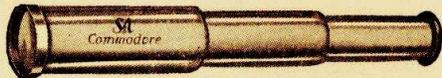
WILLIAM I. NELMS,
339 Front St., Minersville, Pa.

I sure am very pleased with my No. 7012 12x DuMaurier binoculars. My friends here have compared them with their glasses, some costing more than twice as much as mine, but mine were declared the best. None surpassed them in range, light, clearness and field of view. One wanted to trade for my glasses and offered me boot. Nothing doing. Though I told him where to get a glass like mine and offered to lend him your catalog.

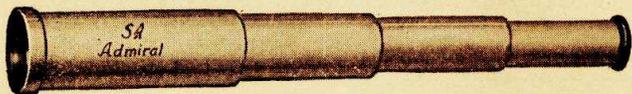
RICHARD V. LEE, Calistoga, Calif.



Length Open 6 1/8"—Length Closed 3 3/4"
Ranger, 4-PowerList \$1.00



Length Open 9 1/8"—Length Closed 4 1/4"
Commodore, 6-PowerList \$2.00



Length Open 12 1/4"—Length Closed 5"
Admiral, 8-PowerList \$3.00



DuMaurier



8x32mm

HERE is a high grade stereo prism binocular at a remarkably low price.

The lenses are of the finest optical glass, ground and polished by master craftsman in France. The result is unusual sharpness of detail and definition. Field of view 140 yards. Height 5 inches and weight 26 ounces.

The mechanical workmanship leaves nothing to be desired. Rugged yet light. Metal parts are enameled black with bodies covered with black vulcanite. Black case and straps.

The instrument with no regrets.

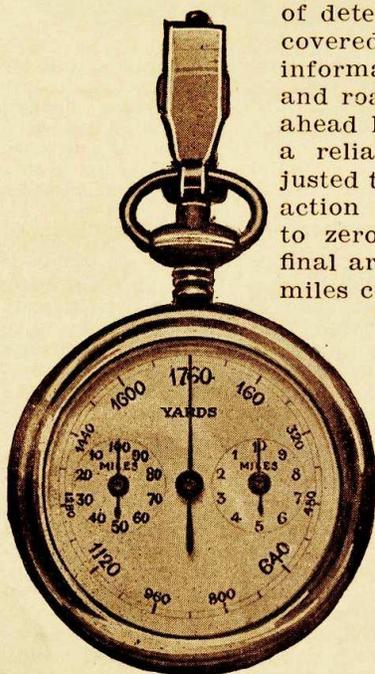
No. 2566—With Case and Straps\$34

PEDOMETERS

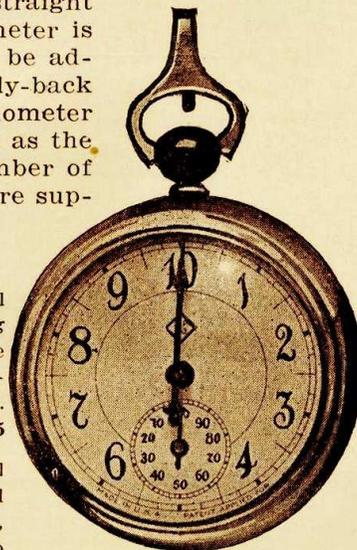
These Pedometers are watch-size, easily carried and in these days of "hiking" the only accurate way of determining how much distance one has actually covered. Rural milestones are apt to be misleading, information received is mere guesswork half the time and roads wind in and out and do not shoot straight ahead like railway tracks. The SELSI Pedometer is a reliable mechanical instrument, and may be adjusted to the length of your step. Automatic fly-back action enables one to instantly reset the pedometer to zero by merely pressing the stem. It acts as the final arbiter in any dispute regarding the number of miles covered. Complete instructions for use are supplied with each pedometer. Used hiking, nurses, waitresses, etc.

2362—1 1-3" Open nickel case, card dial with two hands; the large hand registering up to 10 miles, the small one up to 100. The hand resets by removing the back and turning the hand set backward or forward. Equipped with pocket hook. Price\$2.45

2353—1 3-4" Open nickel case, enamel dial with three hands. The larger central hand registers every 80 yards up to one mile, the smaller hand at the right every mile up to 10 miles and the one on the left every 10 miles up to 100. Has safety clip. Price \$5.95



2353



2362



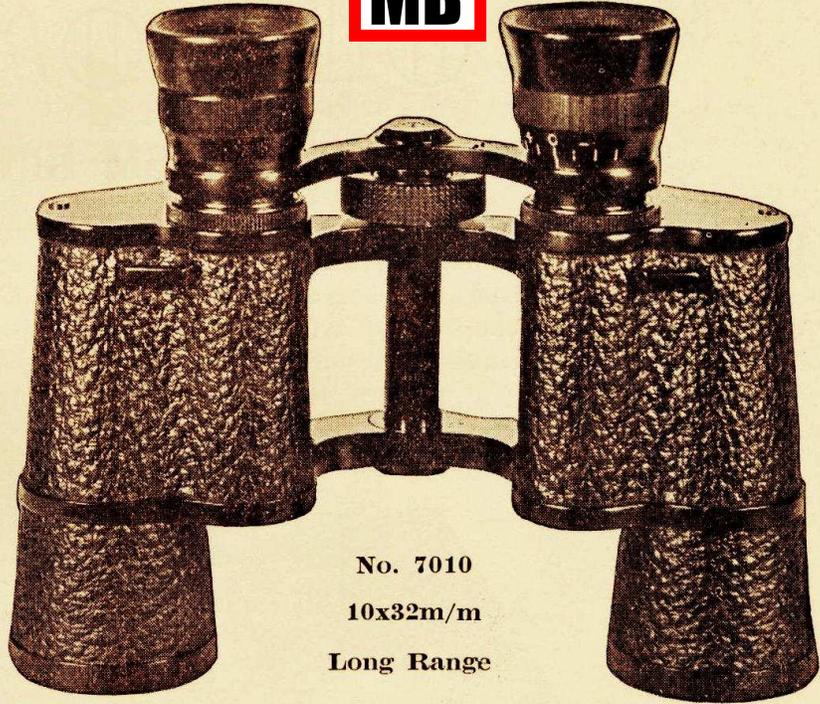
DuMAURIER BINOCULARS

10 POWER
\$31.75
12 POWER
\$38

MANY customers have asked for a high grade, high power binocular of light weight at a moderate price. Here it is. A fine product of thoro exactness made and finished the same as the best. The optical quality, notwithstanding the low price, is a pleasant surprise. The prisms are locked in place, a feature found in only the highest priced makes. This is important as it assures perfect alignment.

Because of the great care and precision in grinding the lenses and prisms, the definition is clear cut and crisp. Field 110 yards. Height 5 inches. Weight 18 ounces. Exceptionally easy to hold steady.

No. 7010 with case..... \$31.75



No. 7010
10x32m/m
Long Range

The No. 7012 is a 12 power of the same high grade as the No. 7010. The optical qualities are such that it has only been necessary to use 35mm lenses. Height 5 7/8". Weight 20 oz. Field 100 yards. Surpasses twelves at the same price and most others having 45mm objectives selling for \$50 or more. Being compact and light weight, it is easier to hold than most tens.

No. 7012 with case..... \$38.00

SAYS, "EQUALS \$75 PAIR"

ATWOOD & ATWOOD
Waterbury, Conn.

This is to acknowledge the receipt of the binoculars (No. 7010). I am very well pleased with them. These were compared with those of another man, who said he paid \$75 for his and that mine were equally as good.

Very truly yours, **M. W. ATWOOD.**

I have received the No. 7010 binoculars. These glasses are the best I have had yet. Had several different makes and find these having a wider field and better light than the average glass of this power.

V. V. STURM, Barrackville, W. Va.

The glasses (No. 7010) received and am much pleased with them. Do not have any trouble to hold them steady. I certainly shall recommend your house to anyone wanting a good glass.

CHARLES A. ARMSTRONG, Stratton, Me.

