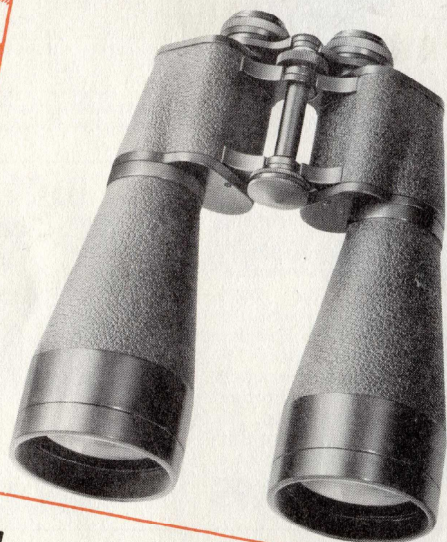


United German PRECISION BINOCULAR

BINOCULARS



MB

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 craftsmen, trained from childhood to create precision optics. Carries the United "Seal of Quality" trademark, your guarantee of **SUPERB** quality.

Featherweight Magnesium

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**.

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.

Weighs Only 37 Ozs.

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.

\$275.

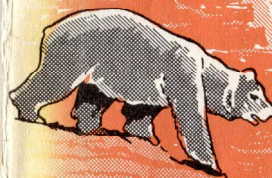


\$295.

UNITED BINOCULAR CO.

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

Insist on



UNITED BINOCULAR CO.

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

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 Riflescope 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

L. J. Thomas, Executive Director
UNITED BINOCULAR COMPANY

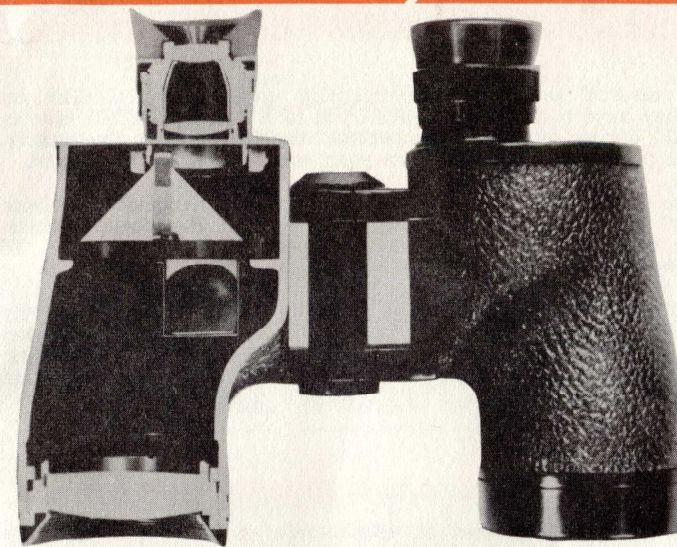
Unconditional Guarantee!

We offer to those ordering direct from United to *TRY* any binocular shown in this catalog for 30 days *AT OUR RISK AND EXPENSE*. If not completely satisfied in every way, return for an immediate, unquestioned refund of every penny you paid us!



MB

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.

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

WHAT 7 x 35 MEANS

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

Compliments United On Fair Business Methods



"... I would like to compliment you on your fair and sincere method of doing business. It has been many years since I had the pleasure of doing business with an organization such as yours who are obviously interested in your customers problems and are willing to make every effort to please them.

Please be assured that as the CAPTAIN of the VANDENBERG AFB PISTOL TEAM, a member of the N. R. A. and the Lompoc Sportsman Association, I shall make every effort to recommend your company to all my associates.

Again, my thanks . . . "

Mr. Jean N. Arnold,
Lompoc, California



BUY UNITED AND SAVE

ARE NOT BUYING JUST ANOTHER BINOCULAR

UNITED BINOCULARS COME FROM 3 CONTINENTS

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

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

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

CENTER FOCUS VERSUS INDIVIDUAL FOCUS

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

30 DAY MONEY BACK GUARANTEE

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

WHICH BINOCULAR SHOULD YOU BUY?

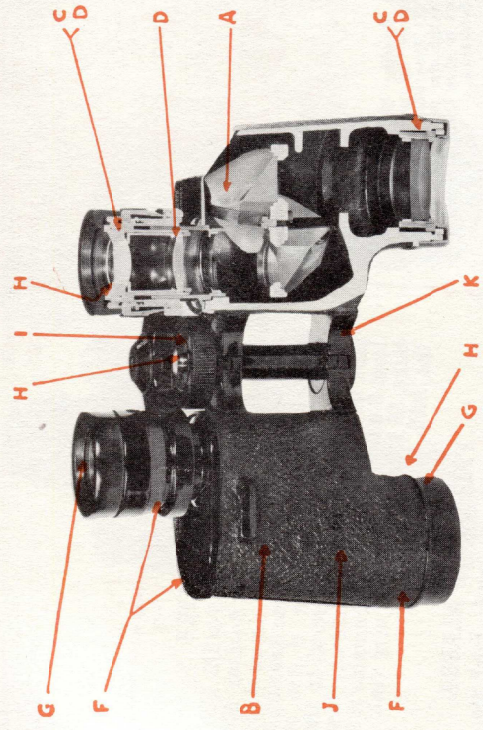
Your choice first should be a glass made by a quality manufacturer, sold by a reputable dealer. Decide for which purpose you will mainly use your pair. UNITED'S pricing policy makes it possible for you to enjoy several pair for your every need.

