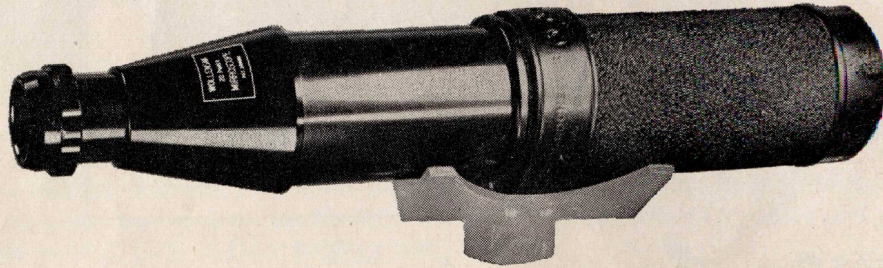


# New 20 POWER MIRROSCOPE



## Shooters, Hobbyists, Outdoorsmen Get Brighter, Sharper, Clearer Views

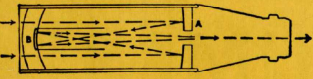
Check the advantages of the compact 20 POWER  
WOLLENSAK MIRROSCOPE

- ✓ Precision Surfaced Mirrors mounted in All Metal Tube
- ✓ Removable Eye caps for Eyeglass wearers
- ✓ Built in Sun Shade
- ✓ Relative brightness 5.3
- ✓ Field of view at 1000 yds.—87 ft.
- ✓ Field 1° 40'
- ✓ Length Closed—9 inches
- ✓ Length extended 14"
- ✓ Weight only 19 ounces!
- ✓ Wocoated

Simplified construction permits UNITED to price the American made Wollensak Mirroscope lower than any spotting scope of equal power and precision. During the many years we have handled Wollensak products we have found their standards, qualities and ethics have met every UNITED requirement. We are proud to offer UNITED customers the new Wollensak Mirroscope.

**\$57.50** FEDERAL TAX FREE

- Genuine leather case with shoulder strap .....\$ 7.50
- Al Freeland Scope Stand .....\$14.25
- (Folds to fit shooting kit. Sets up in 30 seconds)



### Here's How it Works:

Light enters through objective lens, strikes Mirror A, is reflected to Mirror B and transmitted to eyepiece . . . without the loss of light common to prism systems.



for HOBBYISTS



for VIEWERS



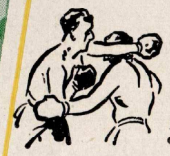
for SHOOTERS

# BINOCULARS



### For Distant Viewing

Discover mountain grandeur and enjoy distant beauty by owning a pair of deluxe high powered, precision made quality UNITED BINOCULARS. Increase travel pleasure by Seeing More — Seeing Better.



### Sports Events

Get thrill packed action with a pair of lightweight binoculars for close up viewing. See the "Inside of Sports." UNITED BINOCULAR CO. have a properly priced, quality binocular for every sport — inside or out.



### Outdoor Action

Produces most enjoyment when you see the most. Even minutest details appear within finger tip reach when scientifically made, precision constructed UNITED BINOCULARS are used. Enjoy "ringside seats" at all occasions.

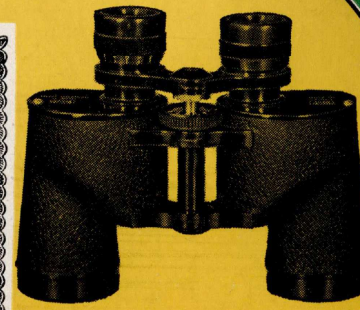


## Unconditional Guarantee!

Try any of the fine Binoculars or Telescopes listed in this catalog for 30 Days at OUR RISK AND EXPENSE! If not fully and completely satisfied, return for a full refund of your money!



more. UNITED'S REPUTATION GUARANTEES YOUR SATISFACTION!





Dear Friend:

Thank you for your inquiry. It will be a privilege to help you choose the binocular or telescope you want.

I have a deep personal sense of obligation to UNITED customers. For thru the years (established 1936) thousands of our customers have returned (in person or by mail) to buy another pair of binoculars for themselves or to give as a gift to friends, relatives or customers. Still thousands of other orders have come to us through the recommendations of satisfied customers.

It is what makes me know that UNITED'S policy of fair dealing . . . of giving the most binocular value possible . . . on an absolute free trial basis is ABSOLUTELY RIGHT.

Many of our customers are buying a binocular for the first time . . . they have an idea of what they want, but are not absolutely certain as to what size or type binocular is best suited for them. Therefore, the only way I can assure their complete satisfaction is to allow them to buy on the UNITED'S UNCONDITIONAL GUARANTEE OFFER (see below). Read it carefully--see how it protects you. It is my way of guaranteeing your absolute satisfaction . . . in my opinion, it is, one of the big reasons why UNITED is known as "America's Outstanding Binocular Retailer".

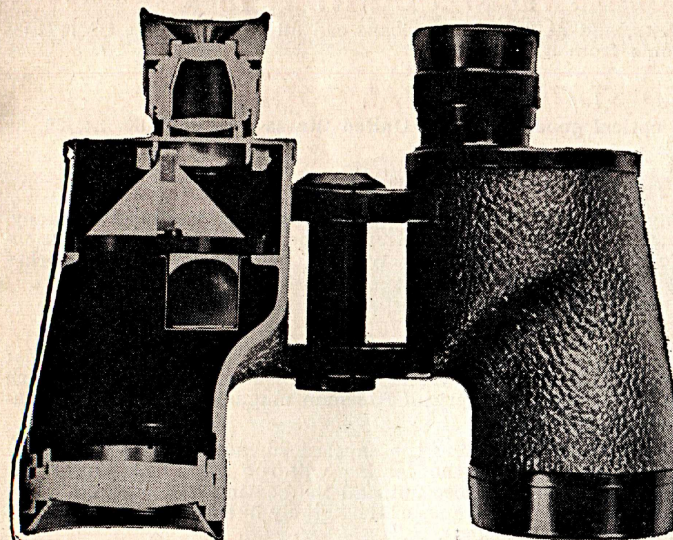
Fill out the enclosed Rush Order Blank and mail it today in the enclosed self addressed, postage paid Airmail Envelope --- our 30 Day Money Back Guarantee protects you . . . and if you are in a rush, we will Air Mail (Page 24) your selections to you.

Cordially yours,  
UNITED BINOCULAR CO.

L. J. Thomas, Executive Director

## Unconditional Guarantee!

BUY-TRY any binocular shown in this catalog for 30 days (one full month) AT OUR RISK AND EXPENSE. If not completely satisfied in every way, return for an immediate, unquestioned refund of every penny you paid us!



Cross section of our Precision Binoculars showing how prisms are set on metal shelf and firmly held into position with metal bands.

### BE SURE THAT

The Binocular you buy is sold by a reputable firm—a firm that stands fairly and squarely in back of the binocular you purchase. A firm with a reputation of binocular "Know How", Dependability and Fair Dealing. UNITED has served over 600,000 folks and established the UNITED 30 DAY MONEY BACK offer in 1936!

### WHAT 7 x 35 MEANS

The FIRST number, the "7", designates the power of your Binocular. It means your binocular will bring objects you are viewing 7 times closer to you. Or, another way of saying it,

is that objects viewed will appear seven times larger than when just viewed by the naked eye. Therefore, the larger the first number the greater the magnification. The SECOND number, the "35", is the measurement in millimeters of the diameter (width) of the front (large) objective lens. Example: Since "25" mm are equal to approximately one inch the figure "35" would indicate the front objective lens would measure approximately 1½ inches across. The larger the number, at a given power, the more light gathering capacity and the greater the brilliance and sharpness of detail of the object you are viewing. All UNITED specifications of power and light transmission are twice triple checked for absolute accuracy.

### FIELD OF VIEW

Is what you see through your Binocular from right to left or left to right at a given distance. All UNITED "field of view" specifications are given at the recognized standard of 1000 yards. Therefore, our listing of "field of 375 feet" means that at 1000 yards the width of your vision is what you would be able to see at 375 feet.

### COATING BINOCULARS

Because there have been so many exaggerated claims of superiority for "coating" binoculars that have been deliberately misquoted to confuse the buyer and are not fair to the buying public, UNITED wishes to point out these important facts:

1. What Coating Is
  2. The Value of Coating
  3. The EXTRA EXPENSE to the buyer for Coating.
1. COATING is an application of a transparent surfacing of magnesium fluoride.
  2. COATING simply reduces internal light reflections which cause annoying "flares" and "ghost images."
  3. COATING today costs only a few dollars extra per binocular. Mass production methods have made this low price possible. Coating assures you satisfaction and increased binocular enjoyment and binocular efficiency. Mr. Jim Mitchell, Editor of HUNTING & FISHING recently wrote to us "A neighbor, an airplane pilot, just recently purchased binoculars—without coating—and when he compared them with your UNITED Binoculars he was certainly an unhappy individual."



## BUY UNITED AND SAVE





## BINOCULARS FROM 3 CONTINENTS

To satisfy American wants, and at prices Americans can all afford to pay, UNITED'S "Best-By-Test" binoculars come from 3 continents!

### UNITED STATES OPTICAL GOODS

In this catalog you will find optical goods from the United States on Pages 33, 34, 35, 36 and 40.

### UNITED GERMAN BINOCULARS

Those binoculars listed on Pages 25 to 31 inclusive were made in Allied Occupied Germany, the Mother Inventor of Prismatic Binoculars and for decades the home of many revolutionary optical achievements. Today's UNITED "Whisper Weight" marvels among the world's lightest come from Germany.

### GERMAN COATED OPTICS

The German Optical Industry (inventors of Prismatic binoculars) do not as a practice coat the outside of their front and rear Achromatics. Here is the reason and we quote from Page 40 of the December, 1950 issue of the American Rifleman magazine, a recognized authority on Firearms, Scopes and Binoculars.

"The German manufacturers say that processing the exposed surfaces (outside) of the Ocular and Objective lenses is inadvisable as the coating will rub off. This causes a "spotty" appearance of these outer lens surfaces until all the coating has worn off. It does not, however, effect optical clarity. Because of the notably fine reputation of these German makes, their standards were accepted . . ."

### UNITED JAPANESE BINOCULARS

These UNITED Binoculars carry the famous UNITED Seal of Quality which assures you they are made of quality materials, skillfully processed and economy priced. During War II skilled craftsmen from Germany, the Mother Inventor of Prismatic Binoculars taught local workmen advanced Binocular techniques. Following the war and under the MacArthur regime, a New Japan was born which has steadily thru the past years moved forward and has become known among nations of world as one of leading producers of fine Binoculars. It explains why the optical craftsmanship is so **HIGH** and the prices so **LOW** for these superb binoculars.

### CENTER FOCUS VERSUS INDIVIDUAL FOCUS

**CENTER FOCUS** means there is a focusing wheel in the middle of your Binocular eye bridge which allows you to manipulate the eye adjustment for distance with the tip of one finger. **INDIVIDUAL FOCUS** means you focus for distance by first adjusting one eyepiece and then the other. The discussion as to which system is more efficient will rage on for generations. Both have their fine points, with our opinion being that it is a matter of **PERSONAL PREFERENCE** as to which will give **YOU** the best results.

### 30 DAY MONEY BACK GUARANTEE

UNITED'S **Brand New** binoculars are "bargain priced." Compare their quality of workmanship, materials and performance with other firms' binoculars — and prove UNITED'S Money Saving Prices for yourself. For 17 years UNITED has sold binoculars on an unconditional money back guarantee. Buy-Try for 30 days (one full month) and if not completely satisfied, return for an immediate-unquestioned refund. UNITED wants above all things, your good will and confidence. It has been Quality Merchandise Priced Right plus Fair Treatment that has made UNITED "America's Outstanding Binocular Retailer."

### WHICH BINOCULAR SHOULD YOU BUY

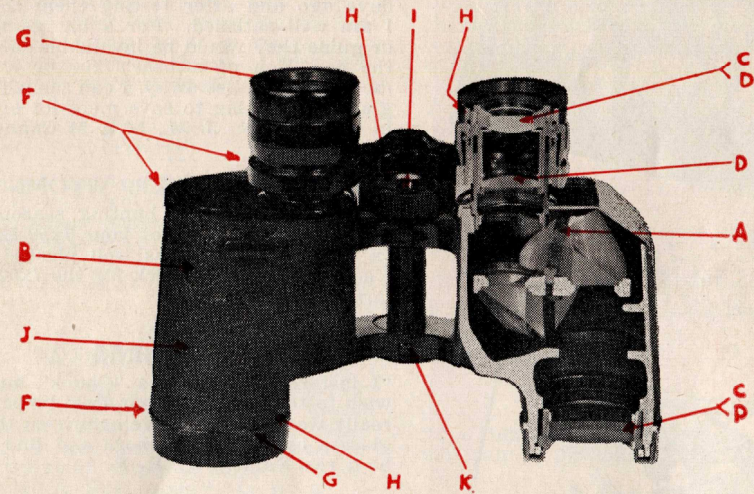
**6x, 7x AND 10x POCKET BINOCULARS** give you a full power glass compactly designed and easy to carry with you everywhere. Powerful little glasses you can slide into your pocket for use at all times.

**6x30 AND 8x30 BINOCULARS** are considered by many as the 'all around' Binoculars for universal use. These are considered 'standard' size glasses.

**7x35, 7x40, AND 8x40** give you the combination of **MORE** power and **LARGER** front lens. Desirable features long wanted.

