

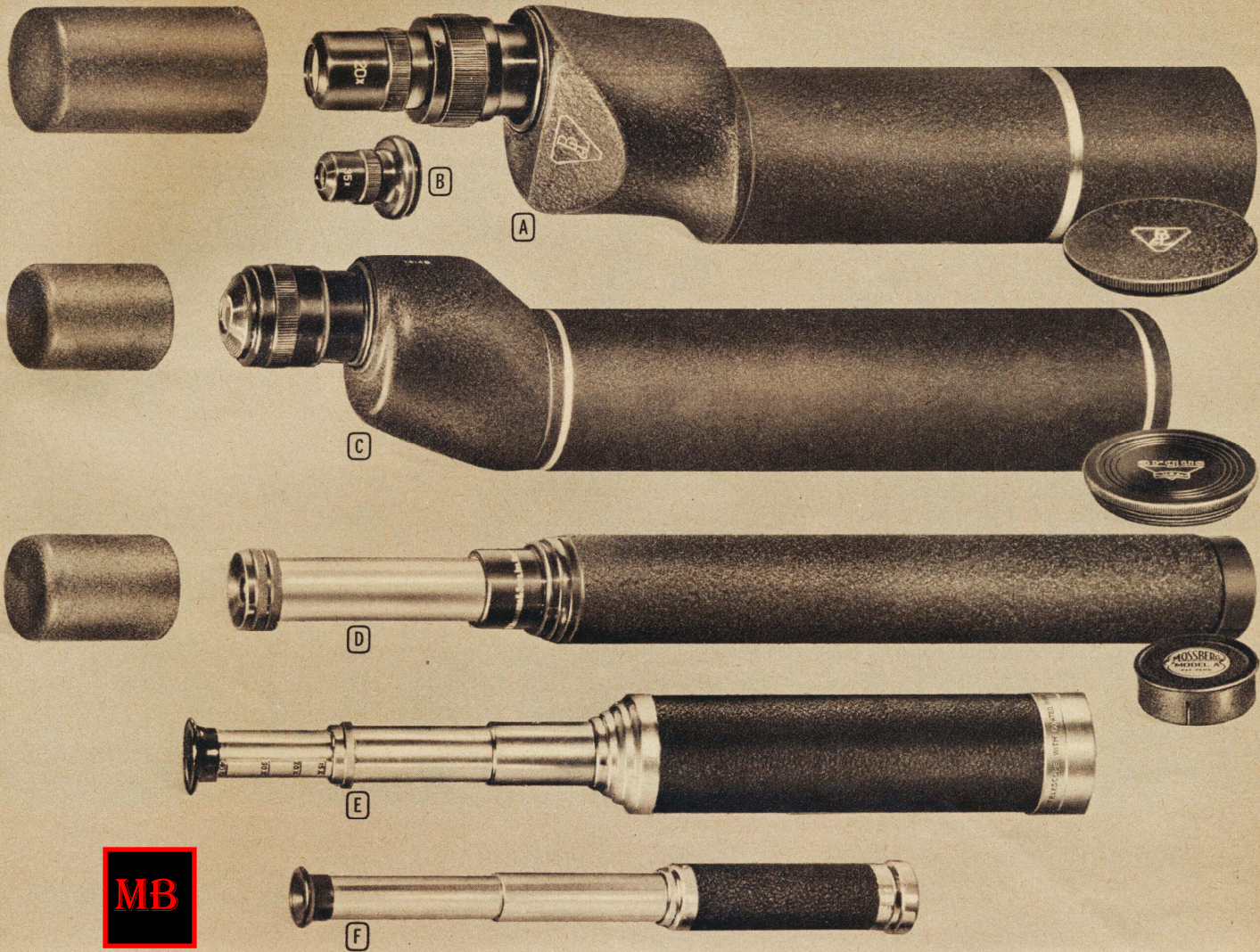


MB

## Photographic Catalog

Camera shown is the Stereo Realist, which makes color pictures in full 3-dimension. For this camera, viewer, and projector see pages 16 and 17.





