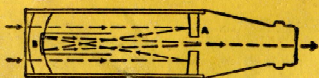
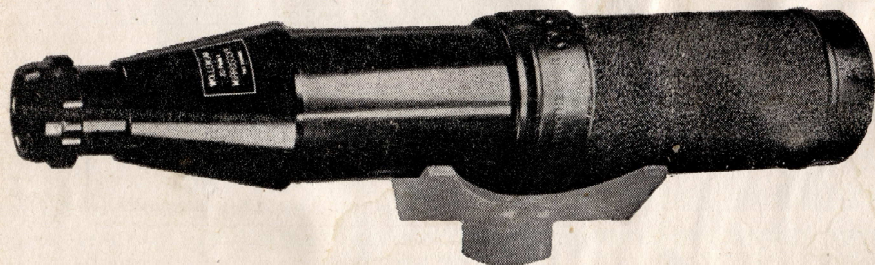


New 20 POWER MIRROSCOPE



Here's How it Works:

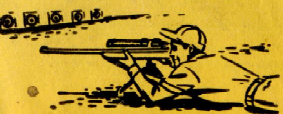
Light enters through objective lens, strikes Mirror A, is reflected to Mirror B and transmitted to eyepiece . . . without the loss of light common to prism systems.



for HOBBYISTS



for VIEWERS



for SHOOTERS

Shooters, Hobbyists, Outdoorsmen Get Brighter, Sharper, Clearer Views

Check the advantages of the compact 20 POWER
WOLLENSAK MIRROSCOPE

- ✓ Precision Surfaced Mirrors mounted in All Metal Tube
- ✓ Removable Eye caps for Eyeglass wearers
- ✓ Built in Sun Shade
- ✓ Relative brightness 5.3
- ✓ Field of view at 1000 yds.—87 ft.
- ✓ Field 1° 40'
- ✓ Length Closed—9 inches
- ✓ Length extended 14"
- ✓ Weight only 19 ounces!
- ✓ Wocossed

Simplified construction permits UNITED to price the American made Wollensak Mirroscope lower than any spotting scope of equal power and precision. During the many years we have handled Wollensak products we have found their standards, qualities and ethics have met every UNITED requirement. We are proud to offer UNITED customers the new Wollensak Mirroscope.

\$49.75 FEDERAL TAX FREE

Genuine leather case with shoulder strap \$ 6.60
 Al Freeland Scope Stand \$14.25
 (Folds to fit shooting kit. Sets up in 30 seconds)

MB

BINOCULARS



Insist on..



UNITED BINOCULAR CO. UNITED BLDG. 9043 So. WESTERN AVE. CHICAGO 20, ILL.

UNITED BINOCULAR CO. UNITED BLDG. 9043 So. WESTERN AVE. CHICAGO 20, ILL.

United Binocular Company

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

Dear Friend:

Thank you for your inquiry. It will be a privilege to help you choose the binocular or telescope you want.

I have a deep personal sense of obligation to UNITED customers. For thru the years (established 1936) thousands of our customers have returned (in person or by mail) to buy another pair of binoculars for themselves or to give as a gift to friends, relatives or customers. Still thousands of other orders have come to us through the recommendations of satisfied customers.

It is what makes me know that UNITED'S policy of fair dealing . . . of giving the most binocular value possible . . . on an absolute free trial basis is ABSOLUTELY RIGHT.

Many of our customers are buying a binocular for the first time . . . they have an idea of what they want, but are not absolutely certain as to what size or type binocular is best suited for them. Therefore, the only way I can assure their complete satisfaction is to allow them to buy on the UNITED'S UNCONDITIONAL GUARANTEE OFFER (see below). Read it carefully--see how it protects you. It is my way of guaranteeing your absolute satisfaction . . . in my opinion, it is, one of the big reasons why UNITED is known as "America's Outstanding Binocular Retailer".

Fill out the enclosed Rush Order Blank and mail it today in the enclosed self addressed, postage paid Airmail Envelope - - - our 30 Day Money Back Guarantee protects you . . . and if you are in a rush, we will Air Mail (Page 24) your selections to you.

Cordially yours,
UNITED BINOCULAR CO.

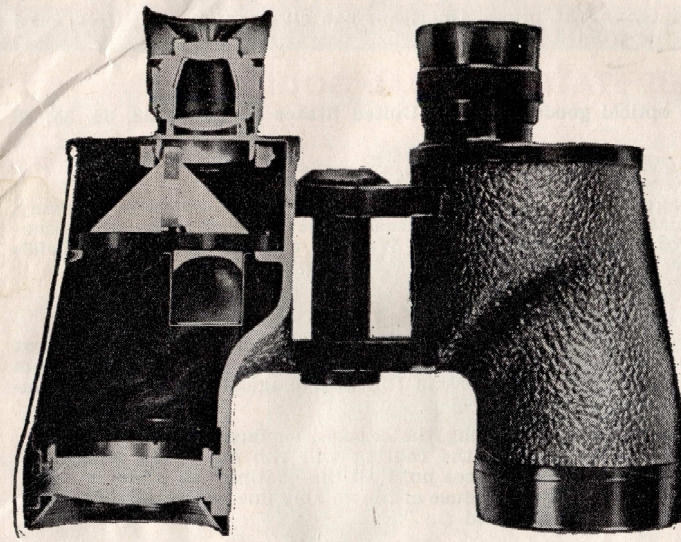
L. J. Thomas

L. J. Thomas, Executive Director

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!

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."



BUY UNITED AND SAVE

BINOCULARS FROM 3 CONTINENTS

To satisfy American wants, and at prices Americans can all afford to pay, UNITED'S "Best-By-Test" binoculars come from 3 continents!

UNITED STATES OPTICAL GOODS

In this catalog you will find optical goods from the United States on Pages 33, 34, 35, 36 and 40.

UNITED GERMAN BINOCULARS

Those binoculars listed on Pages 25 to 31 inclusive were made in Allied Occupied Germany, the Mother Inventor of Prismatic Binoculars and for decades the home of many revolutionary optical achievements. Today's UNITED "Whisper Weight" marvels among the world's **lightest** come from Germany.

GERMAN COATED OPTICS

The German Optical Industry (inventors of Prismatic binoculars) do not as a practice coat the **outside** of their front and rear Achromatics. Here is the reason and we quote from Page 40 of the December, 1950 issue of the American Rifleman magazine, a recognized authority on Firearms, Scopes and Binoculars.

"The German manufacturers say that processing the exposed surfaces (outside) of the Ocular and Objective lenses is inadvisable as the coating will rub off. This causes a "spotty" appearance of these outer lens surfaces until all the coating has worn off. It does not, however, effect optical clarity. Because of the notably fine reputation of these German makes, their standards were accepted . . .".

UNITED JAPANESE BINOCULARS

These UNITED Binoculars carry the famous UNITED Seal of Quality which assures you they are made of quality materials, skillfully processed and economy priced. During War II skilled craftsmen from Germany, the Mother Inventor of Prismatic Binoculars taught local workmen advanced Binocular techniques. Following the war and under the MacArthur regime, a New Japan was born which has steadily thru the past years moved forward and has become known among nations of world as one of leading producers of fine Binoculars. It explains why the optical craftsmanship is so **HIGH** and the prices so **LOW** for these superb binoculars.

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. For 17 years UNITED has sold binoculars on an unconditional money back guarantee. Buy-Try 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

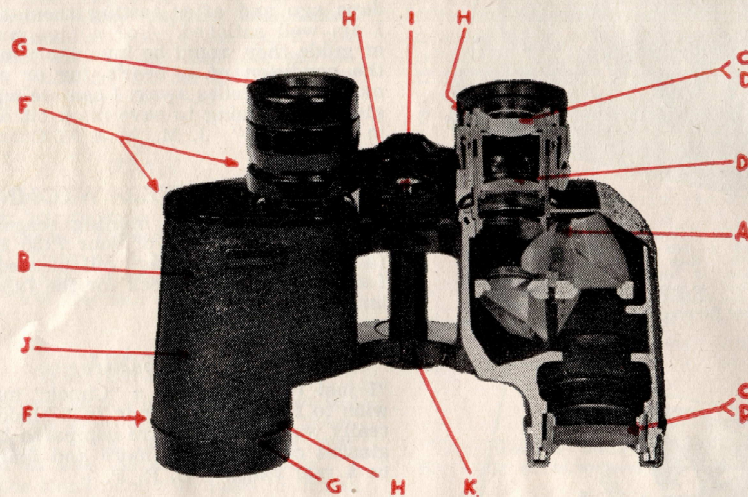
6x, 7x AND 10x POCKET BINOCULARS give you a full power glass compactly designed and easy to carry with you everywhere. Powerful little glasses you can slide into your pocket for use at all times.

6x30 AND 8x30 BINOCULARS are considered by many as the 'all around' Binoculars for universal use. These are considered 'standard' size glasses.

7x35, 7x40, AND 8x40 give you the combination of **MORE** power and **LARGER** front lens. Desirable features long wanted.

7x50, 10x50, 12x50, 15x56, 16x50 and 20x56 are conquerors of distance. Here you have **HIGH** power with **LARGE** sharp front lens, that as a team, reach out and bring the image right up to you. Now available at UNITED at weights **Easy to hold** and **Easy to focus**.

ARE NOT BUYING JUST ANOTHER BINOCULAR



MB

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. 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 leather and double sewn throughout the edges 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 both water and dust proofed with UNITED XTRA-SEAL to keep in keeping out undesirable water and dust.

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

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

I All moving parts, focusing mechanisms, eyepieces 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 give you palm fitting (fits your hand like a glove) making UNITED Binoculars a truly great pleasure to use.

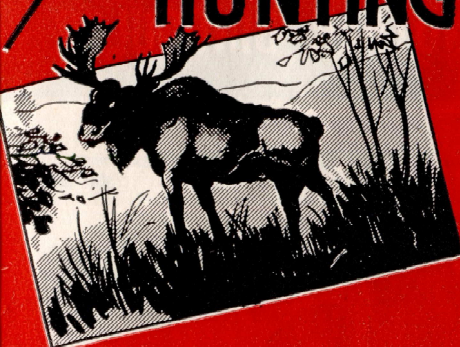
K All hinged parts are strong and durable—fit to your touch, still smooth and elastic to meet your needs, quickly.



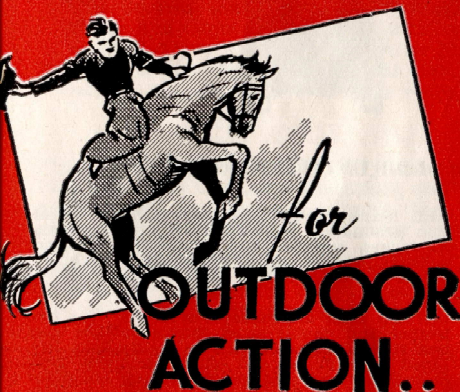
These and many other features are incorporated into UNITED Binoculars to give you a lifetime of pleasure and service even with rigorous use.

BUY UNITED AND BE SURE

for HUNTING



Increase your Hunting Enjoyment and Hunting Efficiency by owning a pair of better than ever UNITED Binoculars. Each year we carefully weigh the expressed wants of hunting enthusiasts. Our findings are relayed to our factory suppliers the world over—and then mass produced to be offered at UNITED'S standard Economy Price Policies.



OUTDOOR ACTION..

is MORE fun when you see MORE. In addition to securing greater fun watching rodeos, sailing regattas, conventions and the like there is that keen, deeply felt enjoyment of studying distant animals in their natural habitat scampering over the hills and mountain sides, in the woods or along the flat plains. For most fun use UNITED binoculars.



for SPORTS

Be right in the heart of the most thrilling action by close-up views of boxing bouts, football games, horse races, etc. See minute details, facial expressions, body contacts, etc., at finger tip range. Use scientifically ground, precision constructed UNITED binoculars. Let UNITED optical goods provide "box seat viewing" at "bleacher seat costs."

for EVERY PURPOSE

NAKNEK, ALASKA

"I received a pair of 16x50 binoculars a few days ago and after testing them thoroughly I am well satisfied. For a big game hunter or guide they would be invaluable in checking the condition of a bear's fur or a rack of moose horns miles away. I can see where these glasses are going to save me a lot of walking in the future." J. M., M & M Cannery.

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.

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.

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.

KOREA VETERAN

"The 15x-40x Wollensak telescope is great here in Korea. I am sending for a pair of 10x50 binoculars, etc." Corporal J. O. M.

YELLOWSTONE NATIONAL PARK

"Many thanks for rushing the 7x35 German. Am in Yellowstone Park enjoying the glasses." C. K. E.

LANCASTER, PENNSYLVANIA

" . . . I learned to focus the Telescope (Wollensak) correctly and the results are amazing. I do not wish to part with it . . . on the 40 Power range, objects a mile away seem to be across the street." S. M. S.

JIM MITCHELL, EDITOR, HUNTING & FISHING

"Surprisingly enough, when we were camping at some 11,000 feet and walking to various lakes, I found the binoculars helpful in spotting the best trail in getting to the lakes. This was a new use, for me at least."

MB

STILL MORE PROOF

OHIO

"My 7x50 was inspected by a friend of mine, a former Army Captain, who stated that this binocular was equal to, if not more distinct and lighter than the one he used for 3 years in the service. We will be sending you more business . . . " C. E. H.

