

CATALOG No. 936

1954



Criterion

MB

OPTICAL
GOODS

331 CHURCH ST.

HARTFORD 3, CONNECTICUT

It's CRITERION for



LOWEST PRICES... Always

Nobody Undersells Us. When you order direct from CRITERION you don't pay for middleman's profits or High Overhead. We specialize in The Optical Line and maintain our own facilities for manufacture and design of Optical Instruments. When you buy from us you don't pay for high pressure selling — you get real down-to-earth values that will save you money.

MONEY-BACK GUARANTEE

No Strings Attached. Your purchase must completely satisfy you or we want you to return it for full refund or credit. Thousands of satisfied customers all over the world. Order with Confidence — We won't be satisfied until you are.

ALL LEADING MAKES

We select from our years of experience what we consider outstanding buys for Optical Quality, Performance and Appearance, and every item we handle must pass our rigid requirements. Every instrument is checked by our craftsmen before shipment.

PROMPT SERVICE

Every effort is made to ship your order same day received. Your letter or inquiry is given prompt attention.

Technical Department Services

We will gladly help you select the proper instrument for your needs. Complete facilities for repair, aligning, and collimating of optical instruments by Expert Optical Technicians. Estimates given — no charge. All work guaranteed.

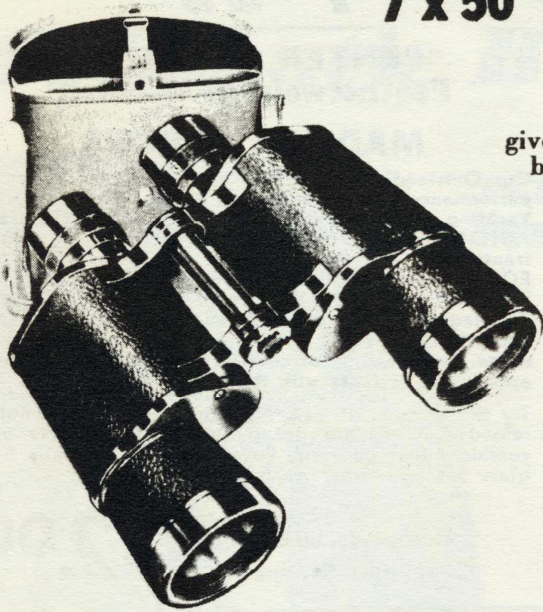
**IT MUST SATISFY or
YOUR MONEY BACK**

The Criterion Company

331 CHURCH STREET, HARTFORD 3, CONN.

CRITERION BINOCULARS

7 x 50 LARGE FIELD BINOCULARS



An unusual value—7 x 50 binoculars give the highest performance obtainable for use both night and day. They are universally accepted in all fields where binoculars are a necessity, such as civil defense, sports and maritime use. Gives the large undistorted field of view obtainable only with 7 x 50 binoculars. Sealed against harmful moisture and dust. Comes complete with plush-lined genuine leather case, neck and shoulder straps

Complete with
Case and Straps

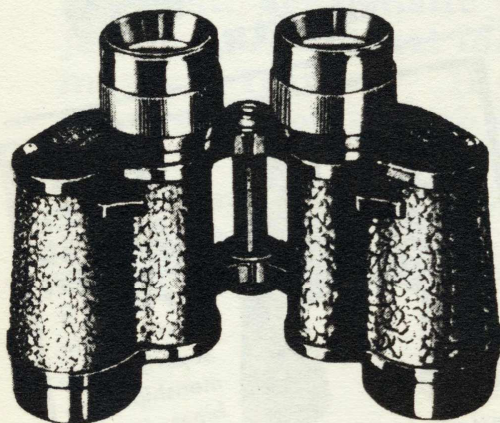
\$29⁵⁰

Add 10% Federal Excise

7x50 Center Focus 35.00



POPULAR MODEL 8 x 30 PRISMATIC BINOCULARS



- Magnifying power 8 times
- Objective lens 30MM
- Height closed 4 1/2"
- Width 5 1/2"
- Precision made lenses

YOU'LL be proud of this modern stream-line Prism binocular anywhere, motoring, yachting to athletic events, etc. Gives brilliant clear image. Permanent morocco grain. Immovable prisms held by steel straps.

Magnification, 8 power. Objective 30 mm. diameter. Exit pupil 3.5 mm. Relative brightness 12.3. Field of view 135 yards at 1000 yards. Weight 18 ozs. Supplied with flexible sole leather case and straps.

Popular model with large achromatic oculars, an expensively built prismatic binocular for general use, featherweight

Comes complete with genuine leather plush-lined case and straps.