**7x50, 10x50, 12x50, 15x56, 16x50 and 20x56** are conquerors of distance. Here you have **HIGH** power with **LARGE** sharp front lens, that as a team, reach out and bring the image right up to you. Now available at UNITED at weights **Easy** to hold and **Easy** to focus.

# ARE NOT BUYING JUST ANOTHER BINOCULAR



MB

See for yourself the quality construction of all UNITED Binoculars.

- A** Prisms are set on metal shelves and firmly clamped into position with tension spring metal bands—not just cemented into position. Users get more durability, avoid a common breakage problem one experiences when using cheaply made binoculars.
- B** Revolutionary "Whisper Weight" metals and alloys are used to give you sturdy compact bodies that with reasonable care should give you a lifetime of satisfactory service. Notice carefully the streamlined design to give you that wanted "Whisper Weight."
- C** Achromatic lenses are used in UNITED binoculars. In layman's language this means that lenses are cemented together with "Canadian Balsam" to give you color free vision. It eliminates distortion at the edge of your view and gives clear, crisp depth of image.
- D** ALL lenses in UNITED Binoculars are precision ground by skilled optical craftsmen and All edges, surfaces and depth of lenses are painstakingly ground to rigid UNITED requirements. Assuring you of **SEEING MORE—BETTER**.
- E** UNITED cases are made of scuff resistant fine leather and double sewn throughout the case and riveted at key points to assure long life. Lined with velvet soft plush cloth for rich, luxurious appearance and added protection for your UNITED Binocular.
- F** UNITED standard models are both water and dust proofed with UNITED XTRA-SEAL to aid in keeping out undesirable water and dust.
- G** UNITED now happily offers a rich looking dull high gloss finish that will not finger smudge as do single enamel shiny applications. These extra enamel applications give you lasting beauty!
- H** All barrels and moving parts are DEEP and LONG threaded for additional strength designed to give you better construction and better performance at all times.
- I** All moving parts, focusing mechanisms, etc., are triple tested for smooth trouble free action. Moving parts not TOO loose or TOO tight, but JUST RIGHT for easy finger tip adjustments.
- J** UNITED Binoculars come in all popular "German" as well as "Streamlined" designs for your personal preference. Both are popular and give you palm fitting (fits your hand like a glove) making UNITED Binoculars a truly great pleasure to use.
- K** All hinged parts are strong and durable—firm to your touch, still smooth and elastic to meet your needs, quickly.

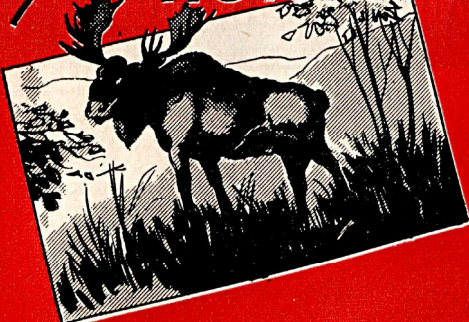


These and many other features are incorporated into UNITED Binoculars to give you a lifetime of pleasure and service even with rigorous use.

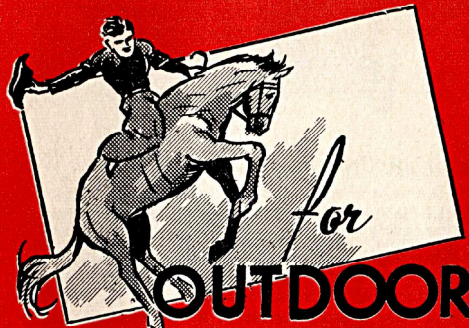
# BUY UNITED AND BE SURE!



# HUNTING



Increase your Hunting Enjoyment and Hunting Efficiency by owning a pair of better than ever UNITED Binoculars. Each year we carefully weigh the expressed wants of hunting enthusiasts. Our findings are relayed to our factory suppliers the world over—and then mass produced to be offered at UNITED'S standard Economy Price Policies.



# OUTDOOR ACTION..

It's MORE fun when you see MORE. In addition to securing greater fun watching rodoson, sailing regattas, conventions and the like there is that keen deeply felt enjoyment of studying distant animals in their natural habitat scampering over the hills and mountain sides, in the woods or along the flat plains. For most fun use UNITED binoculars.



# for SPORTS

Be right in the heart of the most thrilling action by close-up views of boxing bouts, football games, horse races, etc. See minute details, facial expressions, body contacts, etc., at finger tip range. Use scientifically ground, precision constructed UNITED binoculars. Let UNITED optical needs provide "box seat viewing" at "bleacher seat costs."

# for EVERY PURPOSE

## NAKNEK, ALASKA

"I received a pair of 16x50 binoculars a few days ago and after testing them thoroughly I am well satisfied. For a big game hunter or guide they would be invaluable in checking the condition of a bear's fur or a rack of moose horns miles away. I can see where these glasses are going to save me a lot of walking in the future." J. M., M & M Cannery.

## GREEN RIVER, WYOMING

"During the last elk hunting season here in Wyoming, I used one of your 7x50 Binoculars (a friend's) and I was well pleased with it. I am enclosing my check for the 7x50 Binoculars . . ." C. E. T.

## VIRGINIA

"I just returned from a "Chuck" hunt and I wish to tell you that your 7x35 binoculars are really wonderful. I have compared them with glasses costing much more and find them to be a real value." C. R. P.

## 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 have bagged our moose both years. If the 16x50 are as good as the 6x30, I will be more than satisfied." A. K. H.

## KOREA VETERAN

"The 15x-40x Wollensak telescope is great here in Korea. I am sending for a pair of 10x50 binoculars, etc." Corporal J. O. M.

## YELLOWSTONE NATIONAL PARK

"Many thanks for rushing the 7x35 German. Am in Yellowstone Park enjoying the glasses." C. K. E.

## LANCASTER, PENNSYLVANIA

" . . . I learned to focus the Telescope (Wollensak) 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.

## JIM MITCHELL, EDITOR, HUNTING & FISHING

"Surprisingly enough, when we were camping at some 11,000 feet and walking to various lakes, I found the binoculars helpful in spotting the best trail in getting to the lakes. This was a new use, for me at least."

# STILL MORE PROOF

## OHIO

"My 7x50 was inspected by a friend of mine, a former Army Captain, who stated that this binocular was equal to, if not more distinct and lighter than the one he used for 3 years in the service. We will be sending you more business . . ." C. E. H.

## UTAH

"We received the two pair of glasses ordered from you recently and are well satisfied with them. Enclosing check \$154.80 for which please send me a pair of 8x30 wide angle (field of 450 feet) glasses and a pair of 7x35 German binoculars." W. P. B.

## WASHINGTON

"The 16x50 are very good. I would not sell them for a lot more than I paid for them. I'd be afraid I could not get another pair as perfect in fine material and power. I can read the small names on ships (5 inches high) at 800 to 1000 yards." D. W. B.

## KOREAN MARINE'S MOTHER

"We recently purchased a pair of 6 power-4 ounce binoculars for our son who is a marine in Korea and my husband was so intrigued and pleased with them I want to get him a pair as a Christmas present." Mrs. D. L., Maryland.

## PENNSYLVANIA

"With my 7x50 CENTER FOCUS UNITED binoculars I can see the Reading Municipal Airport, now called General Spatz Field, even reading the name Reading Municipal Airport on the side of one of the hangars. From where I stood to the airport in a direct line, I would say it was at least 3 miles. The Blue Mountains at Hamsburg, 18 miles away, were very visible with the 7x50 . . ." C. H. P.

## LONG BEACH, CALIFORNIA

"I am very much pleased with the 7x40 Binoculars I got from you recently when I was in Alabama. Please send me . . ." C. C. C.

## CALIFORNIA

"Last fall I purchased a 7x50. I am well satisfied with it. Send a 7x50 to . . ." H. W. H.

## CORKEVILLE, WYOMING

"Enclosed find check. Send Wollensak 15x-40x Variable Telescope. I recently purchased a pair of 16x50 from 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.

## ARIZONA

"The 20x56 German are the nicest binoculars I have ever owned. Neatest looking case . . ." T. E. J.

## WISCONSIN

"I received the 6x30 Featherweight binoculars. They are a fine pair and will serve my needs adequately." M. M. D.

## NEW YORK

"The 10x50 I bought 2 years ago are a fine pair of binoculars." R. A. W.

## WEST VIRGINIA

"Please send me a pair of your 7 Power Binoculars. They were highly recommended by our Plant Safety Director." N. V.

## PENNSYLVANIA

"Even with the haze in the mountains, my 8x40 glasses were very clear. I showed them to several of my friends and you will probably be receiving orders from them." K. H. R.

## MICHIGAN

"I have a pair of your binoculars which have proved to be very satisfactory and others in the organization (State Accident Fund) are interested in obtaining some." K. F. B.

## PENNSYLVANIA

"I am very well pleased with the 7x35 Binoculars, and have shown them to most of the fellows belonging to our Sportsman's club, the most of whom have binoculars, some of which cost less and the most of them more. They were very much enthused about yours (UNITED) as they were equal to the best and much better than most of them. You will be getting orders from some of them in near future." E. F. S.

MB



# QUALITY SELECTION FROM THREE CONTINENTS



# THEY AGREE!

MB

We have always felt the best way to learn the value of any merchandise is to get the reaction of users. To hear and read what their experience has been. Letters like these are PROOF that UNITED gives you MORE for LESS.

## ALASKA

"I find your 6x30 binoculars very satisfactory and well worth the price." T. C. L.

## CALIFORNIA

"My 16x50 binoculars arrived today. They are a very fine glass for the money involved. I am very well pleased." H. T. O.

## MISSOURI

"I have used 7x50 glasses which cost many times more than these but have not found them to function the least bit better." M. E. R.

## PLEASED AT SAVINGS

"I reiterate again how well pleased I am with your binoculars. The price is well within the reach of those who wish a fine pair of binoculars, but cannot afford the high prices name brands command." K. J. G.

## OHIO

"Very pleased with the 20x telescope. It has real power and a clear view. I never thought I would get this good a bargain." R. J.

## RHODE ISLAND

"Send me another pair of your 6x prism miniature binoculars." L. E. H.

## VIRGINIA

"A close friend of mine, Mr. C. T., recently on my recommendation, purchased a pair of 16x50 binoculars from you. I have examined them closely and find them to be a very excellent pair of binoculars, particularly since they are so very light in weight." M. M. W.

## MICHIGAN

"This is the second pair (7x50 Center Focus) glasses I have ordered from you in about a year's time and this repeat order is based on the satisfaction I have obtained through the use of the first pair (7x40 Center Focus). E. E. O.

## INDIANA

"We received the 7x Pocket Binocular and wish to state that it is the finest little glass we have seen and I have personally been handling prism binoculars for a long time." C. B. K., Sr.

## CALIFORNIA

"The 8x Explorer cannot be beat. It's tops! Objects stand out clear and sharp." M. R. S.

## Sergeant R. J. F.

"I wish to buy an excellent pair of binoculars and have been referred to your company by many unit officers."

## TEXAS

"Enclosed find check. My sister-in-law who wants one just like mine . . ." E. W. W.

## KANSAS

"Send a pair of your binoculars like my friend bought one year ago . . ." C. E. S.

## CONNECTICUT

"Last night I showed my 7x50 binoculars to a friend. He too wants a pair. Send them C.O.D., to . . ." T. T. N.

## MASSACHUSETTS

"Recommended by a friend of mine who owns one of your 7x50 . . ." L. S.

# O-POWER BINOCULAR..



## FEATHERWEIGHT INDIVIDUAL FOCUS

### 6 Power

often referred to by optical experts as the "Universal Power" because of their "UNIVERSAL" appeal. These superb binoculars have etched into their frames the famous UNITED "Seal of Quality" . . . for they have met our every requirement. Water-Dustproofed. The brilliant featherweight models shown on this page all have a 7.5 degree field and measure a compact 4½"x8". UNITED VALUE. Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. Made in Japan, these Precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. UNITED Economy prices include plush lined genuine leather case and straps. Sharp, clear, crisp images.

A. K. H., Alaska, wrote: "Have used the 6x30 glasses the last two years during the winter and have bagged our moose both years. More than satisfied, etc."

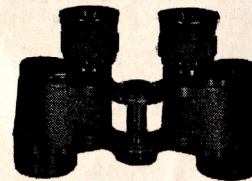
### 6x30

have a field of view at 1000 yards of 390 feet and weigh only 15½ ounces.

## 6x30 FEATHERWEIGHT—\$34.50

### 6x25

These, too, are precision machined in every minute detail and are Moisture and Dust Proofed. Will give years of satisfactory, faithful service. Weigh only 14 ounces! Size 4½"x5½ inches. Field of view at 1000 yards is 425 feet.



6x25 (14 oz.) Model

## 6x25 WHISPER WEIGHT—\$29.75

ADD USUAL FEDERAL TAX



# BUY UNITED AND SAVE

We Have in Our Files  
Hundreds of Additional Unsolicited Testimonials



# 7-POWER GLASSES

Easy to Handle  
Clear, Crisp--Lightweight

7 x 35

CENTER FOCUS

FEATHER WEIGHT

Thru the naked eye and thru UNITED Binoculars



A sensationally popular binocular for UNITED presents instant finger tip adjustments . . . PLUS 7 power optical system . . . PLUS precision machined construction . . . PLUS scientifically ground, polished, achromatic lens . . . PLUS crystal clear viewing . . . PLUS **UNITED VALUE!** . . . Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images.

