

# United German PRECISION BINOCULAR

# BINOCULARS



MB

*Insist on*



*United's Finest . . .*

**22 x 80**

**35 x 60**

In 1850 Carl Zeiss of Germany created the first **prismatic** binocular. From that date to now, the German optical craftsmen have been recognized thru-out the world as creators of **FINEST QUALITY BINOCULARS**.

Made in Western Germany by skilled craftsman, trained from childhood to create precision optics. Carries the United "Seal of Quality" trademark, your guarantee of **SUPERB** quality.

**Featherweight Magnesium**

**Weights Only 37 Ozs.**

The 22x80 is made to rigid specifications in Western Germany under our United "Seal of Quality" trademark. Tremendous **22 power**. Front lens are 80 mm (about 3 1/8 inches across!) and to the best of our knowledge, the **first time** a binocular has been made with lens of this great size . . . the larger the lens the greater the light gathering power, therefore the image will be **brighter and clearer**.

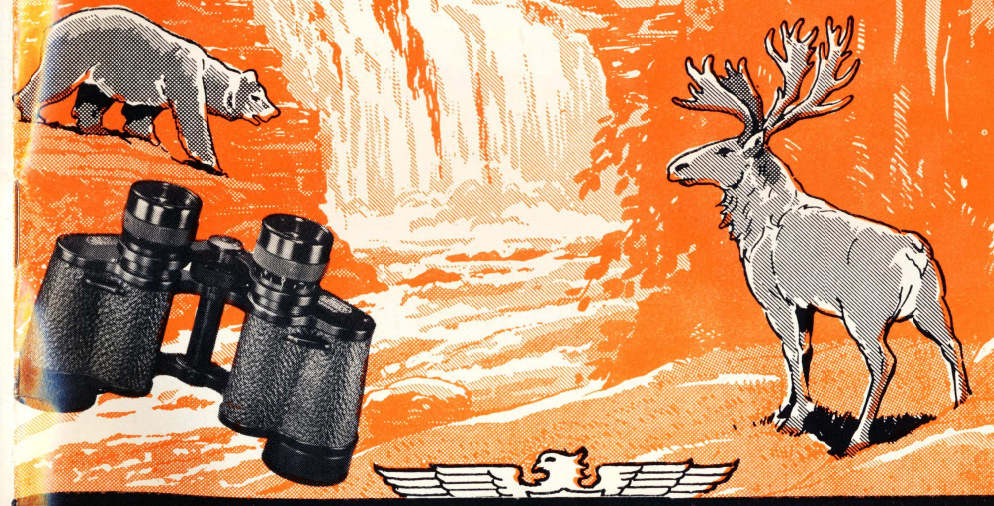
**Thirty Five power** — brings all objects **35 times closer** to you. The **only binocular in existence** giving you this tremendous power! Magnesium body for light weight and greater strength. Very large 60mm front lens (almost 3 inches across) for more light gathering properties. Achromatic. Fully Coated. Center focus with individual focusing right eye piece. Field of 81 ft., at 1000 yds. Weighs only 37 oz, 8 1/4" high, 8" wide. Comes with rich, plush lined cowhide case and straps. Add usual 10% federal tax.

Excellent field of 165 ft. at 1000 yards. Made of featherweight magnesium for **minimum weight, greater durability**. Weighs only 47 ozs. Achromatic. Hard Coated. Center Focus with individual focusing right eye piece. 8 1/4" high, 8 1/4" wide. Comes with handsome, plush lined cowhide case and straps. Add usual 10% federal tax.

**\$275.**



**\$295.**





# United Binocular Company

UNITED BLDG., -9043 S. WESTERN AVE. phone - HILLTOP 5-6166  
CHICAGO 20, ILLINOIS

RIFLESCOPES  
BINOCULARS  
SPOTTING  
SCOPES

Cable Address: UNIPRODUCT

L. J. THOMAS, Director  
L. J. THOMAS, Jr., Manager

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 23). When ordering use the enclosed handy order blank and postage paid envelope.

Cordially yours,



L. J. Thomas, Executive Director  
UNITED BINOCULAR COMPANY

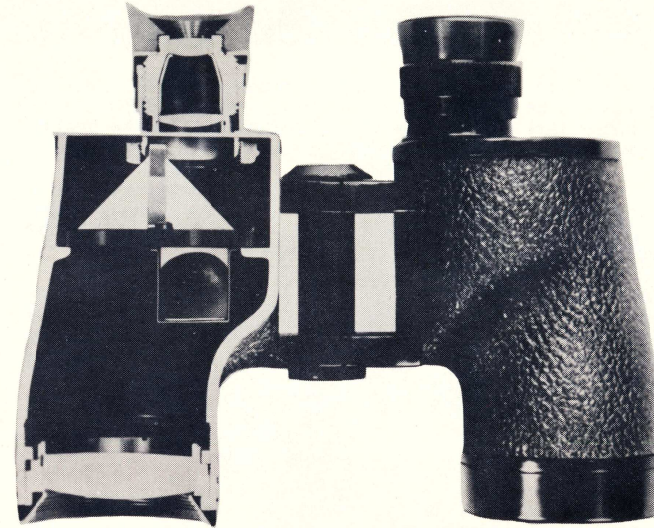


## Unconditional Guarantee!

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!

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# When Choosing a BINOCULAR



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.*





## 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 piece 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."

## 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 8X, precision made glasses you can slide in and out of your pocket on a few seconds notice. Compact, powerful glasses.

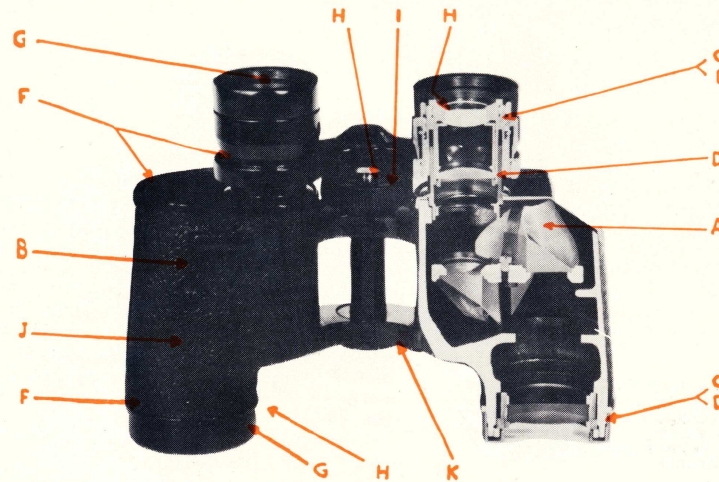
**6X30 and 8X30 BINOCULARS** Considered by many the "Universal" size glass for they are lightweight and small, easy to use.

**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.

**10X50, 10x50, 12x50, 15x65, 16x50, 20x56, and 20x60** conquer distance. Here HIGH power teams 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.**

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# WHEN BUYING A UNITED BINOCULAR YOU 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.



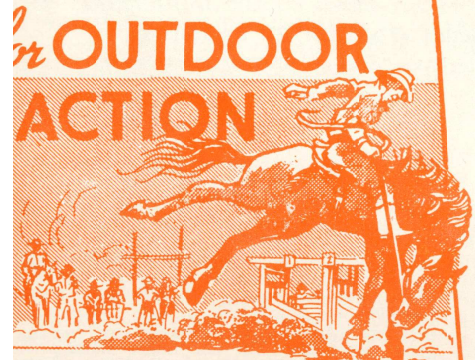
**BINOCULARS** for Every Purpose..

Buy "UNITED" and be *Sure!*



**for HUNTING**

Increase your Hunting Enjoyment and Hunting Efficiency by owning several pairs of UNITED Binoculars. Each year we carefully weigh the wants of hunters, in an effort to give them maximum Binocular Performance.



**OUTDOOR ACTION**

Have MORE fun by seeing MORE. Enjoy greater fun at rodeos, sailing regattas, football games, all sporting events, etc. See minute details like facial expressions, body contacts, etc.



**NATURE STUDY**

Watch distant animals as they scamper over hills, mountains and country side. Detect small animals in heavy brush. Watch colorful birds. Actually "travel miles" while sitting still by

**MB**

**PENNSYLVANIA**

"With my 7x50 CENTER FOCUS UNITED Binoculars I can see the Reading Municipal Airport, now called General Spaatz Field, even reading the name Reading Municipal Airport on the side of one of the hangars. From where I stood to the airport in a direct line, I would say it was at least 3 miles. The Blue Mountains at Hamsburg, 18 miles away, were very visible with the 7x50. . ."  
C.H.P.

