

MORE PROOF

That UNITED sells only binoculars that offer the most for the price you want to pay.

One of Oldest Moving Picture Machine Operator (60 Years of Service!) Says:

"... I must say the United Binocular Co., are the squarest shooters I ever dealt with... I purchased a pair of 6 Power Binoculars and Bino-Specs and found them O. K., etc. . . ." W. A. B., Bayonne, N. J.

Eastern Manufacturer Writes Us:

"I received the Binoculars I ordered and they are really wonderful. Am more than satisfied with them." H. F. G., Leominster, Mass.

SPORTS AFIELD Magazine Arms Editor wrote us

"I was quite surprised to find how good they were compared to what you would expect from glasses this small and this light." Lt. Col. Jim Crossman.

OUTDOOR SPORTSMAN Magazine Editor

"My personal examination of the binocular has convinced me that it is truly a revolutionary item in the Sportsman's field. It is really a 'Magic' Binocular."

HARDWARE WORLD reports their Firearms Editor, Charles Askins

"I am very favorably impressed by your extremely compact and amazing light binoculars and feel this is absolutely the proper approach for the mountain hunter."

We Guarantee You Absolute Satisfaction

Quality Binoculars Plus Experience Makes This Possible



THOUSANDS OF SATISFIED CUSTOMERS

UNITED has sold over HALF A MILLION men and women. UNITED'S volume sales assure you lowest prices, PLUS a greater selection from which to choose.

Make sure any binocular you buy bears this seal. It tells you the binocular has satisfactorily met every UNITED test for size, power, weight and performance. DON'T be satisfied with LESS or pay MORE. UNITED'S REPUTATION GUARANTEES YOUR SATISFACTION!

Unconditional Guarantee!

Try any one of the fine binoculars, telescopes, etc., listed in our catalog for 30 Days AT OUR RISK AND EXPENSE! If not absolutely as we described them and if not completely satisfied return them any time within 30 days for an immediate refund of your money in full. Take good care of your precision built binoculars and they will give you years of satisfactory service.

MB

Selling

BINOCULARS

SINCE 1936

Binocular Purchasers

There are three things for YOU to decide when you purchase a pair of binoculars.

1. The use for which the binoculars are purchased. This will determine both the size of the objective lens and the power. UNITED carries a complete stock of all sizes, all powers.
2. The price you want to pay. UNITED prides itself of selling quality binoculars, popularly priced in every price field. Volume buying plus 16 years binocular "know how" make UNITED prices RIGHT FOR YOU.
3. The company from whom you buy your binocular. Are they reliable? UNITED stands squarely behind every binocular they sell... back every pair of binoculars they sell with a written guarantee certificate.



HERE'S WHAT BUYERS SAY

United Binocular Co.

9043 So. Western Ave.

Chicago 20, Ill

PROOF!

The following are just a few of the many, many letters of praise we receive every year from happy customers, praising UNITED Binoculars.

Letters of thanks from the 4 corners of America, sent by satisfied users who have taken time from the busy whirl of everyday life to express their gratitude.

FURTHER PROOF of the fine quality of UNITED Binoculars, for how many times (unless you were **THRILLINGLY pleased**) have you or I, taken the time and trouble to inform a supplier, by letter, of complete satisfaction?

All letters are **UNSOLICITED** (we do not practice soliciting and paying for testimonials—for that is unnecessary)—**UNITED quality speaks for itself.** Read the following **UNSOLICITED** testimonials.

All letters are open to examination and on file permanently in our offices.

OWEN, WISCONSIN

"I received the 6x30 Binocular (featherweight). They are a very fine pair and will serve my needs adequately. . . ."

M. M. D.

ALTOONA, PENNA.

"I am interested in obtaining a pair of your Binoculars. . . . your company was recommended by a friend who purchased glasses from you some two years ago. . . ."

D. K. N.

OTSEGO, MICHIGAN

" . . . I purchased one of your 6x18 Binoculars. It was so satisfactory, I wound up presenting it to my 'boss' for a Christmas present. I am hoping you can send me another. . . . I was extremely pleased with this glass and because of my bragging, three friends have ordered similar types from you. I am sure they will enjoy theirs equally well. . . ."

R. H. A.

KEENE, N. H.

" . . . I received the 12x50 Binoculars in perfect condition . . . they are really wonderful. I am perfectly pleased with them. . . ."

O. E. B.

GREAT FALLS, MONTANA

" . . . Received first 7x Pocket, enclosed check, want second pair for neighbor. . . ."

R. G.

HUNTING AND FISHING MAGAZINE:

" . . . I have compared all three Binoculars with glasses owned by my neighbors. One neighbor, an airline pilot, just recently purchased Binoculars—without coating—and when he compared them with your Binoculars he was certainly an unhappy individual. He felt so bad I was almost sorry I had shown him your Binoculars . . . I just returned from my trip to Wyoming and Colorado . . . and I found the Binoculars which you were so kind to send me a great asset. . . . Surprising enough, when we were camping at 11,000 feet, and walking to various lakes, I found the Binoculars helpful in spotting the best trail to travel, etc., . . . this was a new use, for me, at least. . . . Ranchers and others who I met on the trip were greatly impressed with your product. . . . Mr. McClure, publisher of HUNTING AND FISHING thought your price for the small Binoculars was extremely low and he is happy to add the Binoculars to his outdoor equipment. . . ."

The above excerpts from letter written UNITED by Mr. Jim Mitchell, EDITOR of HUNTING AND FISHING Magazine.

