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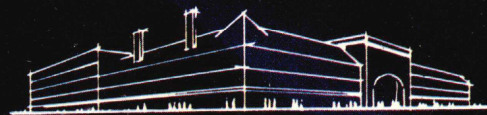
NATIONALLY KNOWN LINES

WHOLESALE ONLY

Everything
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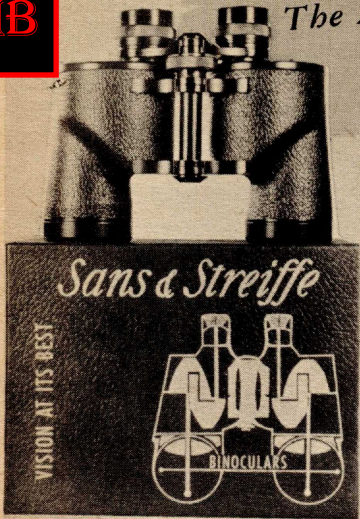
**DEALERS!
WE PAY THE
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Chas May

SERIAL NO. A 7842



The All-Purpose Masterpiece
8 x 40
WIDE ANGLE

- **STREAMLINE**
- **LIGHTWEIGHT**
- **CENTER FOCUS**

Special large prisms and achromatic lenses transmit extra light for matchless 8-power magnification. Superb flat field . . . crisp, brilliant, in every detail. Big coated objective lenses overcome adverse light conditions. Easy to hold "on target." Excellent for marine, morning, and twilight viewing as well as general use. 8.5° angle of view . . . 445 foot field at 1000 yards. (All Sans & Streiffe binoculars boxed.)

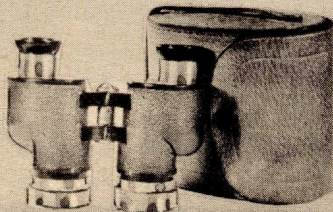
13CSANS-0115. Retail 87.00.
 Dealer's, Each Net..... **43.50**
CARRYING CASE INCLUDED

Mighty New Miniature!

Triumph of modern optical science—a true 10 Power prism binocular only 4 inches high . . . weighs but 16½ ounces! Individual helical focus of forward lens elements—just like an expensive camera. Frontal focus rings and pupillary collars in non-reflective chrome. Typical Sans & Streiffe precision and beauty throughout. 2.5° exit pupil aperture . . . 5° angle of view . . . hinged bridge . . . coated lenses . . . grained leather covering. With special heavy leather luxury case. Actually fits pocket or purse!

13CSANS-0137. Retail 57.50.
 Dealer's, Each Net..... **28.75**
CARRYING CASE INCLUDED

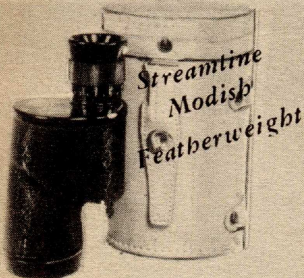
10 POWER IN A
4" BINOCULAR
FRONTAL FOCUS—10x24



7 x 35 MONOCULAR

Where weight, size, price are special factors, this elegant monocular is the answer. Precise focusing by rotation of eyepiece. So easy to hold—a mere 9 ounces. Has optical and general characteristics of 7 x 35 binocular. With high-styled tubular lined leather case and straps.

13CSANS-0108. Retail 33.50.
 Dealer's, Each Net..... **16.75**
CARRYING CASE INCLUDED

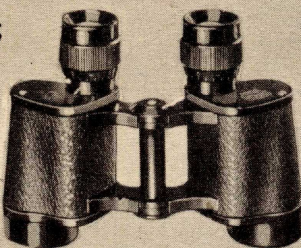


6 x 30 Standard
INDIVIDUAL and CENTER FOCUS

Light in weight . . . compact and simple to handle. Bright, sharp 6-power magnification and large field of view—393 feet at 1000 yards. Ideal for viewing fast action . . . easy to follow movement. The right binocular for spectator sports and games . . . for hunters, fishermen and general use everywhere.

INDIVIDUAL FOCUS
13CSANS-110. Retail 45.75.
 Dealer's, Each Net..... **22.90**
CARRYING CASE INCLUDED

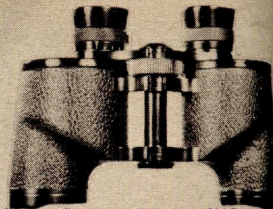
CENTER FOCUS
13CSANS-111. Retail 53.75.
 Dealer's, Each Net..... **26.90**
CARRYING CASE INCLUDED



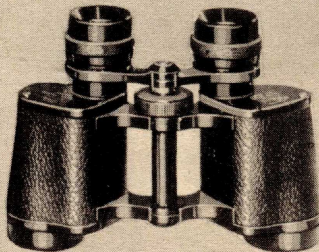
6 x 30 Streamline FEATHERWEIGHT — CENTER FOCUS

Deluxe binocular styled for users who demand the finest. Superb 437 foot field of view at 1000 yards—bright and needle-sharp. Feather-weight alloy construction assures fatigue-free hours of use—at the races, football and baseball games, outdoors.

13CSANS-112. Retail 69.95.
 Dealer's, Each Net..... **34.50**
CARRYING CASE INCLUDED



8 x 30 Standard INDIVIDUAL and CENTER FOCUS



Packs tremendous 8-power magnification into an easy-handling lightweight binocular only 4½ inches high. Linear field of view at 1000 yards is 384 feet. Feature of this glass is ability to gather enough light to properly utilize added magnification. Especially valuable to game hunters, bird watchers and banders, outdoorsmen and others who require a "long" look.

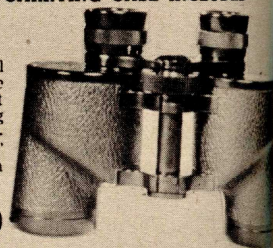
INDIVIDUAL FOCUS
13CSANS-106. Retail 51.00.
 Dealer's, Each Net..... **25.50**
CARRYING CASE INCLUDED

CENTER FOCUS
13CSANS-107. Retail 57.00.
 Dealer's, Each Net..... **28.50**
CARRYING CASE INCLUDED

8 x 30 Streamline
CENTER FOCUS — FEATHERWEIGHT

One of the world's finest binoculars. Special Sans & Streiffe pupillary design makes wide 7.5° angle of view possible—393 foot field at 1000 yards. Extremely accurate focusing mechanism for crisp, detailed 8-power viewing. Natural favorite of grandstand "coaches," track enthusiasts . . . in the flyways with your pet gun ready for the honkers.

13CSANS-109. Retail 70.00.
 Dealer's, Each Net..... **35.00**
CARRYING CASE INCLUDED

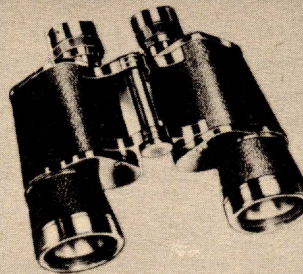


7 x 50 Standard INDIVIDUAL and CENTER FOCUS

Powerful objective lenses 2 inches in diameter "pull in" extra light—the number one demand in marine binoculars. Whenever viewing is done in early morning, evening, misty or foggy areas 7x50s are in order. Highest luminosity factor in the binocular family! Maximum light transmission under adverse conditions makes them the navigator's first choice . . . and a favorite on land too. Individual focus often recommended in this size binocular. Field of view at 1000 yards—367 feet.

INDIVIDUAL FOCUS
13CSANS-101. Retail 59.00.
 Dealer's, Each Net..... **29.50**
CARRYING CASE INCLUDED

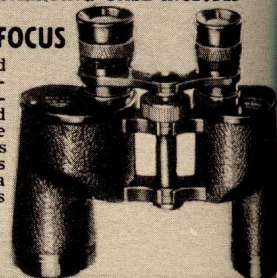
CENTER FOCUS
13CSANS-102. Retail 69.00.
 Dealer's, Each Net..... **34.50**
CARRYING CASE INCLUDED



7 x 50 Streamline INDIVIDUAL FOCUS

There's a genuine thrill in handling and using this ultra-precision binocular, engineered originally for naval use. Unbelievably brilliant magnification over entire field of view—376 feet at 1000 yards. Relative brightness factor of 50.4 more than doubles 7x35. Individual wire-sharp focusing makes it a fine spotting binocular on land or sea—the right glass when image brightness is first in importance.

13CSANS-103. Retail 97.50.
 Dealer's, Each Net..... **48.75**
CARRYING CASE INCLUDED



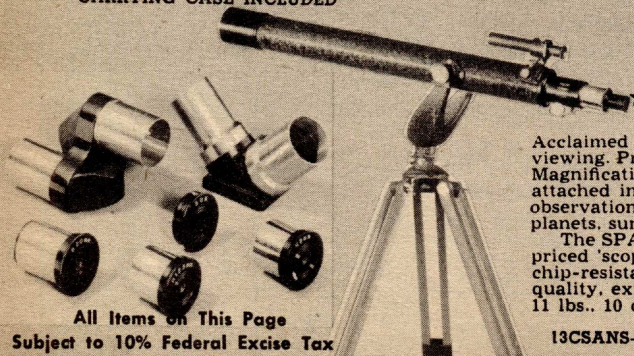
Sensational New SANS & STREIFFE
SPACE-ROVER ASTRONOMICAL TELESCOPE

- ★ 30 Inch Barrel
- ★ 60mm Coated Achromatic Objective Lens
- ★ Tremendous Magnification Up to 88 Power

Acclaimed by professional and amateur users, this is a superb optical instrument for celestial viewing. Precision made throughout. Features erecting prism for adaptation to terrestrial viewing. Magnification range 40x, 64x, 88x. Professionally equipped with 4x cross-hair finder scope attached in centering mount. Three oculars: 20mm, 12.5mm, 9mm . . . filter cap for direct solar observation . . . diagonal prism for right-angle viewing. Ideal for detailed examination of moon, planets, sun and celestial objects.

