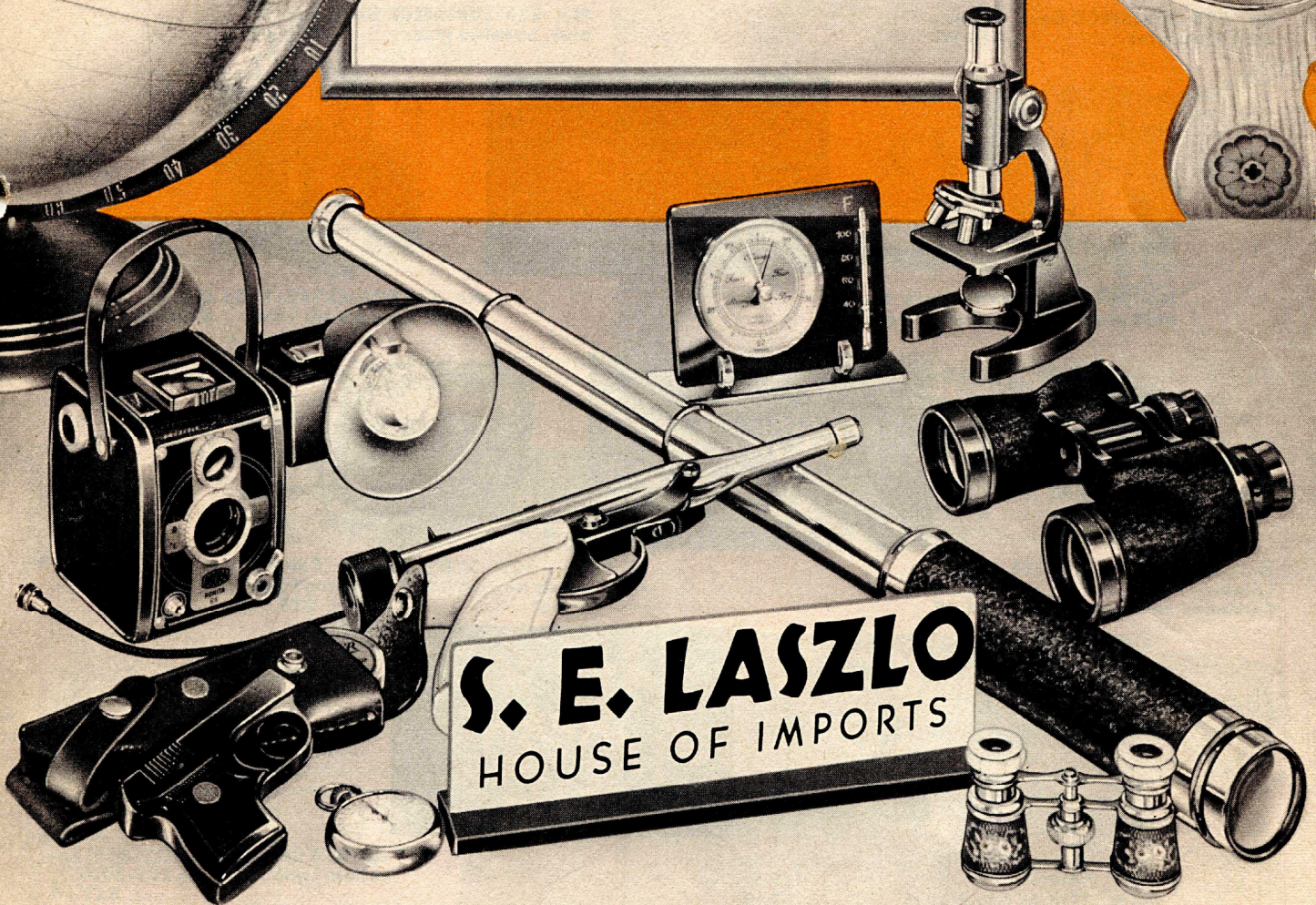
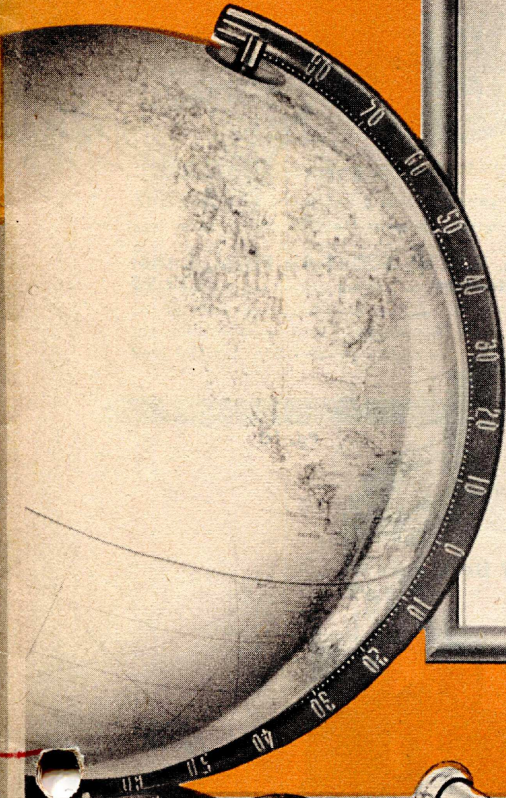
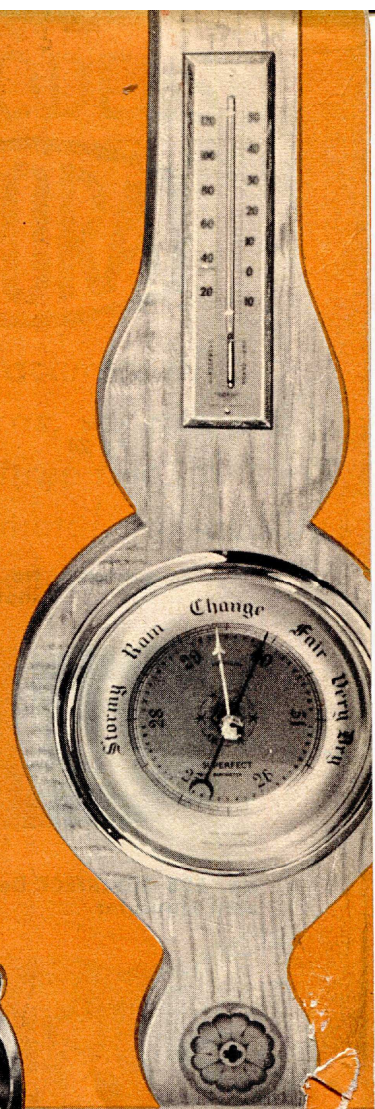


MB

1954 CATALOG



**CAMERAS
BAROMETERS
OPTICS
GUNS**



S. E. LASZLO
HOUSE OF IMPORTS

More than 10,000 stores buy and sell from this catalog!

The **PRICE** and the **QUALITY** of every article is **GUARANTEED**

S. E. LASZLO, 25 Lafayette St., Brooklyn 1, New York

• Tel. MAin 4-5252

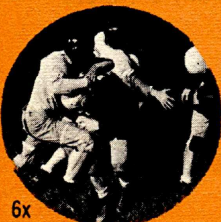
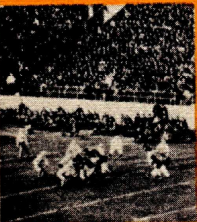
HOW TO SELECT A BINOCULAR

MB

In the following pages, descriptions and illustrations are given for over 60 models of binoculars, field and opera glasses. Every binocular, opera, and field glass is a precision instrument having its own purpose and use. There is no all-purpose glass made. When choosing a binocular, primary consideration must be given to its optical capacity. Since most binoculars look alike from the outside, it is the "inside story" which determines the optical quality of the glass, and therewith the price.
... and now to some specific questions ...