Received the 7010 glass and am very much pleased with them. They are more than I expected of a glass of 10 power. You can depend on me as a booster for DuMaurier Co.

DAVID RUSSELL, Marion, Ind.

Glasses No. 7010 came to hand today. Am more than pleased with them. Thanks for the promptness. You were certainly nice to me and I appreciate it. It always pays to deal with a reliable house. If I hear of anyone wanting glasses they will be told to write DuMaurier Co.

R. C. FETZER, Savannah, Ga.

BEST ON AUDUBON TRIP

The No. 7010 you sent me stood every test on the 7-day trip to Charlestown, S. Car, by the Audubon Society. My glass was said to be the best one on the trip of 140 members. Enclosed find check for another. I would like to send one to my son.

(Name on request) **Washington, D. C.**

Received the No. 7012. Just what I have been wanting. I would not take \$50 for them if I could not get another pair. Can truly recommend them as the best moderate priced binoculars I have ever seen. And they are easy to hold.

JOHN W. HAYES, Sheridan, Wyo.

I am very much pleased with them (No. 7012). They more than come up to my expectations. They surpass by far binoculars two of my friends paid almost twice as much for. Thank you for your quick and courteous services.

WM. BLIEG, Norwich, Conn.

Received glasses No. 7010 in good condition and am writing to let you know I have given them a good test and am more than satisfied. I also want to thank you for your prompt delivery.

CLARENCE MATZ, South Sioux City, Nebr.

Received the 7010 a few days ago and have been giving them some tests. I am very pleased with them and would not part with them for double the price.

HAROLD BLACK, New Bloomfield, Pa.



Lemaire



3 BIG POWERS IN ONE GLASS!

The Famous Lemaire 8 - 10 - 12 Powers Instantly Change- able Binoculars

HERE is the one glass that can be used ANYWHERE at ANYTIME. Three stereo-prism binoculars, an eight power, a ten power and a twelve power—all in one at the price of one. A glass that can be used no matter what the climatic or weather conditions may be.

To see as far and as much as possible, one naturally turns to stronger glasses. But entire satisfaction from a single power glass cannot be had.

It is an optical law that as the magnification, or power, increases, the field of view and distinctness decrease. Otherwise, the highest power would be the most desirable.

On a clear bright day, a twelve power glass can be used excellently. But if atmospheric conditions are not favorable, high power glasses will not be satisfactory because objects would be too indistinct. That is just what this Lemaire overcomes. If conditions do not permit the use of twelve power, the ten power is instantly available. And the eight is more suitable than most sixes as a night glass.

Many who would like to use a ten or twelve must confine themselves to an eight power for all-around use. Not so with the LEMAIRE CHANGEABLE. Changes from one power to another are made INSTANTLY and the desired power can be selected as quickly as the hand can be turned—surely and positively. Everything is complete and built right into the glass. No attachments or extra parts to carry.

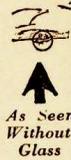
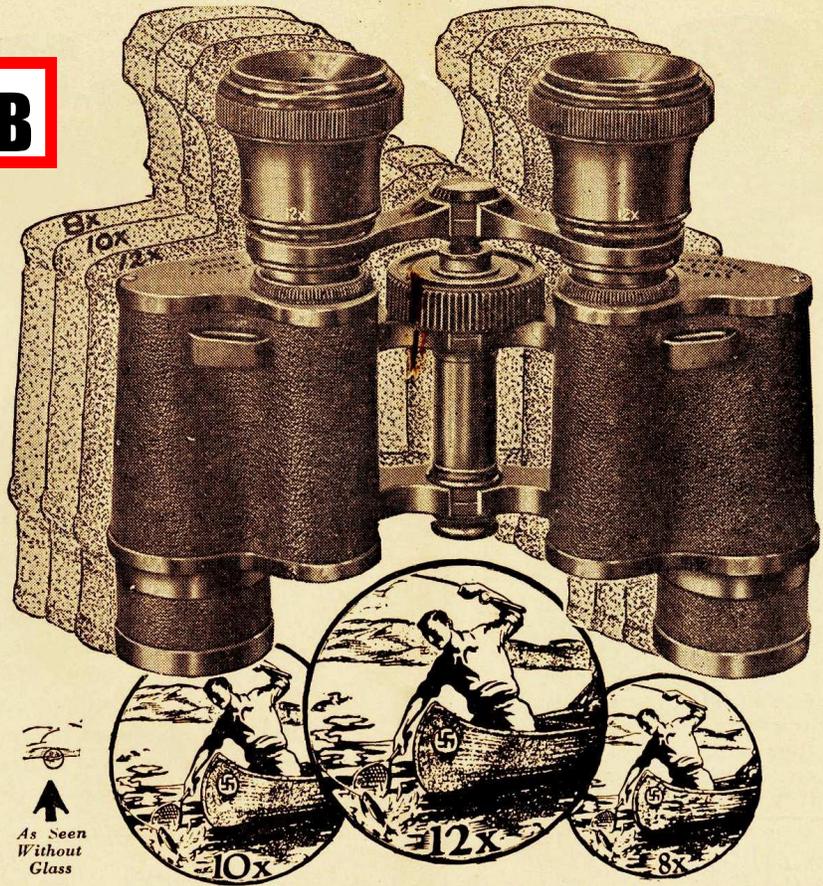
The field of view of each power is large and wonderfully illuminated. The brilliant definition is the result of flawless Lemaire lenses.

The eight power is more suitable as a marine and night glass than most sixes, while the ten and twelve powers give a range for the most exacting and extreme use where great magnification is desired. Each power has the same specifications as three separate binoculars with the same size lenses.

The Lemaire changeable is the most widely used glass among big game hunters, explorers, architects, balloonists and others. A list would read like a roster of the most successful hunters, scientists, professional, business men, etc.

I received the 8-10-12 power binoculars a week ago. I wish to say that they are the best binoculars that I have ever had the pleasure of looking thru. I have derived a great deal of enjoyment and am well pleased with them.

ELMER YOUNGBERG, Tacoma, Wash.



As Seen Without Glass

These circles show difference in power but do not give field of view



Looking thru 8x of No. 1074.



2 seconds later, Looking thru 10x.



2 seconds later, Looking thru 12x.

No. 1074
8 - 10 - 12x
32 oz. \$68

Weight and cost of Lemaire No. 1074 8-10-12x.

Three Single Glasses
8x 26 oz \$ 45
10x 32 oz 47
12x 32 oz 50
90 oz \$142

Weight and cost of 3 separate binoculars.

Beautiful leather case and straps included. Glass and case in black finish only.	
Object Lenses	32 1/2 m/m
Field of View	135-95-80 yards
Weight	32 oz.
Height	5 5/8 in.
No. 1074, 8-10-12 Powers	\$68
Object Lenses	27 m/m
Field of View	130-118-90 yards
Weight	28 oz.
Height	5 in.
No. 1072, 6-8-10 Powers	\$63



Carrying three glasses. Looking thru 8x.



Several minutes later, Looking thru 10x.