MB

IRVING, TEXAS

" . . . I received the 7x50 Binoculars and am well pleased with them. They are good and clear . . . enclosed find my check. These are for my sister-in-law who wants one just like mine. . . ."

E. W. W.

PITTSBURG, KANSAS

" . . . the 7x35 Binoculars you sent me in August 1950 are very good. . . ."

R. H. S.

PROMISE CITY, IOWA

"Received the 12x50 Binoculars o.k. Thank you very much for selecting them for me as I am more than pleased with them."

J. A. T.

GREEN RIVER, WYO.

"During the last elk hunting season here in Wyoming I used one of your 7x50 Binoculars and I was well pleased with it. I am enclosing my check for the 7x50 Binoculars. . . ."

C. E. T.

GARDNER, MASS.

"The Binoculars were found to be VERY SATISFACTORY. . . ."

Dr. T. O. T.

NELLISTON, NEW YORK

"The 10x50 Binoculars I bought 2 years ago are a fine pair of Binoculars. . . ."

R. A. W.

PHILADELPHIA, PENNA

"I received my 8x40 Glasses. I am very well pleased with them. Even with the haze in mountains the glasses are very clear. I showed them to several of my friends and you will probably be receiving orders from them. . . ."

K. H. R.

COLLEGE, ALASKA

"The 6x30 Binoculars I ordered arrived. I find them very satisfactory and well worth the price. They should yield many hours of service and enjoyment. . . ."

T. C. L.

BOSTON, GEORGIA

"The 16x50 Binoculars arrived okay . . . exceedingly well pleased. They are the most powerful Binoculars I have ever seen and the party (for whom they were ordered) exclaimed when looking through them, 'They are out of this world' . . . I had a very expensive German Binocular of a 7x50 power and I can see no difference in efficiency and quality in them only that these (United, 16x50) are over twice as strong"

R. W. A.

J. A. E.

CHICAGO, ILLINOIS

"About 2 years ago I bought 6x30 Binoculars from you and am very well pleased. Have recommended you to friends. . . ."

R. W. L.

SILVER SPRING, MARYLAND

"We recently purchased a pair of Binoculars from you for our son in Korea (U. S. Marines). My husband was so intrigued and pleased with them, I wish to get him a pair too for Christmas present. . . ."

MRS. D. L.

FAIRBANKS, ALASKA

"Enclosed find my check, send me a pair of 16x50 Binoculars. I purchased a pair of 6x30 glasses from you two years ago and have been more than satisfied with them. We have used them during the winter and the hunting seasons and bagged our moose both years. If the 16x50 are as good as 6x30 will be more than satisfied. . . ."

A. H. K.

DALLAS, TEXAS

" . . . Last year I purchased from you a 7x35 German Binocular, which was an unusually good glass for the price . . . I let my hunting partner have the one purchased from you last year, so will have to replace it before this coming November. . . ."

M. M. L.

HUTCHINSON, KANSAS

" . . . Enclosed find check for 7x50 Binoculars. . . . This information furnished me by (a friend) who purchased a pair of your Binoculars a year ago. We have seen these Binoculars and like them very much. . . ."

C. E. S.

LONG BEACH, CALIFORNIA

"I am very much pleased with the 7x40 Binoculars I got from you recently while I was in Alabama. . . . Please send me one pair of Bino-Specs. I am enclosing my check."

C. C. C.

(After receiving 7x50 Binoculars, he wrote)—"The 7x50 was inspected by former Army Captain and having for 3 years had a German made 7x50 while in service, he stated that this Binocular was as equal to, if not more distinct and lighter than one he had . . . we wish to thank you for your fine cooperative spirit and we assure you will be sending you more business right along. . . ."

C. E. H.

DALLAS, TEXAS

"Attached is check. Mail me your 6 Power model (Pocket size). . . . A friend got a set of these some years ago and I hope you are able to fill this order (we did!) as they are a very fine Pocket Size Instrument."

L. A.

COKEVILLE, WYOMING

"Enclosed find check. Send Wollensack 15-40X Variable Telescope. I recently bought a pair of 16x50 of you and I am certainly well pleased with them. I think they are superior to many very expensive Binoculars I have examined and used. . . ."

T. A.

NAKNEK, ALASKA

"I received 16x50 Binoculars and after testing them thoroughly am very well satisfied. For a big game hunter, or guide, they would be invaluable on checking on the condition of a bear fur or a rack of moose horns a mile away and I can see where these glasses are going to save me a lot of walking in the future."

J. M.

PARKERSBURG, WEST VIRGINIA

"I got your Binoculars today and want to tell you how much I appreciate them. They are swell. I tried them out and I can see for several miles and the weather was kind of "smokey" at that. They are sure what I have been looking for. I would not take what I paid for them either. Many thanks for these 12x50 Binoculars . . . thanks a million."

A. R.

LANSING, MICHIGAN

". . . I have a pair of your Binoculars which have proven to be very satisfactory. Others in this organization are interested in obtaining some . . . send your latest catalog."

K. F. B.

HI HAT, KENTUCKY

"I received my Binoculars (16x50) . . . I can truly say that this is the best pair of Binoculars that I have ever looked through, and I want to thank you very, very much for getting them through to me in time for my trip. I can surely recommend your company to friends and neighbors on your reliability and the handling of good glasses. I am more than pleased."