\$25⁵⁰

Add 10% Federal Excise Tax

The Criterion Company

HARTFORD 3, CONNECTICUT

CRITERION BINOCULARS



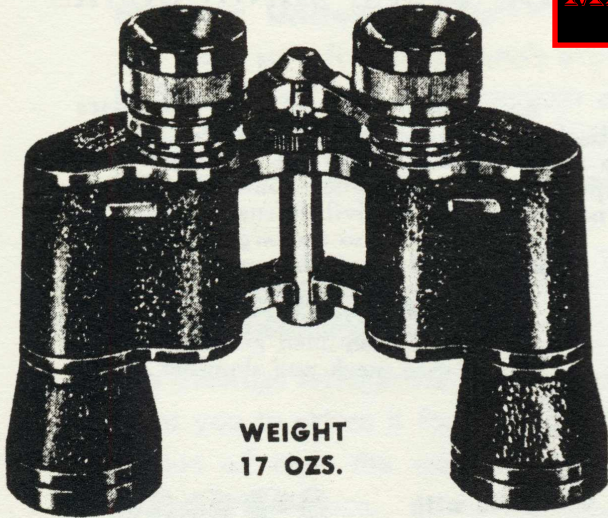
7x35

**CENTER FOCUSING
Featherweight! Coated!**

MADE IN EUROPE

Our Outstanding Prism Binocular. Designed for peak performance in Hunting, Nature Study, Outdoor Sports, Yachting and General Use. Super **PRECISE COATED ACHROMATIC OPTICS** guarantee maximum light transmission and utmost picture Brilliance. **CENTRAL FOCUS** with **INDIVIDUAL EYE COMPENSATION**. **EXTRA WIDE FIELD OF VIEW**—400 ft. at 1,000 yds.! An elegant appearance that reflects its quality. Excellently **BALANCED** to give a maximum of comfortable usage. In its quality of construction, performance and appearance it ranks with the most expensive.

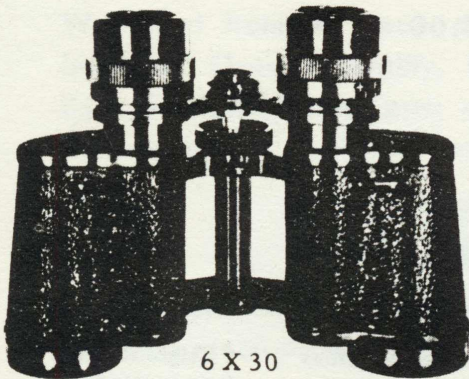
Try this glass at no risk. Your money will be promptly refunded if you are not perfectly satisfied. We are confident that once you have used this unusually fine glass you will never want to part with it.



**WEIGHT
17 OZS.**

Complete with
Case and Straps

\$42⁰⁰



6 X 30

World-Famous

GERMAN
Featherweight
BINOCULARS

\$ 37.50

For those who want Top German quality we are proud to offer our Genuine German 6 X 30. Superb optics — Brilliant in definition — the work of craftsmen long known for their art. We selected these from many models as being equal to the most famous German Binoculars made and are pleased to offer them at a price made possible only by buying direct. Perfect for any purpose. Complete with case and straps.



6x30—\$29.50

Powerful, precision made glasses. Achromatic lens. Individual eye focusing. Superb glasses of quality construction. Fine leather cases, straps.



**16x50
COATED
\$59.50
CENTER
FOCUS**

Light weight. Superb craftsmanship. Combines tremendous power, instant center focusing plus magnificent light transmission. Price of \$59.50 includes genuine leather case and straps.

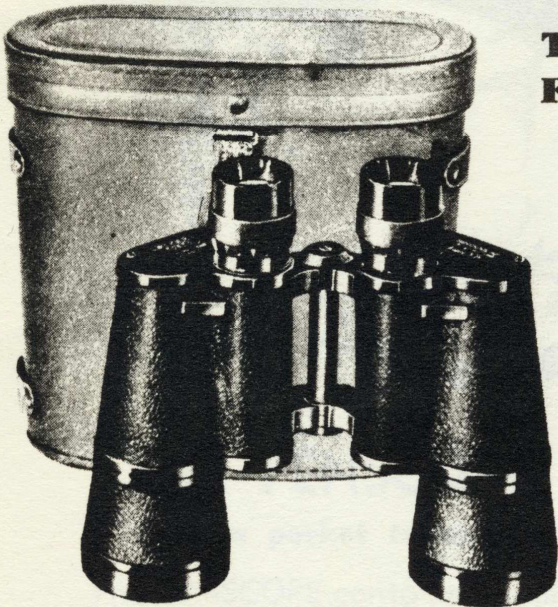
NOTE: A Federal tax of 10% must be added to the price of all binoculars. There is no tax on other items.

CRITERION BINOCULARS

MB

10 x 50 *Prismatic Binoculars*

**TREMENDOUSLY HIGH POWERED
FOR EXTREME RANGE VIEWING**



10 POWER
X 50 MM.

Here is tremendous power combined with large field. Excellent for Extra long distances. Put this powerful Binocular to your eyes. See the miles disappear - distant objects jump right up close - one mile is reduced to only

170 yards! Use it for Sports, Nature, Vacationing, Hiking, and Outdoor Pleasure Time.

This precision instrument is fully guaranteed. Sharp, brilliant, achromatic optics, Big 50 MM coated objectives, individual focus. Covered with handsome morocco leather. Highest quality optical system. Comes complete with leather case and straps.

This is a new low price on this fine binocular as we have been selling this same glass for \$65.00. Take advantage of this new low special price.

—compares with glasses selling at \$100.00.

\$47.95

Plus 10% Federal Tax.

The Criterion Company

331 CHURCH STREET, HARTFORD 3, CONN.

NEW!

JUPITER 30 x 40 MM



The Jupiter is the first really low priced OBSERVATION TELESCOPE with all these features. All metal construction. Full 30 power coated achromatic lenses, 40MM achromatic objective, compact (18" long), collapsible tripod. Rounded eyepiece permits use of glasses or goggles. Single draw tube focusing. Baked on wrinkle finish and polished draw tube gives extra handsome and expensive appearance. Guaranteed to see moons of Jupiter. Excellent for all general observation purposes. Truly a sturdy instrument that will give you a lifetime of accurate and dependable service. We pay postage.