**MB**

## Telescopes From 8 to 60-Power Magnification

**A** BAUSCH & LOMB 20-60-POWER TELESCOPE. Magnifies objects 20 times. Eyepieces to increase to 35 or 60 power are available below—order separately. 60mm objective lens provides high light-gathering power. This is the same scope used by members of the United States Rifle Team to win the Olympic Championship at London in 1948.

Built for quick focusing. No eye strain even after hours of use. All lenses achromatic and Balcote anti-reflection coated. Prisms mounted strain free to insure a clear, concise view of the object you are focused upon.

Field of view is 111.3 feet at 1000 yards. Adequate eye distance permits you to view without squeezing up against eyepiece. Coarse focus by pulling or pushing eyepiece over click stops; fine focus by rotating eyepiece. A deep sunshade collar around the objective lens keeps out the direct rays of the sun.

Eyepiece and objective lens caps keep lenses dust free—no special case is needed. Size 13<sup>3</sup>/<sub>4</sub> inches overall; actual weight 33 ounces. No extra credit charge for items on this page on Wards convenient Monthly Payment Plan. See details of this Plan on Page 101. No credit charge.

67 HN 7210 T—With 20-power eyepiece. Only \$9.50 Down on Terms. . . . . 95.00

**B** 35X EYEPIECE. Accessory eyepiece for B & L Scope above. Increases magnification to 35 power. Field of view, 63 ft. at 1000 yd.

67 HN 7211 T—Postpaid. \$3 Down on Terms 27.75

67 HN 7212 T—60X EYEPIECE FOR B & L SCOPE (Not shown). Increases magnification to 60 power. Field of view, 27.8 ft. at 1000 yds. Postpaid. \$2.50 Down. No credit charge. . . . . 24.00

**C** ARGUS SUPER GRADE OBSERVATION PRISM TELESCOPE. Magnifies objects 20 times. Objective lens has 55mm. diameter; clear aperture is recessed into end of tube, which forms sunshade. Achromatic (color corrected) lenses. Field of view is 116 ft. at 1000 yards. All metal tube, black crackle finish. Actual weight 32 oz. Metal caps for lenses. Size 14 in. long. Postpaid

67 HN 7203 T—No credit charge. \$7.50 Down. 74.50

GENUINE LEATHER CASE FOR ARGUS TELESCOPE (not shown). Natural tan, top-grain cowhide. Fitted. Felt lined. No credit charge.

67 HN 7206 T—Postpaid. . . . . 15.00

**D** MOSSBERG 20-POWER SPOTSHOT. A lightweight, high-grade telescope designed for spotting targets on the firing line, but equally effective for all general observation. Mounted on a stand, it makes possible quick, accurate spotting of shots. Objective lens is 38mm. in diameter. All lenses are achromatic and coated.

Field of view is 75 feet at 1000 yds. Adjustments on drawtube gives quick, easy, hair-line focus. Protective metal caps at both ends. Length extended 17 in., closed, 12<sup>1</sup>/<sub>2</sub> in. Actual weight 28 oz. All metal tubes, with chrome plated drawtube for smooth focusing. Black crackle finish. No extra charge for credit. Postpaid.

67 HN 7208 T—Only \$2.50 Down. . . . . 22.30

**E** WOLLANSEK VARI-POWER TELESCOPE. Magnifies 15 to 40 times. Tube adjusts for power. 36mm. achromatic coated objective lens. Field of view 31-79 ft. at 1000 yds. depending on magnification. Mailed promptly from Warehouse in St. Louis. Length closed 8<sup>1</sup>/<sub>4</sub> in. Only \$3 Down. 67 H 7213 K—Ship. wt. 1 lb. 8 oz. . . . . 26.95

**F** WOLLANSEK 8-POWER "EXPLORER" TELESCOPE. A quality instrument at a reasonable price. The 30mm. diameter objective lens is fully achromatic to eliminate color fringe. Magnifies 8 times. Field of view is 150 feet at 1000 yards. Length extended is about 9<sup>1</sup>/<sub>2</sub> inches, closed to about 6<sup>3</sup>/<sub>4</sub> inches. Smoothly polished chrome plated draw tubes. Vulcanized fiber body with grained leather covered outer tube. Leather carrying case included.

