

# PRISMATIC SPOTTING SCOPE ...

*See  
22 bullet holes  
clearly!  
at  
200 YARDS!*



## A RIFLEMAN'S SECOND LOVE

A compactly made, **PRISMATIC** Spotting Scope, UNITED'S "FINEST," with an 80 MM (over 3" wide) front objective lense! **Guarantees** securing **MORE LIGHT**, increased brilliance, crisper, clearer images. Don't walk those yards to see where your bullets hit . . . just look!

Performance-wise, durability wise, you wouldn't want a better scope. All lense and prisms **COATED** with magnesium fluoride both inside and out. Has a rich looking, weather resistant, crackle finish. Durable aluminum alloy. Weighs only 26.1 ounces! Length 12½". Made in Japan to rigid UNITED requirements, and like all optical instruments in this catalog, carries the famous UNITED "Seal of Quality" trademark.

**AND . . . . . WIDE FIELD!**

**173 FOOT FIELD AT 1000 YARDS**

This **PRISMATIC SPOTTING SCOPE** has **EXTRA WIDE ANGLE PRISMS** for greater width, clarity and sharpness. Has screw-in protective dust cap to protect large objective lens when not in use.

**TRIPOD**—chrome trimmed, is virtually fool proof—single screw adjustments—weighs only 12.8 ounces.

**Bargain Offer** United's "Finest" Spotting Scope with tripod and plush lined carrying case—complete ready for immediate use **\$69<sup>50</sup>**

(Federal tax Free)



**UNITED BINOCULAR CO.**

UNITED BUILDING

9043 SO. WESTERN AVE. CHICAGO 20, ILLINOIS

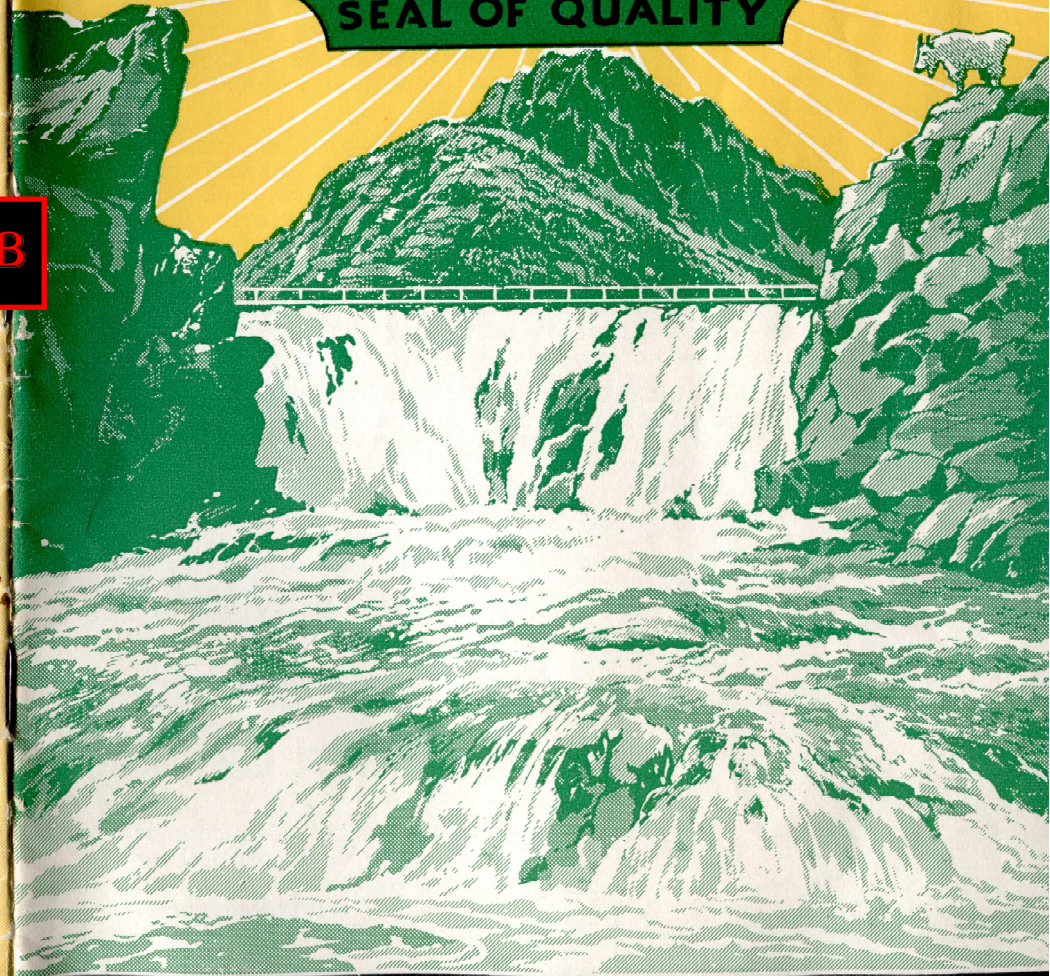
# BINOCULARS



*Insist on*

**UNITED**

SEAL OF QUALITY



**UNITED BINOCULAR CO.**

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UNITED BUILDING,  
9043 S. WESTERN AVE.  
CHICAGO 20, ILLINOIS

Cable Address - UNIPRODUCT

Dear Friend:

Thank you for your most welcome inquiry.

It will be a privilege to help you select the right Binocular, Telescope or Rifle scope to satisfy your wants.

Since 1936 UNITED BINOCULAR CO. has specialized in selling binoculars by mail. We carry over 100 different binocular selections (the finest from 3 continents) and offer you a written 30 Day Free Trial Guarantee on every purchase you make from us.

This means, if you are not absolutely satisfied with your purchase, you may return, any time within that Free trial guarantee period, your purchase for either an exchange or a full refund of every penny you paid UNITED. Fair enough?

We know it is, for much of our business comes either from satisfied customers, making additional purchases, or from friends of theirs to whom they recommended UNITED.

If you are buying a binocular for the first time, you will want to read every word of our Unconditional Guarantee reprinted below. It is your protection. UNITED'S tremendous selection, economy pricing and willingness to stand in back of every optical piece sold is why UNITED is known as "America's Leading Binocular Retailer."

Whenever in Chicago it will be a pleasure to have you visit our display sales rooms directly across the way from beautiful Evergreen Park and examine glasses in which you have an interest.

If you need your binocular rushed immediately to you see our Air Mail shipping service (Page 24). When ordering use the enclosed handy order blank and postage paid envelope.

Cordially yours,

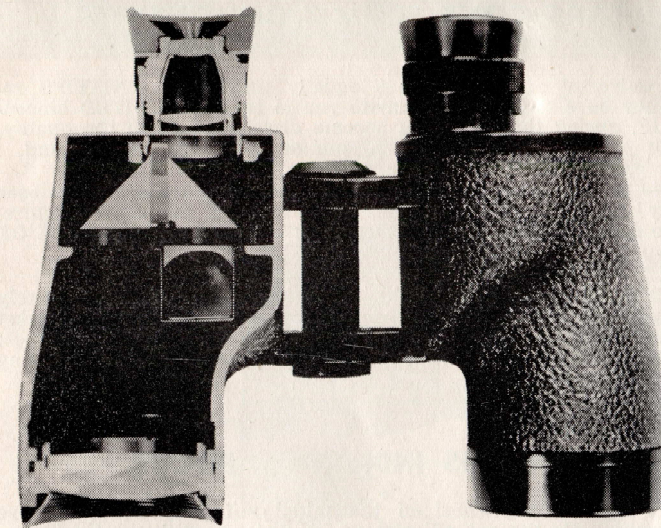
*L. J. Thomas.*

L. J. Thomas, Executive Director  
UNITED BINOCULAR COMPANY

**MB**

## Unconditional Guarantee!

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



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

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

### FIELD OF VIEW

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

### COATING BINOCULARS

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

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



**BUY UNITED AND SAVE**

**BE SURE THAT**

The Binocular you buy is sold by a reputable firm—a firm that stands fairly and squarely in back of the binocular you purchase. A firm with a reputation of binocular "Know How," Dependability and Fair Dealing. UNITED has served over 1,100,000 folks and established the UNITED 30 DAY MONEY BACK GUARANTEE offer in 1936!

**WHAT  
7 x 35 MEANS**

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

## UNITED BINOCULARS COME FROM 3 CONTINENTS

UNITED customers are universal and their needs equally universal. UNITED'S requirements are stringent. They have to be, for we invite you to try your UNITED binocular purchases for 30 days. IF, during that time you become dissatisfied as to the quality, workmanship, performance or price paid, simply return your purchase for a full refund.

Our suppliers in all parts of the world are alerted to the fact that binoculars that bear the UNITED "Seal of Quality" etched into their frames have to meet the above requirements. Regardless, of where a UNITED binocular comes from the same GUARANTEE OF SATISFACTION applies. **You must be satisfied.**

Time after time UNITED has pioneered in introducing to the buying public an entirely new optical innovation at a popular price. UNITED pioneered in introducing Pocket Binoculars; Two-in-One (interchangeable lens) binoculars; Midget Telescopes; Microscopes; "Whisper Weight" high powered binoculars; economy priced Riflescopes and Spotting Scopes; Ultra Wide Field Binoculars; etc., etc.

### CENTER FOCUS VERSUS INDIVIDUAL FOCUS

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

### 30 DAY MONEY BACK GUARANTEE

UNITED'S Brand New binoculars are "bargain priced." Compare their quality of workmanship, materials and performance with other firms' binoculars and prove UNITED'S Money saving prices for yourself. Since 1936 UNITED has sold binoculars on an unconditional money back guarantee. Buy-Try any United product for 30 days (one full month) and if not completely satisfied, return for an immediate unquestioned refund. UNITED wants above all things, your good will and confidence. It has been Quality Merchandise Priced Right plus Fair Treatment that has made UNITED "AMERICA'S OUTSTANDING BINOCULAR RETAILER."

**MB**

### WHICH BINOCULAR SHOULD YOU BUY?

Your choice first should be a glass made by a quality manufacturer, sold by a reputable dealer. Decide for which purpose you will mainly use your pair. UNITED'S pricing policy makes it possible for you to enjoy several pair for your every need.

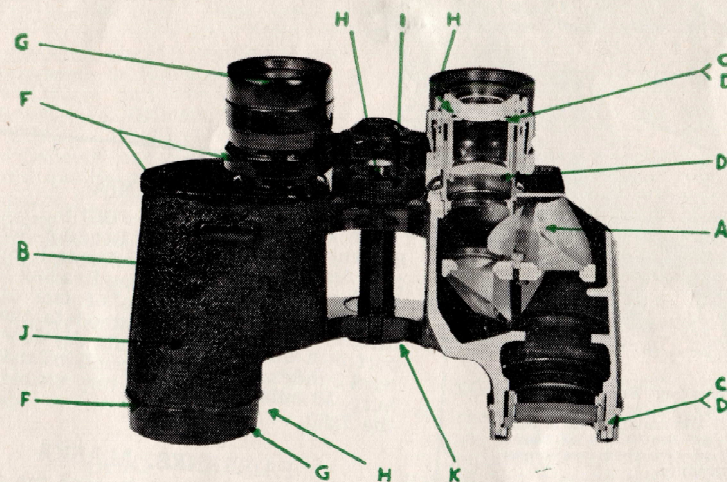
**POCKET BINOCULARS** For when size is an important factor. UNITED OFFER 6X, 7X and 10X, precision made glasses you can slide in and out of your pocket on a few seconds notice. Compact, powerful glasses.

**6X30 and 8X30 BINOCULARS** Considered by many the "Universal" size glass for they are lightweight and small, easy to use.

**7X35, 7X40 and 8X40** glasses give you the combination of MORE Power and a LARGER front lens for increased viewing pleasure. The "All Purpose" Models.