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

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

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

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



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 UNIFIED requirements. Assuring you of SEEING MORE—BETTER.
- E** UNITED cases are of good quality. Durable and scuff resistant. With safety snap fastener. With sturdy, shoulder length carrying strap. 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 personal preference. Both popular and are painless (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.

BOUGHT UNITED 20 YEARS AGO . . . BUYS AGAIN

"Enclosed find check for 6x30 binoculars. Amazed at quality of 7x35 received week ago. About 20 years ago I purchased 8x30 B&L from you which retailed then at \$204.00. During the past 3 to 4 years I have bought 3 different makes of binoculars but none ever were as good as one just received from you . . ."

Mr. Ted Thomas, Johnson City, Tenn.

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

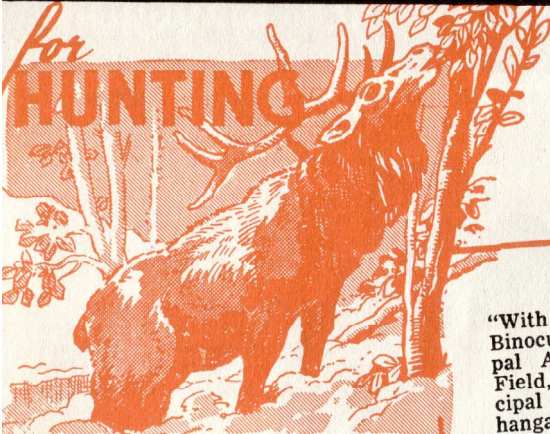


BUY UNITED AND BE SURE!

Buy UNITED for every purpose.

Buy UNITED and be Sure!

MB



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.

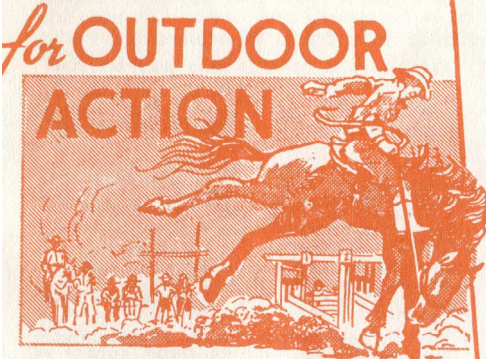
PENNSYLVANIA
"With my 7x50 CENTER FOCUS UNITED Binoculars I can see the Reading Municipal Airport, now called General Spaatz Field, even reading the name Reading Municipal Airport on the side of one of the hangars. From where I stood to the airport in a direct line, I would say it was at least 3 miles. 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.



For 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.

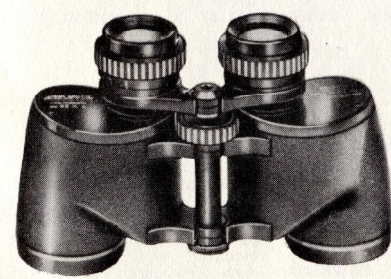


For NATURE STUDY

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 using UNITED binoculars!



7x50 S-U-P-E-R WIDE ANGLE . . .



7x35 S-U-P-E-R WIDE Angle

See More
7x50 578 Ft. Field
NOW . . . a 7x50 in Wide Angle. Gives you not a field of 376 but 578 ft. Aluminum alloy body for greater durability, less weight. Chromed "Diamond cut" focussing wheels and trim. CENTER FOCUS. 7 ins. high. Coated lense. Sturdy, handsome case, straps. **\$57.50**

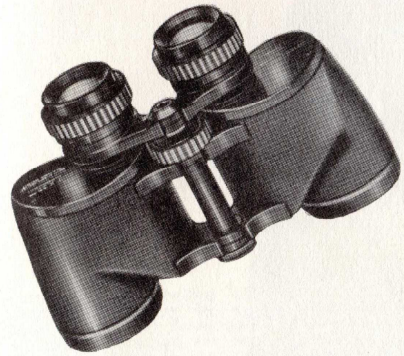
7x35 631 Ft. Field
Widest of wide angles (631 ft. field.) Wide Angles are becoming more popular each year because they offer you a larger viewing area . . . much like a wide screen at the movies . . . you see MORE from left to right. Featherweight aluminum alloy. Height is 4 1/2 inches. Luxurious chromed "diamond cut" focusing wheels and trim. Coated lense. CENTER FOCUS. **\$59.50**
With rich case, straps.



WHERE PRICE AND QUALITY ARE "UNITED"

UNITED'S LUXURY BINOCULARS

THE GOLDEN EAGLE BRAND



All W-I-D-E Angle

UNITED'S finest 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."

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

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

Durable, handsome cases give UNITED "Golden Eagle" binoculars ample protection. Plush lined cases have "Sure Lock" fasteners for safety in carrying.

Lightweight aluminum alloy for greater strength and durability yet, easy to hold without fatigue and with an ease of focus you have always wanted. Streamlined for an even surer grip and a neater, natter, appearance.

Center Focus for instant finger tip adjustment. Provides individual focusing right eye piece as well.

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.