67 H 7202—Ship. wt. 1 lb. . . . . 6.95



**G** TRIPOD ADAPTER UNIT. Enables you to use any of the spotting scopes above on any standard tripod. V-shaped bed with cushioned inserts and web strap holds telescope rigidly. Hand wheel in back permits fine adjustment for elevation. Black and chrome.

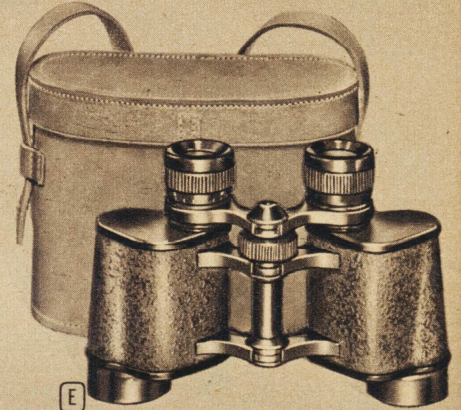
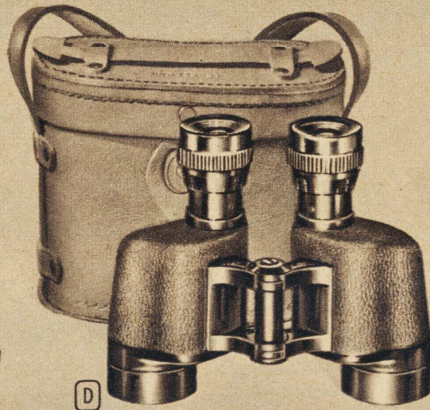
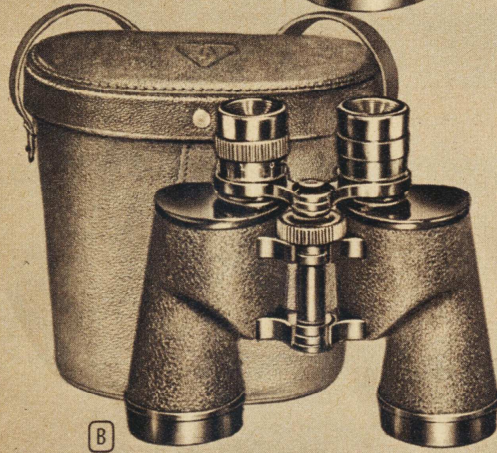
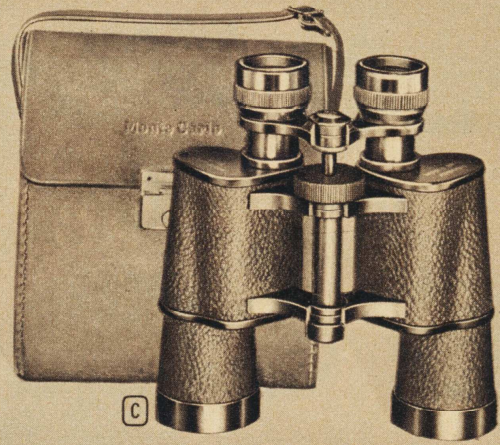
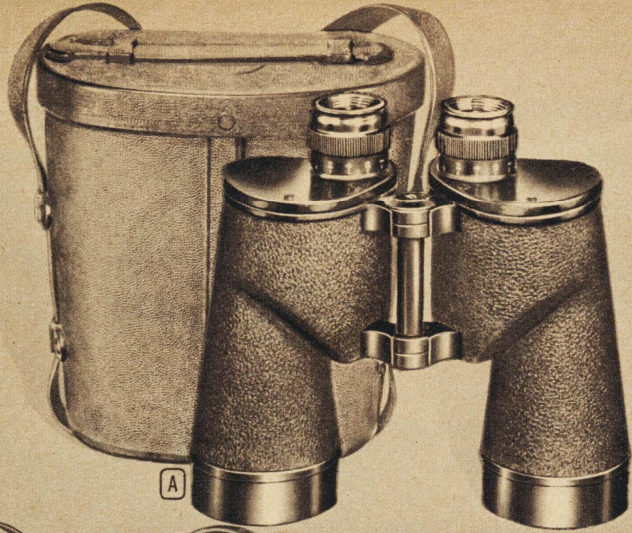
67 HN 7204 T—Postpaid. . . . . 6.00

### THE SPOTTING TELESCOPE

Spotting scopes should give a clear definition of the target, as it is difficult to see bullet holes from a distance of 100 yards or more.