**7x50, 10x50, 12x50, 15x65, 16x50, 20x56, and 20x60** conquer distance. Here HIGH power teams up with LARGE sharp, front lens that "reach out" and bring far-away objects right up to you. UNITED streamlined construction methods and new, lighter stronger all metal frames make them EASY TO HOLD and EASY TO USE.

## ARE NOT BUYING JUST ANOTHER BINOCULAR



See for yourself the quality construction of all UNITED Binoculars

**A** Prisms are set on metal shelves and firmly clamped into position with tension spring metal bands—not just cemented into position. Users get more durability, avoid a common breakage problem one experiences when using cheaply made binoculars.

**B** Revolutionary "Whisper Weight" metals and alloys are used to give you sturdy compact bodies that with reasonable care should give you a lifetime of satisfactory service. Notice carefully the streamlined design to give you that wanted "Whisper Weight."

**C** Achromatic lenses are used in UNITED binoculars. In layman's language this means that lenses are cemented together with "Canadian Balsam" to give you color free vision. It eliminates distortion at the edge of your view and gives clear, crisp depth of image.

**D** ALL lenses in UNITED Binoculars are precision ground by skilled optical craftsmen and all edges, surfaces and depth of lenses are painstakingly ground to rigid UNITED requirements. Assuring you of SEEING MORE—BETTER.

**E** UNITED cases are made of scuff resistant fine leather and double sewn throughout the case and riveted at key points to assure long life. Lined with velvet soft plush cloth for rich luxurious appearance and added protection for your UNITED Binocular.

**F** UNITED standard models are made both water and dust resistant with UNITED EXTRA-SEAL to aid in keeping out undesirable water and dust.

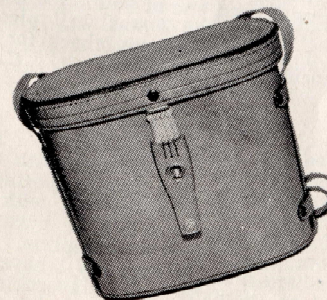
**G** UNITED now happily offers a rich looking gloss finish that will not finger smudge as do single enamel shiny applications. These extra enamel applications give you lasting beauty.

**H** All barrels and moving parts are DEEP and LONG threaded for additional strength designed to give you better construction and better performance at all times.

**I** All moving parts, focusing mechanisms, etc., are triple tested for smooth trouble free action. Moving parts not TOO loose or TOO tight, but JUST RIGHT for easy finger tip adjustments.

**J** UNITED Binoculars come in all popular "German" as well as "Streamlined" designs for your personal preference. Both are popular and are palm fitting (fits your hand like a glove) making UNITED Binoculars a truly great pleasure to use.

**K** All hinged parts are strong and durable—firm to your touch, still smooth and elastic to meet your needs, quickly.

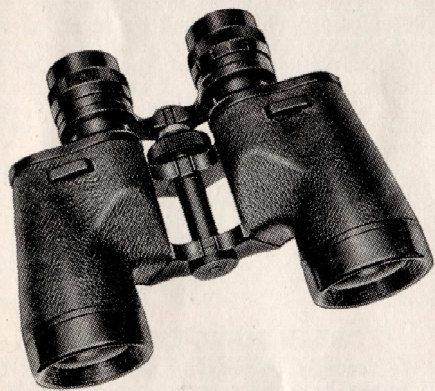


These and many other features are incorporated into UNITED Binoculars to give you a lifetime of pleasure and service even with rigorous use.

## BUY UNITED AND BE SURE!

# LUXURY BINOCULARS

## THE GOLDEN EAGLE BRAND



### MAGNESIUM

UNITED'S finest, of our superb line of brand-name binoculars, is our "Golden Eagle" series. ARISTOCRATS of the binocular world. You instantly recognize, once you see a "UNITED Golden Eagle" brand glass, that you have in your hands a binocular that invites comparison, comparison with others as to appearance, quality and performance. Put them to every rigid test, they are in every sense "true champions."

Feather light with "whisper weight" bodies made of recently discovered, expensive MAGNESIUM giving them greater strength and durability yet, easy to hold for hours without fatigue and with an ease of focus you have always wanted.

Streamlined for an even surer grip and a neater, nattier, appearance.

Center Focus for instant finger tip adjustment. Provide individual focusing as well of their right eye piece.

Prisms precision locked into place on sturdy metal shelves, with durable metal "spring" bands for lasting, trouble free, collimation and alignment of optics. It cuts the possibility of damage, because of droppage, to a bare minimum.

United Golden Eagle Seal of Quality is etched into their handsome frames, your written guarantee of satisfaction, because they are made to rigid UNITED REQUIREMENTS by skilled optical craftsmen in Japan.

Uni-Coated means all optical surfaces are coated with magnesium fluoride to lessen disturbing reflections, increasing the light transmission, giving users brighter, sharper, crystal images at all distances.

Achromatic Lense are used in each UNITED binocular for crisp, razor sharp viewing. It does away with color fringes or "rainbow" hues at the edge of the viewing area.

Durable, handsome cases give UNITED "Golden Eagle" binoculars ample protection whether carried over the shoulder, or on the floor of your car. Riveted at all key points, sewn for extra security at the respective pressure areas. Plush lined cases have "Sure Lock" fasteners for safety in carrying.

SPECIFICATIONS — Read them. They tell much. ("WHISPER WEIGHT" MAGNESIUM FRAMES!)

Model	Field of View	Relative Brightness	Weight in Ounces	Height in Inches
6x30	437 Ft.	25	15	4 1/4
7x35	376 Ft.	25	19	5
8x40	396 Ft.	25	26	5 1/2
7x50	376 1/2 Ft.	50.4	30	6 1/2
10x50	369 Ft.	25	37	7
20x60	180 Ft.	9	46	9

**6x30** Use this glass especially for sports, motoring, hunting, general all round use **\$69.50**

**7x35** Another all purpose glass for vacationing, races, bird watching, boating, etc. **\$74.50**

**7x50** Official "Day and Night" binocular. 50 mm front lense gives it tremendous light gathering power. UNITED sell more 7x50 Binoculars Than Any Other Model **\$89.50**

**8x40** When extra 8 Power is wanted and you wish to retain light and brightness **\$82.50**

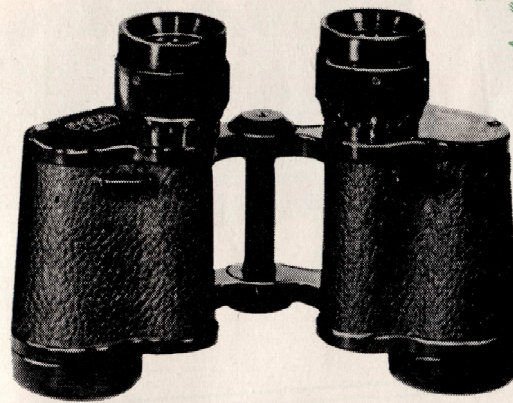
**10x50 (Wide Field.)** A Powerful, Wide, angle binocular which gives you TEN POWER and also gives you fine light transmission **\$99.50**

**20x60 (Wide Field).** Tremendous Power with 60 mm front lense for more light. Wide Angle. For those who want the absolute tops in Power Performance! **\$135.00**



A LIFETIME OF PLEASURE

# 6 POWER BINOCULAR..



## FEATHERWEIGHT INDIVIDUAL FOCUS

### 6 Power

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

W.F.S., Illinois "Would not think of going duck hunting without my 6 Power Compact Sportsman."

Optical experts refer to 6 Power glasses as the "Universal Power" because of its multiplicity of appeals. These UNITED SUPER VALUES offer you

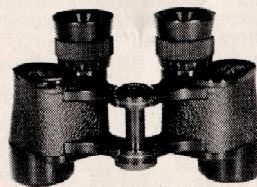
much. For they offer a 7.5 degree field in a compact 4 1/2"x6" featherweight frame. Are water, dust resistant and made to withstand all normal rough usage. The internal surfaces of the vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride, as are all UNITED binoculars, to give users brighter, sharper, clearer images. These precision constructed UNITED binoculars are made in Japan of top quality materials by skilled optical craftsmen. Top notch performance is guaranteed for into their frames is etched the famous UNITED "Seal of Quality", proof they meet UNITED'S rigid requirements. UNITED Economy price includes plush lined, genuine leather case and straps.

**6 x 30** has a field of view at 1000 yards of 390 feet. 15 1/2 ounces. An excellent performer **\$34.50**

**6 x 30** Same Model but in Center Focus with individual Focusing Right Eye Piece **\$39.50**

**6 X 20** 3 x 4 3/4 INCHES — WEIGHS 7 OZ! The kind of a glass you want to and can take with you everywhere. Its phenomenal low weight, 7 ounces, is made possible by the use of new lightweight metals which are feather lite and "thousand ton" strong.

**FITS PALM OF YOUR HAND** — and gives you a WIDER field of view . . . 393 feet at 1000 yards. Individual focus for personal eye adjustment. The interior sides of the front and rear Achromatic lense and the vital prisms have been COATED for crisper, sharper viewing. Comes in a fine leather carrying case with a loop so binocular can be worn on your belt. Case is also equipped with an easy-to-use leather handle. A glass so compactly made, so low in price you can hardly afford to be without it at our low price of only **\$27.95**



BUY UNITED AND SAVE



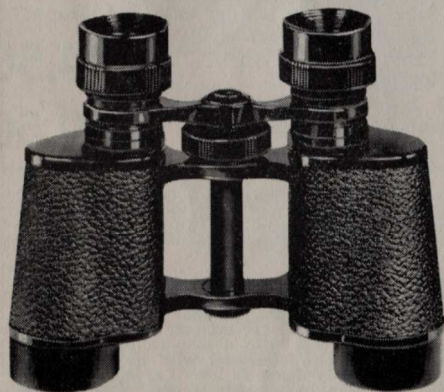


### 7 x 35 FEATHERWEIGHTS

The above illustration is factual as to what you see with the naked eye and thru a UNITED 7 X 35 binocular.

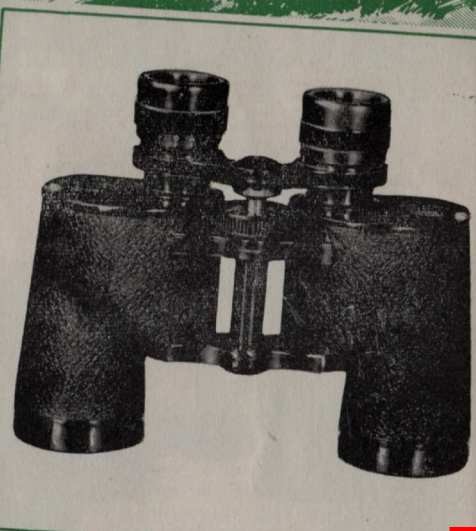
**FEATURES!** Water-dust resistant. 375' field. 20 ounces! 5½" high! 7x35 are produced in Japan of quality materials to UNITED'S specifications by skilled craftsmen. Economy priced and handsomely leather cased including neck and shoulder straps.

