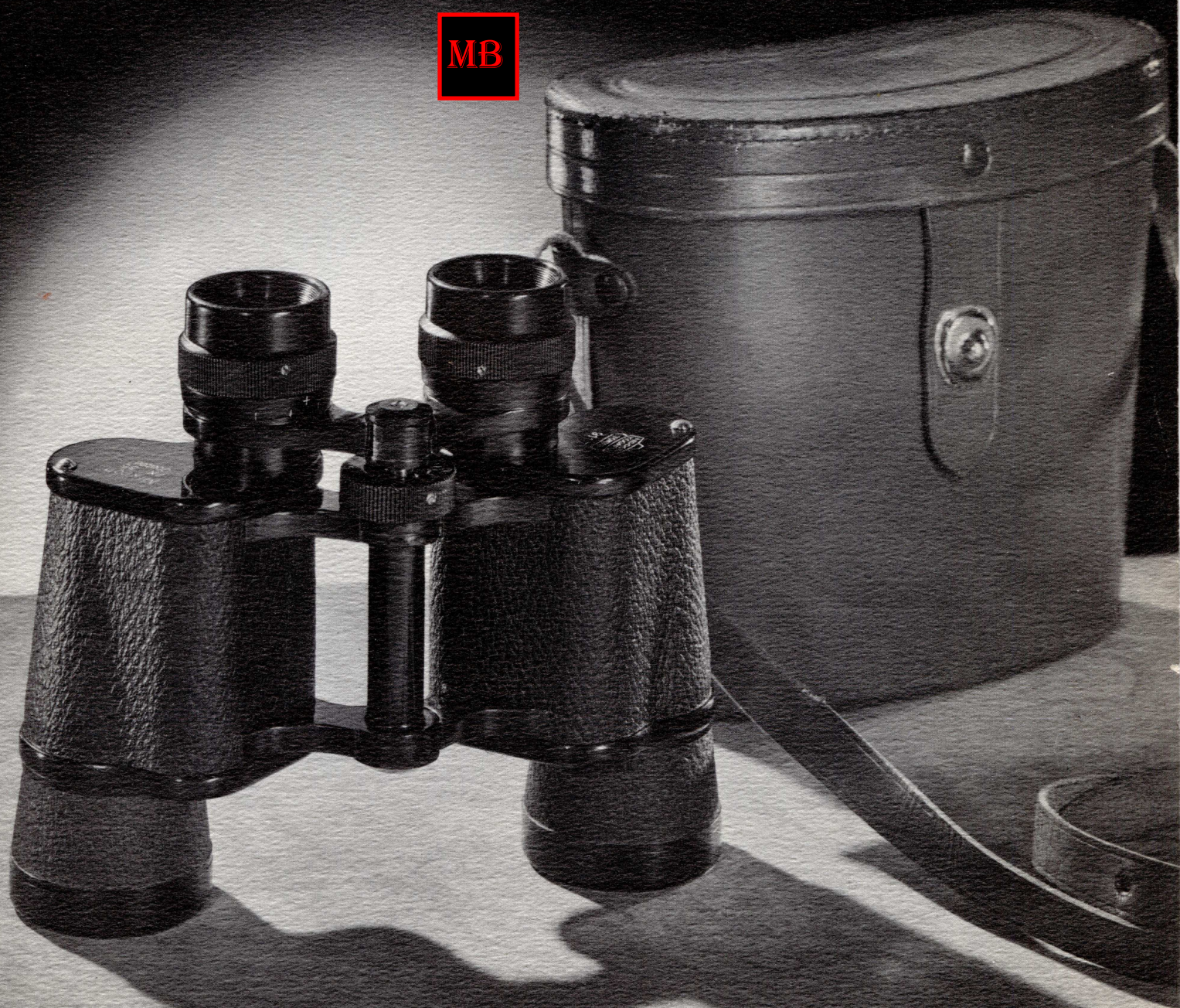


Mikron

the new great name
in binoculars...

MB



Mikron binoculars are made by

Made by the Japan Optical Co., Ltd., Tokyo, one of the world's oldest and largest optical manufacturing companies, the Mikron line of binoculars reflects finest workmanship, sound optical principles, painstaking precision in every detail of construction. All metal parts are machined to exacting tolerances; the optics are as perfect as human skill can make them. Mikron binoculars are assembled by highly skilled craftsmen — to whom time is no object.