The SPACE-ROVER is a professional grade instrument . . . equals capabilities of much higher-priced scopes. Specially designed for higher scholastic use. Beautifully finished in non-reflective chip-resistant black crinkle enamel. Mounts on precision 360° universal yoke . . . rigid, top quality, extensible locking tripod. Up to 5' 7" elevation. Total weight, telescope and tripod, only 11 lbs., 10 oz. All attachments mentioned included in fine varnished hardwood carrying case.

13CSANS-B107T. Retail 149.00. Dealer's, Each Net..... **74.50**



All Items on This Page
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NATIONALLY ADVERTISED - INTERNATIONALLY POPULAR

Sans & Streiffe PRISM BINOCULARS

- ★ HIGHEST QUALITY
- ★ IMPORTED
- ★ COATED LENSES
- ★ NONE FINER

"STANDARD" • "STREAMLINE"

BOTH STYLES ARE GENUINE PRISM BINOCULARS, OPTICALLY COMPARABLE

SANS & STREIFFE is the Number 1 QUALITY imported binocular in a popular price range—and there are no finer instruments in the American market! All Sans & Streiffe binoculars are genuine prism instruments precision made to original German technical and optical formulas by skilled craftsmen in modern Japanese factories

The "PERFECT PRISMS" trademark guarantees that all lenses and prisms are precision cut, profiled, ground, polished, coated, finished, optically mated and aligned . . . scientifically mounted and adjusted for perfect stereoptical viewing. Each part, each finished instrument has been checked and rechecked throughout manufacture, assembly—and sealing against dusts, moisture, fog, fungus.

You'll find the SANS & STREIFFE "PERFECT PRISMS" on a complete selection of top quality lifetime binoculars—center, individual and frontal focus. Lightweight aluminum . . . featherweight metal and magnesium alloys . . . standard, streamline and newly engineered styling. Every instrument handsomely covered in long-life black morocco grain . . . complete with real leather, plush-lined hard case and straps . . . boxed.

BINOCULAR TERMS

MAGNIFICATION—First number in binocular designation indicates number of magnifications over naked-eye viewing. Second number gives diameter of objective lenses in millimeters, indicating light gathering characteristic. These designations—for instance 8 x 30—on Sans & Streiffe binoculars assure an optically advanced fine instrument.

OBJECTIVE LENS—Lens furthest from the eye, nearest to object under view.

EXIT PUPIL—Aperture diameter of lens closest to eye when viewing.

FLUORIDE COATING—Hard fluoride coating 5 millionths of an inch thick applied to glass surfaces; reduces "flare" reflection and tremendously increases effective light transmission.

FEATHERWEIGHT—Extremely light metal alloys—lighter than aluminum; more costly to produce.

CENTER FOCUS—Both barrels of binocular focus simultaneously by means of central wheel. In addition, one eyepiece rotates individually to correct for user's vision differential.

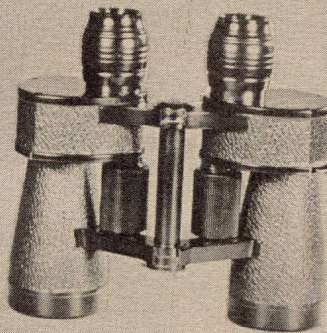
INDIVIDUAL FOCUS—No center wheel; focusing separately for each eye by rotating eyepieces.

SANS & STREIFFE BINOCULAR SPECIFICATIONS

Model	Style	Focus	Exit Pupil	Angle of View	Field of View — Feet at 1000 Yds.	Weight Ounces	Length Inches
8 x 30	Standard	IF	5mm	7.5°	393	17.6	4.5
8 x 30	Standard	CF	5mm	7.5°	393	19	4.5
8 x 30	Streamline	CF	5mm	7.5°	437	18.7	4.6
7 x 35	Featherweight	CF	5mm	7.1°	376	22.4	5.3
7 x 35	Streamline	IF	5mm	7.1°	367	9	5.4
7 x 50	Standard	IF	7.1mm	7.1°	367	34.5	7
7 x 50	Standard	CF	7.1mm	7.1°	367	36	7
7 x 50	Streamline	IF	7.1mm	7.1°	376	31.6	6.6
8 x 30	Featherweight	IF	3.75mm	7.3°	384	17.6	4.5
8 x 30	Standard	CF	3.75mm	7.3°	384	19	4.5
8 x 30	Standard	CF	3.75mm	7.5°	393	18.7	4.5
8 x 40	Streamline	CF	5mm	8.5°	445	19	4.5
8 x 50	Standard	IF	5mm	6°	314	34.5	7

New — Distinctive!

SUPER WIDE ANGLE BINOCULAR 7 x 40 FRONTAL FREE FOCUS



New focusing system uses "thumb roll"—easiest, surest ever developed. Absolutely effortless pinpoint focusing with binocular held in natural viewing position. New "optical plane" prism design gives 9.2° angle of view! The 6.2mm exit pupil aperture and extra light gathering capacities of coated optics guarantees brilliant 7-power magnification. This is the glass for a "big" look . . . superb, wide, flat field of view. Plus all the precision features of other Sans & Streiffe binoculars — complete with case and straps. Weight 32 oz., Height 6.3 inches.

13CSANS-0114. Retail 99.95.
Dealer's,
Each Net **49.57**
CARRYING CASE INCLUDED

7 x 35 Streamline

FEATHERWEIGHT—CENTER FOCUS



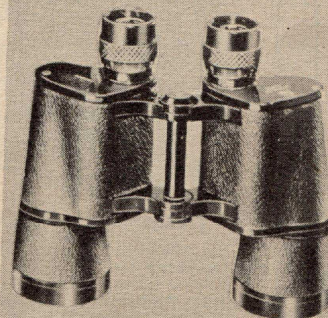
Handsome perfectly balanced 22.4 oz. binocular which combines long-range viewing power with hairline sharpness. Light enough for rock-steady holding . . . power to bring in brilliant enlargements, bright to the edges. Exceptional light-gathering feature makes this model the choice of professionals whose work demands binoculars. Just right for vacationers, sports lovers, bird watchers, yachtsmen.

13CSANS-105. Retail 77.00.
Dealer's,
Each Net **38.50**
CARRYING CASE INCLUDED



Measures only 7 x 7 inches

10 x 50 WIDE FIELD



For extreme long-range viewing—a Sans & Streiffe binocular that just can't be topped! Clear, bright full 10-power magnification . . . marvelous 2-inch coated objective lenses give maximum light transmission . . . a broad 314 foot field at 1000 yards. Precision balance makes it possible to hold this powerful binocular steady. Widely used on target ranges . . . an incomparable seaside instrument . . . unbeatable for plane identification. This superb 10 x 50 does the job in mountain-to-mountain viewing, flatland scanning clear to the horizon. "star-gazing".

13CSANS-100. Retail 77.00.
Dealer's,
Each Net **38.50**
CARRYING CASE INCLUDED

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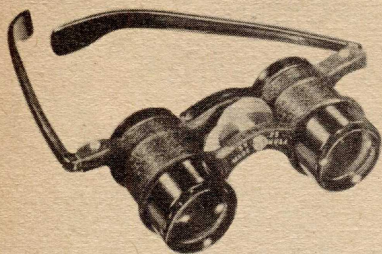
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*New Lower Prices
on All Glasses*



JASON SPORTOCULAR

Light as air. Leaves BOTH hands free. Full 3x magnification. Center focus. Now you no longer need to bother raising and lowering the glasses. Ideal for racing, boxing, theatre. Complete with leather case and neck cord.

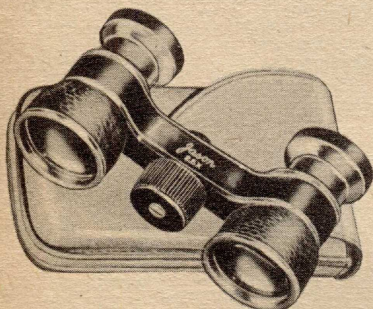
13CJL-441. Retail 12.50
Dealer's, Each Net..... **7.50**



JASON OSTRICH BINOCULARS

Truly . . . hides its head! Designed for race fan, sportsman and theatre goer. Pancake thin yet full 3/5x magnification. Only 2 1/4 x 4 x 1/2" (about cigarette pack size). In navy, brown, red, or green shagreen covered all-metal case.

