

1 ST POINT ex HILLS + LAC Y
JUNE 1967.



UNICORN



the
BIG name
in Darts



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We reserve the right to make any alteration in the design, material or arrangement of our products, or any part of same which, in our view, will improve them.

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The UNICORN Book of Darts

5th Edition

THE NEW UNICORN range of fine quality dart products embraces the world's most comprehensive selection of patterns, flights, cases and accessories, all carefully designed and precision made to satisfy the needs of every dart player and graded in price to suit every pocket

UNICORN PRODUCTS LIMITED · 115-125 STANSTEAD ROAD · LONDON SE23 · ENGLAND
Telephone: 01-699 7688 (5 lines) · Cables: UNIPROMPT LONDON SE23



Ultra

Brass darts, numbered patterns, pages 10 to 17 and selected named patterns, pages 7 to 9
Coloured Feather or Plastic Flights in five styles
One-piece, hinged lid, virtually unbreakable case with hinged dart holder of advanced design

To order:
with "V" Plastic Flights



Code:
ULTRA/V







Concord



Chromium plated de luxe darts, numbered patterns, pages 10 to 17 and selected named patterns, pages 7 to 9
 Rainbow multicolour Feather or Coloured Plastic Flights in four styles
 Striking, transparent lift-off lid, black base carrying case incorporating patent dart holder
 Individually packed in multicolour sleeve

To order:

Code:

- with "V" Plastic Flights  **CONCORD/V**
- with Standard Feather Flights  **CONCORD/F**
- with 4" Feather Flights  **CONCORD/4F**
- with Darrow Feather Flights  **CONCORD/DARROW F**

In each case add pattern number or name of dart selected e.g.
 '1 doz. sets each **CONCORD/4F 107, 200, BH.**'





Ambassador



Pure gold plated darts of an unsurpassable standard of excellence, numbered patterns, pages 10 to 17 and selected named patterns, pages 7 to 9
 Specially selected, delicately coloured Feather Flights or Coloured Plastic Flights in four styles
 Sophisticated carrying case, tinted transparent lift-off lid, pure white base, patent dart holder
 Individually packed in golden sleeve

To order:

Code:

- with "V" Plastic Flights  **AMB/V**
- with Standard Feather Flights  **AMB/F**
- with 4" Feather Flights  **AMB/4F**
- with Darrow Feather Flights  **AMB/DARROW F**

In each case add pattern number or name of dart selected e.g.
 '1 pack **AMB/F** 1 doz. sets each **102, 249, 325.**'

Prizewinner



Popularly priced range

3 patterns as illustrated

Plastic Flights—3 colour carton pack

Supplied only in UNIPACKS of three dozen sets,
one dozen each of three patterns illustrated

To order:

quote: **PRIZEWINNER**



Scoremaster



Keenly priced range

12 very popular dart patterns, as reduced size illustrations

With Plastic Flights or Feather Flights in multi-colour window
carton, as illustrated

Or Cane Shafts in plastic holder, each set complete with gummed
Paper Flights and sealed in polythene bag

Supplied only in UNIPACKS of three dozen sets, with one kind of flight,
containing three sets of the patterns illustrated

To order:

with Feather Flights

with Plastic Flights

With Cane Shafts

Code:

SCOREMASTER/F

SCOREMASTER/P

SCOREMASTER/C



Spare dart cases

A range of 14 replacement cases to suit every need

To order: quote only **Code** in table below



	ULTRA One piece, hinged lid, pearl grey	ENVOY Red base, clear lid	CONCORD Black base, clear lid	AMBASSADOR White base, tinted lid	NUMBER ONE Wedge shaped transparent	NUMBER ONE NYLON Wedge shaped absolutely unbreakable
For darts with Standard length flights	US	ES	CS	AS	VNOS	NOS/N
For darts with 3" flights and Dum Dum, Gameshot, Long Tom, County and Omega Darts	UDD	—	—	—	—	—
For darts with 4" or Darrow flights and Tom Barrett and Tommy Gibbons Darts	U4	E4	C4	A4	VNOL	NOL/N
For darts with 5" flights	U5	—	—	—	—	—

Gameshot darts

A UNICORN original fitted at rear with hardened, tempered, plated steel shaft
Super featherweight gameshot
Plastic Flight (page 21)
A long plastic flighted dart, the shaft of which will not warp
Supplied in ultra and concord ranges only (pages 2-3)