UTAH

"We received the two pair of glasses ordered from you recently and are well satisfied with them. Enclosing check \$154.80 for which please send me a pair of 8x30 wide angle (field of 450 feet) glasses and a pair of 7x35 German binoculars."

W. P. B.

WASHINGTON

"The 16x50 are very good. I would not sell them for a lot more than I paid for them. I'd be afraid I could not get another pair as perfect in fine material and power. I can read the small names on ships (5 inches high) at 800 to 1000 yards." D. W. B.

KOREAN MARINE'S MOTHER

"We recently purchased a pair of 6 power-4 ounce binoculars for our son who is a marine in Korea and my husband was so intrigued and pleased with them I want to get him a pair as a Christmas present." Mrs. D. L., Maryland.

PENNSYLVANIA

"With my 7x50 CENTER FOCUS UNITED binoculars I can see the Reading Municipal Airport, now called General Spatz 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.

LONG BEACH, CALIFORNIA

"I am very much pleased with the 7x40 Binoculars I got from you recently when I was in Alabama. Please send me . . . " C. C. C.

CALIFORNIA

"Last fall I purchased a 7x50. I am well satisfied with it. Send a 7x50 to . . . " H. W. H.

CORKEVILLE, WYOMING

"Enclosed find check. Send Wollensak 15x-40x Variable Telescope. I recently purchased a pair of 16x50 from you and I am certainly well pleased with them. I think they are superior to many very expensive binoculars I have examined and used." T. A.

ARIZONA

"The 20x56 German are the nicest binoculars I have ever owned. Neatest looking case . . . " T. E. J.

WISCONSIN

"I received the 6x30 Featherweight binoculars. They are a fine pair and will serve my needs adequately." M. M. D.

NEW YORK

"The 10x50 I bought 2 years ago are a fine pair of binoculars." R. A. W.

WEST VIRGINIA

"Please send me a pair of your 7 Power Binoculars. They were highly recommended by our Plant Safety Director." N. V.

PENNSYLVANIA

"Even with the haze in the mountains, my 8x40 glasses were very clear. I showed them to several of my friends and you will probably be receiving orders from them." K. H. R.

MICHIGAN

"I have a pair of your binoculars which have proved to be very satisfactory and others in the organization (State Accident Fund) are interested in obtaining some." K. F. B.

PENNSYLVANIA

"I am very well pleased with the 7x35 Binoculars, and have shown them to most of the fellows belonging to our Sportsman's club, the most of whom have binoculars, some of which cost less and the most of them more. They were very much enthused about yours (UNITED) as they were equal to the best and much better than most of them. You will be getting orders from some of them in near future." E. F. S.



QUALITY SELECTION FROM THREE CONTINENTS

THEY AGREE!

We have always felt the best way to learn the value of any merchandise is to get the reaction of users. To hear and read what their experience has been. Letters like these are PROOF that UNITED gives you MORE for LESS.

ALASKA

"I find your 6x30 binoculars very satisfactory and well worth the price." T. C. L.

CALIFORNIA

"My 16x50 binoculars arrived today. They are a very fine glass for the money involved. I am very well pleased." H. T. O.

MISSOURI

"I have used 7x50 glasses which cost many times more than these but have not found them to function the least bit better." M. E. R.

PLEASED AT SAVINGS

"I reiterate again how well pleased I am with your binoculars. The price is well within the reach of those who wish a fine pair of binoculars, but cannot afford the high prices name brands command." K. J. G.

OHIO

"Very pleased with the 20x telescope. It has real power and a clear view. I never thought I would get this good a bargain." R. J.

RHODE ISLAND

"Send me another pair of your 6x prism miniature binoculars." L. E. H.

VIRGINIA

"A close friend of mine, Mr. C. T., recently on my recommendation, purchased a pair of 16x50 binoculars from you. I have examined them closely and find them to be a very excellent pair of binoculars, particularly since they are so very light in weight." M. M. W.

MICHIGAN

"This is the second pair (7x50 Center Focus) glasses I have ordered from you in about a year's time and this repeat order is based on the satisfaction I have obtained through the use of the first pair (7x40 Center Focus). E. E. O.

INDIANA

"We received the 7x Pocket Binocular and wish to state that it is the finest little glass we have seen and I have personally been handling prism binoculars for a long time." C. B. K., Sr.

CALIFORNIA

"The 8x Explorer cannot be beat. It's tops! Objects stand out clear and sharp." M. R. S.

Sergeant R. J. F.

"I wish to buy an excellent pair of binoculars and have been referred to your company by many unit officers."

TEXAS

"Enclosed find check. My sister-in-law who wants one just like mine . . ." E. W. W.

KANSAS

"Send a pair of your binoculars like my friend bought one year ago . . ." C. E. S.

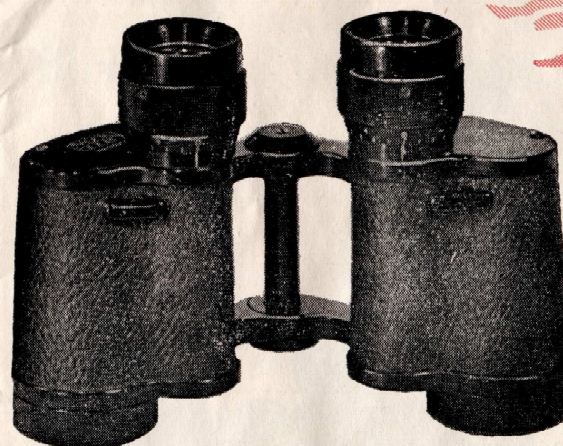
CONNECTICUT

"Last night I showed my 7x50 binoculars to a friend. He too wants a pair. Send them C.O.D., to . . ." T. T. N.

MASSACHUSETTS

"Recommended by a friend of mine who owns one of your 7x50 . . ." L. S.

O-POWER BINOCULAR..



FEATHERWEIGHT INDIVIDUAL FOCUS

MB

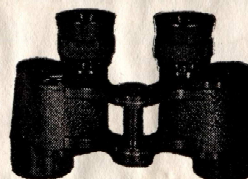
6 Power

often referred to by optical experts as the "Universal Power" because of their "UNIVERSAL" appeal. These superb binoculars have etched into their frames the famous UNITED "Seal of Quality" . . . for they have met our every requirement. Water, dust resistant. The brilliant featherweight models shown on this page all have a 7.5 degree field and measure a compact 4 1/2"x6". UNITED VALUE. Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. Made in Japan, these Precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. UNITED Economy prices include plush lined genuine leather case and straps. Sharp, clear, crisp images.

6x30

have a field of view at 1000 yards of 390 feet and weigh only 15 1/2 ounces.

6x30 FEATHERWEIGHT—\$34.50



6x25 (14 oz.) Model

6x25

These, too, are precision machined in every minute detail and are Moisture and Dust Resistant. Will give years of satisfactory, faithful service. Weigh only 14 ounces! Size 4 1/2"x5 1/2 inches. Field of view at 1000 yards is 425 feet.

6x25 WHISPER WEIGHT—\$29.75

ADD USUAL FEDERAL TAX



BUY UNITED AND SAVE

We Have in Our Files
Hundreds of Additional Unsolicited Testimonials

7-POWER GLASSES

Clear, Crisp--Lightweight

7 x 35

CENTER
FOCUS

FEATHER
WEIGHT

Thru the naked
eye and thru
UNITED Binoculars



A sensationally popular binocular for UNITED presents instant finger tip adjustments . . . PLUS 7 power optical system . . . PLUS precision machined construction . . . PLUS scientifically ground, polished, achromatic lense . . . PLUS crystal clear viewing . . . PLUS UNITED VALUE! . . . Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images.

FEATURES

Carry UNITED "Seal of Quality" Water-Dust-Resistant. Magnification - 7 Power. Aperture of front lens-35mm. Angular field of view 7.0. Field of View 375 ft. at 1000 yards. Size - 2"x5"x6 1/2". Weight - 20 ounces. Center Focus with Individual Focusing Right Eye. Exit Pupil - 5MM. Made in Japan. These Precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. With handsome Leather Case and Straps.

\$49.50

Plus Usual Federal Tax



WELL PLEASED! "I am very well pleased with the 7x binocular which you airmailed me a few months ago." B. W. R., Alaska.

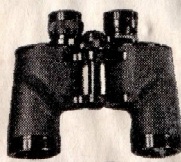
7x35

INDIVIDUAL FOCUS

A finely made, all purpose 7 power binocular. Designed for sportsmen wanting sharp, clear, long range viewing in a well balanced featherweight (20 ounce) model. Color corrected lenses. Field of 375 feet at 1000 yards. Leather Case, Straps.

\$45.50

Plus Usual Federal Tax



Center Focus

7x40

Center focus with individually focusing right eye. Same style as above but with LARGER (40 mm.) front lens. More light, same field view.

\$52.50

Fine Leather Case, Straps.

MB

SATISFIED, RETURN FOR PROMPT REFUND

7x50 BINOCULAR "Day and Nite Glass"

The Style
So Popular With
Armed Forces the
World Over!!

Tremendous Light
Gathering Power



Field at 1000 yards
is 375 feet!
6 3/4" x 7 1/4"
Weights 31 1/2 ounces

The Armed Forces favorite sized Binocular. As military units advance you can be certain that their 7x50 binoculars go with them. For they bring distant objects to seemingly arm's length closeness. Both models offered have unusually large 50 MM. objective lense (2 inches across!) and will give sharp, clear images and tremendous light transmission. Ideal for either day or night use. In addition, they provide both an undistorted field of view and have an angular field of 7.1 degrees. Exit pupil 7-MM.

Surfaces of vital prisms and inside of front and rear achromatics are COATED with Magnesium Fluoride to assure you brighter, sharper, clearer images.

Made in Japan. These Precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced.

Skilled optical craftsmen have combined precision ground and polished optics with superb, durable, all-metal, light weight frames. An optical PLUS . . . particularly when you consider they weight only 31 1/2 ounces and are bargain priced.

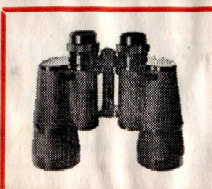
WITH INDIVIDUAL FOCUSING
7x50 UNITED'S "DAY AND NITE" GLASS..... **\$49.50**

P.E.A., Skagway, Alaska, discovered—"A few friends of mine in town have some of your 7x50 Binoculars and I must say I am very much impressed with their construction, performance and looks."

WITH CENTER FOCUSING
7x50 UNITED'S OUTDOOR KING.... **\$54.50**

(And individual focusing right eye—38 ozs.)

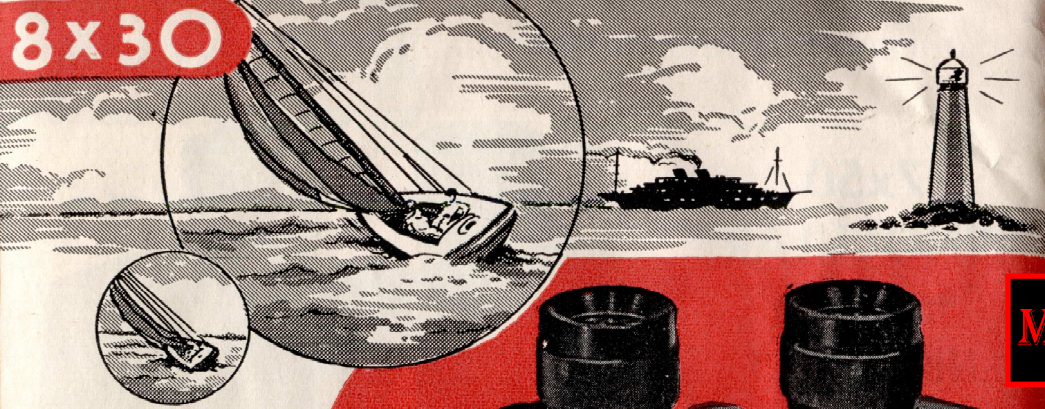
SALES MULTIPLY: "Well pleased with 7x50. They are good and clear. Enclosed find a check for a pair just like them for my sister-in-law." E.W.W., Texas.



Prices include usual fine lined leather case and strap. Add usual federal tax.

UNITED BINOCULAR CO. UNITED BLDG. 9043 So. WESTERN A CHICAGO 20, ILL.

8x30



SEE
MORE

INCREASED POWER

True zephth 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. **UNITED VALUE!** Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. Each glass on this page has the same compact (4½"x5¼") frame! Real, concentrated power!

8x30 CENTER FOCUS

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



8x30 Center Focus

All carry the famous UNITED "Seal of Quality." Proof they deserve UNITED'S "Best-By-Test" Binocular Ratings.

Add Usual Federal Tax



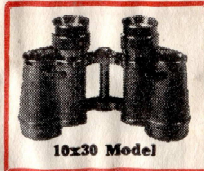
8x30 LIGHTWEIGHT CHAMPION

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 neck and case straps and plush lined carrying case.