Model	Field of View	Relative Brightness	Height in Inches	Retail Price
7x35	657 Ft.	25	4¾	\$99.50
7x35	578 Ft.	25	5	74.50
8x40	499 Ft.	25	5½	\$2.50
7x50	525 Ft.	50.4	6¾	\$9.50
10x50	369 Ft.	25	7	99.50
20x60	180 Ft.	9	9	135.00

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

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

7x50 **WIDE ANGLE** "Day and Night" Glass 50 mm front lens gives it tremendous light gathering power. **UNITED** sells more **7x50 Binoculars Than Any Other Model** **\$89.50**

8x40 When extra Power and **WIDE ANGLE** are wanted and you wish crisp brightness **\$82.50**

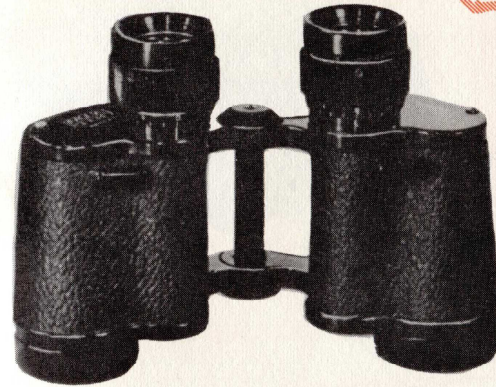
10x50 (Wide Angle). A Powerful, Wide, angle binocular which gives you **TEN POWER** and also gives you fine light transmission **\$99.50**

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



A LIFETIME OF PLEASURE

O-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 important lenses 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, case and straps.

has a field of view at 1000 yards of 390 feet. 15½ ounces. An excellent performer **\$34.50**

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



Critic Recommends United Binoculars

"If this critic has anything good to say about a product, that product has got to be good, and your binoculars are indeed that! The United 7x50 I tested recently is a gem. I also tested a pair of your 15x65 and find optics are very good. These are the best focussing glasses I have ever seen and represent the best value per dollar in a binocular. Even the moons of Jupiter are sharp and clear. I recommend this glass without any hedging whatsoever".

Mr. Angelo Croce,
Brockton, Mass.



BUY UNITED AND SAVE



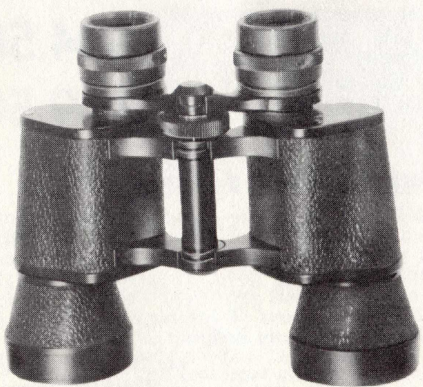
7 x 35 FEATHERWEIGHTS

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

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

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 sturdy 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



MB



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

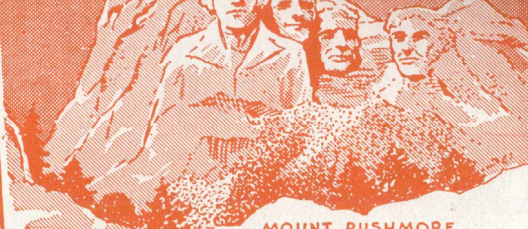
"During the past ten years I have ordered several 7x50 binoculars from you without any dissatisfaction on the part of anyone to whom I have given them."

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 lense (50MM-2" across!) gives tremendous light gathering power. Viewing is good even in the faint light of early morn or at dusk. Center Focus with individual focus right eye piece. Angular field is 7.1 degrees. Exit pupil 7 MM.

COATED LENSE

Skilled optical craftsmen have combined precision optics with durable, all-metal, lightweight frames. Made in Japan, Weighs only 35 ounces! 6¾"x7¼". Field at 1000 yards is 375 feet. With usual sturdy carrying case and straps **\$54.50**

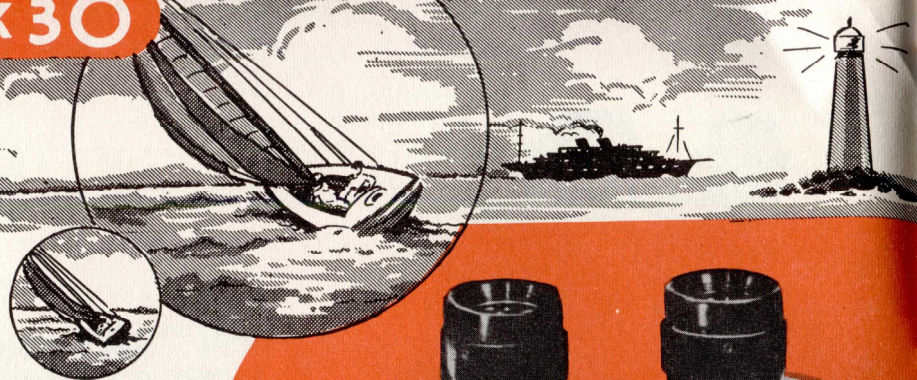
United Binoculars Meet Expectations



"Received the 7x35 Wide Angle binoculars, 20X Spotting Scope and Telescope. All measure up to high expectations . . . Enclosing \$40.00 for Riflescopes . . ."

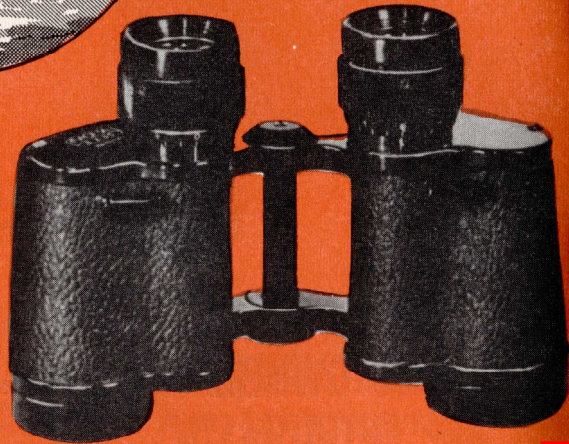
Mr. Glen J. Wright, Ogden, Utah

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 (4½ x 5¼") frame! Real, concentrated power! COATED LENSE to assure your getting brighter, more detailed images at all distances. Come with Fine Carrying Case and Straps as do ALL UNITED Binoculars.