To order:
quote **RANGE** and **PATTERN** only e.g.
1 doz. sets each **CONCORD/GS1H, GS2M.**



GS1H 38 grams *Heavy*



GS1M 29 grams *Semi-Heavy*



GS1L 22 grams *Medium*



GS2H 29 grams *Semi-Heavy*



GS2M 24 grams *Medium*



GS2L 17 grams *Semi-Medium*

County darts

Combine elegance with perfect proportions and balance
Brass body, integral aluminium alloy tail
Hardened, tempered and plated steel shaft
GAMESHOR plastic flight (page 21)
Supplied in ULTRA range only (page 2)

To order:
quote only **NAME** of pattern required

DERBY 22 grams



DURHAM 28 grams



NORFOLK 27 grams



DEVON 25 grams



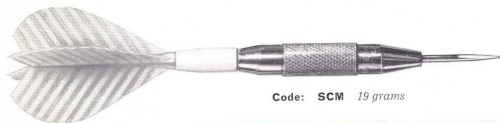
LANCASTER 27 grams



STIRLING 29 grams



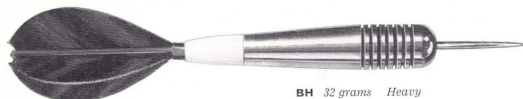
Silver Comet



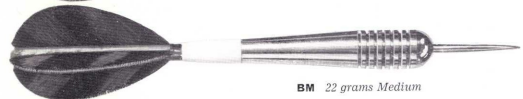
Code: **SCM** 19 grams

The first UNICORN Dart, introduced 1937, still a favourite
Chromium plated de-luxe barrel
Available with standard feather or plastic flights only
Supplied in **ULTRA** range only (page 2)

Bullet



BH 32 grams *Heavy*



BM 22 grams *Medium*



BL 18 grams *Semi-medium*

Super Streamlined—3 weights
Available in **ULTRA**, **ENVOY**, **CONCORD**, **AMBASSADOR** and **TRIDENT** ranges (pages 2-3)

To order:
quote **RANGE** and **Code: BH, BM or BL** as required

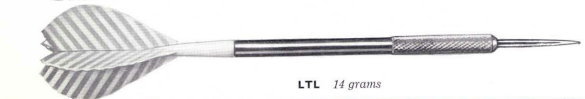
Long Tom



LTH 20 grams



LTM 16 grams



LTL 14 grams

Extra long (2½") body—3 weights
Supplied with standard feather or plastic flights only
Available in **ULTRA**, **ENVOY**, **CONCORD** and **AMBASSADOR** ranges only (pages 2-3)

To order:
quote **RANGE** and **Code: LTH, LTM or LTL** as required

Dum Dum

DDF



DDP



Excellent throwers, perfectly balanced
Entire weight between thumb and fingers
Special Feather Flights or built-in rear steel shaft and
GAMESHOR Plastic Flight as illustrated
Available in ULTRA and CONCORD ranges only (pages 2-3)

To order:
quote RANGE and Code: DDF or DDP as required

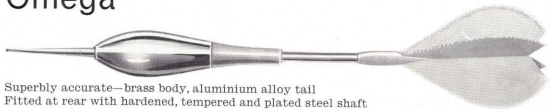
Tommy Gibbons



As used by Tommy Gibbons, twice 'News of the World' Individual Darts Champion
Pattern No. 120 with GOSSAMER Plastic Flight (page 21)
Supplied in ULTRA and CONCORD ranges only (pages 2-3)

To order:
quote RANGE and TOMMY GIBBONS

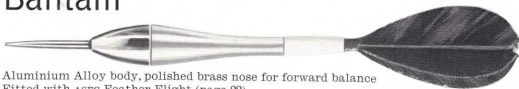
Omega



Superbly accurate—brass body, aluminium alloy tail
Fitted at rear with hardened, tempered and plated steel shaft
GAMESHOR plastic flight (page 21)
Supplied in ULTRA range only (page 2)

To order: quote: OMEGA

Bantam



Aluminium Alloy body, polished brass nose for forward balance
Fitted with ASSC Feather Flight (page 22)
Supplied in ULTRA range only (page 2)