Only \$39.50

10x30 INDIVIDUAL FOCUS

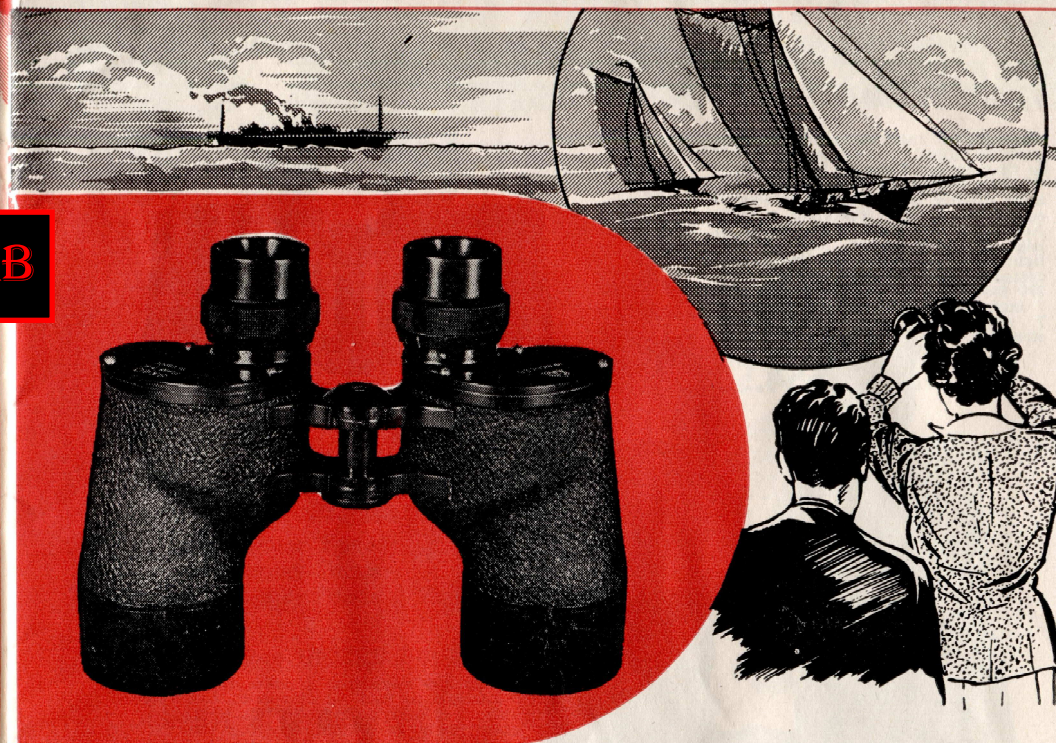
6.5 Degree or 340 Foot Field. Economy Buy\$45.00



10x30 Model

MB

INDIVIDUAL and CENTER FOCUSING



8x40

We present here in our opinion a new high accuracy in binoculars. It is easy for us to give UNITED'S unconditional guarantee of satisfaction on these handsome, sturdy, streamlined 8x40 binoculars. We know from hundreds of letters and conversations with satisfied users that you, too, will be thrilled once you handle and use these superb binoculars. **UNITED VALUE!** Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. Made in Japan, these precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. Fine plush lined, genuine leather case and straps.

Measure 5½" x 6¾". Very Fine Field of View. Angular Field, 6.9 degrees. Lightweight. Exit Pupil — 5MM. Water, Dust Resistant. Carry UNITED "Seal of Quality."

A USER WRITES

"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 INDIVIDUAL FOCUS.... \$54.50

8x40 CENTER FOCUS..... \$59.50

(WITH INDIVIDUAL FOCUSING RIGHT EYE)



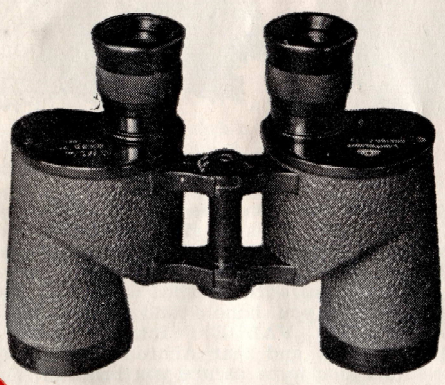
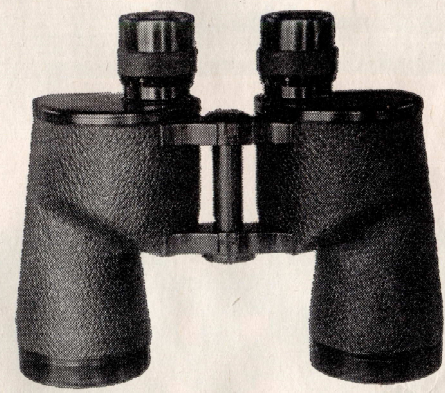
SUPERB OPTICS — SHARP and CLEAR

WHERE PRICE AND QUALITY ARE "UNITED"

7x50 STREAMLINED

Streamlined models, modern, progressive binocular creations "tailored" to fit your hand snugly, comfortably. Viewers marvel at their sleek lines, their quality workmanship, precision construction and complete utility. Achromatic! Water, Dust Resistant! High resolving power, plus extreme lightness, Ultra sharp, precise optical systems, with color corrected lens. 375 foot field. Weigh 34 ounces, are 7 inches in height and exit pupil is 7 mm. Handsome leather case, straps.

\$54.50



8x30 IT'S NEW

Another revolutionary UNITED first, for like the above 7x50 it fits your hand as comfortably as a glove! It, too, like its streamlined compatriot gives you perfect balance. 390 foot field. 16 ounces in weight. Size 4 1/2 x 5 1/2 inches. In every sense, the type binocular every sportsman has long wanted and now after long years of hard work, economy priced so all can afford them. Water, Dust Resistant. Genuine leather case, straps.

\$43.50

QUALITY MERCHANDISE AT ECONOMY PRICES

Ever seeking new, better binocular performance UNITED consistently year after year introduces to the American public Binocular wants at Prices average Americans can afford to pay. UNITED value! Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer image. Made in Japan, these precision constructed UNITED binoculars are produced of quality materials by skilled craftsmen and Unconditionally Guaranteed and Economy Priced.

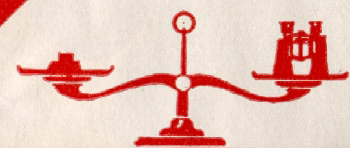
UNITED was first to offer vest pocket size, "Whisper Weight," 16x50 binoculars, etc., at popular prices. New these superb "STREAMLINED" creations . . .



17 YEARS OF BINOCULAR KNOW-HOW



Your GUARANTEE
of FINE OPTICAL QUALITY
at Money Saving PRICES



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

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

Three More UNITED FIRSTS!

Heretofore when a sportsman wanted a high powered binocular he had to contend with bulkiness and weight. For prior to World War II high powered binoculars were made of heaviest metals for durability and because of their large size weighed as much as 5 pounds each. This made high powered glasses exceedingly difficult to hold steady for any great length of time.

However, UNITED with today's light, yet completely sturdy metals available and with modern construction design UNITED is pleased to offer to sportsmen needing and wanting long range viewing high powered ZEPHYR WEIGHT binoculars which are truly **EASY TO HOLD and EASY TO FOCUS**. 10x50 is 6 1/4 inches high and has field 260 feet at 1000 yards. 12x50 is 7 inches high and has 240 foot field. 16x50 is 7 inches high with field of 210 feet.

FINE VALUE—ECONOMY PRICE

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



from FAR AWAY ALASKA

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

KEENE, N.H. Writes

"I received the 12x50 binoculars in perfect condition. They are really wonderful. I am perfectly well pleased with them." . . . I.E.B.

Texas says

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

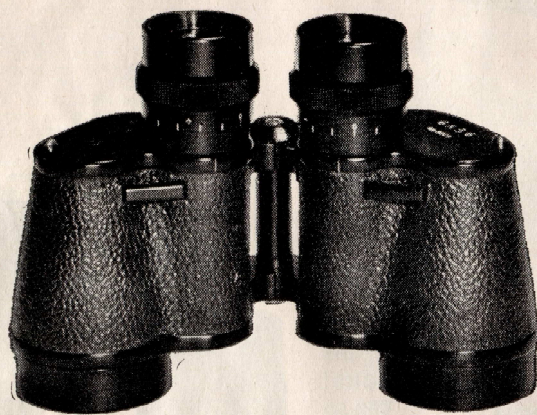
and NEW YORK expresses

"The 10x50 I bought two years ago are a fine pair of binoculars."



WHERE PRICE AND QUALITY ARE "UNITED"

500 FOOT FIELD AT 1000 YARDS!



Another United First
6x36 WIDE ANGLE \$89.50
"The United Commodore"

With great pride, we present to you another thrilling development in UNITED Binoculars. We assure you this superb optical advancement was not created overnight—and what development of quality is?

Much work, time and optical engineering went into the creation of UNITED'S new WIDE ANGLE Binocular—"The COMMODORE," which now allows you to—

SEE MORE . . . for United's COMMODORE gives you a **wide angle** field of view of not 350, 375 or 400 BUT 500 FEET AT 1000 YARDS. This allows you to follow rapidly moving objects with greater ease, you will see MORE with less effort, and by using a larger 36 mm. front lense, you will—

See **SHARPER AND CLEARER . . .** for these larger 36 mm. front lenses give you GREATER light transmitting power than a 6x30, 8x40, 7x35, etc. United's COMMODORE gives you brighter, sharper and clearer images. This clarity of viewing is enhanced by—

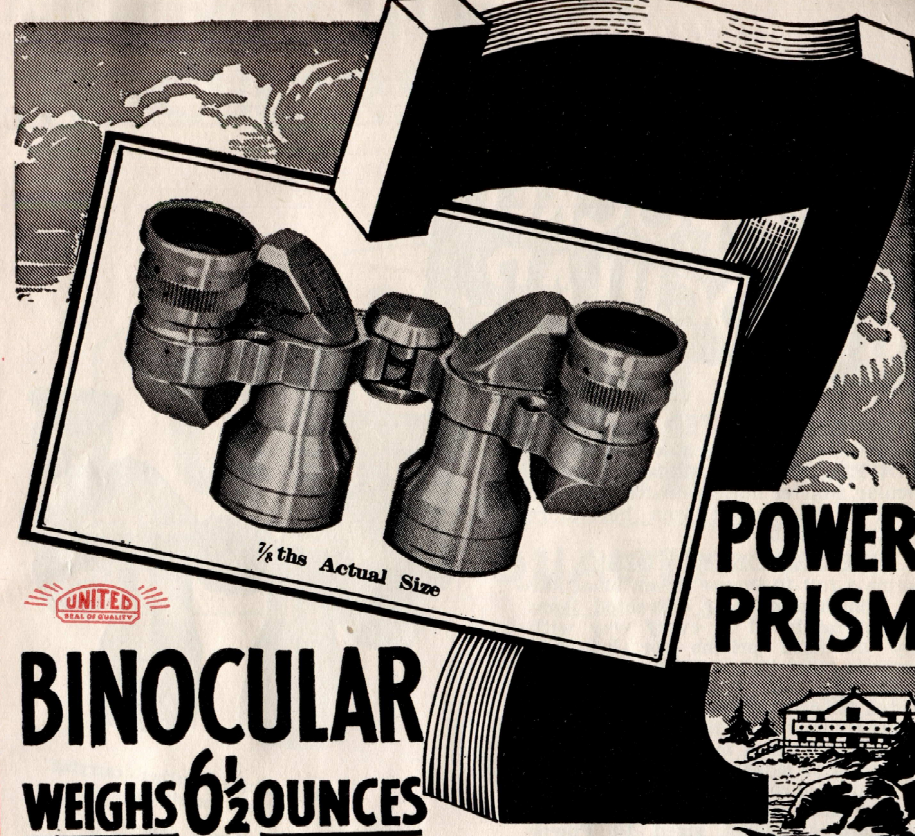
FULLY COATED OPTICS . . . Yes, all optical surfaces are coated inside and outside with applications of Magnesium Fluoride to eliminate undesirable light reflections and thereby give you crisper, sharper images.

STURDILY CONSTRUCTED OF QUALITY MATERIALS . . . Made in Japan. UNITED'S new WIDE ANGLE is precision made of quality materials by skilled optical craftsmen and is economy priced to give you the excellent service you want. "The COMMODORE" weighs but 32 ounces. Measures only 5x6 3/4 inches and comes complete in a rich, luxurious leather case, plush lined and complete with 2 leather straps. Add Usual Federal Excise Tax.



SOLD ON A MONEY BACK GUARANTEE!

MB



BINOCULAR
WEIGHS 6 1/2 OUNCES

Introducing "Magic Eyes" in a Vest Pocket size binocular. Smaller than even a woman's palm 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. Optical craftsmanship at its very finest. Made in Japan. These precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. 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. These fine UNITED binoculars have been coated with applications of magnesium fluoride to the interior sides of the VITAL front and rear achromatics assuring you brighter, sharper, clearer images. The Ideal Binocular for those who want a powerful, compact glass.

UNDER REGULAR RETAIL PRICE

Recently we drastically cut our price on another glass to lower stock inventories. Results were most gratifying. We learned again that UNITED customers are quick to sense and take advantage of a bargain. It, therefore, is good business for us to offer the "Magic Eyes" we recently introduced, at below list prices. So we have reduced our price on our "7 Power Magic Eyes" from \$24.95 to only \$19.95 sale price! **CARRY UNITED "SEAL OF QUALITY!"**

LEATHER CASE AND STRAPS

are included at above price! Cases are quality leather and plush lined. Both case and neck straps included at \$19.95 price. Add usual federal tax.