What does 6 x 30, 8 x 30, etc., mean?

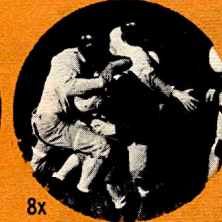
The first number indicates the magnification. (The number of times the object appears closer to the naked eye.) The lowest magnification adequate for the purpose is usually the best choice. High power glasses do not necessarily increase the sharpness and brightness of the object, unless favorable light conditions exist and no vibrations disturb the viewer. The second number gives the diameter of the objective lens (closest to the object) in millimeters (25mm = 1 inch). The size of this lens determines the light gathering capacity and the brightness of the image. It does not determine the field of view. During daytime, the optical capacity is, in the main, governed by the magnification of the glass. At night, dawn, and dusk, the light gathering capacity becomes the decisive factor.



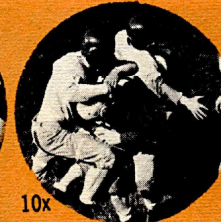
6x



7x



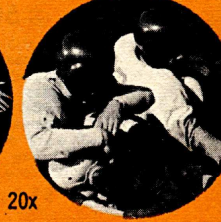
8x



10x



15x



20x

What is coating?

This is a process whereby a very thin coating of special transparent magnesium fluoride is applied to the air-to-glass surfaces of the optics. This increases transparency as much as 50%.

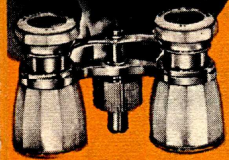
What determines the field of view?

The field of view of a binocular depends partly on the magnification, (the larger the magnification, the smaller becomes the field of view) on the ocular system, and on the size of the prisms. Standard view binoculars have a two lens ocular system — the ocular and the field lens. True wide-angle binoculars have a complex ocular system, consisting of the ocular lens, the field lens, and the wide field lens, in addition to oversize prisms. This system is very costly and therefore, a truly wide field is only found in expensive glasses. (such as Mirapan 600, Supralux 465 or Zeiss Deltrintem).

Individual-or Center Focus, which is best?

There are two types of focusing mechanisms. One is the Center Focusing (CF), whereby the object is brought into focus by first setting the right eyepiece and then bringing the object into focus by adjusting the centerwheel. The other is the Individual Focus (IF) whereby each eye has to be focused separately, as no centerwheel is supplied. The choosing of one or another type is mainly one of a personal preference. Individual Focus usually is preferred for high power glasses, and the military. Hunters, naturalists and the average user, prefer the center focus mechanisms as they are easier to manipulate. As a rule, the individual focus glass is a must where moisture or sea air is around.

Which glass is recommended for what purpose?



For the theater and indoor use: 2½x — 3x opera glasses.

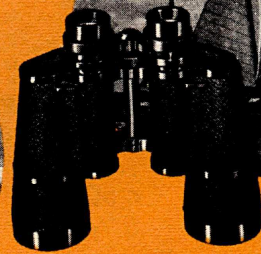


For sporting events: 3x — 4x field glasses.



For Hunting, Outdoors, Mountains: 6 x 30, 8 x 25, 8 x 30, 7 x 35.

(preferably center focus).



For marine and night use: 7 x 50 (preferably Individual focus).



For high mountains, distant viewing: 10 x 50, 15 x 50, 15 x 56, 20 x 56.

S. E. LASZLO
HOUSE OF IMPORTS

We trust that the above information will assist you in choosing the right instrument.

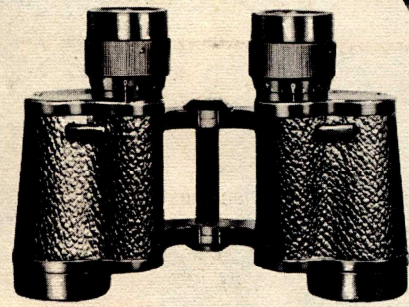
FAMOUS BRANDS IMPORTED BINOCULARS



6 POWER

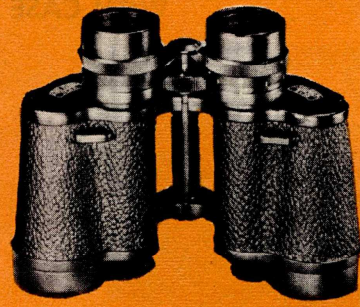


**#320 6x30
SPORTSTER**
COATED • Center Focus
13 oz. Featherweight
First Quality German
\$60.00



**#394 6x30
THOROBRED
COATED**
Center Focus
10 oz. Japanese
See Price Sheet

**#389 6x30
THOROBRED
COATED**
Individual Focus
Otherwise like
No. 394 Japanese
See Price Sheet



**#329 6x30
SILVAREM
COATED**
Center Focus
12½ oz. Feather-
weight Highest
Quality German
\$125.00



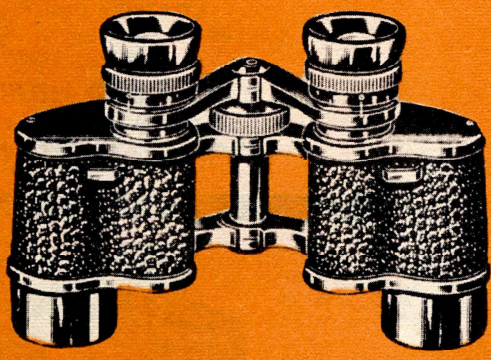
**#328 6x30
SILVAMAR
COATED**
Individual Focus
Otherwise like
No. 329, German
\$125.00



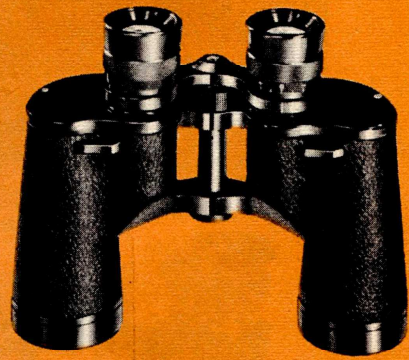
**#371 6x30
RANGER
COATED**
Center Focus
16 oz. Lightweight
First Quality
German
\$57.50



**#309 6x30
RANGER
COATED**
Individual Focus
13 oz. Feather-
weight, German
\$48.00



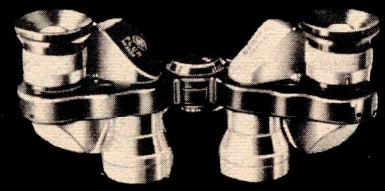
**#338 6x30
MT. RAINIER**
COATED • Center Focus
17 oz. French
\$36.75



**#341 6x30
WOODSMAN**
COATED • Center Focus
18 oz. B&L Type Japanese
See Price Sheet

**#323 6x15
THOROBRED
UNCOATED •**
Individual Focus
5½ oz. Pocket Binocular
Japanese
\$18.95

**#322 6x15
THOROBRED
COATED**
Otherwise like No. 323,
Japanese
See Price Sheet



#323 #322 #313

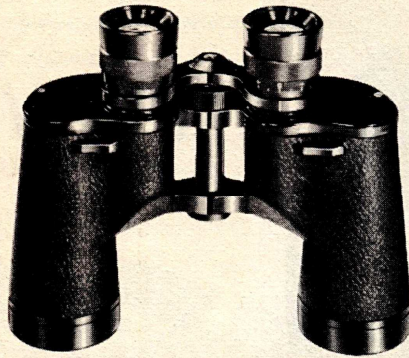
**#313 6x18
THOROBRED**
COATED • Center Focus
9 oz. Pocket Binocular
High Grade Japanese
\$45.00