There is no tax on telescopes.

We check carefully all instruments before shipment so you are assured of an instrument checked to Scientific Standards and Proven by Test.

A
CRITERION SPECIAL **23⁰⁰**

The Criterion Company

HARTFORD 3, CONNECTICUT

CRITERION TELESCOPES



THE PENSCOPE

Precision pocket telescope!

The PENSCOPE contains six high-precision lenses, combined into a perfectly-corrected terrestrial telescope system of unsurpassed optical performance.

The images seen through it are sharp and clear to the extreme margins of the field, which covers a width of 315 feet at 1000 yards distance.

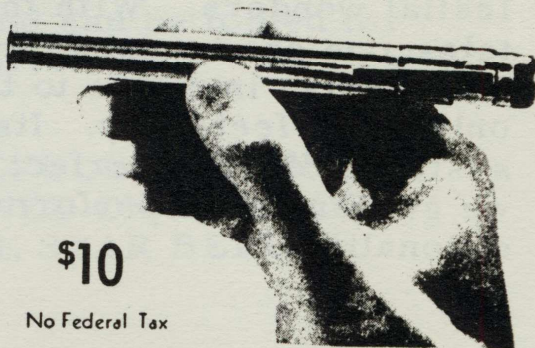
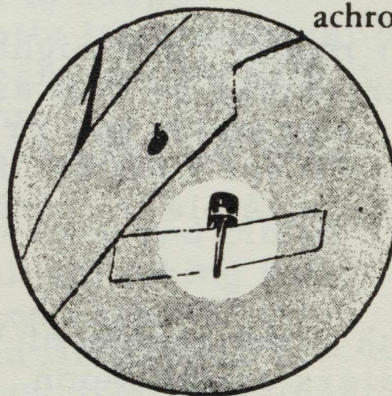
The new PENSCOPE magnifies distant views by six times, with the wide, brilliant field and optical excellence of fine binoculars, yet is as compact and easily carried as a fountain pen!

Carry it with you, always ready for use when needed — at sports events, the theatre and night-club, and when traveling and sightseeing.

Finished in satin chrome, lenses anti-reflection coated.

POCKET TELESCOPE

achromatic



\$10

No Federal Tax

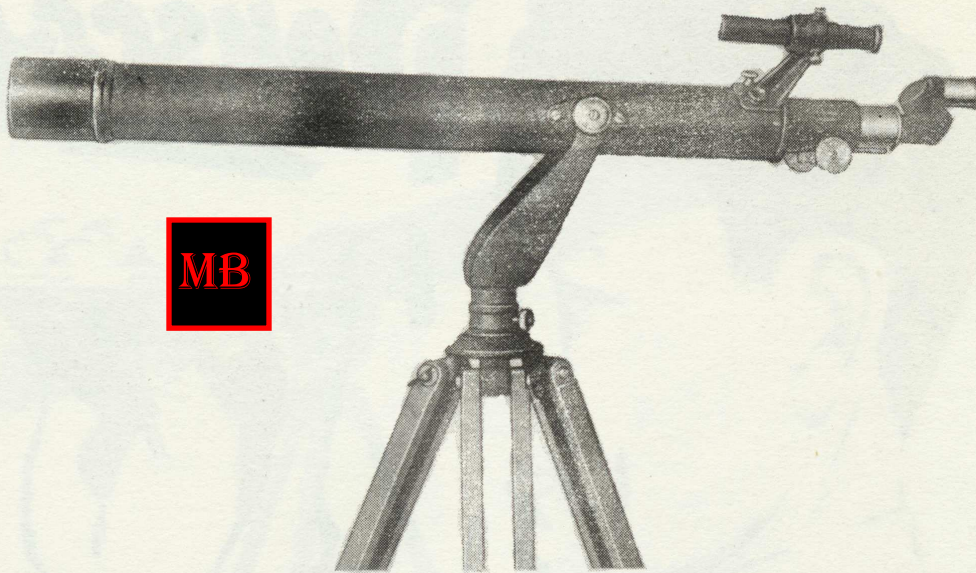
Made in U.S.A.

Fully Guaranteed

\$10⁰⁰

**Six precision polished lenses
Wide brilliant Field 315 ft at 1000 yds
Coated lenses - eliminate Reflection Losses**

ASTRONOMICAL TELESCOPE — Model T 8



Our model T8 is highly recommended for the serious astronomer as well as schools, colleges and clubs. The extremely low price now makes it possible to own a telescope capable of truly scientific observation such as is possible in instruments costing 5 times as much.

With it the phases of Venus may be seen, as well as craters on the Moon, markings on Mars and other celestial wonders. With the terrestrial eyepiece, this telescope can be used for viewing land objects. People and events, invisible to the naked eye, appear to be only a few feet away. Its brilliant, precise, optical system produces perfect pictures free of any fault and we guarantee its performance and construction unconditionally.

Complete with Altazimuth Mounting, Slow Motion Controls, Tripod, 3 eyepieces, view finder, Erecting Prism System, Sunglass, Wooden Carrying Case.

