



# ZEISS BINOCULARS

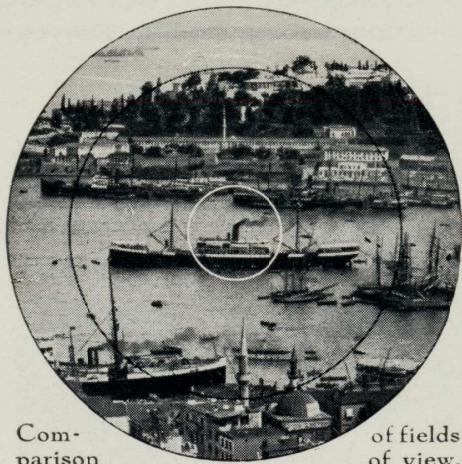


WATCHMAKERS, JEWELLERS &  
OPTICIANS.



Williams Jones & Son  
22  
BANGOR STREET,  
CARNARVON.

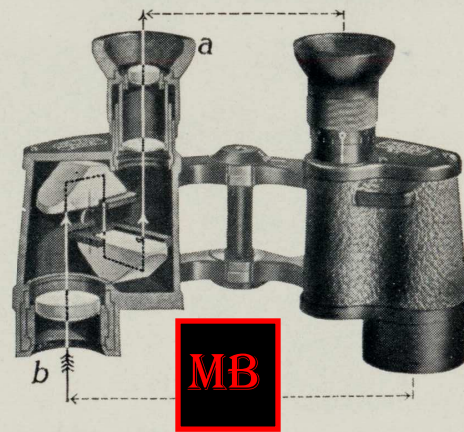




Comparison of fields of view. Small, white circle: ordinary 8× non-prismatic glass. Middle circle (black): 8× prism binocular. The whole: 8× Zeiss Wide-angle Field Glasses

## A Zeiss Binocular

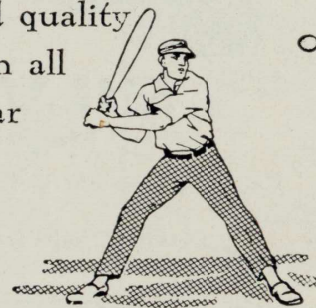
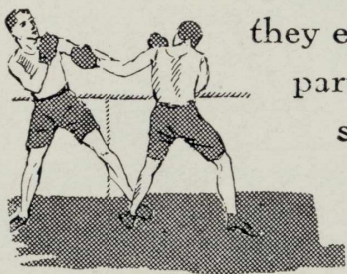
is a really distinctive gift—nothing could be more universally acceptable! Adding so much to the enjoyments of touring, hunting, sporting, etc., a “Zeiss” will become “a most prized possession” and a life-long companion, dearer to its owner as the years go by.



Trace of the rays through a Zeiss Field Glass.  
a) Eye piece — b) Objective — c) Prism

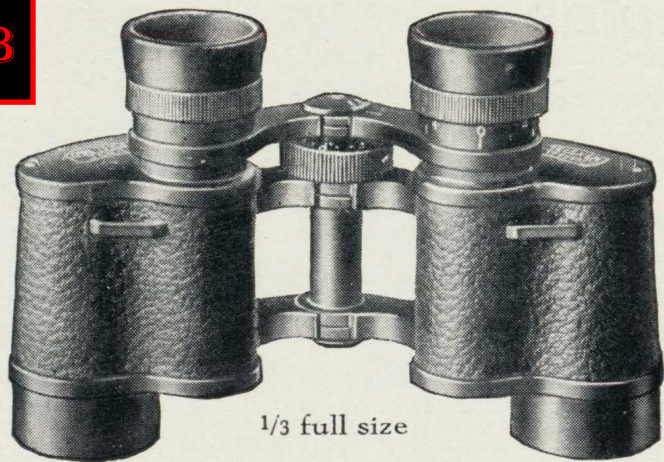
**W**HEN selecting a binocular, one should consider that its value depends above all on its optical properties, magnification, light transmitting power and field of view. *The best magnifications* for outdoor use are 6× to 8×, whereas for the theatre 3× is recommended. Higher powers than 8× require steady arms or a support. *The light transmitting power* is important for all purposes, and a deciding factor with glasses to be used in failing light or at night. The optical glass used in Zeiss binoculars and the construction of both the objective and the ocular transmit the greatest possible amount of light to the eyes. *The field of view* has been greatly enlarged in Zeiss binoculars, as is illustrated above. A large field of view enables the eye to locate an object much more quickly and renders it easy to follow a swiftly moving object, such as a deer on the run, the rapidly shifting scenes of the race course, boat races and indeed all forms of sport.