**FEATURES**

Carry UNITED "Seal of Quality" Water-Dust-Proofed. Magnification - 7 Power. Aperture of front lens-35mm. Angular field of view 7.0. Field of View 375 ft. at 1000 yards. Size - 2"x5"x6½". Weight - 20 ounces. Center Focus with Individual Focusing Right Eye. Exit Pupil - 5MM. Made in Japan. These Precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. With handsome Leather Case and Straps.



WELL PLEASED! "I am very well pleased with the 7x binocular which you airmailed me a few months ago." B. W. R., Alaska.

**7x35 INDIVIDUAL FOCUS**

A finely made, all purpose 7 power binocular. Designed for sportsmen wanting sharp, clear, long range viewing in a well balanced featherweight (20 ounce) model. Color corrected lenses. Field of 475 feet at 1000 yards. Leather Case, Straps.

**\$45.50**

Plus Usual Federal Tax

**\$49.50**

Plus Usual Federal Tax



**7x40**  
Center focus with individually focusing right eye. Same style as above but with LARGER (40 mm.) front lens. More light, same field view.

**\$52.50**

Center Focus Fine Leather Case, Straps.

BUY WITH CONFIDENCE IF NOT FULLY SATISFIED, RETURN FOR PROMPT REFUND

**7x50 BINOCULAR**

"Day and Nite Glass"

The Style So Popular With Armed Forces the World Over!!

Tremendous Light Gathering Power



Field at 1000 yards is 375 feet!  
6¾"x7¼"  
Weighs 31½ ounces

The Armed Forces favorite sized Binocular. As military units advance you can be certain that their 7x50 binoculars go with them. For they bring distant objects to seemingly arm length closeness. Both models offered have unusually large 50 MM. objective lens (2 inches across!) and will give sharp, clear images and tremendous light transmission. Ideal for either day or night use. In addition, they provide both an undistorted field of view and have an angular field of 7.1 degrees. Exit pupil 7-MM.

Surfaces of vital prisms and inside of front and rear achromatics are COATED with Magnesium Fluoride to assure you brighter, sharper, clearer images.

Made in Japan. These Precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced.

Skilled optical craftsmen have combined precision ground and polished optics with superb, durable, all-metal, light weight frames. An optical PLUS . . . particularly when you consider they weight only 31½ ounces and are bargain priced.

**WITH INDIVIDUAL FOCUSING**

**7x50 UNITED'S "DAY AND NITE" GLASS. . . . . \$49.50**

P.E.A., Skagway, Alaska, discovered—"A few friends of mine in town have some of your 7x50 Binoculars and I must say I am very much impressed with their construction, performance and looks."

**WITH CENTER FOCUSING**

**7x50 UNITED'S OUTDOOR KING. . . . . \$54.50**

(And individual focusing right eye—38 ozs.)

SALES MULTIPLY: "Well pleased with 7x50. They are good and clear. Enclosed find a check for a pair just like them for my sister-in-law." E.W.W., Texas.

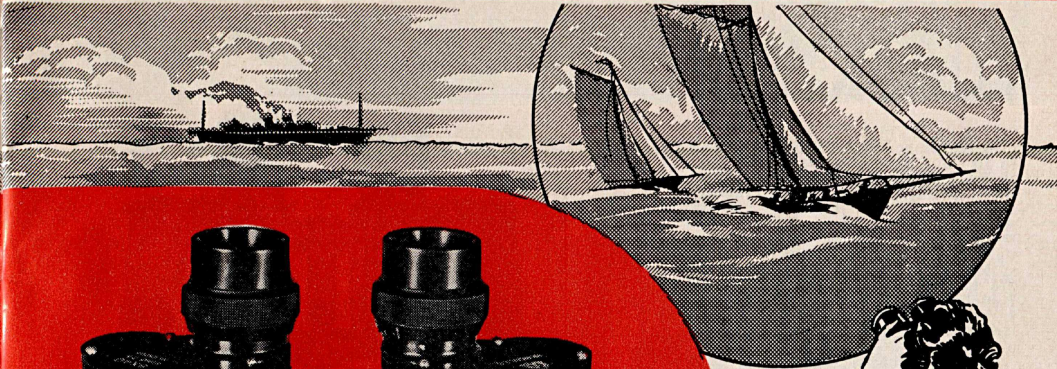
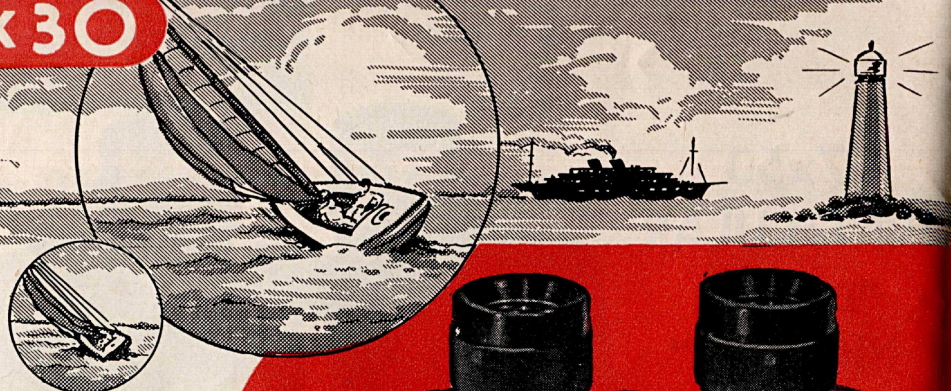


Prices include usual fine plush lined leather case and straps. Add usual federal tax.



# 8x30

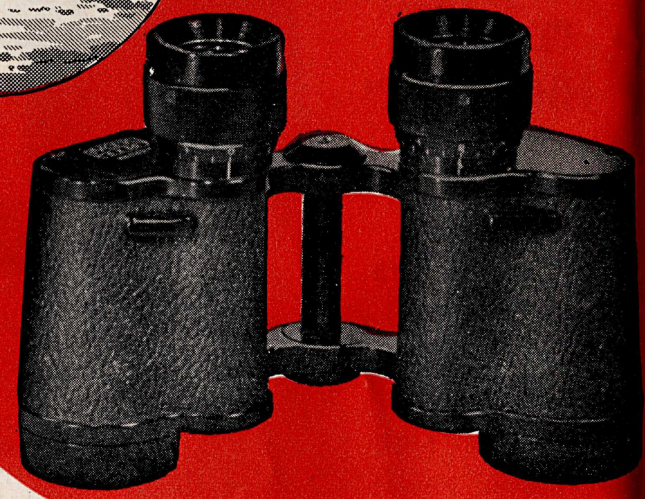
# INDIVIDUAL and CENTER FOCUSING



## SEE MORE

### INCREASED POWER

True zephr weights, weighing only 16 to 18 ounces each! Water - Dustproofed. Accurate, long range viewing binoculars. This true 8-power champion gives you a 7.5 degree field of vision with a field of view of 390 feet at 1000 yards. Exit pupil 3.6 mm. **UNITED VALUE!** Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. Each glass on this page has the same compact (4½"x5¼") frame! Real, concentrated power!



### 8x30 LIGHTWEIGHT CHAMPION

UNITED is proud to offer these super fine individual focusing binoculars especially suited for distance viewing of far off objects. For with these binoculars you secure exceptionally brilliant illumination and razor sharp detail of objects, even miles away. Made in Japan, these precision constructed UNITED binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. In addition, they have many, many construction features found generally only in higher priced binoculars. With neck and case straps and plush lined carrying case.

## Only \$39.50

### 8x30 CENTER FOCUS

With Individual Focusing Right  
Eye. A Big Value .....\$45.00

### 10x30 INDIVIDUAL FOCUS

6.5 Degree or 340 Foot  
Field. Economy Buy .....\$45.00



8x30 Center Focus

All carry the famous UNITED "Seal of Quality." Proof they deserve UNITED'S "Best-By-Test" Binocular Ratings.  
Add Usual Federal Tax



10x30 Model



## SUPERB OPTICS — SHARP and CLEAR

### 8x40 . . . . .



We present here in our opinion a new high accuracy in binoculars. It is easy for us to give UNITED'S unconditional guarantee of satisfaction on these handsome, sturdy, streamlined 8x40 binoculars. We know from hundreds of letters and conversations with satisfied users that you, too, will be thrilled once you handle and use these superb binoculars. **UNITED VALUE!** Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. Made in Japan, these precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. Fine plush lined, genuine leather case and straps.

### A USER WRITES

"I received my 8x40 Glasses. I am very 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., Philadelphia, Pa.

Measure 5½" x 6¾". Very Fine Field of View. Angular Field, 6.9 degrees. Lightweight. Exit Pupil — 5MM. Water, Dustproofed. Carry UNITED "Seal of Quality."

## 8x40 INDIVIDUAL FOCUS.... \$54.50

## 8x40 CENTER FOCUS..... \$59.50

(WITH INDIVIDUAL FOCUSING RIGHT EYE)

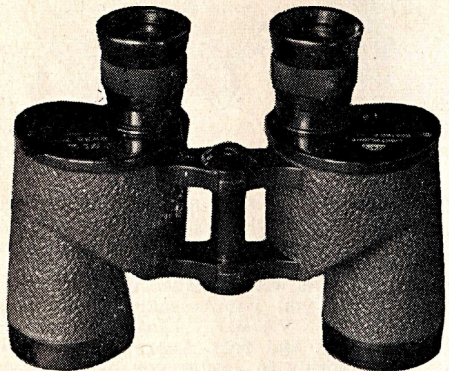
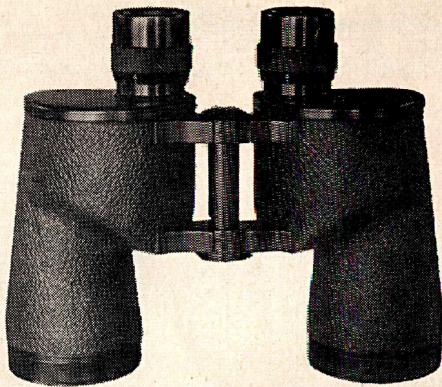
## MOISTURE and DUST PROOFED-LIGHT WEIGHT



## 7x50 STREAMLINED

Streamlined models, modern, progressive binocular creations "tailored" to fit your hand snugly, comfortably. Viewers marvel at their sleek lines, their quality workmanship, precision construction and complete utility. Achromatic! Water, Dustproofed! High resolving power, plus extreme lightness. Ultra sharp, precise optical systems, with color corrected lens. 375 foot field. Weigh 34 ounces, are 7 inches in height and exit pupil is 7 mm. Handsome leather case, straps.

**\$54.50**



**MB**

## 8x30 IT'S NEW

Another revolutionary UNITED first, for like the above 7x50 it fits your hand as comfortably as a glove! It, too, like its streamlined compatriot gives you perfect balance. 390 foot field. 16 ounces in weight. Size 4½ x 5½ inches. In every sense, the type binocular every sportsman has long wanted and now after long years of hard work, economy priced so all can afford them. Water, Dustproofed. Genuine leather case, straps.

**\$43.50**

## QUALITY MERCHANDISE AT ECONOMY PRICES

Ever seeking new, better binocular performance UNITED consistently year after year introduces to the American public Binocular wants at Prices average Americans can afford to pay. UNITED value! Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer image. Made in Japan, these precision constructed UNITED binoculars are produced of quality materials by skilled craftsmen and Unconditionally Guaranteed and Economy Priced.

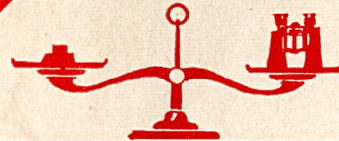
UNITED was first to offer vest pocket size, "Whisper Weight," 16x50 binoculars, etc., at popular prices. Now these superb "STREAMLINED" creations . . .



**17 YEARS OF BINOCULAR KNOW-HOW**

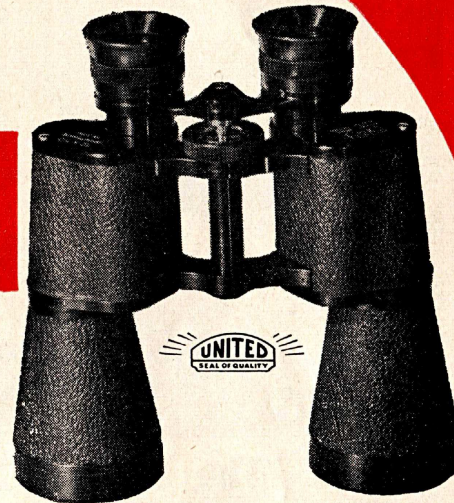


**your OPTICAL QUALITY**  
of FINE OPTICAL QUALITY  
at Money Saving PRICES



**Weigh Only 27 Ounces Each!**  
**Easy to Hold, Easy to Focus!**

10x50 Center Focus .....\$59.50  
12x50 Center Focus .....\$67.50  
16x50 Center Focus .....\$74.50



### Three More UNITED FIRSTS!

Heretofore when a sportsman wanted a high powered binocular he had to contend with bulkiness and weight. For prior to World War II high powered binoculars were made of heaviest metals for durability and because of their large size weighed as much as 5 pounds each. This made high powered glasses exceedingly difficult to hold steady for any great length of time.

However, UNITED with today's light, yet completely sturdy metals available and with modern construction design UNITED is pleased to offer to sportsmen needing and wanting long range viewing high powered ZEPHYR WEIGHT binoculars which are truly **EASY TO HOLD** and **EASY TO FOCUS**. 10x50 is 6¼ inches high and has field 260 feet at 1000 yards. 12x50 is 7 inches high and has 260 foot field. 16x50 is 7 inches high with field of 210 feet.

