

HERTER'S

SINCE 1893

MANUFACTURERS, IMPORTERS, EXPORTERS

THE AUTHENTIC WORLD SOURCE FOR HUNTERS,
FISHERMEN, GUIDES, GUNSMITHS, TACKLE MAKERS,
FOREST RANGERS, COMMERCIAL FISHERMEN,
TRAPPERS, AND EXPLORERS



SINCE 1893

CATALOG NO. 72

1962

WORLD'S LARGEST MAKERS OF FISHING TACKLE — WORLD'S LARGEST MAKERS OF CUSTOM ARCHERY — WORLD'S LARGEST MAKERS OF AMMUNITION RELOADING MACHINES — WORLD'S LARGEST MAKERS OF HUNTING DECOYS — WORLD'S LARGEST MAKERS OF FISH HOOKS — WORLD'S LARGEST MAKERS OF VENTILATED RIBS — WORLD'S LARGEST MAKERS OF CUSTOM GUNSTOCKS — WORLD'S LARGEST MAKERS OF GAME CALLS — MAKERS OF THE MOST DURABLE FIBERGLAS BOATS IN THE WORLD — MAKERS OF THE WORLD'S FINEST SURVIVAL AND CAMPING EQUIPMENT — MAKERS OF THE WORLD'S FINEST QUALITY BINOCULARS AND TELESCOPE SIGHTS — MAKERS OF THE WORLD'S MOST ACCURATE BULLETS — MAKERS OF THE WORLD'S LONGEST RANGE SHOTGUN SHELLS

HERTER'S, INC.

WASECA, MINNESOTA, UNITED STATES OF AMERICA
Old World Craftsmanship *New World Production*

MB

spot. There has never been a spotting scope like this one.

Order out one of these famous scopes and use it for a month. Return for a full refund if in your judgment it is not the finest spotting scope that you have ever seen or used.

No.	Price	Shpg. Wt.
JV155 Spotting scope, tripod and carrying case	\$36.74	5 1/2 lbs.

HERTER'S PROFESSIONAL HIGH TRIPOD FOR SPOTTING SCOPES AND CAMERAS

We unconditionally guarantee this tripod to be the finest procurable in the world on a money back basis. It is made entirely of sturdy duraluminum with permanently



anodized and baked enamel finish. It has full swivel movement both horizontal and vertical plus locking in any position. It extends to 5 feet yet weighs only 5 pounds.

The camera model lets you take perfect pictures with no movement. It will pay for itself in film saved in a few months time at the most. It will firmly hold any standard 35mm, reflex or movie camera.

The spotting scope model allows you to spot varmints, big game, ducks and geese, miles away and thus saves useless walking through areas where there is no game. On the range it allows you to watch your target in a prone position or from a standing position or chair. The spotting scope tripod comes with an adapter or holder that holds any spotting scope securely. This tripod adapter, however, can be quickly unscrewed from the tripod and fits onto the edge of your auto window glass in any direction with ease. This combination auto window and tripod adapter also fits all standard tripods.

Auto window or tripod adapter.

Order out either of these tripods or adapter and use for a month. If in your judgment they are not superior to any

you have seen or used return for a full refund.

No.	Price
JV25 Professional camera tripod	\$10.50
Shpg. Wt.—6 lbs.	
JV251 Professional spotting scope tripod with combination auto window and tripod spotting scope holder adapter	18.95
Shpg. Wt.—7 lbs.	
JV253 Combination auto window and tripod spotting scope holder adapter fits all standard tripods	8.45
Shpg. Wt.—1 lb.	