8 X 30 LIGHTWEIGHT CHAMPION

MB

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 case straps _____ **\$39.50**

8X30 CENTER FOCUS

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

10X30 INDIVIDUAL FOCUS

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

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**

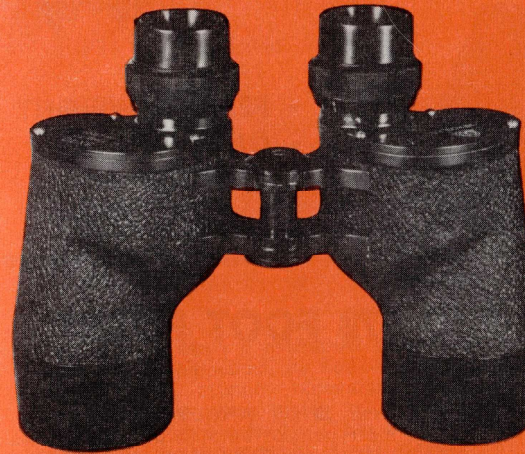
"Clearest glasses I have ever seen. What pleases me most is the complete absence of white haze." **W.M.C., California**

"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**

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! COATED LENSE 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 case and straps. Measures 5½"x6¾". Very Fine Field of View. Lightweight. Exit Pupil — 5mm. Water, Dust Resistant. Carry UNITED "Seal of Quality."

8x40

Center Focus with individual focussing right eye piece **\$59.50**

Pleased With United 15x65 & 22x80



"Received the 22x80 Binoculars (Retail \$275.00). They exceed my expectations. I use the 22x80 to "call size of horns" on a deer. Last season I located 11 Buck Deer and three were killed at 350, 480 and 1050 yards. This photo is from a western hunt where I used your 15x65. Mr. Glen A. Arnold, McClure, Pa."

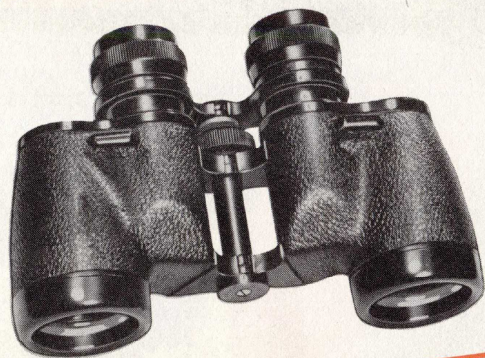


THIS SEAL PROTECTS YOU!

WHERE PRICE AND QUALITY ARE "UNITED"

this
7X35

WIDE ANGLE IS Lightest Weight



- FEATHERWEIGHT
- ONLY 24¾ OZ.!
- STURDIER
- 5 x 7¼ inches
- Lense Hard Coated

MB

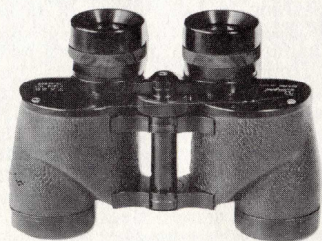
578 FOOT FIELD!

7 x 35
CENTER FOCUS

Each year **WIDE ANGLE** binoculars become more popular because **oversize prisms** permit you to see **MORE** from left to right—No need to move the binocular **ONLY MOVE YOUR EYES** . . . much like a **WIDE ANGLE** screen at the movies.

United's 7x35 Wide Angle gives you a **tremendous** field of view of 578 feet at 1000 yards (the field of view of the average binocular is about 375 feet).

Durable aluminum alloy is used to give strength and light weight. Streamlined one piece body. **CENTER FOCUS** with individual focusing right eye. 7 Power with 35mm (almost 1½" across) front lense. With rich case and straps. **\$69.50**



7x35
525 Foot Field

Popularity of Wide Angle's are on the increase because you see **MORE** from left to right like a Wide Angle Screen at the movies. Lightweight — 28¾ oz. **CENTER FOCUS**. 5½ inches high. Coated lense. Streamlined one piece frame. Fine Case, straps included.

Popular Priced . . . \$59.50

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



Your **GUARANTEE** of FINE OPTICAL QUALITY at Money Saving PRICES

29 oz. Featherweights



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

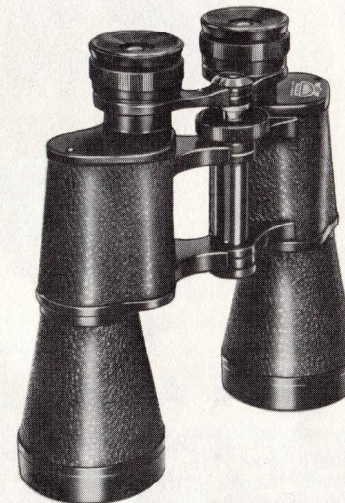
In years past, when a sportsman wanted a high powered binocular, he had to put up with a heavy, clumsy binocular. High powered glasses were made with heavy metal frames for durability. They weighed as much as 5 pounds each. Good glasses, but extremely difficult to hold steady for any appreciable length 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 262 feet at 1000 yards. 12 X 50 - 7" high — 262 foot field. 16 X 50 - 7" high — 190 foot field, 20 X 50 - 7" high — 131 foot field. Each weighs only 29 ounces.