13CJL-11. Retail 12.50.
Dealer's, Each Net..... **7.50**



JASON THEATRE GLASSES

An exceptional buy. A big value at a low price. Excellent for both indoor and outdoor use. Smartly styled in snakeskin and chrome. Available in assorted colors. Full 2 1/2x magnification. Complete with pigskin case.

13CJL-112. Retail 10.00.
Dealer's, Each Net..... **6.00**

*Binoculars and
Sports Glasses*

... the perfect gift, ideal to own

**Jason
BINOCULARS
AND
SPORTS GLASSES**

Outstanding values for all occasions

All Items on This Page Subject
to 10% Federal Excise Tax



JASON 4 x 40 SPORT GLASS

The greatest sports glass value in years! Extraordinary! Good size, yet light weight. Coated lenses. Large field of vision. Wide 40mm objectives. Ideal for races, sports, vacationing, and theatre. Comes complete with hard, shaped pigskin case, as illustrated.

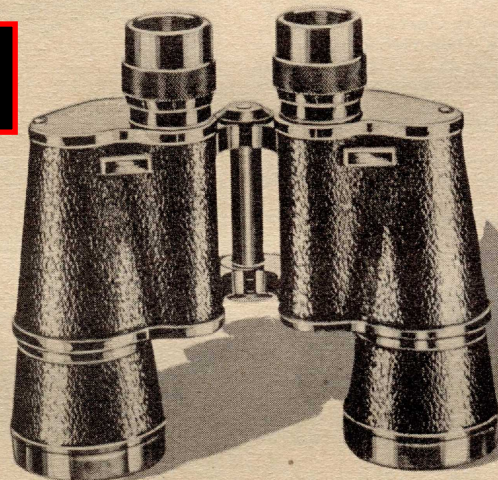
13CJL-122. Retail 16.95.
Dealer's, Each Net **10.30**

JASON FIELD GLASS

Similar to above but 4 x 30 size. Complete with handsome pigskin case.

13CJL-118. Retail 12.50.
Dealer's, Each Net **7.50**

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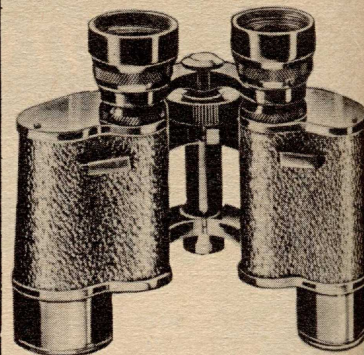


JASON 7 x 50 PRISM BINOCULAR

The unanimous choice of our armed forces. Bright, clear and sharp field of vision. Individual eye focusing. An all purpose glass, ready for use under any light conditions. Black trimmed on light weight body. Coated lenses. Tremendous binocular value. Complete with hard leather carrying case.

13CJL-114. Retail 49.50.
Dealer's, Each Net **31.35**

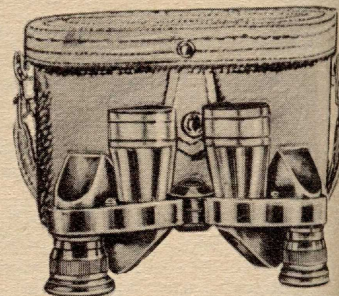
*All Complete with
Leather Cases*



BELLEVUE 8 x 25 BINOCULAR

America's most sensational binocular buy. Made by Colmont of Paris. Supreme quality precision binocular with center focusing, individual eye adjustment and inter-pupillary adjustment. Full 8 power. Complete with neck strap and carrying case.

13CJL-2-46. Retail 36.75.
Dealer's, Each Net..... **22.00**



LUCIFER 7 x 18 BINOCULAR

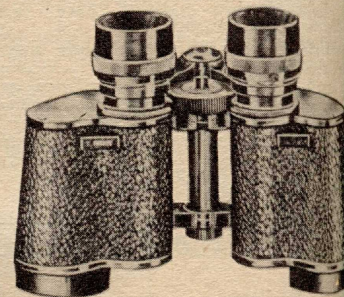
Unusually small, yet extremely powerful. Fits comfortably in pocket or purse. Coated lenses. Individual eye focusing. Remarkably detailed viewing. Complete with case.

13CJL-119. Retail 32.50.
Dealer's, Each Net..... **19.50**

JASON 6 x 15 BINOCULAR

Similar to above, but with 6 power magnification.

13CJL-113. Retail 25.75.
Dealer's, Each Net..... **15.50**



COLMONT 8 x 30 BINOCULAR

A miracle of French craftsmanship . . . yet priced remarkably low. Suitable for all sports and scenic viewing. Highly versatile. 30mm lenses, wide field. Coated lenses. Complete with case.

13CJL-2-50. Retail 46.75.
Dealer's, Each Net..... **28.00**

*Each Glass a Master-
piece of Craftsmanship*

... priced amazingly low



Internationally Known

LEMAIRE

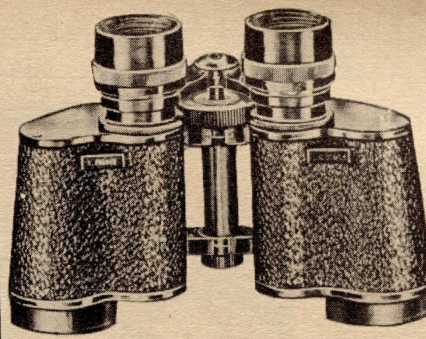
OF PARIS

Over a century of binocular craftsmanship . . . French ingenuity blended with tomorrow's style.

PARIS GOLD MEDAL AWARD



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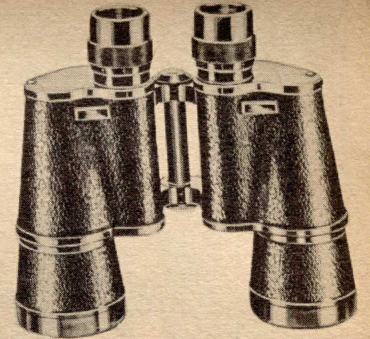


LEMAIRE 6 x 30 BINOCULAR

A versatile glass combining high power with an extremely wide field of vision. With coated lenses and prisms. Full six power. Excellent for hunting and outdoor viewing plus fast sports action. Center focusing. Complete with leather case.

13CJL-2-37. Retail 112.50.

Dealer's, Each Net **66.00**



LEMAIRE 7 x 50 BINOCULAR

Big, handsome, rugged. With coated lenses and center focusing. Tremendous light-gathering power and fully achromatic. Ideal for sports, racing, boating. A truly fine binocular with typical French perfection. Complete with leather case.

13CJL-2-51. Retail 132.50.

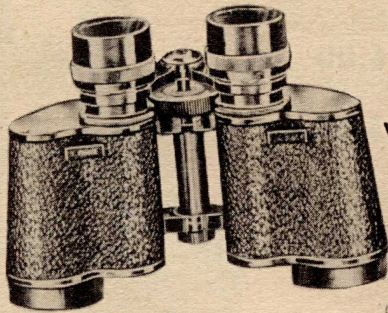
Dealer's, Each Net **79.50**

LEMAIRE 8 x 30 BINOCULAR

The world's finest binocular. Precision perfect in design and construction. 14 carefully produced achromatic coated lenses and prisms. Real front-seat viewing for sporting events, hunting, vacationing. Center focusing. Complete with beautiful leather case.

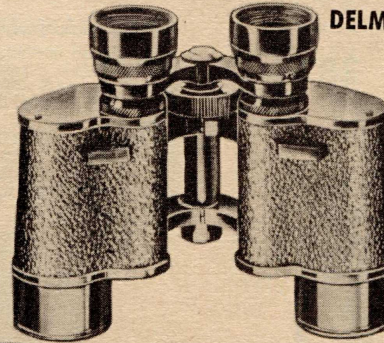
13CJL-2-5. Retail 128.50.

Dealer's, Each Net **77.10**



BALL GAMES
FIGHTS
WRESTLING

FOR RACES
BOATING
VACATIONING
SIGHTSEEING
BIRD-STUDY



DELMER 8 x 26 BINOCULAR

Superior Lemaire construction priced amazingly low. 8-power with coated lenses. The ideal family glass. Center focusing. With leather case.

13CJL-2-29. Retail 48.50.

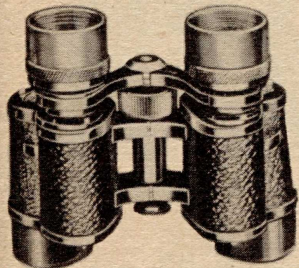
Dealer's, Each Net **29.35**

DELMER 8 x 32 BINOCULAR

The finest glass available in the moderate price field. Same as above, but with a 32mm objective lens. Wide-angle view. Coated lenses. Center focusing. Made by Lemaire. With leather case.

13CJL-2-6. Retail 64.50.

Dealer's, Each Net **38.35**

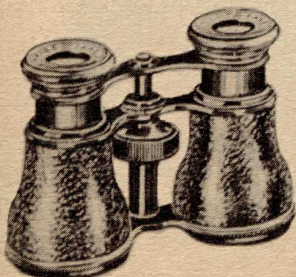


LEMAIRE 6 x 22 SPORTS BINOCULAR

able value. Powerful enough (6 power) for indoor and sport use yet small and compact enough for basketball, fights or the theatre. Precision built. Coated lenses and prisms. Center focusing. Complete with handsome leather case.