HERTER'S BINOCULAR HOLDER



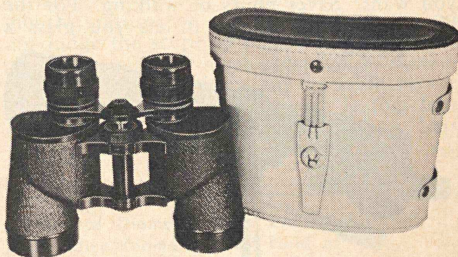
The binocular holder adds much to your viewing pleasure. Holds your binoculars steady in any position you choose. Clamps onto center post of most binoculars. Has standard size thread that will fit any camera tripod. Very useful for binoculars over 7 power, and essential for those over 10 power.

No.	Each	Shpg. Wt.
JV2A	\$2.35	8 ozs.

HERTER'S WORLD FAMOUS BINOCULARS

Unconditionally Guaranteed For 25 Years The Longest Guarantee On Any Binoculars Made In The World . . . The Only Binoculars In The World Made In Japan To Save Labor Cost But Made by German Trained Technicians, Austrian Trained Glassmakers And German Inspectors To Insure Absolute Perfection Throughout . . . Unconditionally Guaranteed On A Money Back Basis To Be Superior To Any Field Glasses Made In Any Country At Any Price . . . Our Prices Are Unconditionally Guaranteed Lower Than The Wholesale Price Of All Competitive Field Glasses.

Discount houses and many racketeer mail order companies know that the average person knows nothing about binoculars and hence they are charging ridiculously high prices for poor quality binoculars and getting by with it. In fact, in the shady business fields binoculars are considered to be the hottest thing in years.



We do not want anyone to buy our binoculars unless they know a good deal about binoculars. We are taking the time here to tell you what you must know to buy a pair of binoculars without being taken in. Unless you want to study this information do not buy our binoculars.

Herter's Binoculars are unconditionally guaranteed to contain all the finest possible features found in the world's most expensive binoculars.

1. All fine quality binoculars are made by the mon-a-block construction system originated by Bausch and Lomb. Using this system the entire body of the binoculars is die cast in aluminum or white metal in one piece with cast-in lens holders. These one piece binocular

bodies permit a new permanent lens arrangement not possible to match by the piece binocular bodies and French box systems found on all poor quality binoculars.

Mon-a-block construction gives you strength and moisture resistance not found in any piece binocular construction. Mon-a-block

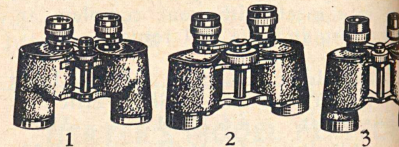


Figure 1—Bausch & Lomb originated Mon-a-block. Used by Herter's. Figure 2—Obsolete German two-piece construction. Figure 3—Very obsolete French box construction.

gives you lens arrangement that gives you a picture far superior to any possible by the obsolete two-piece body system or the obsolete French box system.

2. Binoculars must have center focusing in individual eye. Central focusing binoculars are focused by a single knurled wheel. An adjustable right eye-piece is provided in any difference between the eyes. All other focusing systems are absolutely obsolete.

3. Lens glass must be Gena glass made the Gena Austrian method. Lens must be achromatic, optically hand ground lens eliminate glare and color fringe.

4. All lenses must be carefully coated with magnesium fluoride, not plastic, to eliminate reflections and to give a truly clear picture.

5. The lens you look through on a Bausch and Lomb designed binocular is one-fourth larger than on poor quality binoculars. Gives you a much quicker, better picture.

We make our binoculars in Japan by the exact B & L originated design with German trained Japanese technicians because they know the finest glass grinders in the world. Fine glass grinding and polishing is entirely hand work and with Japanese labor we offer the finest possible quality of binoculars at fair, honest prices that people can afford.

All of our binoculars are inspected and thoroughly checked by skilled German technicians.

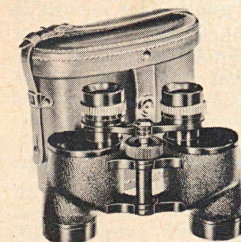
In recent United States Navy tests of Japanese made binoculars came out on top as expected.