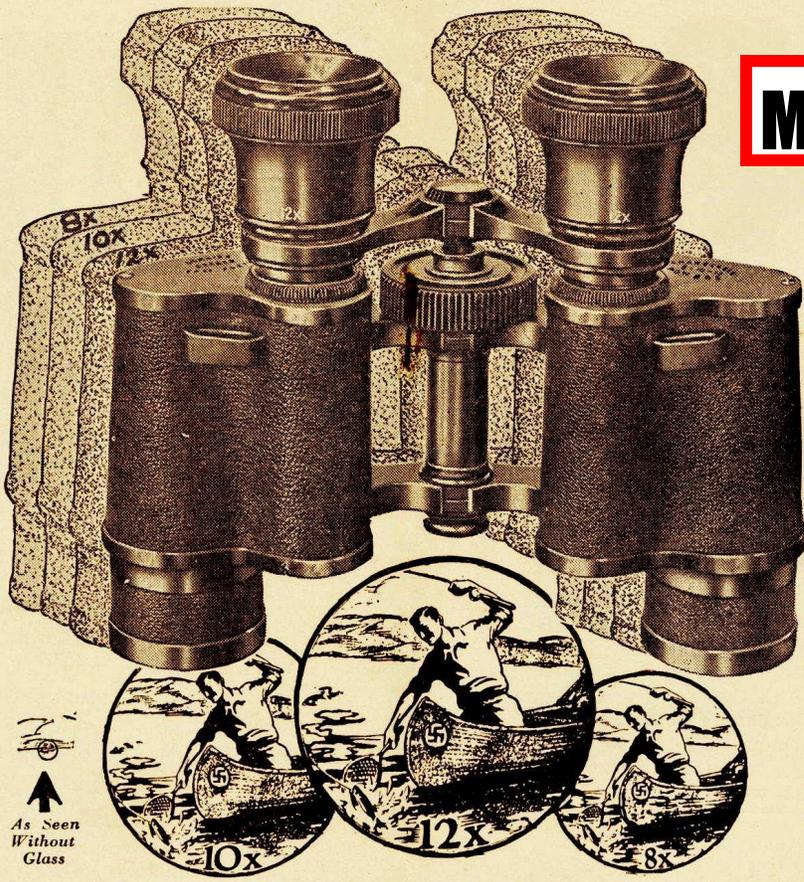


Several minutes later, Looking thru 12x.



Lemaire

MB



ANSWERS TO QUESTIONS FREQUENTLY ASKED

- Q. What do you mean by three glasses in one?
- A. This glass is adjustable to three different powers the same as having three separate binoculars.
- Q. If there are three powers, why should I buy the changeable glass? Why not buy just a 12 power?
- A. Because the twelve power cannot be used so well as the lower powers on dark or hazy days.
- Q. Admitting that 8 to 12 powers cover over 95% of all uses, is each power of the Lemaire changeable the same as having three separate instruments?
- A. Yes, each power of the No. 1074 is the same as it would be if built separately.
- Q. But how are these changes made?
- A. Three ocular lenses are mounted in the eye pieces. Merely turn each eye piece to the desired power.
- Q. I understand a binocular has "stops" to govern the rays of light. If you have three different lenses how can they work correctly?
- A. Inside each eye piece is a shutter like on a camera. Turning the eye piece opens or closes it to the correct size at all times.
- Q. But won't these eye pieces get out of order?
- A. No, we guarantee the changeable parts to last as long as the instrument itself. We have never had one out of order except by damage.
- Q. I know Lemaire glasses are high grade, yet you only charge a few dollars more for a changeable glass. Why is this?
- A. All you pay for is the two extra oculars and the difference in the eye pieces.
- Q. Suppose I should break a glass, could I get it repaired?
- A. Complete repairs can be had at a moment's notice.
- Q. If after using the 8-10-12 Lemaire, should I desire another combination say, 8-12-16x, could I get stronger lenses put in?
- A. Increasing the power of any glass is about as practical as driving a car into a garage and asking to have a couple more cylinders put on.
- Q. Is this glass practical?
- A. Certainly, it is one of the most practical glasses made today. It will give you a power to suit the conditions. And without extra weight or bulk.
- Q. Does this glass look different than regular binoculars?
- A. It has the same appearance as other binoculars excepting the eye pieces which are slightly larger. See illustration on this page.

These circles show difference in power but do not give field of view



Looking thru 8x of No. 1074.



2 seconds later. Looking thru 10x.



2 seconds later. Looking thru 12x.

No. 1074
8 - 10 - 12x
32 oz. \$68

Weight and cost of Lemaire No. 1074 8-10-12x.

Three Single Glasses
 8x 26 oz \$ 45
 10x 32 oz 47
 12x 32 oz 50
90 oz \$142

Weight and cost of 3 separate binoculars.



Carrying three glasses. Looking thru 8x.



Several minutes later. Looking thru 10x.



Several minutes later. Looking thru 12x.

Beautiful leather case and straps included. Glass and case in black finish only.

Object Lenses 32 1/2 m/m
 Field of View 135-95-80 yards
 Weight 32 oz.
 Height 5 5/8 in.
No. 1074, 8-10-12 Powers..... \$68

Object Lenses 27 m/m
 Field of View 130-118-90 yards
 Weight 28 oz.
 Height 5 in.
No. 1072, 6-8-10 Powers \$63



Lemaire

HIGH POWER BINOCULARS



No. 1088/12x
No. 1086/10x

Lemaire

Six and Eight Power

ON the left the new Lemaire six and eight power models are shown. These two wonderful glasses are some of the strongest and finest binoculars made in these powers. They combine the ultimate in brilliancy and definition together with large field. Make unusually good glasses for dark forests or night work.



No. 1084 and No. 1082



Eight Power Monocular, No. 1080

Although not possessing the stereoscopic enhancement of the Lemaire Binoculars, it is a most superior glass and the best of its kind. Used by equestrians, army officers and those who prefer a light glass manipulated with one hand.

Table with 10 columns (Number, Magnification, Field of View, Height, Weight, Objective Lens, Price) and 10 rows of specifications for models 1064-1088.

WATCHES GOLF GAME 2 MILES AWAY; CITY HALL CLOCK AT 12 MILES

I am in receipt of the glass and was at once impressed by their sturdy and handsome appearance. Yes, indeed, they are built to last a lifetime. I have given them a tryout and find them all and more than you claim for them.

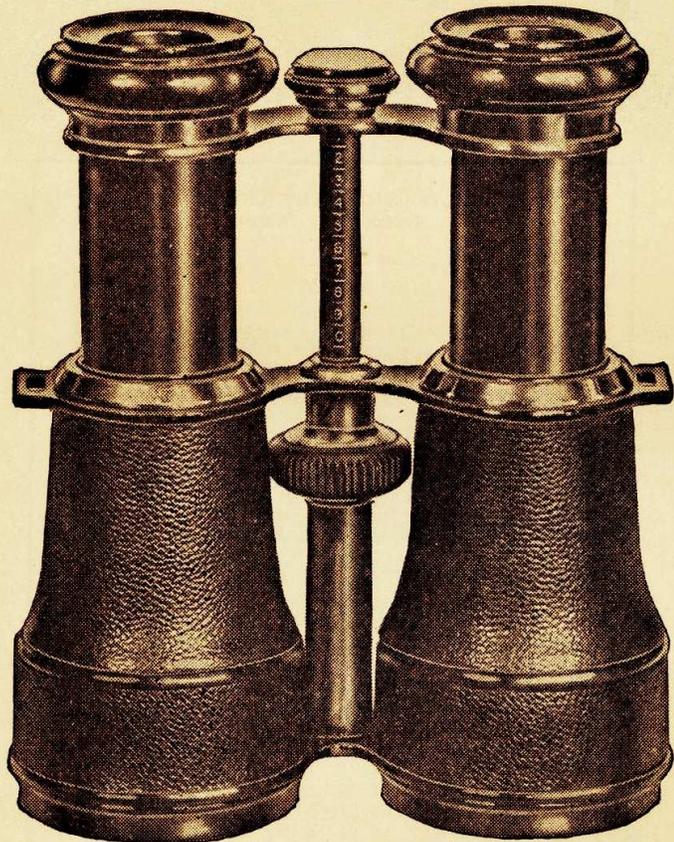
this 8x is by far better than anything I have ever looked through. How they can gather the light so as to have a clear vision at a great distance in dark and foggy weather, as they do, is more than I can tell and for night use the 8x is as good as can be had.

I want to thank you for your promptness. It certainly is a pleasure to purchase from a firm that will do all and more than they agree to do to satisfy a customer.

