

CARL ZEISS  
JENA



**MB**

# CARL ZEISS BINOCULARS

KODAKS  
THOMM'S  
SUPPLIES

**CARL ZEISS, INC.**

485 Fifth Avenue, NEW YORK, N. Y.

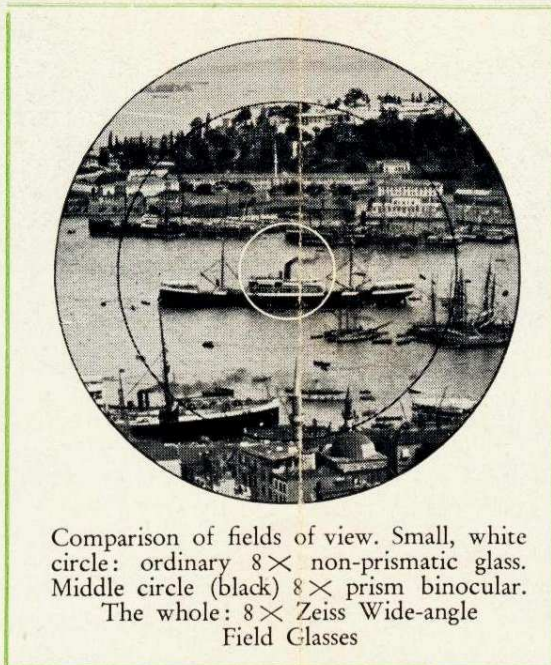
728 So. Hill Street, LOS ANGELES, Calif.



## A Zeiss Binocular adds much to your outdoor enjoyment

*When traveling, hunting, at sporting events*

your Zeiss reveals many things hidden from the naked eye: charming scenery, the deck of a distant liner, or a city far beneath the clouds. On hunting trips your Zeiss spots distant game, saving you miles of tramping or it may show an interesting view of animal life. At all sporting events your Zeiss gives you a thrilling close-up. Astronomers find the moon, sun and planets fascinating if seen through a Zeiss. Among the more than twenty models there is one for every purpose: — very compact models for observation at close range in the theater, for indoor sports, for bird study, etc., and others more powerful and somewhat heavier for outdoor use.



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

*When selecting a Binocular* one should consider that its value depends above all on its optical properties. *The best magnifications* for outdoor use are 6× to 8×, whereas for the theater 3× to 4× is recommended. Higher powers than 8× require steady arms or a support. *The light transmitting power* is important for all purposes, but especially 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 large field of view* enables the eye to locate an object much more quickly and renders it easy to follow a swiftly moving object.

### *The superiority of Zeiss Prism Binoculars*

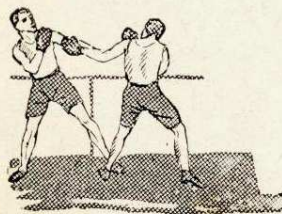
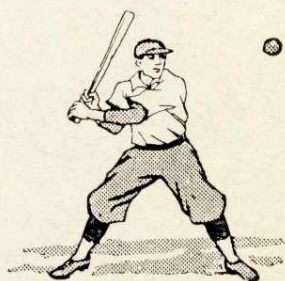
lies in the material, the scientific construction and the workmanship, for which Carl Zeiss, Jena, the greatest optical factory in the world, is famous. Because of their unexcelled quality they enjoy a wider distribution and are better known in all parts of the world than any other makes. A binocular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



This trademark



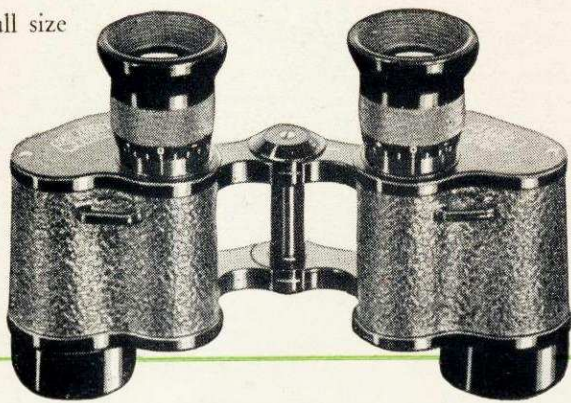
is your guarantee





Of the more than twenty different models of Zeiss Binoculars, some very popular glass

1/3 full size



## TELEX

Magnification 6×

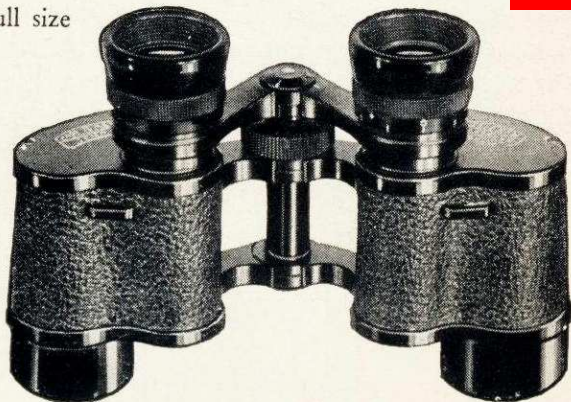
An all-round glass for traveling and for use in the country. Light transmitting power 16. Field of view at a distance of 1000 yards is 150 yards.

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

TELEX with independent focusing.