**BINOCULARS ARE FURNISHED
WITH CASE AND STRAPS**





FAMOUS NAME BRANDS



#326 7x35 WOODSMAN

COATED • Center Focus
21 oz. B&L Type Japanese
See Price Sheet

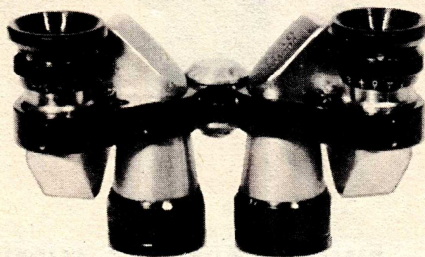
#392 7x35 WOODSMAN

COATED • Individual Focus
Otherwise like No. 326
\$41.00



#388 7x50 WOODSMAN

COATED • Center Focus
35 oz. B&L Type Japanese
\$55.00

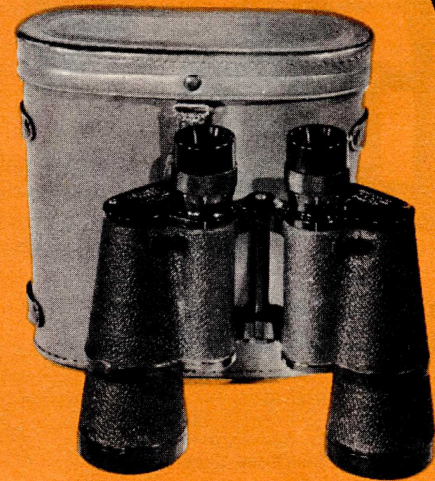


#319 7x18 THOROBRED

COATED • Individual Focus
7 oz. Pocket Binocular, Japanese
See Price Sheet

7 POWER

ALL BINOCULARS FURNISHED
WITH CASE AND STRAPS

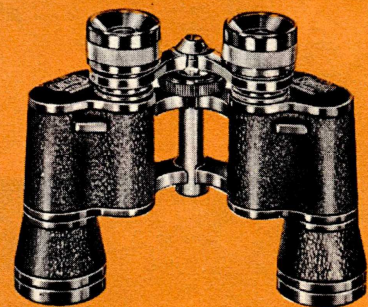


#397 7x50 THOROBRED

COATED • Center Focus
38 oz. Japanese, First Quality
See Price Sheet

#315 7x50 THOROBRED

COATED • Individual Focus
Otherwise like No. 397, First Quality
See Price Sheet



#396 7x35 THOROBRED

COATED • Center Focus
22 oz. Japanese
See Price Sheet

#344 7x35 THOROBRED



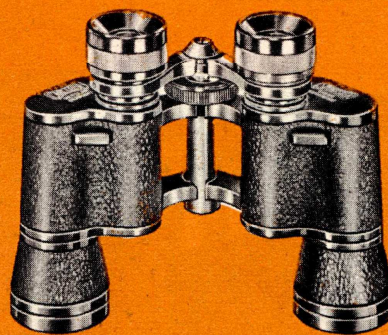
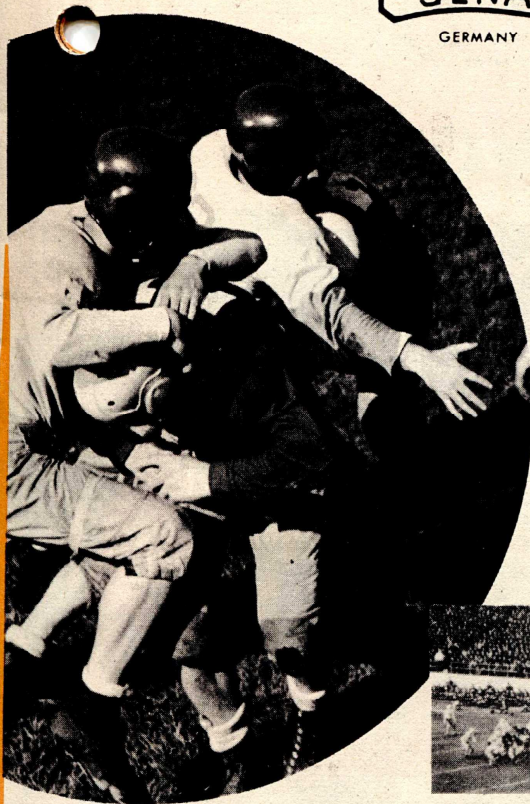
IMPORTED BINOCULARS



GERMANY

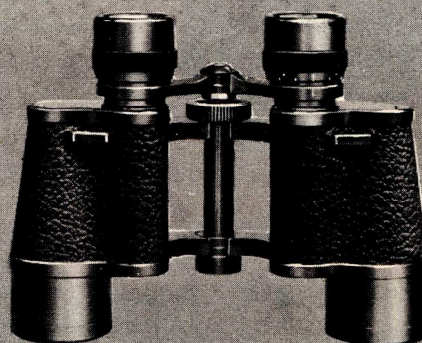


GERMANY



#325 7x35 SPORTSTER

COATED • Center Focus
17¾ oz. Featherweight
First Quality German
\$67.50



#381 7x35 RANGER

COATED • Center Focus
16¾ oz. Featherweight
WIDE ANGLE
First Quality German
\$ 75.00

WIDE ANGLE

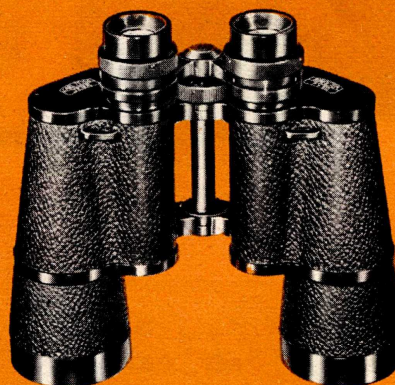


#332 7x50 BINOCTEM

Original CARL ZEISS, Jena
COATED • Center Focus
29½ oz. Featherweight
Highest Quality German
\$175.00