W. O. CONRAD, Upper Darby, Pa.



DuMaurier 8 Lens Glass



No. 708

Great Light — Wide Field — Crisp Detail

MMAGIC EYES that will extend your vision over a good many square miles. See the multitude of things these powerful lenses will show you. They conquer distance and bring far away objects before your very eyes. Fine for hunters, tourists, football, horse racing, naturalists, boy scouts and many other uses. At football, horse racing, auto racing, aviation, prize fights, athletic and other events, this glass will eliminate the necessity of high priced seats. It will save the day in case you cannot get the seat you want. It will pay for itself many times a year. **MAKES A POOR SEAT GOOD. A GOOD SEAT BETTER.**

FINEST 8 LENS GLASS UNDER \$30

Eight fine sparkling precision ground Day and Night lenses. No wonder they give a crisp, clear cut detail, expansive field and great range. Only 4 inches high. Fine compass on top bar. Graduated focusing scale 1—10 on middle bar. Leather case and straps free.

Crystal clear lenses, ground and polished by French master-craftsmen give a wide field, great illumination and crisp detail. Eight lenses. Most others have 4 to 6.

Sturdy frames of brass rigidly constructed to assure perfect rigidity of the optical axes at all times. No glass at this price is so well constructed.



Case Free

\$8.50
Prepaid

Just wish to say that you may add another satisfied customer to your list. Meanwhile, if I happen upon anyone in the market for a high grade glass and a square deal, I will be glad to recommend you. Glad to speak a good word for a good company.

A. P. BAITTY, Kings Mountain, N. Car.

I received the glass and must say that I am more than satisfied with them and would not part with them unless I could get another pair.

JOSEPH A. VOLL, Hanover, N. H.

I like the glasses fine. The little compass led me to safety a number of times. I feel that I have gotten its value in this one hunt.

DR. J. M. HORN, Brownwood, Texas.

The glasses are far beyond my expectations. I can highly recommend them.

T. C. COLLINS, Brooklyn, N. Y.

The glass came to hand today and I thought I had better advise you. Having had many years experience with many different field glasses and binoculars, including service with the U. S. Marines, it didn't take me over 10 minutes test to realize that you have given me a super value.

A. M. MADAY, Silt, Colo.

Glass came and is all right. I tried it and it is worth more than I paid for it. Does well at night too.

G. W. FORGEY, Monroe, La.

I have used it frequently under a great variety of conditions. In power, illumination and sharpness of focus it has proven exceedingly satisfactory, and I am more than pleased with it.

JOHN CLARKE, New York, N. Y.

I received the glass and I thank you for this prompt service. I was well pleased with them. Have tested them every way I could think of. They give a sharp clear field under most all light conditions.

W. S. MATTHEWS, Taunton, Mass.

I received the field glass a few days ago and am very highly pleased with them. I had examined a great many and had become quite critical in my efforts to get a really good glass. I knew what these were as soon as I looked thru them. Just as represented and I wish to thank you.

S. E. CANADY, Ogden, Utah.



Megaphos



LONG RANGE NAVAL OFFICER TYPE



No. 5516
10x30 mm
New Model

*"Would be
cheap at \$50"
—says Navy Man*

AT LAST a stereo-prism binocular of great power for the price of a flimsy glass made merely to sell. This is the result of quantity production as applied to optical construction. Designed and built to sell upwards of \$45 and it is worth it, however, for a time at least, we are pleased to announce that we will sell them for only **\$21.75**.

A beautiful instrument perfectly constructed in every detail. The lenses, bodies, bending bars, eye cups, focusing wheel and even down to the smallest screw are finely made.

Note: Price not guaranteed any length of time. Subject to change without notice.

DuMAURIER COMPANY, ELMIRA, NEW YORK

HAROLD GREENLEAF GOULD Northome, Minn.

Gentlemen:

Your courteous letter of September first, together with the No. 5516 10x30 Megaphos glass, received some few days ago, and I have been putting off answering until I could give the glass a thoro tryout. This I have now done and feel that I am in a position to write you intelligently on the subject.

I have put this glass to every possible test, trying to find something the matter with it, but there is nothing the matter with it, either in workmanship or optical qualities. During this last week have had a chance to use this glass under almost every possible weather and light condition, and its performance has been everything that anyone could ask. Dark and cloudy days don't seem to mean a thing to the Megaphos, and even at night it does remarkably well. Like yourselves, I cannot see how such a glass can be made and sold for anything like the price which you ask for it; \$50 would be cheap enough for such a fine instrument, according to my way of thinking.

One of the best things about the Megaphos is its extreme light weight, making it almost as easy to hold as the average 6x glass. It is the only 10x that I have ever seen that could be used without a steady support of some kind.

If ever I can be of assistance to you in any way, please let me know. I like your manner of doing business, as in selling glasses you seem to think more of getting and holding the good will of your customers than you do of simply peddling something for so much money. Good business, you know, consists of supplying really worthwhile things, and really worthwhile service, to really worthwhile people.

With kindest regards and best wishes, I remain,

Cordially yours,
HAROLD G. GOULD.

Please Note:—Mr. Gould has had considerable experience with binoculars, using the Busch Terlux 10x in Naval Service. His letter is just one of many about this fine glass.
D.M.Co.

N. B.—This glass has been improved since. New model now furnished.

Together with the beautiful workmanship and finish, the optical qualities leave nothing to be desired. It is 5 $\frac{3}{8}$ inches high, weighs 20 oz., has a large field of view and a high light gathering power. Frankly, it is one of the best buys for the money we can offer you.

No. 5516, leather case and straps . . . \$21.75

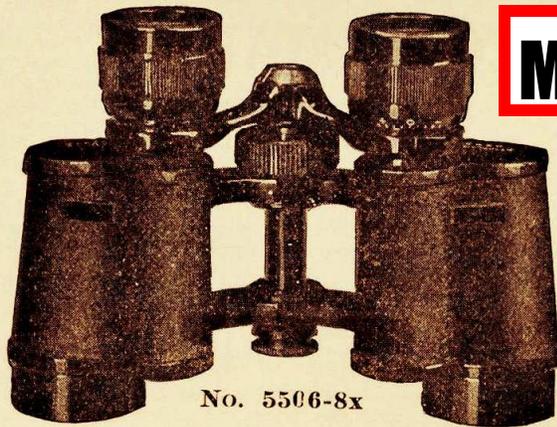


Megaphos

MEGAPHOS GLASSES are filling an international demand for quality binoculars of extreme power at a most moderate price. Superb workmanship combined with perfect lenses and beautiful appearance make glasses that are very desirable to have. The quality is similar to Colmont, giving a guarantee of perfection. For those wanting fine glasses of extraordinary power these instruments meet the demand. They are not so difficult to hold steady as one would imagine. Are unexcelled for target shooting, astronomical use, mountain or other places where powerful instruments are needed.



No. 5524 20x49 mm



No. 5506-8x



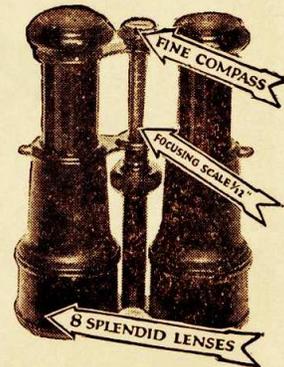
This new Megaphos No. 5506 has increased the popularity of this make. Low, compact and medium weight, it is an instrument deserving consideration by those who want performance at low price. Very sturdy and will stand the hardest use. Sells in stores for \$25. But you can buy direct and save many dollars.

Champiere, 8 Lenses, \$7.95

Genuine imported Champiere Field Glasses bought at the low rate of exchange. "Champiere" always guarantees optical excellence. Wonderful at prize fights, ball games, boat races, aboard ship, auto trips, etc. Has 8 achromatic lenses of fine optical glass. Wonderful light power and sharp definition. Middle bar graduated for quick reference.

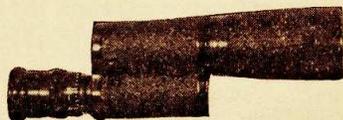
Only 4 3/8 in. high and 6 1/2 in. when extended. Tubes engraved: "Army Long Range" and "High Power." Complete with case and straps. Thousands of these are now in use and giving satisfaction. Get yours now while they last.