As described above  
**7 x 35 Individual focus \$45.50**  
**7 x 35 Center focus with individual focusing right eye piece. \$49.50**



### 7 X 35 "ARISTOCRAT"

Good quality. Good performance. Economy Line. 5½" high. Weighs 20 oz. With Leather case, straps.  
**Individual Focus \$27.95**  
**Center Focus \$34.95**



### READ WHAT DEALERS AND EXPERTS WRITE



*"I have received very favorable comments of the 7x35's I received from you. One customer compared them with a pair costing \$150.00. Could see no difference between glasses except the price."*

J. A. N., MINN.

*"One of our customers had the 7x35 out on a bird study tour the other day and compared them with binocular of three times the list price and told us they compared favorably."*

M. E. P., PENN.

*"From what experience I have had with them I know they are of excellent quality both optically and mechanically."*

Warren Page, Shooting Editor

*"I have been using a pair of your 7x35 Center Focus and coated optics for over a year. They are excellent. Please write Mrs. H. C. Jr. about them."*

Connecticut WILD LIFE SANCTUARY

*"Several years ago I purchased a 7x35 Binocular from you which was the best investment I have ever made in the binocular line. In fact, it is the best binocular I have ever used regardless of price."*

F. J. S., West Virginia



### 7x50 OWNERS ARE ENTHUSIASTIC

#### GAME WARDEN

*"I have used my 7x50 Day and Night glasses constantly since purchasing them some three and one half years ago. I have tried many makes and types of binoculars but this glass is best suited for my work."*

H. M. G., COLORADO

#### GUIDES

*"Your 7x50 Center Focus are everything your catalog claims and more. Use them in the boat every day and some of the other guides have asked me to get some for them."*

J. S. A., MINN.

#### TEN YEARS

*"During the past ten years I have ordered several 7x50 binoculars from you without any dissatisfaction on the part of anyone to whom I have given them."*

C. S. C., MICH.

#### DEALER NEEDS MORE

*"Ship 2 more pair 7x50 Center Focus. Received mine this morning and so pleased I sold these two pair and probably another . . . in about 15 minutes!"*

R. F., FLORIDA



MOUNT RUSHMORE NATIONAL MEMORIAL

### 7x50 "DAY and NITE GLASS"

Its tremendous light gathering power makes the 7x50 binocular a favorite of Armed Forces the world over. Unusually large objective lense (50MM-2" across!) gives tremendous light gathering power. Viewing is good even in the faint light of early morn or at dusk. Individual focus. Angular field is 7.1 degrees. Exit pupil 7 MM.

Skilled optical craftsmen have combined precision optics with durable, all-metal, lightweight frames. Made in Japan. Weighs only 31½ ounces! 6¾"x7¼". Field at 1000 yards is 375 feet. With usual plush lined leather case and straps **\$49.50**

#### CENTER FOCUS

Same Model but Center Focus with individual focussing right eye (weighs 38 oz.)

### 7x50 - \$54.50

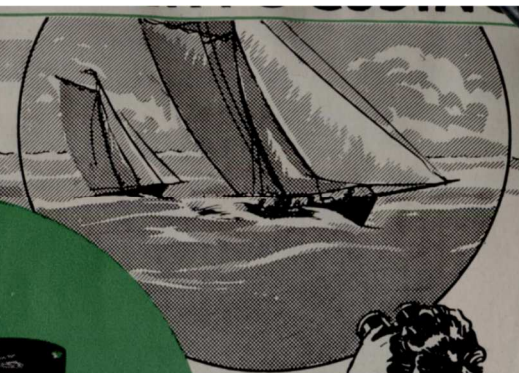
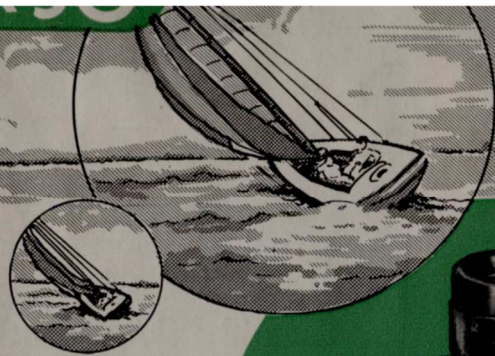
#### FOR THOSE WHO WISH TO PAY LESS . . . . .

To those who cannot afford the very finest we offer our Economy Line. GOOD quality and popularly priced.

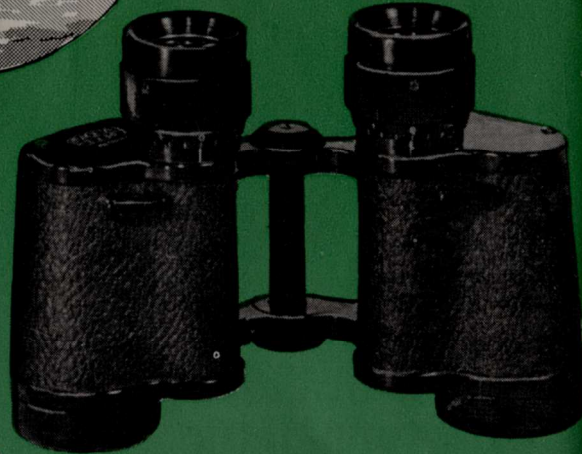
**7x50 Individual focus \$36.00**  
 7" x 7¾" 369' field

**7x50 Center focus \$39.50**  
 A real good value

COMPLETE WITH LEATHER CASES, STRAPS



**See  
MORE  
BY USING  
INCREASED  
POWER**



**8 X 30 LIGHTWEIGHT  
CHAMPION**

**MB**

True zephyr weights, weighing only 16 to 18 ounces each! Water-Dust Resistant. Accurate, long range viewing binoculars. This true 8-power champion gives you a 7.5 degree field of vision with a field of view of 390 feet at 1000 yards. Exit pupil 3.6 mm. Each glass on this page has the same compact (4½x5¼") frame! Real, concentrated power! The internal surfaces of the vital prisms and the Front and Rear Achromatics have been COATED to assure your getting brighter, more detailed images at all distances. Come with Fine Leather Case and Straps as do ALL UNITED Binoculars.

**8X30 CENTER FOCUS**

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

**10X30 INDIVIDUAL FOCUS**

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

UNITED is proud to offer these super-fine individual focusing binoculars especially suited for distance viewing of far off objects. For with these binoculars you secure exceptionally brilliant illumination and razor sharp detail of objects, even miles away. Made in Japan, these precision constructed UNITED binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. In addition, they have many, many construction features found generally only in higher priced binoculars. With plush lined carrying case, neck and **\$39.50** case straps

**READ THESE EXTRACTS FROM USER'S LETTERS**

"8x30 UNITED Binocular is ideal for Sports viewing. Lightweight etc." **Sport Magazine**

"About 2 years ago I bought a 8x30 binocular, am well pleased and have recommended you to friends. Please send me etc." **C.E.S., Kansas**

"Clearest glasses I have ever seen. What pleases me most is the complete absence of white haze." **W. M. C., California**

"The pair I received on the 29th are terrific. Had to give them to my buddy so ship this order (fast) as I need them for chucks." **T.M., New Jersey**

"About the nicest and handiest I ever tried. I will recommend them to anyone wanting an all around handy set of glasses." **J.P.S., Michigan**

"8x30 are a good pair of binoculars. I notice your prices are lower than some places here in town." **T.H.D., Ohio**



**A USER WRITES**

*"Tested your 8x40 coated with other makes and find them a real treasure for all around use. For the price they can't be beat."*

**K.V.B., Ohio**

*"We received the two pair of glasses ordered from you recently and are well satisfied with them. Enclosing check for \$154.80 for which please send, etc."*

**W.P.B., Utah**

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

**K.H.R., Philadelphia, Pa.**

**8x40**

We present here, in our opinion, a new high accuracy in binoculars. It is easy to give UNITED'S Unconditional Guarantee of Satisfaction on these handsome, sturdy, streamlined 8x40 binoculars. We know from hundreds of letters and conversations with satisfied users that you, too, will be thrilled once you handle and use these superb binoculars. UNITED VALUE! Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. Made in Japan, these precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. Fine plush lined, genuine leather case and straps. Measures 5½x6¾". Very Fine Field of View. Lightweight. Exit Pupil — 5mm. Water, Dust Resistant. Carry UNITED "Seal of Quality."

**8x40 Individual Focus .. \$54.50**

**8x40 Center Focus .... \$59.50**

(WITH INDIVIDUAL FOCUSING RIGHT EYE)



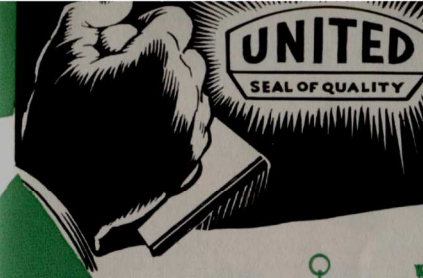
**THIS SEAL PROTECTS YOU!**



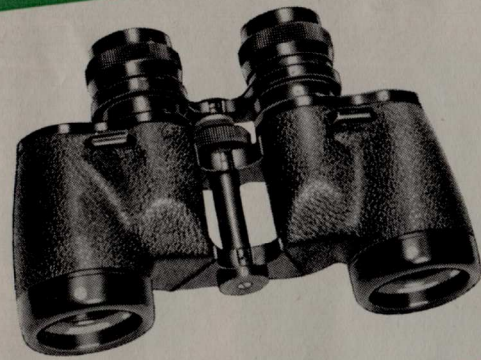
**WHERE PRICE AND QUALITY ARE "UNITED"**

# MAGNESIUM

# Lightest Weight



# Your GUARANTEE of FINE OPTICAL QUALITY at Money Saving PRICES



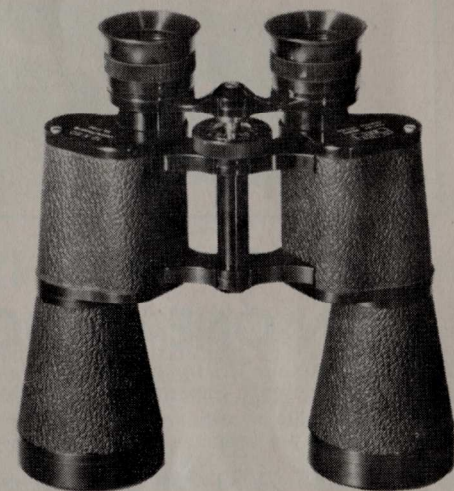
- STRONGER
- LIGHTER
- STURDIER
- 27½ OUNCES
- 4½ x 7½ inches

**MB**



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

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



# 7x35 CENTER FOCUS

## 578 FOOT FIELD!

"Magnesium," one of the world's great metal discoveries, is **lighter** and **stronger**. Because of this amazing New Metal, UNITED felt obligated to put the finest of their craftsmen in Japan to work, to make a precision, scientifically ground, optical system worthy of being encased in Magnesium. Here is our answer. In addition, these excellent 27½ ounce binoculars are perfectly balanced . . . streamlined for easiest handling. They are Center Focus with usual individual Focus Right Eye. Water and Dust resistant. Needle sharp images at all distances.

Heretofore, Magnesium Binoculars were most expensive. UNITED'S tremendous buying ability permits us to offer you this exceptionally fine glass, with plush lined leather case and straps **\$69.50**

**7x35 ECONOMY PRICED MAGNESIUM**

This popular priced 7x35 Magnesium has field of 375 feet at 1000 yards. Weighs but 17 ounces! Sturdy and durable as well as handsome appearing. **Center focus** with individual focus right eye piece. Economy priced to meet the budget minded user. 7" high. Complete with fine leather case, straps. (Almost identical in appearance to 7x35 illustrated above) **\$52.50**

It used to be, when a sportsman wanted a high powered binocular, he had to put up with a heavy, clumsy binocular. High powered glasses were made with heavy metal frames for durability. They weighed as much as 5 pounds each. Good glasses, but extremely difficult to hold steady for any appreciable length of time. In addition, their frames were normally "Squared" and therefore, it was hard to keep objects in focus for they balanced poorly in a user's hands.

However, **NOW** with today's lightweight-yet-sturdy metals and with modern streamlined methods of construction **UNITED** is pleased to offer high powered "WHISPER WEIGHT" binoculars that are truly **EASY TO HOLD** and **EASY TO USE**.

Our 10 X 50 is 6¼ inches high with a field of 240 feet at 1000 yards. 12 X 50 - 7" high — 240 foot field. 16 X 50 - 7" high — 204 foot field. Each weighs only 27 ounces!