#331 7x50 ZEISS BINOCTAR

COATED • Individual Focus
Otherwise like No. 332
\$175.00



#373 7x50 RANGER

COATED • Center Focus
30½ oz. Lightweight
First Quality German
\$110.00

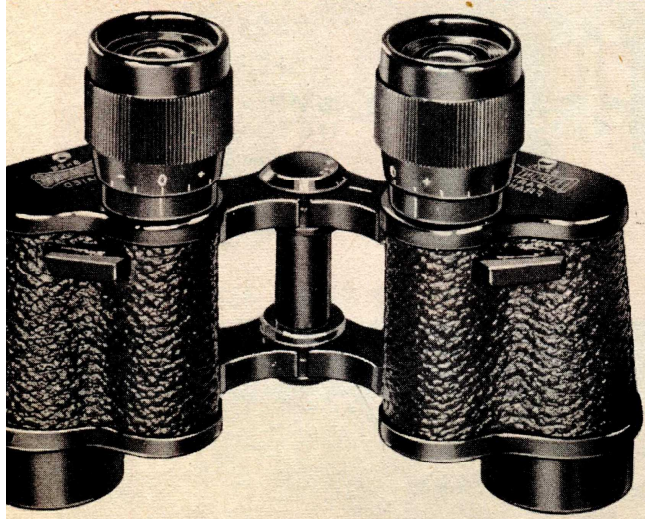




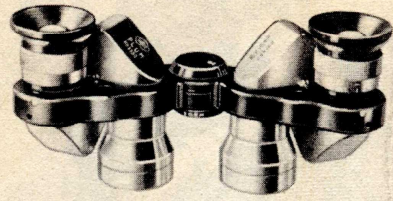
FAMOUS NAME BRANDS

DUPONT & CO.
PARIS, FRANCE

YOSHIDA & CO.
TOKYO, JAPAN

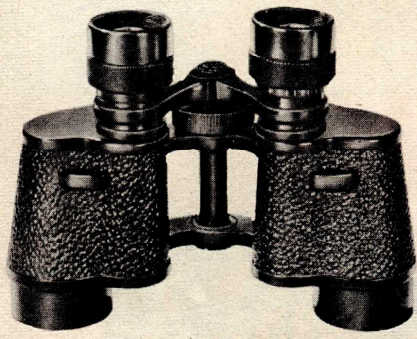


**#316 8 x 25
THOROBRED**
COATED • Individual Focus
12 oz. Featherweight
Japanese
See Price Sheet

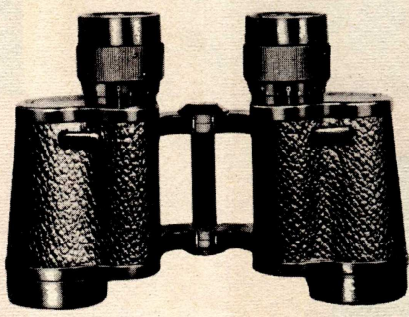


**#398 8 x 20
THOROBRED**
COATED • Individual Focus
7 oz. Pocket Binoocular
Japanese
See Price Sheet

**#339 8 x 25
MT. RANIER**
COATED • Center Focus
12 oz. Featherweight
French
\$29.95

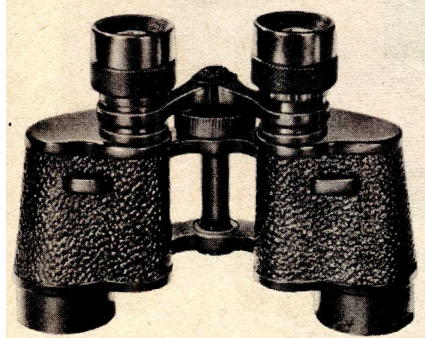


**#327 8 x 25
ARISTOCRAT**
COATED • Center Focus
Otherwise like No. 339
\$28.95



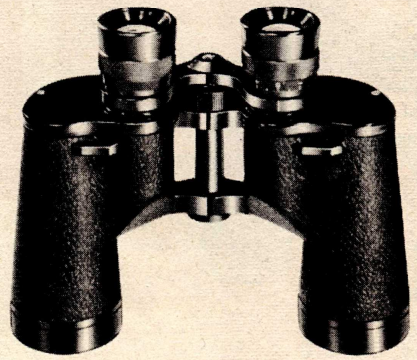
**#395 8 x 30
THOROBRED**
COATED • Center Focus
18½ oz. Japanese
See Price Sheet

**#391 8 x 30
THOROBRED**
COATED • Individual Focus
Otherwise like No. 395
See Price Sheet



**#317 8 x 30
MT. RANIER**
COATED • Center Focus
17 oz. French
\$36.75

**#302 8 x 30
ARISTOCRAT**
UNCOATED • Center Focus
Otherwise like No. 317
\$35.75



**#342 8 x 30
WOODSMAN**
COATED • Center Focus
20 oz. B&L Type Japanese
See Price Sheet

**#393 8 x 40
WOODSMAN**
Similar to No. 342, but
WIDER ANGLE, giving more light
\$60.00

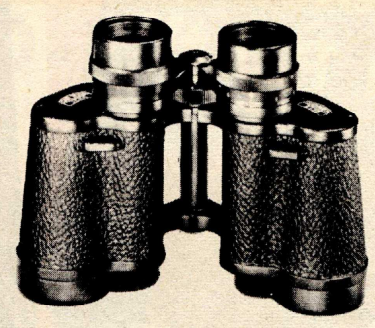
S. E. LASZLO
HOUSE OF IMPORTERS

BINOCULARS
WITH CASE

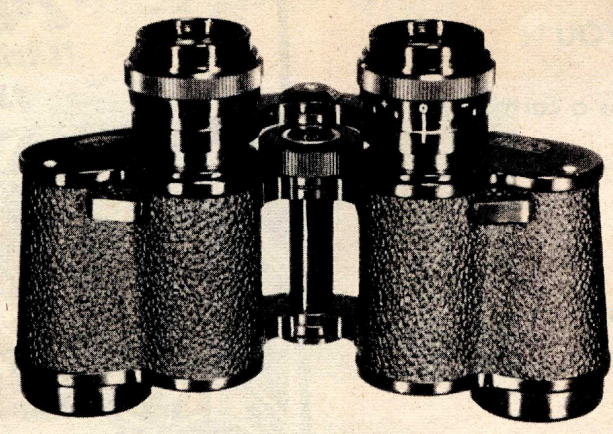
IMPORTED BINOCULARS



8 POWER

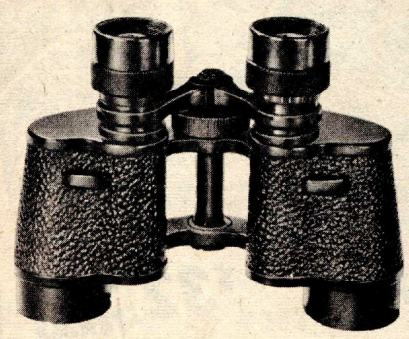


**#372 8 x 30
RANGER**
 COATED • Center Focus
 17 oz. Lightweight
 First Quality German
\$60.00
**#311 8 x 30
RANGER**
 COATED • Individual Focus
 14 oz. Featherweight
 German
\$55.00



**#386 8 x 30
MIRAPAN 600**
 COATED • Center Focus
 ULTRA WIDE ANGLE, parabolic
 lens, widest angle binocular
 made. 600 ft. vision at 1000 yds.
 25 oz. Superb Quality French
\$200.00
**#387 8 x 40
SUPRALUX 465**
 COATED • Center Focus
 Similar to No. 386, but has
 465 ft. vision at 1000 yds.
 27½ oz. Superb Quality French
\$192.50

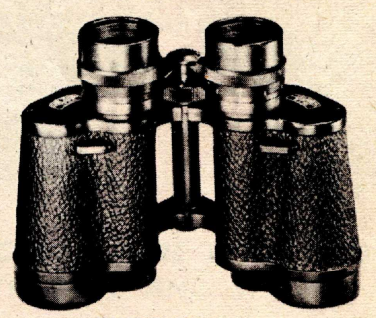
ULTRA WIDE ANGLE WIDE ANGLE



**#321 8 x 30
SPORTSTER**
 COATED • Center Focus
 13½ oz. Featherweight
 First Quality German
\$62.50

**#308 8 x 30
MERCURY**
 UNCOATED • Center Focus
 Otherwise like No. 321
\$57.00

**#330 8 x 30
DELTRINTEM**
 COATED • Center Focus
 WIDE ANGLE
 Original CARL ZEISS, Jena
 14¼ oz. Featherweight
 Highest Quality German
\$135.00



WIDE ANGLE

ARE FURNISHED
AND STRAPS



MR. DEALER:
Here is a
PROVEN PLAN!
PROMOTION
No. 120

**FRANCHISED PROMOTION PLAN
AVAILABLE TO YOU!!**

- 24 Assorted pieces to a carton (6 of each type)
- Free Mat Service
- Advertising Allowance (against tear sheets)
- 60 Days Dating.
- One-in-a-city Franchise

WRITE FOR INFORMATION

All rights reserved including right to reproduce this ad or portion thereof. Copyright 1953, S. E. Laszlo, Importer

Actual size of
Mat #120
6 3/4 x 13 3/4

S. E. LASZLO
HOUSE OF IMPORTS

Sensational 1/2 Price Sale!