To order: quote: BANTAM

Tom Barrett



As used by Tom Barrett—only man ever to
win 'News of the World' Individual
Championship of England and Wales for
2 successive years

Medium weight torpedo shape dart
4" Feather Flight in High Tensile
Aluminium Alloy Adaptor
Gold Autographed ULTRA case

To order: quote: TOM BARRETT

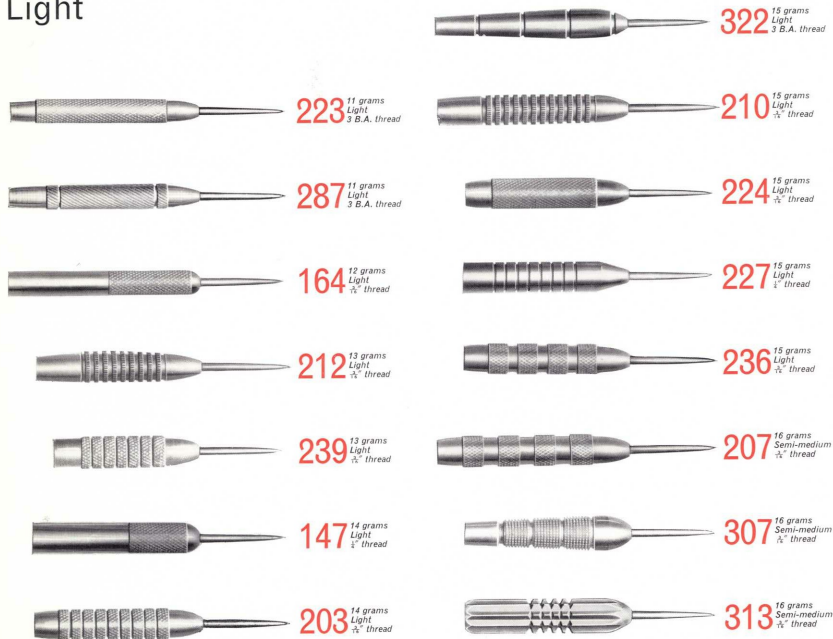
Numbered series darts

Unicorn Darts included in the Numbered Series represent the very best in dart styling and manufacture. Particular attention has been paid to design, so that the series offers the widest possible choice of weight, shape, balance and grip to satisfy the most exacting player.

For ease of selection the Series is presented here classified by weight, the precise weight of each dart being indicated. Any particular pattern can be found by number by consulting the index on the inside back cover.

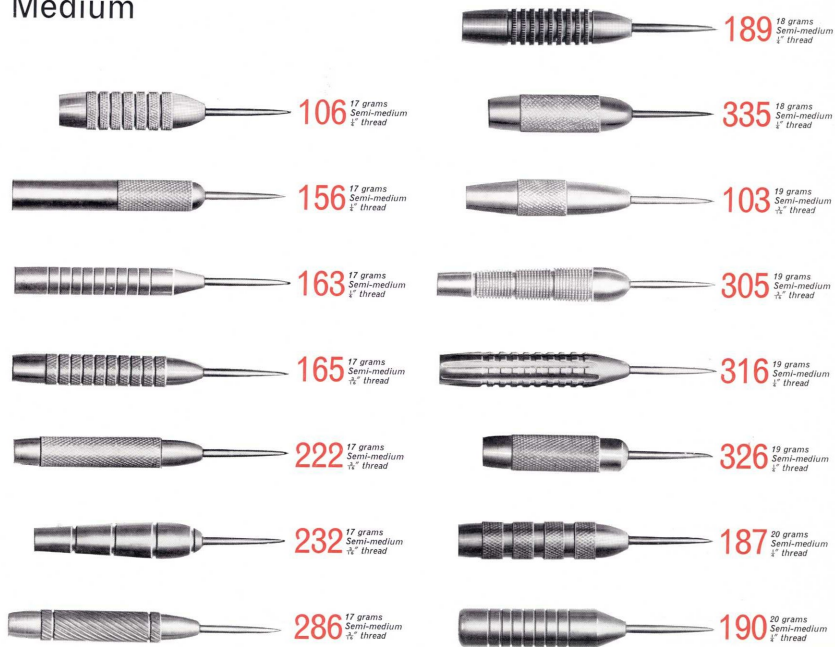
All darts are illustrated full size.