**FINE VALUES — ECONOMY PRICED**

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

**ENTHUSIASTIC USERS WRITE**

**Best Binocular . . .**  
*"The best binocular I have ever used regardless of price."*  
 Martinsburg, W. Va.

**Best Ever Seen . . .**  
*"I recently received 2 pair of Wide Angle Binoculars from you—a 7x25 525 ft., field and a 7x35 578 ft., field . . . I am very proud of these binoculars. In fact they are the very best I have ever had or seen . . . I have a friend who is an active Outdoor Man and Rifleman and a recognized authority in this section on optical instruments. I showed him these and asked him to compare with other instruments at hand. After this comparison he said they were far superior in light, clearness, and definition to any glass he had examined. He was especially impressed with the performance of the 7x35, 578 ft., field model . . . my friend will recommend these to his local hiking club . . ."*  
 G. W. F., North Carolina

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

**KEENE, N. H. Writes . . .**  
*"I received the 12x50 binoculars in perfect condition. They are really wonderful. I am perfectly well pleased with them." . . .*  
 I. E. B.

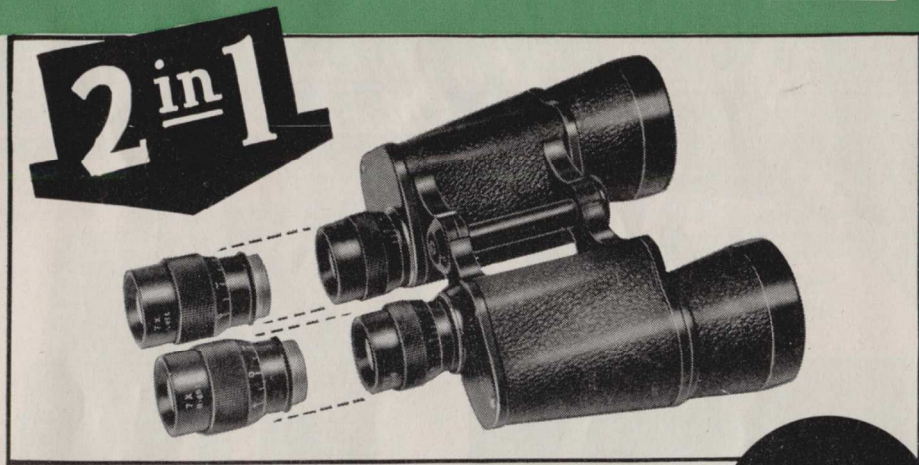
**Texas says . . .**  
*"I received the 12x50. Clear and razor sharpness at close and long distance."*  
 A. N.

**. . . and NEW YORK expresses** *"The 10x50 I bought two years ago are a fine pair of binoculars."*



# SELLING NATIONALLY SINCE 1936

# YOU MUST BE SATISFIED



## 7 x 50 and a 12 x 50 IN ONE BINOCULAR

**\$59<sup>50</sup>**

With a twist of your wrist you can change a superb, brilliant viewing 7x50 Binocular into a Super Powered 12x50 Glass!

You save one half of ordinary costs for you actually get two binoculars for the price of one! You get double performance, yet carry with you only one binocular.

**Use 7x50 for general all purpose viewing . . . . .**

**Use 12x50 when Super Power is wanted . . . . .**

It is simple to do . . . here is how

This superb UNITED Binocular discovery comes with TWO sets of eye pieces.

When you want 7 Power you simply screw-in the eye pieces so marked. The same is true when you want 12 Power. Takes seconds to make the switch. We include an additional genuine leather carrying case for the extra eye pieces you are not using! Comes with plush lined leather case and straps.

This perfectly balanced pair of UNITED Binoculars are made in Japan, precision made in every detail. At 7 Power they provide a 372 foot field at 1000 yards and at 12 Power have a field of 288 Feet! 7" high. Weigh 33 ounces. Water-Dust Resistant.

### READ HOW THE EXPERTS PRAISE THE 2 IN 1

#### DUPLEX BINOCULAR

"UNITED have sent us for examination one of their 2-in-1 or Duplex binoculars, something rather novel in the field. While we haven't seen this system used before to any great extent in prism binoculars, it is quite common in spotting scopes, many of which are fitted for interchangeable eyepieces." **American Rifleman**

#### TWO BINOCULARS IN ONE

"Patrons will be interested in binoculars shown by United Binocular Co. of Chicago. The set provides for a 7x50 all-purpose binocular and a 12x50 stronger binocular for distance viewing. The user simply screws in the power eye-piece desired. Two cases are provided. One for the extra eye-piece." **The Military Market**

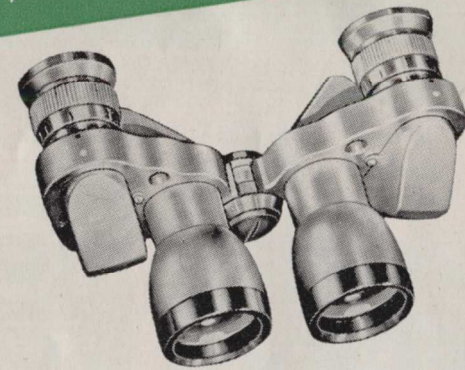
#### DUPLEX BINOCULAR

"With the twist of the fingers you transform an all purpose 7x50 marine-type binocular, with its brilliant illumination, into a distance reaching, mountain scaling, long range, all-powerful 12 power prism binocular." **Sports Trade Magazine**

"I thought the two in one binocular a good buy for the money and I can recommend it to inquirers who want a glass in that price range." **Jack O'Connor, Noted Sports Editor and Authority.**

"Something new in binoculars is the Dual-View just announced by United Binocular Co. This is a fine 7x50 marine type binocular which can be converted in seconds to 12-power for extreme long range use. To make the change it is only necessary to unscrew the eyepieces being used and replace them with another set." **American Legion Magazine.**

**MB**



**WEIGHS 5 1/2 OUNCES**

Introducing "Magic Eyes" in a Vest Pocket size binocular. INDIVIDUAL FOCUS. Will Fit Into Palm of Your Hand. These superb, ALL Chrome, 7 POWER PRISM, Achromatic glasses are a revolutionary binocular discovery. A 7 Power Prism Binocular, **not** a field glass! AND they offer the user an excellent field of view of 326 Feet at 1000 yards! Optical craftsmanship here is at its very finest. Made in Japan. These precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed. The All Chrome construction is precision machined in every way. UNITED'S "7 Power Magic Eyes" are adjustable to every eye width and every eye variance. The Ideal Binocular for those who want a powerful compact glass. Economy Price includes fine leather case, straps. This brilliantly sharp, 7 Power Prism Binocular can be yours for the amazing low price of **\$19.95**

**CENTER FOCUS** Same model as illustrated. But center focus with individual focus right eye piece **\$24.95**

#### Hunting & Fishing Magazine Publisher

*Tried our UNITED 7X Vest Pocket Binocular. Liked it so well he bought one for his own personal use!*

#### Buys for Father

*"Just received my binocular. Want one sent to my father."*  
**W.M.D., Texas**

#### Recommended Highly

*"Plant safety director recommended them highly to me."*  
**N.V., West Virginia**

#### Two for Christmass gifts

*"Saw your vest pocket 7x — want two etc."*  
**Mr. G.V.C., Jr., Mich.**

#### American Rifleman Magazine writes

*"Have thoroughly tested — recommends where light, compact binocular is needed."*

#### Leading Outdoor Magazine wrote

*"Vest Power Pocket is surprisingly good . . . amazing in fact."*



**A LIFETIME OF PLEASURE**



**SOLD ON A MONEY BACK GUARANTEE!**



WHEN YOU THINK OF  
BINOCULARS.. *Think of*

10 Power..



**CENTER FOCUS**

Our 10 Power, Center Focus binocular weighs only 6½ ozs; measures 3"x3½" yet its performance will amaze you. Especially desirable when power without bulk is wanted.

Precision engineered for lasting satisfaction. All metal construction with threaded fittings thru-out. Color corrected. Achromatic binoculars that give you instant finger tip adjustment.

Rich deep satin black with lustrous chrome trim. Treat yourself and your friends to quality and real viewing pleasure at an economy price.

See objects crystal-clear at all distances. This is the highest power, vest-pocket binocular UNITED is willing to grant UNITED'S famous "Seal of Quality." Made in Japan.

With Genuine Leather Case and neck straps ..... **\$29.95**

**INDIVIDUAL FOCUS**

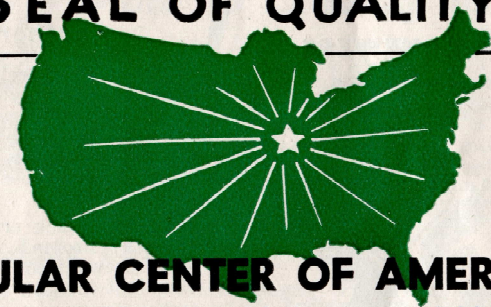
Same model but Individual Focus

**\$24.95**

MB

**UNITED**

SEAL OF QUALITY



**BINOCULAR CENTER OF AMERICA**

Your Binocular Dollars are important, don't risk them on untested brands. Get ALL you can for your money — BUY UNITED Binoculars.

UNITED has used an absolute 30 DAY MONEY BACK OFFER for every binocular they sell and has made that offer since 1936! UNITED'S "Best-By-Test" binoculars, to supply your every want, come from 3 continents. UNITED'S large stocks and central location assures you quicker delivery no matter where you live.

UNITED Binoculars must first pass rigid field tests before acceptance. Every possible factor is weighed . . . Quality of Construction . . . Field of View . . . Weight . . . Precision Grinding of Lenses . . . The way a Binocular Handles and Balances in the hand, etc.

Meeting rigid field tests, the binoculars are then sent to Binocular Experts for their candid opinions. Assuming both tests are satisfactory the specifications are then sent to leading binocular manufacturers to discover if the accepted binocular can be mass produced to retail at popular prices.

Assuming they have met every rigid UNITED requirement the UNITED "Seal of Quality" is etched into their frames, assuring buyers that if not satisfied in every possible way they can return them after a liberal 30 day Free Trial Period for an immediate unquestioned refund of every cent paid for their binocular purchase. That is why we say — **When You Buy Binoculars — Protect Your Investment — Buy UNITED.**

**EXTRACTS FROM JUST A FEW OF HUNDREDS OF LETTERS**

*"Your 10X Pocket Binoculars are AMAZING. The IMPOSSIBLE of the Yesterdays are MOST ASSUREDLY A GREAT SUCCESS TODAY."*

S.B.H., Nebraska

*"We just had the first pair unpacked didn't even have a chance to look them over, they were sold! Believe best sportman's binocular ever put on market."*

Ken's Sport Shop, Washington

*"I was skeptical, wouldn't have risked it except for your guarantee. Frankly, I am amazed. In clarity, color correction, alignment, etc. they are perfect. Thank you."*

W.M.R., Indiana

*"Well pleased. They have a much wider view than I expected."*

R.D., Iowa

*"They rate tops with me. So handy to slip into your pocket to carry."*

G.D.S., Washington



Get More . . . Pay Less . . . BUY UNITED

QUALITY SELECTION FROM THREE CONTINENTS

# UNITED'S *New* POWER SPOTTING SCOPE



**MB**

**20 POWER - 40 MM**  
**Prismatic SPOTTING SCOPE**  
 Weighs Only 6 Ozs.,—8¾ Inches Long  
**Another UNITED First**



**FOR VIEWERS**

A compactly made, precision machined Prismatic Spotting Scope. Quality construction throughout. Threaded metal fittings. The Scope itself weighs only 6 ounces. Is only 8¾ inches in length. The price of \$24.95 complete with tripod, makes it an outstanding buy for those who want top results at a reasonable cost.

Has a luxurious black crackle finish, handsomely trimmed with chrome. Comes with safety dust cap which screws into position over large front lense when not in use.