13CJL-2-3. Retail 89.50.

Dealer's, Each Net **53.00**



LEMAIRE THEATRE GLASS

A favorite of generations. 3-power magnification with a wide field of view. Powerful for indoor or outdoor use. Black 2 1/2" high. Complete with leather case.

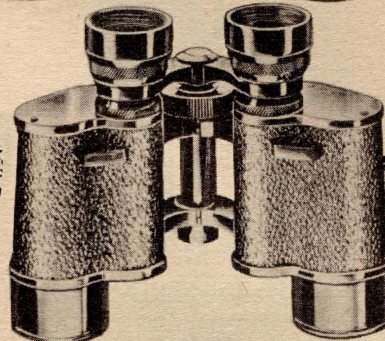
13CJL-2-9. Retail 29.50.

Dealer's, Each Net **17.15**

LEMAIRE MOTHER-OF-PEARL
Same as above in genuine Mother-of-Pearl and gold trim. A gleaming beauty to treasure for a lifetime.

13CJL-2-38. Retail 52.50.

Dealer's, Each Net **31.75**



BELLEVUE 8 x 25 BINOCULAR

Genuine French import by Colmont of Paris. Extraordinary value. Never before available at this price. Eight power. Coated lenses. Complete with leather carrying case.

13CJL-2-47. Retail 39.75.

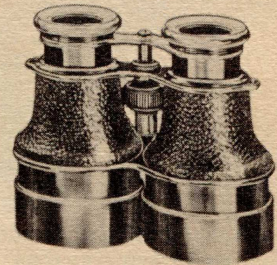
Dealer's, Each Net **24.00**

BELLEVUE 8 x 30 BINOCULAR

Same as above but with 30mm lenses giving an extremely large field of vision. Coated lenses. Complete with leather carrying case.

13CJL-2-48. Retail 49.50.

Dealer's, Each Net **29.70**



LEMAIRE SPORTS GLASS

A BIG glass moderately priced. 4-power. Retractable sunshades for better visibility. Ideal for races, bird study, marine viewing. Large 55mm objective lens. Lets in lots of light, completely free of color distortion. With leather case.

13CJL-2-20. Retail 57.50.

Dealer's, Each Net **33.75**

DELMER 7 x 35 BINOCULAR

A splendid all-purpose prismatic binocular by Lemaire. Full 7 power. Ideal for all sports and difficult light conditions. Center focus. With leather case.

13CJL-2-43. Retail 78.50.

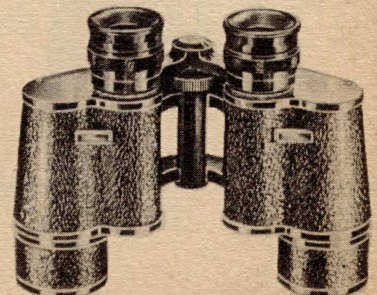
Dealer's, Each Net **47.35**

DELMER 10x35 BINOCULAR

As above, with 10 power. Perfect for long-distance use. A real buy in a high-power glass of great precision. With leather case.

13CJL-2-44. Retail 85.00.

Dealer's, Each Net **50.65**



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42 W. Cermak Road Chicago 16, Illinois

See PAGE 129 FOR ORDER BLANK

WORLD FAMOUS BINOCULARS

BINOCULARS ON THIS PAGE ARE SUBJECT TO 10% F.E.T.



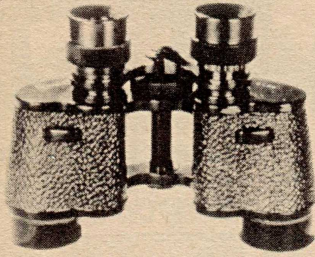
WORLD FAMOUS BINOCULARS

GERMANY

HEINE & CO.

GERMANY

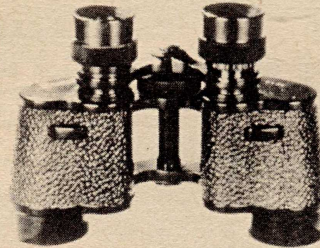
Made in Germany



HEINE RANGER BINOCULARS 6x30

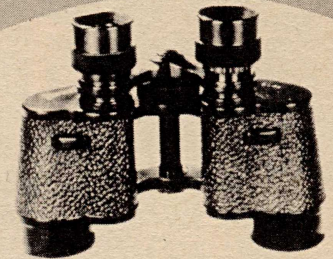
Lightweight coated lens binoculars, 16 ounces. Center focus. First quality German. Included are case and carrying strap. Retail 57.50. 13CLAZ-371. Dlr's, each net 36.50. **34.50**
Lots of 3, each net.....

13CLAZ-309. Individual Focus, Featherweight 13 oz. Retail 48.00. Dealer's, each net 30.50. Lots of 3, each net..... **28.80**



HEINE RANGER BINOCULARS 8x30

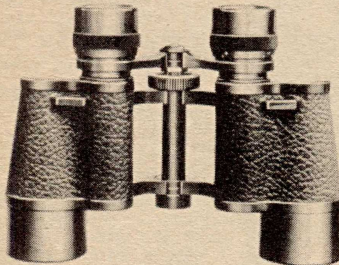
Lightweight coated lens binoculars, 17 ounces. Center focus. First quality German. Included are case and carrying strap. Retail 60.00. 13CLAZ372. Dlr's, each net 38.00. **36.00**
Lots of 3, each net.....
13CLAZ-311. Individual Focus, Featherweight 14 oz. Retail 55.00. Dealer's, each net 34.87. Lots of 3, each net..... **33.00**



ZEISS SILVAREM BINOCULARS 6x30

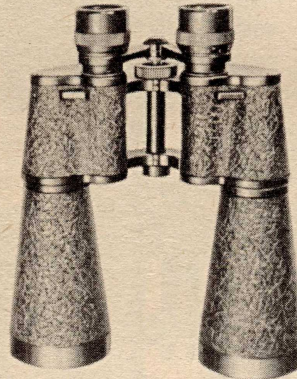
Featherweight coated lens binoculars, 12½ oz. Center Focus. Highest quality German. Included are case and carrying strap. Retail 125.00. 13CLAZ-329. Dealer's, each net..... **109.37**

13CLAZ-328. Same as above except, with Individual Focus. Retail 125.00. Dealer's, each net..... **109.37**



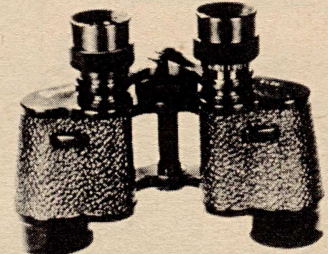
HEINE RANGER BINOCULARS 7x35

Featherweight coated lens binoculars, 16¾ ounces. Wide angle. Center Focus. First quality German. Included are case and carrying strap. Retail 75.00. 13CLAZ-381. Dlr's, each net 47.55. **45.00**
Lots of 3, each net.....



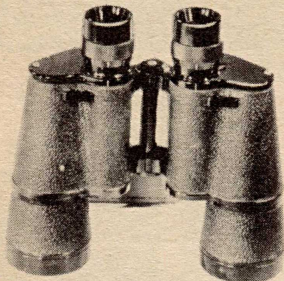
HEINE RANGER BINOCULARS 20x56

Featherweight coated lens binoculars, 30 oz. Center Focus. First quality German. Included are case and carrying strap. Retail 170.00. 13CLAZ-383. Dlr's, ea. net 107.67. **102.00**
Lots of 3, each net.....



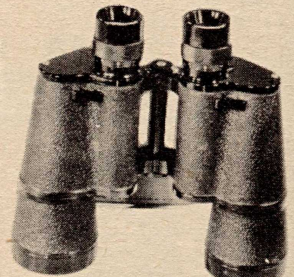
ZEISS DELTRINTEM BINOCULARS 8x30

Wide Angle, featherweight coated lens binoculars, 14¾ oz. Center Focus. Highest quality German. With case. Retail 135.00. 13CLAZ-330. Dealer's, each net..... **118.13**



HEINE RANGER BINOCULARS 7x50

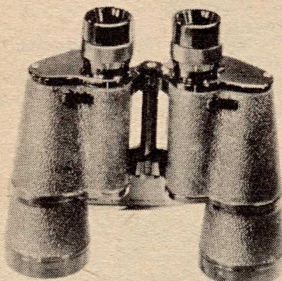
Lightweight coated lens binoculars, 30½ oz. Center Focus. First quality German. Included are case and carrying strap. Retail 110.00. 13CLAZ-373. Dlr's, each net 69.75. **66.00**
Lots of 3, each net.....