Light



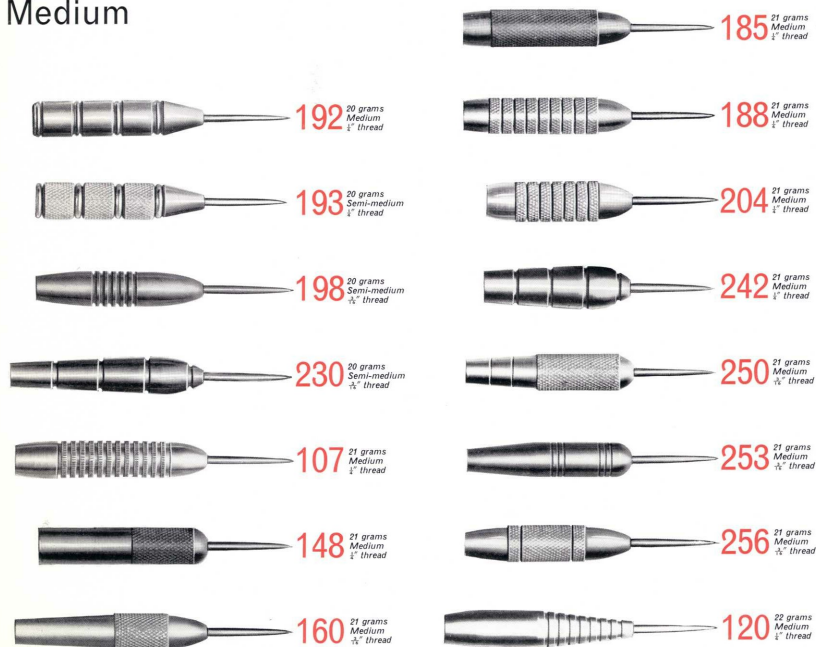
Numbered series darts cont.

Medium



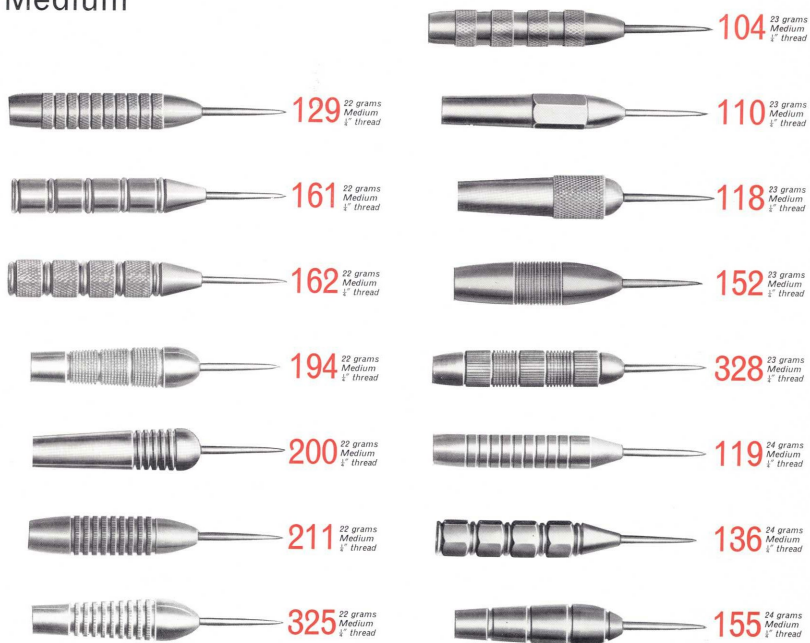
Numbered series darts cont.

Medium



Numbered series darts cont.

Medium



Numbered series darts cont.

Medium



Numbered series darts cont.

Heavy



Numbered series darts cont.

Heavy



Numbered series darts cont.

