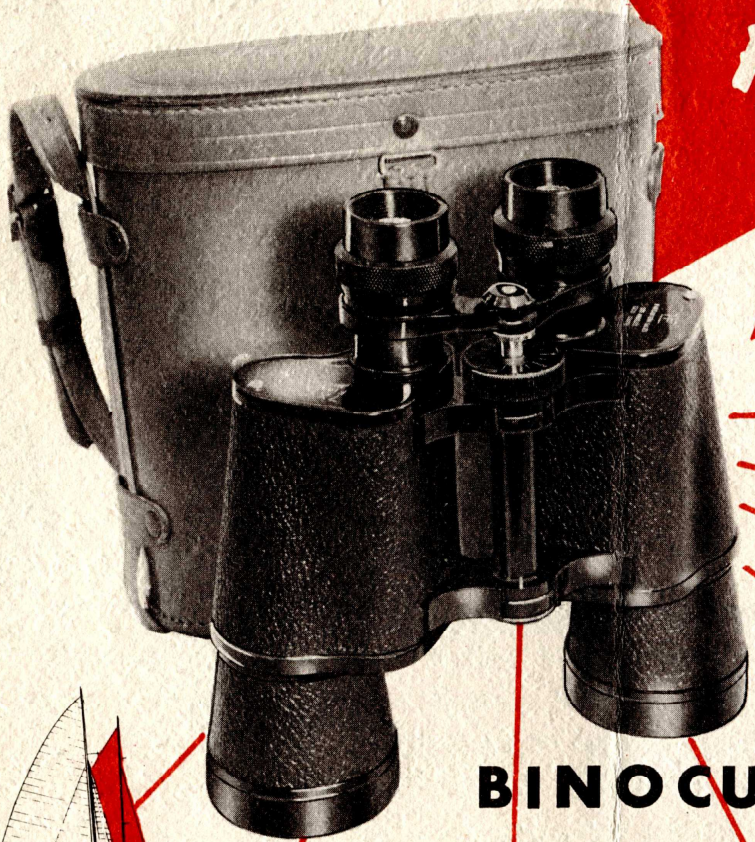




More THRILLS - ZEST - FUN with WORLD FAMOUS F-E BINOCULARS



BINOCULAR BUYERS GUIDE

TO WORLD'S FINEST BINOCULAR VALUES



What to look for when Selecting a Binocular . . .

- QUALITY** — F-E Binoculars offer only the highest quality.
- GUARANTEE** — F-E Binoculars are sold under an unconditional money-back guarantee. You are safe when buying an F-E Binocular.
- PRICE** — F-E Binoculars offer the biggest value for your money.
- USE** — There is an F-E Prism Binocular for every purpose.
- POWER** — F-E Binoculars are made in all powers (tested) to meet your needs.
- FIELD OF VIEW** — F-E Binoculars give large, clear field of view.
- RELATIVE BRIGHTNESS** — F-E Binoculars have the proper light gathering capacity for needle sharp image viewing.
- CENTER OR INDIVIDUAL FOCUS** — You may have your choice with F-E Binoculars.
- SIZE** — F-E Binoculars are designed in standard or miniature sizes, to fit your tastes and needs.
- COATED** — All F-E Binoculars have coated lens to cut the maximum amount of glare and give you sharp, clear vision.
- LENSES** — All F-E Binoculars have achromatic precision ground lenses.
- WEIGHT** — F-E Binoculars feature a lightweight alloy construction, without sacrificing ruggedness and durability.



PRECISION OPTICS

BUY WITH COMPLETE CONFIDENCE AND SAFETY — There is absolutely no risk when you buy F-E Binoculars. In the first place the mechanical construction and optical quality of F-E Binoculars are of the highest order. Superb design, based on the Porro Prism system, coated achromatic lenses, moisture-proof, dust-proof construction, use of strong, lightweight metal alloys, precise alignment, prisms securely and permanently mounted, all these and other quality features are built-in F-E binoculars. Rigid control and inspection at the factory level is conducted by the Tokyo office of the Far Eastern Sales Co. Your guarantee that F-E quality standards are maintained. Finally F-E binoculars are sold under an unconditional, money-back guarantee and a life-time service plan. A certificate of guarantee is enclosed with each F-E binocular and is reproduced on this page. F-E binoculars are sold through authorized dealers or you may buy them direct from Far Eastern Sales Co., 2251 W. Pico Blvd., Los Angeles 6, California. Enclose check with order for full price plus 20% federal excise tax. For C.O.D. orders please include \$5.00 deposit with order.