Shipped by Express FOB

ONLY \$110.00

ASTRONOMICAL TELESCOPE — Model T8

FEATURES

MB

OPTICAL SYSTEM - OBJECTIVE

Diameter: 60MM Focal length: 800MM f/13

Resolving Power: 2 seconds

Lens is Achromatic, made of crown and flint glass

Corrected for spherical and chromatic aberration.

MAGNIFICATION

Three eyepieces are included as follows:

89 Power

64 Power

40 Power

A special eyepiece to give 115 power is available at slight additional cost of only \$8.95

ACCESSORIES

These are included with each scope at no extra cost:

Optical View Finder... a wide angle 3x telescope mounted to scope

Erecting Prism System... permits land observation, and any eyepiece can be used with it

Sunglass... for Solar observation

Tripod... Full length, made of polished hardwood, Collapsible but sturdy.

FOCUSING: Focusing is done by rack and pinion

TUBING... Constructed of aluminum tubing with black alumite finish and chrome plate.

MOUNTING: Fork type, cast and finished in black.

All moving parts are precision machined. The tripod can be folded for ease in transportation.

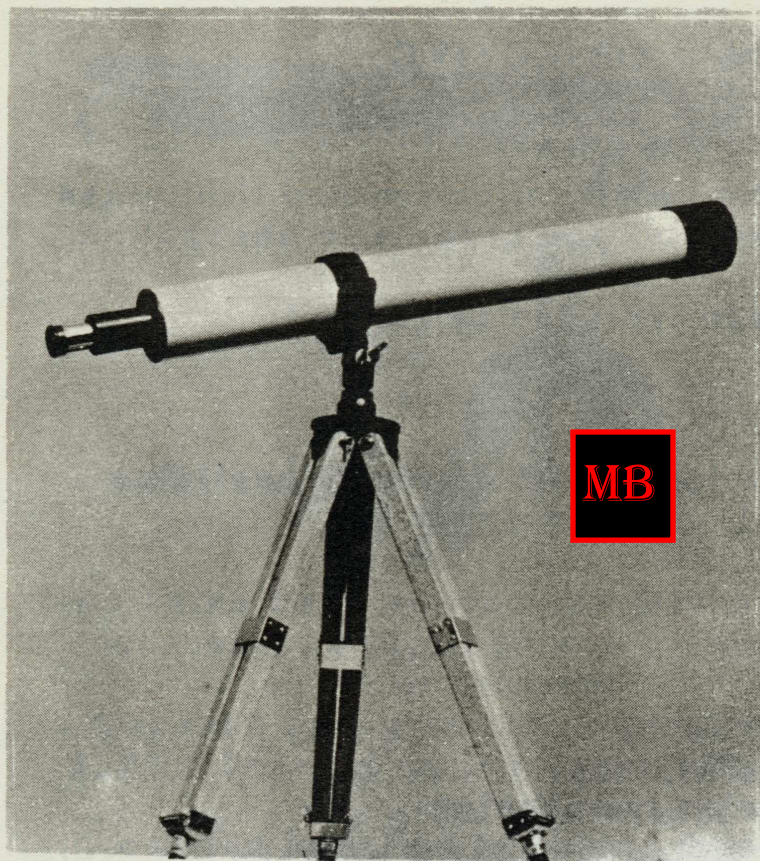
EACH SCOPE IS CAREFULLY CHECKED AND HAS BEEN TRAINED ON A MAJOR PLANET AND DOUBLE STAR BEFORE SHIPMENT TO YOU.

We believe it is the greatest optical buy available at only \$110.00, complete with wooden case.

Send check or money order to DEPT DS 3

CRITERION MFG. COMPANY - 331 Church Street
Hartford, Conn.

CRITERION TELESCOPES



NEW!

MODEL T2
40 POWER
60 MM
ACHROMATIC!

*Sensational
Value*

ONLY
39⁹⁵

**complete
with tripod**

This is a really fine 40x telescope and tripod. Gives an extremely bright image because the achromatic objective lens is a tremendous 60MM in diameter, coated, and fully corrected. All metal plus 3 section tripod. Tripod extends from 22" to 56". Finely machined swivel mounting with instant locking device. Tube is handsomely finished in white enamel. This is a real precision instrument that can't be beat for those who want a really portable instrument. Definition of objects viewed is breathtakingly sharp because of the tremendous illumination. With this instrument you can observe the moons and equatorial belts of Jupiter, the mountains and valleys of the moon, Saturn, etc. On a clear day, objects as far away as 25 miles, will appear to be only 1/2 mile away. Shipped by Express FOB Hartford. Complete satisfaction guaranteed. Shipping weight 9 lbs.

MODEL T2 COMPLETE WITH TRIPOD **\$39.95**

Model T3 PRISMATIC MODEL (same as illustrated but prismatic). If you desire the maximum in general observation, the prismatic model affords the greatest field possible and makes land observation so easy. Same power and specifications as above. Never before has a prismatic telescope such as this been sold for so little.

Complete with tripod for only **\$49.95**

Send Cash, Check or Money Order . . . Shipping Charges Collect

CRITERION CO. 331 CHURCH ST., HARTFORD 1, CONN.

Latest Special Import!

20 x 45 MM



SPOTSCOPE

- HUGE 45 MM OBJECTIVE
- ACHROMATIC LENS
- FULL 20 POWER
- COLLAPSIBLE
- EASY FOCUS
- WIDE FIELD

So many Sportsmen have asked us for a scope like this, that we had to do something about it - We did, and now, SPOTSCOPE, with all the features and without the fancy Price.