O. R. S.

ST. LOUIS, MISSOURI

"I have just received the 7x50 Binoculars. . . . I want to thank you for the fine service along with high quality of these glasses. They are everything I had hoped for. I have used glasses which cost many times more than these but have not found them to function the least bit better. You have added one more satisfied customer to your list."

M. E. R.

SALT LAKE CITY, UTAH

"We received the two pair of glasses ordered from you recently and are well satisfied with them. Enclosed is a check for \$154.80 which please send us 8x30 Wide Angle . . . 7x35 German . . ."

W. P. B.

LANCASTER, PENNA.

". . . I learned to focus the Telescope (Wollensack) correctly and the results are amazing, I do not wish to part with it. . . . On the 40 Power range objects a mile away seem to be across the street. . . ."

S. M. S.



Make sure any binocular you buy bears this seal. It tells you the binocular has satisfactorily met every UNITED test for size, power, weight and performance. **DON'T** be satisfied with **LESS** or pay **MORE**. **UNITED'S** reputation guarantees your satisfaction!

THOUSANDS OF SATISFIED CUSTOMERS

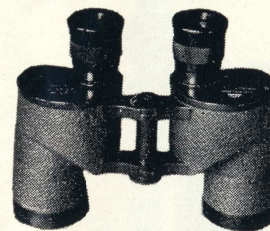
UNITED has sold over **HALF A MILLION** men and women. UNITED'S volume sales assure you **lowest prices, PLUS** a greater selection from which to choose.

BUY UNITED - AND Save!

16 YEARS OF BINOCULAR KNOW-HOW

ASSURES YOU OF QUALITY MERCHANDISE AT ECONOMY PRICES

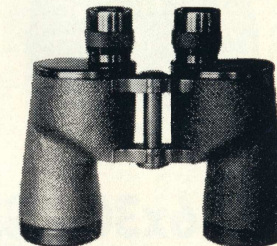
Streamlined models, the creation of progressive, modern binocular craftsmen, styled to fit your hand easily. Function smoothly. Balance perfectly. Viewers marvel at their sleek lines. Gives you everything you desire in a top quality Binoculars—appearance and utility, quality workmanship, precision construction. Are achromatic! High resolving power, plus extreme lightness. Ultra sharp, precise optical systems, with color corrected lens. Waterproofed. Another UNITED "First."



8x30 UNI-COATED* \$38.95

7x50 UNI-COATED* \$54.50

All are individual focus and come complete with fine plush lined, Genuine Leather Case and Straps.



Since that day in 1893 when Carl Zeiss, in Jena, Germany, offered PRISMATIC Binoculars to the world, history added another memorable chapter. With this revolutionary invention began an era of progress in the Optical Industry, which has recognized the German Craftsmen as second to none in quality, precision made optical instruments.

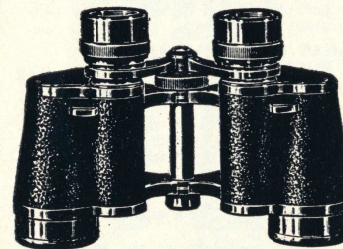
Weight 10 3/4 Oz.

8x30 UNI-COATED* \$39.50



Weight 14 Oz.

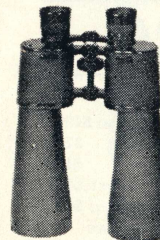
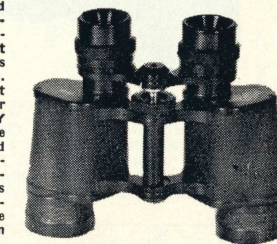
7x35 UNI-COATED* \$57.50



Fine Quality—weigh ONLY 10 3/4 ozs., Precision optics, sharp, clear and bright.

Excellent field. Extremely accurate, rugged, dependable. Size: 4x5 1/4 inches. CENTER Focus with individual focus right eye piece. Fine German plush lined leather case, straps.

Another United 'First.' 7x35 is considered the all purpose Binocular, for it has power, sharpness AND brightness. Note these do not weigh 17, 20 or 25 ozs., but ONLY 14 OUNCES! Fine depth of field, and crisp image brightness. Size: 5x6 inches. CENTER Focus with individual focusing right eye piece. Fine German leather case, straps.



"WHISPER WEIGHT" Weigh Only 27 Ounces!
20x56 Uni-Coated* \$99.50

Prior to World War II it was common to find high powered Binoculars weighing 4 and 5 pounds. This great weight made the actual using of these Binoculars difficult. However, today, lightweight metals and alloys have made it possible to produce this POWERFUL Binocular in a FEATHERWEIGHT model weighing only 27 ounces! EASY TO HOLD—EASY TO FOCUS. UNI-COATED* for brighter, sharper images. 8 1/2 x 7 inches. Center Focus to make focusing easy, especially when following a rapidly moving object. Front Objective lenses are 56 mm. in diameter (MORE than TWO inches across!) Comes complete with handsome plush lined German leather case and straps. Made in Germany.

Add usual Federal Tax to all prices.