"A Personal Message from —
Fred A. Emerson, President of Far Eastern Sales Co."

FAR EASTERN SALES COMPANY

2251 WEST PICO BOULEVARD
LOS ANGELES 6, CALIFORNIA
DUNHILL 7-2243

PRECISION  OPTICS

SAN SHIN BLDG.
NO. 10 U-CHOSE
YURANUCHO, CHITOSE-KU
TOKYO, JAPAN

Tokyo, May 15, 1952

Dear Friend:

This GUIDE was written for you.

It tells vital facts that you should know about all binoculars - not just F-E binoculars.

Almost all imported binoculars now sold in the U. S. are made in Japan. Many U. S. firms try to disguise or conceal this fact or insinuate they are manufactured by German technicians. Why? Nobody denies the Japanese have enough ability to build a battleship. The Japanese do superior optical work because they have the technical skill, the time for hand-polishing and grinding and the patience and ability which this work demands. And the exchange value of the yen in relation to the dollar makes possible tremendous savings in optical goods to the American buyer.

F-E binoculars are made in Japan BUT with this important difference - I maintain a permanent office and staff in Japan and I personally supervise the manufacture and inspection of F-E binoculars. So far as I know no other major U. S. binocular firm maintains executive offices in Japan to see that the quality of their binoculars stays constant and uniform. There is no other sure way to guarantee uniform quality.

The Japanese optical craftsman is the equal of the best European craftsman but the Japanese optical industry at present does not have uniform quality standards. Variation in quality is a serious problem which the buyer of binoculars in the U. S. must take into consideration.

When you buy F-E Binoculars you have 100% protection and absolutely no risk. Because of our inspection and control at the factory we are in a position to assure you uniform high optical quality - and I back this guarantee with our 30-day Free Trial, money-back sales policy.

To be absolutely safe buy F-E.

Sincerely,

Fred A. Emerson
FRED A. EMERSON
President

Far Eastern Sales Co. reserves the right to change the design and/or specifications of F-E binoculars at any time but buyer is granted the privilege of returning for full refund or exchange any F-E binocular he does not like within 30 days after date of shipment.

30 DAY MONEY BACK GUARANTEE LIFE TIME SERVICE CERTIFICATE

Your F-E Binoculars are guaranteed against defects of material or workmanship. If for any reason you are not perfectly satisfied with them, return them within 30 days and we will gladly replace them or refund your money in full. This guarantee is made only to the original purchaser of these binoculars who must use normal care in handling them and return them in original condition.

If after the 30 day period you should damage your F-E Binoculars return them to your dealer or to this company. We will repair them and charge you only for labor cost of repairs. This service is available to owners of F-E Binoculars for LIFE.

If these binoculars are purchased from one of our authorized dealers, the dealer alone may extend you the 30-Day Free Trial privilege.

F-E BINOCULARS
Far Eastern Sales Co.

Fred A. Emerson
Fred A. Emerson, President

MB



FAR EASTERN SALES COMPANY

2251 WEST PICO BLVD., LOS ANGELES 6, CALIFORNIA



F-E MARINER

7 POWER 50 mm PRISM BINOCULAR

When a large, powerful, precision binocular is needed, the **F-E MARINER** military-naval type is always the logical choice. This precision instrument combines lightweight, durable construction with an exceptionally bright image seen at long range. The 7 x 50 "**MARINER**" is especially suited for use by seamen, navigators, fishermen and sportsmen. The 7x50 is the type of binocular preferred by the military and naval services. Huge 50 mm objective lenses make possible precise sightings and clearest images under the poorest light conditions. The **F-E MARINER** features moisture resistant finish, dust-proof barrels.