**107½ FOOT FIELD AT 1000 YARDS**

Not a mere telescope, but instead, just like an expensive Binocular, PRISMS ARE USED to eliminate distortion, give a greater field of view and assure the user sharp, detailed definition at all distances. The Vital inside surfaces of front and rear Achromatics have been COATED for brighter, clearer images.

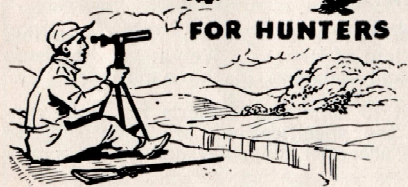
The Uni-Tripod is manufactured of sturdy, durable, "whisper weight" Duralumin giving you a minimum of bulk and weight. Tripod is engineered with swivel head so you can sight up, down, across or at any angle you choose. Made in Japan to rigid UNITED REQUIREMENTS by skilled optical craftsmen which explains why the quality is so high and the price so reasonable.

Both Scope and Tripod ..... **\$24.95**  
 Only (Fed. Tax Free)

Handsome Leather Carrying Case and Straps,  
 Accommodates Scope and Tripod \$3.95



**FOR HOBBYISTS**



**FOR HUNTERS**



**FOR SHOOTERS**



**FIRST WITH THE BEST**

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

## YOU BE THE JUDGE

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

## 21 YEARS OF BINOCULAR "KNOW HOW"

You want, and should insist on getting, the **BEST-BY-TEST** Binocular for your purpose. UNITED has served over 1,100,000 sportsmen the country over. Each year more and more UNITED DEALERS are being added to our list. We **Know** what sportsmen require. We hear it from our dealers and every year thousands of outdoor enthusiasts tell us in person at our Chicago display room, or tell us in writing of the good results they have been getting with their UNITED Binoculars. UNITED anticipates needs and fills the wants of the most discriminating user. UNITED has for years been a pioneer in introducing new optical achievements to the American public. If you have any special problem please feel free to write to us.



## Sold to Leading Institutions

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

## Over 100 Models From All Over the World

You find over 100 models listed in these catalog pages. Hundreds of other makes, powers, etc., were tested and rejected. UNITED'S test include binoculars from United States, Japan, Germany, Switzerland, etc. Those shown are the "**BEST-BY-TEST**" **PRICED RIGHT** binoculars we found. By selling only the best buys UNITED has become "America's Leading Binocular Retailer."



## Leading Publications Approved

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

## United Seal of Quality

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



**Buy - Try UNITED AT OUR RISK**

# 6 POWER PRISM BINOCULARS

- 3 INCHES LONG
- WEIGH 5 OUNCES
- SMALLER THAN PACK OF CIGARETTES
- COMBINE POWER, RANGE, WEIGHT

Vest pocket size binoculars . . . full 6 power . . . precision ground optics for brighter, clearer images. All metal construction. Threaded fittings thru-out. These quality United Prism Binoculars are made in Japan of top quality materials by skilled craftsmen and are Unconditionally guaranteed.

These amazing compact binoculars have Color Corrected Achromatic Lens . . . sturdy water-dust resistant construction . . . interior sides of VITAL front and rear Achromatics have been coated with magnesium fluoride assuring you brighter, sharper images. Crystal clear field of view of 370 feet at 1000 yards! Come with fine, genuine Leather Case and carrying Straps.

## READ WHAT EXPERTS SAY

### "American Rifleman" . . .

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

### "American Legion" . . .

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

### "True" Magazine . . .

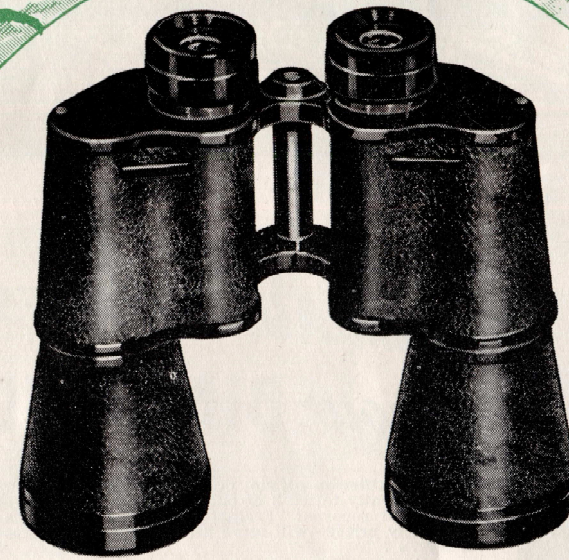
"For the cost, performance and compactness, we find these 6 Power Prism Binoculars good for every general purpose."

### "Lt. Col. Chas. Askins" . . .

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

**\$17<sup>95</sup>**

**MB**



**16x50  
\$69.50**

**EASY TO HOLD  
EASY TO FOCUS**

**20x50  
\$74.50**

**WEIGH ONLY 27 OUNCES!**

Truly amazing binoculars. With them in your hands, these superbly-made, tremendously powerful binoculars give you a feeling of standing atop the world. You are able to travel hundreds of miles with your eyes while standing absolutely still! For views that are miles away, appear as if by magic, practically "next door." Water-Dust Resistant. Weigh 27 ounces! 7" high!

## GREATER POWER — GREATER DISTANCE

Owners of this fine glass often remark "This must be the ultimate in a fine binocular." Made in Japan of quality materials by skilled craftsmen. Unconditionally Guaranteed. Economy Prices. A tremendous Value. Leather case and straps included.

### Best Have Used

"Best I ever used and I have looked thru plenty in my 14 years with the Fish and Game Commission."  
J.H.S., Wild Life Ranger, Georgia

### Read Name on Other Town's Tower

"I have been looking around the country side and can read the names on other towns water towers 20 miles away."  
L.R., Kansas

### Buying For Friend

"I already have a pair of your 16x50. They are excellent. I am getting these for a friend."  
Dr. F.M.P., Nevada

### Equal Any

"More than delighted with 16x50 I bought last year. I have compared it to very expensive glasses and find they equal any."  
J.N., Michigan



**CENTRALLY LOCATED FOR FASTER SERVICE**



**UNITED - BINOCULAR CENTER OF AMERICA**



*from* **AUTHORITIES** who  
*know* **BINOCULARS**

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

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

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

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

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

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

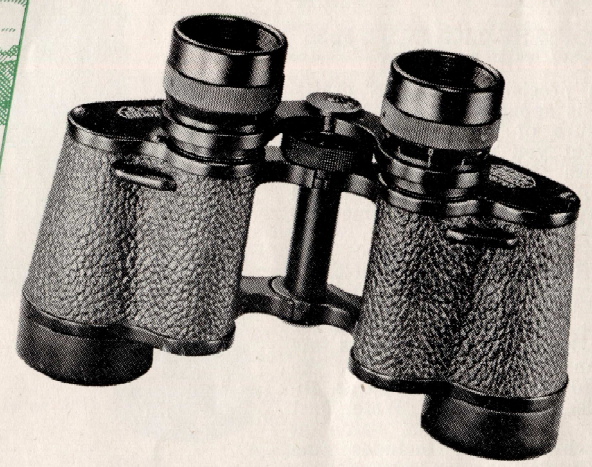
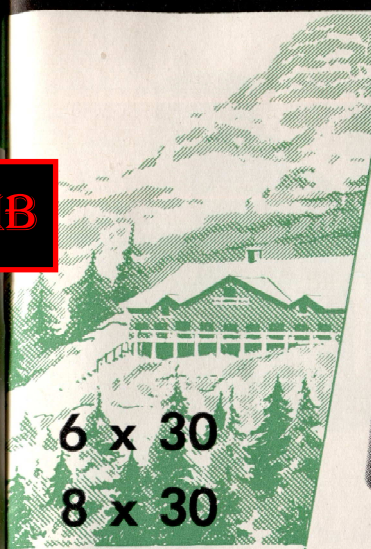
National Advisory Committee for Aeronautics specified, "United Binocular Co.'s binoculars or fully equal."

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

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

**MB**

**United German BINOCULAR**



**6 x 30**  
**8 x 30**

**WEIGH ONLY  
15 OZS! !**

**BOTH are CENTER FOCUS with  
Individual Focusing Right Eye**

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

UNITED is proud to announce that now, precision machined, optically perfect GERMAN BINOCULARS are available in the United States at UNITED'S popular prices! Their "Whisper Weight" will amaze you (only 15 ounces). All internal optics are Coated! They are center focus with individually focussing right eye piece. All Carry the usual UNITED "Seal of Quality" etched in their frames.

**6X30**    390' field  
                  4 inches High    **\$55.00**

**8X30**    450' Wide Field  
                  4 3/4" High    **\$59.50**

Fine German Leather Case and Straps Included with Both. Add usual 10% Fed. Excise Tax.

**NEEDS ANOTHER**

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

**NICEST & HANDIEST**

"Your 8x30 Wide Angle German Binocular are about the nicest and handiest. I would recommend them to anyone wanting an all around glass."  
**J.P.S., Michigan**

**PLEASE SEND TWO**

"The 8x30 German binoculars are the best glass I have ever seen for the money. Please send two, etc."  
**S.E.K., Jr., Penn**

"My German Binoculars you sold me are superb. I can see great gullies washed down from the snows even up to the top."  
**J.B., Calif.**

**AIRMAIL SERVICE!**  
WE ARE PREPARED TO SHIP  
ANY BINOCULAR  
SAME DAY BY "AIRMAIL"  
Add the Following Airmail  
Charges When Ordering  
All Pocket Models, Rifle Scopes - \$1.00  
and 30X Telescope  
6 or 8 Power, 15-40X - \$2.00  
Wollensak Telescope - \$3.00  
7, 10, 12, 16, or 20 Power - \$4.00  
15x65



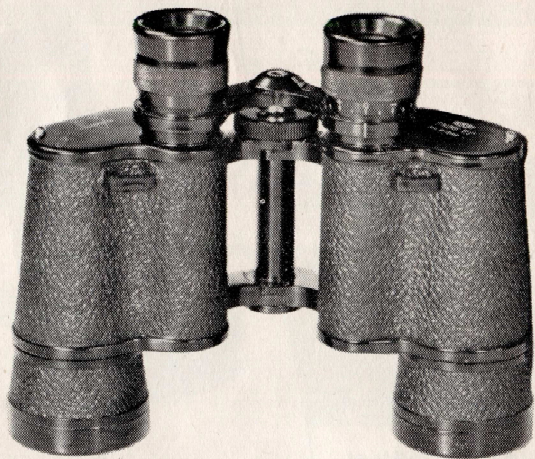
**BUY UNITED AND BE SURE!**

**QUALITY SELECTION FROM THREE CONTINENTS**

## 7x35 - \$69.50

ONE OF THE LIGHTEST 7x35 ON THE MARKET

Its ultra precision GERMAN craftsmanship is apparent at a glance and its pleasure of performance is felt the instant you put them into use. Made with "Whisper Weight" Aluminum Alloy Bodies. All internal optics have been coated with magnesium fluoride.



**CENTER FOCUS—17½ OUNCES LENS ARE GERMANIA GLASS**

Germania Glass is world famous for its Good Optical Qualities and its fine light transmitting power. Has the giant field of 390' at 1000 yards. Binocular is only 6" high. Water-Dust resistant. A tremendous value at \$69.50, which price, includes fine leather carrying case and straps.

**MB**

## 7x50 Center Focus German - \$99.50



Comes complete with beautifully made sturdy German leather case and straps. Add usual 10% Federal Excise Tax.

**Magnesium Body-Weights Only 30 Ounces!**

Top quality thru-out. The optics are **Germania Glass**, world famous for better performance. Magnesium body assures greater durability, "whisper weight." German craftsmen, indoctrinated since childhood in precision optical craftsmanship, designed and manufactured this wonderful glass. UNITED's tremendous volume Brings You This Fine binocular At An Economy Price.