A TREMENDOUS VALUE

Compare any other offering of a like quality binocular then see for yourself how much UNITED offers for so little.



POWER PRISM



American Rifleman reports: "Have thoroughly tested where light, small, compact binoculars are needed," etc.

Hunting & Fishing magazine Publisher tried our 7x Vest Pocket, liked it so much he bought one for his own personal use!

Another Leading Outdoor Magazine wrote: "Vest Pocket 7 Power is surprisingly good — amazing in fact."

USER R. G. Montana writes, "Received first pair 7 power pocket Binoculars. Want second pair for neighbor."

A LIFETIME OF PLEASURE

Introducing FOR THE FIRST TIME..

10 POWER POCKET BINOCULAR..

Another UNITED First!

A sensational optical achievement — A 10 POWER, palm sized 'Whisper Weight' binocular. Master optical craftsmen have created a glass that was heretofore thought impossible.

WEIGHS ONLY 6½ OZS!

Imagine a full 10 Power Prism binocular with Achromatic color corrected lens; precision machined in every way with finely balanced prisms for brighter, sharper, clearer images. Lustrous satin chrome with black trim. Sturdily constructed for a lifetime of use. These fine UNITED binoculars have been coated with applications of magnesium fluoride to the interior sides of the VITAL front and rear achromatics, assuring you brighter, sharper, clearer images. We offer here a pocket sized 10 Power binocular with just about perfect balance for long range or regular viewing. Made in Japan, these precision constructed UNITED binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. Brings images right up to you, clear, crisp and sharp. Seeing is believing. Measures only 3 x 3½ inches and has an excellent field of 310 feet.



With Genuine Leather carrying case and straps.

\$24.95

Add usual Federal tax.

HERE IS WHAT THEY SAY ABOUT UNITED POCKET BINOCULARS

"The 6 Power and 7 Power pocket size binoculars were so good I gave them as Christmas presents. Please send me . . ." H. C. M., Connecticut.

"I have used the one I bought many months. It is amazing what such a small glass can do. It would be worth its weight in gold on a long hike in the wilds where a larger glass would be left at home." H. M. D., Oregon.

"7x Vest Pocket size binocular thoroughly satisfactory in every way." Miss S. O., Canada.

"Your small glasses are TOPS. Rush another pair." Dr. W. P., Arizona.

"OK in every respect." Judge I. A. H., Florida.

"My friends are amazed at their power." D. M., Washington.



FIRST WITH THE BEST!

WHEN YOU THINK OF
BINOCULARS.. *Think of*

UNITED

SEAL OF QUALITY



BINOCULAR CENTER OF AMERICA

Don't second guess when spending Binocular Dollars. Get ALL you can for your money—BUY UNITED Binoculars.

UNITED GUARANTEES each and every binocular they sell. Have used an absolute 30 DAY MONEY BACK OFFER since 1936! UNITED'S "Best-By-Test" binoculars come from 3 continents and UNITED'S central location assures you quicker delivery no matter where you live.

UNITED Binocular offerings are final choices after putting hundreds of different kinds, sizes of binoculars thru rigid field tests. Every possible factor is weighed. The quality of construction, the field of view, the way a glass balances in the hand, the weight of the binocular, the precision grinding of the lenses, whether they are worthy of UNITED'S NAME & the UNITED "Seal of Quality" and THEN the important decision . . . can the binoculars be mass produced to retail at popular prices. Even after meeting every such test, new binocular models are then sent to binocular experts for their candid opinions.

Even then UNITED testing is not completed—for if a binocular should not meet the exacting needs of early buyers, their various suggestions are carefully considered and if practical, new designs are created to fill such existing needs.

It is why we say again—When You Think of Binoculars—Think of UNITED

QUALITY SELECTION FROM THREE CONTINENTS



CENTER Focus
7 x 7 3/8 inches
Field at 1000 yards
is 369 feet!

WHAT YOU SEE WITH THE 7x50 CENTER FOCUS BINOCULAR

Note carefully that the above naked eye photograph barely discerns the hidden deer. Since Mother Nature protects her animals by having them wear coats the same color as their natural habitat, it is quite possible you might miss seeing the deer entirely. BUT, when viewed with the UNITED 7x50 instant finger tip adjusting binocular, the deer can easily be seen clearly outlined against the background.

The 7x50 CENTER FOCUS binocular UNITED presents has one of the highest light transmitting power of any binocular. Precision grinding of the lens and UNITED value combine to make this superb glass the first choice of thousands of sportsmen the country over. Economy buy! Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. In addition to CENTER FOCUS has an individually focusing right eye piece and interpupillary adjustment. Moisture-dust resistant. Made in Japan. These precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced.

A UNITED first guaranteed to give lasting satisfaction and has been sale priced for immediate volume sales

Plush lined leather case and straps included at this price! Add usual Federal Tax.

These 7x50's are from a different factory than those shown on page 11.

7x50 INDIVIDUAL FOCUS 32 OUNCE.....\$36.00

Same as above, except is Individual Focus. Remember UNITED has served over 600,000 since 1936.—17 years of Binocular "Know-How"! Sale priced. An economy value!

MB

GUARANTEED!
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 to 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.**

17th Year of Binocular "Know-How"

When choosing a binocular you want the "BEST-BY-TEST" Binocular for your purpose. UNITED has served over 600,000 sportsmen the country over. We **know** what sportsmen require. Each year thousands of outdoor enthusiasts tell us both in person and in writing their good results with UNITED binoculars. UNITED anticipates needs and fills the wants of the most discriminating user. If you have any special problem please feel free to write to us.



Sold to Leading Institutions

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



Over 75 Models From All Over the World

You find over 75 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 Outstanding 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!**



UNITED BINOCULAR CO.

WHERE PRICE AND QUALITY ARE "UNITED"



\$17.95

SAME MODEL
ALL CHROME—\$19.95



- INSTANT FINGER TIP ADJUSTMENT
- POCKET SIZE COMPACTNESS
- COMBINES POWER, RANGE, WEIGHT
- QUALITY CONSTRUCTION, PERFORMANCE
- CARRY UNITED "SEAL OF QUALITY"

Precision ground optics for brighter, clearer images, Quality binoculars—now bargain priced. They bear the famous UNITED "Seal of Quality" because they are sturdily made of all metal construction with scientifically ground lens! These fine UNITED Binoculars have been coated with applications of magnesium fluoride to the interior sides of the VITAL front and rear achromatics assuring you brighter, sharper, clearer images. Only 3 inches long! Made in Japan. These precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. Weighs 5½ ounces! A full 6 power prism binocular! Color Corrected Achromatic lens! Crystal clear field of view 375 feet at 1,000 yards!

READ WHAT EXPERTS SAY

"American Rifleman" Says

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

"TRUE" Magazine Says

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

Lt. Col. Chas Askins

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

"American Legion" Says

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

SELLING BELOW REGULAR LIST PRICE!

Volume sales, volume production permits UNITED to offer this unusually fine glass at but a fraction of prices asked by others handling comparable binoculars. Price includes genuine leather case and straps.



TRY ONE MONTH AT OUR RISK

THE WORLD AT YOUR FEET



MB

16x50 BINOCULAR \$69.50

Easy to Hold
Easy to Focus

Weights
Only 27 ounces!

With these superbly made, tremendous powerful binoculars one has a feeling of standing on top of the world! Being able to travel hundreds of miles with his eyes while standing absolutely still! For views that are miles away, suddenly like magic, seem "next door." **UNITED VALUE!** Internal surfaces of vital prisms and front and rear Achromatics are Coated with Magnesium Fluoride to assure you brighter, sharper, clearer images. Water dust resistant. Full 16 power yet weight only 27 ounces and stand only 7 inches high.

GREATER POWER—GREATER DISTANCE

Possessors of this fine glass often remark "This must be the ultimate in a fine binocular." Made in Japan. These precision constructed UNITED Binoculars are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. An excellent value at \$69.50 including fine leather case and straps and we quote from a recent letter—from a binocular dealer in Georgia:

"The 16x50 binoculars arrived OK and the customer is exceedingly well pleased. They are the most powerful binoculars I have ever seen and the party exclaimed when he looked through them . . . "They are out of this world!"



UNITED - BINOCULAR CENTER OF AMERICA

AMERICAN RIFLE
HUNTING & FISHING
OUTDOOR MAGAZINE
SPORTS AFIELD
OUTDOOR SPORTSMAN

HARDWARE WORLD
TRUE MAGAZINE
AMERICAN LEGION
COLLEGE OF SALES
COLGATE UNIVERSITY
HAMLINE UNIVERSITY
UNIVERSITY OF NEW MEXICO

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 20X Telescope\$1.00
6 or 8 Power, 15-40X
Wollensak Telescope\$2.00
7, 10, 12, 16, or 20 Power
and Mirroscope\$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 binoculars. It so happens he has 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 the United States 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 off 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.

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

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

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

MB

United German BINOCULAR



WEIGH ONLY 15 OZS!! Yet both CENTER FOCUS with Individual Focusing Right Eye

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

UNITED is proud to announce that precision machined, optically perfect GERMAN BINOCULARS are once again available in the United States and at UNITED'S popular prices!

Their "Whisper Weight" will amaze you (weighs only 15 ozs.) All internal optics are COATED. Are CENTER FOCUS for instant finger tip adjustment and have individually focusing right eye pieces. 6x30 is 4 inches and 8x30 4 1/4 inches in height. 6x30 has 360 foot and 8x30 450 foot field at 1000 yards.

NEEDS ANOTHER

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

NICEST & HANDIEST

"Your 8x30 Wide Angle German Binoculars are about the nicest and handiest—I would recommend them to anyone wanting an all round handy set of glasses." J. P. S., Kalamazoo, Michigan.

6x30	\$55.00
8x30	\$59.50

Fine German Leather Case and Straps Included.

Add Usual Federal Tax



BUY UNITED AND BE SURE!

QUALITY SELECTION FROM THREE CONTINENTS

7x35 - \$69.50

CENTER FOCUS—16 OUNCES!

Exclusive with UNITED by mail order is the 7x35 center focus with individually focusing right eye piece. The usual ultra precision GERMAN craftsmanship is apparent at a glance and confirmed by its consistently outstanding performance for all internal optics are coated.

ONE OF THE LIGHTEST 7x35 ON MARKET TODAY!

Yet it has a LARGER FIELD (405 feet at 1000 yards)! Lens are made from famous JENA GLASS known the world over for its high resistance to heat and great light transmitting power. 6 inches high. Water dust-resistant.

A "Whisper Weight" MAGNESIUM binocular (16 oz.) that with fine German leather case and straps is a buy of buys at \$69.50. Supply limited—so act quickly.



ONLY 16 OUNCES.

7x50 Center Focus German - \$99.50

With Individual Focusing Right Eye

This quality optical masterpiece is of course made in Germany by skilled craftsmen trained from childhood to precision binocular workmanship. The optics are made of famous Jena Glass, known the world over for its outstanding performance.

Magnesium Body — Weighs Only 30 Ounces!

Has an excellent field of view of 7.3 degrees or 384 feet at 1000 yards. Exit pupil is 7.1 mm and light transmitting power is 50.4. Stands 7 inches high and is water and dust resistant. All internal optics are COATED with magnesium fluoride to assure you brighter, sharper, crisper images.

Comes complete with handsome, richly designed and sturdily created leather case and straps. Retails \$99.50 plus usual Federal Excise Tax.



WHERE PRICE AND QUALITY ARE "UNITED"

United German WEIGHT

CENTER FOCUS MASTERPIECES!

Weigh only 21 - 27 ounces!

True superlatively made "Whisper Weights!" Prior to World War II high powered binoculars weighed 4 to 5 lbs. each! Now German strong lightweight metals perfectly matched lenses and streamlined construction expertly engineered make possible highpowered "Whisper Weight." All internal optics are coated for that extra sharp, precise viewing. Water, dust resistant. Are Center Focus with individual focusing right eye for easy following of rapidly moving objects.

WEIGHS ONLY 27 OUNCES!

20x56 (6 1/2" x 9 1/4") \$99.50

WEIGH ONLY 25 OZ!