*The superiority of Zeiss Prism Binoculars* lies in the material, the scientific construction and the workmanship, for which Carl Zeiss Jena, the greatest optical factory in the world, is famous. Because of their unexcelled quality they enjoy a wider distribution and are better known in all parts of the world than any other makes. A binocular should last a lifetime, therefore let quality alone influence your decision.



*The name CARL ZEISS is your guarantee.*

The range of Zeiss Binoculars consists of mo



1/3 full size

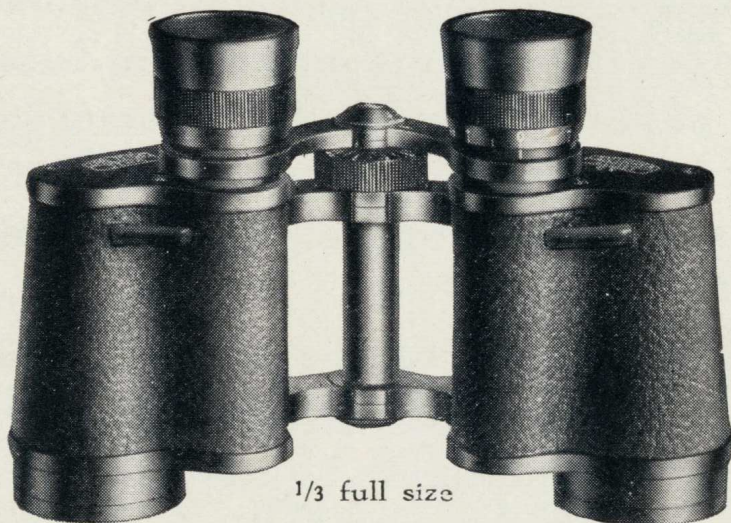
**Tourist's glass**  
**TELEXEM**  
**Magnification 6X**

Light transmitting power 16.  
Field of view at a distance of 1000 yards is 150 yards.

**PRICES**

In black or tan leather carrying case with leather carrying straps.

- TELEXEM with central focussing . . . .£ 9 10 0
- TELEX with eye piece focussing . . . .£ 8 10 0
- SILVAREM with central focussing . . . .£ 11 10 0
- SILVAMAR with eye piece focussing . .£ 10 10 0



1/3 full size

**SILVAREM**  
**Magnification 6X**

Excellent hunting and marine glass, especially good in failing light.

Great light transmitting power 25.  
Field of view at a distance of 1000 yards is 150 yards.  
Price see above.

ore than 20 models, a few of the most popular

**MB**



1/3 full size

## **DELTURISEM**

**Magnification 8×**

A compact high power glass for travel and sport.

Light transmitting power 9.

Extensive field of view. At a distance of 1000 yards the field of view is 154 yards.

### **PRICES**

In black or brown stiff leather case with shoulder strap.

**DELTURISEM**

with central focussing

**£ 11 5 0**

**DELTURIS**

with eye piece focussing **£ 10 5 0**



es are illustrated below. Other models and m

**MB**



1/3 full size

## **DELTRINTEM**

**Magnification 8×**

A wonderful high power glass for race,  
hunting, watching games, etc.

Good light transmitting power 14.06.

Large field of view. At a distance of  
1000 yards the field of view is 150 yards.

### **PRICES**

In black or brown stiff leather case with  
shoulder strap.

**DELTRINTEM**  
with central focussing.

**£13 0 0**

**DELTRENTIS**  
with eye piece focussing **£12 0 0**



more detailed information are contained in a

MB



1/3 full size

## DELACTIONIS

Magnification 8X

A powerful glass.

Exceptional light transmitting power of 25.  
Extremely large field of view. At a distance  
of 1000 yards the field of view is 154 yards.

### PRICE

In black or brown stiff leather case with  
shoulder strap.

DELACTIONIS

with eye piece focussing only

£15 0 0



catalogue which may be had free on request.

**MB**



1/3 full size

## **BINOCTAR**

**Magnification 7×**

Marine and night glass.

A marvel of optical efficiency.

Light transmitting power 50.4.

Field of view at 1000 yds. distance 128 yds.