### FINE VALUE—ECONOMY PRICE

To assure you of securing bright, sharp, clear images in these high powered, zephyr weight binoculars the internal surfaces of prisms and front and rear achromatics are coated with magnesium fluoride. In addition, they are of course Achromatic, with color corrected lenses and have been water and dust proofed. Made in Japan, these precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are unconditionally Guaranteed and Economy Priced. These three center focusing binoculars with individually focusing right eye pieces come with handsome plush lined, leather cases and straps.

## from FAR AWAY ALASKA

come these welcome words "Your 16x50 high powered glasses are invaluable in checking the condition of a bear's fur a mile away . . ." J.M.

KEENE, N.H. Writes

"I received the 12x50 binoculars in perfect condition. They are really wonderful. I am perfectly well pleased with them." . . . I.E.B.

Texas says

"I received the 12x50. Clear and razor sharpness at close and long distance." A.N.

and NEW YORK expresses

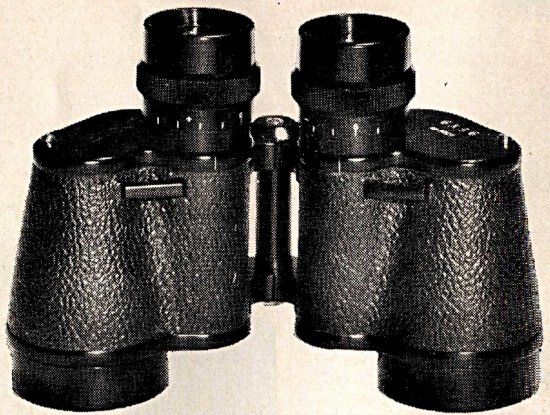
"The 10x50 I bought two years ago are a fine pair of binoculars."



**WHERE PRICE AND QUALITY ARE "UNITED"**



500 FOOT FIELD AT 1000 YARDS!



Another United First  
**6x36 WIDE ANGLE \$89.50**  
**"The United Commodore"**

With great pride, we present to you another thrilling development in UNITED Binoculars. We assure you this superb optical advancement was not created overnight—and what development of quality is?

Much work, time and optical engineering went into the creation of UNITED'S new WIDE ANGLE Binocular—"The COMMODORE," which now allows you to—

**SEE MORE . . .** for United's COMMODORE gives you a wide angle field of view of not 350, 375 or 400 BUT 500 FEET AT 1000 YARDS. This allows you to follow rapidly moving objects with greater ease, you will see MORE with less effort, and by using a larger 36 mm. front lens, you will—

See **SHARPER AND CLEARER . . .** for these larger 36 mm. front lenses give you GREATER light transmitting power than a 6x30, 8x40, 7x35, etc. United's COMMODORE gives you brighter, sharper and clearer images. This clarity of viewing is enhanced by—

**FULLY COATED OPTICS . . .** Yes, all optical surfaces are coated inside and outside with applications of Magnesium Fluoride to eliminate undesirable light reflections and thereby give you crisper, sharper images.

**STURDILY CONSTRUCTED OF QUALITY MATERIALS . . .** Made in Japan. UNITED'S new WIDE ANGLE is precision made of quality materials by skilled optical craftsmen and is economy priced to give you the excellent service you want. "The COMMODORE" weighs but 32 ounces. Measures only 5x6 3/4 inches and comes complete in a rich, luxurious leather case, plush lined and complete with 2 leather straps. Add Usual Federal Excise Tax.



**MB**

**SOLD ON A MONEY BACK GUARANTEE!**



2/3ths Actual Size



**BINOCULAR**  
**WEIGHS 6 1/2 OUNCES**

**POWER PRISM**

Introducing "Magic Eyes" in a Vest Pocket size binocular. Smaller than even a woman's palm these superb, ALL Chrome, 7 POWER PRISM, Achromatic glasses are a revolutionary binocular discovery. A 7 POWER Prism Binocular, not a field glass! AND they offer the user an excellent field of view. Optical craftsmanship at its very finest. Made in Japan. These precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. The All Chrome construction is precision machined in every way. UNITED'S "7 Power Magic Eyes" are adjustable to every eye width and every eye variance. These fine UNITED binoculars have been coated with applications of magnesium fluoride to the interior sides of the VITAL front and rear achromatics assuring you brighter, sharper, clearer images. The Ideal Binocular for those who want a powerful, compact glass.

**UNDER REGULAR RETAIL PRICE**

Recently we drastically cut our price on another glass to lower stock inventories. Results were most gratifying. We learned again that UNITED customers are quick to sense and take advantage of a bargain. It, therefore, is good business for us to offer the "Magic Eyes" we recently introduced, at below list prices. So we have reduced our price on our "7 Power Magic Eyes" from \$24.95 to only \$19.95 sale price! CARRY UNITED "SEAL OF QUALITY!"

**LEATHER CASE AND STRAPS**

are included at above price! Cases are quality leather and plush lined. Both case and neck straps included at \$19.95 price. Add usual federal tax.

**A TREMENDOUS VALUE**

Compare any other offering of a like quality binocular then see for yourself how much UNITED offers for so little.



American Rifleman reports: "Have thoroughly tested — where light, small, compact binoculars are needed," etc.

Hunting & Fishing magazine Publisher tried our 7x Vest Pocket, liked it so much he bought one for his own personal use!

Another Leading Outdoor Magazine wrote: "Vest Pocket 7 Power is surprisingly good — amazing in fact."

USER R. G., Montana writes, "Received first pair 7 power pocket Binoculars. Want second pair for neighbor."

**A LIFETIME OF PLEASURE**



Introducing FOR THE FIRST TIME..

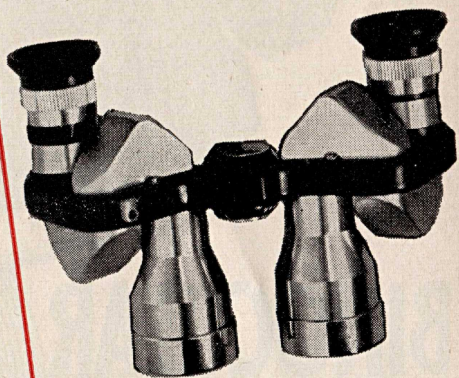
# 10 POWER POCKET BINOCULAR..

## Another UNITED First!

A sensational optical achievement — A 10 POWER, palm sized 'Whisper Weight' binocular. Master optical craftsmen have created a glass that was heretofore thought impossible.

### WEIGHS ONLY 6½ OZS!

Imagine a full 10 Power Prism binocular with Achromatic color corrected lens; precision machined in every way with finely balanced prisms for brighter, sharper, clearer images. Lustrous satin chrome with black trim. Sturdily constructed for a lifetime of use. These fine UNITED binoculars have been coated with applications of magnesium fluoride to the interior sides of the VITAL front and rear achromatics, assuring you brighter, sharper, clearer images. We offer here a pocket sized 10 Power binocular with just about perfect balance for long range or regular viewing. Made in Japan, these precision constructed UNITED binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. Brings images right up to you, clear, crisp and sharp. Seeing is believing. Measures only 3 x 3¼ inches and has an excellent field of 310 feet.



With Genuine Leather carrying case and straps.

**\$24.95**

Add usual Federal tax.

## HERE IS WHAT THEY SAY ABOUT UNITED POCKET BINOCULARS

"The 6 Power and 7 Power pocket size binoculars were so good I gave them as Christmas presents. Please send me . . ." H. C. M., Connecticut.

"I have used the one I bought many months. It is amazing what such a small glass can do. It would be worth its weight in gold on a long hike in the wilds where a larger glass would be left at home." H. M. D., Oregon.

"7x Vest Pocket size binocular thoroughly satisfactory in every way." Miss S. O., Canada.

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

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

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



**FIRST WITH THE BEST!**

WHEN YOU THINK OF BINOCULARS.. Think of

# UNITED

## SEAL OF QUALITY



## BINOCULAR CENTER OF AMERICA

Don't second guess when spending Binocular Dollars. Get ALL you can for your money—BUY UNITED Binoculars.

UNITED GUARANTEES each and every binocular they sell. Have used an absolute 30 DAY MONEY BACK OFFER since 1936! UNITED'S "Best-By-Test" binoculars come from 3 continents and UNITED'S central location assures you quicker delivery no matter where you live.

UNITED Binocular offerings are final choices after putting hundreds of different kinds, sizes of binoculars thru rigid field tests. Every possible factor is weighed. The quality of construction, the field of view, the way a glass balances in the hand, the weight of the binocular, the precision grinding of the lenses, whether they are worthy of UNITED'S NAME & the UNITED "Seal of Quality" and THEN the important decision . . . can the binoculars be mass produced to retail at popular prices. Even after meeting every such test, new binocular models are then sent to binocular experts for their candid opinions.

Even then UNITED testing is not completed—for if a binocular should not meet the exacting needs of early buyers, their various suggestions are carefully considered and if practical, new designs are created to fill such existing needs.

It is why we say again—When You Think of Binoculars—Think of UNITED



**QUALITY SELECTION FROM THREE CONTINENTS**



MB



CENTER Focus  
7 x 7 3/8 inches  
Field at 1000 yards  
is 369 feet!

## WHAT YOU SEE WITH THE 7x50 CENTER FOCUS BINOCULAR

Note carefully that the above naked eye photograph barely discerns the hidden deer. Since Mother Nature protects her animals by having them wear coats the same color as their natural habitat, it is quite possible you might miss seeing the deer entirely. BUT, when viewed with the UNITED 7x50 instant finger tip adjusting binocular, the deer can easily be seen clearly outlined against the background.

The 7x50 CENTER FOCUS binocular UNITED presents has one of the highest light transmitting power of any binocular. Precision grinding of the lens and UNITED value combine to make this superb glass the first choice of thousands of sportsmen the country over. Economy buy! Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images.

In addition to CENTER FOCUS has an individually focusing right eye piece and interpupillary adjustment. Moisture-dust proofed. Made in Japan. These precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced.

A UNITED first guaranteed to give lasting satisfaction and has been sale priced for immediate volume sales

Plush lined leather case and straps included at this price! Add usual Federal Tax.

**\$39.50**

**7x50 INDIVIDUAL FOCUS 32 OUNCE.....\$36.00**

Same as above, except is Individual Focus. Remember United has served over 600,000 since 1936.—17 years of Binocular "Know-How"! Sale priced. An economy value!

### GUARANTEE!

UNITED offers you to BUY IT — TRY IT. If not completely satisfied return within 30 days for full refund!

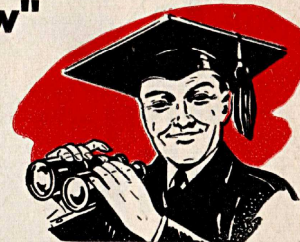
# QUALITY ARE UNITED

## You Be the Judge

UNITED's business is based on pleasing the customer. Nothing is spared to assure giving you the customer absolute satisfaction. UNITED realizes that a good per cent of sales are to satisfied repeat customers and from people they in turn refer to us. UNITED's tremendous volume is based on giving More Quality at Lower Prices.

## 17th Year of Binocular "Know-How"

When choosing a binocular you want the "BEST-BY-TEST" Binocular for your purpose. UNITED has served over 600,000 sportsmen the country over. We know what sportsmen require. Each year thousands of outdoor enthusiasts tell us both in person and in writing their good results with UNITED binoculars. UNITED anticipates needs and fills the wants of the most discriminating user. If you have any special problem please feel free to write to us.



## Sold to Leading Institutions

Colleges from coast to coast use UNITED Binoculars. All colleges require QUALITY AT THE RIGHT PRICE. That is why we at UNITED so value their repeat sales. A governmental department tested a pair of UNITED Binoculars, found them such a value they bought forty additional pair for an expeditionary trip! This should not be construed as a governmental endorsement of UNITED Binoculars for that is forbidden but it does show QUALITY AT THE RIGHT PRICE.

## Over 75 Models From All Over the World

You find over 75 models listed in these catalog pages. Hundreds of other makes, powers, etc., were tested and rejected. UNITED's test include binoculars from United States, Japan, Germany, Switzerland, etc. Those shown are the "BEST-BY-TEST" PRICED RIGHT binoculars we found. By selling only the best buys UNITED has become "America's Outstanding Binocular Retailer."



"American Rifleman"

"True"

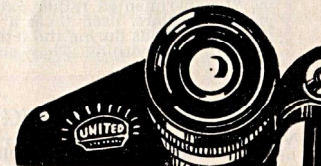
"American Legion"

## Leading Publications Approved

UNITED binoculars are regularly sent to outside sports authorities for their impartial, unbiased comments. Such outside opinions from unprejudiced experts provide added protection for UNITED customers. Ask any leading outdoor magazine about UNITED—they know.

## United Seal of Quality

Make sure the binocular you buy bears this seal. It is your assurance of top optical performance. It tells you that the binocular has satisfactorily met every UNITED test for size, power, weight, performance, and price. Don't be satisfied with less or pay more. BUY UNITED—AND BE SURE!



# UNITED BINOCULAR CO.

WHERE PRICE AND QUALITY ARE "UNITED"





**6**  
**POWER PRISM BINOCULARS-**

WEIGHS  
 4 OZS.

