



*Leading* **SPORTSMEN,  
YACHTSMEN, AVIATORS, ORNITHOLOGISTS**  
are enthusiastic users of  
**Swift precision Binoculars**

Here's what a few users have to say:



**OLLIE RODMAN**  
Author, Lecturer, Associated Ed.  
of *Hunting and Fishing*

"For salt water fishing from boat or beach those Swift binoculars really help us catch more fish. To find breaking schools of fish, locate landmarks ashore, watch bird action, which can mean fishing action, they're as indispensable as our rod and reel."

**MARGARET L. ARGUE**  
Massachusetts Audubon Society

"I consider the NEPTUNE binocular the best value for the money of any binocular on the market today. A 7X, 35 is the most popular model with most birders."

**ARTHUR KNAPP, JR.**  
Small Craft Designer, Author, Lecturer

"Swift & Anderson's 7X, 50 COMMODORE binoculars are excellent. They are light in weight, easy to adjust and compare extremely favorably with much higher-priced glasses."

Author of current book "Race Your Boat Right".



**THE NAME TO LOOK FOR**

**EXCLUSIVE SWIFT  
BINOCULAR GUARANTEE  
AND SERVICE OFFER**

SWIFT & ANDERSON guarantees the quality and performance of each SWIFT binocular to be exactly as represented. These binoculars are made of superior materials to strict standards of optical perfection, the result of over 26 years experience with optical equipment. If your binocular doesn't function as stated or is defective in any way, return it to the dealer from whom you purchased it in its original condition and your money will be returned in full, or you may exchange the glass for another. With proper care your SWIFT binocular will render a lifetime of service.

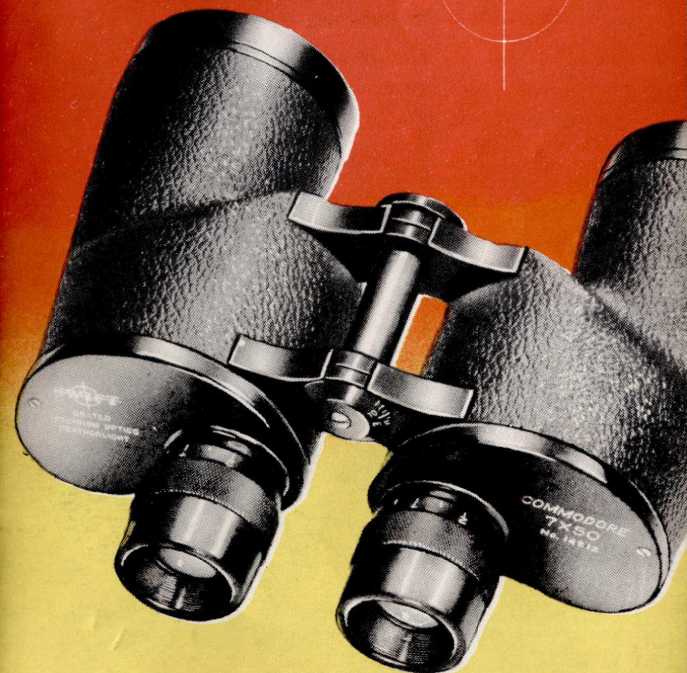
Should your SWIFT binocular require service, we ask that you send your binocular direct to SWIFT & ANDERSON, 952 Dorchester Ave., Boston 25, Mass., making sure your binocular is carefully packed, insured and with your return address. We will forward an estimate of the work and await your confirmation before proceeding.

**SOLD BY:**

**SWIFT & ANDERSON, INC.**  
952 Dorchester Ave., Boston 25, Mass.

Form 952

*The World's Finest*  
*Binoculars by*  
**SWIFT**



**26** YEARS OF IMPORTING THE FINEST



Extra Wide Field



FOR THE

*Best*

VIEWS IN LIFE . . .



Hold one of these fine prismatic binoculars . . . adjust it to your eye width . . . focus on a distant object effortlessly and with the accuracy of a fine micrometer.

What a thrill to see the object resolve to a sharp brilliant image, without reflection or fringe aberrations. You'll marvel too, at the generous field of view, and the sensation of perfect mechanical coordination.