FINE VALUES — ECONOMY PRICED

To assure you of securing bright, sharp, clear images in these high powered, zepher weight binoculars, lenses are coated with magnesium fluoride. In addition, they are of course Achromatic, with color corrected lenses and are made water, dust resistant. Made in Japan, these precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are unconditionally Guaranteed. These five binoculars come with handsome cases and straps.



New! Electric Z-O-O-M

New and exciting **ELECTRIC ZOOM** action! Zoom automatically from 12 power all the way to 40 power with just a touch of the button. Big 40mm front lense (about 1½" across). Coated precision

optics provide sharp, bright viewing for spotting targets, general viewing, scanning countryside, for vacations, trips, etc. Handsomely styled in charcoal gray metal construction with sparkling chrome trim. Complete with sturdy adjustable 17" tripod and precise micrometer focussing arm. Powered by 2 standard penlite batteries (not included).



12X to 40X

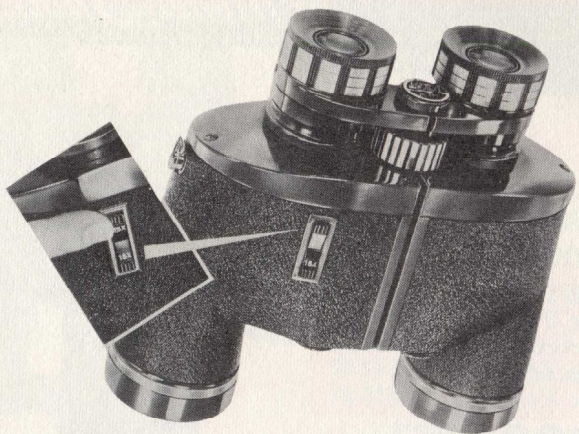
\$54.50



SELLING NATIONALLY SINCE 1936

YOU MUST BE SATISFIED

**ELECTRIC
POWER
ZOOM**



**NOW! — 7 to 15 Power
WIDE ANGLE Electric Power Z-O-O-M**

7x TO 15x ELECTRIC POWER ZOOM. Fabulously new! Like no other binocular ever made. Looks different because it is different. Now! An automatic push-button zoom binocular. Watching the quarterback or pitcher? Zoom in on his throw by touching a button! Spotting a deer or a distant view—Zoom in or out like a TV camera.

**UNCONDITIONALLY GUARANTEED
FOR 2 YEARS**

Each instrument passes 23 rugged inspection tests and is unconditionally guaranteed for 2 years.

Fantastic ease of operation. Complete with protective carrying case of genuine leather

trimmed with chrome. Zooms from 7 power to 15 power at the touch of a button. Object remains in sharp focus through the zooming range. WIDE ANGLE field of view of 367 ft. at 7x. Big 40mm objective lenses are UVC coated to deliver a brightness rating of 57. Adjustable eye cups for full field viewing WITH OR WITHOUT glasses. Deepset front lenses furnish protection to optical surfaces. Fully coated with magnesium fluoride for maximum clarity. Center focusing. Built in tripod adaptor. Powered by two penlight batteries (not included) Ht. 7". Wt. 39 oz.

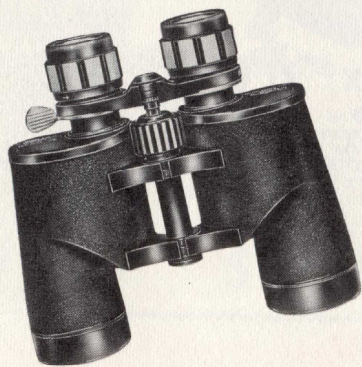
\$199.50

7X - 12X ZOOM

FAST — Lever Power Focus

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 40 mm front lens (1½" across!). Center focus. Achromatic. COATED LENSE. Luxurious "Diamond Cut" chrome trim. Sturdy plush lined case, straps included.

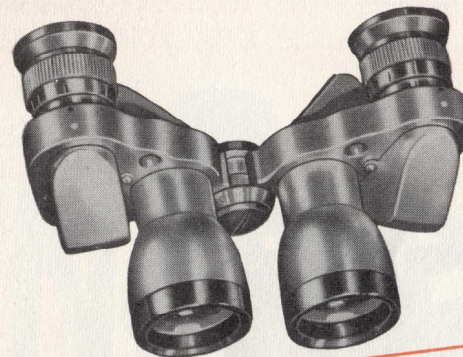
\$69.95



UNITED - BINOCULAR CENTER OF AMERICA

MB

7 POWER PRISM



**WEIGHS 5½ OUNCES
LENSE 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 Power Pocket is surprisingly good . . . amazing in fact."



A LIFETIME OF PLEASURE

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. Lense 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.