Coated, achromatic lenses — linear field 375' at 1000 yards — relative brightness 50.4 — weight 34ozs. — height — 7". Price includes handsome leather carrying case.

only \$48.00* Center Focus \$5.00 More



F-E PLAINSMAN — 8 x 30 mm PRISM BINOCULAR

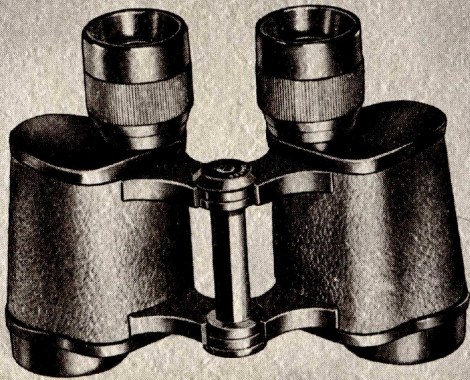
An extremely powerful, long-range binocular for those who want a high-power glass, yet small and compact in size and light in weight for easy handling. Ideal for observing objects at sea or over flat rolling plains or clear mountain areas where the light is strong and visibility unlimited. Good image brightness, strong 8 power magnification and extremely wide field of view makes this an ideal glass for hunters, outdoorsmen, yachtsmen and for long range nature study. The 'F-E Plainsman' features dust-proof construction and anti-reflection coated lenses.

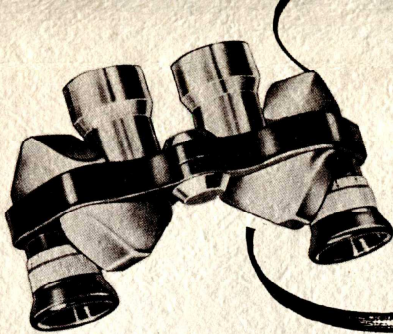
Coated, achromatic lenses — linear field 420' at 1000 yards — relative brightness 14.3 — weight 20 ozs. — height 4³/₄" — center focus \$4.00 more. Price includes handsome leather carrying case. **\$38.00***

F-E EVEREST — 8 x 40 mm PRISM BINOCULAR

The standard military glass for foreign armies. Combines extreme power, brilliant image brightness, wide field of view and rugged all-weather construction. Its large 40 mm objective lenses makes it a perfect glass for all-purpose viewing under any light condition. We recommend the 'F-E Everest' for those who want an all purpose glass with extra strong magnifying power.

Coated, achromatic lenses — 375' at 1000 yards — relative brightness 25 — weight 25 ozs. — height 5¹/₂". Center focus **\$5.00** more — with handsome leather carrying case. **\$54.00***



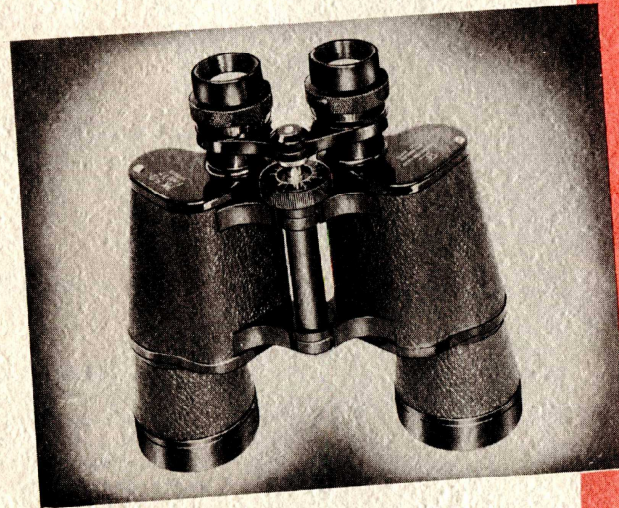


F-E TOURIST 6 x 15 mm PRISM BINOCULAR

One of the World's smallest prism binoculars, about the size of a pack of cigarettes. They can be easily slipped into a purse or shirt pocket and carried without any feeling of weight or discomfort. Full 6 power, color-corrected optics, give long range and wide field of view. Unexcelled for vacationers, tourists and for general daylight viewing and sightseeing. Not recommended for use in poor light.

Coated, achromatic lenses — linear field 375' at 1000 yards — relative brightness 6.3 — weight 5 ozs. — height 2". Individual focus only—with leather carrying case.

Only \$18.00*



F-E MOUNTAINEER—9 x 35 mm PRISM BINOCULAR

A tremendously powerful binocular designed especially for big game hunting and observation in high mountain areas or where clear atmosphere permits long-distance viewing. Too powerful for average use but ideal for those who need a long-range glass that is at the same time small, light and easy to carry. Perfectly balanced for accurate, tremorless vision.