The high power of your telescope is not as important as its clearness and brilliancy. When there is a heavy mirage, or when the light happens to be bad, a glass of medium power will give far better results than one of high power. So it is important to keep your telescope in good working condition in order to obtain maximum efficiency at all times.





## With One of these Quality Binoculars You're

**A** BAUSCH & LOMB 7X, 50 BINOCULAR. Designed to exacting Navy requirements, this binocular is built to give maximum vision under all conditions, and to be impervious to dampness, fogging, dust, heat, cold, or fungi. Tested under water at a pressure equivalent to a depth of 6 ft. No dust or water can get inside to cloud lenses. Silica in each barrel prevents condensation inside of lenses. All optical parts are recessed securely, clamped with metal straps, and cemented—won't jar loose. All weather cement holds in all temperatures from 65° below zero to 165° F. above.

Balcote coated lenses increase light transmission almost 50%. Wide angle field of view—angular field is 7.3°, linear field, 381 ft. at 1000 yds. Individual focusing. Diopter scales permit quick resetting. Hinged barrels adjust to proper eye width. Bakelite eyecups. Length 7 1/8 in. closed. Relative brightness 50.4. Actual wt. 50 oz. Vinylite neck strap and black cowhide carrying case with shoulder strap. *Postpaid.*

67 HN 7002 T—No credit charge. 20% Federal Tax included. . . . . 210.00

**B** ZEPHYR-LIGHT PRISMATIC BINOCULARS. Bausch & Lomb's finest quality. Rigid lightweight construction—body made of new lightweight alloy and covered in rich, vinylite plastic. Prisms are recessed in prism support, held firmly in place by sturdy metal straps. Special all-temperature cement binds all elements together, withstands temperatures from 65° below zero to +160° F. Lateral shift is impossible. Balcote lens coating increases light transmission and points up shadow detail and image contrast by decreasing light loss almost 50%. Choice of two models—With central focusing, or individual eye control. With central focusing control a central wheel rapidly brings the glass to approximate focus—sharp focusing obtained by turning right eye-piece to fit individual needs. Glasses with individual eye control have no central wheel—each eye-piece focuses individually. Both models have diopter scales to permit quick resetting. With black cowhide carrying case with strap, and neck strap for glasses.

For people who wear eye glasses, use of regular eye caps reduces the width of the field of view. Use of shallow eyecaps corrects this (order below—state type of focusing). Interchangeable with regular eyecaps by merely unscrewing caps from eye-pieces. No extra charge for credit.

7X, 35 BINOCULAR. 7-power. Field of view 381 ft. at 1000 yds. Relative brightness 25. Close to 5 1/4 in. Act. wt. abt. 18 oz. 20% Federal Tax included. 67 HN 7013 T—State central or Individual focusing. *Postpaid.* . . . . . 186.00  
67 HN 7020 T—Shallow eyecaps for 7X, 35 Binocular. *Postpaid.* Pair.. 2.00

9X, 35 BINOCULAR. 9-power. Field of view 381 ft. at 1000 yds. Relative brightness 14.4. Close to 5 1/2 in. Ft. abt. 20 oz. 20% Federal Tax incl. 67 HN 7015 T—State central or individual focusing. *Postpaid.* . . . . . \$204.00  
67 HN 7021 T—Shallow eyecaps for 9X, 35 Binocular. *Postpaid.* Pair.. 2.00

**C** MONTE CARLO 12X, 38MM BINOCULAR. Quality prism binocular with high magnification. Imported from France. Precision ground prisms, achromatic lenses prevent color distortion. Hinged type bridge adjusts to your individual width. Smooth central-controlled focusing, plus right eye-piece focusing. Diopter scale for instant resetting. Black-grained leather covered barrels, glossy black metallic trim. Twelve-power magnification—objects 100 ft. distant appear to be only 8 ft. away through the glass. Field of view is 225 ft. at 1,000 yards. Objective lenses are 38mm in diameter. With neck strap, leather case and shoulder strap. Only \$8 Down on Terms—see Page 101.