IMPORTED HIGH POWERED BINOCULARS

ALL HAVE COATED LENSES

ALL ARE INDIVIDUALLY FOCUSED



8 x 25 FRENCH CENTER FOCUS BINOCULARS

Precision French binoculars with coated achromatic lenses. Simple fingertip individual focusing. Lightweight, easy to uncoat.

\$24⁹⁵ TERMS

Tan Lined Carrying Case with strap.....**\$3.95**

like **Expensive Army and Navy Types**

Save up to 1/2 NOW on these fine, lightweight, powerful imported binoculars! ALL HAVE FULLY COATED LENSES... ALL ARE INDIVIDUALLY FOCUSED. You've always wanted a pair of binoculars—now they're yours at tremendous savings! QUANTITIES ARE LIMITED—COME IN NOW!

DOZENS OF USES



ALL OTHER EVENTS FOR ENGINEERS, ARCHITECTS, SURVEYORS

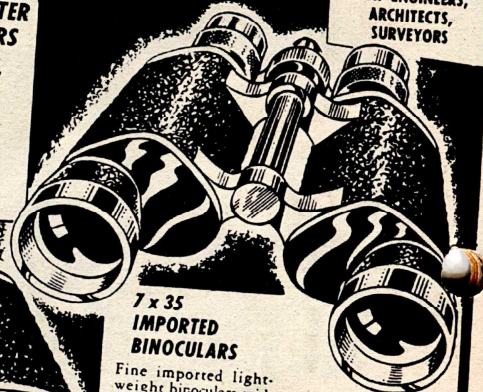


6 x 30 FINE GERMAN PRECISION BINOCULARS

Masterfully crafted precision binoculars. Clear optical glass—fine coated lenses. Individual focusing for super sharp images.

\$42⁹⁵ TERMS

Hand stitched, English hard leather case and strap.....**\$4.95**

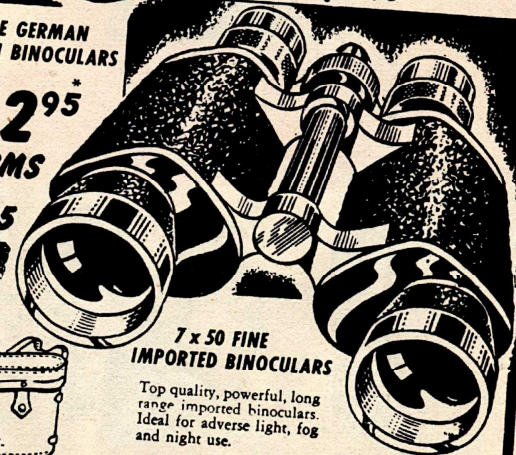


7 x 35 IMPORTED BINOCULARS

Fine imported lightweight binoculars with precision coated lenses. Individually focused... top quality at an amazingly low price!

\$32⁹⁵

Hard pigskin case and strap.....**\$4.95 TERMS**



7 x 50 FINE IMPORTED BINOCULARS

Top quality, powerful, long range imported binoculars. Ideal for adverse light, fog and night use.

Fully Lined Hard Pigskin Case and Carrying Strap.....

\$6⁹⁵

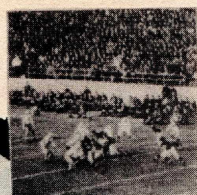
\$32⁹⁵ TERMS

Fully Guaranteed
...to be free of defect in materials and workmanship

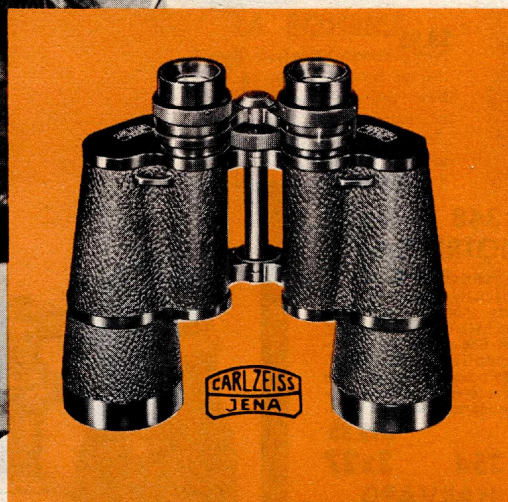
*All prices plus federal tax

STORE NAME

FAMOUS BRANDS IMPORTED BINOCULARS



10-15-20 POWER



**#333 10x50
DECAREM**
COATED • Center Focus
30% oz. Lightweight
First Quality German
\$195.00

**#334 15x50
PENTECAREM**
Similar to No. 333 but 15 power.
\$250.00

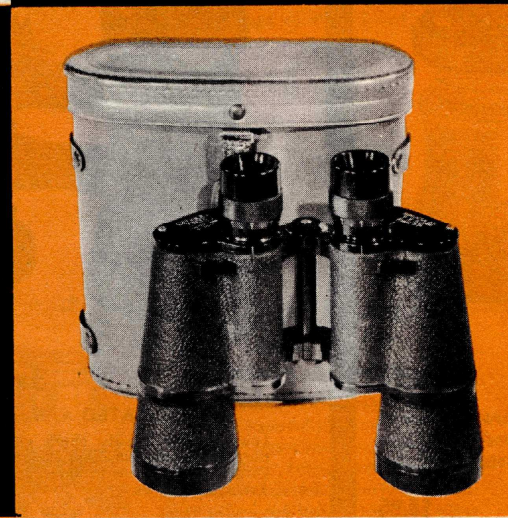
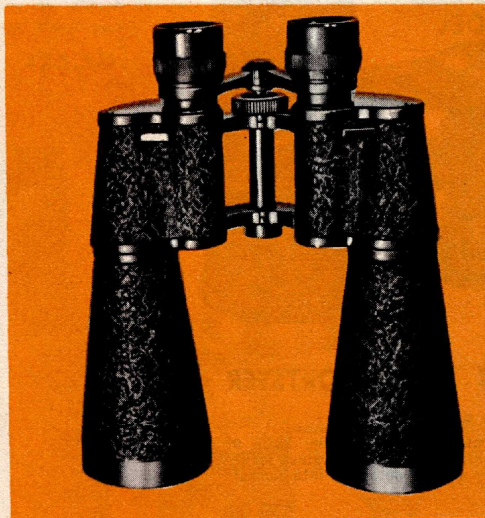
MONOCULARS

Weight approx. 5½ ozs.