Large 45MM Lens - 6 to 8MM larger than most scopes. Fully corrected for aberrations, Coated Precision Lenses. This 20 Power spotting scope will enable you to spot .22 cal. holes in the black under normal conditions and also under conditions of poor visibility. Lenses are made of high quality optical glass, perfectly polished. The 45MM objective lenses, made of crown and flint glass, are corrected for all spherical and chromatic aberration. Special collapsible feature means scope is 8-1/4" closed, 16" open. HANDSOME LEATHER CARRYING CASE INCLUDED. Positively guaranteed by old reliable Criterion, one of America's oldest optical dealers to give you performance identical to spotting scopes at much higher prices - or your money back! That's all there is to it, but the number of scopes we can sell at this low, low, price is limited so act quickly - Mail your order AT ONCE!

SPECIAL
INTRODUCTORY
PRICE **19⁹⁵**

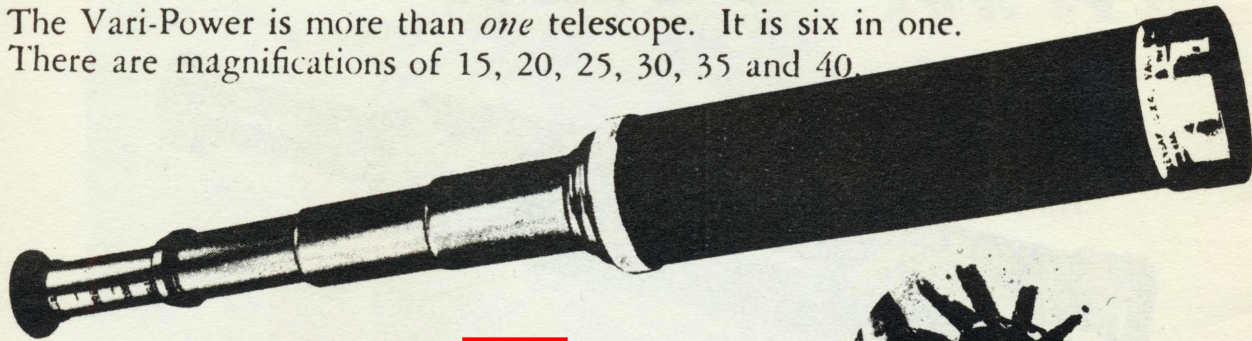
The Criterion Company

HARTFORD 3, CONNECTICUT

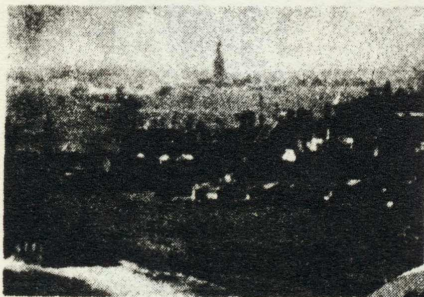
CRITERION TELESCOPES

15x40 Vari-Power Telescope

The Vari-Power is more than *one* telescope. It is six in one. There are magnifications of 15, 20, 25, 30, 35 and 40.



MB



View seen with
Naked Eye



As seen with
15 power
Magnification



As seen with
20 power
Magnification

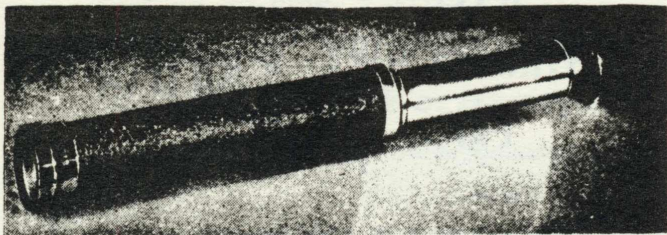


As seen with
40 power
Magnification

\$29.50

Including Leather Carrying Case

1. Images equally sharp and clear at all powers.
2. Power tube graduated in click stops with intermediate markings permitting instant automatic fixing of selected power—no guesswork.
3. All five lenses in the eyepiece and achromatic objective—12 surfaces in all—are WOCOTED for greater
4. brilliance of image and elimination of disturbing reflections and flare.
5. Knurled ring on eyepiece draw-tube makes focusing easy and fast.
6. Chrome plated tubes, rust-proof and attractive.
7. Increased size of body tube for easier grip. Vinylite covering for richness in appearance.



WOLLENSAK 8 POWER TELESCOPE —

A reasonably priced powerful achromatic telescope, popular for hiking, camping, fishing and hunting trips. Coated lens, weight 6 ozs., length closed 6 $\frac{3}{4}$ " , extended 9-9/16", vulcanized fibre body, nickel-plated draw tube. Supplied with case. **Price \$8.50**

MONOCULAR MODEL SB4

INTERCHANGEABLE MONOCULAR AND BINOCULAR MODEL FOR PHYSICIANS, SCHOOLS, HOSPITALS AND RESEARCH LABORATORIES

MANUFACTURED by Officine Galileo of Milan, Italy. Since 1881 manufacturers of research microscopes, refractometers, polarimeters, theodolites and other special optical and electronic measuring devices. Officine Galileo instruments are in use in the finest laboratories the world over.