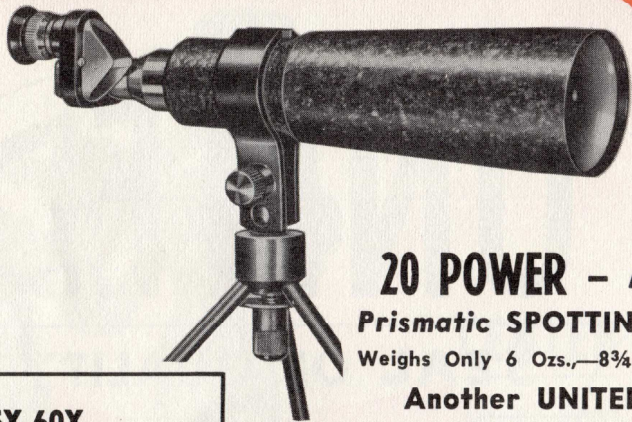
Assuming they have met every rigid UNITED requirement the UNITED "Seal of Quality" is etched into their frames, assuring buyers that if not satisfied in every possible way they can return them after a liberal 30 day Free Trial Period for an immediate unquestioned refund of every cent paid for their binocular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



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

QUALITY SELECTION FROM THREE CONTINENTS

UNITED'S *New* POWER SPOTTING SCOPE



20 POWER - 40 MM
Prismatic SPOTTING SCOPE
 Weighs 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 lens and prisms have been 100% COATED for brighter, clearer images.

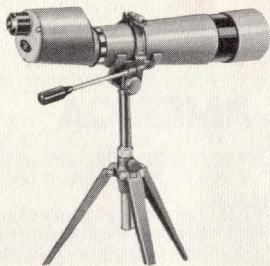
The Uni-Tripod is manufactured of sturdy, durable, "whisper weight" Duralumin giving you a minimum of bulk and weight. Tripod is engineered with swivel head so you can sight up, down, across or at any angle you choose. Made in Japan to rigid UNITED REQUIREMENTS by skilled optical craftsmen which explains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

Both Scope and Tripod **\$24.95**
 Only

Handsome Leather Carrying Case and Straps,
 Accommodates Scope and Tripod, included!



15X-60X
Spotting Scope



CHANGE POWER in seconds — comes with 5 individual eyepieces (15, 20, 30, 40 and 60 power). Uses **BIG 60mm (2½" across)** front lens to give you **MORE light, SHARPER images.** Sun shade. "Diamond cut" focusing ring. New focusing arm for hairline adjustments. **PRISMATIC. Hard Coated.** Grey crackle finish. Field at 1000 yards is 32-122 ft. 15" long. Scope weighs 28¾ oz., tripod 14½ oz. **COMPLETE** with 5 eye pieces, adjustable tripod with plush lined leather case with divider. **\$79.50**

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

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.**

30 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.

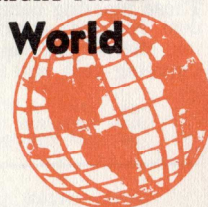


Old to Leading Institutions

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

Over 100 Models From All Over the World

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



MB

"American Rifleman"
 "True"
 "American Legion"

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!**



FIRST WITH THE BEST

Buy - Try UNITED AT OUR RISK



6 POWER PRISM BINOCULARS

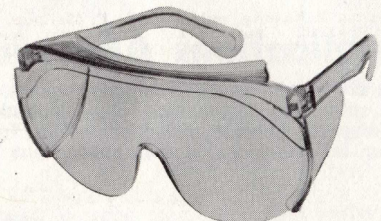
\$17.95

- 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 . . . Lense coated with magnesium fluoride assuring you brighter, sharper images. Crystal clear field of view at 370 feet at 1000 yards! Come with fine carrying case and straps.

MB



SPORT GLASSES

Shatterproof Plastic

United's new American made sporting glasses were designed for trap and skeet shooting, fishing, motoring, boating, hunting and skiing. Worn directly over the eyes OR over prescription eye glasses; the lens are shatterproof to eliminate target range blow-back etc.

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 15x65	\$4.00



CENTRALLY LOCATED FOR FASTER SERVICE



BUY UNITED AND BE SURE!



6 x 30
8 x 30

**WEIGH ONLY
15 OZS! !**

BOTH are CENTER FOCUS with Individual Focusing Right Eye

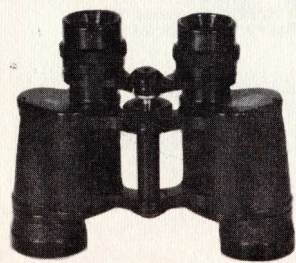
Germany has for generations been known as the Optical Center of the World. The entire world has long recognized and admitted the superb craftsmanship, fine optical qualities, matchless performance, dependability and ruggedness of German made binoculars.

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.



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**



QUALITY SELECTION FROM THREE CONTINENTS

7x35 - \$69.50

ONE OF THE LIGHTEST 7x35 ON THE MARKET

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

CENTER FOCUS—17 1/2 OUNCES LENS ARE GERMANIA GLASS

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



MB

7x50 Center Focus German - \$99.50

Aluminum Body-Weighs Only 36 Ounces.

Top quality thru-out. The optics are **Germania Glass**, world famous for better performance. Aluminum 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.