**FAIRBANKS, ALASKA**

"Enclosed find my check, send me a pair of 16x50 binoculars. I purchased a pair of 6x30 glasses from you two years ago and have been more than satisfied with them. We have used them during the winter and the hunting seasons and have bagged our moose both years. If the 16x50 are as good as the 6x30, I will be more than satisfied."  
A.K.H.

**VIRGINIA**

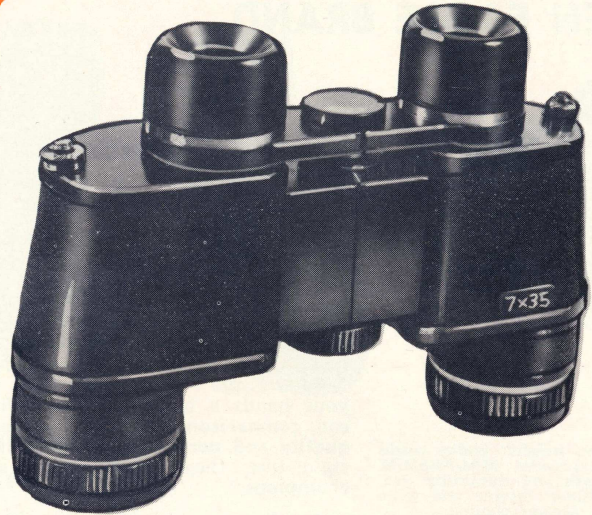
"I just returned from a "Chuck" hunt and I wish to tell you that your 7x35 binoculars are really wonderful. I have compared them with glasses costing much more and find them to be a real value."  
C.R.P.

**GREEN RIVER, WYOMING**

"During the last elk hunting season here in Wyoming, I used one of your 7x50 Binoculars (a friend's) and I was well pleased with it. I am enclosing my check for the 7x50 Binoculars. . ."  
C.E.T.

**CONNECTICUT**

"Received the 16x50 Binoculars . . . I am extremely pleased and satisfied with them for they are much more than I expected . . . I have never been dissatisfied with any pair of binoculars that I have purchased from you. This pair is no exception. They are as sharp and clear as any I have ever used. I can actually, under favorable conditions, spot .30 calibre bullet holes at 200 yards . . . I hope to be able to sell more of my friends on buying glasses from you. They certainly couldn't possibly do any better, if as well, anywhere else."  
A.A.M.



**7x35 Continental**

Compact . . . 4 3/4" high, 6 3/4" wide. Weighs only 23 ozs., yet into this compactness we have incorporated a **Wide Angle** optical system which gives you a **Wide Field of 420 ft. at 1000 yds.** — all **WITHOUT** the use of a bulky frame!

**Finest Optics**

The Ocular Assembly we refer to as the new "thrust movement". This permits you to move the eye cups **IN** for those who wear eyeglasses and **OUT** for those who do not. These are Center Focus with individual focussing right eye piece. Made in Japan to rigid United requirements under the patented United "Seal of Quality" trademark.

The entire optical system is of course fully Hard Coated. Has an Achromatic lense system. Images are sharp, bright and crisp because we use only the very best in optics. The plush lined black leather case is a newly designed streamlined creation with contoured shoulders. Rich chrome fittings. Truly the accent is on **quality** in United's new 7x35 Continental.

**\$69.50**



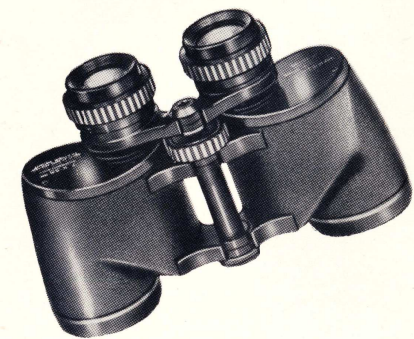
**OUR LATEST** Carl Zeiss in conjunction with an optical engineer named Abbey invented the prismatic binocular in Germany back in the middle 1800's. There has not been any appreciable improvements in prismatic binoculars from that date to now.

United's Continental is a complete departure from the conventional. In creating this new binocular we were striving for a binocular that would not only be more pleasing to the eye but would fit the hand easily and smoothly making the glass an advancement in optical design — **We sincerely believe we have achieved this goal.**



# UNITED'S LUXURY BINOCULARS

## THE GOLDEN EAGLE BRAND



### MAGNESIUM

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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.

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

Model	Field of View	Relative Brightness	Weight in Ounces	Height in Inches
7x35	657 Ft.	25	28½	4½
7x35	376 Ft.	25	19	5
8x40	396 Ft.	25	26	5½
7x50	376½ Ft.	50.4	30	6½
10x50	369 Ft.	25	37	7
20x60	180 Ft.	9	46	9

**7x35** Use for all purpose. **SUPER WIDE** ANGLE of 657 feet — **\$99.50**  
1000 yards!

**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 **\$89.50**  
Any Other Model

**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**

# 6-POWER BINOCULAR..



## FEATHERWEIGHT INDIVIDUAL FOCUS

### 6 Power

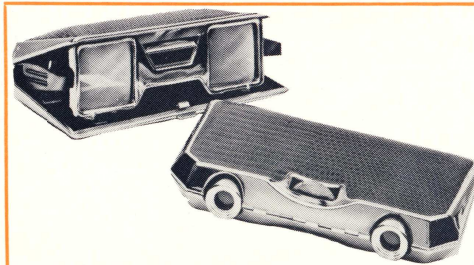
**A.K.H., Alaska** wrote "Have used the 6x30 glasses the last two years during the winter and have bagged our moose both years. More than satisfied, etc."

**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 4½"x6" featherweight frame. Are water, dust resistant and made to withstand all normal rough usage. Each and every surface of all prisms and lense are 100% **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. 15½ ounces. An excellent performer **\$34.50**

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



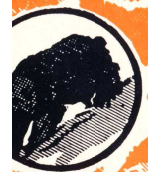
## FOLDING SPORT GLASS

Small and compact in size but **BIG** in UTILITY. Cigarette case size. Snaps open automatically. Fits neatly into pocket or purse. 3 power. Handsomely chrome plated. Covered with simulated alligator hide.

Measures only 4¼" x 2½" and only 3/4" thin. Coated lense. **FAST** center focus. **\$3.95**







**100% HARD COATED!**

### 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 \$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

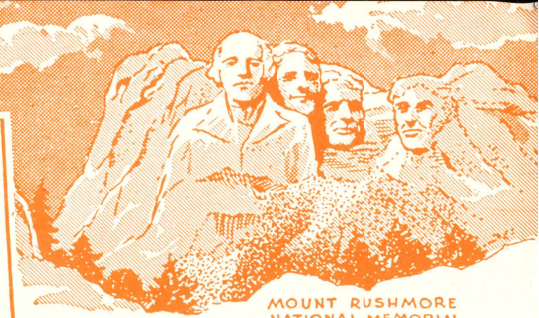
*"During the past ten years I have ordered several 7x50 binoculars from you without any dissatisfaction on the part of anyone to whom I have given them."*

**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"

It's tremendous light gathering power makes the 7x50 binocular a favorite of Armed Forces the world over. Unusually large objective lens (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.

#### ALL ARE FULLY HARD COATED

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 **\$49.50** straps

### 7x50-\$54.50

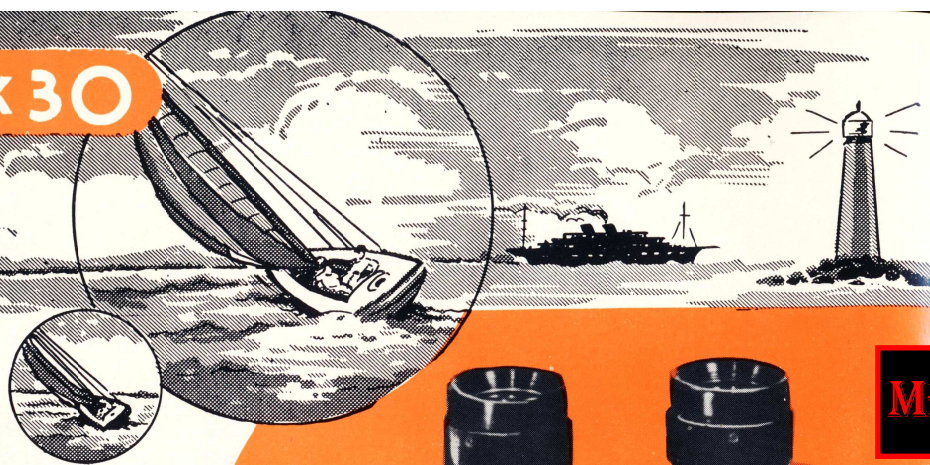
#### CENTER FOCUS

Same model as described above, except is **Center Focus** with individual focusing right eye piece. Weighs only 38 ozs.