Discover for yourself the difference a SWIFT imported binocular will make when hunting, touring, mountain climbing, or at sporting events.

In this folder are six of the greatest imported binocular values the world has ever known . . . values that have astounded even the experts.

**MB**

**8X, 40**  
Individual or Center Focus  
**MEDALIST**

Wide field of view, excellence of definition, and light gathering power are essential elements required by mariners and hunters in a prism binocular. Because it has all these features and eight power magnification too, the MEDALIST is *the* binocular on the market today. A wide field of view (445 feet at 1000 yds.) permits the use of a binocular from a moving platform . . . the wider the field of view, the easier it is to spot and hold a moving target. Fine lenses give the excellent definition necessary for identifying game and navigational aids, at long range.

Carefully fitted into light weight metal body is the finest set of coated optics modern science can produce. The erfle type ocular system with its five lenses is responsible for the excellent field of view.

Richly fashioned plush lined, hard case of luxuriant cowhide, with shoulder and neck straps.

Individual Focus **\$120.00\*** Center Focus **\$125.00\***

SPECIAL FEATURES: Magnification — 8 diameters · Objective lenses — 40mm · Exit pupil — 5 mm · Field at 1000 yards — 445 ft. · Relative brilliance — 25 · Field angle — 8.5° · Length opened — 8" · Coated lenses · Individual focus weight — 35 ozs. · Center focus weight — 37 ozs.

**7X, 50**  
Individual Focus  
**COMMODORE**

Because a wide field of view and maximum relative brilliance are essential at sea, the Navies of the world use seven power 50 MM binoculars. This type of binocular is most effective in spotting objects at night, dawn, or dusk and its wide field of view assists one in spotting from a moving platform.

The COMMODORE includes all the latest optical developments: magnesium alloy case, coated optics, and construction to resist dust and moisture. These developments make the COMMODORE the lightest practical glass for its size with a minimum of light loss and maximum of ruggedness.

With each binocular is provided a genuine pigskin case complete with neck and shoulder straps.

**\$75.00\***

SPECIAL FEATURES: Magnification — 7X diameters · Objective lenses — 50 mm · Exit Pupil — 7.1 mm · Field at 1000 yds. — 375 ft. · Relative brilliance — 51 · Field angle — 7.1° · Length opened — 6¾" · Coated lenses · Weight 31.6 ozs.

**\*Subject to 20% Federal Tax**

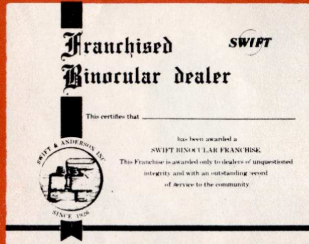
**SWIFT BINOCULARS ARE SOLD ONLY BY AUTHORIZED DEALERS**

precisely machined of the world's lightest alloys and scientifically designed to resist dust and moisture, they are made with the same care and precision as a fine watch.



### LEATHER FIELD CASE

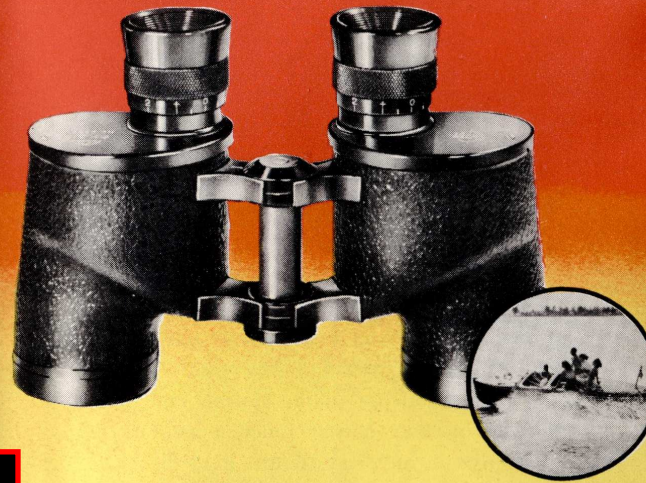
Included with each binocular is a hard case fashioned from the best quality leathers obtainable, plush lined for the protection of the fine instrument within. Complete with shoulder and neck straps.