All of our binoculars come with the finest possible quality leather case and carrying strap.

Order out a pair of our binoculars. Use them for a month and compare and test them against any binoculars made in the world. If they do not out-perform them in all respects return them for a complete refund.

HERTER'S 6 x 30 BINOCULAR

This is the binocular model used by the United States Army. The army believes that over this poor quality binoculars over your heart beat affects your vision with binoculars at the point where accurate pictures are not possible. This is a wonderful binocular for hunters, fishermen and businessmen. It is one of our largest sellers.



Weight 33 1/2 ozs. with case; 22 1/2 ozs. without case.

Closed size 4 1/2"; magnifies 6 times; ob

lens diameter 30 mm; view at 1000 yards 437 feet; relative light efficiency 37½. 10% Federal Excise Tax Paid.

No.	Per Pair
JV1A (with case & strap)	\$25.74
JV1A1 Extra case & set of straps	3.85

Shpg. wt. per pair—4 lbs.

HERTER'S 7 X 21 BINOCULARS

This compact, featherweight model is the most practical set for hunters, archers, bird watchers and followers of spectator sports. They are the ideal binocular for the person who has to consider size and weight, and have the shortest

focus of any glass made down to 10 feet. Closed size 3"; view at 1000 yards, 525 feet; relative light efficiency 14.9. 10% Federal Tax paid.

No.	Per Pair	Shpg. Wt.
JV10 With case and straps	\$35.94	2 lbs.

HERTER'S 7 x 35 BINOCULARS

This is the binocular model used by the United States Navy. The Navy believes that over this power your heartbeat affects your vision with binoculars to the point where accurate pictures are not possible. This is a wonderful binocular for the hunter, fisherman and boatman and the most widely used binocular in the world.

Weight 33½ ozs. with case; 22½ ozs. without case.

Closed size 4⅞"; magnifies 7 times; object lens diameter 35 mm; view at 1000 yards 380 feet; relative light efficiency 37½.

Note: We could make these binoculars with a much wider view at 1,000 yards but you then lose light efficiency or relative brightness, this actually spoils the binocular. 10% Federal Excise Tax Paid.

No.	Per Pair
JV1B (with case & strap)	\$28.89
JV1B1 Extra case & set of straps	4.60

Shpg. wt. per pair—3 lbs. 8 ozs.

HERTER'S 7 X 35 WIDE ANGLE BINOCULARS

This is the binocular used by many famous guides throughout North America, Alaska, Africa, Europe and Asia. The binoculars are specially designed to give you an extremely wide field of view. This makes it very easy to spot and follow fast moving game.

Closed size 4.6"; magnifies 7 times; object lens diameter 35 mm; view at 1000 yards, 578 feet; relative light efficiency 37.5; weight 59 ozs. with case; 33 ozs. without case. 10% Federal Excise Tax Paid.

No.	Per Pair	Shpg. Wt.
JV1M With case and straps	\$36.42	4 lbs.

HERTER'S 7 TO 12 ADJUSTABLE POWER BINOCULARS

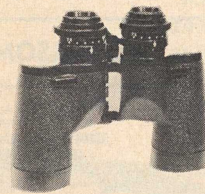
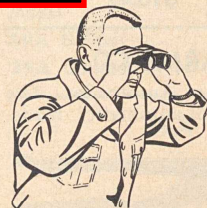
This is the binocular now used by the British Navy. You can get a perfect picture of an object at 7 power then with a flick



7 8 9 10



11 12



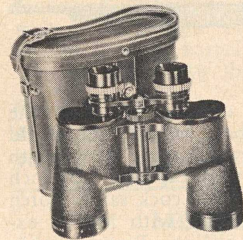
of your finger you can increase your viewing power to 8, 9, 10, 11, or 12 power without taking your eyes off from the subject. This is an excellent binocular for the hunter who is viewing game at long range. Acts as a spotting scope also and saves hours of walking by eliminating areas where there is no game. Brace your hands on your forehead as the illustration shows to avoid heart beat causing picture movement. We strongly recommend these binoculars. Weight 54 ozs. with case; 38 ozs. without case. Closed size 5½". Magnifies 7, 8, 9, 10, 11, 12 times. Object lens diameter 40mm. View at 1,000 yards 288 feet. Relative light efficiency 35. 10% Federal Excise Tax Paid.