TELEXEM with central focusing.

1/3 full size



## TELEXEM

Magnification 6×

Same as above, but with central focusing mechanism.

*For Prices see Price List*

1/3 full size



## SILVAREM

Magnification 6×

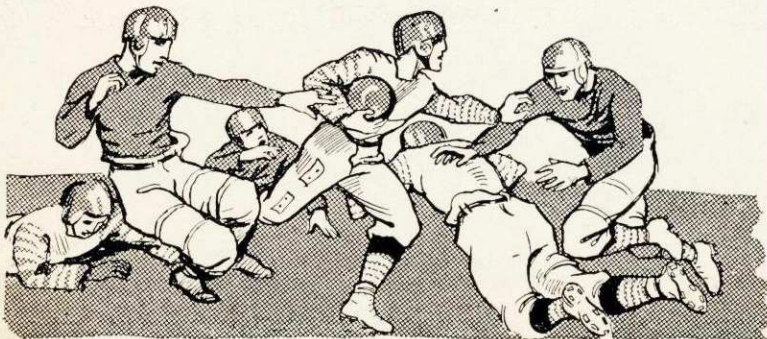
Excellent hunting and marine glass, especially good in failing light. Great light transmitting power 25 and extensive field of view. At a distance of 1000 yards the field of view is 150 yards. The Silvamars has been adopted as a service glass by the U. S. Navy.

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

SILVAMAR with independent focusing.

SILVAREM with central focusing.

*For Prices see Price List*



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atalog which may be had upon request.

$\frac{1}{3}$  full size



**BINOCTAR** Magnification 7 $\times$   
Marine and night glass. A marvel of highest optical efficiency. Standard service glass of the U. S. Navy. Light transmitting power 50.4. Field of view at 1000 yards distance 128 yards.

**DEKARIS** Magnification 10 $\times$   
A high power glass of superior quality. Shape and size like Binoctar.

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

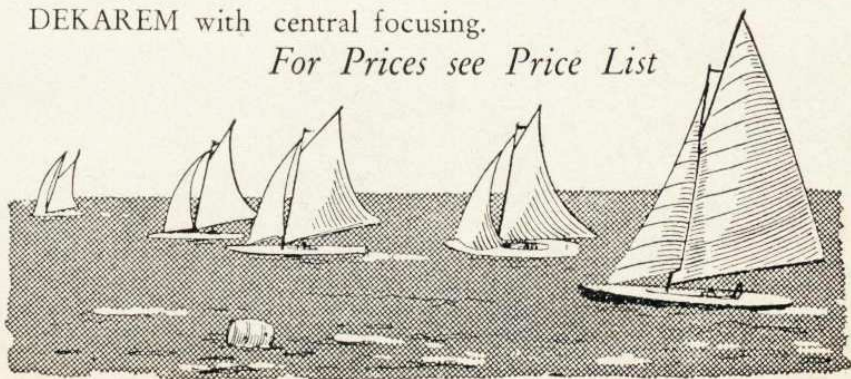
BINOCTAR with independent focusing.

BINOCTEM with central focusing.

DEKARIS with independent focusing.

DEKAREM with central focusing.

*For Prices see Price List*





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*ZEISS PRISM BINOCULARS are standard service glasses in the United States Navy. They are also the choice of all the noted explorers and sportsmen of our time, many of whom have expressed their high appreciation of Zeiss quality*

"Binoculars are essential in our work, and the best is none too good. For that reason we selected "ZEISS". Your equipment came through this year's work in the Gobi Desert in perfect condition regardless of the fact that it passed through snow, rain, and sand storms and was subjected to extremes of heat and cold." Roy Chapman Andrews. Asiatic Expedition, Am. Museum of Natural History.

"For a quarter of a Century in the laboratory and upon expeditions I have consistently used Zeiss instruments, and they have never failed to render competent and valuable services. They fully justify the great reputation and scientific renown that the mark "Zeiss" confers." — A. Hamilton Rice. Rice-Harvard Expedition to tropical Brazil.

"It is a pleasure to use your Zeiss Binoculars. Their brilliant definition and great light transmitting power was quite a revelation to me. The glasses are invaluable in failing light and even in dense atmosphere."  
Eckener.

"Zeiss field glasses rendered excellent service." Koehl, Fitzmaurice, v. Huenefeld. The three Transatlantic fliers.

"For seven days the Zeiss glass lay soaked in seawater on our wrecked plane and it withstood splendidly this severe test."  
C. Veiga.

"During six years in tropical regions my Zeiss instruments withstood the most crucial tests. The feeling of absolute reliance their sterling quality gives has always been a great comfort to me." — Herbert Lang. African and South American Expedition, American Museum of Natural History.

"I find my Zeiss glasses with their powerful light transmitting capacity indispensable. They enable me to cover a large area and spot a quarry as no other glasses have done in my 14 years of big game hunting." — A. J. Klein. African Expedition, Am. Museum of Natural History.

"My most prized possession and my constant companion on every trip for the past 25 years including the South Pole is my Zeiss binocular. It has withstood every known climatic condition and very severe use." May 20, 1926. From the late Captain Roald Amundsen, discoverer of the South Pole.

"Zeiss binoculars, lenses, and cameras are giving splendid results under most trying conditions." — Radio from the Byrd Antarctic Expedit. 1928/30.