*See Page 3 Enclosed Catalog



UNITED BINOCULAR COMPANY

UNITED BUILDING

9043 S. Western, Chicago 20

SALE SPECIALS

6 POWER

Binocular \$16.95

All-Chrome 7 Power — \$19.95



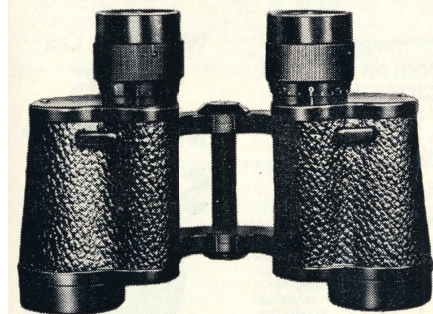
Achromatic lens

Uni-coated*. Pocket size—weigh only 4 oz. and 6½ oz. respectively! Field of 375 ft. at 1000 yards. Precision constructed PRISM binoculars. Not Field Glasses. Made of lightweight, durable, black and chrome metal. Cases, straps.

6x30 - \$27.95

3x30—\$32.50

10x30—\$39.50



Three (3) superb glasses. Weigh only 16-18 ounces each. UNI-COATED* for clearer, sharper images. Each measures a compact 4½"x6". More Proof of UNITED Money Saving Prices. Moisture-dust proofed. Achromatic. Complete leather cases, straps. Add federal tax.

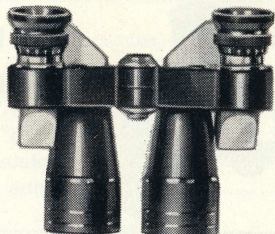


*See Page 3 Enclosed Catalog

10 POWER POCKET BINOCULAR

INTRODUCING

For the **FIRST** Time A revolutionary **10 POWER**, palm sized, "Whisper Weight" binocular. Master optical craftsmen have created a glass heretofore thought impossible. Weighs only 7½ ozs.!



Imagine a full 10 Power PRISM binocular with Achromatic color corrected lens. UNI-COATED* for brighter, sharper, clearer images. Precision machined in every way. A pocket sized 10 Power binocular with just about perfect balance for long range or regular viewing. Until mass production gets under way we will have to handle orders in the order received so quick action is urged. With genuine leather carrying case and straps. Add usual Federal Tax.

Weights Only 7½ Ounces!

\$24.95

UNITED SEAL OF QUALITY

PRE-TESTED in every way. This superb binocular bears the famous UNITED "Seal of Quality," your guarantee of Complete satisfaction.

HERE'S WHAT USERS SAY ABOUT UNITED POCKET BINOCULARS

"Tickled to death. Plenty strong. Fit in any pocket." Dr. W. D. H., Virginia.

"Now you can get close-up views of sports events, wild life, etc. Thanks to radically different design offered by UNITED." American Legion magazine.

"My friends are amazed at their power." D. M., Washington.

"Your small glasses are TOPS. Rush another pair." Dr. W. P., Arizona.

"OK in every respect." Judge I A. H., Florida.

7x50 — \$36

Uni-Coated* Light-weight moisture-dust proofed. Individually focussing. Large 50mm objective lens (2 in. across!) Brighter images, sharper and clearer. Undistorted field of 375 feet at 1000 yards. Carry United Seal of Quality. Unconditionally guaranteed. Includes genuine leather case and straps.

*See Page 3 Enclosed Catalog

UNITED BINOCULAR COMPANY

United Bldg., 9043 S. Western Ave., Chicago 20

Page 6

OUTDOOR AUTHORITIES

Agree



MB

AMERICAN RIFLEMAN



They recently thoroughly tested three of our quality binoculars under average field conditions and report "Featherweight — the optics are very good — moderately priced — will serve general purposes — a good buy for the money, etc."

LEADING INSTITUTIONS USE BINOCULARS FROM UNITED

- Colgate University
- University of New Mexico
- College of San Jose Etc., Etc.
- State of California
- Hamline University
- University of Wisconsin

THE AMERICAN LEGION



Magazine describing a UNITED binocular wrote "Now you can get close-up views of sports events, wild life, etc. Thanks to radically different design, etc. offered by UNITED, Chicago."

HUNTING & FISHING

First, their publisher Mr. L. F. McClure, tried our 7X Vest Pocket binoculars and immediately liked them. Then Jim Mitchell, Editor, "On my trip west I found the ranchers were greatly impressed with your 7x35."



SPORTS AFIELD

"Colonel Townsend Whelen, our camping editor thinks very highly of your binoculars. It so happens he has a reader query on them and we are using his favorable reply in his department."

TRUE

In a recent issue had this to say, "For cost, performance and compactness we find these UNITED 6 Power Prism binoculars good for every general purpose."



The Gift of a Lifetime BINOCULARS!

Ideal Gift for Christmas, Birthday, Going Away Trips, Employees, Anniversaries, etc.

UNITED'S LAY-A-WAY PLAN NO. 1

Select the Binocular of your choice. Make only a \$5.00 deposit and we will hold aside your selection for you for any period up to six months. Make payments at your convenience or, we will accept payment in full on date delivery is made.

UNITED'S GIFT CERTIFICATE PLAN NO. 2

Simply remit, and we will rush to you our beautiful gift certificate made out to the person of your choice, indicating the amount this person may apply against any binocular listed in our two color catalog and showing your name as the generous giver of a lifetime quality Binocular.

SATISFACTION GUARANTEED. If for any reason the Binocular does not please in every way the person receiving it, he or she, may return it for an immediate exchange or refund of the money!

Remember, please, that you can order now and hold the gift or gift certificates until the date of the occasion. If the person receiving it is NOT SATISFIED at that time, the Binoculars may be returned for Refund or Exchange!

Fill Out Coupon and Return Today

Date _____

Mr. L. J. Thomas, Executive Director
United Binocular Co.
United Building, 9043 S. Western Ave.
Chicago 20, Ill.