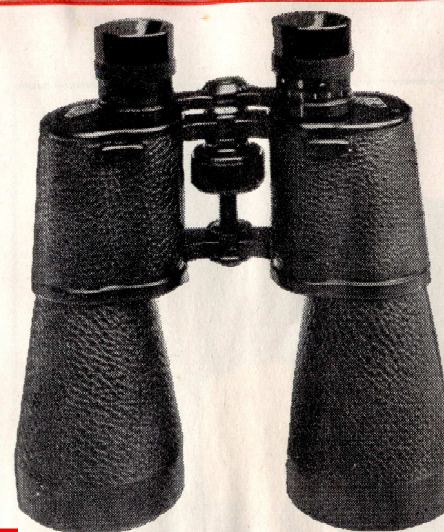
6x50 (Brightest ever! Ratio of 69!) \$86.50

7x56 24 oz. 89.50

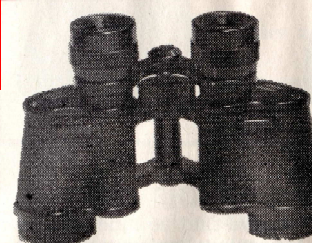
8x56 24 oz. 92.50

10x56 24 oz. 95.50

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



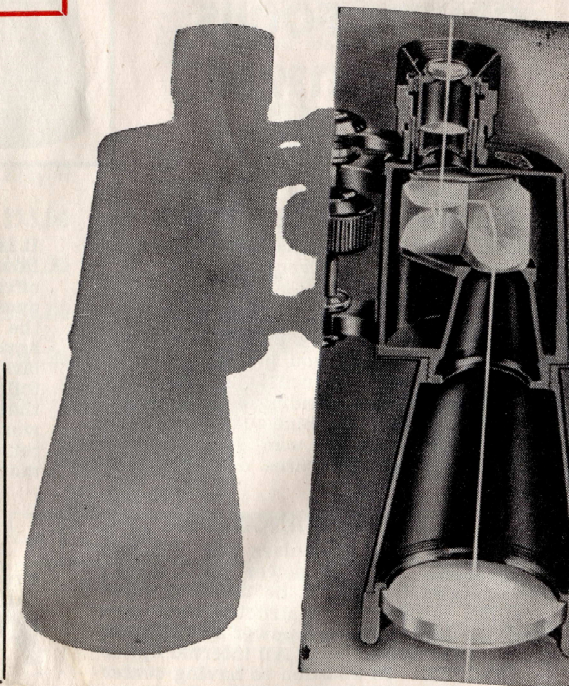
MB



8x30 \$39.50

Weighs 10 1/4 oz.

One of the World's Lightest! This German "Whisper Weight" binocular gives you amazing optical clarity performance wherever you go. Its "Whisper Weight" and exceptional compactness (4" x 5 1/4") makes using it a rare treat indeed. These fine German binoculars have been coated with applications of Magnesium Fluoride to the intersides of the vital front and rear achromatics assuring you brighter, sharper images. As with all extremely accurate German Center Focus binoculars it too gives you in addition an individually focusing right eye piece for absolute fine line definition.



SCHUTZ PRISMATIC SYSTEM
Provides increased intensity of light with compact construction, light weight. Course of rays shows special advantages of system.



CENTRALLY LOCATED FOR FASTER SERVICE

United

German

POWERED

United

German

FINEST!

EASY TO HOLD
EASY TO FOCUS
CENTER FOCUS
15x56 - \$139.50
20x56 - \$149.50



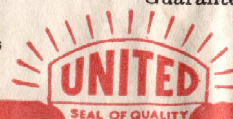
MB

WEIGHS ONLY 28 OUNCES
 Two of the finest binoculars we have ever handled. They offer Everything.

POWER
 Tremendous 15 Power or 20 Power binoculars . . . which ever you prefer. Made in Germany by men trained from childhood to precision optical grinding and binocular assembly. These two binoculars will give you POWER when you want it . . . and at your finger tip! Measures only 7 x 8 3/4 inches.

PERFORMANCE
 These two pair of binoculars will give you the absolute acme of power performance regardless of whether it be morning, noon or night. Precision constructed they give excellent light gathering power at all times, sharpness of image, etc. All internal optics are **COATED**. In addition to having center focusing they also have individually focusing right eye pieces!

Fine German Leather case, straps included.



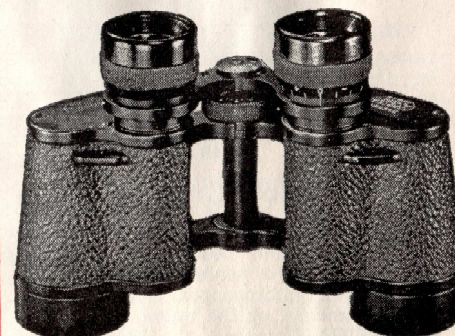
Add The Usual Federal Excise Tax

CONSIDER THE PRICE

It is hard to believe that so much Binocular Power and Binocular Performance can be offered for so low a price. There is no question in our mind that here are two of the greatest binocular bargains that we have ever offered. Remember these binoculars as well as those on the preceding and following pages are sold on the condition that if you are not convinced they are worth every penny you paid for them then return for an immediate refund of your money.

HIGH POWERED GERMAN BINOCULARS

Are the official binoculars of many foreign nations. It is easy to understand why when you have once seen and used these binoculars. These as do all the binoculars shown in this catalog bear the famous UNITED "Seal of Quality" and are Unconditionally Guaranteed.



COATED OPTICS

(ALL Internal Optics are Coated)

6x30 Silvarmar	125.00
(Individual Focusing)	
6x30 Silvarem	125.00
(Central Focusing)	
7x50 Binocular	175.00
(Individual Focusing)	
7x50 Binoclem	175.00
(Central Focusing)	
8x30 Deltrintem	135.00
(Central Focusing)	
10x50 Dekarem	195.00
(Central Focusing)	
15x50 Pentekarem	250.00
(Central Focusing)	

NOTE: Central Focusing also has Individual Focusing right eye.

Fine German Leather Case, Straps
 Add Usual Federal Tax

Model	Diameter of Exit Pupil	Light Transmitting Power	Field of View		Weight Ounces
			In Degrees	Feet at 1000 Yds.	
6x30	5 mm.	25	8.5	450	12 1/2
7x50	7.1 mm.	50.4	7.3	384	29 3/4
8x30	3.75 mm.	14.06	8.5	450	14
10x50	5 mm.	25	7.3	384	31 1/2
15x50	3.33 mm.	11.1	4.6	243	31 1/2



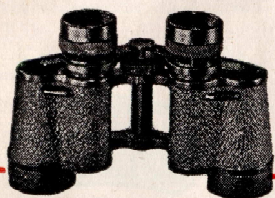
A famous name in the optical world. For prismatic binoculars of the modern type were invented in Germany by Carl Zeiss in 1893 . . . 60 years ago. The ingenious use of prisms in Zeiss Binoculars were a revolutionary advancement, for not only was the field of view increased but a striking stereoscopic effect was created due to the objective lenses being set a greater distance apart than the eye pieces.

The Zeiss Binocular of today is a modern prism binocular brought to the peak of perfection by its own inventors. Because of their superb optical quality, their matchless performance, deepndability and ruggedness, Carl Zeiss Binoculars have been used by the U. S. Navy, and by the armies and navies of most other nations. They are first choice of noted explorers, sea captains, big game hunters and famous flyers, many of whom have expressed their high appreciation of Zeiss quality.



APPROVED BY LEADING SPORTS PUBLICATIONS

UNITED GUARANTEES YOUR SATISFACTION



6x30 and 8x30 Leitz

Quality Wide Field

can again be supplied in the well-known Leitz quality and in a wide range of models. The present list shows a selection of those LEITZ glasses which are in greatest demand and which are designed for sport, travel and hunting; in all the models illustrated particular consideration has been given to the desire for a higher luminosity and a wider field of view.



10x40 Leitz

Precision Craftsmanship

Ernst Leitz Binoculars have become world-famous during the course of its **hundred years'** tradition. Like LEITZ microscopes, measuring instruments, or the universally known LEICA Cameras, the LEITZ prism glasses are the peak of quality optical craftsmanship.

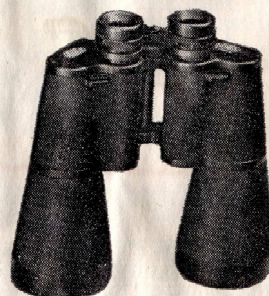
Everywhere and at all times these high-grade LEITZ German glasses afford a welcome, often unforgettable enhancing of the experience of holidays, racing and other events.

TOP QUALITY PRODUCTS

In all LEITZ glasses all internal optics are **COATED**. By this means the effective light transmitting power is increased, every disturbing reflection reduced, and an increased brilliance of the image is achieved. This improvement is of particularly impressive effect in the twilight and with unfavorably illuminated objects.

All of the following are **CENTER FOCUS** with **INDIVIDUALLY ADJUSTING RIGHT EYE** at prices as indicated. All come with fine German leather cases, and straps. Add usual Federal Excise Tax.

Magnification	Diameter of Objectives mm	Diameter of Exit Pupil mm	Light-transmitting Power	Field in Degrees	View Feet at 1000 yards	Weight Without Case in ozs.	Fair Trade Retail Price
6x	30	5	25	8.5	450	16½	\$114.00
7x	50	7.14	51	7.3	384	33	\$162.00
8x	30	3.75	14	8.5	450	17½	\$126.00
10x	40	4	16	7.3	384	29	\$177.00
10x	50	5	25	5	262	32½	\$171.00
10x	60	6	36	5.8	306	42½	\$192.00
12x	60	5	25	4.3	225	42½	\$195.00
15x	60	4	16	4.65	243	44	\$204.00



15x60 LEITZ

NOTE: All of above are available in individual focus only, at \$6.00 each less than list prices shown.



AMONG THE WORLDS FINEST

MB

HENSOLDT BINOCULARS

Dialyt Roof Prism Type Binoculars

Hensoldt prism binoculars have become known throughout the world for their excellent quality. 92 years of experience in fine instrument making assure buyers of top quality in superb Hensoldt prism binoculars.

POPULAR WITH HUNTERS

Seafarers and travelers. Two kinds of Hensoldt binoculars are available — the Porro prism type, called "Diagon" and the roof prism type called "Dialyt."

The Hensoldt Dialyt roof prism construction has its special advantages. The light travels a short way with less loss due to reflections. Hensoldt Dialyt glasses have excellent light transmission. In addition their light weight is appreciated and their compact size and elegant form is preferred by many. All internal optics are **COATED**.

For all around use, for sporting events and as a traveling companion, etc., a 6x30 or 8x30 is recommended.

In falling light, at dawn or dusk, for marine use, hunting, etc., when good light transmission as well as higher magnification is desired, a 7x42, or a 7x50, or a 10x50 may be desired.

In poor light when highest light transmission and high magnification are more important than compactness, an 8x30 binocular is recommended. If magnification is the paramount feature desired, the 16x56 binocular should be selected.

A monocular (only one-half a binocular) with 24X magnification and 56 mm objective is offered at \$108.00.

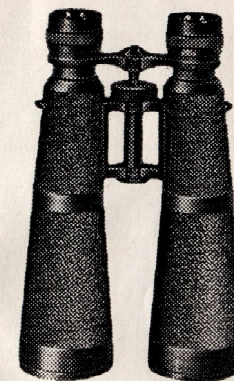
(Please Note **FEATHERWEIGHT!**)

	Light Transmitting Power	Diameter of Field at 1000 Yards	Weight Ounces	Price With Case (Add Federal Tax)
6x30	25	435	10.2	\$116.00
8x30	14	375	10.9	126.00
7x42	36	435	17.6	150.00
7x50	50.4	384	21.5	160.00
10x50	25	285	22.2	175.00
8x56	49	345	24.2	194.00
16x56	12.5	186	24.2	205.00

Add the Usual Federal Excise Tax To All Retail Prices Shown.

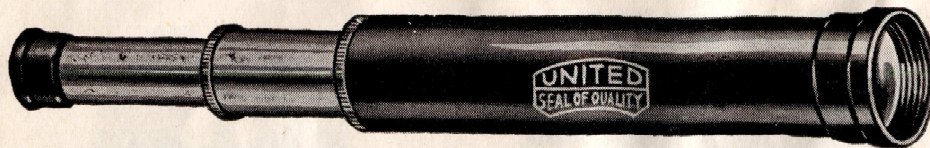


UNITED GUARANTEES YOUR SATISFACTION



As With all Binoculars offered by UNITED, complete with leather case, straps.

30 POWER! 8½ OUNCES

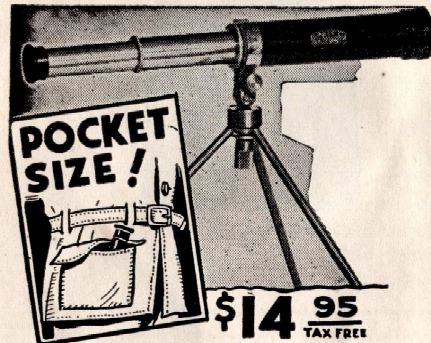


8½ ounce Whisper Weight 30 Power Telescope for instant-on-the-spot focusing. Ideal for indoor, outdoor sports, vacationing, trips, long distance spotting. Pocket size — measures only 7" closed, 14½" open. This fine UNITED telescope has been COATED with applications of magnesium fluoride to the inside 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

30 POWER UNI-SCOPE with TRIPOD

At last, an ideal spotting scope for range checking. A full 30 POWER Whisper Weight Pocket size Spotting Scope that measures only 7" closed—14½ extended. Weighs 8½ ounces! NOT A CHEAPLY MADE TOY! But a tremendous 30 Power, all metal, precision machined (threaded fittings throughout) top quality, Achromatic spotting scope that invites comparison. Made in Japan. These precision constructed UNITED Uni-Scopes are produced of quality materials by skilled craftsmen and are Unconditionally Guaranteed and Economy Priced. So compact and so precision made in every detail you will also want to use it for long distance viewing.

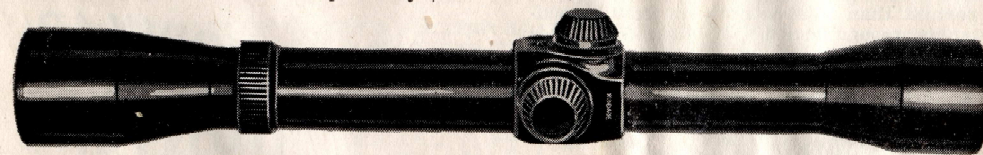


\$14.95
TAX FREE

The UNISCOPE has been COATED with applications of magnesium fluoride to the interior sides of the VITAL front Achromatic Lens so users can view objects clearer, brighter and in sharper detail than ever before.