**\$17.95**

SAME MODEL  
 ALL CHROME—\$19.95



- INSTANT FINGER TIP ADJUSTMENT
- POCKET SIZE COMPACTNESS
- COMBINES POWER, RANGE, WEIGHT
- QUALITY CONSTRUCTION, PERFORMANCE
- CARRY UNITED "SEAL OF QUALITY"

Precision ground optics for brighter, clearer images, Quality binoculars—now bargain priced. They bear the famous UNITED "Seal of Quality" because they are sturdily made of all metal construction with scientifically ground lens! These fine UNITED Binoculars have been coated with applications of magnesium fluoride to the interior sides of the VITAL front and rear achromatics assuring you brighter, sharper, clearer images. Only 3 inches long! Made in Japan. These precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. Weighs 4½ ounces! A full 6 power prism binocular! Color Corrected Achromatic lens! Crystal clear field of view 375 feet at 1,000 yards!

**READ WHAT EXPERTS SAY**

**"American Rifleman" Says**

"Recently we have been testing a 6 POWER BINOCULAR sold for \$19.50 (regular price) plus tax by UNITED, Chicago. Neat, attractive, stoutly made, gives good clear image and a good glass for the money . . . etc."

**"TRUE" Magazine Says**

"For cost, performance and compactness we find these 6 Power Prism Binoculars good for every general purpose."

**Lt. Col. Chas Askins**

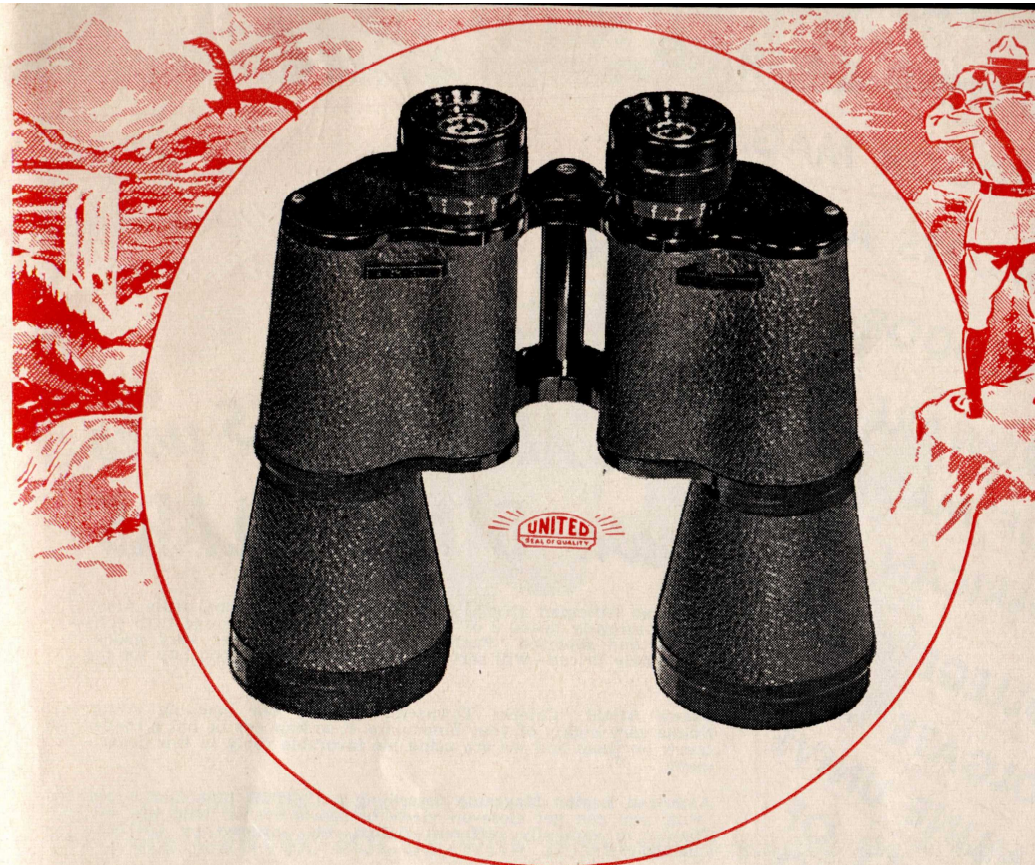
FIREARMS EDITOR OF HARDWARE writes us, "I experimented rather extensively with your binoculars, used them a great deal in the dense woods during the late evening and early in the morning. They are really A-1"

**"American Legion" Says**

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

**SELLING BELOW REGULAR LIST PRICE!**

Volume sales, volume production permits UNITED to offer this unusually fine glass at but a fraction of prices asked by others handling comparable binoculars. Price includes genuine leather case and straps.



**16x50 BINOCULAR \$69.50**

*Easy to Hold  
 Easy to Focus*

*Weighs  
 Only . . . . . 27 ounces!*

With these superbly made, tremendous powerful binoculars one has a feeling of standing on top of the world! Being able to travel hundreds of miles with his eyes while standing absolutely still! For views that are miles away, suddenly like magic, seem "next door" UNITED VALUE! Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. Water dustproofed. Full 16 power yet weight only 27 ounces and stand only 7 inches high.

**GREATER POWER—GREATER DISTANCE**

Possessors of this fine glass often remark "This must be the ultimate in a fine binocular Made in Japan. These precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. An excellent value at \$69.50 including fine leather case and straps and we quote from recent letter—from a binocular dealer in Georgia:

*"The 16x50 binoculars arrived OK and the customer is exceedingly well pleased. They are the most powerful binoculars I have ever seen and the party exclaimed when he looked through them . . . 'They are out of this world!'"*





AMERICAN RIFLEMAN  
 HUNTING & FISHING  
 OUTDOOR MAGAZINE  
 SPORTS AFIELD  
 OUTDOOR SPORTSMAN  
 HARDWARE WORLD  
 TRUE MAGAZINE  
 AMERICAN LEGION  
 COLLEGE OF SA  
 COLGATE UNIV  
 HAMLINE UNIV  
 UNIVERSITY OF  
 NEW MEXICO



**MB**

*From* **AUTHORITIES** *who*  
**know BINOCULARS**

American Rifleman official publication for the National Rifle Association recently tested 3 of our binoculars under average field conditions and reported "Featherweight—the optics are very good—moderately priced—will serve general purposes—a good buy for the money . . ."

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 this department. . ."

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.

Southern Governor of one of the leading states in the United States has repeatedly bought binoculars from UNITED.

Warren Page, Shooting Editor, Field & Stream, "From what experience I have had with them, there is no doubt but what both sets off glasses (7x35 and 8x40) are of excellent quality both optically, mechanically. . ."

Hunting & Fishing, publisher, L. F. McClure, tried our UNITED "Vest Pocket" binoculars, immediately liked them, and bought a pair for his personal use.

Ted Kesting, Editor, Sports AfIELD, "Colonel Whelen, Camping Editor, thinks very highly of your binoculars . . ."

National Advisory Committee for Aeronautics specified, "United Binocular Co.'s binoculars or fully equal."

Western Sportsman Magazine, "The UNITED people are making one dickens of a good price on a 16x50 featherweight glass that ought to be down a sportsman's alley. Looks like a good buy to me."

**AIRMAIL SERVICE!**  
 WE ARE PREPARED TO SHIP  
 ANY BINOCULAR  
 SAME DAY BY "AIRMAIL"  
 Add the Following Airmail  
 Charges When Ordering

All Pocket Models, Rifle Scopes  
 and 20X Telescope . . . . . \$1.00  
 6 or 8 Power, 15-40X  
 Wollensak Telescope . . . . . \$2.00  
 7, 10, 12, 16, or 20 Power  
 and Microscope . . . . . \$3.00

**BUY UNITED AND BE SURE!**

**United German BINOCULARS**



**WEIGH ONLY 15 OZS!!**  
**Yet both CENTER FOCUS with Individual Focusing Right Eye**

The entire world has long recognized and admitted the superb craftsmanship, fine optical qualities, matchless performance, dependability and ruggedness of German made binoculars, for Germany has long been known as the Optical Center of the World.

UNITED is proud to announce that precision machined, optically perfect GERMAN BINOCULARS are once again available in the United States and at UNITED'S popular prices!

Their "Whisper Weight" will amaze you (weighs only 15 ozs.) All internal optics are COATED. Are CENTER FOCUS for instant finger tip adjustment and have individually focusing right eye pieces. 6x30 is 4 inches and 8x30 4 3/4 inches in height. 6x30 has 360 foot and 8x30 450 foot field at 1000 yards.

**NEEDS ANOTHER**  
 "Last fall I let my hunting partner use the German binocular you sold me. Now I need another one. Send . . ." M. M. L. Dallas, Texas.

**NICEST & HANDIEST**  
 "Your 8x30 Wide Angle German Binoculars are about the nicest and handiest—I would recommend them to anyone wanting an all round handy set of glasses." J. P. S., Kalamazoo, Michigan.

**6x30 . . . . . \$55.00**  
**8x30 . . . . . \$59.50**

Fine German Leather Case and Straps Included. Add Usual Federal Tax



**QUALITY SELECTION FROM THREE CONTINENTS**



## 7x35 - \$69.50

**CENTER FOCUS—16 OUNCES!**

Exclusive with UNITED by mail order is the 7x35 center focus with individually focusing right eye piece. The usual ultra precision GERMAN craftsmanship is apparent at a glance and confirmed by its consistently outstanding performance for all internal optics are coated.

**ONE OF THE LIGHTEST  
7x35 ON MARKET TODAY!**

Yet it has a LARGER FIELD (405 feet at 1000 yards)! Lens are made from famous JENA GLASS known the world over for its high resistance to heat and great light transmitting power. 6 inches high. Water dust-proofed.

A "Whisper Weight" MAGNESIUM binocular (16 oz.) that with fine German leather case and straps is a buy of buys at \$69.50. Supply limited—so act quickly.

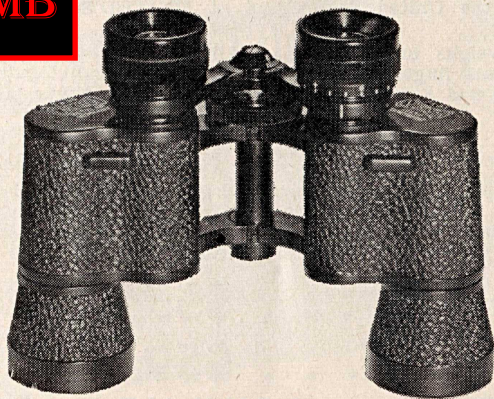


**ONLY 16 OUNCES.**

## 7x35 CENTER FOCUS - \$57.50

**WEIGHS ONLY 14 OUNCES!**

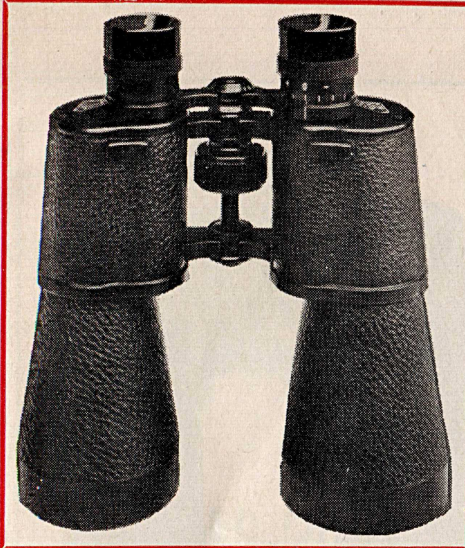
**MB**



Still another UNITED first is this superb German binocular, quality every inch of the way. At UNITED'S amazingly low price these All-Purpose binoculars are practically a MUST for the enterprising sportsman. For unlike older style 7x35 CENTER FOCUS binoculars, it does not weigh 19, 20 or 25 ounces but instead only 14 OUNCES! These 5"x6" binoculars will give you a fine depth of field and crisp, sharp, clear images, for all internal optics are COATED. 375 foot field. In addition, to finger tip Center Focus adjusting it has also an individually focusing right eye piece for most accurate settings. Fine German leather case and straps included. Like all UNITED Binoculars is sold on 30 Day Free Trial basis. Add usual Federal Excise Tax.



**WHERE PRICE AND QUALITY ARE "UNITED"**



**CENTER FOCUS MASTERPIECES!**

**Weigh only 21 - 27 ounces!**

True superlatively made "Whisper Weights!" Prior to World War II high powered binoculars weighed 4 to 5 lbs. each! Now German strong lightweight metals perfectly matched lenses and streamlined construction expertly engineered make possible highpowered "Whisper Weight." All internal optics are coated for that extra sharp, precise viewing. Water, dustproofed. All are Center Focus with individual focusing right eye for easy following of rapidly moving objects.