Plan No. 1 Enclosed find \$5.00. Hold

_____ Binoculars for _____ weeks

Plan No. 2 Enclosed find \$ _____

Please issue gift certificate to:

(Mr., Mrs., Miss) _____

Name _____

Address _____

City _____ State _____

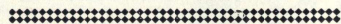
8 x 30 GENERAL PURPOSE PRISM BINOCULAR

is the ideal glass for long distance viewing where power, compactness and zephyr weight are desired. It provides large, clear view, true perspective, and microscopic depth that brings objects out in relief. Features include Wocoted (Coated) anti-reflection lens surfaces, center focusing and separate adjustable eyepieces. It is moisture and dust proof . . . precision built for dependable, life-long use. Attractive leather carrying case and straps furnished.



Field at 1000 yards 375 feet
Magnification 8 power
Length closed 4½ inches
Weight 18 ounces
Price \$115
Federal Tax Extra

MB



**FOR SECOND SIGHT
OUTDOORS....**



6 x 30 SPORTSMAN PRISM BINOCULAR

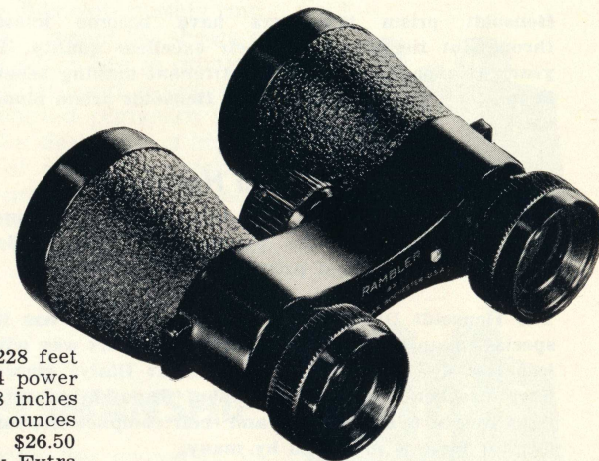


The champion all-around prismatic sports binocular. Its lightness and compactness make it an ideal glass for the race track, football games and other spectator sports, where the action is fast and a glass of brilliant illumination and moderate easily-controlled power is desired. Other features are Wocoted (coated) optics to reduce internal reflection and to give brilliant images, individual focusing of both eyepieces, and smart finish. Attractive leather carrying case and straps furnished.

Field at 1000 yards 390 feet
Magnification 6 power
Length closed 4½ inches
Weight 18 ounces
Price \$99.25
Same Model Center
Focusing \$107.50
Federal Tax Extra

RAMBLER FIELD GLASS \$26.50

This is an excellent glass for bird study, the theatre, watching athletic contests, because of extreme lightness, compactness and excellent optical system. The Rambler is a good aviation glass because motion and vibration are minimized. It gives a wide enough field of view to eliminate ordinary shifting to follow objective movement. Wocoted (coated) optics, central focusing and attractive permanent finish of rich black lacquer. 40 mm. objective lens. Smart leather carrying case and straps are furnished.

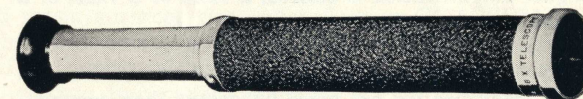


Field at 1000 yards 228 feet
Magnification 4 power
Length closed 3 3/8 inches
Weight 9 ounces
Price \$26.50
Federal Tax Extra

EXPLORER—AN ECONOMICAL 8 POWER TELESCOPE



AMERICAN MADE
Wollensak
SCOPES



Here is an inexpensive full 8-power achromatic telescope . . . an excellent companion on hikes, camping and hunting trips. It is easy to carry because it is small, compact, lightweight. It is popular with old and young alike, and is especially useful to outdoorsmen for studying birds, animals, hunting, motoring, etc. Fine Wocoted (coated) optics give clear, brilliant images. Nickel-plated draw tube. Leather carrying case is furnished.

Field at 1000 yards 105 feet
Magnification 8 power
Weight 6 ounces
Price \$9.25
(No Federal Tax)

ALLSCOPE FOR THEATRE AND SPORTING EVENTS

The Allscope is an all-season glass, made especially for sports and theatre enthusiasts. It brings all action up close . . . puts the wearer right down front, wherever he is. The Allscope is a 3-power glass set in a spectacle mount. Flexible temples permit easy, comfortable fit. The nosepiece and pupillary distance are readily adjusted to fit wearer. Other features are Wocoted (coated) objective and individual eyepiece focusing. Once the field is in focus no other adjustment is necessary. The Allscope is compact enough to be easily slipped into coat pocket. Attractive leather carrying case is furnished.

Field at 1000 yards 330 feet
Magnification 3 power
Weight 3 ounces
Price \$35.00
Federal Tax Extra



HENSOLDT BINOCULARS

Hensoldt prism binoculars have become known throughout the world for their excellent quality. 92 years of experience in fine instrument making assure buyers of top quality in superb Hensoldt prism binoculars.

Popular With Hunters

Seafarers and travellers. Two kinds of Hensoldt binoculars are available—the Porro prism type, called "Diagon" and the roof prism type called "Dialyt."

The Hensoldt Dialyt roof prism construction has its special advantages. The light travels a short way with less loss due to reflections. Hensoldt Dialyt glasses have excellent light transmission. In addition their light weight is appreciated and their compact size and elegant form is preferred by many.