Heavy



Half Pint



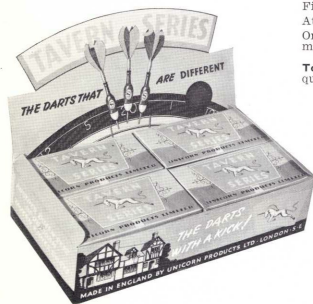
Miniature darts, approx. two-thirds full size, assorted patterns as illustrated
Feather or Plastic Flights
Crystal lid, coloured base plastic case
Carded 1 dozen sets standard assortment

To order:
with Feather Flights
with Plastic Flights

Code:
CD/HPF
CD/HPQ



Tavern



A popular novelty 'bottle dart'
Solid brass, Copper oxidised 'bottle',
polished brass nose
Medium weight, superbly accurate
Fitted expansion Plastic Flight (page 21)
Attractive multicolour box
One dozen per display outer,
minimum supplied

To order:
quote: **TAVERN**



Golden Match



Pack and dart illustrated full size.

The smallest darts in the world
Fun or Match Play

Plated 24 carat gold bodies—
Plastic Flights—card wallet
Supplied carded as shown, large card
with 22 sets plus smaller card
(not illustrated) with 2 sets
(for window display),
making 2 dozen sets in all

To order:
quote: **GM**



Princess

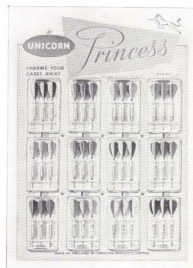


Dart illustrated full size.

Perfect half-size replicas of full size
UNICORN darts

Darts plated pure gold
RAINBOW Feather Flights
Crystal Case
Carded 1 dozen sets assorted patterns

To order:
quote: **PRINCESS**



Plastic flights

All UNICOX polythene dart flights are perfectly moulded in guaranteed virgin material

The four wings arise from the base without any central stem whatsoever, so that no obstruction is presented to a following dart and the weight of the flight is reduced to the irreducible minimum

Seven styles of flight offer an unrivalled range to suit all players



'V' Flight

'Feathered' wings, finely ribbed for correct aerodynamic drag
Packed in sets of 3
or
loose packed one gross singles
of one type, assorted colours,
in multi-coloured display outer

Length	Thread	
	$\frac{3}{16}$ "	$\frac{1}{4}$ "
2 $\frac{1}{2}$ "	DMV	VS
2 $\frac{1}{2}$ "		VM
2 $\frac{1}{2}$ "		VL



'Q' Flight

Super-flexible corrugated wings for maximum lift and accuracy
Packed in sets of 3
or
loose packed one gross singles
of one type, assorted colours, in
sealed polythene bag

Length	Thread		
	3BA	$\frac{3}{16}$ "	$\frac{1}{4}$ "
2"	HPQ		
2 $\frac{1}{2}$ "		DMQ	QS
2 $\frac{1}{2}$ "			QM
2 $\frac{1}{2}$ "			QL



Alwyn Mullins

Designed and used by Alwyn Mullins, 'News of the World' Champion, for super accurate throwing

Causes dart to enter board with horizontal trajectory to reduce obstruction of view for following darts
Packed in sets of 3 only

Length	Thread	
	$\frac{3}{16}$ "	$\frac{1}{4}$ "
2 $\frac{1}{2}$ "	MULLINS/DM	MULLINS/S
2 $\frac{1}{2}$ "		MULLINS/M
2 $\frac{1}{2}$ "		MULLINS/L



Gossamer

GAMESHOT flight with hardened, tempered and plated steel shaft in plastic adaptor
Length 4"
Packed in sets of 3 only

To order:
with 3BA thread
with $\frac{1}{8}$ " thread
with $\frac{1}{4}$ " thread

Code:
GOSS P/SF
GOSS P/DM
GOSS P



Darrow

Large wing area for extra lift and steadying influence on dart in flight
Coloured wings, cream adaptor—length 3½"
Packed in sets of 3 only

To order:
with $\frac{1}{8}$ " thread
with $\frac{1}{4}$ " thread

Code:
DARROW P/DM
DARROW P



Gameshot

'Feathered' wings for lightness and accurate flight
Spares for GAMESHOT, OMEGA, TAVERN, COUNTY and DUM DUM Darts
Packed in sets of 3 only

To order:
quote: **GAMESHOT**



Novaplume

For cane or other slotted dart shafts
Superior in use and life to paper and similar folding flights
Easy to insert in slots
Will not crumple
Packed in sets of 3
or
loose packed
one gross singles assorted colours, in sealed polythene bag







To order:
quote: **NOVAPLUME**

Feather flights

Unicorn Feather Dart Flights are hand made from finest selected feather to a high standard of excellence
 All flights, except Gossamer and 3BA thread types are fitted with GOSDIP protector caps
 Spare Flights are supplied blister packed on individual multi-colour display cards