### SWIFT FRANCHISED DEALER

Since we are certain that there is no finer line of prismatic binoculars on the market, we take pride in presenting the SWIFT line. A selection of binoculars for any purpose. Designed and manufactured of the most modern materials and to the strictest specifications. Just as important as the production of a fine instrument is the selection of the dealer to service it. SWIFT franchised dealers have been chosen from that select group throughout the United States who have built up a reputation for their integrity, the quality of the merchandise they sell, and the graceful service they render.

For these many convincing reasons the SWIFT brand on any instrument is your assurance of quality and service.



**MB**

**6X, 30**

**Individual or Center Focus**

### SEA HAWK

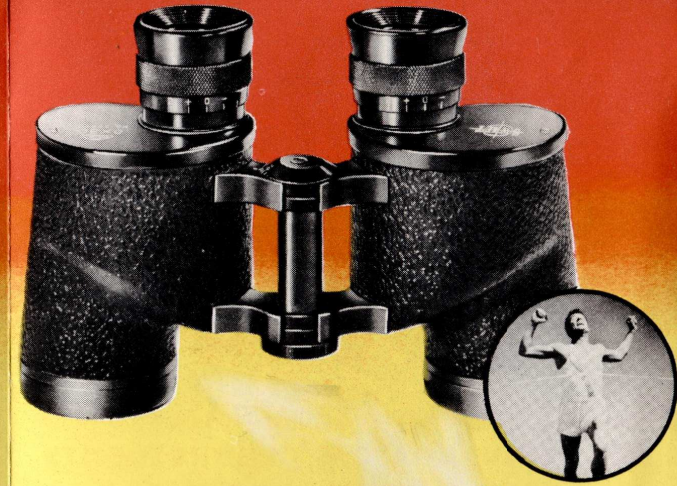
A superb glass for all sporting events. Just enough power or magnification for medium distances and a wide enough field of view to hold a large number of contestants at the race track, boat racing or football game. Light weight magnesium alloy body for hours of effortless viewing. Hard coated lenses for anti-reflection. No other binocular has so much to offer in refinements of design, ruggedness and all-round enjoyment. With leather case and strap.

With each binocular is furnished a plush lined case of genuine imported pigskin.

Individual focus **\$45.00\*** Center focus **\$48.00\***

**SPECIAL FEATURES:** Magnification — 6X diameters · Objective lenses — 30 mm · Exit Pupil — 5 mm · Field at 1000 yds. — 437.1 ft. · Relative brilliance — 25 · Field angle — 8°20' · Length opened — 6-3/5" · Coated lenses · Individual focus weight — 15.7 ozs. · Center focus weight — 21.9 ozs.

**\*Subject to 20% Federal Tax**



**8X, 30**

**Individual or Center Focus**

### STAG

For the discriminating individual who requires the finest in high power compact glasses, we recommend the STAG. Its achromatic, coated lenses and erffe type ocular system (five lenses) guarantee the sharpest image, with light loss and internal reflection reduced to a minimum.

The finely machined case of magnesium alloy is as light as a feather and handsomely finished in the most modern manner.

With each binocular is furnished a plush lined case of genuine imported pigskin.

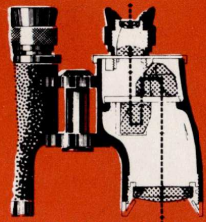
Individual Focus **\$50.00\*** Center Focus **\$53.00\***

**SPECIAL FEATURES:** Magnification — 8X diameters · Objective lenses — 30 mm · Exit Pupil — 3.75 mm · Field at 1000 yds. — 393.2 ft. · Relative brilliance — 14 · Field angle — 7.5° · Maximum width — 4-3/5" · Length opened — 6-3/5" · Coated lenses · Individual focus weight — 15.8 ozs. · Center focus weight — 21.9 ozs.