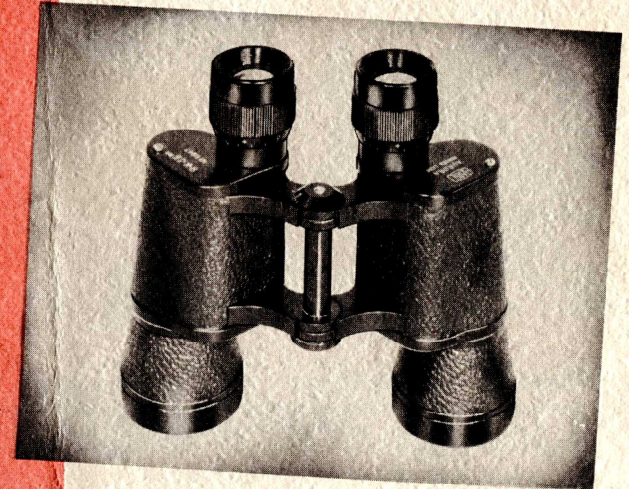
Coated, achromatic lenses — linear field 375' at 1000 yards — relative brightness 14.4 — weight 21 ozs. — height 5 3/4".

\$58.00*

F-E EAGLE SERIES — 10 x 50 - 12 x 50 - 16 x 50

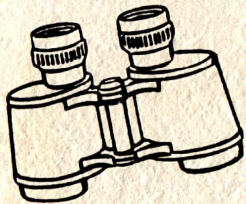
These glasses give tremendous magnification and power. They are too powerful to hold comfortably by hand and require a firm rest or tripod. They are designed for use by look-outs, forest rangers, geologists, explorers, trophy hunters and for all those whose work or sport requires the most powerful binocular obtainable. All three models have coated achromatic lenses and leather carrying cases. Weight 27 ozs. — height 7".

- 10 x 50 Linear field 375' at 1000 yards. Individual focus only..... \$78.00*
- 12 x 50 Linear field 260' at 1000 yards. Individual focus only..... \$84.00*
- 16 x 50 Linear field 200' at 1000 yards. Individual focus only..... \$90.00*

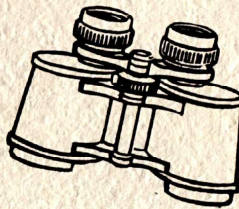


CENTER or INDIVIDUAL FOCUS?

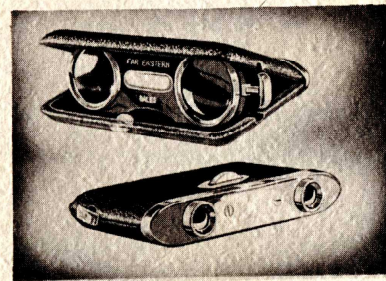
Binoculars are made to focus in 2 different ways. One type has a wheel in the center of the frame which operates both eye pieces and is commonly called "Center Focus"—the other type, known as "Individual Focus" allows each eye piece to be adjusted separately. Center Focus is easier and quicker to set, however, Individual Focus usually gives sharper definition and holds focus better. Both have advantages and the choice is a matter of the user's own purpose.



INDIVIDUAL FOCUS



CENTER FOCUS



F-E NEW YORKER — 3 Power Opera Glass
Ideal for all those who attend the theatre and other indoor spectacles. They give you a front row seat for all occasions no matter how far back you sit. Flat as a cigarette case when closed—opens instantly — quick finger-tip focusing — beautiful leather finish, chrome trim. A perfect gift.

Achromatic lenses — center focus 4 1/2" x 1/2" — weight 6 ozs.

Only \$9.00*

* Please include 20% Federal Tax. \$5.00 Deposit on all C.O.D. orders.

FREE! Beautiful, genuine leather case and carrying straps included with each F-E Binocular. Prices for binocular cases only submitted upon request.

30 DAY FREE TRIAL

**UNCONDITIONAL MONEY
BACK GUARANTEE**

THE FACTS ABOUT BINOCULARS -- Good binoculars are a necessity for anyone who wishes to get the greatest pleasure and benefit from a sport, either as an active participant or as a spectator. For hunting, fishing and other outdoor sports binoculars are indispensable. To obtain the greatest pleasure and enjoyment from your binocular it is important that you select the proper type and size. If you select the wrong binocular, no matter how good it is as an optical instrument, it will be a disappointment to you. The important facts you should know about binoculars are presented below in simple language and non-technical charts. To select the right model first study this GUIDE very carefully, **then make your selection.** No matter which **F-E** binocular you select you can be sure that it will give you **lasting satisfaction** because all **F-E** binoculars are designed to give you the utmost in optical quality. All **F-E Binoculars are unconditionally guaranteed.**