Length	FOR 'HALF PINT' DARTS		STANDARD LENGTH				GOSSAMER		
	2"		2½"		2¾"		2"	4"	
Thread	3BA	3BA	¾"	½"	½"	½"	3BA	¾"	½"
Coloured	AHPC	ASFC	ADMFC	AMFSC	AMFMC	AMFLC	GOSS/SF	GOSS/DM	GOSS/F
White	—	ASFW	ADMFW	AMFSW	AMFMW	AMFLW	GOSS/SFW	GOSS/DMW	GOSS/WF
Ambassador Series	—	AMBSF	AMBDM	AMBS	AMBM	AMBL	—	—	—



DARROW			LONG SHANK FLIGHTS						
3½"		3"	3"		4"		4"	5"	
¾"	½"	½"	¾"	½"	3BA	¾"	½"	¾"	½"
Darrow/ DM	Darrow/ SC	Darrow/ MC	3ADMFC	3AMFC	4SFC	4ADMFC	4AMFC	5ADMFC	5AMFC
Darrow/ DMW	Darrow/ SW	Darrow/ MW	3ADMFW	3AMFW	4SFW	4ADMFW	4AMFW	5ADMFW	5AMFW
D/AMBDM	D/AMBS	D/AMBM	—	—	4AMBSF	4AMBDM	4AMB	—	—
									

Rainbow feather flights



Finest quality multi-colour feather flights
12 different colour combinations
3 different styles, 2 thread fittings
Each set in crystal container
1 dozen sets per multi-colour display card

To order:	Code	Code
Thread	$\frac{1}{8}$ "	$\frac{1}{4}$ "
Standard length	RB/DM	RB
4" length	4RB/DM	4RB
Darrow	DRB/DM	DRB

Aladaptor Feather flights



Finest quality feather flight
fitted with Aluminium Alloy adaptor
for added strength
Each Aladaptor has rubber washer under
shoulder to ensure firm seating
4" length, $\frac{1}{4}$ " thread only
Flight can be withdrawn from Aladaptor
and shortened to any desired length
Blister packed in sets of 3

To order: **Code: AL4F**

'Unistripe' folding paper flights

Best Kraft, heavily gummed
Printed in colour for visibility
3 sets per packet, Thick or Thin

To order:	Code: UTK
Thick (Red)	UTN
Thin (Blue)	



Dart Canes



PLAIN



STANDARD ADAPTOR



SLENDER ADAPTOR

Selected Rattan cane
Fitted blued steel clips
(except ACSF which have brass rings)
Supplied in sealed polythene bags, containing
3 dozen singles of one type

To order: quote only **CODE** shown in tables

PLAIN CANES

Diameter of Cane mm.	LENGTH				For Darts Threaded
	2"	3"	4"	5"	
5	52CS	53CS	54CS	55CS	$\frac{3}{8}$ "
6	62CS	63CS	64CS	65CS	$\frac{3}{8}$ "
7	72CS	73CS	74CS	75CS	$\frac{1}{2}$ "
7½	752CS	753CS	754CS	755CS	$\frac{1}{2}$ "
8	82CS	83CS	84CS	85CS	$\frac{1}{2}$ "
9	92CS	93CS	94CS	95CS	$\frac{1}{2}$ "

PLASTIC ADAPTOR CANES

Type	Diameter of Cane mm.	LENGTH				Thread
		2"	3"	4"	5"	
Slender	3	2ACSF	3ACSF	4ACSF	—	3BA
Slender	5	2ACDM	3ACDM	4ACDM	5ACDM	$\frac{3}{8}$ "
Slender	5	2ACM	3ACM	4ACM	5ACM	$\frac{1}{2}$ "
Standard	6	2YDM	3YDM	4YDM	5YDM	$\frac{3}{8}$ "
Standard	7½	2YAC	3YAC	4YAC	5YAC	$\frac{1}{2}$ "

Aladaptor Canes



5 mm. ALADAPTOR CANE



3 mm. ALADAPTOR CANE

Selected Rattan cane
High Tensile Aluminium Alloy Adaptors
2 thicknesses

4" length, 1" thread only
Cane can be withdrawn from Aladaptor
and shortened to any desired length