Only through this combination of optical experience, fine materials, and attention to minute detail can a *quality* binocular be manufactured. On that basis, the Mikron binoculars are unsurpassed. The Mikron line provides a glass for every purpose — sports, theater, outdoor life — and their handsome appearance makes them outstanding. You will be proud to own a Mikron — the binocular that will give you a lifetime of pleasure.

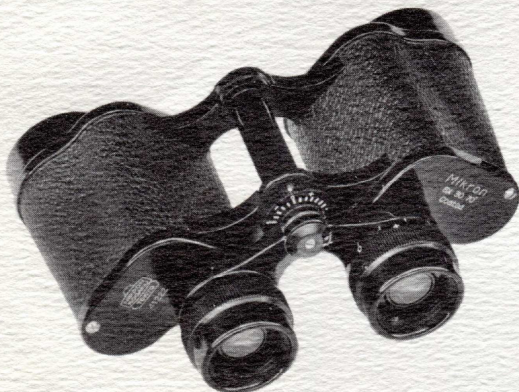


The Mikron "HUNTER" 6x30 Binocular

An excellent glass of conventional construction that is the perfect size and power for hunting use. Features precise individually focusing optics, good handling qualities, black enamel and leather finish, coated optics. Price includes fine fitted leather case with straps.

The Mikron "TRAVELER" 7x35 Binocular

One of the most handsome and best balanced binoculars made. Fits the hand—handles effortlessly! Central focusing with adjustable right ocular. The best all-around glass for the average binocular user. Black enamel and leather finish, coated optics, in fitted leather case with straps.



The Mikron "MOUNTAINEER" 8x30 Binocular

An eight power, central focusing wide field binocular which can be easily focused on moving objects such as deer and big game, keeping them readily in the field of vision.* The 8x30 binocular is the most powerful recommended for practical hand use. It features highly corrected coated optics. Black enamel and leather finish, in fitted leather case with straps.



The Mikron "MARINER" 7x50 Binocular

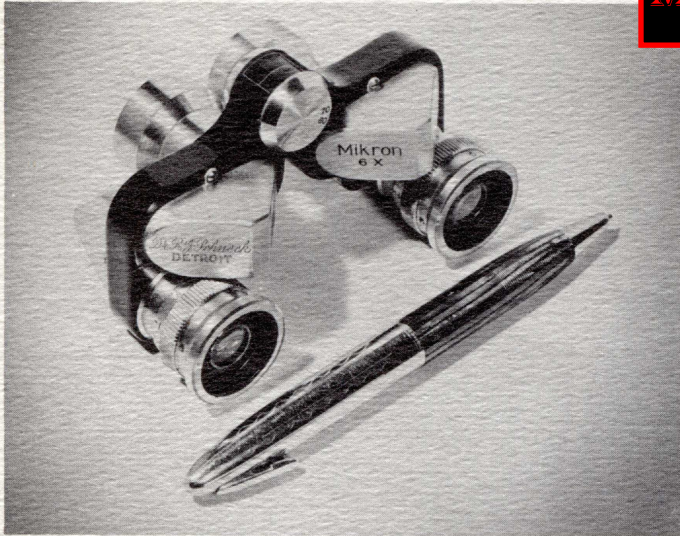
A marine and night binocular of the highest possible illumination for a glass of this size. For specific use where light conditions are poor—night, dawn, dusk, haze. A high relative brightness of 50, due to the large 50mm objective lenses. Individual focusing oculars, dust and moisture proof, coated optics, black enamel and leather finish, in fitted leather case with straps.

*The five element Erfle-type ocular system gives a field of view that is exceptional—450 ft. at 1000 yds.