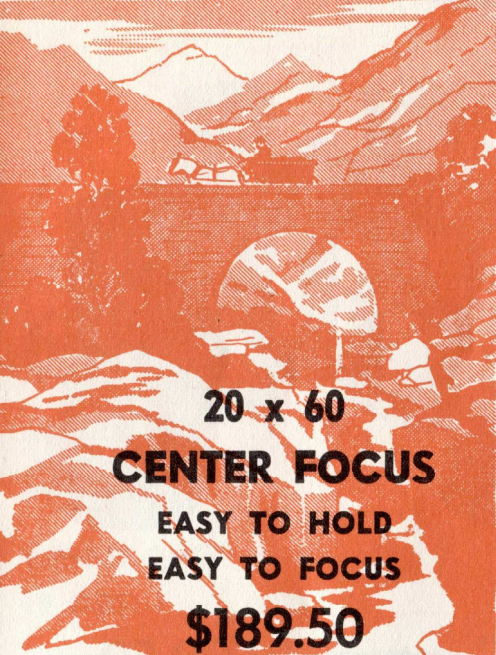


WHERE PRICE AND QUALITY ARE "UNITED"

United German HIGH POWERED

20 POWER UNOCULAR

60 MM OBJECTIVE LENS!



MB



20 x 60
CENTER FOCUS
 EASY TO HOLD
 EASY TO FOCUS
\$189.50

\$37.95

Sturdy Case and Straps Included

DEFIES COMPETITION!
INVITES COMPARISON!

Here is why you should first try the United Achromatic UNOCULAR. You get twice the power (20 Power)! You get an objective lens that's 20% greater in size (60MM)! Less weight (20 ounces)! Less bulk (only 8½" long)! The UNOCULAR (Half an expensive binocular) is a precision machined, scientifically ground PRISMATIC optical masterpiece. It NOW costs so little you really cannot afford to be without it. A delight to use and a delight to own. Available **without** case and straps at \$32.96. Same Model in 12X No case \$29.99.

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

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

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

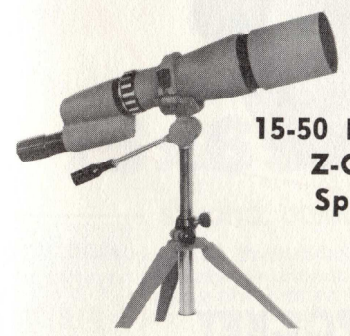
In addition to their center focus, they also have an individually focusing right eye piece. Come in usual handsome leather carrying case, complete with straps.

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

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

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

"We are all convinced of the quality, terrific clarity, tremendous power and field of view for such a jumbo glass of amazing light weight. I am very proud to own such a precision optical instrument and its handsome case."
D. K. T., PENNA.



15-50 Power Z-O-O-M Spotting Scope

With a twist of your fingers you can set power at 15, 20, 30, 40 or 50 . . . change to any power in seconds without removing your eye from the scope! Prismatic. Large 60mm front lens (2½" across) for brighter, sharper images. Coated. Sunshade. New adjusting arm for micrometer adjustments. Field of 35 to 79 ft. at 1000 yards. Scope weighs 41 oz., tripod 19 oz., 16¼ in. long. Rich grey crackle finish, sparkling chrome trim. Adjustable tripod locks in any position, at any angle.

\$71.50
 complete

Finest Have Ever Used



Our thanks to Mr. Don Plummer of Milaca, Minn. for the following letter —
"Enclosed find check and order for more 7x35 Super Wide Angle Binoculars. These are the finest I've ever used . . ."



APPROVED BY LEADING SPORTS PUBLICATIONS UNITED GUARANTEES YOUR SATISFACTION

Are Not Fully Satisfied Return for Prompt Refund in Full!



7 POWER WIDE ANGLE POCKET

525 FOOT FIELD!

Another UNITED FIRST

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

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. Lens hard coated!

\$39.95

7x25 — \$44.95

WIDE ANGLE but Center Focus with individual Focusing Right Eye Piece.



TRY ONE MONTH AT OUR RISK

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 LENSE ALMOST 3 INCHES ACROSS

Objective lens are giant size—65 mm. . . . Almost 3 inches across. COATED lens 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. Hand-some 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.

20x65 — \$79.50

10x65 - \$57.50

Same as above photo but with 51 oz. Aluminum alloy frame.

20x60 - \$69.50

Same as above photo but with 51 oz. Aluminum alloy frame.



A LIFETIME OF PLEASURE

Among the World's Finest



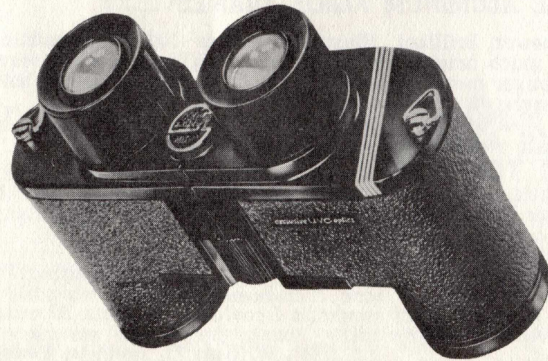
Unexcelled American made optical quality — reveals distant detail unseen through ordinary binoculars. Optical specifications checked at 5 times human vision for any variation. Zephyr-Light magnesium construction (excepting 7X.50 made of aluminum for prolonged water immersion). Hard rubber body covering so durable it cannot be removed except with a grinding wheel. Hand-lapped and diamond-turned moving parts

for unchanging smoothness and precision. Permanent correct alignment by exclusive prism mounting method. Balcote anti-reflection coating. Bausch & Lomb is the only manufacturer in the world who has continuously produced prism binoculars since their invention. Guaranteed without qualification against defects in material or workmanship.