- | | | | |
|-------|--------------|----------|----------------|
| #304M | 6x30 | Uncoated | \$30.00 |
| #308M | 8x30 | Uncoated | \$25.00 |
| #320M | 6x30 | Coated | \$33.75 |
| #321M | 8x30 | Coated | \$55.00 |
| #325M | 7x35 | Coated | \$31.25 |
| #373M | 7x50 | Coated | \$26.25 |
| #374M | 10x50 | Coated | \$62.50 |



**#374 10x50
RANGER**
COATED • Center Focus
30% oz. Lightweight
First Quality German
\$125.00



**BINOCULARS ARE FURNISHED
WITH CASE AND STRAPS**

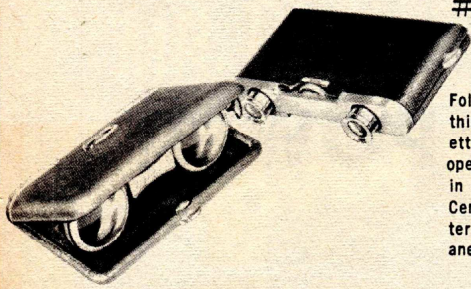
**#383 20x56
RANGER**
Similar to No. 382
but 20 power.
\$170.00

**#382 15x56
RANGER**
COATED • Center Focus
30 oz. Featherweight
First Quality German
\$165.00

**#340 10x50
THOROBRED**
COATED • Individual Focus
38 oz. Japanese
See Price Sheet



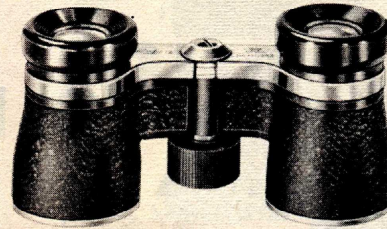
HIGH QUALITY OPERA GLASSES



**#362 3 1/2x
EAGLET**

Folding EAGLET folds thinner than a cigarette case. PRESS, it opens! Leather covered in assorted colors. Center Focus, for theater and sports. Japanese.

\$9.95

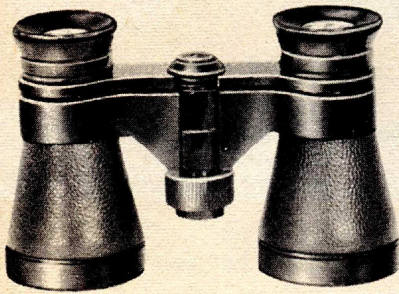


**#350 2 1/2x28
ROBIN**

**LOWEST PRICE
QUALITY OPERA
GLASS PRODUCED IN
JAPAN!**

Pocket size Sport Glass, a worthy companion to the famous PRIDE. Ideal for the opera goer or sports enthusiast. Interpupillary adjustment. Complete with leather case. Black.

\$10.95



**#348 3x27
NOTRE DAME**

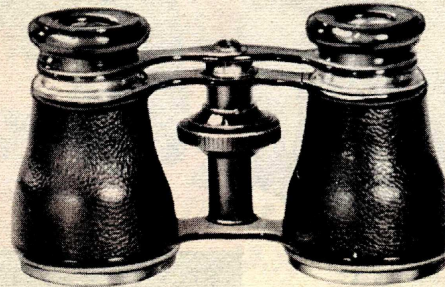
French • Black
Especially suited for bird study, sports and opera enthusiasts. Very compact, with fine grade optics. Interpupillary adjustment. Body covered with genuine Morocco leather. With genuine Morocco leather case.

\$19.95

**#354 3x27
HARVARD**

**French
Gold-plated**
Similar to No. 348, but gold-plated and covered in Blue, Green, Brown or Red Leather. With leather case.

\$19.95



**#346 2 1/2x24
METROPOLITAN**

These fine quality pocket-size glasses are ideal for opera enthusiasts. High grade achromatic lenses assure sharp, brilliant images. Complete with Morocco leather pouch to fit into ladies' handbag.

\$13.50

**#347 2 1/2x27
METROPOLITAN**

Similar to No. 346, but a deluxe, gold-plated model.

\$15.50



**EXCLUSIVE
MODEL**

#345 2 1/2x25 PRIDE

LOWEST PRICE QUALITY OPERA GLASS PRODUCED IN JAPAN, WEIGHING ONLY 3/4 OZ. Duplicate of famous German Busch Multinette. Precision construction. Leather covered in assorted colors. Complete with leather case. Exclusive with us.

\$8.95



**EXCLUSIVE
MODEL**

#355 3x28 SPORTSTER

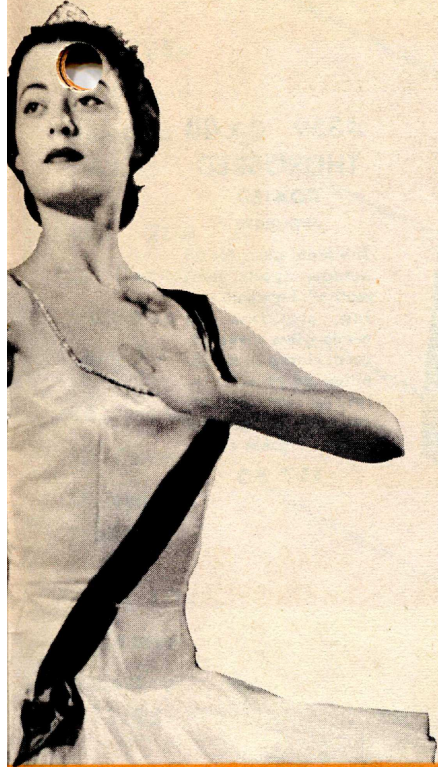
COATED • Weighs only 3 1/2 ounces

Lowest price quality opera glass produced in Germany. Made of durable magnesium, this is the lightest weight opera glass made! Large eyepieces, with interpupillary adjustment. Fits into pocket! Exclusive with us.

\$26.00

FRENCH OPERA GLASSES

GOLD-PLATED, inlaid with MOTHER OF PEARL

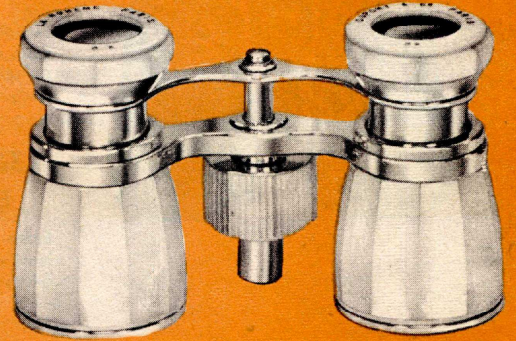


EXCLUSIVE MODEL

**#361 3x25
LA BOHEME**

Newly designed opera glass, with power increased to 3x, giving closer, sharper and clearer image. Available in White, Beige or Black pearl. With Lamé pouch to fit into evening bag. AN EXCLUSIVE DESIGN.

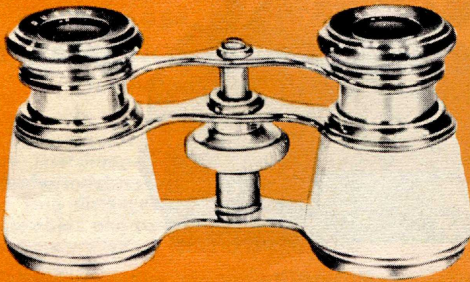
\$48.00



**#356 2 1/2 x 22
QUEEN**

New, beautifully designed opera glass. Covered with exquisite Mother of Pearl by French craftsmen. Eyepiece, crossbar and tubes are gold plated. Complete with leather pouch to fit into handbag. Available in either White, Beige, or Black pearl.