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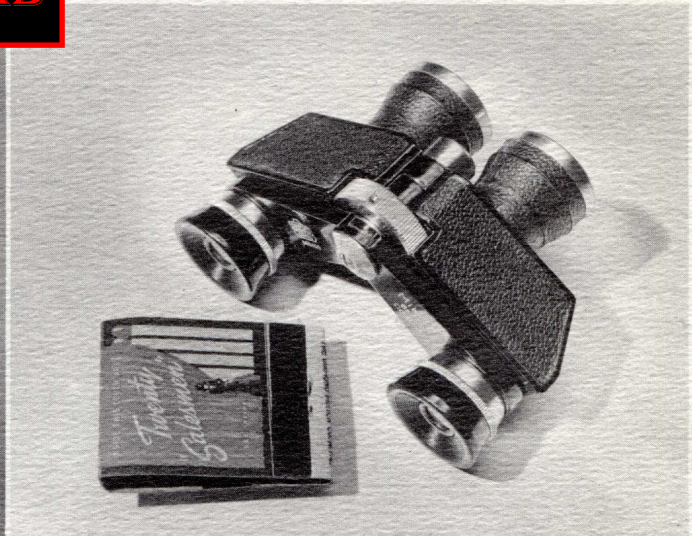
one of the world's foremost optical houses

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The Mikron "SHIRT POCKET" 6x15 Binocular

The original "pocket" binocular that is a masterpiece—both in handiness of use and in construction detail. Slips into your shirt pocket and is ready for instant use. Full six power will put antlers on deer at 1000 yards; field of view will take in all 22 players in a football game. Features individual focusing, black enamel and chrome finish, handy zipper leather case.



The Mikron "ARISTOCRAT" 6x18 Binocular

This beautifully made roof-prism binocular, flat and compact for handy carrying, includes all the features one would possibly want in a binocular—power, compactness, the utmost in optics and beauty. The ideal glass for the opera and spectator sports. Features central focusing, coated optics, black enamel and leather finish, leather case.

FOR YEARS OF ENJOYMENT, PICK THE RIGHT *Mikron* NOW!

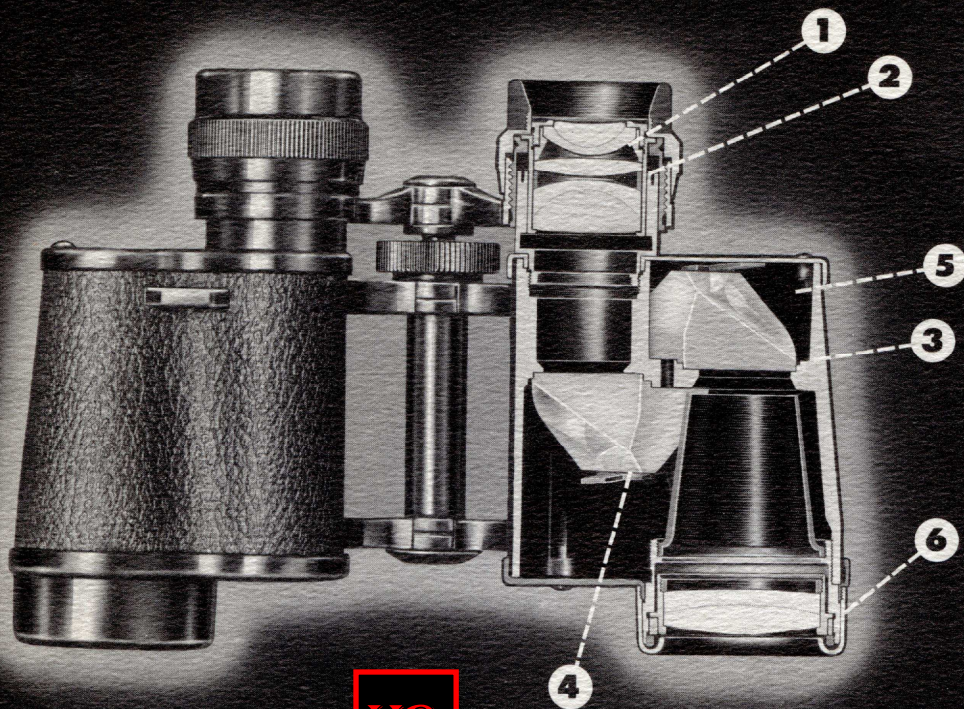
	MAGNIFICATION	OBJECTIVE DIAMETER IN MM	RELATIVE BRIGHTNESS	DIAMETER OF FIELD IN YDS. AT 1000 YDS.	OVERALL DIMENSIONS	WEIGHT IN OUNCES
SHIRT POCKET	6	15	6.25	146	1 1/2 x 4 1/8	6
ARISTOCRAT	6	18	9	135	2 1/8 x 4 1/16	6.5
HUNTER	6	30	25	146	4 5/8 x 6 7/16	24.7
TRAVELER	7	35	25	125	5 1/2 x 6 3/8	27.5
MARINER	7	50	50	125	6 13/16 x 7 3/4	38
MOUNTAINEER	8	30	14	150	4 5/8 x 6 7/16	25