67 H 7031 T—20% Federal Tax included. Ship. wt. 3 lbs. . . . . Cash 79.95  
67 H 7005 T—16X, 43mm. Similar to above but makes objects 100 ft. distant appear about 6 ft. away. Ship. wt. 3 lbs. \$10 Down. . . . . Cash \$99.50

**D** WOLLENSAK 6X, 30MM BINOCULAR. Moistureproof and dustproof. Coated lenses have individual focusing eye-pieces. Diopter scales permit instant refocusing. Hinged bridge adjusts to individual eye width. Six-power magnification—objects 100 ft. distant appear to be only 16 ft. away. Field of view 390 ft. at 1000 yds. Objective lenses 30mm in diameter. Relative brightness is 25. Glass closes to about 4 1/2 in. With brown leather carrying case. Shipped from Warehouse in St. Louis. No extra charge for credit. *Postpaid.* 67 HN 7000 K—20% Federal Tax included. Only \$9 Down on Terms. . . . . 90.00  
67 HN 7001 K—Wollensak 8X, 30mm. Similar to above but with central focus. Objects 100 ft. distant appear 12 feet away. \$10.50 Down. . . . . \$105.00

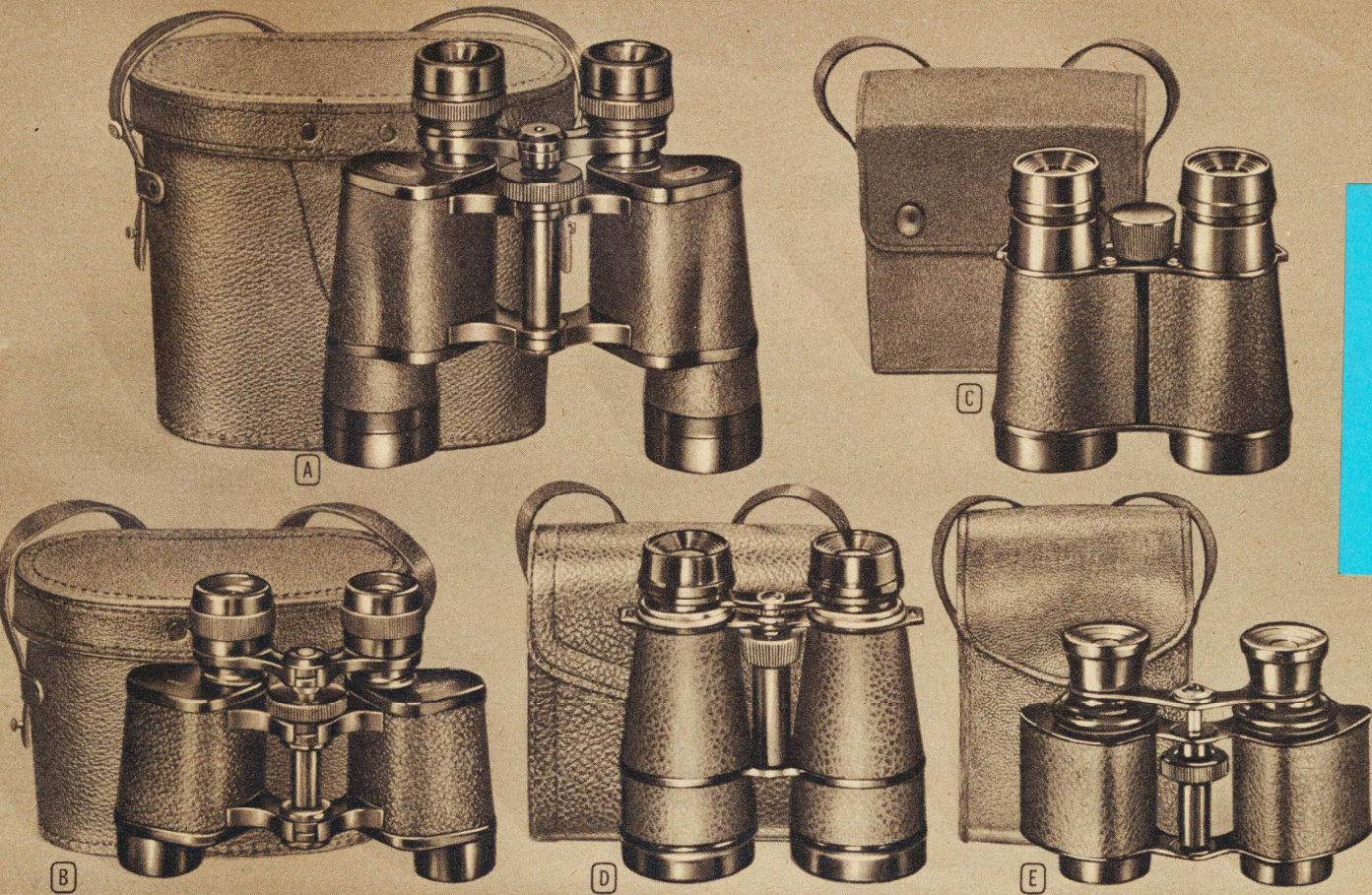
**E** WRAYLUX 8X, 30MM PRISM BINOCULAR. A lifetime glass—same style as used by Royal Air Force. Made by the well-known Wray works, English producers of fine binoculars for 100 years. Precision ground prisms. Finest achromatic (color corrected) lenses are recessed, cemented, and clamped securely in place,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