For all around use, for sporting events and as a traveling companion etc. a 6x30 or 8x30 is recommended.

In failing light, at dawn or dusk, for marine use, hunting, etc., when good light transmission as well as higher magnification is desired, a 7x42, or a 7x50, or a 10x50 may be desired.

In poor light when highest light transmission and high magnification are more important than compactness, an 8x30 binocular is recommended. If magnification is the paramount feature desired, the 16x56 binocular should be selected.

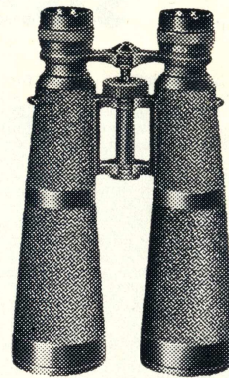
A monocular (only one end or half a binocular) with 25X magnification and 56 mm objective is offered at \$108.00.

(Please Note FEATHERWEIGHT!)

** See Page 3 Enclosed Catalog

	Light Transmitting Power	Diameter of Field at 1000 Yards	Weight Ounces	Price With Case (Add Federal Tax)
6x30	25	435	10.2	\$116.00
8x30	14	375	10.9	126.00
7x42	36	435	17.6	150.00
7x50	50.4	384	21.5	160.00
10x50	25	285	22.2	175.00
8x56	49	345	24.2	194.00
16x56	12.5	186	24.2	205.00

ORDER ON FREE TRIAL MONEY BACK GUARANTEE



This picture illustrates the compact, handy and elegant shape of the

German Hensoldt Binocular

DIALYT

Roof Prism

Type Glasses

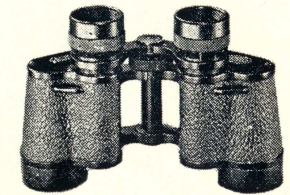
Featherweight Center Focussing Coated Optics**

The crisp, contrasty and bright image of these glasses is superb.

MB

Quality WIDE FIELD GERMAN

can again be supplied in the well-known quality and in a wide range of models. The present list shows a selection of those LEITZ glasses which are in greatest demand and which are designed for sport, travel, and hunting; in all the models illustrated particular consideration has been given to the desire for a higher luminosity and a wider field of view. Everywhere and at all times these high-grade LEITZ German glasses afford a welcome, often unforgettable enhancing of the experience of holidays, racing and other events.



6x30 and 8x30 Leitz



10x40 Leitz

Leitz

PRECISION CRAFTSMANSHIP

has become world-famous during the course of its **hundred years'** tradition. Like LEITZ microscopes, measuring instruments, or the universally known LEICA Cameras, the LEITZ prism glasses are all

TOP QUALITY PRODUCTS

In all LEITZ glasses lens and prism surfaces are anti-reflection COATED**. By this means the effective light transmitting power is increased, every disturbing reflection precluded, and an increased brilliance of the image is achieved. This improvement is of particularly impressive effect in the twilight and with unfavorably illuminated objects.

All of the Following are available in Either INDIVIDUAL FOCUS or CENTER FOCUS with INDIVIDUALLY ADJUSTING RIGHT EYE at price as indicated. All come with fine German leather cases, and straps. Add usual Federal Excise tax.

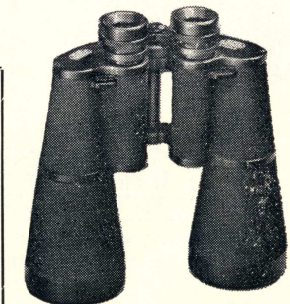
Magnification	Diameter of Objectives mm	Diameter of Exit Pupil mm	Light-transmitting Power	Field of View in degrees	Field of View Feet at 1000 Yards	Weight Without Case ozs.	Fair Trade Retail Price
6x	30	5	25	8.5	450	16½	\$120.00
7x	50	7.14	51	7.3	384	33	\$180.00
8x	30	3.75	14	8.5	450	17½	\$135.00
10x	40	4	16	7.3	384	29	\$219.00
10x	50	5	25	5	262	32½	\$212.00
10x	60	6	36	5.8	306	42½	\$234.00
12x	60	5	25	4.3	225	42½	\$240.00
15x	60	4	16	4.65	243	44	\$270.00

** See Page 3 Enclosed Catalog

PRECISION MICROSCOPES . . .
PRISM BINOCULARS . . .
WORLD FAMOUS CAMERAS . . .

Leitz

7x50
10x50
10x60
12x60
15x60
Leitz



ARE AMONG THE WORLD'S FINEST!

It's **New!** - **20 POWER MIRROSCOPE**

**SHOOTERS, HOBBYISTS, HUNTERS, OUTDOORSMEN
AND VIEWING ENTHUSIASTS GET BRIGHTER,
SHARPER, CLEARER VIEWS.**

PAY LESS!



BETTER EVERY WAY...

BRIGHTER VIEWS

Precision-surfaced mirrors transmit full light . . . for brighter, more brilliant views than possible with comparable prism-type scopes.

CLEARER, SHARPER IMAGES

Finest quality lenses, anti-glare Wollensak, provide full 20-power magnification with superb definition, resolution and contrast. Built-in sun-shade prevents cross-lighting.

RUGGED CONSTRUCTION

Mirror surfaces are securely mounted in all-metal tube—no prisms to jar out of alignment. Withstands abuse . . . for dependable use.