Choose your binocular with care, for it will be a life-time possession — one in which you will take great pride, and use often. Consider first the main purpose for which you intend to use the binocular. Weigh the advantage of lightness of weight, power, field of view, light gathering ability, and minimum size in terms of

intended use. No binocular combines all these features; however, you will find the glass that will give you exactly what you want most of all — for hunting, navigation, sports viewing, bird watching, or any other activity — in the Mikron line. See them at your sporting goods, optical or photographic dealer — soon!

what's inside the

Mikron?



1. Anti-reflection hard coating is applied to all optical surfaces in coated models — reduces glare, increases light transmission.
2. Precisely calculated ocular assembly is a complex lens system, particularly in the 8x30 Wide Angle "MOUNTAIN-EER", where a five element ocular gives the wide field of view of 450 feet at 1000 yards.
3. Prisms are seated in accurately machined recesses — not held by cement or crimped into place.
4. Bronze spring straps hold prisms firmly down — rigidly in place to resist jars or knocks.
5. Prisms are properly shielded to eliminate internal reflections.
6. Accurate alignment is maintained by objective lenses in eccentric ring mounts, set to correctly collimated position.



MIKRON binoculars are fully guaranteed

Mikron binoculars are unconditionally guaranteed against defect in workmanship and material by the world-wide organization that distributes them exclusively in the United States. Service points are maintained in San Francisco, Chicago, New York and other points for repairs in case of damage. Each binocular is supplied with a registration and guarantee certificate which should be promptly filled in by the purchaser, verified and signed by the dealer, who will mail it to:

OVERSEAS FINANCE and TRADING COMPANY

465 California St., San Francisco, Calif.

• Offices in Stockholm, Zurich, Frankfurt a/M, and Tokyo

CECIL W. NELSON

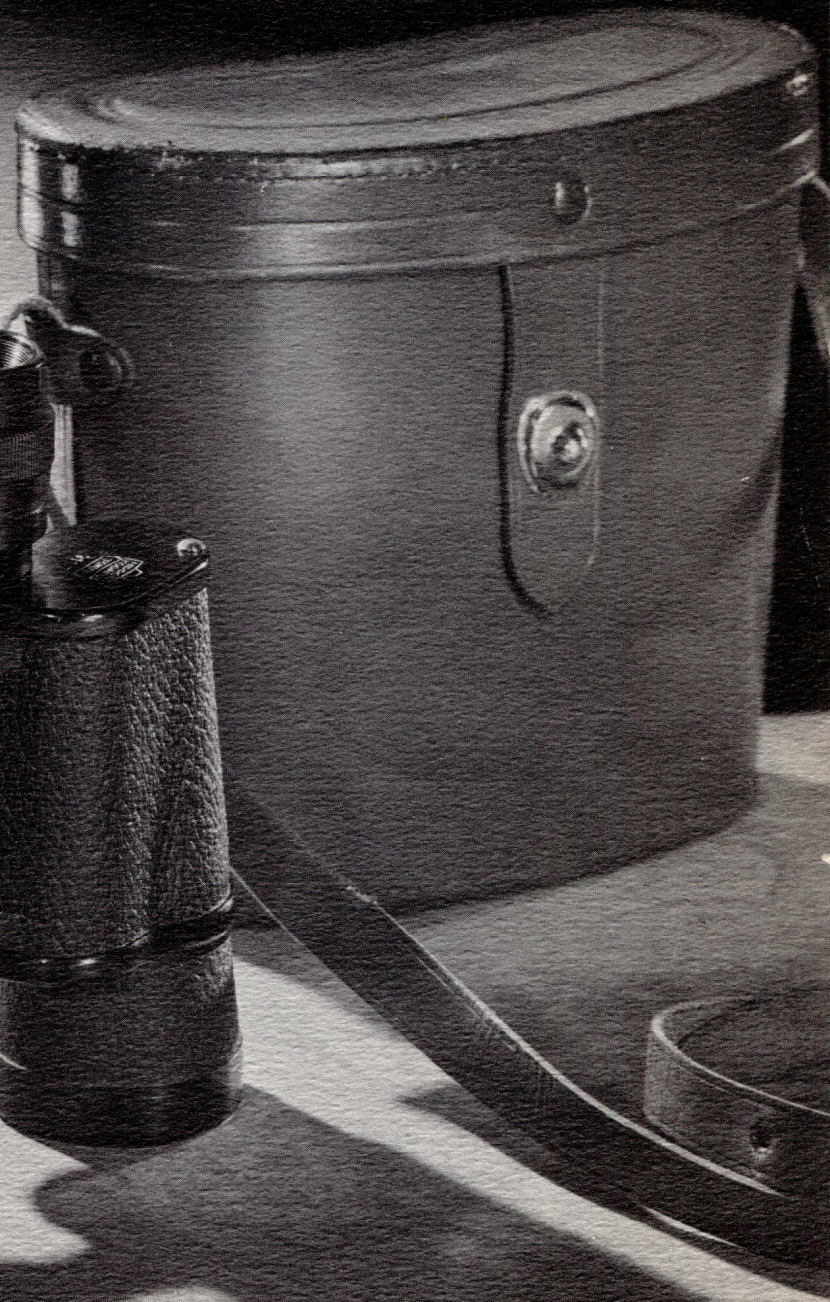
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the new great name
in binoculars...