Spare canes and aladaptors also available
All items supplied in sealed polythene bags,
containing 3 doz. singles of one type

To Order:

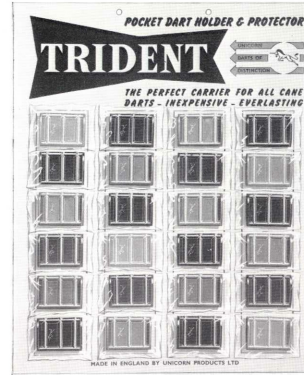
Code:

With 3 mm. dia. Cane	ALTN/34C
" 5 mm. " "	AL54CS
Spare 3 mm. " "	34C
" 5 mm. " "	54CS
" 3 mm. Aladaptors	ALTN
" 5 mm. " "	AL

Trident cane dart holder

The ideal means for carrying Cane Darts
No other protection required
Inexpensive—everlasting
2 doz. per Display Card

To order:
quote: **TRIDENT**



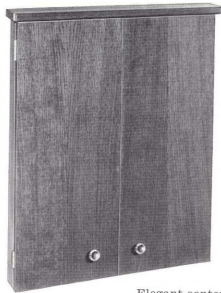
Jiffy dart point sharpener



Blunt points ruin the dartboard and often cause loss of score
The JIFFY Dart Sharpener consists of an abrasive stone with a conical cavity, a dart point rubbed around this a few times will be maintained in perfect trim
Best quality vitrified silicon carbide
1 doz. per Display Card

To order:
quote: **JIFFY**

Dartboard cabinet

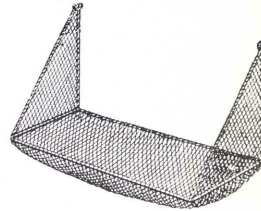


Elegant contemporary design, best selected hardwood, inside of doors blacked for scoring
Individually packed in strong carton

To order:
Light finish
Dark finish

Code:
DCO/L
DCO/D

Dart nets

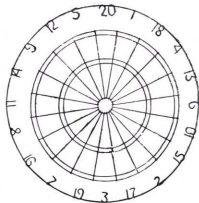


For catching darts falling out of the board
The mesh is sufficiently small to prevent the passage of darts
Net mounted on a stout wire frame
Base 18" x 10"

To order:
with side wings
without side wings

Code:
DNW
DNP

Dartboard spiders, number rings and staples

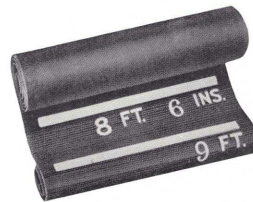


Spiders and Number Rings best quality, welded and tinned
Staples two lengths, short or long

To order:
Spider Clock
Number Ring Clock
Staples 1" Short (1 gross per pkt.)
Staples 1 1/2" Long (1 gross per pkt.)

Code:
SP/601
NR/701
DSS
DSL

Dart mat



Very strong black ribbed rubber
White inlaid toe-lines, at 8' 0", 8' 6" and 9' 0"
distances, plainly marked with large figures
Width 24" Length 10' 0"

To order:
Code: DBM

Dartboards

The KEEPDRYE and "S" ranges of boards are manufactured by SCOTTS, the original inventors of the coiled paper dartboard and are distributed throughout the World exclusively by INCOR.

Manufacture is carefully controlled through each of the many production processes involved to provide a tightly wound, attractively finished board for lasting satisfaction



CLOCK



YORKSHIRE OR DOUBLES

'Keepdrye' range

Each board hand wired with steel of a specially selected grade

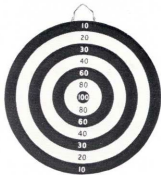
Each circle wire inlaid into the board

Hand wired boards last longer and the wires retain their positions throughout the long life of the board

Manufactured to an exacting specification from special grade of paper, KEEPDRYE Dartboards have become the established standard of excellence the World over