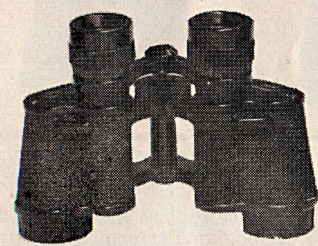
**WEIGHS ONLY 27 OUNCES!**

**20x56 (6 1/2"x9 1/4") \$99.50**

**WEIGH ONLY 21 OZ!**

6x50 (Brightest ever! Ratio of 69!)	\$86.50
7x56	24 oz. 89.50
8x56	24 oz. 92.50
10x56	24 oz. 95.50

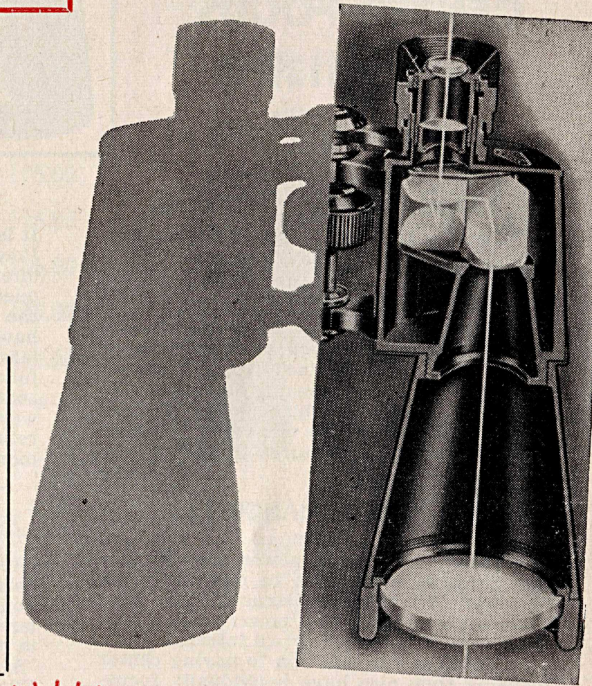
Important: Note extra large 50-56 mm front lens which allows more light to enter giving you brighter images! Prices include fine German leather cases and straps.



**8x30 \$39.50**

**Weighs 10 3/4 oz.**

One of the World's Lightest! This German "Whisper Weight" binocular gives you amazing optical clarity performance wherever you go. Its "Whisper Weight" and exceptional compactness (4"x5 1/4") makes using it a rare treat indeed. These fine German binoculars have been coated with applications of Magnesium Fluoride to the intersides of the vital front and rear achromatics assuring you brighter, sharper images. As with all extremely accurate German Center Focus binoculars it too gives you in addition an individually focusing right eye piece for absolute fine line definition.

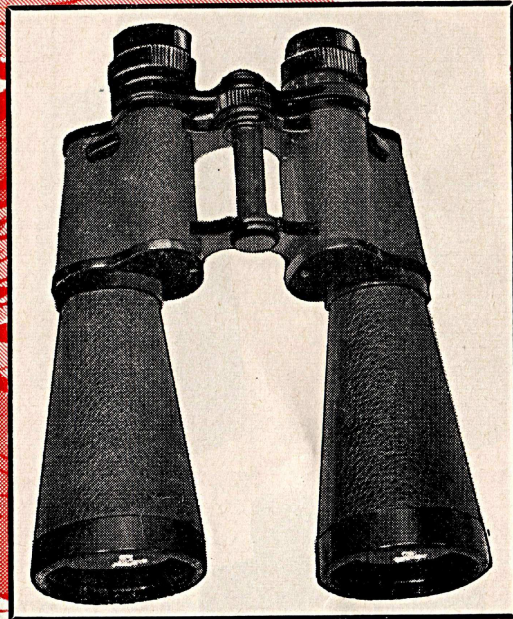


**SCHÜTZ PRISMATIC SYSTEM**  
Provides increased intensity of light with compact construction, light weight. Course of rays shows special advantages of system.



**CENTRALLY LOCATED FOR FASTER SERVICE**





**EASY TO HOLD**  
**EASY TO FOCUS**  
**CENTER FOCUS**  
**15x56 - \$139.50**  
**20x56 - \$149.50**

**WEIGHS ONLY 28 OUNCES**

Two of the finest binoculars we have ever handled. They offer Everything.

**POWER**

Tremendous 15 Power or 20 Power binoculars . . . which ever you prefer. Made in Germany by men trained from childhood to precision optical grinding and binocular assembly. These two binoculars will give you **POWER** when you want it . . . and at your finger tip! Measures only 7 x 8 3/4 inches.

**PERFORMANCE**

These two pair of binoculars will give you the absolute acme of power performance regardless of whether it be morning, noon or night. Precision constructed they give excellent light gathering power at all times, sharpness of image, etc. All internal optics are **COATED**. In addition to having center focusing they also have individually focusing right eye pieces!

Fine German Leather case, straps included.



Add The Usual Federal Excise Tax

**MB**

**APPROVED BY LEADING SPORTS PUBLICATIONS**



**COATED OPTICS**

(ALL Internal Optics are Coated)

- 6x30 Silvarmar . . . . . 125.00  
(Individual Focusing)
- 6x30 Silvarem . . . . . 125.00  
(Central Focusing)
- 7x50 Binocular . . . . . 175.00  
(Individual Focusing)
- 7x50 Binocetm . . . . . 175.00  
(Central Focusing)
- 8x30 Deltrintem . . . . . 135.00  
(Central Focusing)
- 10x50 Dekarem . . . . . 195.00  
(Central Focusing)
- 15x50 Pentekarem . . . . . 250.00  
(Central Focusing)

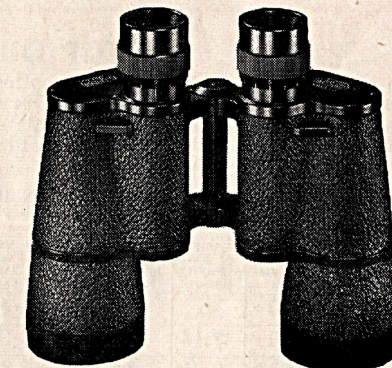
NOTE: Central Focusing also has Individual Focusing right eye.

Fine German Leather Case, Straps  
Add Usual Federal Tax



A famous name in the optical world. For prismatic binoculars of the modern type were invented in Germany by Carl Zeiss in 1832 . . . 60 years ago. The ingenious use of prisms in Zeiss Binoculars were a revolutionary advancement, for not only was the field of view increased but a striking stereoscopic effect was created due to the objective lenses being set a greater distance apart than the eye pieces.

The Zeiss Binocular of today is a modern prism binocular brought to the peak of perfection by its own inventors. Because of their superb optical quality, their matchless performance, deepndability and ruggedness, Carl Zeiss Binoculars have been used by the U. S. Navy, and by the armies and navies of most other nations. They are first choice of noted explorers, sea captains, big game hunters and famous flyers, many of whom have expressed their high appreciation of Zeiss quality.

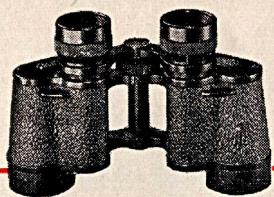


Model	Diameter of Exit Pupil	Light Transmitting Power	Field of View		Weight Ounces
			In Degrees	Feet at 1000 Yds.	
6x30	5 mm.	25	8.5	450	12 1/2
7x50	7.1 mm.	50.4	7.3	384	29 3/4
8x30	3.75 mm.	14.06	8.5	450	14
10x50	5 mm.	25	7.3	384	31 1/2
15x50	3.33 mm.	11.1	4.6	243	31 1/2



**UNITED GUARANTEES YOUR SATISFACTION**





6x30 and 8x30 Leitz

**Quality Wide Field**

can again be supplied in the well-known Leitz 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.



10x40 Leitz

**Precision Craftsmanship**

Ernst Leitz Binoculars have 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 the peak of quality optical craftsmanship.

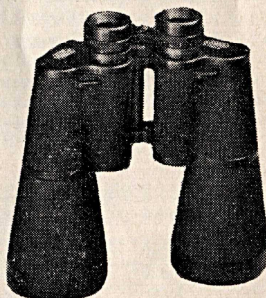
Everywhere and at all times these high-grade LEITZ German glasses afford a welcome, often unforgettable enhancing of the experience of holidays, racing and other events.

**TOP QUALITY PRODUCTS**

In all LEITZ glasses all internal optics are COATED. By this means the effective light transmitting power is increased, every disturbing reflection reduced, 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 CENTER FOCUS with INDIVIDUALLY ADJUSTING RIGHT EYE at prices 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 in Degrees	View Feet at 1000 yards	Weight Without Case in ozs.	Fair Trade Retail Price
6x	30	5	25	8.5	450	16½	\$114.00
7x	50	7.14	51	7.3	384	33	\$162.00
8x	30	3.75	14	8.5	450	17½	\$126.00
10x	40	4	16	7.3	384	29	\$177.00
10x	50	5	25	5	262	32½	\$171.00
10x	60	6	36	5.8	306	42½	\$192.00
12x	60	5	25	4.3	225	42½	\$195.00
15x	60	4	16	4.65	243	44	\$204.00



15x60 LEITZ

NOTE: All of above are available in individual focus only, at \$6.00 each less than list prices shown.



AMONG THE WORLDS FINEST

**HENSOLDT BINOCULARS**

**Dialyt Roof Prism Type 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 travelers. 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. All internal optics are COATED.

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

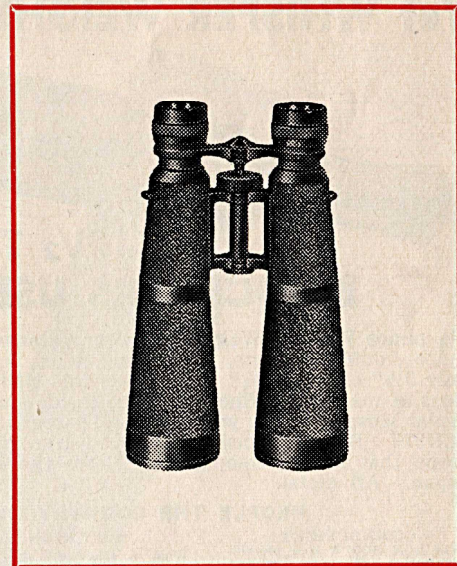
In failing light, at dawn or dusk, for marine use, hunting, etc., when good light transmission as well as higher magnification is desired, a 7x42, or a 7x50, or a 10x50 may be desired.

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-half a binocular) with 24X magnification and 56 mm objective is offered at \$108.00.

(Please Note FEATHERWEIGHT!)

	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



**POPULAR WITH HUNTERS**



Add the Usual Federal Excise Tax To All Retail Prices Shown.



As With all Binoculars offered by UNITED, complete with leather case, straps.

UNITED GUARANTEES YOUR SATISFACTION



20 POWER! 1 1/2 OUNCES

**TREMENDOUS POWER  
Yet WHISPER WEIGHT!**



**2 1/2 TIMES STRONGER THAN  
BINOCULARS USED BY ARMED FORCES!**

7 1/2 ounce Whisper Weight 20 Power Telescope for instant-on-the-spot focusing. Ideal for indoor, outdoor sports, vacationing, trips, long distance spotting. Pocket size — measures only 8 1/2" closed, 13 1/2" open. This fine UNITED telescope has been COATED with applications of magnesium fluoride to the inside surfaces of the vital front achromatic and rear ocular lens to assure you brighter, sharper images. NOT A CHEAPLY MADE TOY TELESCOPE! But a precision machined (threaded fittings), precision ground achromatic telescope that invites comparison. Bears the famous UNITED "Seal of Quality." Made in Japan. All metal.

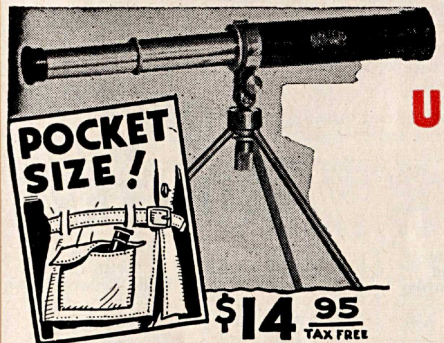
**PEOPLE THE COUNTRY OVER WRITE**

<b>CONNECTICUT</b> "The 20X SCOPE is a pleasant combination of power without bulk and is exactly suited to my needs." J. J. McG.	<b>MICHIGAN</b> "What a telescope that is for such a small price." J. K.	<b>PENNSYLVANIA</b> "My little 20X scope you sent is good on a 50 foot range for spotting bullet holes." C. T. R.
<b>KENTUCKY</b> "Well pleased with 20X Telescope." R. G.	<b>NEW JERSEY</b> "Am well pleased with it." J. M. K.	<b>TENNESSEE</b> "My 20X Featherweight telescope is tops." M. L. V.

**\$8.95**

No Federal Tax  
Leather Case \$1.00

Important! We have available a few shelfworn models in A#1 working condition at \$6.95 ea.



**20 POWER  
UNI-SCOPE with TRIPOD**

At last, an ideal spotting scope for range checking. A full 20 POWER Whisper Weight Pocket size Spotting Scope that measures only 8 1/2" closed—13 1/2" extended. Weighs 7 1/2 ounces! NOT A CHEAPLY MADE TOY! But a tremendous 20 Power, all metal, precision machined (threaded fittings throughout) top quality, Achromatic spotting scope that invites comparison. Made in Japan. These precision constructed UNITED Uni-Scopes are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. So compact and so precision made in every detail you will also want to use it for long distance viewing.

**\$14.95  
TAX FREE**

The UNISCOPE has been COATED with applications of magnesium fluoride to the interior sides of the VITAL front Achromatic and rear Ocular lens so users can view objects clearer, brighter and in sharper detail than ever before.

**UNI-TRIPOD combines Simplicity with Practicability**

Two thumb screws complete set-up or disassemble the ball swivel UNI-TRIPOD in just a few seconds. Sight up, down or at any angle you want! It too is pocket sized, rust proof and precision machined in every way. UNI-SCOPE plus UNI-TRIPOD complete only \$14.95 Tax Free.



**17 YEARS OF BINOCULAR KNOW-HOW**

STAR TELESCOPES IN ONE!

**15 to 40 POWER  
VARIABLE TELESCOPE**

**COATED OPTICS**

- Use 15X—for nearby objects at wide angle.
- Use 20X—for target spotting scopes.
- Use 30X—for long distance terrestrial view.
- Use 40X—for celestial and astronomical observation.