UNI-TRIPOD combines Simplicity with Practicability

Two thumb screws complete set-up or disassemble the ball swivel UNI-TRIPOD in just a few seconds. Sight up, down or at any angle you want! It too is pocket sized, rust proof and precision machined in every way. UNI-SCOPE plus UNI-TRIPOD complete only \$14.95 Tax Free.



4 POWER 34.95

Featherweight - 8¾ ounces.
Weather Resistant
Cross Hair Reticule
Needle Sharp Definition

Lightning Fast —
Accurate Sighting.
Anti-Reflection COATED

The 4X UNI-SCOPE gives you everything you demand in a quality Rifle Scope and at an economy price.

The 4X UNI-SCOPE provides lightning-fast sighting with hair splitting accuracy. Double adjustment (Internal windage and elevation adjustment with click stops!). Made in Japan by skilled optical craftsmen and carries the famous UNITED SEAL OF QUALITY etched right in to the scope! Note the UNI-SCOPE has a 1 inch and NOT a ¾ inch tube which makes it adaptable for all standard 1 inch mounts recommended for your rifle. Can be used with Mounts Costing as little as \$9.75!

Bright, clear, crisp images. Will stand rough usage. Sleek, trim, streamlined beauty. Handsomely blued throughout. All this quality in the 4X UNI-SCOPE and at a price, only \$34.95.

UNI-SCOPE SPECIFICATIONS

Magnification - 4X
Diameter Objective lens - 30mm.
Eye Relief - 3-5½ inches (approximate).

Field at 100 yards - 33 ft.
Diameter of tubes - 1 inch, blued.
Length - 11¾ inches.

Weight - 8¾ ounces.
Sturdily Constructed of Feather-weight Aluminum Alloy.



17 YEARS OF BINOCULAR KNOW-HOW

SIX TELESCOPES IN ONE!

15 to 40 POWER VARIABLE TELESCOPE COATED OPTICS

- Use 15X—for nearby objects at wide angle.
- Use 20X—for target spotting scopes.
- Use 30X—for long distance terrestrial view.
- Use 40X—for celestial and astronomical observation.

To change the power, simply take the power tube between your fingers, turn to a click and your power has changed from 15 power to 20 power then to 30 power and to 40 power! As simple as that. Rust Proof chrome tubes. Weighs only 18 ounces. 9" when closed. 27" when extended.

MB

\$33.50

**FEDERAL
TAX FREE!**

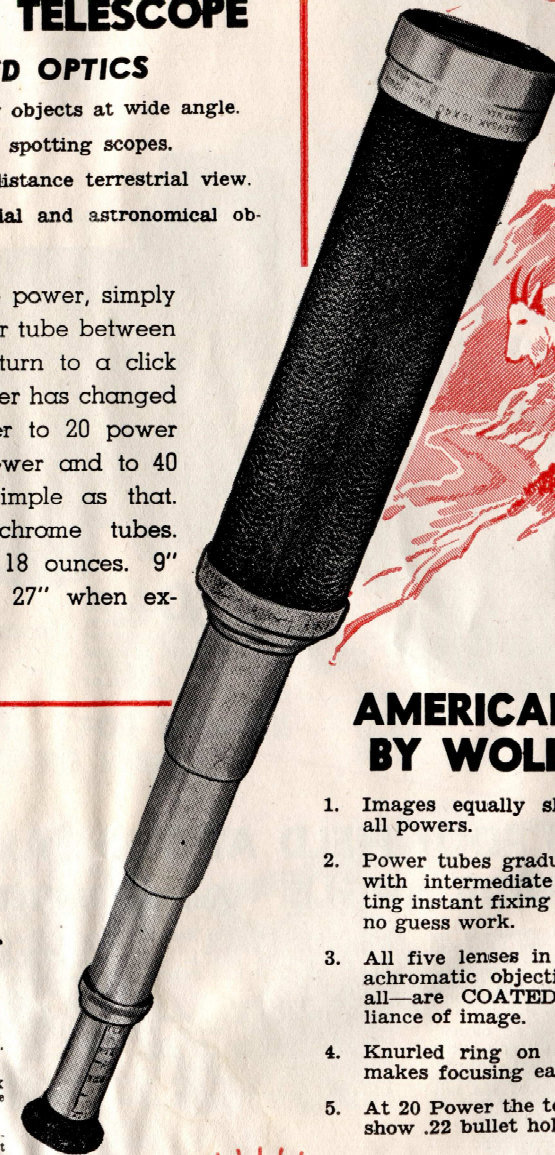
**Genuine Leather
Case Included**

USERS PRAISE IT

"Well pleased with it." D. S., Canal Zone.

"Just received your 15X-40X Telescope. It is tops. I like the scope fine." I. E. J., Arizona.

"I bought a Wollelsak Telescope through your company. It is really and truly a fine scope. It has more than served my needs in Korea." Cpl. T. E. J.



AMERICAN MADE BY WOLLELSAK

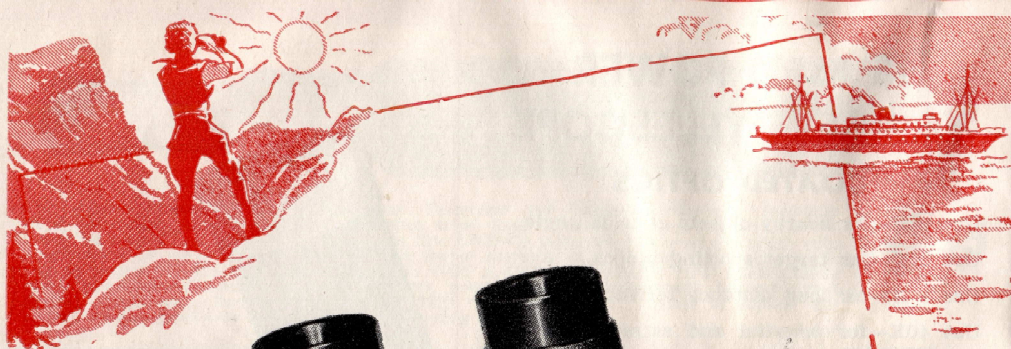
1. Images equally sharp and clear at all powers.
2. Power tubes graduated in click stops with intermediate markings permitting instant fixing of selected power—no guess work.
3. All five lenses in the eye piece and achromatic objective—12 surfaces in all—are COATED for greater brilliance of image.
4. Knurled ring on eyepiece draw-tube makes focusing easy and fast.
5. At 20 Power the telescope will clearly show .22 bullet holes at 300 feet.



UNITED GUARANTEES YOUR SATISFACTION

Fully Satisfied Return for

Prompt Refund in Full!



\$79.50

**525 FOOT FIELD AT 1000 YARDS!
7x35 WIDE ANGLE Another UNITED FIRST!**

Another UNITED First!—In the new streamlined design. Fits your hand like a glove. A 7x35 Binocular which offers you not 350, 360, 375 or 390 but a **WIDER FIELD** of 525 feet at 1000 yards. You See More!

Featherweight—Only 26 Ounces! We repeat, this **UNITED WIDE ANGLE 7x35** weighs only 26 ounces! Fine resolving power. Needle sharp definition and brilliance. Color corrected Achromatic

lense. You will find it is **EASIER** to follow rapidly moving objects, and you will be able to **SEE MORE**. Plenty of light gathering power.

Uni-Coated assures you of brighter, sharper, clearer images, for internal surfaces of vital prisms and front and rear achromatics are coated! Precision designed of quality materials yet is offered you at **UNITED'S** economy price of \$79.50 plus the usual Federal

Excise Tax. Comes with handsome plush lined leather case and straps.—Made in Japan.

Remember This Combination! A 7x35 **UNITED** Binocular (and 7x35 is considered the "all purpose" binocular) **PLUS** a **WIDE ANGLE** field of 525 feet at 1000 yards **PLUS** Featherweight, only 26 ounces. All combined into a modern, streamlined body and economy priced . . . 4 3/8 x 7 5/8 inches, **UNITED'S NEW WIDE ANGLE** Binocular.



TRY ONE MONTH AT OUR RISK

This is an excellent glass for bird study, the theatre, watching athletic contests, because of extreme lightness, compactness and excellent optical system. The Rambler is a good aviation glass because motion and vibration are minimized. It gives a wide enough field of view to eliminate ordinary shifting to follow objective movement. Wocoted (coated) optics, central focusing and attractive permanent finish of rich black lacquer. 40 mm. objective lense. Smart leather carrying case and straps are furnished.

Field at 1000 yards 228 feet
Magnification 4 power
Length closed 3 3/4 inches
Weight 9 ounces
Price \$29.50
Federal Tax Extra



**EXPLORER—AN ECONOMICAL
8 POWER TELESCOPE**



Here is an inexpensive full 8-power achromatic telescope . . . an excellent companion on hikes, camping and hunting trips. It is easy to carry because it is small, compact, lightweight. It is popular with old and young alike, and is especially useful to outdoorsmen for studying birds, animals, hunting, motoring, etc. Fine Wocoted (coated) optics give clear, brilliant images. Nickel-plated draw tube. Leather carrying case is furnished.

Field at 1000 yards 105 feet
Magnification 8 power
Weight 6 ounces
Price \$9.95
(No Federal Tax)

**ALLSCOPE FOR THEATRE
AND SPORTING EVENTS**

The Allscope is an all-season glass, made especially for sports and theatre enthusiasts. It brings all action up close . . . puts the wearer right down front, wherever he is. The Allscope is a 3-power glass set in a spectacle mount. Flexible temples permit easy, comfortable fit. The nosepiece and pupillary distance are readily adjusted to fit wearer. Other features are Wocoted (coated) objective and individual eyepiece focusing. Once the field is in focus no other adjustment is necessary. The Allscope is compact enough to be easily slipped into coat pocket. Attractive leather carrying case is furnished.

Field at 1000 yards 330 feet
Magnification 3 power
Weight 3 ounces
Price \$39.50
Federal Tax Extra



A LIFETIME OF PLEASURE

40

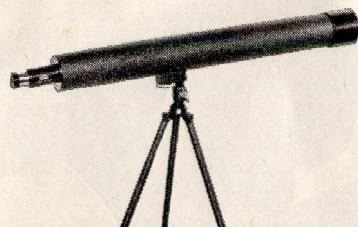
POWER

UNI-SCOPE

\$24.95

COMPLETE WITH TRIPOD

NO FEDERAL TAX



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



At last — an aluminum pocket size 50 power Microscope! Thousands of uses . . . at home, work or laboratory. Gives wide undistorted field. Beveled opti-lens. Made in Japan. Comes ready to use. Requires only one hand to regulate. Size of standard fountain pen! A precision instrument priced at the amazingly low price of

\$3.95 (no federal tax)

**7x35
Monocular
\$29.95**

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

Fine leather case, straps. There is NO Federal Tax on Monoculars



MB

WILL OPEN NEW WORLDS TO YOU

**300 Power
MICROSCOPE**

\$14.95

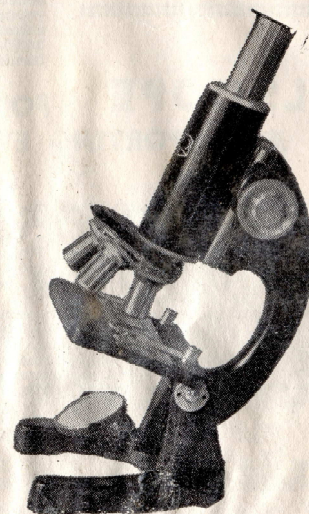
**Triple Revolving Turret
Has 100, 200 and 300 Power
Objective Lense.**

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

UNITED'S Microscope will open new worlds to you!

TRIPLE REVOLVING TURRET

Has 100, 200 and 300 power objectives, each on a rotating nose-piece, so you can easily change the power. Made of metal. Swivel at base for inclined viewing. Plano sub-stage mirror illuminates the slide. Has real rack and pinion gears for easy focussing. Objectives and eye pieces may be unscrewed for cleaning. We know of nothing as educational, fascinating and interesting that can be bought for anywhere near this price. Comes complete with hardwood case sturdily made with dovetail edges. Made in Japan. There is no 20% Federal Tax on Microscopes.



WHERE PRICE AND QUALITY ARE "UNITED"

Buy UNITED and be Sure!



Is your guarantee of real value. This seal etched into your binocular certifies the binocular has satisfactorily met every UNITED test for size, power, weight and performance. Do not be satisfied with less or pay more. This seal is your GUARANTEE OF SATISFACTION.

**THOUSANDS OF
SATISFIED CUSTOMERS**

Over 600,000 men and women from all parts of the United States and many parts of the world testify to UNITED'S policy of SQUARE DEALING. Don't guess — BUY UNITED and BE SURE.

PROOF!

"I must say that UNITED are one of the squarest shooters I have ever dealt with. It would be a pleasure if you care to use my name for a write-up. I purchased a pair of 6 power binoculars and binocular specs and found them OK. I am one of the oldest picture machine operators in the business today . . ." Walter A. Bemis, New Jersey.

"I was given your address by a friend of mine who is very well pleased with your binoculars. Please send me . . ." R. A. C., New York.