# 8x30



**See  
MORE  
BY USING  
INCREASED  
POWER**

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! Each and every surface of all prisms and lense are 100% 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 **\$45.00**  
Plece. A Big Value

### 10X30 INDIVIDUAL FOCUS

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

#### 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

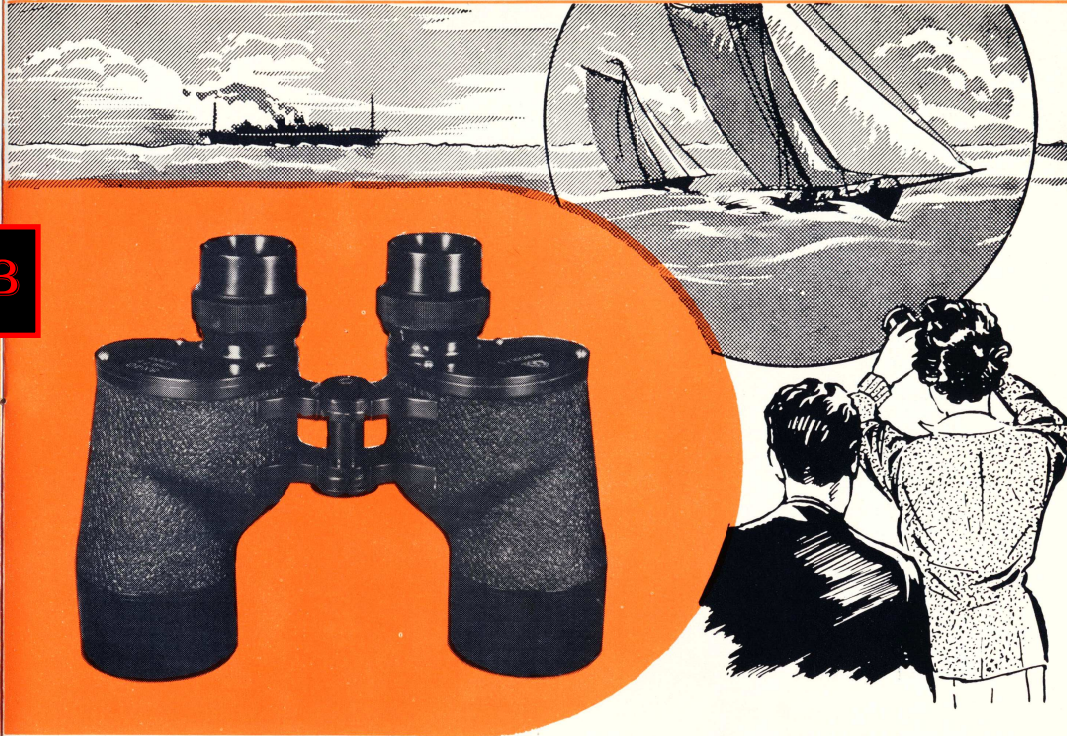
**MB**



### 8 X 30 LIGHTWEIGHT CHAMPION

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

# INDIVIDUAL *and* CENTER FOCUSING



#### 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! Each and every surface of all prisms and lense are 100% 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**

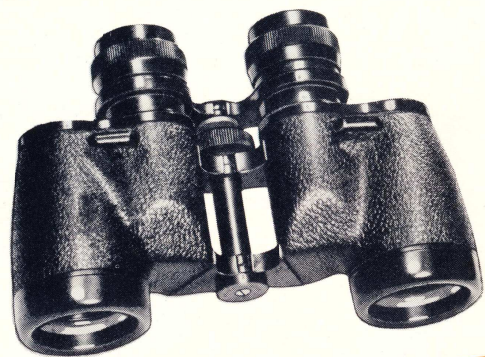
**8x40 Center Focus .... \$59.50**

(WITH INDIVIDUAL FOCUSING RIGHT EYE)





# MAGNESIUM IS Lightest Weight

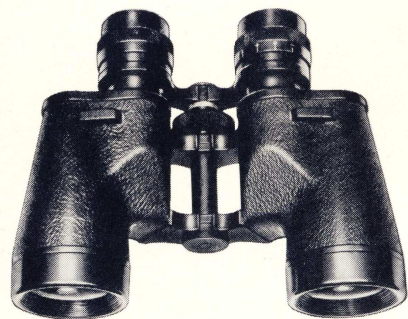


**7 x 35**  
CENTER FOCUS

**578 FOOT FIELD!**

- STRONGER
- LIGHTER
- STURDIER
- 27½ OUNCES
- 4½ x 7¼ inches
- Fully Hard Coated

**MB**



**7x35 MAGNESIUM  
ECONOMY PRICED**

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.

**\$52.50**

"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** only

**Best Ever Seen . . . .**  
"Received your 7x25 and 7x35 Wide Angle binoculars. They are the very best I have ever had or seen . . . I have a friend who is a recognized authority on optical instruments. He said they were far superior to any glass he had examined. He was especially impressed with the performance of the 7x35, 578 ft., field model.

G. W. F., North Carolina



10x50 Center Focus . . . . .	\$35.95
12x50 Center Focus . . . . .	\$39.95
16x50 Individual Focus . . . . .	\$42.95
16x50 Center Focus . . . . .	\$44.95
20x50 Center Focus . . . . .	\$49.95

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. 20 X 50 - 7" high — 183 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 weight binoculars, each and every surface of prisms and lenses are fully 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 five binoculars come with handsome plush lined, leather cases and straps.

**27 oz. Featherweights**



**SPECIAL**

**AMAZING OFFER**

**20 x 50 — \$29.95**



Brand New Glasses! Tremendous power. Brings all objects 20 times closer. Color corrected. Achromatic. Wide 50 MM front lens (2" across) assures greater illumination and sharp crisp images at all distances. Weigh 27 oz. 7" high. Instant fingertip adjustment. Streamlined designing and new, lighter (yet stronger) all metal frames make these high powered glasses easy to hold, easy to use. Hard coated thru-out!

**30-Day-No-Risk-Trial** If not satisfied for full refund. Made in Japan. Leather case and straps included.





**THE WORLD AT YOUR FEET!**

**7 POWER PRISM**



**ZOOM**

**8 to 16x**

8 to 16X one of UNITED'S "FINEST" and in our opinion the greatest advancement in binoculars since we began business back in 1936.

**With a flick of your finger change to any power — 8, 9, 10, 11, 12, 13, 14, 15 or 16.**

Enjoy crystal clear sharpness and excellent detail at every power. Zoom from 8 to 16 (Or Any In-Between) Power Instantly. Actually 9 Binoculars in one, yielding nine magnification from 8 power up to 16 power, with click stop for each magnification. Set the power of your United Zoom binocular at 8 — with your finger-tip ZOOM to any power, up to 16X . . . in split seconds. Enjoy what you are seeing at ANY power from 8 up to 16. Zooms from distance to close-ups without lifting the glass from your eyes and without missing any action or detail.

100% Hard Coated

It has Achromatic optics and perfect balance. Only 7" high. Its sturdy aluminum-alloy body provides strength, lightness of weight, and eye appeal. Desirable center focus with individually focussing right eye piece. Adjustable to regulate any difference in Vision between the eyes.

Precision built, fully coated, 35mm objective lenses, provides bright clear images at all powers. Field of view 203 feet up to 314 feet at 1000 yards distance. Supplied in handsome black pigskin leather case.

**\$79.95**

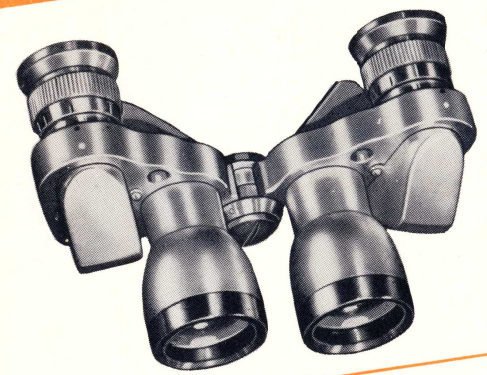
**7X - 12X ZOOM**

**NEW!** 6 binoculars in 1. Change from 7 power to 8, 9, 10, 11, or 12 power WITHOUT removing binoculars from your eyes. 7" high. Wide 40mm front lense (1½" across!). Center focus. Achromatic. **COATED.** Chrome trim. Leather case, straps included.