ZEISS BINOCTEM BINOCULARS 7x50

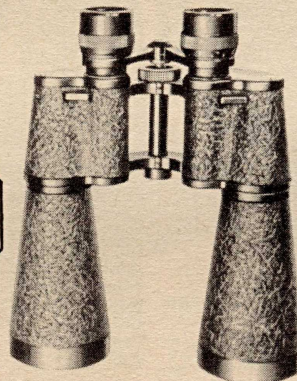
Featherweight with coated lens binoculars, 29¼ oz. Center Focus. Highest quality German. With case. Retail 175.00. 13CLAZ-332. Dealer's, each net..... **153.13**

13CLAZ-331. Same as above except with Individual Focus. Retail 175.00. Dealer's, each net..... **153.13**



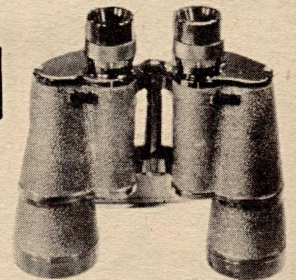
HEINE RANGER BINOCULARS 10x50

Lightweight coated lens binoculars, 30¾ oz. Center Focus. First quality German. Included are case and carrying strap. Retail 125.00. 13CLAZ-374. Dlr's, each net 79.20. **75.00**
Lots of 3, each net.....



HEINE RANGER BINOCULARS 15x56

Featherweight coated lens binoculars, 30 oz. Center Focus. First quality German. Included are case and carrying strap. Retail 165.00. 13CLAZ-382. Dlr's, each net 104.53. **99.00**
Lots of 3, each net.....

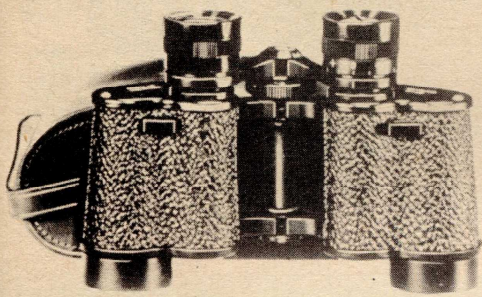
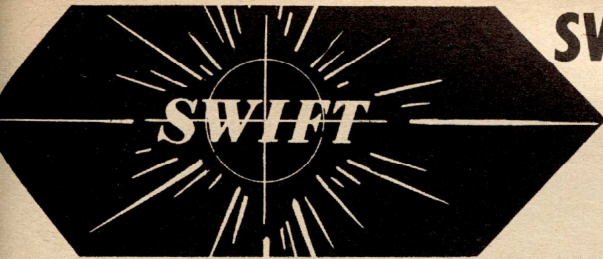


ZEISS DECAREM BINOCULARS 10x50

Lightweight with coated lens binoculars, 30¾ oz. Center Focus. First quality German. With case. 13CLAZ-333. Retail 195.00. Dealer's, each net..... **170.62**
13CLAZ-334. Same as above except with 15 Power. (15X50). Retail 250.00. Dealer's, each net..... **219.00**

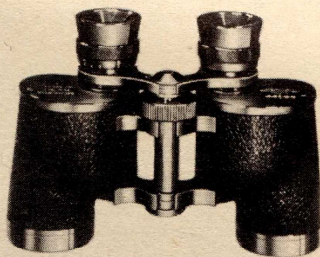


SWIFT AND ANDERSON BINOCULARS



S & A GRAND PRIX 8x30

Compact glass suitable for hunting, horse racing and yachting. Internal achromatic lenses coated. **Central focus.** Field of view 360 ft. at 1000 yds. Relative brilliance 14. Exit pupil 3.75 mm. Weight 17 oz., case 8 oz. Height open 4 3/4", closed 4 3/8". Made to exacting specifications in France by craftsmen long noted for fine optics. Complete with leather case. Retail 44.00.
13CSA-716.
 Dealer's, each net..... **29.33**

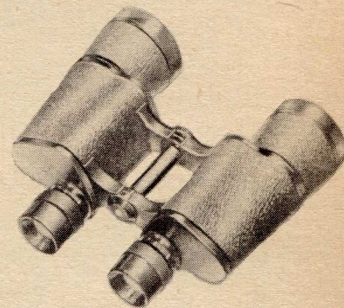


S & A APOLLO 8x30

Compact and good field of view with this Erfle five lens ocular system insures excellent definition. Because the hunter encounters areas of poor visibility such as semi-woods he needs a binocular of excellent illumination. Achromatic lenses and prisms hard coated internally reducing reflection. Field of view 393 ft. at 1000 yds. Relative brilliance 14. Exit pupil 3.75 mm. Weight 22 ozs., case 11 ozs. Height 4 7/8", closed 4 5/8". Central focus. Complete with pigskin case. Retail 53.80.
13CSA-754.
 Dealer's, each net..... **35.87**

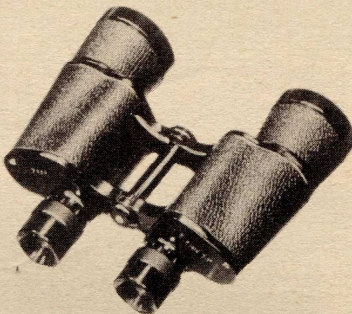
S & A RAINER 10x50

Erfle type, or five lens ocular system provides wide field of view for high power binocular. Used on firing ranges and in mountain and resort areas where there is a long range horizon to scan. Coated internal achromatic lenses and prisms. Field of view 340 ft. at 1000 yds. Relative brilliance 25. Exit pupil 5 mm. Individual focus. Weight 35 ozs., case 19 ozs. Height open 7", closed 6 3/4". With leather case. Retail 57.80.
13CSA-711.
 Dealer's, each net..... **41.93**



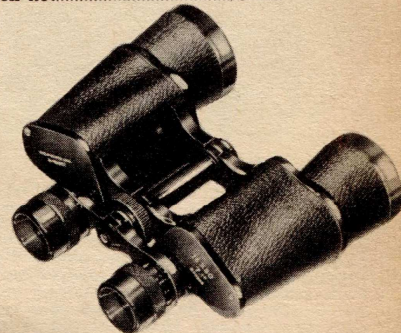
S & A MARINER 7x50

Widely used by mariners because of large field of view and fine clarity of definition. Coated internal achromatic lenses and prisms. **Central focus.** Field of view 375 ft. at 1000 yds. Relative brilliance 51. Exit pupil 7.2 mm. Weight 36 ozs., case 19 ozs. Height 7 1/8", closed 6 7/8", with leather case.
13CSA-701. Retail 55.00.
 Dealer's, each net..... **36.67**



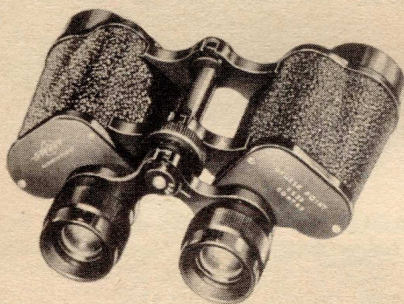
S & A ALPINE 16x50

Binocular of extreme power, designed primarily for forest rangers, explorers, civil defense work and mountain hunting. **Central focus.** Internal achromatic lenses and prisms hard coated. Has a stereoscopic effect which aids in determining relative distance of objects. Field of view 213 ft. at 1000 yds. Relative brilliance 10. Exit pupil 3.12 mm. Weight 27 oz., case 15 oz. Height open 7 7/8", closed 7 3/8". Complete with genuine leather case. Retail 71.50.
13CSA-755.
 Dealer's, each net..... **47.67**



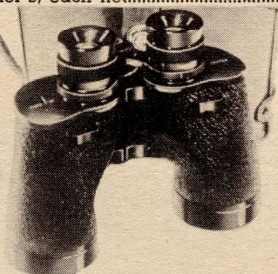
S & A TRITON 7x35

Used by yachtsmen and hunters because it magnifies 7 times, is light weight and compact. Internally coated prisms and achromatic lenses. **Central focus.** Field of view 393 ft. at 1000 yds. Relative brilliance 25. Exit pupil 5 mm. Field angle 7.2 degrees. Weight 22 ozs. Case 5 ozs. Height open 5 5/8", closed 5". Complete with velvet lined leather case. Retail 53.50.
13CSA-748.
 Dealer's, each net..... **35.67**



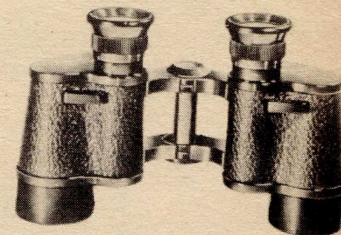
S & A GROSSE POINT 8x32

Central focus model, designed with sport & field in mind. Coated optics on sixteen surfaces provide utmost clarity, definition and brilliance. Field of view 480 ft. at 1000 yds. Relative brilliance 16. Exit pupil 4mm. Clear, sharp images with stereoscopic effect . . . extra wide field of view, through Erfle ocular system and plenty of power. Weight 21 oz., case 9 oz. Height open 4 3/4", closed 4 1/2". Complete with beautiful leather case. Retail 75.00.
13CSA-724.
 Dealer's, each net..... **48.97**