Eight-power magnification—objects 100 ft. distant appear to be only 12 ft. away. Wide field of view—390 feet at 1,000 yds. Objective lenses are 30mm in diameter. Relative brightness is 14. Glass closes to about 4 3/8 in. Act. wt. 21 oz. With finest leather saddler-made carrying case with neck and shoulder strap. Unusual value. Reduced \$10 from last year. 67 H 7030 T—20% Federal Tax included. Ship. wt. 3 lbs. \$6 Down, Cash 59.95

### LENS CLEANING HINT

To obtain best results from your binocular, field glass, or scope, always keep all lenses clean. To clean lenses, use lens tissues (sold on Page 29) or a laundered linen handkerchief. Never use new cloth or any kind of rag. Because lens glass is "soft", exercise extreme care. Never use pressure on lens as this might loosen, crack, or scratch it.





# Sure of a Front Seat at Every Event



**A** WOHLER 10X, 35MM BINOCULAR. Precision made by the lensmasters of the U. S. Occupation Zone of Germany. Achromatic (color corrected) lenses give sharp, clear view. Central focusing control plus individual right eye focusing. Hinged bridge adjusts eye-pieces to your exact needs. Diopter scale for quick resetting. Black leather covered barrels, metallic trim.

Has 10-power magnification—objects viewed through the glass appear 10 times closer than when seen with the unaided eye. Objects 100 ft. distant look to be only 10 ft. away. Field of view is 285 feet at 1000 yards. Objective lenses are 35mm in diameter. Relative brightness is 12.25. Glasses close to about 5½ in. Fed. Tax included.

67 H 7029L—Ship. wt. 2 lbs. \$5 Down, Cash 49.95  
67 H 7039—Leather case. Ship. wt. 1 lb. . . . . 4.98

**B** IMPORTED CLEMENT BINOCULARS. Made in France. Three models with different objective lenses—wider lenses give broader field of view and brighter images. All three magnify 8 times—objects 100 ft. distant appear about 12 feet away. Diopter scale indicates correct adjustment for instant resetting. Hinged bridge. Central focusing plus right eye-piece to match any vision. Leather covered barrels. Glossy black trim. Built-in lugs for strap. 20% Federal Tax included.

CLEMENT 8X, 32's. With 32mm. objective lenses. Field of view 420 ft. at 1,000 yards. Closes to about 4¾ in. Ship. wt. 2 lbs.