To change the power, simply take the power tube between your fingers, turn to a click and your power has changed from 15 power to 20 power then to 30 power and to 40 power! As simple as that. Rust Proof chrome tubes. Weighs only 18 ounces. 9" when closed. 27" when extended.



**AMERICAN MADE  
BY WOLLENSAK**

**\$33.50**

**FEDERAL  
TAX FREE!**

**Genuine Leather  
Case Included**

**USERS PRAISE IT**

- "Well pleased with it." D. S. Canal Zone.
- "Just received your 15X-40X Telescope. It is tops. I like the scope fine." I. E. J. Arizona.
- "I bought a Wollensak Telescope through your company. It is really and truly a fine scope. It has more than served my needs in Korea." Cpl. T. E. J.

1. Images equally sharp and clear at all powers.
2. Power tubes graduated in click stops with intermediate markings permitting instant fixing of selected power—no guess work.
3. All five lenses in the eye piece and achromatic objective—12 surfaces in all—are COATED for greater brilliance of image.
4. Knurled ring on eyepiece draw-tube makes focusing easy and fast.
5. At 20 Power the telescope will clearly show .22 bullet holes at 300 feet.

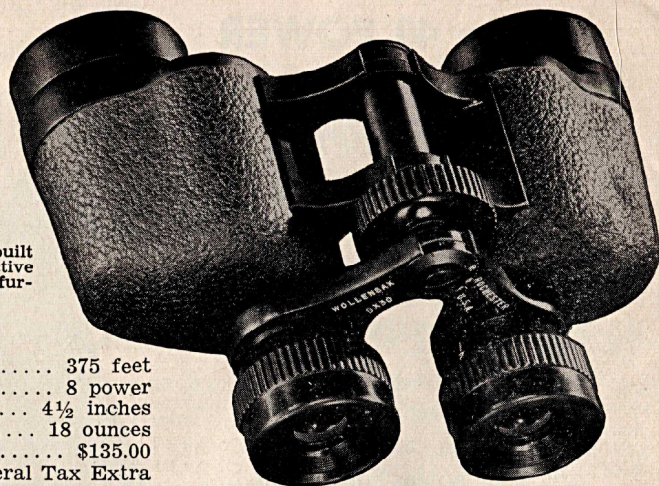


**UNITED GUARANTEES YOUR SATISFACTION**



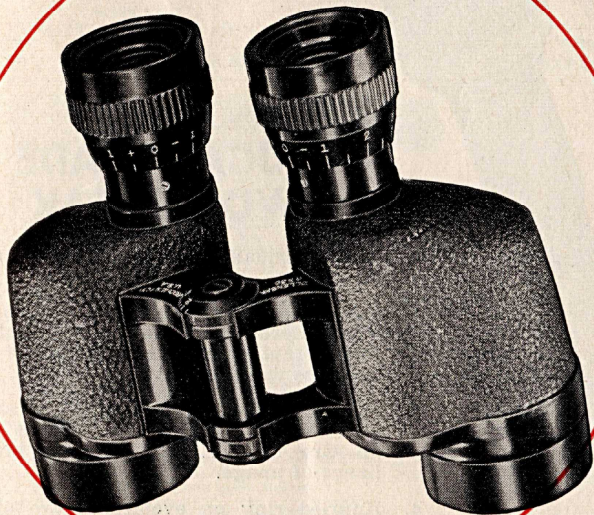
# PRISM BINOCULAR

Here is the ideal glass for long distance viewing where power, compactness and zephyr weight are desired. It provides large, clear view, true perspective, and stereoscopic depth that brings objects out in relief. Features include Wocoted (Coated) anti-reflection lens surfaces, center focusing and separate adjustable right eyepiece. It is moisture proof 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 . . . . . \$135.00  
Federal Tax Extra

## 6 x 30 SPORTSMAN PRISM BINOCULAR



FOR SECOND SIGHT  
OUTDOORS . . .

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.

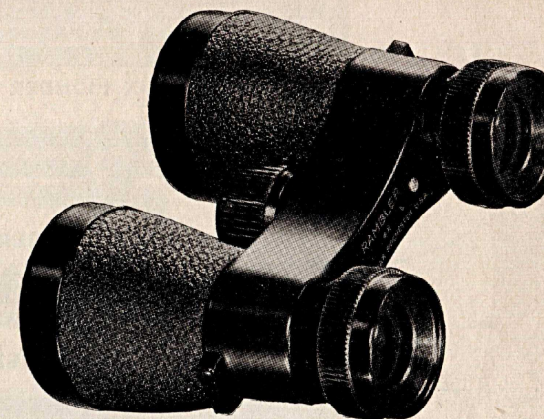
Field at 1000 yards . . . . 390 feet  
Magnification . . . . . 6 power  
Length closed . . . . . 4½ inches  
Weight . . . . . 18 ounces  
Price . . . . . \$115.00  
Same Model Center  
Focusing . . . . . \$125.00  
Federal Tax Extra



MB

# RAMBLER GLASS \$20

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 . . . . . 3¾ inches  
Weight . . . . . 9 ounces  
Price . . . . . \$29.50  
Federal Tax Extra

NOTE: The correct price is \$29.50 and NOT \$26.50 as shown at top of page.

## EXPLORER—AN ECONOMIC 8 POWER TELESCOPE



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 furnished.

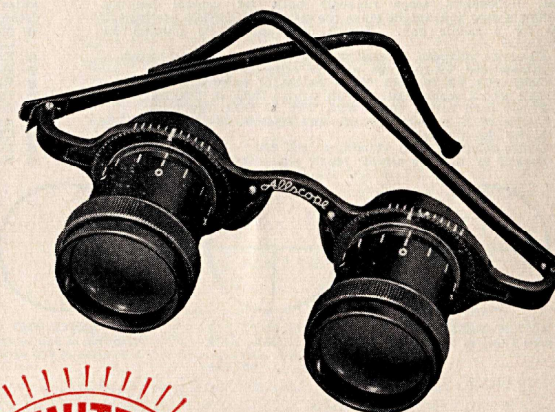
AMERICAN MADE  
*Wollensak*  
SCOPES

## 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 . . . . . 105 feet  
Magnification . . . . . 8 power  
Weight . . . . . 6 ounces  
Price . . . . . \$9.95  
(No Federal Tax)

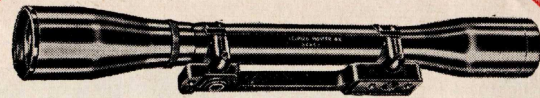
Field at 1000 yards . . . . . 330 feet  
Magnification . . . . . 3 power  
Weight . . . . . 3 ounces  
Price . . . . . \$39.50  
Federal Tax Extra



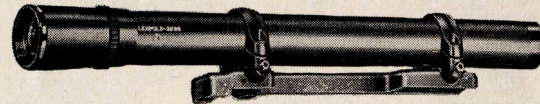
TRY ONE MONTH AT OUR RISK

A LIFETIME OF PLEASURE

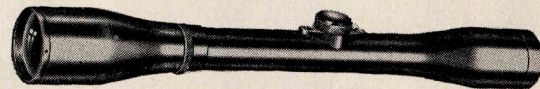




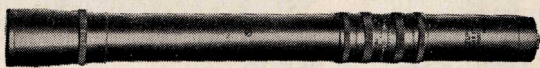
4X PIONEER



2 1/2 X PIONEER



4X MOUNTAINEER



2 1/4 X PLAINSMAN



MB

## Leupold and Stevens Riflescopes American Made

### 4X PIONEER . . .

Exclusive nitrogen processing makes LEUPOLD PIONEER a true all-weather scope. Gives clear, bright image in rain or shine, heat or cold, at any altitude. Waterproofed tube. Fine hard coated lenses. The pioneer of fixed reticle scopes is still first in the field. Windage and elevation adjustments in mount.

- Streamlined 3/8-in. tube mounts extra low.
- Diameter of eye-piece, 1 1/2 in.; diameter of objective, 1 3/4 in.
- Length, 11 1/2 in. including built-in sun shade.
- Weight, only 8 oz.
- Extra wide field of view—35-ft. field at 100 yds.
- Fine hard coated optics give 4X magnification with 2 1/2 to 4 1/2-in. eye relief.
- Choice of 5 fixed reticles, always centered. \$10.00 additional for dot reticle.
- Comes complete with aluminum lens cap.
- Backed by lifetime service repair guarantee.

**\$64.50**

### 2 1/2 X PIONEER . . .

Fast, lightweight scope ruggedly built for general hunting. Minimum size and weight make the 2 1/2 X PIONEER particularly fine for a saddle gun. Simple construction—no internal adjustments.

- Exclusive nitrogen processing—no fogging. Waterproofed.
- Streamlined 3/8-in. tube permits extra-low mounting.
- Tube only 10 in. long; total weight of scope only 4 1/2 oz.
- Full 2 1/2 X magnification with 40-ft. field at 100 yds.
- Finest hard coated optics with 2 1/2 to 5-in. eye relief.
- Choice of 5 permanently centered reticles (\$10.00 additional for dot reticle).
- Comes complete with aluminum lens cap.
- Backed by lifetime service repair guarantee.

**\$45.00**

### 4X MOUNTAINEER . . .

A deluxe hunting scope for the big-game hunter. Has all the advantages of the Leupold 4X Pioneer plus internal elevation adjustment!

- Moisture-proof and nitrogen processed to prevent condensation and fogging.
- Streamlined lightweight tube, 3/8-in. diameter for low mounting.
- Only 11 1/2 in. long including built-in sun shade.
- Diameter of eye-piece, 1 1/2 in.; diameter of objective, 1 3/4 in.
- Positive elevation adjustment clicks for 1/2-in. movement at 100 yds.
- Extra wide field of view—35 ft. at 100 yards.
- Fine hard coated optics give full 4X magnification with 2 1/2 to 4 1/2-in. eye relief.
- Choice of 5 reticles (\$10.00 additional for dot reticle)
- Comes complete with aluminum lens cap.
- Backed by lifetime service repair guarantee.

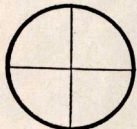
**\$75.00**

### 2 1/4 X PLAINSMAN . . .

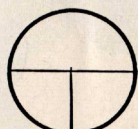
Built-in windage and elevation adjustments together with other exclusive LEUPOLD features make the LEUPOLD 2 1/4 X RIFLESCOPE one of the finest of its kind made today. Windage and elevation are precision adjusted with independent cams which stay where you set them. No protruding knobs or screws detract from the streamlined design.

- Moisture-proof tube, nitrogen processed to prevent condensation and fogging.
- Lightweight—only 6 1/2 oz.
- Streamlined tube 3/8-in. diameter, 10 in. long.
- Finest hard coated lenses.
- Full 2 1/4 X magnification with 40-ft. field at 100 yds.
- Eye relief—2 1/2 to 5 in.
- Adjustment clicks for 1/2-in. movement at 100 yds.
- Choice of 5 reticles (\$10.00 additional for dot reticle)
- Comes complete with aluminum lens cap.
- Backed by lifetime service repair guarantee.

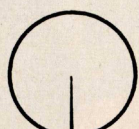
**\$64.50**



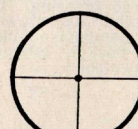
MEDIUM CROSSHAIRS  
(Covers 1 inch at 100 yards)



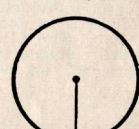
TAPERED POST  
AND LATERAL HAIR  
(Flat top of post covers  
3 inches at 100 yards)



TAPERED POST  
(Flat top of post subtends  
3 inches at 100 yards)



DOT  
(Any size center dot on  
fine crosshairs)



BEADED POST  
(Fine, straight post topped  
by bead subtending  
about 4 inches at 100 yards)



WHERE PRICE AND QUALITY ARE "UNITED"

Buy UNITED and be Sure!



Is your guarantee of real value. This seal etched into your binocular certifies the binocular has satisfactorily met every UNITED test for size, power, weight and performance. Do not be satisfied with less or pay more. This seal is your GUARANTEE OF SATISFACTION.

### THOUSANDS OF SATISFIED CUSTOMERS

Over 600,000 men and women from all parts of the United States and many parts of the world testify to UNITED'S policy of SQUARE DEALING. Don't guess — BUY UNITED and BE SURE.

# PROOF!

"I must say that UNITED are one of the squarest shooters I have ever dealt with. It would be a pleasure if you care to use my name for a write-up. I purchased a pair of 6 power binoculars and binocular specs and found them OK. I am one of the oldest picture machine operators in the business today . . ." Walter A. Bemis, New Jersey.

"I was given your address by a friend of mine who is very well pleased with your binoculars. Please send me . . ." R. A. C., New York.

"Have seen the 7x50 binoculars purchased by Mr. L. L., a year ago and I like them very much. Enclosed find check . . ." C. E. S., Kansas.

"About 2 years ago I bought a 6x30 binocular, well pleased and have recommended you to friends. Please send . . ." R. W. L., Illinois.

Johns Hopkins Medical School bought UNITED Binoculars for research work in conjunction with the U.S. Navy in Alaska and after testing they bought two additional pair!



Look for this **UNITED** SEAL OF QUALITY MARK OF QUALITY on Your BINOCULAR

**IT IS YOUR GUARANTEE OF ABSOLUTE SATISFACTION**

As John Hancock, the immortal American, dramatically demonstrated it takes pride in one's beliefs and in one's merchandise to warrant one putting his Seal of Approval on it.