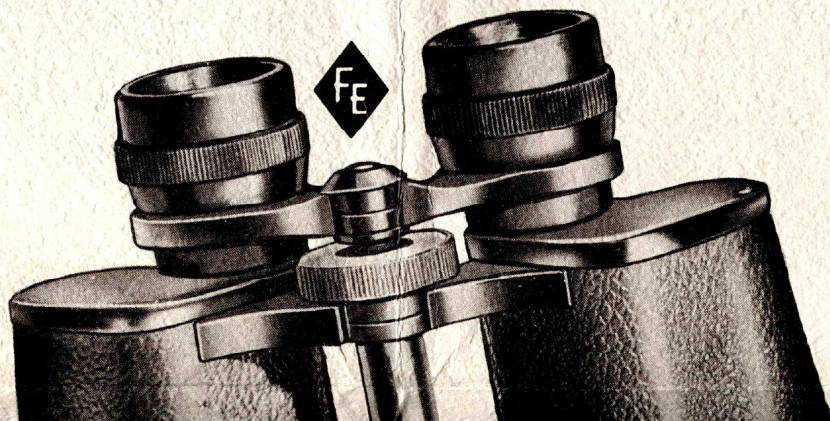
F-E COMMANDO

7 POWER 18mm PRISM BINOCULAR

A miracle of optical engineering. The World's most powerful, precision made, prismatic pocket-size binocular. Designed for Secret Agents needing an easily concealed, powerful binocular. Gives full 7 power magnification, sharp, clear image with wide field of view. Miniature in size, small enough to fit into your shirt pocket or purse. It makes a beautiful gift. Men like it and ladies love its jewel-like chrome design. Recommended for all-around family use, for theater, sports events, hunting, traveling, etc.

Coated, achromatic lenses — linear field 375' at 1000' yards — relative brightness 6.7 — height 2 $\frac{3}{8}$ " — weight 8 ozs. Individual focus only — price includes handsome leather carrying case.

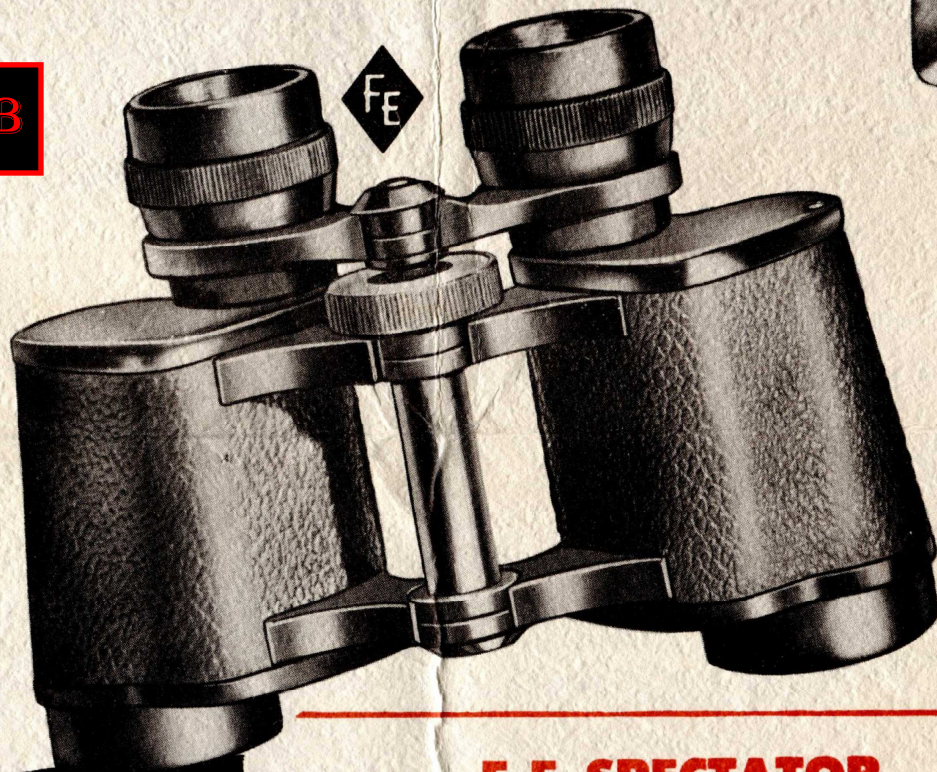
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\$22⁰⁰*