**\$69.95**



**MB**



**WEIGHS 5½ OUNCES**  
100% HARD COATED

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 Christmas 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 Pocket is surprisingly good . . . amazing in fact."





WHEN YOU THINK OF  
BINOCULARS.. *Think of*

10 Power.

MB

### 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. 100% Hard Coated!

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**



#### 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."*

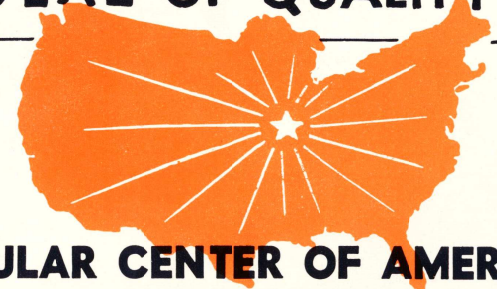
**W.M.R., Indiana**

*"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**



### 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.**





# UNITED'S *New* 20 POWER SPOTTING SCOPE



**20 POWER - 40 MM**  
**Prismatic SPOTTING SCOPE**

Weights Only 6 Ozs.,—8¾ Inches Long

**Another UNITED First**

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 lens 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 surfaces of all lenses and prisms have been 100% 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, included!

**MB**

**WHERE PRICE AND QUALITY ARE UNITED**

## 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.**

## 27 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 pairs 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!**



**New!**



**COMBINATION Hunting Knife and Telescope**

Made In GERMANY COMBINATION HUNTING KNIFE & TELESCOPE. Hunting knife of quality SOLINGEN steel with 25mm. Telescope BUILT RIGHT INTO HANDLE for QUICK VIEWING! 1" objective lens. Beautifully styled. Rugged. Double polished, electrically hardened 4½ inch blade holds keen edge. Non-slip handle. Includes leather sheath with snap fastener and special protector for telescope lens. Carries the famous United "Seal of Quality" trademark assuring you of satisfaction or return after 30 days use for a full refund of your money. Add 25c each postage, handling.

**\$5.00**





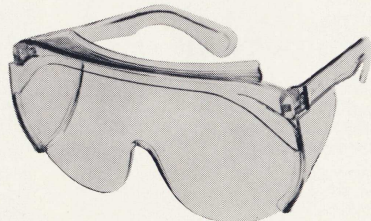
# 6 POWER PRISM BINOCULARS

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

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 . . . surfaces of lense and prisms are 100% 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.

**\$17.95**



## Sport Glasses Shatterproof!

United's new American made sporting glasses, the DELUXE OUTDOORSMAN, were designed for trap and skeet shooting, fishing, motoring, boating, hunting and skiing. Worn directly over the eyes OR over prescription eye glasses the .080 inch lens are shatterproof to eliminate target range blow-back etc. To assure top quality the "Outdoorsman" is produced from Dow Chemical's CR-39 plastic.

Come with a brow rest to hold lense away adjustable to assure no pressure on the ears. Panoramic Lens are distortion free and give an unobstructed field of view. The new DELUXE model also features "wing" protection at each side and to both sides of the eyes. Available in Amber for shooting, Deep Green to eliminate sun glare and Clear for protection against impact or wind. As with all United products, a 30 day Free Trial is offered. If after wearing and using for a month the customer is not fully satisfied return for a refund in full. Add 25c each postage, handling.

**\$3.00**



## 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."

**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 and 30X Telescope	..... \$1.00
6 or 8 Power, 15-40X	..... \$2.00
Wollensak Telescope	..... \$3.00
7, 10, 12, 16, or 20 Power	..... \$4.00
15x65	.....





# United German PRECISION BINOCULAR

# "United" German WORLD'S FINEST!

6 x 30  
8 x 30



WEIGH ONLY  
15 OZS! !

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

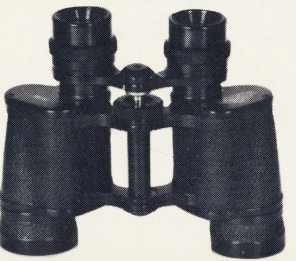
Germany has for generations been known as the Optical Center of the World. The entire world has long recognized and admitted the superb craftsmanship, fine optical qualities, matchless performance, dependability and ruggedness of German made binoculars.

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.



**8 x 30 Economy — 10 3/4 ozs.**

One of the World's Lightest! It's "Whisper Weight" and exceptional compactness (4"x5 1/4") makes using it a rare treat indeed. Excellent 360 ft. field. These fine German Binoculars assure you of brighter, sharper images. **Center focus** with individually focusing right eye piece. Includes Fine Leather Case, Straps. **\$39.50**



**MB**

**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—17 1/4 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.



**7x50 Center Focus German - \$99.50**

**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.

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





Try Any Binocular for 30 Days at  
Are Not Fully Satisfied Return

Our Risk and Expense - - - If You  
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.

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.

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. 100% hard coated!

**\$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**

**STRONG, DURABLE ALUMINUM ALLOY FRAMES!**

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" — 51 oz.

**GIANT FRONT LENS ALMOST 3 INCHES ACROSS**

Objective lens are giant size—65 mm. All surfaces of lens and prisms have been 100% 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.

**20x65 — \$79.50**



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



# 30 POWER! WHISPER WEIGHT 8½ OUNCES



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.

**\$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.



MB

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 \$29.95 sent postpaid — TAX FREE for only

## 7x35 MONOCULAR \$24.95

Measure only 2½x4¼". 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—\$27.95**

There is NO Federal Tax on Monoculars.



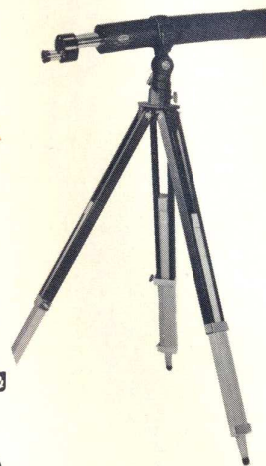
## 15X-60X Turret Scope

Perfect for target range, vacations, spotting game, general all around observation. Turn power turret to 15, 30, 40, and 60 Power as wanted. BIG 60mm achromatic front lens (2½" across) for brighter, sharper images. COATED. Sliding sun shade. Dust cap. Built-in camera tripod adapter. PRISMATIC. Weighs 55 oz. 15" long. Grey crackle finish with chrome trim. COMPLETE with adjustable tripod. NO federal tax Add \$1.75 postage, handling.



**\$47.95**

**40  
Power  
Spotting  
Scope  
\$39.50**



"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.

## 175x ASTRONOMICAL and TERRESTRIAL

The eyes of the world are fixed on outer space — Your 175 power Astronomical and Terrestrial Telescope will give you a front seat. Use for watching the stars, planets etc., OR use for POWERFUL long distance spotting, over land. This is the ideal telescope for the astronomer on a budget. Fine optical quality at a popular price.

Has TWO Eyepieces PLUS erecting eyepiece

. . . to provide either 55, 83, 117 or 175 POWER. Erecting eyepiece is 1.5. Has sun filter, and diagonal prism. Rack and pinion focussing. The Finder Scope is 5x24. Front lens is a BIG 60mm. Has 700mm focal length.

Entire unit complete with sturdy hardwood tripod (57" high) which can be set at any height you wish and accessories tray. All beautifully gift packaged.

**\$54.95**



(NO federal tax)  
Add \$1.75 postage  
and handling.






# 4x32 Golden Hawk - \$16.97

**UNITED  
UNITED  
DEALER**

9043 S. Western, Chicago 60620  
Volume 5 — Number 3

As  
I  
See  
It...



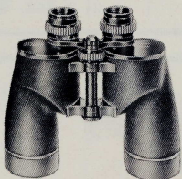
By  
L. J. Thomas  
Life Member  
NRA

## For The First Time . . . 7x50 Binocular in WIDE ANGLE

In the past few years Wide Angle binoculars have become increasingly popular. At first there were only 7x35 models with a Wide Field of 500 then 525, next 550 and then to 578 and of late with a field of 657 ft., (See our 7x35 Wide Angles in enclosed Sale offering).

**Why are Wide Angle models so popular?** Because they offer a wider field of vision which means you see more from left to right—much like a wide screen at the movies.

However, with 7x35 models having been so very popular, we added a **Wide Angle in size 7x50**. This Magnesium model gives you a field of 578 ft., at 1000 yards whereas a standard 7x50 usually has a field of about 375 ft.