No. 25445, with case and straps\$7.95



Megaphos Monoculars

Monoculars are for one eye only. Magnification, field of view and light gathering power are the same as the corresponding binocular but the weight is less than one-half. Come with soft leather case. The 16x No. 5562 is shown at the left.



Number	5524	5506	5500	5562*	5552*
Magnification	20x	8x	6x	16x	8x
Field in yards	45	115	120	60	115
Height	9 1/2	4	4	7 1/8	4 3/8
Weight	32	20	20	12	8
Objective lenses m/m	50	28	28	40	28
Price, with case	\$48	\$18.50	\$18.50	\$19	\$11

*Monoculars

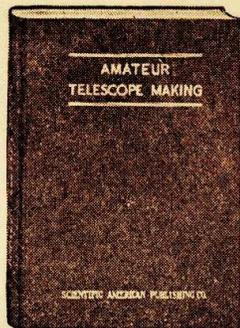


200 POWER TELESCOPE, \$25 or less

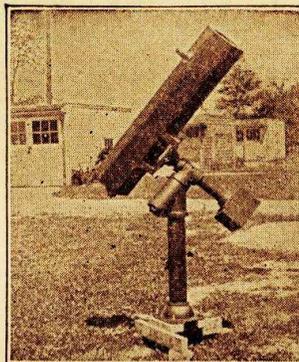
THIS



THIS



THIS



With this standardized set of materials, Ford parts obtainable at a repair garage and this practical detailed instruction book.

AMATEUR TELESCOPE MAKING

Hundreds of these powerful astronomical and terrestrial reflecting telescopes have been made at a total cost of less than \$25.00 each.

Such a telescope magnifies 200 diameters and reveals Jupiter's belts, Saturn's rings, the polar caps of Ma.s, etc. It will read a watch at half a mile.

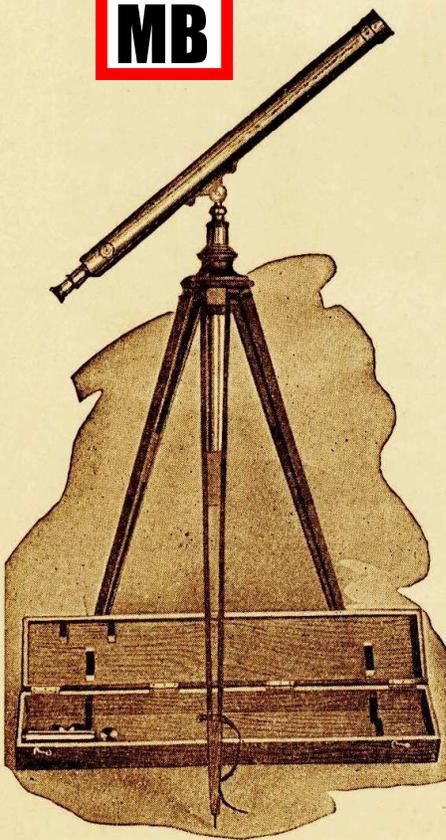
Detailed explicit instructions for every part of the work are given by experienced telescope makers.

FORMER AMATEURS

Get this new edition. It has 300 pages—triple number of pages and double the number of illustrations of the first book. New matter on eyepieces, Cassegrainan, flats, objective lens, spectroheliometer, etc., by such experts as Dr. Charles S. Hastings, Prof. G. W. Ritchey, Dr. George E. Hale and Dr. Elihu Thompson.

\$3.00 Prepaid

Foreign—\$3.25



BUSCH & VION TELESCOPES

THE skies which puzzle the naked eye with myriad stars assume increasingly familiar aspects when revealed by telescopes of these types. The unexcelled workmanship, the high optical qualifications and the reasonable prices of these telescopes invite comparison with instruments of the best makers.

Country Homes and Resort Hotels are nowadays equipped with Busch and Vion Telescopes for the convenience of their guests and patrons. Their use in schools and institutions is daily becoming more popular.

The terrestrial oculars suit these Telescopes for daytime observation and render them suitable instruments for defining distant objects, particularly from the seaside, one's veranda, etc., clearly, sharply, distinctly, and to the extreme edge of the field of view.

To safeguard the eye pieces of telescopes these are supplied with sliding discs.

All telescopes and eye pieces are included in neat substantial wood boxes with handles for convenience in carrying. Prices include tripods which are packed separately.

5864—1 5-8-inch objective lens. Vion table model. Telescope and tripod parts are brass. Tripod

legs are detachable and fit into brass column when not in use. Closed 15 7-8", extended 29 1-4" Astronomical power 50x. Terrestrial power 25x \$40

5862—2 1-4-inch objective lens. Brass Vion telescope, closed 32", extended 48", rack and pinion focusing, oak tripod. Astronomical power 70x. Terrestrial 35.... \$100

5806—3-inch objective lens diameter. Vion brass telescope, closed 43", extended 62", rack and pinion focusing. Has sun shade. Solid oak tripod. Astronomical powers 70x, 155x. Terrestrial 50x \$195

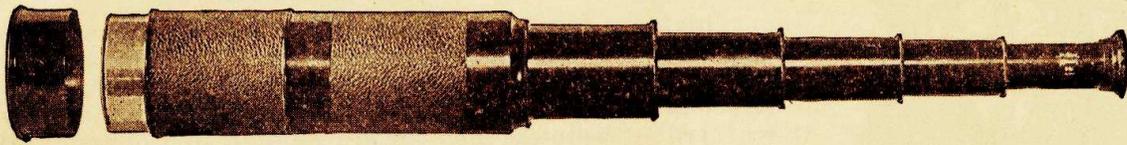
6260—3" Busch Telescope. Provided with slow motions for horizontal and vertical movements. Equipped with sun glass, 1 terrestrial eye piece giving 35x and 2 astronomical eye pieces giving 53x and 106x. Rack and pinion focusing with forked mounting enabling the observer to adjust the telescope to any azimuth or zenith position desired. Very finest workmanship \$205

6274 — Ocular Prism. When screwed onto the astronomical eye piece after removing the ocular top, it permits zenith observations without the necessity of having to strain one's head. For Busch only \$12

5884—Vion diagonal eye piece for Vion telescopes \$35



BUSCH 44-POWER TELESCOPE

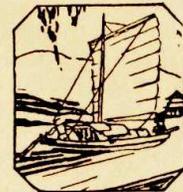
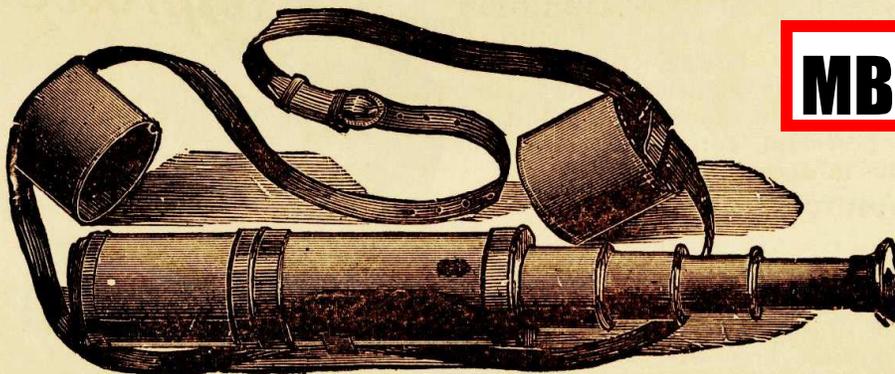


The Busch 44 power telescope is the finest hand telescope of extreme power obtainable. Has five draws. 11½ inches closed and 41½ inches fully extended. Remarkable for astronomical and rifle shooting. Bodies covered with finest hand finished leather. Metal parts oxidized.
 No. 6250/30, 67 mm \$58

Astronomical Eyepieces

Used with this telescope to increase the power for astronomy. Not suited for terrestrial use.
 No. 6271, 63x Huyghenian \$ 8.50
 No. 6272, 63x, 88x, 112x and 132x Orthoscopic, each 15.00
 Any two of above eyepieces ordered at one time 10 per cent. discount.