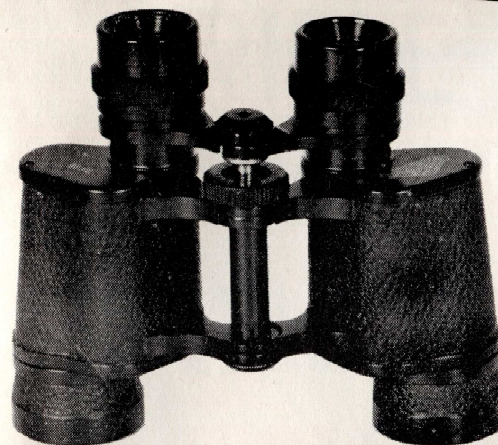
**Exit Pupil 7.1 mm - Light Transmitting Power 50.4**

384' field at 1000 yards. Center focus with individually focusing right eye piece, 7" high. Water-Dust resistant. All internal optics **COATED** with magnesium fluoride. As do All Our Binoculars Carries Famous **UNITED "Seal of Quality"** etched into Frames.



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

## 8x30 WEIGH 10¾ OUNCES! CENTER FOCUS



One of the World's Lightest! This German "Whisper Weight" binocular gives amazing optical clarity wherever you go. Its "Whisper Weight" and exceptional compactness (4" x 5¼") makes using it a rare treat indeed.

These fine German Binoculars have been coated with application of Magnesium Fluoride to the intersides of the vital front and rear achromatics assuring you brighter, sharper images. As with all extremely accurate German Center Focus binoculars it too gives you in addition an individually focusing right eye piece for absolute fine line definition. Includes Fine Leather Case, Straps. **\$39.50**

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

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

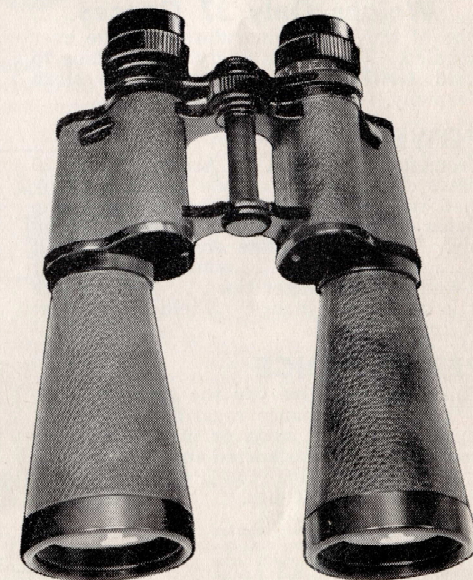
## 20x56 MASTERPIECE

**WEIGHS ONLY 27 OZS! MEASURES 6½x9¼ INCHES**

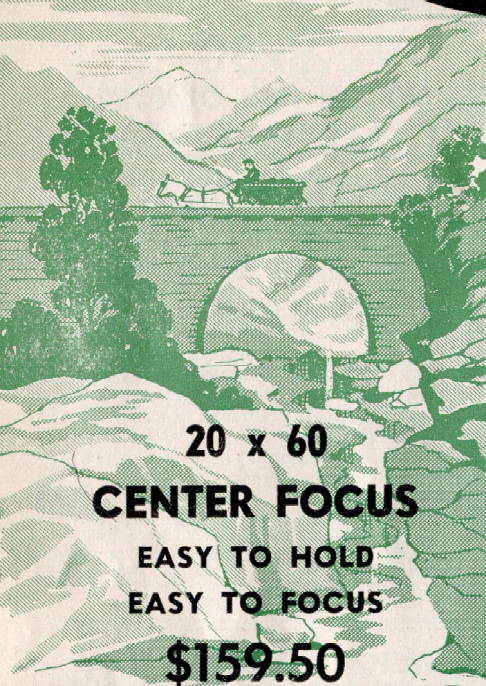
True superlatively made "Whisper Weights!" In the past high powered binoculars weighed 4 to 5 lbs. each! Now German strong light-weight metals, perfectly matched lenses and streamlined construction expertly engineered make possible high powered "Whisper Weight" Binoculars. All internal optics are coated for that extra sharp, precise viewing. Water, dust resistant. Are Center Focus with individual focusing right eye for easy following of rapidly moving objects. Fine Leather Case, Straps, Included. **\$99.50**

**PROOF** — "I purchased from you a pair of German Binoculars. In the past 15 months I have traveled far and wide using them for Hunting, Sightseeing, Aircraft Spotting (I can clearly follow the highest Jet-Interceptor with them).

I have shown them to hundreds of Naval Officers, Tank Commanders, Military Intelligence Officers, State Police Officers, and they are thoroughly convinced of the quality and terrific clarity, tremendous power and field of view for such a jumbo glass of amazingly light weight. I am very proud to own such a precision optical instrument and it's handsome case. I have given your company name and address to at least 50 people who used my 20x56's." Always a UNITED Booster, Chas. E. R., Newtown, Pa.



**TRY ONE MONTH AT OUR RISK**



**20 x 60**  
**CENTER FOCUS**  
**EASY TO HOLD**  
**EASY TO FOCUS**  
**\$159.50**

**Weighs Only 37 Ounces**  
 One of the finest binoculars we have ever handled. They offer Everything. Made to rigid UNITED requirements in Western Germany. Check these features.

**POWER**  
 Tremendous power . . . brings objects 20 times closer to you. Made in Germany by men trained from childhood to doing precision optical grinding and binocular assembly. This superb glass gives you POWER . . . all you need . . . whenever you want it and at your finger tips . . . for its size it is only 7x8¾ inches! Field of 160 Feet at 1000 yards.

**PERFORMANCE**  
 This glass will give you the absolute acme of power-performance regardless of whether it is morning, noon or night for it has been precision constructed and scientifically engineered to give you Peak Power-Performance at All Times.

In addition to their center focus, they also have an individually focusing right eye piece. Come in usual handsome leather carrying case, complete with straps.



**CONSIDER THE PRICE**

It is almost impossible to believe that you could have so much of a Binocular at so low a price. Our suggestion is that you purchase a pair on our 30 Day Free Trial Offer and prove it to yourself.

**GERMAN HIGHPOWER**  
*"The 20 Power German \$159.50 glasses I received are terrific! I get depth and perception for at least one mile!"*  
**D. P., CONN.**

*"They are sure swell. So easy to use . . . a real pleasure."*  
**F. E., IOWA**

*"We are all convinced of the quality, terrific clarity, tremendous power and field of view for such a jumbo glass of amazing light weight. I am very proud to own such a precision optical instrument and it's handsome case."*  
**D.K.T., PENNA.**



**GOLDEN HAWK**  
**RIFLE-SCOPES**



**THE LUXURY LINE**

If you only had one shot, while hunting, you would want the UNITED Golden Hawk. You wouldn't want a finer riflescope. Words don't do Golden Hawk Scopes Justice. You have to use these Fine Scopes. We will gladly ship you a Golden Hawk on a 30 Day trial basis. If dissatisfied return anytime within that period for a full refund.

**WEIGH ONLY 7½ OZS!** Golden Hawk Riflescopes are hard COATED thru-out . . . every lense surface! Have cross hair reticule. Are water-dust resistant. Check these important facts:

SPECIFICATIONS					
Model	Tube Length	Tube Dia.	Exit Pupil	Weight	Field at 100 yds.
4 Power 32 mm	11½	1"	8 mm	7.6 ozs.	35.6 Feet
6 Power 32 mm	11½	1"	5.3 mm	7.6 ozs.	21.5 Feet

Handsomely blued thru-out. **Double adjustment (Internal windage and elevation with click stops.)**

Never before in UNITED'S history have we had as superb a pair of riflescopes to offer the public. These were made to the finest of tolerances in Japan by master craftsmen and bear the famous UNITED "Seal of Quality" etched into their frames. We want you to test our claims. Put the Golden Hawk to every test. They won't fail you. With plush lined cowhide lense caps.

**4 x - \$44.50    6 x - \$54.50**

**PROOF!**

Gunsmiths, Sporting Goods Dealers praise UNITED'S Golden Hawks. Let these experts tell you with their own words (letters in our files) their experiences.

*"We mounted this scope on an 8MM Mauser rifle and our customer wanted it shot for him. Results, this scope performed excellent and I can truthfully say its a lot of scope for the money."*  
**J. R. Whiteman & Son, Dealer & Gunsmiths, Ohio.**

*"Please rush me one more 4X for display before the deer season."*  
**Schnabel Gun Shop, So. Dak.**

*"The first 4X Riflescope was wonderful. Sold it the first day. Makes a dandy installation on a Marlin 336."*  
**R. T., Minnesota**

*"After receiving your Riflescope I took it to an area Sportsman's Show as part of my Exhibit. Everyone that looked thru it was amazed at its brightness. I mounted it on a .35 Whelan and it has taken the punishing recoil like it was a .22."*  
**Price's Custom Gunsmithing, Pennsylvania.**





# UNI-SCOPES

**FEATHERWEIGHT**  
8 3/4 - 11 OZS!



**FIT ALL  
1" MOUNTS**

UNI-SCOPES have taken America by storm. They give so much, they cost so little. They provide lightning-fast sighting with hair splitting accuracy. **Double adjustment (internal windage and elevation with click stops)**. Made in Japan by skilled optical craftsmen and carry the famous UNITED "Seal of Quality" etched right into their frames. UNI-SCOPES have a 1" tube so they fit all standard 1" mounts recommended for your rifle. Can be used with mounts costing as little as \$9.75. Will stand rough usage. Quality craftsmanship guarantees bright, clear, crisp images. Sleek, trim, streamlined. Handsomely blued through-out.

SPECIFICATIONS					
Model	Length	Diameter of Tube	Exit Pupil	Weight	Field at 100 yds.
4 Power, 31 mm	11 3/4"	1"	8 mm	8 3/4 oz.	33 ft.
7 Power, 31 mm	11 3/4"	1"	4.6 mm	9 oz.	19 ft.
9 Power, 40 mm	12 3/4"	1"	4.6 mm	11 oz.	15 1/2 ft.

These are exceptionally fine riflescopes priced so that everyone can afford one, two or all three UNI-SCOPES.

- Featherweight
- Weather Resistant
- Cross Hair Reticule
- Needle Sharp Definition
- Lightning Fast
- Accurate Sighting
- All Lense Surfaces Hard Coated
- Each Scope Packed in Handsome Eye-Catching Crimson and Gold Gift Box.

## POPULARLY PRICED FOR YOU

**4 Power \$34.95    7 Power \$49.50    9 Power \$54.50**

UNI-SCOPES ENTHUSIASTICALLY RECEIVED EVERYWHERE

"I would like you to rush me four 7x Riflescopes. It seems like everyone I sell, sells another one to a friend." Eck Gun Shop G—, Penn.

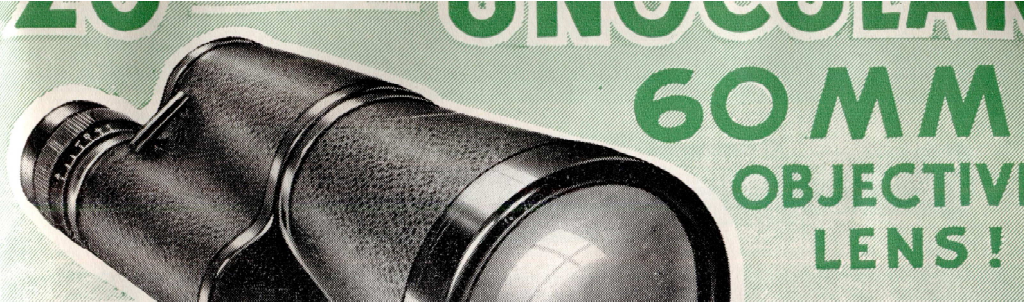
"I am well pleased both with appearance and their performance. Have 6 more sold." Bratton Gun Shop I—, Ind.