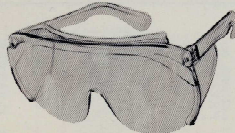
Featherweight **MAGNESIUM** for greater durability, less weight. Chromed "Diamond cut" focussing wheels and trim. **CENTER FOCUS**. 7 ins. high. Coated. Latest one piece, streamlined body frame. Handsome plush lined leather case, straps. Suggested retail price about \$55.00.

We honestly feel our new 7x50 Wide Angle is a lot of binocular for the price asked. **YOUR WHOLE-SALE COST \$29.99** plus \$1.00 each postage, handling.

## FREE Outdoorsman Glasses

Ideal for hunting, trap, skeet shooting, fishing, and vacations. Wear directly over eyes **OR** over prescription eyeglasses. The 0.80 inch lense are shatterproof. Produced from Dow Chemical's CR-39 plastic. Eliminate target range blowback. Brow rest holds glasses away from prescription glasses. Universal bridge. Adjustable. No pressure on ears. Panoramic. Distortion free. This is new **Deluxe** model which "wrap-around" both sides. Come in Green, Amber and Clear. **List Price \$3.00**. See page 22 enclosed Retail Binocular Catalog.

## Limited FREE Gift Offer

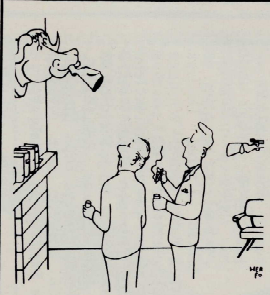


To encourage United Dealers to send in their orders as **early as possible** thereby **eliminating the pressure of the last minute vacation season rush**, on all orders totalling \$34.00 or more which are received by July 25, 1964 United will give **FREE** a pair of **DELUXE** Outdoorsman Glasses. Your order must be postmarked no later than July 25, 1964. This offer **POSITIVELY EXPIRES ON THAT DATE!** Please be sure to state whether Green, Amber or Clear color is wanted.

## FREE OFFER

**Expires**

**July 25, 1964**



"Yes, as a matter of fact,  
the range was rather close."  
— Shooting Times

## MB Sale Ends July 25th

By *Law Thomas Jr.*  
Life Member N.R.A.



Successful United Dealers know a Sale is an excellent stimulant to business. A Sale will give you greater profits. A Sale substantially increases store traffic with same results — *more dollar profits for you.*

United's Pre Summer Sale ending July 25, 1964 is designed to help you increase your business and put more dollars in your pocket.

## WHY A SALE?

A Sale is meant to draw more customers to your place of business, to increase store traffic and to effect faster turnover of stock. Dealers have different reasons for running a Sale, some will run a Sale during the "slow periods" and others during the "big interest" season to zoom business. Whatever the reason a **Sale should make you more money.**

The majority of dealers run Sales twice a year, others four times each year. Quite a number will run six Sales annually . . . some one sale a month.

## WE'RE A STRONG BELIEVER IN FREQUENT SALES

Here at United we have always been a firm exponent of Sales. **Make your capital work for you.** Keep your stock turning over rapidly. Merchandise may look real pretty on your shelves but that doesn't put profits in your pocket. Tell the world you have good United optics to offer and at a popular price. Your customers, like all of us, appreciate a bargain and will spend when merchandise is Sale priced.

## VARIABLE RIFLESCOPES ON SALE

**3-7X GOLDEN EAGLE — \$26.92**  
**2 1/2-10X GOLDEN RIFLEMAN — \$36.88**

Turn to pages 2 and 3 where you will find two of our more popular variable riflescopes on Sale along with the fast selling 4x32 Golden Hawk at \$16.97. Please note United Scope Mounts at \$6.99. United Dealers have found most all customers will need a scope mount along with the rifle scope they purchase. Tie the scope and scope mount together . . . and make the **EXTRA** profit.

## Binoculars Meet Expectations

### Pleased With Spotting Scope

Another happy United Dealer is Mr. Glen J. Wright of Ogden, Utah who sent us the following nice letter.

"Received the 7x35 Wide Angle binoculars, the 20X Spotting Scope and the Telescope. All measure up to high expectations . . . I'm enclosing \$40.00 for the enclosed order for Riflescopes . . ."

Thank you Glen and we wish you **GOOD LUCK!**



Gunsmith Glen J. Wright



# SALE

Ends July 25

4x32

Golden Hawk

**\$16<sup>97</sup>**

**MAKE  
\$7.51  
MORE**

SUMMER SALE  
PRICE \$16.97 —

Good ONLY until  
July 25. Regular

wholesale price is  
\$24.48. United Dealers  
will make more! Windage  
and elevation with **positive**

click stops. Cross hair reticle.

**COATED. Nitrogen filled.** Weighs

only 10 oz. 11½ in. long. Field of 30

ft.! 1 inch tube. Sturdy. **RELIABLE.**

Plush lined leather scope caps. Suggest-

ed list \$44.50. Add \$1 each postage,

handling. See Scope Mounts below.

3X - 7X

Golden Eagle

**MAKE  
\$5.07  
MORE**

**\$26<sup>92</sup>**

SUMMER SALE  
PRICE \$26.92.

Wholesales regu-  
larly at \$31.99. Vari-  
able 3, 4, 5, 6 or 7.



## 3x-12x Golden Plainsman

Our *very finest* all-purpose variable riflescope. This scope of high-  
est United quality performs well for hunting and is a pre-  
cision target and varmint scope. Now you can have  
the advantage of low, intermediate and  
high power in *One Compact*  
scope. The Golden Plainsman of-  
fers *every* shooter the chance to  
own a really versatile and rugged  
telescopic sight.



**GIANT 40 MM**

Objective lens for MORE

light, SHARPER images! For every

type of shooting. **NITROGEN FILLED!** The

power range is greater 3, 4, 5, 6, 7, 8, 9, 10, 11,

and 12 Power! The definition is excellent. The satisfaction

the greatest. To see it is to want it. Finger-tip power control.

Weather resistant. Cross hair reticle. **Positive** click stop. Internal Wind-

age, Elevation adjustments. 1" tube fits all standard mounts! **Hard coated thru-out.**

## HAND ENGRAVED

No Two Exactly Alike . . .

4x32

Silver Hawk

**EXCLUSIVE  
with United**



Each Silver Hawk combines su-  
perb optics and **HOURS of PRECISION**  
**HAND TOOLING. ENRICHES** the finest rifles.  
**MASTER CRAFTSMANSHIP.** Cross hair reticle. Stream-  
lined body. Nitrogen filled. 4x32. Weighs 10¾ oz., 11½  
inches long. 30 ft. field. 1 inch tube fits  
**UNITED** (see below) and other standard mounts.  
Customized craftsmanship at a popular price.  
**HARD COATED.** Windage, elevation adjust-  
ments with **POSITIVE** click stops. Includes  
plush lined scope caps. Hand Engraved split  
rings **NOT** included (see below). Suggested  
list \$59.50. Add \$1 each postage, handling.

WHOLESALE

**\$39.95**

## HAND ENGRAVED RINGS



**UNITED'S HAND ENGRAVED** Split Rings.  
Will "dress up" your scope and rifle. **Hand**  
**Engraved on ALL** sides with beautiful scroll  
design. No two sets are exactly alike. Enjoy  
luxury at a popular price. These hand tooled  
rings fit United, Weaver and similar 2 piece  
bases. Suggested list per set \$14.95. Add  
50c per set postage and handling.

**Wholesale \$9.99** Per  
Set

## 2½X-8X GOLDEN MINUTE MAN



United Brand Name quality. One inch tube. Full Variable power

Weighs 14¾ ozs.; Length 13½". Field at  
100 yds. 3X—22'; 4X—22'; 5X—22'; 6X—  
18'; 7X—16'; 8X—14'; 9X—13'; 10X—  
12'; 11X—11½'; 12X—11'. Price includes  
fine leather Scope Lens Caps. **Suggested**  
**Retail \$110.00.** *United Scope Mount*  
\$6.99. See below.

WHOLESALE

**\$49<sup>99</sup>**

Add \$1.25 each  
postage, handling,  
insurance

## SHARPER, BRIGHTER IMAGES



**Light Efficiency  
Up to 256! . . .**

2½X40 Golden Grizzly . \$24.99 L A R G E 40mm (1½")  
4X40 Golden Grizzly . 24.99 across) front lense are  
6x40 Golden Grizzly . 29.99 used for **greater** bright-  
ness, **sharper** images.

Weighs 11¾ oz. 13¼ inches long. Field: 2½X-40 ft., 4X-30 ft.,  
6X-20 ft., Cross Hair Reticle. Windage & Elevation with **positive**  
click stops. 1" tube fits United (see left below). and all stand-  
ard mounts. **Hard Coated.** Nitrogen filled! With leather scope  
caps. **Suggested List** 2½x40 and 4x40 \$47.50, 6x40 \$55.00. Add  
\$1 each postage, handling.