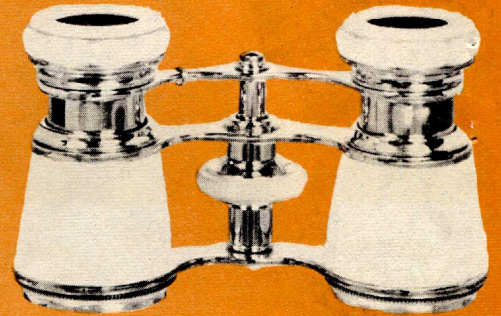
\$28.50



**#357 2 1/2 x 22
MARQUISE**

This handsome opera glass is completely covered with inlaid Mother of Pearl. Crossbar and tubes are gold plated. Fine precision optics. Complete with Morocco leather pouch to fit into handbag. Available in either White, Beige or Black pearl.

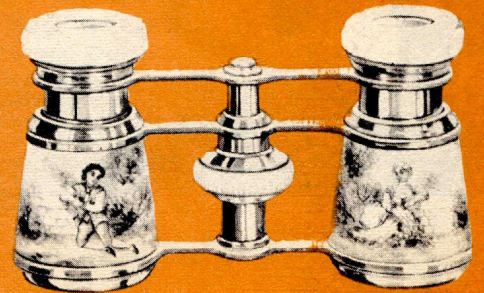
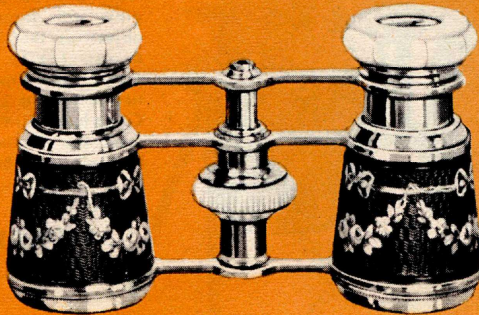
\$39.00



**#360 2 1/2 x 22
BALLERINA
HAND PAINTED**

An outstanding new design in opera glasses. Beautiful tints and floral designs, or reproductions of famous 18th century French paintings. All skillfully rendered by artisans. Brilliant colors are baked into the glass for permanency. With beautiful pouch to fit into ladies handbag.

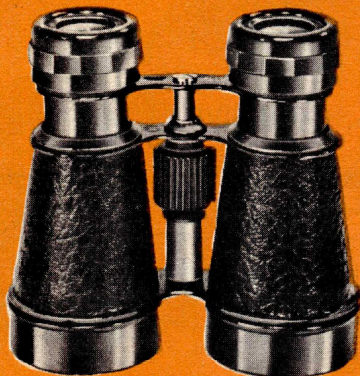
\$48.50



S. E. LASZLO
HOUSE OF IMPORTS

FIELD GLASSES

3 POWER



#363 3x

EAGLE EYE

New Low Priced Glass
Wide, sharp vision with 37mm (1 1/8") ground and polished lenses. Steel body enameled glossy black, with easy-grip leatherette covered barrels. Smooth focusing action. Height: 3 3/4" closed, 4 5/8" open. Weight: 8 oz. Popularly priced for volume sales and promotions. Ideal for sports, travel and nature study. Imported from Japan.

\$3.50

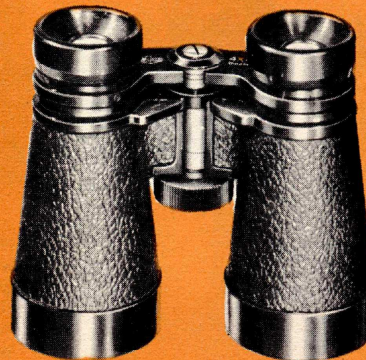
#364 3x

EAGLE EYE

Same as #363, but with leatherette carrying case and shoulder strap.

\$3.95

4 POWER



#359 4x40

THORBRED

COATED
Japanese

The ideal glass for all outdoor sports fans, football, baseball, racing, etc. This top grade glass gives unusual clarity and definition of objects. Interpupillary adjustment. With genuine leather Pigskin case.

\$17.50



4 POWER



#352 4x43

VARSITY

**Most Versatile
4 Power French
Sport Glass Made!!**

A powerful, compact sport glass with large, 43mm objectives that give unusual clarity at long range. Has top quality optics and fixed sunshade. Complete with leather case. For Baseball . . . Football . . . Basketball . . . Races . . . Nature Study.

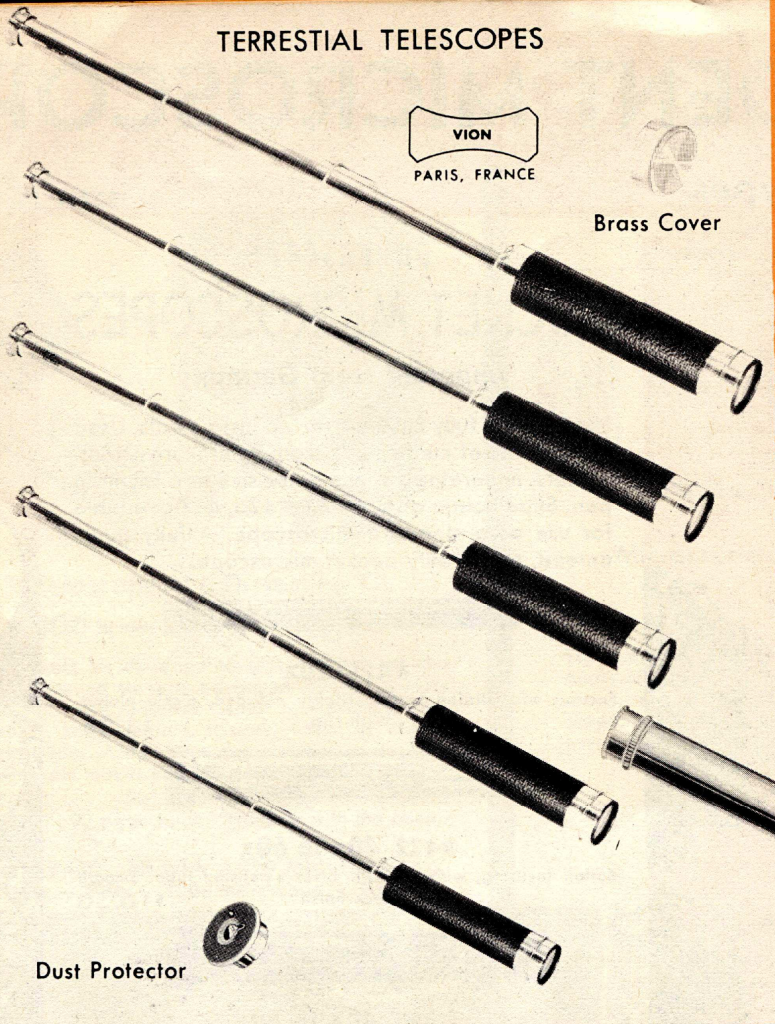
\$19.95

S. E. LASZLO
HOUSE OF IMPORTS



TERRESTRIAL TELESCOPES

- #404 30x
2" Coated
Objective
\$69.50
- #403 25x
1 3/4" Coated
Objective
\$42.00
- #402 20x
1 1/2" Coated
Objective
\$34.00
- #401 15x
1 1/4" Coated
Objective
\$29.95
- #400 10x
1" Coated
Objective
\$18.95