EASIER TO HANDLE ... EASIER TO USE

Mirroscope averages three to four inches shorter than comparable prism-type scopes. It's lighter, more compact . . . easier to handle, more fun to use.

AMAZING LOW COST

Simplified construction permits United to price the Wollensak Mirroscope lower than any scope of equal power and precision.

SPECIFICATIONS

Front Lens TWO Inches (50mm) across
Exit pupil 2.3mm
Eye distance 12mm
(Eye cap removes easily for those who wear eyeglasses)	
Magnification 20X
Field 1'40"
Field of view at 1000 yards 87 Ft.
Relative brightness 5.3
Light transmission 85%
Length closed 9 inches
Length extended 14 inches
Weight 19 oz.

NOT \$50, \$75 or \$100

But Only \$57.50

FEDERAL TAX FREE

Case, genuine leather with shoulder strap	7.50
Freeland Scope Stand	\$14.25
Folds to fit shooting kit. Sets up in 30 seconds.	



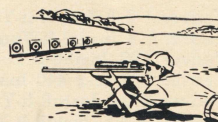
for HUNTERS



for HOBBYISTS



for VIEWERS



for SHOOTERS



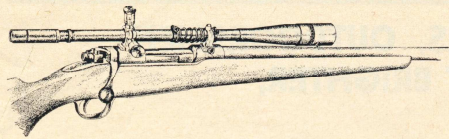
United BINOCULARS

UNITED BUILDING

9043 SO. WESTERN AVENUE, CHICAGO 20, ILLINOIS

(TURN CIRCULAR OVER, PLEASE)

The New SPOT SHOT TARGET SCOPE



10X, 12X, 15X, 20X and 25X 1 1/2" objective SPOT SHOT \$70

10X, 12X, 15X and 20X 1 1/4" objective SPOT SHOT \$55

(Price of changing 1 1/4" objective SPOT SHOTS to 1 1/2" objective SPOT SHOTS \$20.00)

7/8" objective SPOT SHOT 8X and 10X \$45

IT'S NEW

The new SPOT SHOT has recently been developed, which we feel will supply a rising demand among beginning shooters, and those who are more experienced, for a medium-priced Target Scope of high quality.

Precision workmanship has been employed in the manufacture of these scopes, rendering them equal in over-all efficiency to scopes selling at a much higher price.

MOUNTS

The mounts used with the Spot Shot are 1/4 min. click, and of micrometer design so that adjustments may be made for definite ranges.

COATED LENS

The lens used are achromatic, giving a color-free, flat field. Twenty-two calibre bullet holes can be spotted in the black with these scopes under average light conditions.

ADJUSTMENTS

Sharp focusing of the reticule is achieved through the eye-piece adjustment. The focus on the target is made with the objective lens, which is non-rotating. A convenient locking screw is loosened and the entire objective housing is moved back and forth for focus, this is done by a screw adjusting sleeve, fine adjustment can be accomplished, the focusing adjustment is calibrated so that adjustment may be easily made for the different ranges. The approximate adjustments are as follows: 200 yards, 0-3; 100 yards 3-6; 50 yards, 6-9; 50 feet, 9-13.



From BIG GAME to VERMIN with ONE Scope Using the 6X, 8X and 12X SPOT SHOT Attachments

INSTALL IT YOURSELF, OR REMOVE, IN A FEW MINUTES TIME!

The new **Install-It-Yourself** "SPOT SHOT" attachments are the finest attachments we have ever seen, and are furnished for all makes of Hunting scopes. The new "SPOT SHOT" attachments have the following features:



1. **Install-It-Yourself.** Its easy!
2. Hunting scopes of low power are changed to a fine vermin scope of 6X or 8X with short over-all length and internal adjustments.
3. Hunting scopes can be used for big game during season, and by adding attachment used later for Vermin shooting.
4. Attachments are light in weight, body of attachment that fastens to scope is steel, focusing adjustment parts are aluminum to lessen the overhang weight of the attachment.

5. Positive lock improved focusing adjustment.
6. Attachments line up perfectly on each scope due to new installation principle.
7. All attachments have **hard coated lens.**
8. Scope tubes are not threaded. Threads already in scope tube are used for installing attachment.
9. **Full instructions for installation with each attachment. Only few minutes are needed to install attachment or remove.**
10. Eye relief remains the same.
11. Reticule remains the same.

INSTALL-IT-YOURSELF (1 1/4 INCH OBJECTIVE) "SPOT SHOT" ATTACHMENTS 6X OR 8X

Weaver J 2 5 Install-It-Yourself	\$18.50
Weaver J 4 Install-It-Yourself	18.50
Weaver 29S Install-It-Yourself	18.50
Weaver 330 and 440 Install-It-Yourself	18.50
Weaver K 2.5 Install-It-Yourself	22.50
Weaver KV.5 Install-It-Yourself	22.50
Weaver K 4 Install-It-Yourself	22.50
Lyman Alaskan Install-It-Yourself	22.50
Norman Ford Texan Install-It-Yourself	22.50
Senior SPOT SHOT Attachment 12X—1 1/4 inch objective Weaver K4, KV.5 and K6 Install-It-Yourself	27.50

TARGET TYPE ATTACHMENTS

"TARGETEER" Attachment Install-It-Yourself for hunting scope	25.00
"TARGETEER" Attachment, 8X, 10X, 12X for target scopes	22.50
"TARGETEER" Senior Attachment, 10X, 12X, 15X for Target scopes	27.50

The above price subject to change without notice

(TURN CIRCULAR OVER, PLEASE)

8 POWER INSTALL-IT-YOURSELF ATTACHMENT

A new 7/8" objective attachment for the inexpensive G4, G6, J2.5 Weaver and J. C. Higgins 4X scopes. This attachment has 7/8" achromatic objective lens, giving a full 8 power and a much brighter field than the original 4X Scope. This combination makes an ideal Varmint hunting scope without too much money being involved. The scope may be changed easily from 8X to 4X by removing the attachment and replacing the original objective.