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unsurpassed performance...
fast-growing prestige...
maximum dealer profit...

An optical system so perfect that objects viewed attain an almost unbelievable brilliance and needle-sharpness! Perfect lenses and prisms made of flawless optical glass... called "world's best" by men who *know!* MIKRON

binoculars are made by the Japan Optical Company (Nippon Kogaku KK), one of the great manufacturers of fine optical instruments (such as the Nikon f/1.4 camera which has taken the photographic world by storm).

No better binocular at any price



- ★ MIKRON binoculars are priced well within the reach of the average customer.
- ★ MIKRON binoculars are nationally advertised.
- ★ MIKRON binoculars are stocked by jobbers in major markets everywhere.
- ★ Dealer discount on MIKRON binoculars is 40%!
- ★ Continuous guarantee by Overseas Finance and Trading Company.
- ★ Parts and service facilities in major cities.

6 x 15 Vest Pocket	\$32.95	7 x 35 Traveler	\$85.00
6 x 18 Aristocrat	82.50	8 x 30 Mountaineer	88.50
6 x 30 Hunter	75.00	7 x 50 Mariner	85.00

Mikron stocks are warehoused by the following jobbers:

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PRICE LIST FOR MIKRON BINOCULARS

	List Price	
Mikron <u>SHIRT POCKET</u> 6x15.....	\$ 29.50	<i>25.00</i>
Mikron <u>ARISTOCRAT</u> 6x18.....	\$ 64.50	
Mikron <u>HUNTER</u> 6x30.....	\$ 64.50	<i>35.00 list</i>
Mikron <u>TRAVELER</u> 7x35.....	\$ 69.50	<i>45.00 list</i>
Mikron <u>MARINER</u> 7x50.....	\$ 82.50	<i>47.50 list</i>
Mikron <u>MOUNTAINEER</u> 8x30.....	\$ 79.50	<i>45.00 list</i>



* * *

Above retail prices are fair-traded and do not
include Federal excise tax.

* * *

OVERSEAS FINANCE & TRADING COMPANY
465 California Street
San Francisco, California

11/3/51

PRICE LIST FOR MIKRON BINOCULARS.

AS OF NOVEMBER 1st, 1951

MIKRON Shirt Pocket 6x15		\$29.50
Aristocrat 6x18		64.50
Hunter 6x30		64.50
Traveler 7x35		69.50
Mariner 7x50	MB	82.50
Mountaineer 8x30		79.50

Above prices(retail) are fair traded and do not include Federal Excise Tax.

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