Rifle Range and Astronomical Telescopes

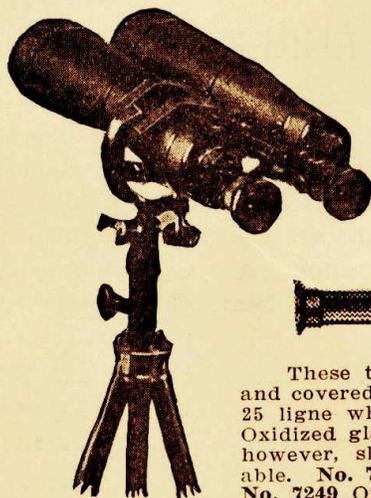


This Vion telescope is high grade and far superior to the ordinary telescope. Being 33 power, it is especially suitable for rifle range and astronomical use. It is one of the most popular glasses for these purposes. Equipt with movable sunshade and leather caps forming the case. Fin-

ished in black leather with oxidized metal parts. Closed 10½ inches and 35½ inches extended. Weight 2¾ pounds.

No. 5880/22, 50mm, 33 power \$32.00
 No. 5882, Ast. eye piece, 60 power 10.00

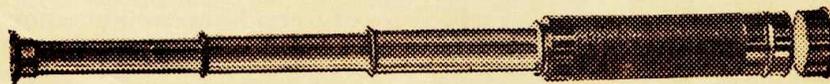
PORTABLE CLAMP AND TRIPOD



On the left is shown Clamp No. 7051 and Tripod No. 6349 holding a Busch 24x. The clamp is adjustable to any position and will take any portable binocular or telescope. Clamp No. 5895 may be used in place of 7051. The tripod sections telescope within each other.

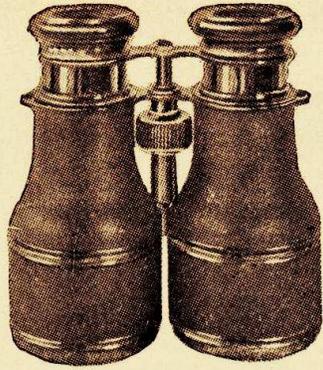
No. 7051 Clamp \$9.50
 No. 5895 Clamp 4.25
 No. 6349 Tripod 4.00

E. VION HIGH POWER TELESCOPES



These telescopes are made of heavy brass, have powerful achromatic lenses and covered with fine grade morocco leather. All are four sections except 22 and 25 ligne which are five. Have dust-proof cap and sliding cover for eye piece. Oxidized glasses are beautiful dull black. Brush brass finish is finely lacquered; however, sliding the draws will scratch them, therefore, they are not returnable. No. 7821 Brush Brass. No. 7822 B. B. with sunshades. No. 7248 Oxidized. No. 7249 Oxidized with sunshades.

Size in Lignes	Closed Inches	Extended Inches	Power	No. 7821	No. 7822	No. 7248	No. 7249
10	5 ½	15	10	\$ 5.00	\$ 5.50	\$ 6.25	\$
12	6 ½	17 ½	12	5.50	6.25	6.75	7.75
14	7	18 ½	16	6.00	7.75	8.00	8.75
16	9 ½	23 ½	20	8.75	10.00	10.25	11.25
19	10 ½	30	25	11.50	13.00	13.25	15.00
22	11	36	30	19.00	21.00	22.00	24.00
25	13	44	35	27.00	30.00	31.50	34.00



LEMAIRE---COLMONT---CHAMPIERE

Lemaire and Colmont field glasses like their binoculars combine optical and mechanical perfection. Powerful achromatic lenses give very sharp definition and great illumination. Especially good at night. Bodies covered with finest grade leather. Champiere glasses are similar to Colmont. Have very good lenses and exceptionally well made. All glasses have cases and straps.

LEMAIRE		COLMONT		CHAMPIERE	
8949/26, 5 1/2 x\$27	5134/26, 5x \$16	1100/26, 4 1/2 x	..\$12.50
8949/24, 5x 24	5134/24, 4 1/2 x 14	1100/24, 4x 11.00
8949/21, 4 1/2 x 19	5134/21, 4x 13	1100/21, 3 1/2 x	.. 9.75

GERMAN ARMY OFFICER TYPE

You can see MORE thru these NEW IMPROVED German Army Officer type field glasses. Picture at left of illustration shows the DIFFERENCE. New larger ocular lenses and superior qualities giving greater power and illumination bring out objects and detail lost with old types. New, powerful, full achromatic DAY and NIGHT lenses 40mm in diameter.

NEW IMPROVED DESIGN

Both eyes focused instantly. New finish—elegant black vulcanite as found only on highest priced instruments. Cannot be scratched or marred. Wider field of view picks up MORE moving objects. Compact and beautiful. Only 4 in. high. New type SOLID LEATHER black case and straps. Workmanship and materials not surpassed by any glass at any price. Made for us in the famous German E. BUSCH factory. Buy one for a lifetime of service. Weight 16 oz. Field 110 yds.

No. 880\$13.50

New! Improved!



LEMAIRE EUREKASCOPE

The contributing factors of these Lemaire pocket glasses, aside from the usual Lemaire superiority, are compactness, light weight, field of view, utility, and moderate price. The bodies, excepting the upper bars, are cast in one solid piece of very light weight alloy. Are very strong and will not get out of alignment. Complete with soft leather pouch.

No. 100, 3 power.....	\$ 8.75
No. 1020/15, 5 power.....	11.50
No. 1020/17, 5 1/2 power.....	13.00

COL. ROOSEVELT USED LEMAIRE IN AFRICA

DuMaurier Company,
Elmira, N. Y.

Gentlemen:

The Lemaire glass just arrived and I have given it a thorough test. It more than comes up to my expectations.

Colonel Roosevelt had one of these glasses on the African trip, and he frequently loaned it to me because it was so much better than my own glass. Since then I have wanted a Lemaire.

Very truly yours,

J. ALDEN LORING,

Field Naturalist to the Roosevelt African Expedition.



GLASSES OF ALL KINDS REPAIRED

A complete repair department is maintained at all times, both for the individual and the dealer. This includes lens and prism replacement, replacing or repairing, when possible, damaged parts, refinishing of metal parts and recovering with leather. Do not write in asking to have the power increased in your glass. While it might be done in some cases, it would cost more than a new glass.

Our laboratory has successfully completed repairs many optical houses were unable to do.

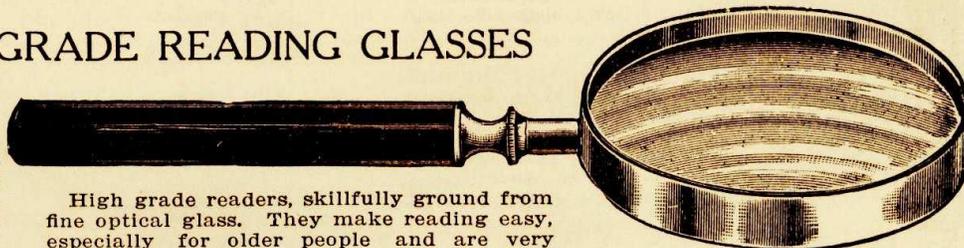
All glasses must be sent in for inspection. We cannot determine or estimate whatever without an examination. Owing to the unusual efficiency and equipment of this department, repairs and replacements are made at a slight cost compared with that of other houses. As we get repair work from most dealers, you might as well save time and money by sending in direct. All repairs are either cash in advance or C. O. D.

Always include return postage when sending glasses for inspection. Otherwise returned express.

HIGH GRADE READING GLASSES

No. 5021

5".....	\$2.50
4½".....	2.00
4".....	1.50
3½".....	1.25
3".....	1.00
2½".....	.75



High grade readers, skillfully ground from fine optical glass. They make reading easy, especially for older people and are very handy for sewing, etc. As BURNING GLASSES, they are so strong they will burn wood instantly they are focused.