## 4X to 9X GOLDEN FALCON

*Variable*



instant finger up control. 1 in. tube. Cross hair reticle. Windage, elevation with positive click stops. NITROGEN FILLED. 31mm lens. Coated. Weighs 13 oz. 12½ in. long. Field: 26-18 ft. Leather scope caps. Suggested list \$79.50. **SALE Wholesale \$26.92** plus \$1.25 each postage, handling. Sale ENDS July 25. See Scope Mounts below.

**2½X - 10X Golden Rifleman**

**\$36<sup>88</sup>**

**MAKE \$8.11 MORE**

**SUMMER SALE PRICE \$36.88.**

Wholesales regularly at \$44.99. Variable 2½, 3, 4, 5, 6, 7, 8, 9 & 10 power.

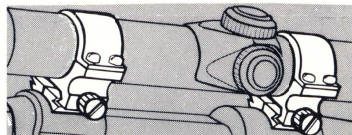
Created by **UNITED** for the rifleman demanding **FINEST QUALITY**. Fingertip power control.



**NITROGEN FILLED.** Windage, elevation with positive click stops. Cross hair reticle. 1 in. tube. 13½ oz. 12¼ in. Field: 26-12 feet. Coated. 31mm lens. Leather lens caps. Suggested list \$99.50. Add \$1.25 each postage, handling. See Scope Mounts below.

## SCOPE MOUNT

Wholesale  
**\$6.99**



UNITED'S two-piece Split Ring MOUNT! Fits all UNITED and other 1" tube scopes. Your scope locked in a United Mount forms one solid unit — will not come loose by recoil or rough handling. Rugged, sturdy and light weight. Suggested list — **\$9.99**. COMPLETE MOUNT (Split rings & bases) **WHOLESALE \$6.99** plus 50c postage, handling. State Make of Rifle and model number!

elevation adjustments with click stops. Cross Hair Reticle. Simple built in parallax adjustment. NITROGEN FILLED. Coated. Weather Resistant. 32 MM front and 31 MM rear lens. 12½ inches long. Weighs 12½ ozs., Plush lined leather scope caps included. **Suggested list \$94.50.**

**FIELD AT 100 YARDS — 2½X - 26', 3X - 26', 4X - 26', 5X - 23', 6X - 20', 7X - 18', 8X - 15'.**

United Scope Mount \$6.99. Order from description below.

**WHOLESALE \$39.99**  
Plus \$1.25 each postage, handling & insurance

## 2½X, 4X, 7X, 9X, 12X UNISCOPES



### NITROGEN FILLED

Lightning-fast sighting with hair splitting accuracy. Double adjustment (internal windage and elevation with click stops). 1" tubes . . . fit all standard mounts. Give Bright, Crisp, Sharp images! Built-in parallax adjustment. Cross hair reticle. Handsomely blued. Durable. Weather Resistant. 100% Hard Coated! 30 mm. eyepiece lens.

Model	Length	Exit Pupil	Weight	Field 100 yds.
2½x20	10¼"	8mm	7.8 oz.	47'
4x31	12¼"	7½mm	9.5 oz.	26'
7x31.5	12¼"	4.6mm	9.5 oz.	18'
9x40	13¼"	4.6mm	12 oz.	13'
12x40	13¼"	3.3mm	12 oz.	11'

2½X, List	\$31.95,	Wholesale	\$17.95
4X, List	\$35.95,	Wholesale	\$20.95
7X, List	\$49.50,	Wholesale	\$24.75
9X, List	\$54.50,	Wholesale	\$27.25
12X, List	\$64.50,	Wholesale	\$34.95

**COST YOU WHOLESALE \$17<sup>95</sup>**  
Up Add \$1.00 postage, handling and insurance.

United Scope Mount \$6.99. Order from description to left.

## 4X GOLDEN CONDOR

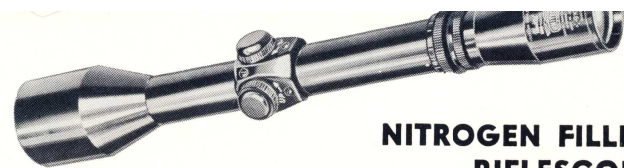
### 9 Lense Optical System!

Hard Coated. Brilliant, sharp viewing. Nitrogen Filled. Cross hair reticle. Weighs only 8¾ oz. Simple, built - in parallax adjustment. Water - Dust - Shock proofed. Has elevation & windage adjustments. Eye piece lens 30 mm! Its 1 inch tube fits all standard mounts 4 x 20.



**Wholesale \$15.95**  
plus \$1 each postage, handling & insurance

10¾ inches long. Field at 100 yards 27 feet. **Suggested List \$24.95.** United Scope Mounts shown left fit all United Scopes or any scope with 1" tube. Complete with leather scope caps.



## NITROGEN FILLED RIFLESCOPE

ONE OF UNITED'S FINEST. Instantly turn to the desired power. 4X, 5X, 6X, 7X, 8X, and 9X. LARGER 40 mm objective lens gives Greater Visibility. More light. 30 mm eyepiece lens. Internal Windage and Elevation adjustments, Built-in parallax adjustment. Cross hair reticle. Weather resistant. 1" tube fits all standard mounts. Hard Coated thru-out with Fine Leather Scope Caps.

### GOLDEN FALCON SPECIFICATIONS:

Field at 100 yards: 4X—22'; 5X—22'; 6X—18'; 7X—16'; 8X—14'; 9X—13'. 13¼" long. Weighs 15 ozs.

Suggested list \$89.50.

United Scope Mount \$6.99. Order from description to left.

### WHOLESALE

**\$37<sup>99</sup>**

Add \$1.25 postage, handling and insurance.

## 15X to 60X Variable RANGE SCOPE

This Prismatic Scope with giant sized (60 mm) front lens assures MORE light, greater width view, increased brilliance and clarity. Built-in Sun Shade. FULLY COATED INSIDE AND OUT! Comes with 5 individual eyepieces (15, 20, 30, 40, and 60 Power) with plastic holder. Change power at will — in seconds. Built-in focusing ring usable for all powers! Comes complete with all 5 eyepieces, adjustable tripod, and leather case.



Field at 1,000 yards: 15X—122'; 20X—122'; 30X—61'; 40X—49'; 60X—32'. 15" long. Scope weight 28.8 ozs., tripod 14.8 ozs.

Suggested list \$79.50

### WHOLESALE

**\$49<sup>99</sup>**

Add \$1.85 postage, handling and insurance.

### USE 30 DAYS AT OUR RISK!

Test, try, compare and use for one month at our risk. If not completely satisfied, return for a full refund. This is same No Risk Guarantee UNITED has offered since 1936. All UNITED optical instruments made in Japan under patented UNITED "Seal of Quality" trade mark.



**UNITED BINOCULAR COMPANY**

UNITED BLDG. 9043 S. Western, Dept. WH69 Chicago, Ill. 60620



## Bagged 157 'Chucks With 9X Uniscope

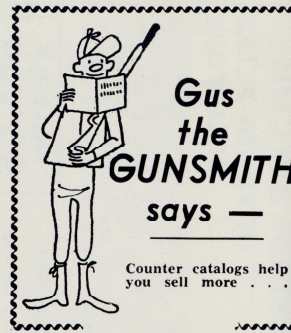


Gunsmith L. E. Hayth, Custom Gun Shop, Jackson, Ohio writes — "I used a 9X Uniscope . . . and installed a .0007 reticle wire . . . on my 25.06 which I custom built on a '17 Enfield action and bagged 157 'chucks this past summer, some as far as 650 yards. The optics in this scope are excellent."

## Sold 7 of 10 Scopes



Gunsmith Morris Dean Wooley, Ft. Worth, Texas sent us this letter and the above photo. We see the **United RETAIL COUNTER CATALOGS** are displayed on his counter — "The gun I am holding is a .03-A3 Springfield mounted with a 4x32 Golden Hawk. I am going to scope mount a 336 Marlin with your Hand Engraved Mounts, for show. I just ordered 10 United scopes and have sold 7 . . ."



Gus  
the  
**GUNSMITH**  
says —

Counter catalogs help  
you sell more . . .

## YOUR "SILENT SALESMAN"

Many years ago we learned the value of our **Retail Counter Catalog** for it sells many binoculars here at United, over our retail sales counter. A "Silent Salesman" packed with **selling punch**.