67 H 7011L—\$4.50 Down on Terms. . . . Cash 42.95  
67 H 7038—Leather Case. Ship. wt. 1 lb. . . . . 3.98

CLEMENT 8X, 30's. With 30mm. objective lenses. Field of view 360 feet at 1,000 yards. Closes to about 4 in. Ship. wt. 2 lbs.

67 H 7028L—\$3.50 Down on Terms. . . . Cash 32.95  
67 H 7037—Leather Case. Ship. wt. 1 lb. . . . . 3.98

CLEMENT 8X, 25's. With 25mm objective lenses. Field of view 330 feet at 1,000 yards. Closes to about 3¾ in. Ship. wt. 2 lbs.

67 H 7010L—\$2.50 Down on Terms. . . . Cash 24.95  
67 H 7036—Leather Case. Ship. wt. 1 lb. . . . . 3.98

**C** WARDS 4X, 35MM FIELD GLASSES. Wards finest field glass—an outstanding value. This glass is compact and light in weight—easy to carry around. A neatly designed, efficient, all-purpose glass. Achromatic lenses give a sharp, crisp view without color distortion or color fringe. 4-power magnification—makes objects 100 ft. distant appear 25 ft. away through glasses. Ruggedly constructed frame of aluminum and zinc. Durable all-weather plastic barrel covering. Fixed bridge has central focusing. Objective lens 35mm diam. Field of view 275 ft. at 1000 yards. Height closed 4½ inches. Woven plastic neck strap. With black-cowhide carrying case. 20% Federal Tax included.

67 H 7109—Ship. wt. 1 lb. 8 oz. . . . . 14.95

**D** AIRGUIDE 4X, 40MM FIELD GLASSES. Moderately priced glass for general use. Does not eliminate color aberration as does (C) above. Fixed bridge with central focusing. Barrels covered in black artificial leather. Black and chrome trim.

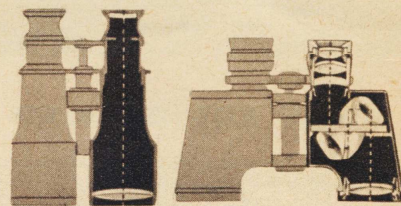
Magnifies 4 times—objects appear 4 times larger when viewed through glasses. Objective lenses are 40mm in diameter. Field of view (width of area seen through glass) is 275 feet wide at 1,000 yards. Glass closes to about 4½ inches—convenient size for carrying. Fitted with convenient neck strap. Complete with leather carrying case and adjustable shoulder strap. 20% Federal Tax included.

67 H 7108—Ship. wt. 1 lb. 8 oz. . . . . 10.45

**E** WARDS 3X, 27MM SPORT GLASSES. The right glass for sports events, at a remarkably low price. Accurate central focus control. Hinged bridge adjusts eye-pieces to your individual eye width. Black artificial leather covered barrels.

Magnifies 3 times—objects 100 ft. away appear to be 33 ft. away through the glasses. Field of view (width of area seen through glass) is 307 ft. wide at 1,000 yards. Objective lenses are 27MM in diameter. Glass closes to about 3½ in.—a convenient size for carrying. Actual wt. 11 oz. Complete with plastic neck strap, and artificial leather carrying case. 20% Federal Tax included.

67 H 7111—Ship. wt. 1 lb. . . . . 3.98



FACTS ABOUT BINOCULARS

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

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

For example, in a 6x, 30 glass, the "6x" means that the binoculars magnify objects six times. The second figure "30", means that the objective lenses have a diam. of 30 millimeters. From this description, 6X, 30, the relative brightness can be figured—divide the number of millimeters by the magnifying power and square the quotient—for example, 30 ÷ 6 = 5, and squared; the relative brightness is 25.

Some lenses are coated for the same reason camera lenses are, and the benefits are the same (see Page 98). For comparison the field of view is usually given in terms of feet at a distance of 1,000 yards. Glasses of low power, because of their construction, generally allow a larger field of view than binoculars of higher magnification, and are often preferred for sports events.