That is why we urge you to seek the UNITED "Seal of Quality" on any Binocular or Telescope you buy to make certain it is a UNITED "Best-By-Test" product and can be had on UNITED'S 30 DAY MONEY BACK OFFER.

Enjoy the countless pleasures of magnified viewing. Do not gamble with your Binocular Dollars. Buy a Binocular whose Quality Materials, Precision Construction is guaranteed by a reputable binocular retailer... the UNITED BINOCULAR CO.

**SINCE 1936**

UNITED BINOCULAR COMPANY has filled the needs of over 600,000 customers in all parts of the United States and in many parts of the world.

Each and every piece of UNITED merchandise has been sold on an unconditional Money Back Guarantee. The **BUY** and **TRY** policy has been one that UNITED has followed from its very beginning. **Its simplicity is your protection.** You buy a binocular or telescope You try it for your own special purposes and then if it does not meet your

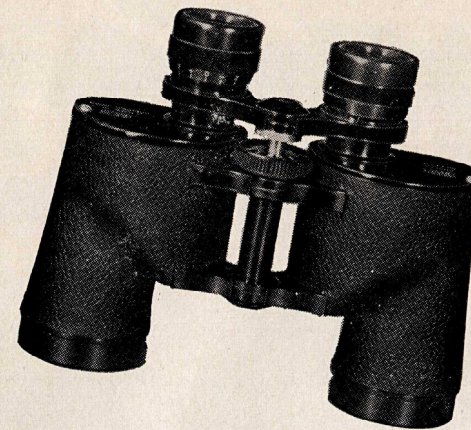
requirements or if you feel that we have not accurately described it in every minute detail, simply return it for an immediate unquestioned refund of every cent you paid us. Your complete satisfaction is our main concern.

It might interest you to know that our total cash refunds amount to less than two per cent of our gross sales and of these **many admit** that the **fault lay on the part of the buyer**, his wants and what he could at the moment afford to pay and **not with the merchandise.**

**MB**



**WHERE PRICE AND QUALITY ARE "UNITED"**



**THE Gift of a LIFETIME !**

Binoculars are always an unforgettable gift for folks of all ages at Christmas, Birthday, Going Away Trips, Employees, Anniversaries, etc. UNITED'S tremendous stock offers you a Binocular for Every Purpose and at Every Price.

**UNITED'S Lay-A-Way Plan No. 1**

Select the Binocular of your choice. Or, if undecided write us your general wants and let our advisory department make suggestions for you. Make only a \$5.00 deposit and we will hold aside your selection for you for any period up to 6 months. Make payments at your convenience or, we will accept payment in full on date delivery is made. Many people prefer this easy week-ly on monthly payment plan.

**UNITED'S Gift Certificate Plan**

Simply remit any amount you choose 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 this three color catalog and showing your name as the generous giver of a lifetime quality UNITED Binocular.

**Special Satisfaction Guarantee Offer**

If for any reason the binocular selected by

the receiver does not please the person in every way, he or she may return the binocular either for an exchange of a higher or lower priced binocular or an immediate cash refund of the money!

Remember, you can order a binocular now and **HOLD** the gift or gift certificate **until the date of the occasion.** If the person receiving it at that time is **NOT SATISFIED** after trying the Binocular for 30 days, they may be returned for either an **Exchange** or a **Refund.**

**GIFT OF A LIFETIME ORDER FORM RETURN TODAY**

Date \_\_\_\_\_  
**Mr. L. J. Thomas, Executive Director**  
 United Binocular Co.  
 United Bldg., 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 \_\_\_\_\_



**A LIFETIME OF PLEASURE**



# SALE SPECIALS

12x50  
**\$52.50**  
 Regular  
 Price  
**\$65.00!**

**CONQUERORS  
 OF DISTANCE**

All powerful 12 power, individual focusing binoculars with 50 mm (2 inches in diameter) front lenses. All light-weight metal construction. Power assures you see MORE! Achromatic lense guarantee you see BETTER. Weigh LESS . . . only a mere 35 ounces! And, cost LESS than you would expect to pay for such fine binoculars. More proof of UNITED'S Fair Price Policies and that you save when you buy from UNITED. Internal surfaces of vital prisms and front and rear achromatics are coated.



**OFFERED WHILE 50 PAIR LAST!**

Measures 6¾x7¼ inches

12x50 has field of view of 280 feet at 1000 yards — Angular field 5.5 degrees. Comes complete with handsome plush lined leather case and straps. Add usual Federal Tax. Made in Japan to rigid UNITED requirements by skilled optical craftsmen of quality materials, explaining why we can offer so much quality for so little price.

**8x40**

**Individual  
 Focus**

**\$44.95**

**UNI-VALUE — Rugged  
 Sale Priced!**

**While 38 Pair Last!**



A full 8 power, Larger 40 mm. front lense. Internal surfaces of vital prisms and front and rear achromatics are coated with magnesium fluoride for sharper, crisper images. Individual focusing. Note the body design is the popular "square" German body style. Rugged. Built to give you years and years of service and pleasure. Finely machined. Excellent field of view. Water and dust resistant. Achromatic! Made in Japan of quality materials by skilled optical craftsmen, to rigid UNITED Requirements. Complete with rich genuine lined leather case and straps. \$44.95 plus Federal Excise Tax.

**United's No Risk Money Back Guarantee**  
 For 17 years UNITED has faithfully offered you the privilege of BUYING and TRYING — Use for 30 days at OUR risk and expense, if you are not 100% satisfied, return for full refund of your money!



**7x50 GERMAN — \$99.50**  
**CENTER FOCUS**

**WITH INDIVIDUAL FOCUSING RIGHT EYE**

Another UNITED First! Created due to popular demand. For some time we have received numerous requests for a featherweight 7x50 Binocular of German origin to sell for around \$100.00.

This quality optical masterpiece is of course made in Germany by skilled craftsmen trained from childhood to precision binocular workmanship. The optics are made of famous **Jena Glass**, known the world over for its outstanding performance.

**MAGNESIUM BODY — WEIGHS ONLY 30 OUNCES!**

Has an excellent field of view of 7.3 degrees or 384 feet at 1000 yards. Exit pupil is 7.1 mm and light transmitting power is 50.4. Stands 7 inches high and is water and dust resistant. All internal optics are COATED with magnesium fluoride to assure you brighter, sharper, crisper images.

Comes complete with handsome, richly designed and sturdily created leather case and straps. Retail \$99.50 plus usual Federal Excise Tax.



**UNITED BINOCULAR COMPANY**

United Building 9043 S. Western Ave. Chicago 20, Illinois



Try Any Binocular for 30 Days at Our Fully Satisfied Return for

Risk and Expense -- If You Are Not Prompt Refund in Full!

## GET AN EYEFUL WITH A HANDFUL 6, 8 AND 11 POWER!

Available again to the general public . . . the German made Moller binoculars are designed only for those who demand the very best.

88 years of experience in making precision optics have resulted in lenses with a depth-of-field, degree of sharpness, and sparkling contrast that seldom has been known. Some of the exceptional features include:

- Patented single "Roof-Edge" prism
- Patented adjustable "Steadyhold" forehead rest
- Center focusing plus single eye focusing for both lenses



### The Aristocrat Among Pocket Binoculars!

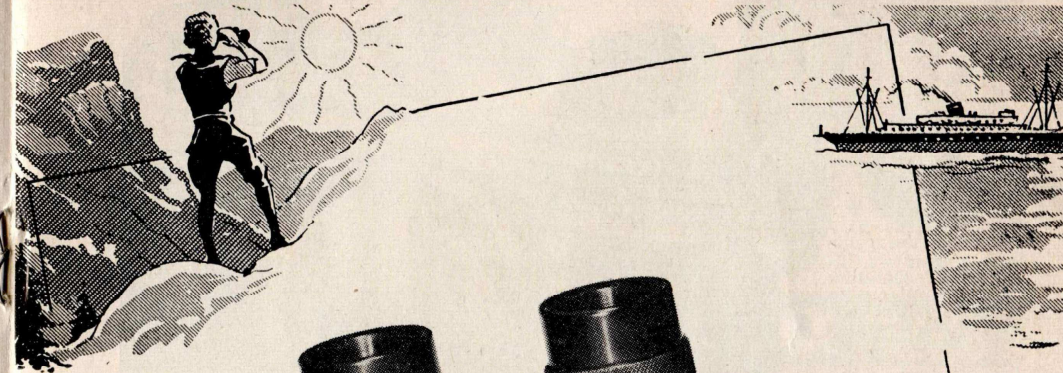
Smaller and more compact than the usual Porro Prism Binoculars. The wide angle of view, splendid definition of image, and freedom from color and lens aberrations, the extraordinary light transmitting power owing to the wonderful "Roof-Edge" prisms and fine hard-coating of the internal surfaces of vital front and rear achromatics give excellent results even at dusk or dawn. By means of an adjustable forehead rest (patented) they can be placed firmly against the forehead without pressing the eyepieces against the eyes; thus great steadiness in holding the glasses is obtained when riding, driving, on board ship or when hunting. These are the best glasses to satisfactorily view any object in great detail. REMEMBER ALL LENSES ARE ACHROMATIC.

#### OPTICAL DATA

Magnification	Objective mm	Exit pupil mm	Field of view (in degrees) (at 1000 yards)		Weight oz.	Price
6x	24	4	8.6°	453 feet	13	\$124.50
8x	24	3	6.5°	345 feet	13	\$132.50
8x	32	4	6.4°	335 feet	14	\$144.50
11x	32	3	4.8°	220 feet	14	\$154.50

### UNITED HIGHLY RECOMMENDS GERMAN MOLLER BINOCULARS

The actual optical efficiency can only really be determined by physical use and we suggest that you should examine for yourself Moller ROOF PRISM-binoculars for we are sure you will be convinced of their amazing optical qualities. Test for 30 days, if not fully satisfied, return for a complete refund.



\$79.50

## 525 FOOT FIELD AT 1000 YARDS! 7x35 WIDE ANGLE Another UNITED FIRST!



Another UNITED First!—In the new streamlined design. Fits your hand like a glove. A 7x35 Binocular which offers you not 350, 360, 375 or 390 but a WIDER FIELD of 525 feet at 1000 yards. You See More!

Featherweight—Only 26 Ounces! We repeat, this UNITED WIDE ANGLE 7x35 weighs only 26 ounces! Fine resolving power. Needle sharp definition and brilliance. Color corrected Achromatic

lens. You will find it is EASIER to follow rapidly moving objects, and you will be able to SEE MORE. Plenty of light gathering power.

Uni-Coated assures you of brighter, sharper, clearer images, for internal surfaces of vital prisms and front and rear achromatics are coated! Precision designed of quality materials yet is offered you at UNITED'S economy price of \$79.50 plus the usual Federal

Excise Tax. Comes with handsome plush lined leather case and straps.—Made in Japan.

Remember This Combination! A 7x35 UNITED Binocular (and 7x35 is considered the "all purpose" binocular) PLUS a WIDE ANGLE field of 525 feet at 1000 yards PLUS Featherweight, only 26 ounces. All combined into a modern, streamlined body and economy priced . . . 4 3/8 x 7 5/8 inches, UNITED'S NEW WIDE ANGLE Binocular.



# Rush Order Blank

UNITED BINOCULAR COMPANY  
 United Bldg.,  
 9043 S. Western Ave.  
 Chicago 20, Illinois

Date.....

Gentlemen:

- Enclosed find \$ \_\_\_\_\_ please ship the following order postpaid.
- Enclosed find \$2.00 as deposit, please ship the following order C. O. D. for balance due.

Illinois orders must add 2% for sales tax. Be sure and enclose Federal Excise Tax on taxable merchandise such as jewelry, binoculars, etc.

Quantity	Page No.	Description	Price
			\$
		If you wish AIRMAIL shipment add correct postage here	\$
		Illinois Residents add 2% sales tax	\$
		Add 20% Federal Excise Tax	\$
		<b>TOTAL</b>	\$

**MB**

**SORRY, POSTAL RULES FORBID C.O.D. SHIPMENTS to: APO or FPO, Canada, Latin America, Cuba, Philippines and Foreign Countries. REMIT and we'll ship PREPAID.**

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United "The Binocular Center of America" is located in Chicago, the MAIL ORDER CENTER of the United States, the home of SEARS, WARD'S, SPIEGEL'S, ALDEN'S etc., America's Mail Order 'greats'—and why are they so located?—Because Chicago is CENTRALLY located to give YOU, better, faster service!

**UNITED BINOCULAR COMPANY**

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**UNITED BINOCULAR COMPANY**

**United Building - 9043 So. Western Avenue  
Auburn Park Station  
CHICAGO 20, ILLINOIS**

ATTENTION:  
L. J. THOMAS  
Executive Director

8316

**MB**

**IMPORTANT  
RETAIL PRICE CHANGES**

Effective March 15, 1953, the Wollensak Optical Company ordered the following changes in retail prices.

	New Retail Price
33—15-40X Variable Telescope .....	\$ 33.50
34—8x30 Binocular* .....	135.00
34—6x30 Binocular—Individual Focusing* .....	115.00
34—6x30 Binocular—Center Focusing* .....	125.00
35—Rambler Field Glass* .....	29.50
35—8X Telescope .....	9.95
35—3X Allscope* .....	39.50
40—The 20X Mirroscope and accessories remain at prices shown in catalog	

\* Add usual 20% Federal Excise Tax

UNITED BINOCULAR CO. — United Building — Chicago 20, Illinois