No.	Per pair
JV1N With case and set of case straps	\$43.89

Shpg. Wt.—4 lbs.

HERTER'S 7 x 50 BINOCULARS

These binoculars are similar to our 7 x 35 binoculars except that they give you a wider field of vision and more brightness. Good for early mornings and evenings when the light is low. This is the binocular model used by the German army.



Weight 56½ ozs. with case; 38½ ozs. without case.

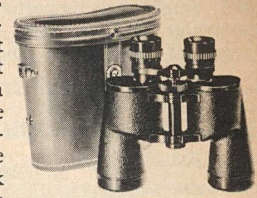
Closed size 6⅞"; magnifies 7 times; object lens diameter 50 mm; view at 1000 yards 387 feet; relative light efficiency 75.6. 10% Federal Excise Tax Paid.

No.	Per Pair
JV1C (with case & strap)	\$35.89
JV1C1 Extra case and set of straps	5.35

Shpg. wt. per pair—4 lbs. 14 ozs.

HERTER'S 8 x 40 BINOCULARS

This is the favorite binocular of forest fire look-outs all over the United States and Canada. Fire look-outs must use a binocular having great magnification, yet they must have a glass that will give a very clear definition or else the look-out will look "through" the



smoke. The same thing applies to hunters and campers who must search out game standing before a neutral background. A binocular that does not have the clearest possible definition will allow your eyes to look "through" an object such as game.

That is why we recommend the 8 x 40 binocular for big game hunting and general long distance viewing where picking up objects before a neutral background is important. These binoculars have a four lens ocular system with coated lenses. Comes in attractive tough long wearing high grade leather case. Order out a pair of these binoculars and try them out in such country. If they are not the best binoculars you have ever tried return them for a full refund.

Weight 49¼ ozs. with case; 37 ozs. without case.

Closed size 5½"; magnifies 8 times; object lens diameter 40 mm; view at 1000 yards 367 feet; Relative light efficiency 37½.

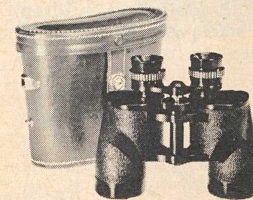
Note: We could make these binoculars with a much wider view at 1,000 yards but you then lose light efficiency or relative brightness. This actually spoils the binocular. 10% Federal Excise Tax Paid.

No.	Per Pair
JV1E (with case & strap)	\$32.74
JV1E1 Extra case & set of straps	4.60

Shpg. wt. per pair—3 lbs. 10 ozs.

HERTER'S 10 x 50 BINOCULARS

These binoculars magnify so much that we do not recommend them unless your heart and vision are both in fairly good condition. Unless your heart and vision are fairly good you will get a much better picture from the lower power binocular. Binoculars over 12



power we do not make as they are not practical for the hunter, fisherman or boatman. They are made to sell, not to use.

Weight 57¼ ozs. with case; 38¾ ozs. without case.

Closed size 6⅞"; magnifies 10 times; object lens diameter 50 mm; view at 1000 yards 373 feet; relative light efficiency 75.6. 10% Federal Excise Tax Paid.

No.	Per Pair
JV1D (with case & strap)	\$38.84

Shpg. wt. per pair—4 lbs.

HERTER'S 6 x 15 BINOCULARS

This compact, light-weight model is excellent for rifle hunters in rough mountainous or bushy country, for the archer who is concerned with bulk and weight and for duck and goose hunters for following crippled birds. They are also recommended for all in-