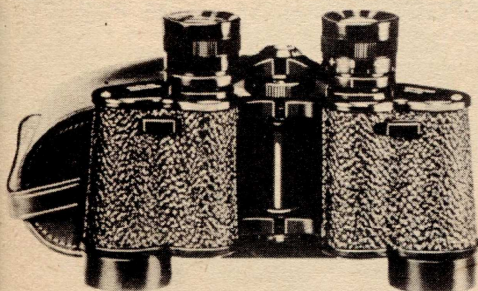
S & A ARTILLERY 8x25

Easily handled and highly recommended for hunters, mountain climbers and tourists. Accurately machined body utilizes lightest alloys. Lens system is Kellner 3 lens ocular system. Hard internal coating of prisms and achromatic lenses reduces reflection. Individual focus. Field of view 304 ft. at 1000 yds. Relative brilliance 10. Exit pupil 3.12 mm. Weight 12 ozs., case 7 ozs. Height open 3 1/2", closed 4 3/8". Complete with leather sport case. Retail 29.50.
13CSA-749.
 Dealer's, each net..... **22.00**



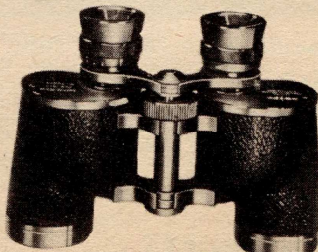
S & A MINERVA 6x30

Used by armies of the world as it is universally good for all purposes in the field. Made of lightest alloys. Internally coated achromatic optics and prisms. **Central focus.** Field of view 419 ft. at 1000 yds. Relative brilliance 25. Exit pupil 5 mm. Weight 18 1/2 ozs., case 10 1/2 ozs. Height open 4 7/8", closed 4 5/8". Pigskin case with plush lining. Retail 47.80.
13CSA-756.
 Dealer's, each net..... **31.87**



S & A TROUVILLE 8x25

Compact and light-weight binocular suitable for long range spectator sports, hunting and spotting. High grade oculars and objective lenses are internally coated for anti-reflection. **Central focus type** with interpupillary break. Field of view 330 ft. at 1000 yds. Relative brilliance 11. Exit pupil 3.13 mm. Weight 15 oz., case 8 oz. Height open 4 1/2", closed 4". Made in France. Complete with leather sport case. Retail 33.00.
13CSA-714.
 Dealer's, each net..... **22.00**



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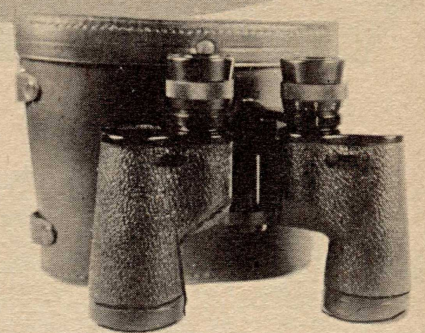
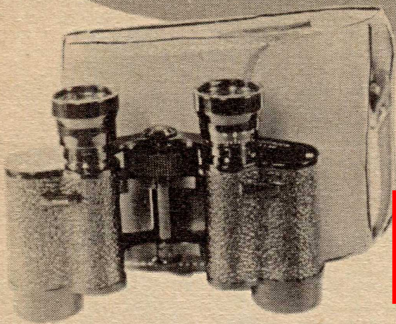


42 W. Cermak Road
 Chicago 16, Illinois

See PAGE 129
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TOP-QUALITY IMPORTED

BINOCULARS



COLMONT BINOCULARS

Sturdy construction combined with optical craftsmanship. Central focusing with separate focusing right eye piece. Good field of view. Complete in genuine leather sport case with straps. Made in France. **Coated Lenses.**

No.	Power	Retail	Dealer's, Each Net	Lots of 3, Each Net
13CSELS26751.	8X26	39.00	26.00	23.40
13CSELS26752.	8X30	41.00	27.33	24.60
13CSELS26754.	8X30			
Large size.		44.00	29.33	26.40

SELECTED QUALITY MEGAPHOS PRISM BINOCULARS—ZEISS SHAPE

Substantially constructed of lightweight materials. Fully achromatic optical system. Specially treated with optical coating to reduce glare, increase luminosity. Supplied in hard pigskin case with straps to match. Made in Japan.

No.	Power	Retail	Dealer's, Each Net	Lots of 3, Each Net
13CSELS7731.*	7X35	43.00	28.67	25.80
13CSELS5569.**	7X50	49.50	33.00	29.70
13CSELS7494.**	6X30	40.00	26.67	24.00
13CSELS7495.**	8X30	45.00	30.00	27.00

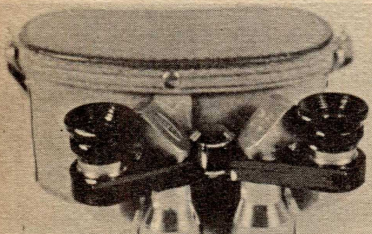
*Individual focusing.

**Center focusing.

SELECTED QUALITY B & L STYLE BINOCULARS

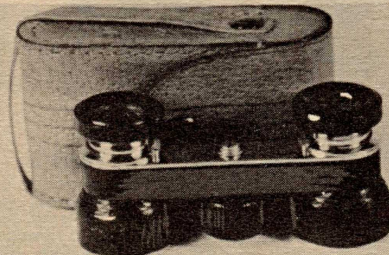
Binoculars of selected quality with these deluxe features: **Fully achromatic lenses, completely coated, lightweight with American shaped bodies, Central focusing.** Complete in hard pigskin case with straps.

No.	Power	Retail	Dealer's, Each Net	Lots of 3, Each Net
13CSELS7394.	6X30	52.00	34.67	31.20
13CSELS7306.	7X35	54.00	36.00	32.40
13CSELS7391.	8X40	61.00	40.67	36.60
13CSELS7392.	7X50	63.50	42.33	38.10



MINIATURE 6x15

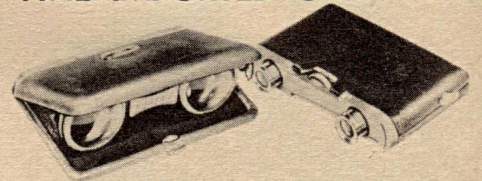
Small enough to fit in palm of hand or purse. You are sure to find these precision binoculars priced just right for your pocket-book too. Clear, large field of view, individual focusing, completely coated. Black japanned bar and heads, other exposed metal parts satin finish. Complete in genuine pigskin case and braided neck cord. Objective diameter 15 mm. Retail 20.50. **13CSELS-4762.** Dealer's, each net **13.67.** Lots of 3, each net..... **12.30**



MAXIM OPERA GLASS

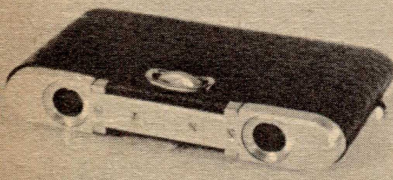
Power 2½X. Exceptional value for smartly styled achromatic opera glass with precision quality. Black japanned finish bodies covered with colored leather in black, red, green and brown. Genuine leather pouch with flap and snap. Retail 8.25. **13CSELS-6681.** Dlr's, each net **5.50.** Lots of 3, each net..... **4.95**

FINE IMPORTED OPERA GLASS



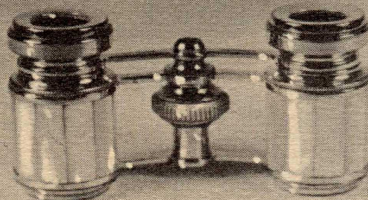
EAGLET OPERA GLASSES — 3½ POWER

Folds thinner than a cigarette case. Press, and it opens easily. Leather covered, center focus, for theatre and sports. Made in Japan. Retail 9.95. **13CLAZ-362.** Dealer's, each net **6.67.** Lots of 3, each net..... **6.00**



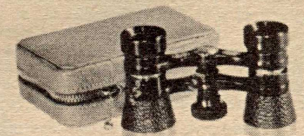
VESTA FOLDING OPERA GLASS

Power 3½X. Ideal for theatre, opera and sport events. When not in use folds up like cigarette case, measuring 4½" x 2¾" x 11/16". Satin finish metal trim. Bodies covered with black, green, red, brown or blue leathers. Retail 12.50. **13CSELS-6682.** Dlr's, each net **8.33.** Lots of 3, each net..... **7.50**



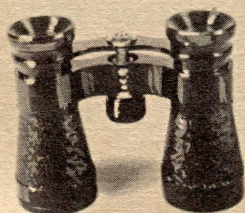
DELUXE PEARL OPERA GLASS

Power 2½X. Beautifully designed with pearl covered cylindrical bodies and pearl insert on top of eye pieces. Exposed metal parts chromium plated. Fine optical performance. Each in a snake grained leather pouch. Retail 28.00. **13CSELS-6673C.** Dealer's, each net **18.67.** Lots of 3, each net..... **16.80**



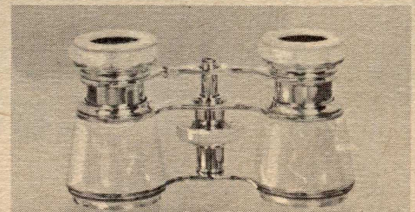
SPORTSTER GLASS — 3x28 POWER

Lightest weight opera glass made, weighs only 3½ oz. Made of durable magnesium. Large eyepieces, with interpupillary adjustment. Fits easily into pocket. Fully coated lens. Made in Germany. Retail 26.00. **13CLAZ-355.** Dealer's, each net **16.50.** Lots of 3 each net..... **15.60**



J CHAMPIERE SPORT GLASS

Power 3X. Good quality achromatic glass with jointed bars. Ideal for all sport events. Compact. Smartly styled black grained bodies and metal parts black japanned. Handsome Pigskin case. Retail 8.50. **13CSELS-CHAMP.** Dlr's, each net **5.67.** Lots of 3, each net..... **5.10**



MARQUISE OPERA GLASSES — 2½x22

This handsome opera glass is completely covered with inlaid Mother of Pearl. Crossbar and tubes are gold plated. Fine precision optics. Complete with Morocco leather pouch to fit into handbag. Available in either **White, Beige or Black Pearl.** Specify when ordering. Made in France. Retail 39.00. **13CLAZ-357.** Dealer's, each net **24.75.** Lots of 3, each net..... **23.40**

Binoculars on This Page Are Subject to 10% F.E.T.