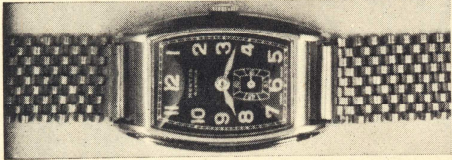
\$9.00

THANK YOU — Your Order Is Appreciated AND HERE IS HOW WE SHOW YOU OUR APPRECIATION!

To UNITED CUSTOMERS, those who actually bought from us, we offer the following quality watches at OUR ACTUAL WHOLESALE COST.

YOU can obtain one or more of these handsome watches (while they last) AT OUR WHOLESALE PRICES. This is our way of saying THANK YOU for the business you have been so nice to give us.

14 KARAT YELLOW GOLD — — \$5.95

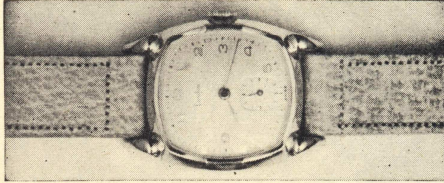


14K Yellow Gold Plate case with matching 14K GOLD plate basket weave band. Has radi-glow dial and hands. Small second hand, unbreakable crystal. America's latest style sensation. Model "AB." Regular retail price \$9.95—your cost \$5.95

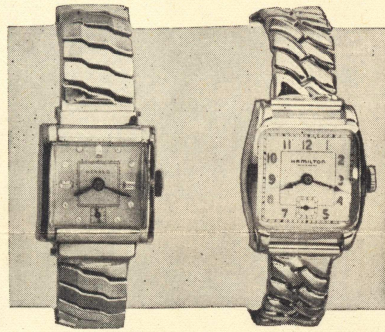
LADIES' MODEL

Same model but in smaller ladies' round yellow gold model with matching mesh band. Regularly retails \$9.95—your cost \$5.95.

17 JEWEL MEN'S DRESS WATCH—\$9.95



A distinguished looking man's watch designed for lasting beauty and satisfaction. Gold numerals! Gold hands! Latest high-dome curved crystal. Sweep second hand. Genuine leather wrist-fit strap. Model "SPEC. GW." Regular retail price \$17.95—your cost \$9.95.



15 Jewel RHINESTONE

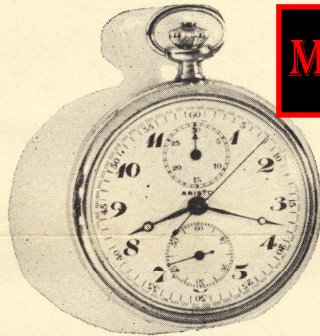
Exquisite rich, brilliantly glowing rhinestones set instead of numerals on face of dial. Excitingly different yet masculine in every sense of the word. Case is luscious rolled Yellow GOLD plate with stainless steel back. Brand New. Includes matching GOLD plated expansion band. Stainless steel back. Model "RHIN." Regular retail price, \$19.95.

\$12.95

17 Jewel HAMILTON

HAMILTON! The watch American Railroads rely on. Precision split-second time - keeping movements set in handsome 10 karat rolled YELLOW GOLD case. Reconditioned and in brand new cases. Price includes beautiful matching gold filled expansion band with stainless steel back. Model "GOHAM." Regular retail price \$37.50.

\$25.00



15 Jewel ARMY AIR CORPS

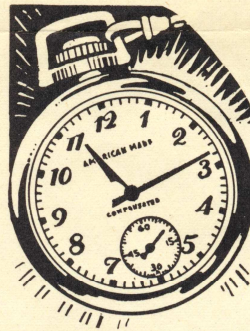
Combination Pocket and Stop Watch. Superb watch craftsmanship, assuring years of excellent timekeeping. . . . PLUS . . . split-second stop watch timing. Made for the U. S. Army Air Corps. Fully reconditioned Model "ARIS." Regular retail price \$19.95.

\$10.95



A GREAT VALUE!

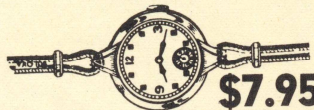
Watch, Chain and Knife
Regular Price \$3.99



\$2.00

3 for 1 offer! WATCH excellent time-keeper. Quality movement in engraved case. CHAIN is silver finished. KNIFE high carbon steel hardened, tempered. American Made. All three for only \$2 plus 10% Federal tax. Model 'SCO.'

LADIES' WATCH BARGAIN



\$7.95

Quality styling. Exquisitely dainty with a guaranteed movement. A beautiful and dependable watch. Satin chrome case. Latest style watch-band. A real bargain particularly at our sensational price of \$7.95 plus 10% Federal tax.

Regular Price \$13.95 — Your Cost \$7.95

MONEY BACK GUARANTEE

Try for 20 days at our risk—if not fully satisfied return for a full refund of your money. Add usual 10% Government Excise Tax to above prices. On COD'S include \$2 deposit. Cash order sent post-paid

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