POCKET MAGNIFIERS

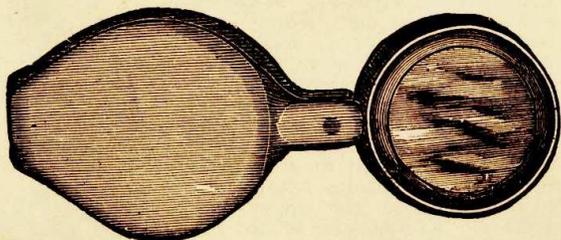
Small compact pocket magnifiers. Powerful lenses useful in hundreds of ways. High grade only.

Double Lenses

No. 1599½—1¼" Hard Rubber	\$1.50
No. 7809—1¼" Nickel	1.00
No. 1598½—¾" Hard Rubber75
No. 7801—¾" Nickel60

Single Lenses

No. 1599—1¼" Hard Rubber80
No. 7808—1¼" Nickel60
No. 1598—¾" Hard Rubber50
No. 7800—¾" Nickel40



HYGRONA WEATHER FORECASTERS

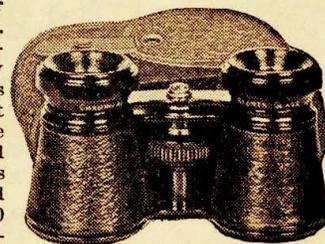
This Tower Observatory is an exact miniature replica of the 16th century Observatory from which Nostradamus peers at the skies thru his telescope. Weather indications are registered in the portal. These are not toys but instruments well adapted for and widely used to foretell the weather. Height 10" and 2½" dia. at the base. Also made in Windmill type, height 7" and 4¾" dia. at base.

No. 20827, Tower	\$2.75
No. 21806, Windmill..	2.75



NEW SPORTS GLASS

The new outdoor SPORTS GLASS. Answering the demand for a low priced quality glass of good power, light weight and wide field. An all around pocket glass. Has the tremendous field of 585 feet at 1000 yards. Brilliant illumination. Light weight (7 oz.) and only 2¼ in. high. Finished with black leather and enamel. Solid leather kodak style case and straps free.



No. 2591	\$5
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WHAT A BANKER SAYS

LEWIS COUNTY EXCHANGE BANK

Received your No. 1074 and must say that it is certainly up to any and above my expectation as to power and construction. I wish to assure you I shall be glad to recommend this to any person who desires a first class, high grade binocular.

CHESTER C. WILLIAMS,
Lewistown, Mo.

LINEN TESTERS

Folding powerful magnifiers for various purposes. Called linen testers because they are so powerful they are used to count threads in cloth. Sizes are openings at bottom.

No. 1550, ¼x¼, ¼x½ or ½x½".....	\$.50
No. 1556, 1"x1", heavy frame.....	3.50





MICROSCOPES

MICROSCOPES have a universal appeal. They are indispensable as a source of profit to the botanist, zoologist, biologist, physician, chemist, entomologist, geologist and mining engineer. Not only are they a source of pleasure to the amateur but a source of knowledge to the inquiring.

All models No. 1400 to No. 1456 are included in neat wood box with tweezers, 1 mounted and 2 unmounted slides.

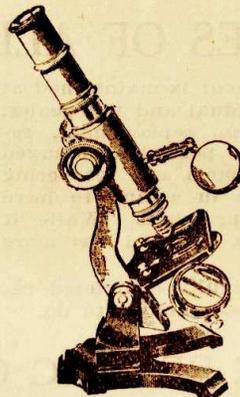


No. 1400

No. 1400 Brass microscope-upright model. Telescopic focusing adjustment. Height 6 in.; 1 objective lens. Magnification 30x\$4.

No. 1401 Like No. 1400 but with triple lens objective. Magnifications 30, 50 and 70x\$5.

No. 1402 Like No. 1401 but with condenser shown in illustration. Magnifications 30, 50 and 70x....\$6.



No. 1456

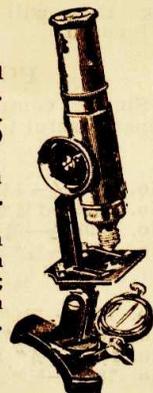
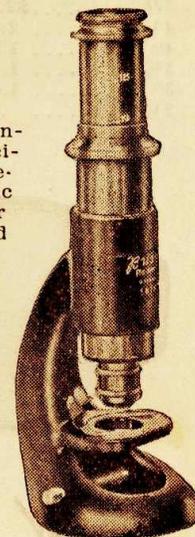
No. 1456 Brass compound—"American Model"—jointed base. Double rack and pinion focusing adjustment. Two large achromatic eye-pieces. Height 11½ in.; triple lens objective; iris diaphragm and condenser. Magnifications 80, 100, 200, 280 and 480x....\$72

No. 1366, similar to above but without condenser. One of the outstanding microscope values. Powers are 50, 85, 100, 180, 210 and 400x. \$29.50

BUSCH MICROSCOPE

This Busch microscope is an instrument of the highest grade, scientifically constructed in every detail. Has separable achromatic objectives and orthoscopic ocular which gives a flat, well-defined field. Spiral screw for fine adjustment. The mirror may be turned completely to the rear and objects viewed by holding to natural or artificial light, rendering this instrument ideal for classroom study. Attachable to stereopticon for micro-projection. Adjustable 30 to 200 powers.

No. 6280, with case\$27.00



No. 1411

No. 1411 Brass compound-jointed base. Eccentric focusing adjustment. Height 8 in.; triple lens objective. Magnifications 30, 60 and 90x..\$12.50

No. 1411L Like No. 1411 but with condenser\$14.

No. 1417 Brass compound with jointed base. Rack and pinion focusing adjustment. Height 9½ in.; triple lens objective. Magnification 110x\$19.



18-25 POWER MICROSCOPE \$1

Enlarges 625 Times SIZE OF PENCIL
German 18-25 power microscope for \$1.00 prepaid

Enlarges diameter 25 times, area 625 times. Wide field and good light. Size 4 3/8 x 3/8 in., weight 1/2 oz. Money Back Guarantee.

These People find it useful for work and pleasure.

- | | |
|-----------------|----------------------|
| Bankers | Druggists |
| Colleges | Toolmakers |
| Factories | Textile-Workers |
| Students | Postmasters |
| Nature lovers | Biologists |
| Homes | Geologists |
| Architects | Finger print experts |
| Coin collectors | Stamp collectors |

A few uses. Examine counterfeit bills, signatures, postage stamps, forgeries, cloth, metals, photographs, engravings, finger prints, insects, puzzles, slivers, etc.

No. 1352—18-25 power \$1
No. 1354—40-50-60 power 1/2 in. dia. \$4

I hardly believe retail price of \$1 is correct. Send me fifty. The most remarkable value by several hundred per cent I have ever examined.
Prof. H. H. Nininger,
McPherson College,
Kansas



No. 1352



No. 1354

Liberal Discount In Dozen Lots To Schools, etc.

DuMAURIER COMPANY, ELMIRA, NEW YORK



GAZING GLOBES



A GAZING GLOBE, properly mounted on a beautiful pedestal, is an ornament for the lawn, garden, pergola or arbor. Erected on a knoll commanding the expanse, it is a delight to the household and passer-by. Where the unaided eye gives only details, this panoramic sphere gives a birdseye view of the entire landscape, just as one sees it from the top of a mountain.

There is a lot of joy in seeing things worth while, imaged on the silver surface of the spherical mirror; the reflection of the heavier foliage of distant trees, the flowers, shrubberies, and things moving about. It is the acme of delight, and eyes never tire of it.

Jewelers, opticians, florists and others find them an inexpensive window trim.

We pay half the express charges on the larger ones.