200

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GRADOSOL

SUN GLASSES FOR MEN AND WOMEN



Gradosol A— for general wear; driving and sports
Gradosol C—for outdoor wear in very intense light

(IMPORTED FROM ITALY)

Gradosol Glasses, by exclusive process, are tinted in brown color of gradual density, heavier at the top and gradually diminishing towards the bottom of the lens. They give full protection against sun-glare, and at the same time, permit unobstructed straight-away and downward vision. They come in two degrees of density graduation: Gradosol A— for general wear; driving and sports—density falls off rapidly leaving lowest area clear. Gradosol C—for outdoor wear in very intense light at the beach, in water, snow, etc.—density falls off gradually with slight tint to lowest area.

Gradosol Sun-glasses feature first quality plano, 6-base lenses optically ground and polished on both surfaces. Frames are in zylol and are available in two exclusive styles, one for men, the other for women. Leather carrying case included.

	Retail Per Pair	Dealer's, 6 Pair Per Pair Net	6 Pair Net
50CGRADA1. Gradosol A Glasses for men.....	15.00	9.00	8.00
50CGRADA2. Gradosol A Glasses for women	15.00	9.00	8.00
50CGRADC3. Gradosol C Glasses for men.....	15.00	9.00	8.00
50CGRADC4. Gradosol C Glasses for women	15.00	9.00	8.00

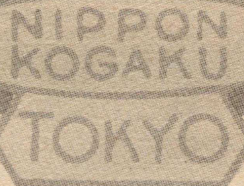
Penscope Precision Pocket Sport-Glass

MAGNIFIES 6 TIMES

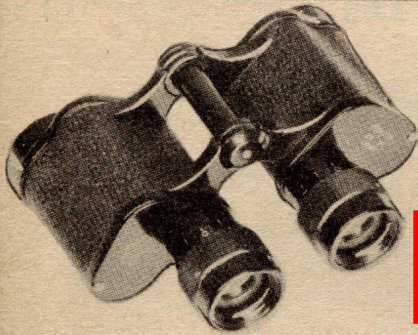
Superbly designed, no larger than your fountain pen, with an achromatic optical system of six coated lenses. Brings distant scenes six times closer with the brilliant optical performance of fine prismatic binoculars. Field of view is 315 feet at 1000 yards, free from aberration. All brass construction, finished in satin chromium. Weight: 2 oz.

13CPANTECH5. Retail 12.95. Dealer's, Each Net..... **8.63**

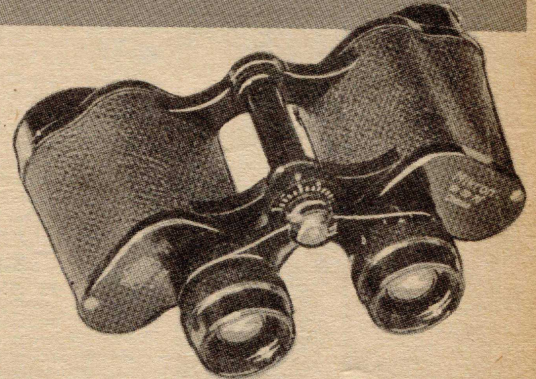
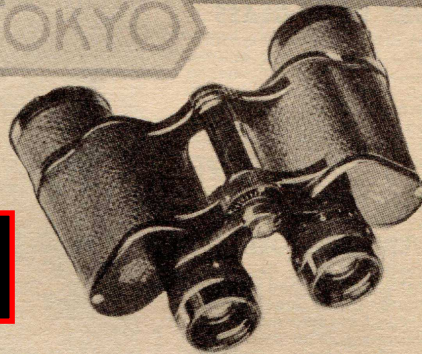
Mikron



BINOCULARS



MB



The Mikron "Hunter" 6 x 30 Binoculars

An excellent glass of conventional construction that is the perfect size and power for hunting use. Features precise individually focusing optics, good handling qualities, black enamel and leather finish, coated optics. Includes fine fitted leather case with straps. Dimensions: 4-5/8" x 6-7/16". Weight: 24.7 oz. 13CMIKRON10. Retail 69.50.

Dealer's, Each Net..... **49.95**

The Mikron "Traveler" 7 x 35 Binoculars

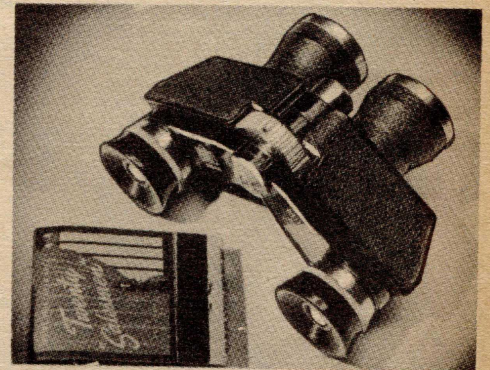
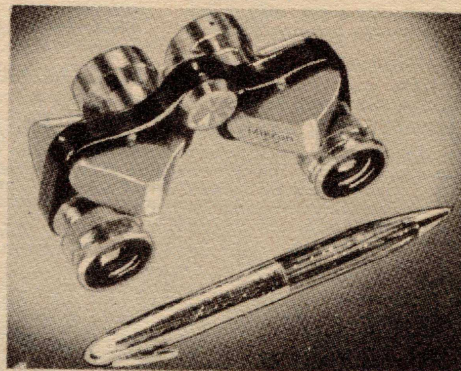
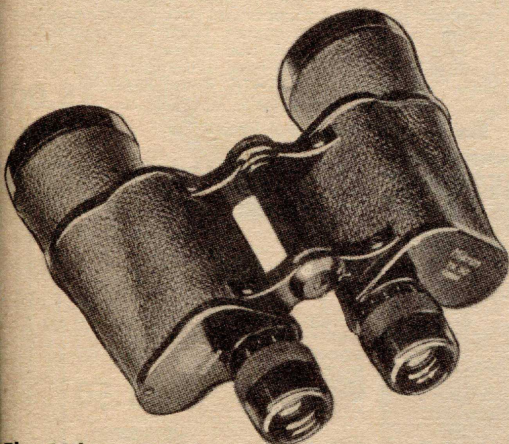
One of the most handsome and best balanced binoculars made. Fits the hand—handles effortlessly! Central focusing with adjustable right ocular. The best all-around glass for the average binocular user. Black with enamel and leather finish, coated optics, in fitted leather case with straps. Dimensions: 5 1/2" x 6 5/8". Weight: 27.5 oz. 13CMIKRON20. Retail 79.50.

Dealer's, Each Net..... **55.67**

Mikron "Mountaineer" 8 x 30 Binoculars

An eight power, central focusing wide field binocular which can be easily focused on moving objects such as deer and big game, keeping them readily in the field of vision. The 8x30 binocular is the most powerful recommended for practical hand use. It features highly corrected coated optics. Black enamel and leather finish, in fitted leather case with straps. Dimensions: 4-5/8" x 6-7/16". Weight: 25 oz.

13CMIKRON30. Retail 79.50. Dealer's, Each Net..... **55.67**



The Mikron "Mariner" 7 x 50 Binoculars

A marine and night binocular of the highest possible illumination for a glass of this size. For specific use where light conditions are poor—night, dawn, dusk, haze. A high relative brightness of 50, due to the large 50mm objective lenses. Individual focusing oculars, dust and moisture proof, coated optics, black enamel and leather finish, in fitted leather case with straps. Dimensions: 6-3/16" x 7-3/4". Weight: 38 oz. 13MIKRON40. Retail 89.50.

Dealer's, Each Net..... **62.75**

Mikron "Shirt Pocket" 6x15 Binoculars

The original "pocket" binocular that is a masterpiece—both in handiness of use and in construction detail. Slips into your shirt pocket and is ready for instant use. Full six power will put antlers on deer at 1000 yards; field of view will take in all 22 players in a football game. Features individual focusing, black enamel and chrome finish, handy zipper leather case. Dimensions: 1 1/2" x 4 1/8". Weight: 6 oz. 13MIKRON50. Retail 35.00.

Dealer's, Each Net..... **27.85**

The Mikron "Aristocrat" 6x18 Binoculars

This beautifully made roof-prism binocular, flat and compact for handy carrying, includes all the features one would possibly want in a binocular—power, compactness, the utmost in optics and beauty. The ideal glass for the opera and spectator sports. Features central focusing, coated optics, black enamel and leather finish, leather case. Dimensions: 2-1/8" x 4-1/16". Weight: 6.5 oz. 13CMIKRON60. Retail 82.50.