MECHANICAL EQUIPMENT

STAND: Horseshoe base. Large and heavy. The heavy arm is a segment of a circle which assures perfect balance and stability even when instrument is tilted to maximum 45°.

FOCUS: Coarse adjustment by matched rack and pinion. Graduated fine focus by smooth micrometric movement.

MONOCULAR HEAD: Threads into top of body tube and is readily interchangeable with binocular head.

BINOCULAR HEAD (Additional Optional Equipment): The SB4 Binocular Head is the same type of binocular head used on Galileo TCT research microscope and Galileo VNP Phase Contrast Microscope. It threads into the SB4 body tube. See reverse side for many outstanding features of this Head.

BODY TUBE: Tube is extra wide—40 mm diameter.

NOSE PIECE: Triple revolving nose piece is supplied as standard equipment.

GRADUATED MECHANICAL STAGE: A detachable mechanical stage, calibrated on X and Y movement is standard equipment.

SQUARE TABLE STAGE: 115 mm x 115 mm.

SUBSTAGE: Condenser mounted in a sleeve and held by an adjustable thumb screw. Entire condenser is adjustable by a rack and pinion movement.

OPTICAL EQUIPMENT

EYEPIECES: Two Huygenian Eyepieces 6X and 10X are standard equipment.

OBJECTIVES: 10.5X; 42X; 100X oil immersion. All are Achromatic. Lenses are burnished in a threadless cell. This type of construction assures perfect alignment.

Note: All eyepieces and objectives are standard outside diameter or thread so that any eyepiece or objective made by other standard microscope manufacturers can be used on all Galileo microscopes and Galileo eyepieces and objectives can be used on any other standard microscope.

CONDENSER: Abbe 1.20 N.A. Divisible with Iris Diaphragm attachable by screw mounting. Filter holder swings out.

CARRYING CASE: Hardwood carrying case is furnished with each microscope.

Model SB4 Microscope with monocular head; graduated mechanical stage and fine adjustment; 6X and 10X oculars; 10.5X; 42X and 100X oil immersion objectives; Abbe Condenser. \$240.00

Model SB4 Binocular Head Only (Readily interchangeable with monocular head) \$108.00

MODEL SB4

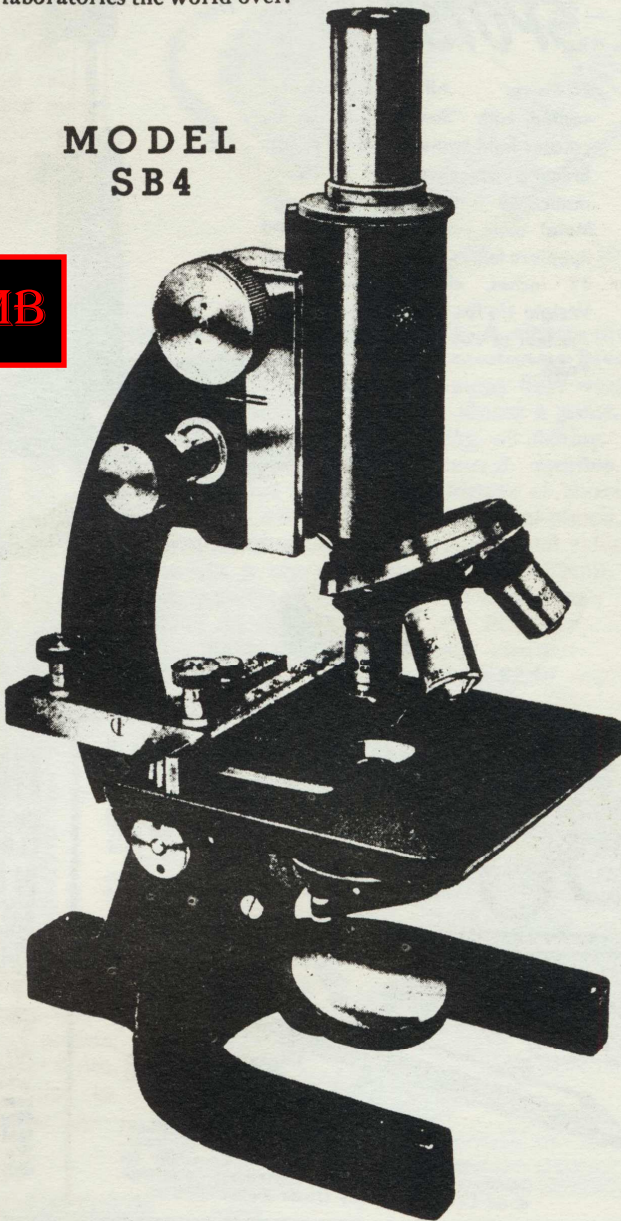


TABLE OF OPTICAL SPECIFICATIONS

Tube Length—160 mm.

Achromatic Objectives			Huygenian Eyepieces			
Magnification	Focal Length	N.A.	Monocular Head		Binocular Head 1.7X	
			6X	10X	6X	10X
10.5X	15mm	0.28	63X	105X	110X	180X
42X	4.2mm	0.65	252X	420X	400X	720X
100X (oil immersion)	1.8mm	1.30	600X	1000X	1000X	1700X

The Criterion Company

331 CHURCH STREET, HARTFORD 3, CONN.

"SPOTSHOT"


20 Power . . . All ten lens surfaces coated with "Somcote" which increases light transmission 34% . . . Erecting objective lens is achromatic, 38 m.m. in diameter . . . Metal caps protect objective and eyepiece lenses . . . Length extended 17 inches, closed 12½ inches. Weight 1½ lbs. Field approximately 7½ feet at 100 yards. Black crinkle finish.