"Have compared the optics with 3 other makes and find the sight picture SHARPER, MORE CLEAR, etc. Shooters were much impressed." Quality Rifle Shop. K—, Texas

(Scope Covers To Fit Above \$2.50 Additional)



**AMONG THE WORLD'S FINEST**



**\$37.95**

NO FEDERAL TAX!

Leather Case and Straps Included

**UNOCULAR  
60 MM  
OBJECTIVE  
LENS!**

**DEFIES  
COMPETITION!**

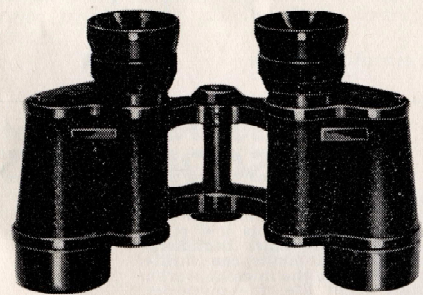
**INVITES  
COMPARISON!**

Here is why you should first try the United Achromatic UNOCULAR. You get twice the power (20 Power)! You get an objective lens that's 20% greater in size (60 MM)! Less weight (20 ounces)! Less bulk (only 8 1/2" long)! The UNOCULAR (Half an expensive binocular) is a precision machined, scientifically ground PRISMATIC optical masterpiece. It NOW costs so little you really cannot afford to be without it. A delight to use and a delight to own.

## 8x25 ECONOMY BUY

Only 12 Ozs!

**\$19.95**



Priced "well below" normal retail prices but a UNITED binocular that is sturdily constructed of Good Quality. Will withstand better than average rough usage and carries the UNITED Guarantee of Satisfaction. INDIVIDUAL FOCUS. 3 1/4" high! Made in Japan. Sensational low price of \$19.95 makes it a Buy of Buys.

**Center Focus \$24.95**

Both Come Complete Fine Leather Case, Straps.

## BINOCULARS REPAIRED

If your glass is out of optical alignment, needs recollimation (you see double, images are fuzzy, hazy, have eye strain, etc.)

### MAIL YOUR BINOCULAR TODAY

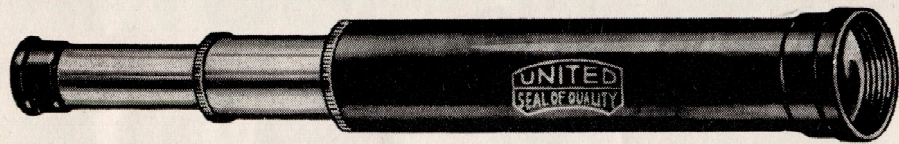
Insured and prepaid. We will give you an estimate. If price is agreeable we will proceed. If not we will return binocular to you. Our Repair Department will check all moving parts, make them mechanically perfect, realign the optical System when needed, and if necessary remove all optics to clean them thoroughly. (We also repair Telescopes, Riflescopes, Microscopes). Mail the Instrument to **UNITED REPAIR DEPARTMENT**, c/o UNITED BINOCULAR CO., 9043 S. Western Ave., Chicago 20.

"Have been told by local repairman your company does excellent work on binoculars."

D. M. D., Y—, OHIO



**UNITED GUARANTEES YOUR SATISFACTION**



8½ ounce Whisper Weight 30 Power Telescope for instant-on-the-spot focusing. Ideal for indoor, outdoor sports, vacationing, trips, long distance spotting. Pocket size — measures only 7" closed, 14½" open. This fine UNITED telescope has been COATED with applications of magnesium fluoride to the inside surfaces of the vital front achromatic lens to assure you brighter, sharper images. NOT A CHEAPLY MADE TOY TELESCOPE! But a precision machined (threaded fittings), precision ground achromatic telescope that invites comparison. Bears the famous UNITED "Seal of Quality." Made in Japan. All metal. Comes Complete with Handsome Carrying Case. Sturdy Adjustable Tripod \$3.99.

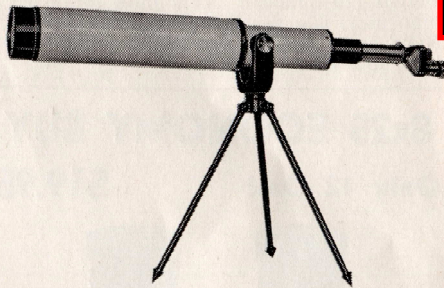
**\$9.95**  
NO TAX

## 50 POWER Prismatic Scope

BRINGS OBJECTS 50 TIMES CLOSER!

What you have always wanted. Tremendous power (brings everything 50 times closer) and a giant sized objective lens (50 MM—over 2" across for brilliant viewing!) and at a sensationally low price! Weighs only 20 ounces! Only 18" long! 30.5 feet field at 1000 yds.! Not a mere Telescope. Instead just like an expensive Binocular it uses Prisms to eliminate distortion and to provide sharp crisp, detailed images at all distances. AND . . . the Vital inside front and rear Achromatics have been COATED for brighter, clearer images. Luxurious, glistening ivory finish with beautiful chrome trim.

The Uni-Tripod is made of featherweight Duralumin, permits sighting up, down or across at any angle you want. Made in Japan by skilled optical craftsmen which explains why the quality is so high and the price so low. Complete outfit including the Prismatic 50x50 spotting Scope and the Uni-Tripod \$34.95 sent postpaid — TAX FREE for only



**MB**

**\$34.95**

## 7x35 MONOCULAR

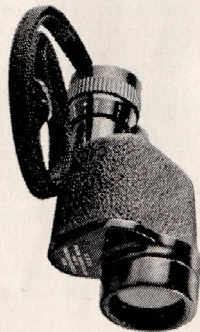
**\$29.95**

Measure only 2½x4¾". Weighs 8½ ounces! A monocular is HALF of a PRISMATIC Binocular. An ideal glass for hunters, sportsmen, vacationers, etc., because of its compactness, size and weight. Made in Japan. Easy to carry and simple to use with one hand.

Fine Leather case and straps.

**7x50—\$32.95**

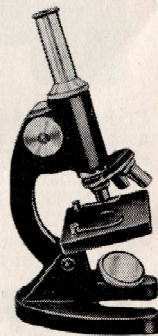
There is NO Federal Tax on Monoculars.



## 100, 200, 300 Power Turret MICROSCOPE—\$14.95

Amazingly precision construction. Mass Production and low overhead makes this low price possible, for now beginners, students and adults can thrillingly explore the microbe world, study plant life, the mysteries of inorganic matter, etc. See the structure of human hair, the wonders in a simple drop of water. Examine finishes of metals.

Has 100, 200, and 300 power objectives, each on a rotating nose-piece, so you can easily change the power. Made of metal. Swivel at base for inclined viewing. Plano substage mirror illuminates the slide. Has real rack and pinion gears for easy focusing. Comes complete with hardwood case. Made in Japan. There is NO Federal Tax on Microscopes.



## 15 TO 40 POWER VARIABLE TELESCOPE

To change power simply turn power tube with fingers to "click." Indicator shows the power you now have. Eliminates guess work. Rust-proof, trouble-free, chrome tubes. Weighs only 18 ounces, 9" closed, 27" extended. Made in Japan. Genuine leather case included.

Use 15x—for nearby objects at wide angle.

Use 20x—for target spotting scopes.

Use 30x—for long distance, terrestrial view.

Use 40x—for celestial and astronomical observation.

### USERS PRAISE THEM

*"Just received your 15x-40x Telescope. It is tops. I like the scope fine."*

I. E. J., Alabama

*"With a steady scope, a pair of 20/20 eyes, I could easily read my one and one eighth inch diameter watch at the distance of 400 feet, on the forty power range."*

A. I., California

*"I am having top pleasure to see objects jump up to me 15, 20, 30 or 40 times closer. My variable is a great scope and I am certainly glad I purchased it from UNITED. Your company really does sell at lower prices and higher quality."*

R. K., Ohio

*"They are great here in Korea."*

Corporal, J. O. M.

*"Your variable Telescope is satisfactory in every way. It is all the literature says."*

D. H., Indiana



**\$33.50**

FEDERAL TAX FREE

## Carries UNITED "Seal of Quality"

for these good reasons

1. Images are equally sharp and clear at all powers.
2. Power tubes are graduated in click stops with intermediate markings to permit instant fixing of any selected power.
3. LENSE are coated for greater brilliance of image.
4. Knurled ring on eye piece draw-tube makes focusing easy and fast.
5. At 20 Power you will clearly see .22 bullet holes. It is sharp!



CENTRALLY LOCATED FOR FASTER SERVICE



SELLING NATIONALLY SINCE 1936



Are Not Fully Satisfied Return for Prompt Refund in Full!



**7 POWER WIDE ANGLE POCKET**  
**525 FOOT FIELD!**

**Another UNITED FIRST**

In the creation of UNITED'S New 7 Power WIDE ANGLE Pocket Binocular, our Optical Craftsmen achieved what seemed to be the impossible. Experts said it could not be done, that bulk and weight were an optical necessity in order to create a WIDE ANGLE Pocket Binocular.

This fine quality 7 Power Pocket WIDE ANGLE Binocular measures only 3 x 4½ inches and weighs but 15½ ounces. It has 25 mm. front lens and gives a WIDE ANGLE Field of 525 feet at 1000 yards; Lustrous satin chrome with glossy black trim. Comes in handsome plush lined case, complete with straps. Individual Focus.

Our Optical Engineers spent many months testing, checking, creating and rejecting ideas and models until the day finally arrived when a model was created to meet rigid UNITED requirements.

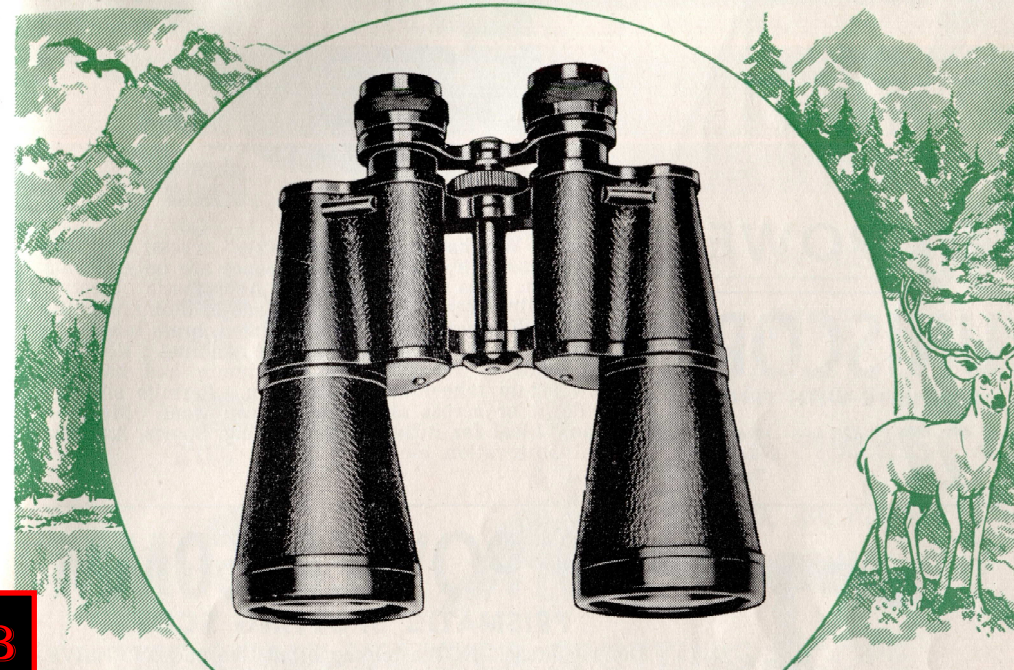
**\$39.95** (Plus usual Federal Tax)

**7x25 — \$44.95**  
WIDE ANGLE but Center Focus with individual Focusing Right Eye Piece.



**7x25 — \$19.95**  
WIDE ANGLE MONOCULAR (½ a BINOCULAR)

**MB**



**15x65 CENTER FOCUS \$69.50**

NOW AVAILABLE IN MAGNESIUM—ONLY 39½ OZS!