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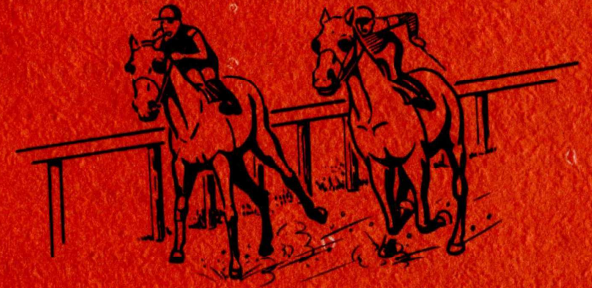
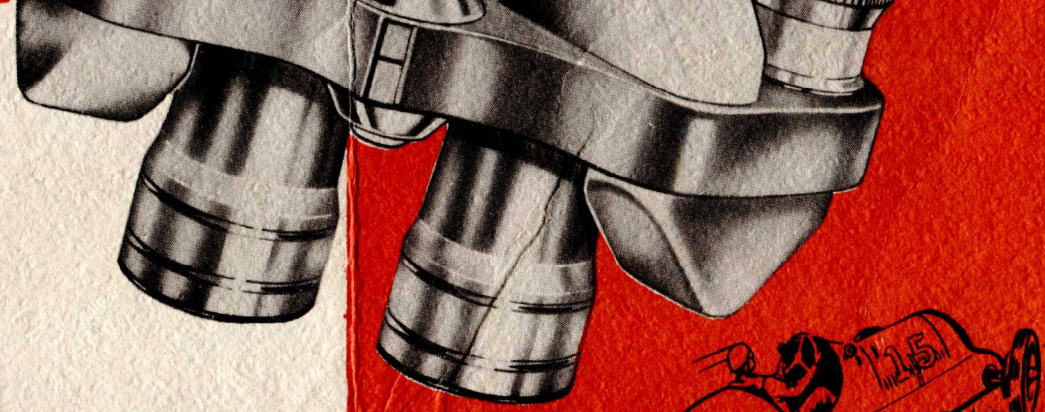
\$34⁰⁰*

F-E SPECTATOR

6 POWER 30 mm PRISM BINOCULAR

A small, compact, easily-carried binocular. Designed to give the maximum field of view and extra high brilliance. It is very restful on the eyes and its very wide field of view makes it easy to follow fast action, such as in football, racing, baseball, etc. Ideal for spectator sports and for hunting in wooded areas where extreme range is not desirable. Select the 'SPECTATOR' for relaxed, restful viewing over long periods of time.

Coated, achromatic lenses — linear field of 440' at 1000 yards — relative brightness 25 — weight 14 ozs. — height 4 inches. With handsome leather carrying case. Center Focus **\$4.00** extra.





"A GOOD BINOCULAR IS A MUST FOR ANY SPORT AND IS AS IMPORTANT AS A GOOD RIFLE TO A HUNTER."
Says STEWART GRANGER, Internationally known Big Game Hunter and Fisherman who Selects and Uses F-E Binoculars.



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F-E SPORTSMAN

7 POWER 35 mm PRISM BINOCULAR

We recommend the 'SPORTSMAN' as the finest all-purpose binocular available today. Beautiful, streamlined, American design—based on the Porro Prism system—gives crisp, hair sharp detail. The 'SPORTSMAN' is ideal for scenic trips hunting

NORMAL VISION

Fisherman who...
F-E Binoculars.

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F-E SPORTSMAN

7 POWER 35mm PRISM BINOCULAR

We recommend the 'SPORTSMAN' as the finest all-purpose binocular available today. Beautiful, streamlined, American design—based on the Porro Prism system—gives crisp, hair sharp detail. The 'SPORTSMAN' is ideal for scenic trips, hunting, races, boating, yachting and all other outdoor activities. No other model combines all these desirable qualities in one binocular: Medium size, lightweight, strong power for distant observation, high relative brightness for viewing under all light conditions, very wide field of view, perfectly balanced for easy handling, rugged construction.

\$45⁰⁰*

Coated, achromatic lenses—linear field 375' at 1000 yards — relative brightness 25 — weight 22ozs. — Height 5" — center focus \$4.00 more. Price includes handsome, leather carrying case.

7 x 35 MONOCULAR. One side of 7 x 35 binocular described above. Has same power and field of view. Same high optical qualities. **Excellent for persons with defective vision in one eye — \$22.00.***

\$