By placing the enclosed **Retail Counter Catalog** on your display case you are taking advantage of the many thousands of dollars we have invested in our color catalog.

This catalog makes good profits for us and has done so for 28 years. Certainly it should make money for **YOU** . . . and it costs nothing but the effort to lay on your counter.

Let your customers browse thru the catalog. Encourage them to do so. If they have questions or are not clear on some points, refer to pages 3 and 4 for in these pages we have attempted to cover the majority of questions asked by the average customer. If you have a difficult question drop me a line, I'll be happy to help you.



## A NATION'S CREDO By Otto Whittaker



*It is fitting that all Americans frequently recall some of our nation's inspiring moments and vow not to relinquish the freedoms which are our heritage. THAT is the purpose in printing this article.*

—Lou Thomas

**Who Am I?** The Declaration of Independence is my birth certificate. The bloodlines of the world run in my veins because I offered freedom to the oppressed. I am many things, and many people. I AM THE NATION. I am 185,000,000 living souls—and the ghost of millions who have lived and died for me. I am Nathan Hale and Paul Revere. I stood at Lexington and fired the shot heard around the world. I am Washington, Jefferson and Patrick Henry. I am John Paul Jones and Green Mountain Boys, and Davy Crockett. I am Lee and Grant and Abe Lincoln.

I REMEMBER THE ALAMO, the Maine and Pearl Harbor. When freedom called, I answered and stayed until it was over, over there. I left my heroic dead in Flanders Field, on the rock of Corregidor and on the bleak slopes of Korea. I am the Brooklyn Bridge, the wheat lands of Kansas, and the granite hills of Vermont . . . I am big, I sprawl from the Atlantic

to the Pacific. I am more than 4,000,000 farms. I am forest, field, mountain and desert. I am quiet villages and cities that never sleep.

YOU CAN LOOK AT ME and see Ben Franklin walking down the streets of Philadelphia with his breadloaf under his arm. I am Babe Ruth and the World Series. I am schools and colleges and churches, where my people worship God as they think best. I am a ballot dropped in a box, the roar of a crowd in a stadium, and the voice of a choir in a cathedral. I am an editorial in a newspaper and a letter to a congressman. I am Eli Whitney and Stephen Foster. I am Tom Edison, Horace Greeley, Will Rogers and the Wright Brothers. I am Longfellow, Harriet Beecher Stowe, Walt Whitman, Thomas Paine and Daniel Webster.

YES, I AM THE NATION. I was conceived in freedom and God willing, in freedom I will spend the rest of my days. May I possess always the integrity, the courage and the strength to keep myself unshackled, to remain a citadel of freedom and a beacon of hope to the world.

This is my wish, my goal, my prayer.

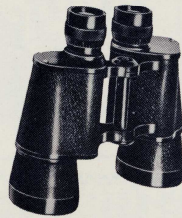
### PRAYER OF LIFE

Forbid me to whimper, whine or sigh,  
Don't let me worry overmuch  
About the fussy thing called I.  
Give me a sense of humor, Lord,  
Give me the grace to see a joke,  
To get some happiness in life,  
And pass it on to other folk.

## Shopworn

20x50  
**\$20.89**

We have 30 pair of 20x50 binoculars which we call "shopworn" because the cases show rub marks from having been in our display cases or on our shelves. The binoculars themselves are **BRAND NEW!** Because the cases are rub marked we must call these "shopworn".



These fine 20x50 binoculars are shown on page 15 of the enclosed catalog.

Tremendous power. Brings all objects 20 times closer. Wide 50MM front lens (2" across) assures greater illumination and sharp crisp images at all distances. Weigh 27 oz. 7" high. Streamlined designing make these high-powered glasses easy to hold and use. **Hard Coated.**

Remember the binocular itself is **BRAND NEW.**

**SPECIAL WHOLESALE PRICE \$20.89 plus \$1 each postage and handling.**

## Tie In The Catalog With Our Annual Summer Sale

Our Annual Summer Sale ends July 25th. Point out to your customers the various binoculars on Sale. Quote your **retail Sale price**. The **combination** of lower retail prices and **lower wholesale costs** should serve a dual purpose and sell more binoculars putting more profits in your pocket.

Makes sense doesn't it!

## Campfire

*Did you ever watch the campfire  
When the wood has fallen low?  
And the ashes start to whiten  
'Round the embers' crimson glow?  
With the night sounds all around  
you*

*Making silence doubly sweet,  
And a full moon high above you  
That the spell may be complete?  
Tell me, were you ever nearer  
To the land of heart's desire  
Than when you sat there thinking  
With your feet before the fire?*



# United Binocular Company

UNITED BLDG., - 9043 S. WESTERN AVE. phone - HILLTOP 5-6166  
CHICAGO 20, ILLINOIS

RIFLESCOPES  
BINOCULARS  
SPOTTING  
SCOPES

Cable Address: UNIPRODUCT

MB

From The Office  
L. J. THOMAS  
Executive Director

## Summer Sale Ends July 25, 1964

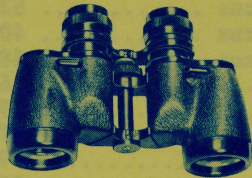
Dear United Dealer:

Binocular prices may soon be increased due to rising material and labor costs. Nevertheless, we have decided to proceed as planned with our SUMMER SALE.

The following models are on SALE for a period of only 6 WEEKS. After July 25th regular Wholesale Prices shown on the reverse side of this letter will again be in effect!

Page		Retail In Enclosed Catalog	Regular Wholesale. See opposite side	WHOLESALE SALE PRICE	Add For Postage Handling
7	7x35 Continental	\$69.50	\$39.99	<b>\$29.72</b>	\$ .90
10	7x35 Aristocrat	34.95	20.98	<b>16.99</b>	.85
25	7x50 German	99.50	69.55	<b>62.90</b>	1.25
15	12x50 Center focus	39.95	27.96	<b>22.91</b>	1.00
29	15x65 Center focus	69.50	48.65	<b>29.95</b>	1.25
20	20X Spotting Scope	24.95	17.47	<b>15.99</b>	.75
30	30X Telescope	9.95	6.97	<b>5.96</b>	.50

### Wide Angle - 578 Ft. Field.



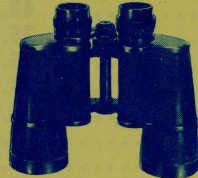
**7 X 35** During this Summer Sale your Special Wholesale price is \$24.89. Quantities are LIMITED and Sale positively ENDS July 25.

Center Focus. 4 3/4" high. Coated. Case, straps. IDENTICAL to model top page 14 your enclosed RETAIL COUNTER CATALOG except this model made of standard ALUMINUM ALLOY . . . Sturdy, reliable.

By offering this United Best Seller at this very low price you should realize volume sales, and we BOTH will PROFIT. Add 95c each postage, handling.

**\$24.89**

### Center Focus - All Purpose



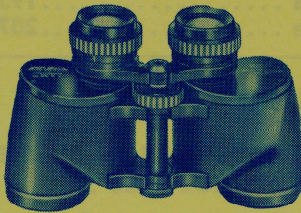
**7 X 50** Retail in enclosed Counter Catalog at \$54.50. See page 11. During this Summer Sale the Special Wholesale price to you is \$19.99 plus \$1 each postage, handling. Quantities are LIMITED and Sale positively ENDS July 25.

Popular priced quality merchandise creates VOLUME sales which should result in MORE profits for you.

For complete description please see page 11 of your enclosed Retail Counter Catalog. Add \$1.00 each postage, handling.

**\$19.99**

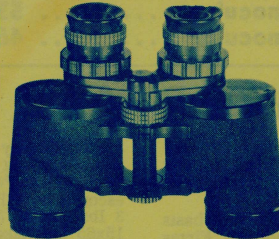
### Now! S-U-P-E-R WIDE Angle 657 Ft. Field . . . . .



**7 X 35** WIDEST of wide angles . . . 657 ft. field! So new is not in enclosed catalog. Wide angles are becoming more popular each year because they give you a LARGER viewing area . . . much like a wide screen at the movies . . . you see MORE. Feather-weight Magnesium - 29 3/4 ozs. Height 4 1/2 inches. Luxurious "diamond cut" chrome trim. Coated. CENTER FOCUS. With case, straps. Suggested retail \$59.00 upwards. INTRODUC-TORY PRICE good only until July 25th. Add \$1.00 each postage, handling.