The wanted binocular. Tremendous power, brilliant illumination, has light transmitting power of approximately 19—almost as much brightness as a 7x35! Wide field of view. Streamlined designing plus lighter, stronger metals makes this 15 power glass easier to hold and use than many glasses half its power! Water-dust resistant. 8½"x9" — 39½ oz.

**GIANT FRONT LENS ALMOST 3 INCHES ACROSS**

Objective lens are giant size—65 mm. Interior sides of VITAL prisms and front and rear Achromatics have been COATED for crisper, sharper images — made by skilled optical craftsmen in Japan. 30 DAY NO RISK TRIAL. Return for refund if dissatisfied. Center focus with individual focusing right eye piece. Genuine leather case, straps, included.

*"I have given my 15x65 binoculars test after test for long range use, such as spotting Jet Planes etc. These are quickest focussing glasses I have ever owned and pin-point, ultra sharp, at ranges to the moon. At 200 ft. from top of mountain I could see Ephrata, 32 miles away and air was hazy. My old 20x50 could not do this. Thanks for selling me such a perfect glass."*  
**Mr. William T., Ephrata, Penna.**

**10x65 - \$57.50**  
Same as Above Photo but with 51 oz. Aluminum alloy frame.



**20x60 - \$69.50**  
Same as above photo but with 51 oz. Aluminum alloy frame.

**TRY ONE MONTH AT OUR RISK**

**A LIFETIME OF PLEASURE**



# 40 POWER UNISCOPE

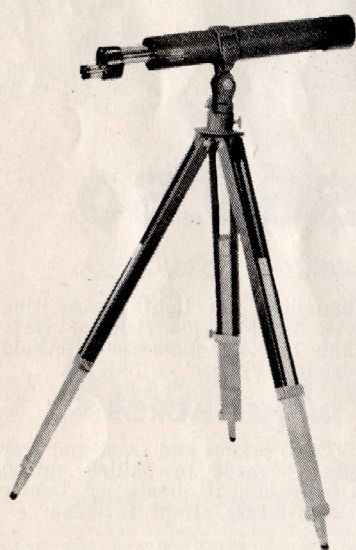
COMPLETE WITH TRIPOD

\$27<sup>95</sup>

No Federal Tax

26" long! Weighs 34 oz. 60 mm (2½" across) front objective lens! Ordinary spotting scopes are only 30 mm to 50 mm. Has 7 lens including Achromatic objective and a Kellner rear ocular lens! Made of aluminum tubing for light weight with Chrome plated, brass inner tubing for snug, yet slide free ease of handling. UNI-TRIPOD made of featherweight Duralumin and has two screw set-up take-down construction. Permits sighting up, down or across at any angle you want. Made in Japan. Ideal for Rifle Range checking, Sports, Astronomical Observation, etc.

**MB**



## 40 POWER 60MM PRISMATIC SPOTTING SCOPE

Don't confuse. **NOT** a telescope but like an **EXPENSIVE** binocular it uses **Prisms** for less distortion, **more** width of field, **greater** clarity. Featherweight aluminum construction 20" long. 63 ft. field! Tripod is 22" closed 57" extended. Ideal for astronomical use as well. Quality manufactured in Japan to rigid **United** requirements of sturdy lightweight aluminum. The inner tubing is made of brass and chrome plated to give you slide-free ease of handling. For **MORE** light to give you crisper images, the front lens are a giant 60 mm which is a bit over 2½ inches across! Achromatic! This is a **Prismatic** telescope.

Ideal For Close Up And Long Distance Spotting As Well As Astronomical Viewing

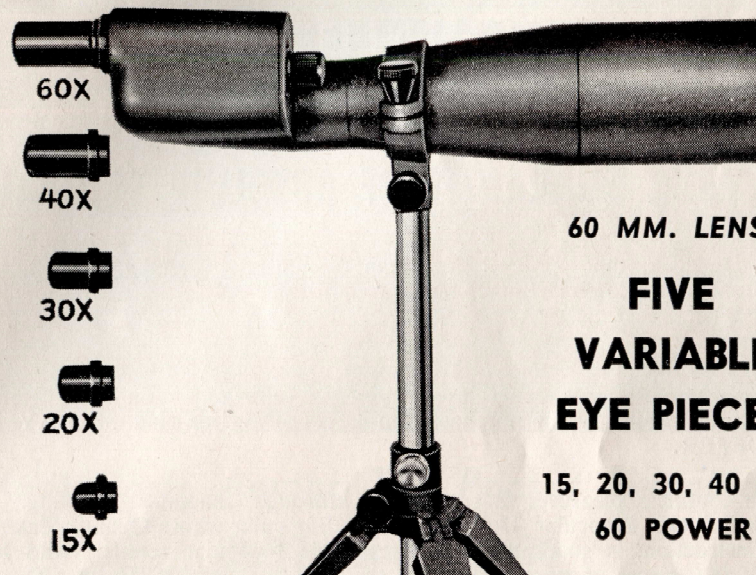
Use for close up as well as long distance viewing. Gives field of view from left to right of 63 feet at 1000 yards. Tripod is sturdily constructed of wood and metal and is 22 inches closed and can be opened to any height up to 57 inches. **NO FEDERAL TAX** — Handsome black crackle finish. **BOTH \$39.50** Scope and Tripod

"The 40x60 Scope is well mounted, powerful and gives bright image. I can see a cigarette in a man's mouth more than 2 miles away. I have owned 9 telescopes in my life and this 40x60 beats anything I have looked through for the price. I find it to be the most complete telescope I have owned." Mr. Claude W., Draper, Va.



UNITED GUARANTEES YOUR SATISFACTION

with **VARIABLE EYEPIECES**



60 MM. LENSE!

**FIVE VARIABLE EYE PIECES**

15, 20, 30, 40 and 60 POWER

## THE LONG-WANTED SPOTTING SCOPE

A superb piece of optical craftsmanship. Comes with **five** individual eye-pieces, one for each power desired, and with plastic holder for those not being used. Simply screw in the power eye-piece you want — substitute power at will — takes but seconds. Has built in focusing knob usable at all powers.

This **PRISMATIC** Scope with its giant size (60 MM) objective lens assures **MORE** light, greater brilliance and clarity. **COATED** . . . both inside and out! Handsome, durable crackle finish, all metal construction thru-out. Has built-in adjustable sun shade.

Made in Japan to rigid **UNITED** requirements. Length 15". Scope weighs 28.8 oz. and tripod 14.8 ozs!

### FIELD OF VIEW AT 1000 YARDS

15 Power — 122 feet	30 Power — 61 feet
20 Power — 122 feet	40 Power — 49 feet
	60 Power — 32 feet

Comes Complete! Scope, 5 Eyepieces, Tripod and Case

Comes with genuine leather carrying case, straps. 60 MM. Spotting Scope, with all 5 Eyepieces, Eyepiece holder, Leather Case and Tripod, complete, **\$79.50** only

Federal Tax Free



OVER 1,100,000 CUSTOMERS!



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

## IT IS YOUR GUARANTEE OF ABSOLUTE SATISFACTION

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

That is why we urge you to look for, and insist upon, the UNITED "Seal of Quality" on any Binocular, Riflescope or Telescope you buy to make certain it is a United "Best-By-Test" product and can be purchased on UNITED'S iron-clad 30 DAY MONEY BACK OFFER.

Enjoy the countless pleasures that are yours through magnified viewing. Do not gamble with your Binocular Dollars. Buy a Binocular whose Quality Materials, Precision Construction, is guaranteed by a reputable binocular retailer, who have sold over 1,100,000 pieces of merchandise . . . the UNITED BINOCULAR CO.

### SINCE 1936

UNITED BINOCULAR COMPANY has filled the needs of over 1,100,000 customers in all parts of the United States and in many parts of the World.

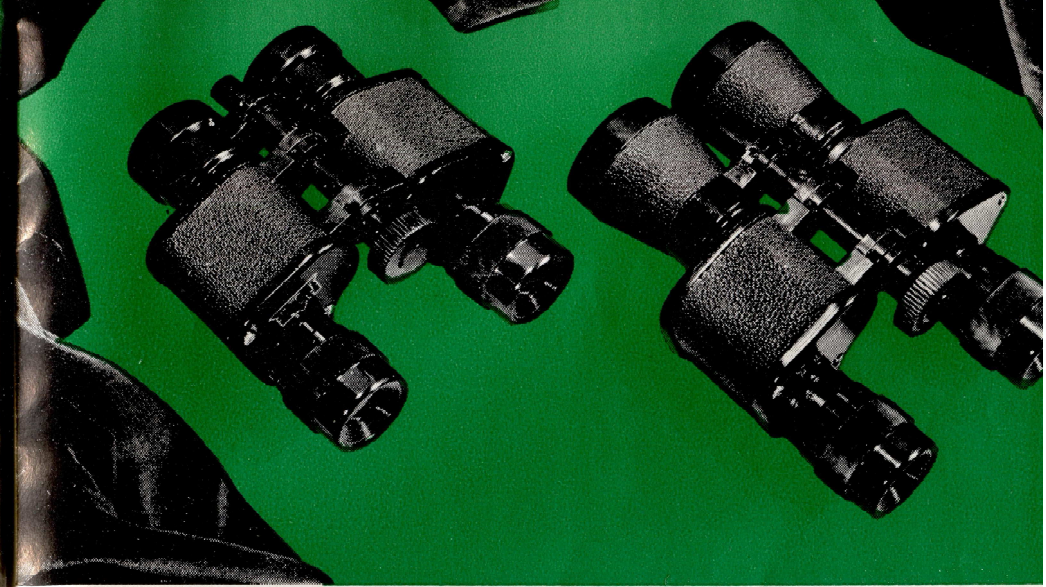
Each and every piece of UNITED merchandise has been sold on an unconditional Money Back Guarantee. The *BUY* and *TRY* policy has been one UNITED has followed from its very beginning. *The simplicity of that policy is your protection.* You buy a binocular, rifle-scope or telescope. You try it for your own special purposes and then should you decide that the purchase you made

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

It will interest you to know that our total cash refunds amount to less than Four percent of our gross sales and of these many admit that *the fault lies with the buyer and his wants*, (98% of sales are of unseen merchandise).



WHERE PRICE AND QUALITY ARE "UNITED"



## Aristocrats Among The Pocket Binoculars

8x30 and 10x30

# United German Pocket Binoculars

These are the smaller, more compact than usual Porro Precision Binoculars. Their wide angle of view, splendid definition of image, freedom from color and lense aberrations, their excellent light transmitting power, **all combine**, to assure you truly top quality performance under most conditions. Carry usual UNITED "Seal of Quality" Trademark.

Add to all of these features, the fact that you are obtaining a wide field of view in a **quality German made** binocular weighing only **14-16 ounces!**

Skilled "Old World" craftsmanship, excellent quality German optics, Achromatic lense, are **more reasons** why these latest UNITED optical creations should be among your most valued optical possessions. All internal optics are **COATED**. Both glasses are center focus with individually focussing right eye pieces!



**8x30** 430 foot Field at 1000 yards. Weighs merely 14 ounces! **\$59.50**

**10x30** 320 foot Field at 1000 yards. Weighs merely 16 ounces! **\$79.50**

These come complete in fine German leather cases and straps of a quality only the Germans seem to have.



A LIFETIME OF PLEASURE