"Have seen the 7x50 binoculars purchased by Mr. L. L., a year ago and I like them very much. Enclosed find check . . ." C. E. S., Kansas.

"About 2 years ago I bought a 6x30 binocular, well pleased and have recommended you to friends. Please send . . ." R. W. L., Illinois.

Johns Hopkins Medical School bought UNITED Binoculars for research work in conjunction with the U.S. Navy in Alaska and after testing they bought two additional pair!

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

IT IS YOUR GUARANTEE OF ABSOLUTE SATISFACTION

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

That is why we urge you to seek the UNITED "Seal of Quality" on any Binocular or Telescope you buy to make certain it is a UNITED "Best-By-Test" product and can be had on UNITED'S 30 DAY MONEY BACK OFFER.

Enjoy the countless pleasures of magnified viewing. Do not gamble with your Binocular Dollars. Buy a Binocular whose Quality Materials, Precision Construction is guaranteed by a reputable binocular retailer... the UNITED BINOCULAR CO.

SINCE 1936

UNITED BINOCULAR COMPANY has filled the needs of over 600,000 customers in all parts of the United States and in many parts of the world.

Each and every piece of UNITED merchandise has been sold on an unconditional Money Back Guarantee. The **BUY** and **TRY** policy has been one that UNITED has followed from its very beginning. Its simplicity is your protection. You buy a binocular or telescope. You try it for your own special purposes and then if it does not meet your

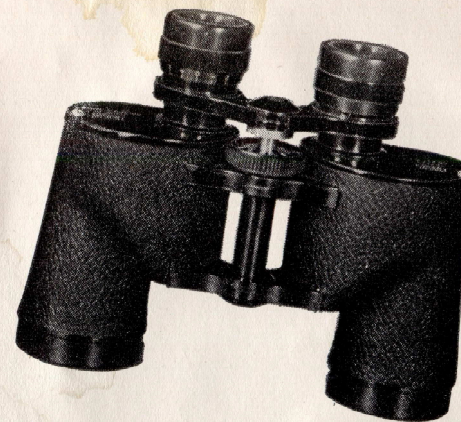
requirements or if you feel that we have not accurately described it in every minute detail, simply return it for an immediate unquestioned refund of every cent you paid us. Your complete satisfaction is our main concern.

It might interest you to know that our total cash refunds amount to less than two per cent of our gross sales and of these many admit that the fault lay on the part of the buyer, his wants and what he could at the moment afford to pay and not with the merchandise.



WHERE PRICE AND QUALITY ARE "UNITED"

MB



THE Gift of a LIFETIME!

Binoculars are always an unforgettable gift for folks of all ages at Christmas, Birthday, Going Away Trips, Employees, Anniversaries, etc. UNITED'S tremendous stock offers you a Binocular for Every Purpose and at Every Price.

UNITED'S Lay-A-Way Plan No. 1

Select the Binocular of your choice. Or, if undecided write us your general wants and let our advisory department make suggestions for you. Make only a \$5.00 deposit and we will hold aside your selection for you for any period up to 6 months. Make payments at your convenience or, we will accept payment in full on date delivery is made. Many people prefer this easy weekly on monthly payment plan.

UNITED'S Gift Certificate Plan

Simply remit any amount you choose and we will rush to you our beautiful gift certificate made out to the person of your choice, indicating the amount this person may apply against any binocular listed in this three color catalog and showing your name as the generous giver of a lifetime quality UNITED Binocular.

Special Satisfaction Guarantee Offer
If for any reason the binocular selected by

the receiver does not please the person in every way, he or she may return the binocular either for an exchange of a higher or lower priced binocular or an immediate cash refund of the money!
Remember, you can order a binocular now and **HOLD** the gift or gift certificate until the date of the occasion. If the person receiving it at that time is **NOT SATISFIED** after trying the Binocular for 30 days, they may be returned for either an Exchange or a Refund.

GIFT OF A LIFETIME ORDER FORM RETURN TODAY

Date _____
Mr. L. J. Thomas, Executive Director
United Binocular Co.
United Bldg., 9043 S. Western Ave.
Chicago 20, Ill.

Plan No. 1 () Enclosed find \$5.00. Hold _____ weeks
Binoculars for _____ weeks

Plan No. 2 () Enclosed find \$_____
Please issue gift certificate to:

(Mr., Mrs., Miss) _____

Name _____

Address _____

City _____ State _____



A LIFETIME OF PLEASURE

THE *Falcon* 20 POWER PRISM BINOCULAR

WEIGHS ONLY 12 OUNCES!!

\$39⁹⁵



UNITED
SEAL OF QUALITY

Is your guarantee of satisfaction. Insist upon it!

POWER, COMPACTNESS, ECONOMY PRICE

Never in the 100 years since Carl Zeiss invented the **prismatic** binocular has it been possible to secure a superbly made **20 POWER PRISMATIC** binocular, weighing only 12 OUNCES and at the amazing price of only **\$39.95!**

Only UNITED'S tremendous buying power makes this possible.


Precision made in every detail. Handsome durable crackle finish with satin chrome trim. Individual focus with removable, screw-in, protective dust caps! Lens are color corrected AND interior surfaces of VITAL front and rear Achromatics have been **COATED** for sharper, crisper, images at all distances. **EXCLUSIVELY MADE IN JAPAN TO RIGID UNITED REQUIREMENTS** which explains why the Price is so **low** and the quality so **high**. Comes with fine leather case and straps.

TRY FOR 30 DAYS AT OUR RISK AND EXPENSE

Test, use and compare. If you are not 100% satisfied return for full refund. UNITED has made you this no risk free trial offer since 1936 — you must be completely satisfied or your money back!

ORDER TODAY. . . . LOWER TAXES

Price complete with handsome plush lined leather case and straps, \$39.95 plus new lower 10% Federal Excise tax. COD's require \$2.00 deposit. For **SAME DAY AIRMAIL** shipment add \$2.00. Order now!



UNITED BINOCULAR COMPANY

9043 S. Western Ave., United Bldg. Chicago 20, Ill.

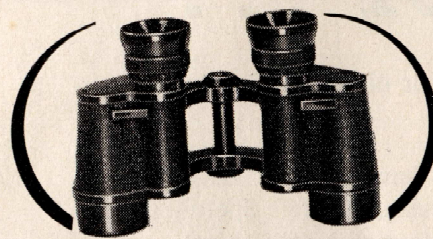
Economy WHISPER WEIGHT BINOCULARS *Excellent* NEW DESIGN LOW PRICES QUALITY

UNITED is proud to introduce this new line of binoculars that will give you good performance, are sturdily constructed and will stand average rough usage, BUT are priced "well below" normal retail prices.

So, if you are price shopping, we urge you to consider these **ECONOMY PRICED** "Whisper Weight" Binoculars. Please note they do not carry UNITED'S trade mark.

UNITED stands in back of these binoculars with our usual **UNCONDITIONAL 30 DAY FREE TRIAL GUARANTEE**. Test for one month, if not satisfied, return for refund in full.

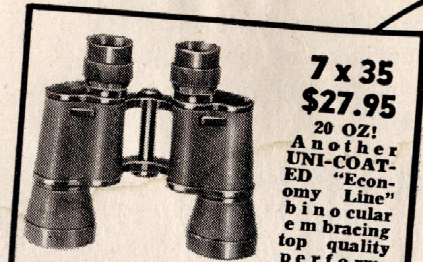
MB



8 x 25—12 Ounces!

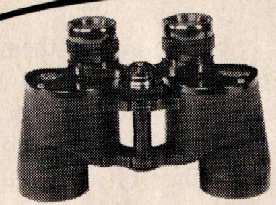
One of UNITED'S new "Economy" line. A brilliant lightweight **UNI-COATED** binocular that embodies all of the features of more expensive models. Compact, precision made. Provides a sharp, clear brilliant field of 390 ft. at 1,000 yards. $3\frac{1}{4}$ " high! Sensational low price makes it a buy of buys. Add \$1.00 postage and handling.

\$19.95



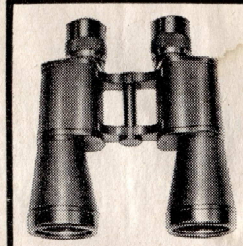
7 x 35 \$27.95

20 OZ! Another **UNI-COATED** "Economy Line" binocular embracing top quality performance at a "wanted-to-pay" bargain price. Excellent illumination. $5\frac{1}{2}$ " high! Razor sharp detail of definition. A sure please binocular. Add \$1.00 postage and handling.



7 x 35 Wide Angle 525' Field \$49.95

Weights Only 26 Ozs. Center focus. It's illumination and tremendous field coverage will absolutely amaze you. Angular Field 10 Degrees. One of the finest glasses ever offered. Compare value. Compare price. Add \$1.00 postage and handling. **Uni-Coated.**




7x50 \$29.95

26 OZ! This **UNI-COATED** glass is the counterpart of one of the world's finest and brightest glasses. Objectives are $2\frac{1}{4}$ " across providing tremendous illumination! Streamlined for ease of handling. $7\frac{1}{4}$ " high. A superb binocular worth many times our low introductory price. Add \$1.00 postage and handling.



12 x 50 \$39.95

27 OZ! Compare value . . . compare price . . . and you will rush your order. This giant power **UNI-COATED** "Whisper Weight" glass is only $7\frac{1}{4}$ " high! Center focus with individually focusing right eye piece. Add \$1.00 postage and handling.



UNITED BINOCULAR COMPANY

9043 S. Western Ave., United Bldg. Chicago 20, Ill.
(TURN CIRCULAR OVER PLEASE)



LEAVES BOTH HANDS FREE

Weigh Only 2 Ounces

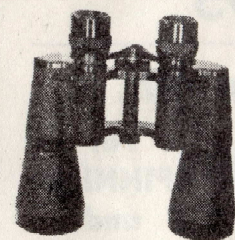
\$3.00

MB

Brings objects right to you. A full 30x2½ power! Easy to wear as sun glasses—gives you freedom of both hands. Precision lenses for sharp, crystal clear images! Ideal for indoor, outdoor sporting events, vacations, theatre, etc. Carry with you everywhere. Made in England. **MONEY BACK GUARANTEE.** Use for 30 days, if not absolutely satisfied return for full refund of your money. Add usual Federal tax.

7x50 GERMAN—\$94.50

Weighs Only 20 Ozs!



It's New! A 7x50 Center Focus Binocular with individual focus right eye that weighs a mere 20 OUNCES! Never before has a 7x50 been made to weigh this "Whisper Weight." Field of 315 feet at 1000 yards. All internal optics are COATED. Remember it weighs ONLY 20 OUNCES! All this made possible due to German craftsmanship. Complete with fine leather case straps \$94.50. Add lower 10% Federal Tax.

MAGNIFIER

\$1.49

An economy priced Reading Glass to satisfy the most discriminating user. Lense optically ground and finely polished. Rim is richly finished in Satin aluminum. Handle is of sturdy, durable plastic. Imported. 2½ inch diameter. Usual United Guarantee applies here as with all our products. **TEST AND TRY** for a MONTH - if you are not fully satisfied return for full refund.

6 POWER TELESCOPE



SEE MILES AWAY — CLEARLY, SHARPLY 9" precision machined scientifically ground, 4 ounce pocket telescope. American made of durable aluminum, black and silver trim. 6 Power is the power used by the Army Signal Corps in majority of their binoculars. **SATISFACTION OR MONEY BACK!**

\$2.99

12 ASSORTED FLIES (Discontinued)



Complete Set of 12 different fishing flies. All are different in design, color etc. Lures for every fishing condition, every mood. These are hand tied. Imported.

Catch MORE...

Catch BIGGER... Catch OFTENER

WRIST COMPASS



WEAR LIKE ANY WRIST-WATCH

Avoid aimless wandering. Precision German made 30 mm. metal wrist compass calibrated to 360° accuracy! Beveled glass top for easy reading. Nickel plated brass case. A MUST for enjoying out-of-doors. Satisfaction or Money Back.

Tiny Telescope

Gives "CLOSE-UPS" FROM MILES AWAY

ONLY \$3.95 TAX FREE



ACTUAL Photograph

A POWERFUL TELESCOPE, YET THE SIZE OF YOUR THUMB!

Conceals completely inside palm of hand! A revolutionary German made optical achievement. Precision easy-slide operation. Scientifically ground lens provide Brilliant Illumination, sharp detailed images. Lustrous SATIN CHROME with black trim. An all purpose performer... instant focusing from 2 feet to infinity! NOT A Toy! A precision instrument. Case 50c extra.

40 POWER 60MM

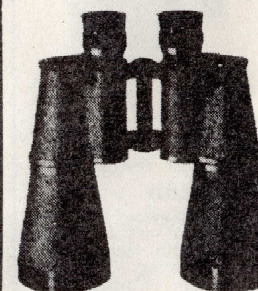
Prismatic Spotting Scope



Don't confuse. NOT a telescope but like an EXPENSIVE binocular it uses Prisms for less distortion, more width of field, greater clarity. Featherweight aluminum construction. 20" long. 63 ft. field! Inside front Achromatic lens fully COATED! Tripod is 22" closed, 57" extended. Ideal for astronomical use as well.