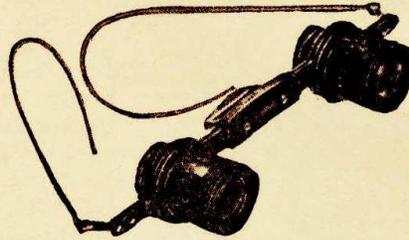
No. 7802 8"	\$10.00
No. 7803 10"	\$12.00
No. 7804 12"	\$14.50
No. 7805 14"	\$18.00
No. 7806 16"	\$22.00



OPERASCOPE



The Busch Operascope has been produced to meet the demand for a glass that can be used for races, theatre and moving objects and still leave the hands free. Has 15 m/m lenses with separate eye focus. Is about three power and has a light gathering power of 38. Field of view is 240 yards. Is adjustable to all widths and strength of eyes.



No. 6138, with fine case.....\$14.90

Gentlemen:

Please find enclosed check for \$7.95 to pay for field glasses, No. 708. I think they are all you claim them to be.

J. F. MUNSEY,
Hagan, Va.

Enclosed please find my check for \$7.95. The glasses, No. 708, are entirely satisfactory and fully up to my expectations.

RALPH DERBY,
714 W. Tenth St.,
Los Angeles, Calif.

A few weeks ago I received a pair of your No. 7010 binoculars which I kept, as they are sure good. A dealer here had some high priced glasses selling at \$80.00 and truly my glasses, which I received from you, are clearer and the definition is sharper.

A fellow here saw my glasses and wants a pair. He said they were the best he ever looked thru.

GEORGE M. WOOD,
Local Agent, Idaho Power Co.
Aberdeen, Ida.

I received the No. 7010 glasses you sent me today and I certainly am pleased with them. They have surpassed my expectations in the trials I gave them. I certainly want to thank you for the square deal that you gave me and certainly will refer anyone to you who is in the market for field glasses.

Wishing you all the luck in the world, I remain,
Sincerely yours,
PAUL J. KLITSCH,
413 W. Norwegian St.,
Pottsville, Pa.

Received the No. 7010 binocular all O. K. It seems perfect in every way. I would not sell it for twice what I paid for it, unless I knew I could get another like it.

CHAS. E. GOSNELL,
Coalmont, Ind.

I received the pair of No. 7012 binoculars that I ordered. I am very much pleased with them. They more than come up to my expectations. They surpass, by far, binoculars which two of my friends paid almost twice as much for. I wish to thank you for your quick and courteous service and I will recommend my binoculars whenever I can.

WM. BLICQ,
219 Rockwell St.,
Norwich, Conn.

The No. 7010 binoculars which you sent were a very pleasant surprise. One has hopes of occasionally receiving such unusual treatment, but to realize it is like finding one's self the holder of the winning lottery ticket. It doesn't happen very often but for those few times we receive much more for our money than we ever expected, we should be grateful.

I have already enjoyed the glasses very much. Objects are very distinct and outlines are clear cut. I made a comparison with another make of 12x binoculars and the DuMaurier No. 7010-10x were more powerful, easier to hold steady and much lighter.

You have been more than courteous in your manner of doing business and it is only right that I should acknowledge it. I shall be only too willing to recommend DuMaurier Company to my friends.

Sincerely,
R. W. MALLOY,
1809 Broadway, North, Seattle, Wash.



MB

A WORD OF INFORMATION

"HOW FAR can I see?" No one knows. This depends entirely on the power of the glass, atmospheric conditions and the **QUALITY OF THE GLASS.**

Roughly speaking, one's sight is magnified by the number of times the glass magnifies. A 10x glass will make the object appear ten times as high and ten times as wide. If you can recognize an object one mile away, then you can recognize it approximately ten miles away.

"What is the best power to use?" For general purposes, aside from the Lemaire 8-10-12 changeable, the eight power is the best all around instrument. Many use 10x and 12x.

DON'T MISTAKE POWER FOR CLEARNESS.

Many customers say: "I want the very strongest binocular made," having an idea that the strongest glass is the clearest. **DON'T MAKE THIS MISTAKE.** It will save us both time and trouble.

It is an optical law that as the power or magnification increases, the field of view decreases; also, the illumination or light transmitting power decreases causing a weaker image. Larger lenses admitting more light will overcome this to a great extent. For example: 8x24mm, 10x30mm and 12x36mm all have the same illumination.

While the index of illumination is figured by certain rules the glass having the best lenses will be clearer than one with inferior lenses even tho the index is the same. **QUALITY COUNTS.**

A FEW TERMS USED WITH GLASSES

BINOCULARS usually mean prism binoculars but the ordinary Galilean straight tube field glass can be termed binocular.

MONOCULAR—For one eye only. Half a binocular. Has the same power and field of view as a binocular.

LIGNE—French measurement. About 11¼ to the inch.

MM or M/M—Millimeters which are used to specify the size of lenses. 25.4 equal 1 inch. 8x30mm means eight power with 30 mm objective lenses.

POWER—The strength of a glass. Expressions such as 8x meaning eight power or a magnification of eight diameters.

FIELD—The width of the view seen thru a glass. Usually given in yards or degrees at 1,000 yards distant. One degree is 52.3 feet at 1,000 yards

DEFINITION—Distinctness and detail given

thruout the image. Due to optical quality and size of lenses. Lower power with the same size objectives are clearer.

ILLUMINATION—The light gathered by the objective depending upon the quality and size. Greatest illumination is found in lower power glasses especially like the Lemaire Race Glasses and binoculars with large lenses.

STEREO-PRISM—Any glass having the center of the objectives wider than the center of pupils of the eyes. Adds depth to the image. Especially noticeable in Lemaire binoculars.

When too much power is demanded, field of view, definition and illumination are sacrificed. These add to the usefulness of the glass. They bring out a wealth of detail found in nature's workshop. All DuMaurier glasses are selected to avoid this. As **AMERICA'S LEADING BINOCULAR HOUSE**, we offer you the best in each grade.

MORE ABOUT ILLUMINATION

THERE is a great misunderstanding on illumination. The present index is used for all glasses and is unreliable. You can figure the light power of any glass by the following simple rule; divide the diameter of the objective lens in millimeters by the power and square the result. For example, a 6x30mm binocular. 30 divided by 6 equals 5. 5 x 5 are 25 which is the index of illumination or light transmitting power.

When you divide the objective lens by the power, you get the diameter of the exit pupil or emergent pencil as it is called. This is the small circle of light you will see by looking at the ocular lens, holding the glass a foot or so away from the eyes. This is merely the reflection of

the objective lens on the prisms.

The manufacturer of the very highest grade of instruments uses this rule to find the index and the manufacturer of the very cheapest also uses it. Yet, the better glass may be a marvel to look thru and the cheapest may be worthless. It stands to reason that a \$15 8x24mm, while it will give good service, is not to be compared with a \$65 glass of the same size even tho both are rated at 9.

Our advice is to forget the light power and pick the best you can afford in the size you want. You will never regret putting a few more dollars into a glass than you planned. You will get a lot more for your money.

SUGGESTIONS IN SELECTING A GLASS

THEATRE—Anything from 2½ to 5x having a wide field of view, especially the Lemaire which is standard in Opera Glasses.

RACING—In any sport where the object is moving rapidly at comparatively short distances, the finest glasses are Lemaire Race Glasses. Any race or field glass with large lenses and low style makes an ideal glass because of the very wide field of view and extreme brightness.

HUNTING—The Lemaire changeable power glasses are the best suited because of the extra

powers. Lemaire 8x, Colmont 8x, Busch 8x and some of the higher powers are most popular.

NIGHT GLASSES—The Busch Marlux has the greatest illumination of any binocular made. Lower powered glasses are always the best but some of the higher powered may be used such as Lemaire 8x and Colmont 8x.

MOUNTAIN—Depending upon the atmospheric conditions. Sizes from 8x to 16x can be used.

OBSERVATION—Long distance observation, gazing at stars, target shooting, etc. Powers from 12x to 24x will be found suitable.

No Matter What You Want—

Always Try America's Leading Binocular House First

DuMAURIER COMPANY, ELMIRA, NEW YORK