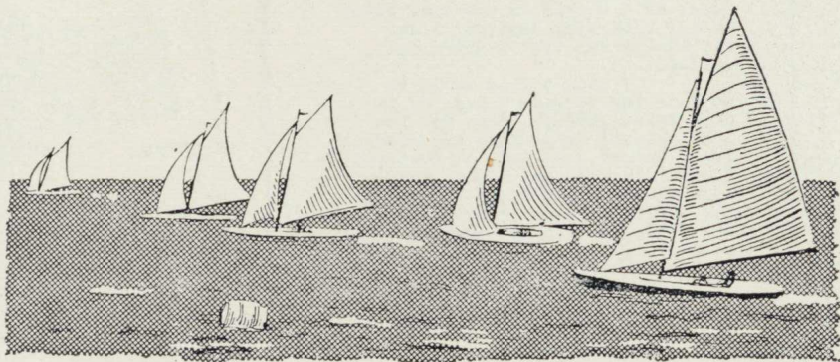
### **PRICE**

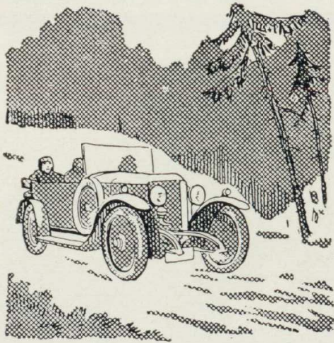
In black or brown stiff leather case with  
shoulder strap.

**BINOCTAR**

with eye piece focussing only

**£ 15 15 0**





THE line of Zeiss Binoculars consists of more than twenty different models, and there is one for every possible requirement: Very compact models suitable for observation at close range in the theatre, at boxing bouts, for bird study, etc., and other more powerful and somewhat heavier models for all kinds of outdoor use.

A "Zeiss" will serve the hunter in locating distant game, will take the tourist visually to inaccessible mountain peaks, to the distant shore of a lake, to the deck of a far-away steamer. Watching a race or a game with a "Zeiss", you can see all the details, and the thrill experienced when seeing the expression on the opponents' faces, or looking into their eyes, can hardly be appreciated. A "Zeiss" will even carry your eyes to the starry sky. The mountains of the moon, the surface of the sun, the stars and planets, are fascinating objects when seen through a Zeiss Binocular.

Famous Explorers, Navigators, Hunters use a "Zeiss".



Captain Hartley of S.S. "Leviathan"



*Around the world in the 'SPEEJACKS'*  
ALBERT Y. GOWEN  
LEADER NEWS BUILDING  
CLEVELAND, OHIO

Binocular which I used on the "Speejacks" during our trip around the world is certainly a wonderful glass. Tho it has been subjected to very severe weather and has been in almost daily use, it is practically as good as when I purchased it nearly two years ago.

Yours very truly,  
*Albert Y. Gowen*



Captain Roald Amundsen, discoverer of the South Pole

THE AMERICAN MUSEUM OF NATURAL HISTORY  
77TH STREET AND CENTRAL PARK WEST  
NEW YORK CITY

February 3rd, 1925

**S.S. LEVIATHAN**  
UNITED STATES LINES

July 25, 1923

Yours of the 23rd to hand. With regard to the fine trip, as per newspaper reports, I can faithfully say that I never had a finer.

I cannot find words to express the wonders worked by the Carl Zeiss glasses. They are the last word in binoculars for power, feel, weight, and ease on the eyes. I used them day and night, and nothing you could print regarding the qualifications of these glasses could explain how perfect they are.

*H. Hartley*  
H. Hartley, Captain "Leviathan"

The perfect service and great satisfaction of the Carl Zeiss products naturally have enrolled me among their enthusiastic admirers. During six years of continued field work in moist tropical regions my Zeiss equipment certainly withstood the most crucial tests in so commendable a manner as to give their manufacturer every reason to be proud.

Their characteristic excellence contributed equally much to the success of the results of other expeditions in equatorial Africa and South America. The feeling of absolute reliance their sterling quality gives has always been a great comfort to me.

Wishing you continued success

Sincerely yours,  
*Herbert Lang*  
Herbert Lang,  
Associate Curator, African Mammals

November 1st, 1924

My most prized possession is my Carl Zeiss binocular, which is just as good to-day as when I bought it in 1902. It has been my constant companion on every trip for the past twenty-two years, including my trip to the South Pole. It has withstood every known climatic condition and very severe use.

I do not hesitate to recommend Zeiss binoculars most highly

Yours very truly,  
*Roald Amundsen*