**SWIFT BINOCULARS ARE SOLD ONLY BY AUTHORIZED DEALERS**



*Special features*  
OF **SWIFT**  
PRISMATIC BINOCULARS



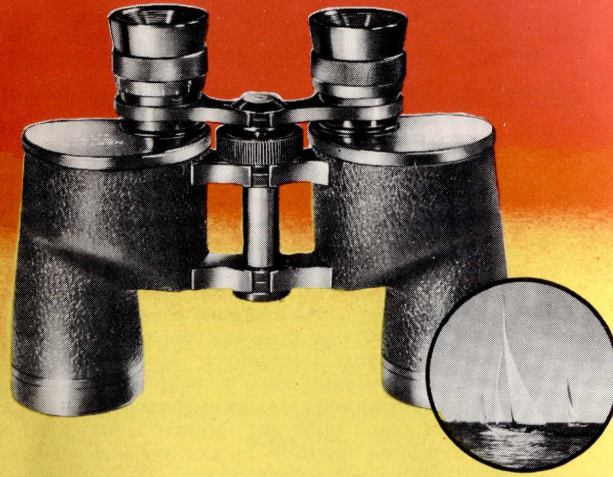
**SUPERIOR OPTICS**

Optical systems, initially perfect in clarity of definition and alignment, are given the additional advantage of the most modern hard coating, which reduces light loss by as much as 50%, lowers internal reflection, and gives brightest possible images.



**WORLD'S LIGHTEST**

Consistent with strength and accepted design, SWIFT binoculars are among the world's lightest binoculars. The body of the glass feels wonderful to hold and there is no apparent weariness after day long use.



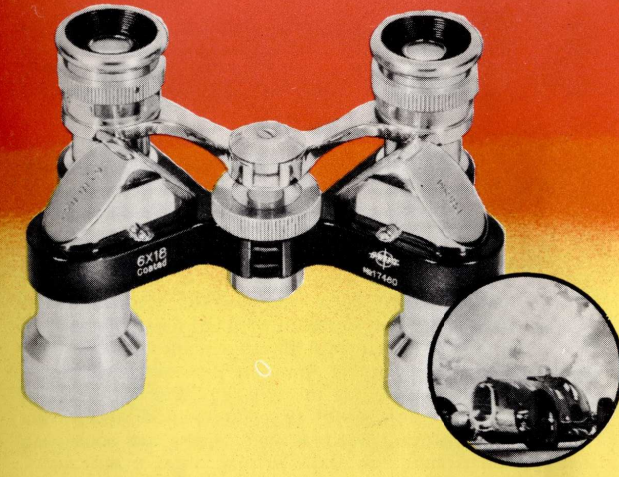
**MB**

**7X, 35**  
Center Focus  
**NEPTUNE**

Seven power thirty-five millimeter binoculars are a relative innovation in the binocular field and have become very popular because they magnify seven times yet are light weight and compact. With a field of view of 375 feet at one thousand yards they may still be used for most of the purposes for which a 7X, 50 is suited. It is our belief that the NEPTUNE, with its magnesium alloy case and precision ground coated optics is outstanding. Center Focus is provided with right eye adjustment. With each glass is furnished the finest quality plush lined pigskin case obtainable, complete with shoulder and neck straps.

**\$65.00\***

**SPECIAL FEATURES:** Magnification — 7X diameters · Objective lenses — 35 mm · Exit Pupil — 5 mm · Field at 1000 yds. — 375 ft. · Relative Brilliance — 25 · Field Angle — 7.1° · Maximum width — 5-2/5" · Length opened — 6 3/4" · Coated lenses · Weight 19.9 ozs.



**6X, 18**  
Center Focus  
**HERON**

If you're frequently on the move or require an extremely compact, light weight binocular, then the HERON's for you, for there are few, if any, other six power binoculars with such a wide field of view which take up so little space. With a maximum height of four inches and a weight of only 9 ounces, the HERON may be carried on every trip whereas heavier glasses might impede travel and have to be left behind.

In the natural finished alloy case are mounted a precise set of coated optics, . . . small, but so designed that the image is magnified six times in a field of 435 feet at one thousand yards.

Each HERON is provided with silk neck strap and case of genuine pigskin.

**\$42.00\***

**SPECIAL FEATURES:** Magnification — 6X diameters · Objective lenses — 18 mm · Exit Pupil — 3 mm · Field at 1000 yds. — 435 ft. · Relative brilliance — 9 · Field angle — 8.3° · Length opened — 4" · Coated lenses · Weight 9 ozs.