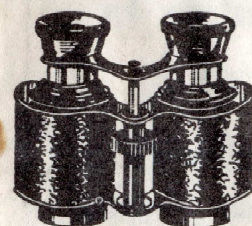
BOTH TAX FREE \$39.50 (Discontinued)

15x65 Center Focus \$59.50



It's new! United's new 15 power prism binocular with extra large 65 mm front lense. This combination gives you great power with tremendous light gathering abilities. Measures 8½ x 9 inches. Weighs 51 ounces. Is center focus with individual focusing right eye. Inside of front and rear achromatics as well as prisms are COATED. Complete with fine leather case, straps. Add new lower 10% Federal Tax.

Complete with fine leather case, straps. Add new lower 10% Federal Tax.



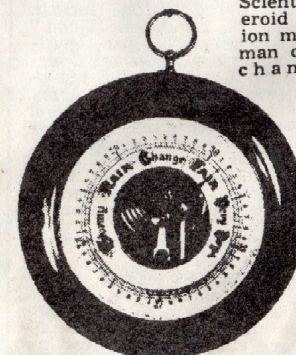
Count Telegraph Wires in the Distance

3 POWER 11 Ounce BINOCULARS

\$4.95

Scientifically ground 3x30 lense. Sturdy, durable construction. American made. Designed and manufactured by skilled optical craftsmen. Adjustable for all distances and eye widths. Weighs only 11 ounces. Stands 3¼ inches high. These wide vision binoculars come complete with handsome case and straps. Center focusing for quick focusing. Add usual Federal Excise Tax.

YOU Can FORECAST the Weather GERMAN BAROMETER



Scientific, accurate. Aneroid Barometer. Precision made by skilled German craftsmen. Forecasts changes in weather

— Fair, Rain, Stormy or Very Dry. Extremely handsome. Framed in cherry hardwood and gleaming brass. 5¼" diameter. Decorative, and useful gift for your own home or office. An Ideal Gift For ANY Occasion

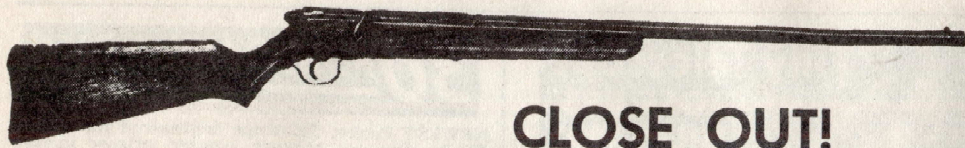
\$6.95

UNITED PRODUCTS COMPANY

(General Merchandise Division)

United Bldg. 9043 So. Western Ave., Chicago 20.





CLOSE OUT!

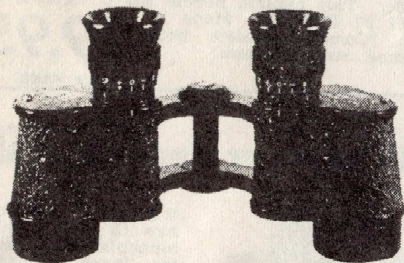
.22 REMINGTON — \$11.98

Model 514A chambered for .22 short, .22 long and .22 long rifle cartridges, interchangeable standard or higher speed velocity. Adjustable rear sight, flat integral bead front sight. Special safety features. Full size. One piece pistol grip stock genuine walnut. 42" length, weight 5½ lbs. Brand New. In sealed cartons, as received from Factory! Regular price \$16.10.—Close Out ONLY **\$11.98**

6 POWER — \$27.95

WEIGHS 7 OZS!

Only 3"x4¾"



It's New! A full 6 Power Binocular created with a standard frame, still it measures only 3 x 4¾ inches and weighs only 7 ounces! This is made possible by use of new lightweight metals which are feather lite and assure stronger construction.

FITS PALM OF YOUR HAND . . .

and gives you a WIDER field of view of 393 feet at 1000 yards. Inside surfaces of vital prisms and front and rear Achromatic lenses are COATED for crisper, sharper viewing. Individual focus. 20 MM. Front Lens. Comes with fine leather case, which has a loop so the binocular can be worn on the belt. Case also equipped with handy leather handle. Price \$27.95 plus lower 10% Federal Excise Tax.



8MM GERMAN MAUSER

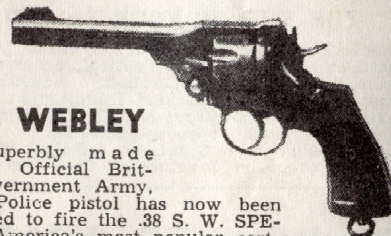
\$32.95

Famous Smooth Action, Hard Hitting German Military Mausers. Model 98, Condition "Good." (NRA Standards). Has semi-pistol grip, graduated rear leaf sight. Has 5-shot magazine! Overall length 43.5"; Barrel 23.4"; weighs 9 lbs. Mausers are rugged performers and the official Army rifle of many countries! These are the preferred, precision German Mausers. Uses American Made Remington 8MM Mauser hi-speed ammunition, 170 grain, soft point. HURRY — for at \$32.95 they won't last long. Four years ago, when these were last offered, our stock was exhausted in 40 days! Same Model "Very Good" condition — \$37.95.

UNITED GUARANTEE

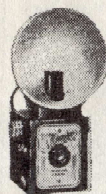
Every gun is sold with the understanding that if you are not completely satisfied in every way return your gun within 5 days for a full unquestioned refund of your money. Rifles are all shipped FOB Chicago and C.O.D. orders must include \$5.00 deposit. MAIL YOUR ORDER NOW!

CONVERTED TO .38 CALIBER!



.455 WEBLEY

The superbly made Webley! Official British Government Army, Navy, Police pistol has now been converted to fire the .38 S. W. SPECIAL—America's most popular cartridge and available everywhere! Gun conversion made by the famous Southwestern Gun Shop, Prescott, Ariz., whose top quality work is known the country over. Reblued. Like BRAND NEW. Price reduced from \$39.50 to \$34.95. While They Last. Handguns F. O. B. Chicago. No C.O.D.'s



CAMERA with FLASH \$3.99

Use indoors, outdoors, day and night. A Nationally accepted, American made Flash Camera. Takes 12 2¼" x 2¼" pictures on 620 film! Shutter speed 1/50 second! Telescopic view finder. Automatic "hot bulb" ejector. Unbreakable plastic with luxury metal trim. Add \$1.00 for postage and handling.

Merchandise In This Folder . . .

Was received too late to list in our regular catalog, or, it consists of NEW ITEMS recently received.



Camping KITCHEN
WEIGHS 1 POUND

- Alcohol Cooking Brass Stove
- 2 Cooking Pots
- Frying Pan
- 2 Interchangeable Handles
- Leather Carrying Strap

Within a few minutes have meat, potatoes, vegetables ready for eating! Alcohol cooks faster, costs less (only few pennies per meal), and is available everywhere. Flame is wind-proof! Insulated Brass Stove, makes it possible to pick it up even when hot. ALUMINUM rust proof cooking utensils have interchangeable handles. German ingenuity and low labor costs make possible our 7-piece Camping Kitchen offer. Note illustration at top—packs into compact, easy-to-carry unit when not in use.

\$7.95

Camping Kitchen offer. Note illustration at top—packs into compact, easy-to-carry unit when not in use.

MB

.22 RIFLE SALE
CARBINE STYLE
BRAND NEW

34 inches long. Weighs only 4 lbs.



Reduced from \$14.95 to **\$9.95**

Exclusive with UNITED! From Germany home of some of the world's finest hunting and military guns, come these superb rifles. Factory was founded in 1865 in Thuringia, Germany's great arsenal and home of the famous Mauser Gun Works. Today the plant has been moved to the American Zone and these rifles are made to rigid UNITED requirements. Bears the famous UNITED "Seal of Quality" BECAUSE this featherweight model is rugged in every detail. One screw take down assembly.

Shoots Longs, Shorts and Long Rifle,
(Regular and High Powered)

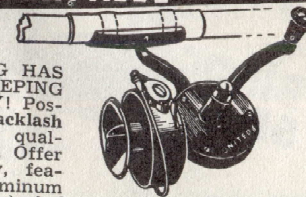
Has automatic ejector with self adjusting sporting rear sight and blade front sight. Barrel has SIX lands, Blued thruout. Highly polished, smooth working bolt action. Amazing accuracy at 100 yard range. Ammunition is available anywhere and replacement parts can easily be had from us if ever needed. Low cost skilled labor makes possible our sensational bargain price. Supply is limited as yet, so quick action is urged. 10 DAY NO RISK TRIAL. Use for 10 days. If not fully satisfied return for full refund! Remit \$9.95 plus \$1.00 Postage & Handling. C.O.D.'s require \$2.00 deposit.

BAIT CAST OUTFIT and SPIN CAST OUTFIT

BOTH only \$9.95

Both for one low price! 6½ ft. laminated glass Spinning Rod with cork grip. CONVERTS QUICKLY to 5½ ft. Bait Casting Rod by changing to EXTRA offset die-cast aluminum handle. Cork grip. ALSO, featherweight, 5 oz. Spinning and Casting Reel. Can't Back Lash. Cast any weight lure. 200 yard capacity. Reversible for Spin or Bait casting. Positive thumb control. Unbreakable case guaranteed for life. Parts replaceable No charge FULL year. Rod-carrying case included.

GLASS SPINNING ROD and SPIN REEL



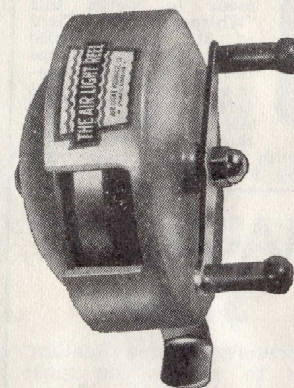
SPIN FISHING HAS BEEN SWEEPING THE COUNTRY! Positively No Backlash with UNITED's quality Spin Outfit. Offer includes sturdy, featherweight aluminum reel, synchro-meshed for smoothest performance. 3.22 gear ratio! Full bail pick up. Unbreakable spool (250 yard capacity).

AND . . .

a 6½ ft., 2-piece Spinning Rod with cork grip made of precision taper-ground laminated glass fibre. Rod carrying case included. Exclusive construction features assures championship performance. A BARGAIN buy!

\$9.95

TWO REELS IN ONE. . .



For SPINNING and BAIT CASTING!

\$4.95

Cannot Back Lash

A combination Spinning and Bait Casting Reel weighing only FIVE (5) ounces!

Rust proof stainless steel metal parts with brass bushing. Precision built for long wear. Hardened steel pick up finger.

GUARANTEED FOR LIFE. . .

The manufacturer guarantees the reel case which is made of unbreakable dent proof plastic FOR LIFE.

POSITIVE THUMB CONTROL

This is the only fixed spool reel with positive thumb control. No buttons to push. Back off one quarter turn on handle and cast in normal manner.

CASTS ANY WEIGHT BAIT

This combination Spinning and Bait Casting Reel, will cast ANY WEIGHT BAIT. Two reels in one. Reel capacity 15 lb. test—240 feet; 8 lb. test—360 feet; and 4 lb. test—600 feet. Reversible for right or left hand retrieve on spinning rod.

TRY ANY UNITED MERCHANDISE AT OUR RISK!

For 18 years UNITED has offered you the same NO RISK Money Back GUARANTEE. Use, test and try any of our merchandise for 30 days. If for any reason you are not 100% satisfied, simply return prepaid for a refund of your money.

The following unsolicited letter is just one of hundreds we
receive constantly from satisfied UNITED customers.

PROOF...

"I purchased from you a pair of 20x56 German Binoculars in April 1953.

In the past 15 months I have traveled far and wide using them for Hunting, Sightseeing, Aircraft Spotting (I can clearly follow the highest Jet-Interceptor with them).

I have shown them to hundreds of Naval Officers, Tank Commanders, Military Intelligence Officers, State Police Officers, and they are thoroughly convinced of the quality and terrific clarity, tremendous power and field of view for such a jumbo glass of amazingly light weight.

I am very proud to own such a precision optical instrument and it's handsome case.

Please send me your latest catalogue of binoculars and tell me about the 30 Power Scope that sells for \$9.95.

I have given your company name and address to at least 50 people who used my 20x56's."

Always a UNITED Booster,

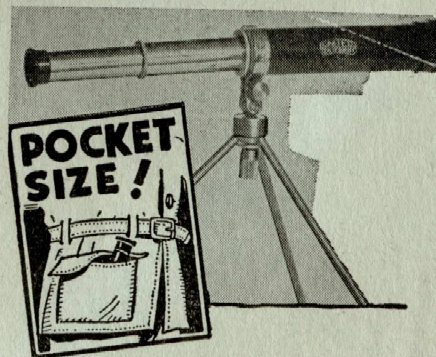
Chas. E. R - - - - -

Newtown, Penna.

(TURN CIRCULAR OVER PLEASE)

MB

STUDY DISTANT OBJECTS IN GREATER DETAIL BY USING THE UNI-TRIPOD WITH YOUR TELESCOPE



Allows you to study distant objects in minute detail and at great length. Brings objects right up to you because the Uni-Tripod combines—

SIMPLICITY AND PRACTICABILITY

Two thumb screws completely set up or disassemble the ball swivel UNI-TRIPOD in just seconds time. Sight UP, DOWN, or at **any angle** you want. It too is pocket sized and precision machined in every way. American made. Price \$3.99.

UNITED BINOCULAR COMPANY — United Bldg. — CHICAGO 20, ILL.