Dealer's, Each Net..... **57.69**

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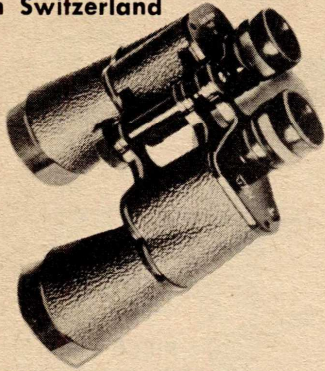
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See PAGE 129 FOR ORDER BLANK

201

**KERN SWISS
PRISM BINOCULARS**

Made in Switzerland



**KERN PRISM BINOCULARS
Made in Switzerland**

(Coated lens, center focusing, with leather carrying case.)

No.		Wt.	Retail	Dir's. Ea. Net
13CKH624.	Alpin 160 ML 6x24 (wide angle)	12 oz.	87.00	72.50
13CKH630.	Alpin Lux ML 6x30	14 oz.	108.00	90.00
13CKH818.	Alpico 8x18	7 oz.	99.00	82.50
13CKH824.	Alpar ML 8x24	11 oz.	105.00	87.50
13CKH830.	Alpin Stereo ML 8x30	15 oz.	117.00	97.50
13CKH1250.	Alpin Super 12x50	26 oz.	189.00	157.50

Binoculars are Subject to 10% Federal Excise Tax
BINOCULAR ACCESSORIES

	Retail	Dir's. Ea. Net
13CKHSG1.	Sun glasses (per pair) 4.25	3.25
13CKRG2.	Rain guards (per pair) 2.25	1.65
13CKHB55.	Button sling 2.00	1.52
13CKHATT4.	Attachment for photo- graphic tripods 10.25	8.25
13CKHECE5.	Eye-caps each (spare parts) .85	.63
13CKHECF6.	Eye-caps for wearers of glasses (each) 2.25	1.65



MADE IN
SWITZERLAND

**KERN TELESCOPES AND ACCESSORIES
Made in Switzerland**

(Coated lens, including wooden storage case)

Panorama Telescopes	Retail	Dir's. Ea. Net
13CKHTEL22.	Alpivist, eyepiece 15x	279.00 235.00
13CKHTEL24.	Alpivira, eyepiece 28x	289.00 240.82
13CKHTEL26.	Alpitrux w/turret, eye- piece 15, 28 and 45x	399.00 332.50

Accessories	Retail	Dir's. Ea. Net
13CKHTEL28.	Interchangeable eye- pieces 28 or 45x	29.70 24.00
13CKHTEL30.	Metal table tripod	20.00 15.75
13CKHTEL32.	Wooden tripod—2 parts	42.50 33.20
13CKHTEL34.	Sun glass—for all eyepieces	4.25 3.25

Shooting Range Telescopes	Retail	Dir's. Ea. Net
13CKHTEL36.	Alpatir, eyepiece 45x or 55x	249.00 208.00

SPECIFY WHEN ORDERING

Accessories	Retail	Dir's. Ea. Net
13CKHTEL38.	Interchangeable eye- piece 28x	29.70 24.00
13CKHTEL40.	Metal tripod, extensible	21.95 16.75
13CKHTEL42.	Leather carrying case for telescope & tripod	29.90 23.25

AIRGUIDE barometers

KERN SWISS PRISM BINOCULARS

These high precision binoculars are equipped with lenses and prisms of the finest optical quality manufactured—from the raw glass to the finished product—by KERN in Switzerland, makers of the famous SWITAR lenses for ALPA and BOLEX cameras.

With all air-to-glass surfaces hard-coated, they render a completely color-true, stereoscopic image of greater brilliance, sharper contrasts, and maximum accuracy.

The Swiss and other European armies have adopted KERN binoculars as their standard equipment, because they combine extremely low weight with a watchlike mechanical precision and a most rugged construction which have successfully outlasted the severest tests.

**AIRGUIDE SHERWOOD BAROMETER
THERMOMETER AND HUMIDITY INDICATOR**

The original "home weather bureau" has taken on a sparkling modern look. Satin brass finished bezel and feet and polished brass knob and hands complement the provincial finish of the solid fruitwood case. **Combination barometer, thermometer and humidity indicator.** Gray and White dial with Black graduations. 5 1/2" high, 9 1/4" wide, 2 1/8" deep. A gift that's just right.

12CAIR508. Retail 15.00. **9.00**
Dealer's, Each Net.....

AIRGUIDE RIVIERA BAROMETER

THERMOMETER AND HUMIDITY INDICATOR

A charming adaptation of wrought iron makes this combination barometer, thermometer and humidity indicator a unique gift item. The polished copper finished cases are suspended gracefully from the Satin Black wrought iron stand. Black dials with White graduations and Polished Copper finished knob. 5 5/8" high, 10" wide, 2 1/8" deep. An individual accent for any desk or mantel.

12CAIR509. Retail 17.50. **10.50**
Dealer's, Each Net.....

AIRGUIDE DRAKE BAROMETER

Another in the Decorator Series, combining a note of tradition and the simplicity of modern styling. The Natural Solid Mahogany case frames the barometer, with bezel and knob of Polished Brass. Black graduations on a Brass colored dial. 9" diameter, 2" deep. An unusual decorative accessory. Retail 16.00.

12CAIR236. Dealer's, Each Net..... **9.60**

AIRGUIDE FLAIR BAROMETER

Last and most dramatic in the Decorator Series. The natural solid Cherrywood case contrasts distinctively with the Black and White barometer dial. Bezel and knob are Polished Brass. 8 3/4" diameter, 2" deep. A smart choice for the modern home. Retail 16.00.

12CAIR237. Dealer's, Each Net..... **9.60**

AIRGUIDE CAMEO BAROMETER

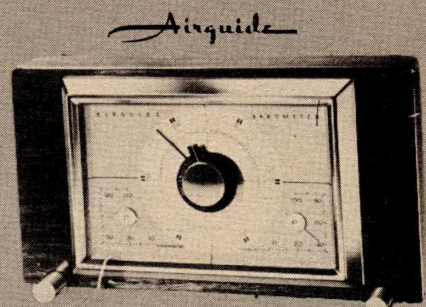
A warmly traditional wall model barometer in a provincial finished solid fruitwood case. Octagonal in shape, the bezel and knob are Polished Brass. Black graduations on a Silver finished dial. 8 3/4" overall diameter, 2" deep. One of the new Decorator Series. Retail 16.00.

12CAIR235. Dealer's, Each Net..... **9.60**

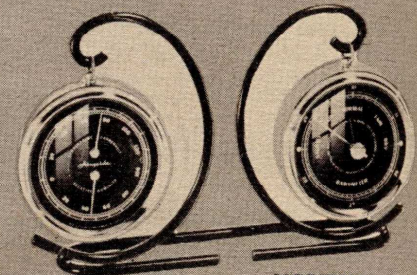
**AIRGUIDE VISI-DOME
AUTO COMPASS**

The ultra modern styling with either a Light Gray or Light Brown case harmonizes perfectly with today's modern car interiors. The Jet Black dome-type dial and large White 5 degree calibrations give maximum visibility and finely accurate directional information. New Alnico V magnet, more than 10 times more powerful than the finest steel magnets, gives faster and steadier readings. Airplane type 8-magnet compensating system. Easily adjusted with non-magnetic key. Double ball and socket bracket permits simplest mounting any place on either concave or convex windshield molding strips with only a screwdriver needed. Airguide guaranteed. Edge lighting (optional) makes dome glow with soft green light, suitable for either 6 or 12 volt systems.

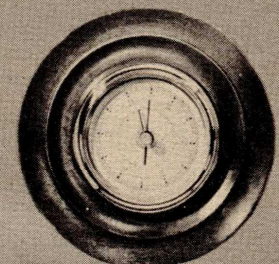
	Retail	Dir's. Ea. Net
12CAIR84A. Model 84A (light gray)	5.95	3.57
12CAIR84B. Model 84B (light brown)	5.95	3.57
(illuminated)		
12CAIR85A. Model 85A (gray-illum.)	6.95	4.17
12CAIR85B. Model 85B (brown-illum.)	6.95	4.17



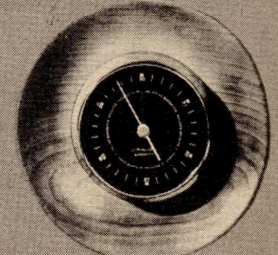
12CAIR508.



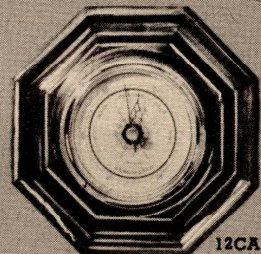
12CAIR509.



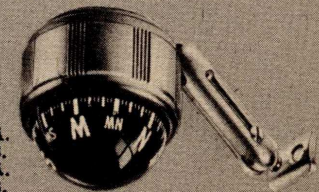
12CAIR236.



12CAIR237.



12CAIR235.



12CAIR84A.
12CAIR84B.
12CAIR85A.
12CAIR85B.