To order: quote Code only

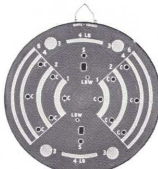
DIAMETER	THICKNESS APPROX.	FACES	TYPE OF NUMERALS	COLOURS	CODE
18"	1½"	Clock/Clock	Stencilled	Yellow & Black	K1/1½
18"	1½"	Clock/Clock	Wire	Yellow & Black	K2/1½
18"	1"	Clock/Fives	Stencilled	Yellow & Black	K3/1
18"	1"	Clock/Fives	Wire	Yellow & Black	K5/1
18"	1"	Yorkshire/Yorkshire	Stencilled	Yellow & Black	K6/1
18"	1"	Yorkshire/Yorkshire	Wire	Yellow & Black	K7/1
14"	¾"	Manchester/Manchester	Stencilled	Yellow & Black	K12/¾
18"	1½"	Clock/Clock	Stencilled	Red, Green & Black	K13/1½
18"	1½"	Clock/Clock	Wire	Red, Green & Black	K14/1½



TARGET



MANCHESTER



CRICKET



FIVES

The 'S' Range

A keenly priced range of boards
Fitted with heavily tinned spot welded spiders

To order: quote Code only

DIAMETER	THICKNESS APPROX.	FACES	NO. OF WIRE SPIDERS	TYPE OF NUMERALS	COLOURS	CODE
18"	$\frac{3}{8}$ "	Cricket/Clock	1	Stencilled	Red, Green, Black/Yellow & Black	S15
11"	$\frac{3}{8}$ "	Clock	1	Stencilled	Yellow & Black	S41
18"	$\frac{3}{8}$ "	Clock/Clock	1	Stencilled	Yellow & Black	S42
18"	$\frac{3}{8}$ "	Clock/Clock	2	Stencilled	Yellow & Black	S43
18"	$\frac{3}{8}$ "	Clock/Target	1	Stencilled	Yellow & Black	S44
18"	$\frac{3}{8}$ "	Clock/Clock	2	Wire	Yellow & Black	S45
18"	$\frac{3}{8}$ "	Clock/Clock	1	Stencilled	Red, White & Black	S46
18"	$\frac{3}{8}$ "	Clock/Clock	2	Stencilled	Red, White & Black	S47
18"	$\frac{3}{8}$ "	Clock/Target	1	Stencilled	Red, White & Black	S48
18"	$\frac{3}{8}$ "	Clock/Clock	2	Wire	Red, White & Black	S49
18"	$\frac{3}{8}$ "	Clock/Clock	1	Stencilled	Blue, White & Black	S50
18"	$\frac{3}{8}$ "	Clock/Clock	2	Stencilled	Blue, White & Black	S51
18"	$\frac{3}{8}$ "	Clock/Target	1	Stencilled	Blue, White & Black	S52
18"	$\frac{3}{8}$ "	Clock/Clock	2	Wire	Blue, White & Black	S53
18"	1"	Clock/Clock	2	Stencilled	Yellow & Black	S54
18"	1"	Clock/Clock	2	Wire	Yellow & Black	S55

Pronto dart set



2 Sets precision Darts fitted plastic flights
SCOTT'S Dartboard, Book of Rules
Individually sealed in polythene wrap—pilfer
and dust proof
Packed 6 sets to Master Carton, minimum supplied

To order:
quote **PRONTO**

Miniature dartboard set



11" Clock Board
1 set HALF-PINT Darts fitted
Plastic Flights in Plastic Holder
Packed in sealed polythene bag

To order:
Code: **DB/1000**

'Nodor' Bristle

Hard wearing—long life for heavy duty use
Individually cartoned

To order: with Clock face Code: **DB/513**
Yorkshire (Doubles) ,, **DB/514**
Fives ,, **DB/515**

Trophy dart



11" high, mounted in black plinth
Dart Patterns 102, 155, 189 and 192 only
Chromium, Silver or Gold Plate finishes
Attractive presentation box

To order:
in De-Luxe Chromium plate finish
in lacquered Silver plate finish
in pure Gold plate finish
In each case add Pattern Number required

Code:
TR/C
TR/S
TR/G

Miniature Trophy dart



6 1/2" high, mounted in black plinth
Dart Patterns 102, 155, 192, 268 only
RAINBOW feather flight
Pure Gold Plate finish
Elegant presentation box

To order:
Code: MTR add Pattern required

Sterling Silver and Solid Gold darts



Each set hand made and mirror
polished
Fitted RAINBOW feather flights
In red velvet and white silk
lined pigskin case
Silver Darts in limited
selection—ex stock
Gold Darts to order