Model	Magnif. Power	Linear Front Objective Diameter	Field (ft. at 1000 yds.)	Relative Brightness	Length closed	Length open	Weight	Price
6X.30 With case, straps.	6X	30mm	445	25	4 3/4"	5 1/8"	17 oz.	\$199.50
7X.35 With case, straps.	7X	35mm	382	25	5 5/8"	6"	19 oz.	\$199.50
7X.50 With case, straps.	7X	50mm	381	50.4	7 1/8"	7 7/16"	48 oz.	\$274.50
8X.30 With case, straps.	8X	30mm	445	14.4	4 9/16"	4 15/16"	18 oz.	\$224.50
9X.35 With case, straps.	9X	35mm	382	14.4	5 7/16"	5 13/16"	20 oz.	\$224.50

All come in Center Or Individual Focus, except 7x50 which is Individual Focus only. State choice when ordering.

25 Year Guarantee 7x35 631 FT. WIDE ANGLE



\$130.00

Written 25 year guarantee enclosed with each instrument.

Magnesium!

New ideas abound in every detail of this new model. One of the most superb optical instruments ever designed . . . a new standard by which to judge. New, modern, streamlined body balances perfectly in your fingertips, virtually eliminating fatigue. A new optical combination incorporates exclusive UVC ultra-violet coating with high-intensity BAK-4 prisms. An optical system so superior, that a single glance will convince you of the quality. So painstakingly constructed these glasses carry an exclusive 25 year guarantee. Adjustable eyecups rotate to provide perfect eye-relief WITH OR WITHOUT glasses. Center focusing wheel is protected within the MAGNESIUM LIGHTWEIGHT body. Newly designed leather case is enhanced by chrome trim. 12 degree prisms give you a WIDE ANGLE field of 631 feet. Brightness factor is 43.5. 5 1/2 inches high. Weigh but 30 oz.

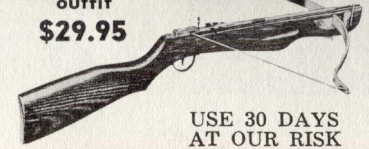
\$24.95

Measure only 2 1/2 x 4 3/4". Weighs 8 1/2 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. Coated lenses! Fine leather case and straps.



7x50-\$27.95

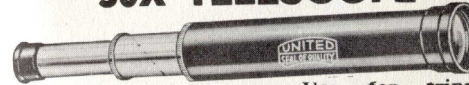
Complete outfit
\$29.95



USE 30 DAYS AT OUR RISK

Crossbow Shooting — the exciting modern sport. Kill game, do backyard target shooting, even cross-bow fishing. Powerful 80 lb. thrust shoots arrows "like bullets". Easy pull. Aims like a rifle, has adjustable Open and Peep Sights with windage and elevation adjustments. Powerful — Silent — Accurate. Handsome, polished hardwood stock. Steel trigger. Aluminum bow. Automatic safety lock. Simple instructions. Ready to use. Crossbow plus leather quiver, 1 hunting, 2 target arrows and fishing harpoon with free-line attachment. Add \$1.95 for shipping.

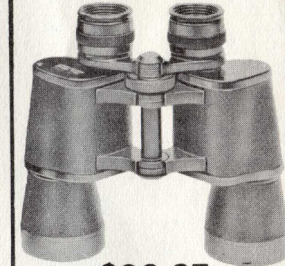
30X TELESCOPE



High Power
Low Price

Use for trips, sports, vacations etc., 30 power. Feather-weight 6 1/2 ozs., Only 7 1/2 inches closed, 14 inches open. Precision machined. Chromed draw tube. 30mm front lens. All Metal. Achromatic. Internal lens Surface Coated. Durable. Leather case. Add 75c each postage, **\$9.95** handling.

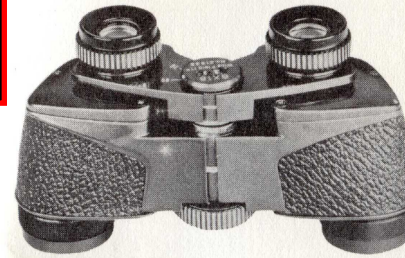
8x40



\$39.95

Distant images appear so clear you feel you can almost reach out and touch them. 8 Power with sharp 40-mm (over 1 1/2" across) front lens. For sports, vacations, etc. CENTER FOCUS. 341 ft. field. 24 1/2 oz. Coated lens. With case, straps. **GOOD QUALITY — LOW PRICE!**

MB

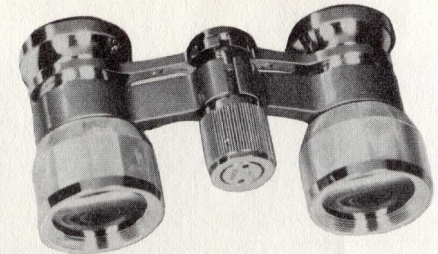


POWERFUL, COMPACT W-I-D-E A-N-G-L-E

6x18 WIDE ANGLE. A new achievement in binocular design. Panoramic WIDE ANGLE 578 ft. field, usually found in binoculars twice this size! Finest in lightweight viewing enjoyment. Unusual compactness with powerful 6x magnification. Only 2 3/4" high and weighs but 13 oz. Exclusive UVC optics add brightness. Center focusing. 18-mm. lenses. Luxurious, black zippered case included.

\$59.50

Theatre Glass



3X

CLASSIC ELEGANCE FOR THE THEATRE. Mother-of-pearl luxury set off by gold trim! 3X Theatre glass. Height is only 2 inches and weighs but 4 ozs., Coated optics. Standard Center Focus. In rich satin-lined red PERMANENT gift box. Zippered leather case.

\$24.50



CENTRALLY LOCATED FOR FASTER SERVICE

UNITED GUARANTEES YOUR SATISFACTION