**\$35.99**

### 7 - 12 X ZOOM



ZOOM from 7 to 12, or any in between power without moving binocular from your eyes. CENTER FOCUS. BIG 40 mm lens for BRIGHTER images. See description bottom page 16 enclosed RETAIL COUNTER CATALOG, and note illustration to left shows our latest design. Retail \$69.95 complete with case, straps. Add \$1.15 each postage, handling.

**\$35.99**

Because we believe there will be FURTHER PRICE INCREASES to us, this LIMITED SALE is in effect ONLY up to and including July 25th, 1964!

DISPLAY FOR 30 DAYS AT OUR RISK - if at the end of that time you do not feel United binoculars at SALE Prices are good profit-makers return for a refund in full.

Sincerely yours,

*Lou Thomas*

P.S. Regular wholesale price list for enclosed catalog is on opposite side.



# WHOLESALE Price List

FOR ENCLOSED BINOCULAR CATALOG

Page	Description	WHOLESALE	Page	Description	WHOLESALE
7	7x35 Continental	\$39.99	17	7x15 Individual Focus	15.50
8	7x35 Super Wide Angle	59.50	17	7x15 Center Focus	17.30
8	7x35 Center Focus	44.70	18	10x20 Individual Focus	17.46
8	7x50 Center Focus	53.70	18	10x20 Center Focus	20.96
8	8x40 Center Focus	49.50	20	20x40 Scope	17.47
8	10x50 Center Focus	59.70	20	Knife and Telescope	3.85
8	20x60 Center Focus	81.00	22	Sport Glass	2.00
9	6x30 Individual Focus	24.15	22	6x15 Individual Focus	12.57
9	6x30 Center Focus	27.60	24	6x30 Center Foc. German	38.50
9	3X Sports Glass	2.63	24	8x30 Center Foc. German (450 ft. Wide Angle)	41.65
10	7x35 Individual Focus	31.85	24	8x30 Center Foc. German	29.62
10	7x35 Center Focus	34.65	25	7x35 Center Foc. German	48.65
10	7x35 Individual Focus Aristocrat	17.95	25	7x50 Center Foc. German	69.55
10	7x35 Center Focus Aristocrat	20.98	26	20x60 Center Foc. German	111.90
11	7x50 Individual Focus	34.65	27	20x60 Unocular	25.30
11	7x50 Center Focus	38.15	27	8x25 Individual Focus	14.98
12	8x30 Individual Focus	27.65	27	8x25 Center Focus	17.76
12	8x30 Center Focus	31.50	28	7x25 Individual Focus	27.90
12	10x30 Individual Focus	31.50	28	7x25 Center Focus	31.40
13	8x40 Individual Focus	38.15	28	7x25 Monocular	13.98
13	8x40 Center Focus	41.65	29	15x65 Center Focus	48.65
14	7x35 Wide Angle	48.65	29	20x65 Center Focus	52.95
14	7x35 Magnesium	35.18	29	10x65 Center Focus	40.25
15	10x50 Center Focus	25.17	29	20x60 Center Focus	48.65
15	12x50 Center Focus	27.96	30	30X Telescope	6.97
15	16x50 Individual Focus	30.07	30	50X Telescope	19.90
15	16x50 Center Focus	31.47	30	7x35 Monocular	17.55
15	20x50 Center Focus	34.97	30	7x50 Monocular	19.96
15	20x50 Individual Focus	23.95	31	40x60 PRISM Telescope	27.65
(This is SPECIAL PRICED retail "Leader" item)			31	175X Astro. Telescope	38.45
16	8-16X Zoom Binocular	53.30	32	22x80 German	193.00
16	7-12X Zoom Binocular	46.63	32	35x60 German	207.00

## IMPORTANT - Read Please...

Please note the enclosed catalog used by us for our retail business. Use for your retail counter catalog. **Keep this wholesale price list confidential!**

We will ship on an Open Account basis to WELL RATED business houses. Firms not well rated please submit cash with order or we can ship C.O.D. If you are not rated send names of 2 BUSINESS HOUSES now extending you credit. All prices are net and F.O.B. Chicago.

Add postage and insurance to your re-

mittance. Any overage will be refunded to you. Shipping weights are (approximately) — 6, 7, 10X Pocket Binoculars and 30X Telescopes — 1 lb., 6x30, 8x30, Monoculars — 3 lbs., 7x35, 7x40 & 8x40 — 4 lbs., 10x65, 15x65 and 20x60 binoculars — 6 lbs., 15X-60X Spotting Scopes — 9 lbs., Astronomical Telescope — 12 lbs. All others — 5 lbs. ADD FOR INSURANCE, up to \$25 — 15c. to \$50 — 20c. to \$100 — 30c. to \$200 — 40c.

If you prefer Railway Express shipment — PLEASE REQUEST SAME.

## WE HAVE BEEN IN BUSINESS SINCE 1936 . . .

. . . For reference we give you any credit agency or bank in USA where you will find us substantially listed as L. J. Thomas d/b/a/ United Products Co.

  
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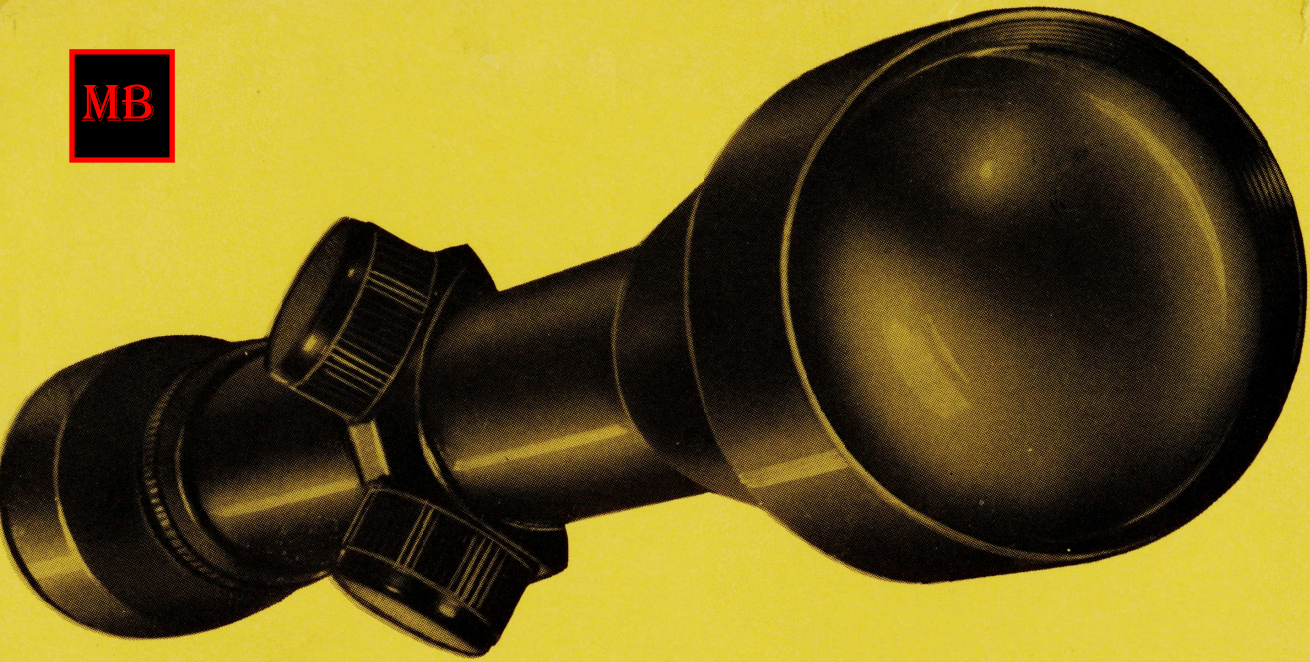
Chicago Ill., 60620

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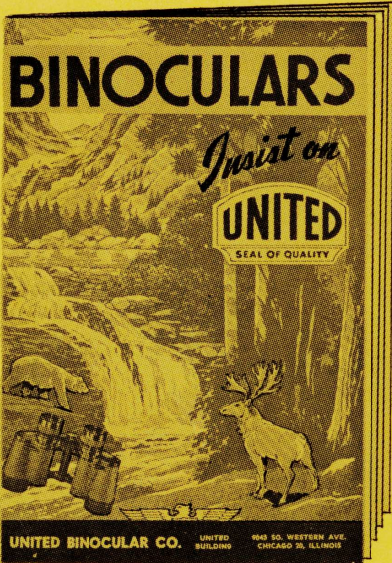
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4X32 - \$16.97  
 3-7X - \$26.92  
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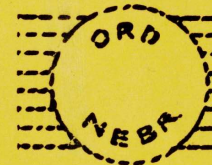
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