\$27.40

"SPOTSHOT STAND"

Grooved support bar makes height adjustment easy. And ball and screws, fitting into grooves, enable user to swing scope both right and left without disturbing vertical adjustment. Has three point support. Folds compactly to 10" x 3¼" x 3".

\$13.25

BINOCULARS Made in Germany
Precision ground lenses center focusing gives exact eye adjustment. Large 42MM objectives, 8 mile range, metal construction. Weight 10 oz. Extra wide field of view.
\$3.95 post-paid
Carrying Case & Shoulder Strap \$1 Extra.
Satisfaction guaranteed or money promptly refunded. Send check or money order Dept. CNB10

40x MICROSCOPE
(Made in Germany)
A Scientific Instrument



\$3.95 Post Paid

Fine Screw Adjustment brings details in sharp focus. Brightly polished nickel. Excellent for Hobbyists, craftsmen, engineers, students. Send Check or Money Order Dept. MP2

HIGH POWER TELESCOPE
60 POWER—ALUMINUM TUBES—LENGTH OPEN 33"
CLOSED 11"—ADJUSTABLE 15X—30X—60X—
NEW! 3 different magnifications by simple adjustment of the eyepiece. 15 power for ultra-bright images with 30 and 60 power for extra long range. Guaranteed to bring distant objects, people, sports events, ships, moon, stars, etc., 60 times as close. Most powerful for anywhere near the money.
\$5.95



Leather Case Included

All 5 tubes made of strong but lightweight aluminum, 4 precision optical glass lenses. When collapsed it is used as a powerful compound microscope. Directions included. Money back guarantee. With genuine leather carrying case, only **\$5.95**. We pay the postage. Immediate delivery.



As a Microscope

HOW TO ORDER:

1. Fill out handy enclosed order blank and enclose your remittance in return envelope.
2. Use postal note, check, or money order.
3. Make sure your name and address is correct.

The Criterion Company

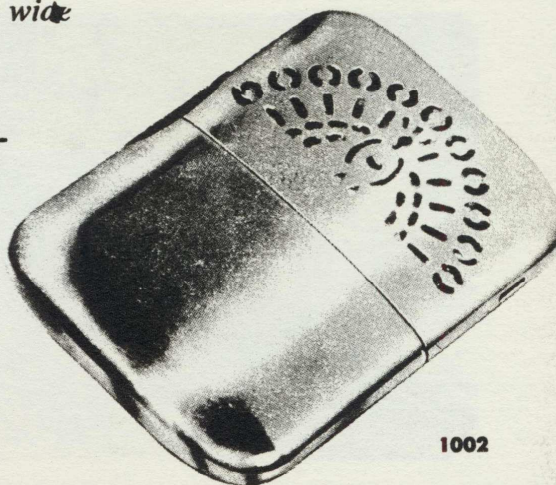
331 CHURCH STREET, HARTFORD 3, CONN.

GADGETS

Novel yet practical gifts for a wide variety of uses and users.

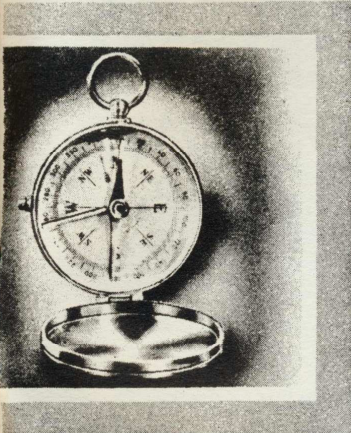
1040 — GERMAN PRECISION COMPASS

A product of a top-notch German maker, this compass can be thoroughly relied upon. Nickel-plated case and cover, stud and ring. Etched silver finished metal dial. Radium directional indicators and radium tipped, jewel capped bar needle with locking device. Price \$2.95

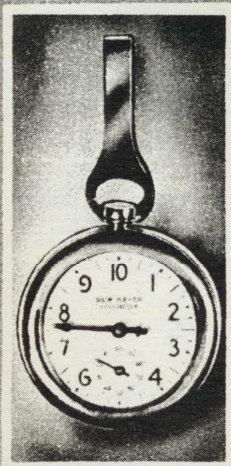


1002

1002—POCKET HAND WARMER—A clever, practical, inexpensive gadget that gives comforting heat to hands or feet on those brisk, nippy days when you're enjoying the outdoors, seeing a game, hiking, skating, skiing, hunting or fishing. Slip one or more of these novel, sensible hand warmers into pockets, mittens or shoes and warm away the chills. Nickel-plated, smooth-faced with rounded corners and sides, resembles a cigarette case. Glows without flame, provides approximately 120 degrees of heat all day with only one filling of lighter fluid. One extra burner element included. Price \$2.50



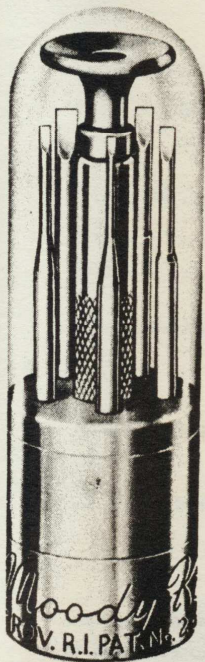
1040



1021

1021 — PEDIOMETER — This "New Haven" pedometer registers up to 100 miles. Operates automatically: simply wear it when you walk. A favorite of hunters, hikers, golfers, as well as engineers. Nickel finish, easy zero adjustment, clips to pocket or belt. Same size as regular pocket watch.

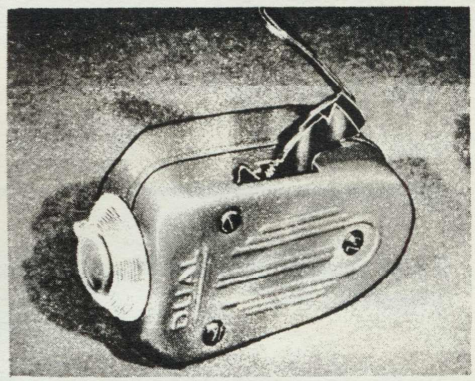
Price \$5.95



1538

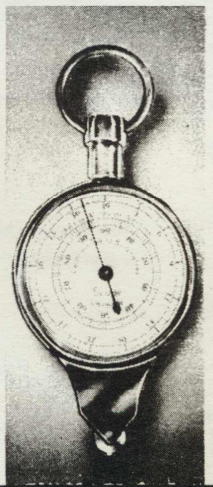
1538—PRECISION SCREW DRIVER SET—

A practical tool for thousands of varied uses on anything from model trains to musical instruments. An essential tool for hobbyists, photographers, jewelers, etc. Contains five interchangeable precision blades made from hardened, heat-treated, nickel-plated steel. Price \$1.50



1539

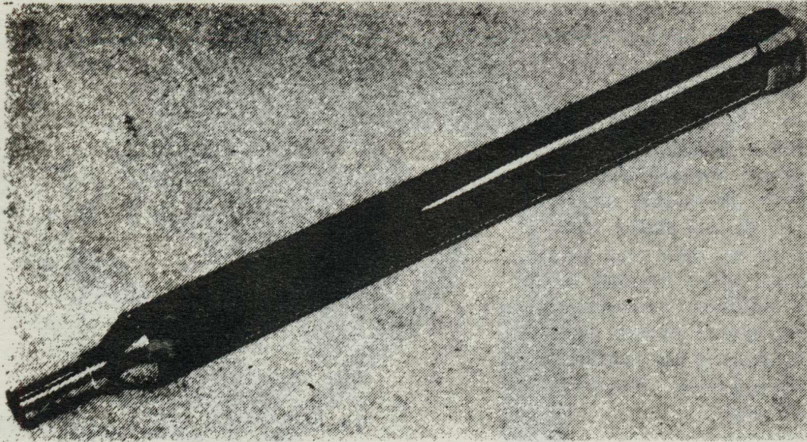
1539—SELF-GENERATING FLASHLIGHT—Always ready for instant use, this handy flashlight which is independent of batteries operates by easy priming of an attached generating lever. No fuss with dead batteries. Bright light, silent running. Light, shatterproof metal housing. Removable lens. Price \$4.95



1110

1110—MAP MEASURE—Ideal for the motorist, engineer, hobbyist, etc. Simply hold the instrument vertically and trace line or distance to be measured. The indicator on dial shows exact length of measured distance in inches or centimeters. (Simply multiply for feet, yards or miles.) Double-faced (front and back). Watch type, chrome finish case with unbreakable lenses. Price \$3.75

ASTRONOMICAL TELESCOPES



UNMOUNTED TELESCOPES

2³/₈"
Objectives

The telescope illustrated above can be mounted on any standard camera tripod. It is 31 inches long, and is made from the same fine optics and materials found in the higher priced Janan models. The low cost is made possible through the use of a simplified focusing motion and objective cell. With this instrument, one can observe the moons and equatorial belts of Jupiter, the mountains and valleys of the Moon, Saturn with its satellites, etc.

Through the use of the 45x terrestrial eyepiece, one can observe land objects. On a clear day, objects as far away as 25 miles, will appear to be only 1/2 mile away.

Price with one celestial eyepiece 60x or 100x.....	\$65.00
Extra celestial eyepiece.....	7.50
Terrestrial eyepiece 45x.....	12.00

BUY WITH CONFIDENCE

I have received the binoculars and am very much pleased with them.

A.D.G.—Pittsburgh, Pa.

My telescope arrived and I am greatly pleased with its performance which I consider quite wonderful.

K.M.H.—Atlanta, Ga.

It is a pleasure to do business with a concern of your type.

A.L.S.—Guam

Recently bought telescope from you which I find very satisfactory and am ordering binoculars.

J.A.L.—Guam

Instrument received—It is Very good. Thank you.

E.A.W.—Washington

The telescope is a dandy. Enclosed find check for binoculars.

S.S.—N.Y.

The telescope you sent me recently has proved most satisfactory—So much so that my enclosed check in payment for 2 more is evidence. I want to pass on to others such a useful instrument.

H.A.P.—Conn.

After receiving and using your scope, I would like to tell you I am most satisfied. Please send another to . . .

A.R.G.—Brooklyn, N.Y.

The scope which you sent me has been received and is very satisfactory. It is truly a good value.

C.L.N.—Kansas

The Criterion Company

331 CHURCH STREET, HARTFORD 3, CONN.