VION
PARIS, FRANCE

Brass Cover

Dust Protector

ASTRONOMICAL & TERRESTRIAL TELESCOPES

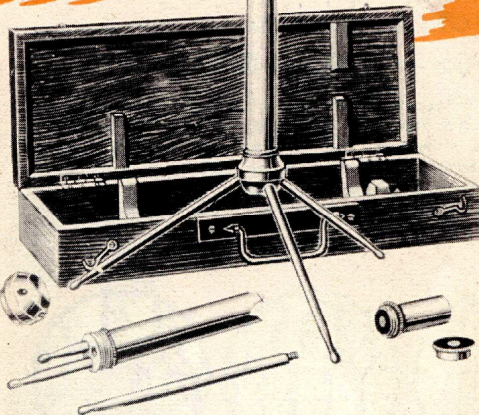
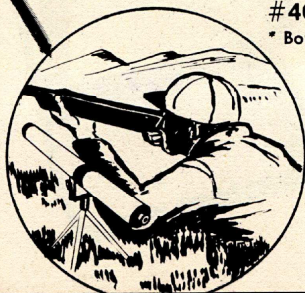
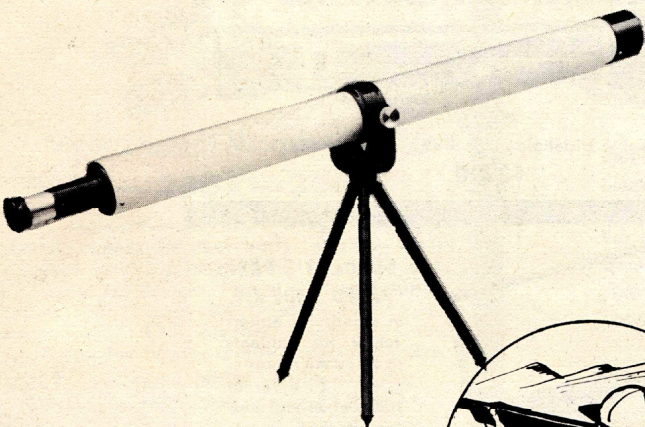
With Coated Objective Lenses

High quality brass telescopes, designed for long-range viewing. For Hunters, Seamen, Engineers and Astronomers. Coated lens give sharp brilliant images. Has shutter-type dust protector for eye-piece, brass cover for lens and genuine leather cover.

NEW 1954 MODELS COATED ASTRONOMICAL TELESCOPES ON TRIPOD MOUNTS

These extremely high-grade telescopes are precision-made of solid brass, white enamelled. The top-quality lenses produce a brilliant image, and the eye pieces are interchangeable for both Terrestrial and Celestial observation. This professional instrument is perfect for use by students of Astronomy and for long distance observation. A versatile telescope that can easily be disassembled and carried around in its handsome wood carrying case. Comes complete with 2 tubes and carry case.

- #405 1 3/4" Coated objective, magnifies Terrestrial objects 25x
... Celestial objects 50x. \$125.00
- #406 2" Coated objective magnifies Terrestrial objects 35x
... Celestial objects 60x. \$175.00



VION
PARIS, FRANCE

NEW 1954 FEATHERWEIGHT (16 oz.) MODEL "Hy-Score" 30 power Non-Prismatic-Achromatic SPOTTING SCOPE

With Coated Optics

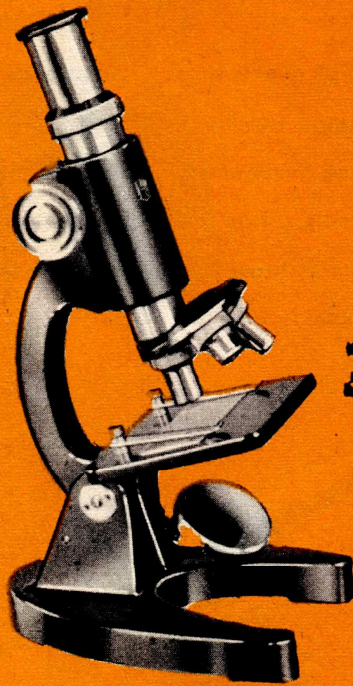
The "Hy-Score" Spotting Scope is designed to give clear, brilliant images of pin-point targets. It is the perfect scope for all outdoor enthusiasts, hunter, astronomer, target shooter, boatsmen. Made of sturdy, lightweight aluminum, it has a 40mm. coated achromatic objective lens that gives a 59 foot field of view at 1000 yards. Aluminum tripod weighs only 10 oz., and is finished in matching black and white baked enamel finish.

- #407 Hy-Score Spotting Scope \$19.95
- #408 Tripod for above* 5.00

* Both Scope and Tripod will be shipped unless otherwise specified.

SUPERSCOPE STUDENT MICROSCOPES

Standard and Pocket Types



#428 YOSHIDA SENIOR Student Microscope
100x — 200x — 300x

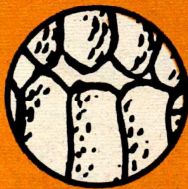
A sturdy, well designed microscope for medical, botany, and science students. Has high grade optics with flat field, and is fully color corrected. Tilts 45 degrees, has fixed square stage, and revolving turret. Genuine rack and pinion screw adjustment. Smooth black finish that is generally found in more expensive models. A precision instrument in every respect. Wt. 18 oz., ht. 7 7/8". **\$22.50**



100x



200x



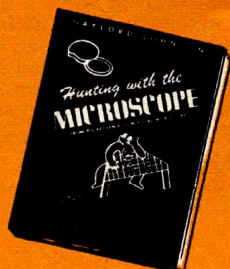
300x

#433 HUNTING WITH A MICROSCOPE,

by Gaylord Johnson

93 pages, of how to get the most enjoyment from your microscope.

Fully illustrated **\$1.25**

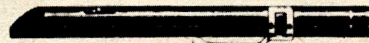


S. E. LASZLO
HOUSE OF IMPORTS

SUPERSCOPE POCKET MICROSCOPES

Imported from Germany

High grade, fully color corrected instruments. Used by students of medicine, botany, metallurgy, tool-makers, mineralogists, etc. Same size as a fountain pen. Slide holder attachment #426, 427 available for use as a standard microscope. A fully guaranteed, top quality pocket microscope.



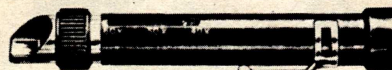
#421 20x

Focuses with sliding button. Highly polished, nickel plated. With clip. **\$3.25**



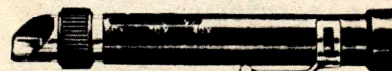
#422 40x to 60x

Button focusing, with German silver extension tube. Smooth black finish. **\$10.50**



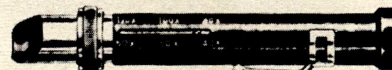
#423 40x to 60x

Microscrew focusing system. German silver extension tube with mirror. Black finish. **\$11.50**



#424 80x to 120x

Microscrew focusing system. German silver extension tube with mirror. Black finish. **\$15.50**

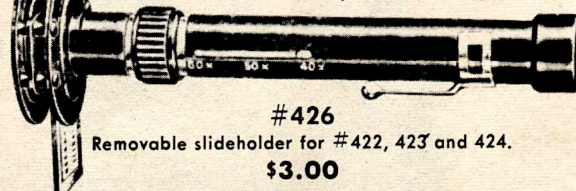


#425 40x to 120x

Sliding button and microscrew focusing systems for rough and fine focusing. German silver extension tube. **\$16.50**

#427 Removable slideholder for #425. \$3.00

This is an Exclusive, New 1954 model.



#426

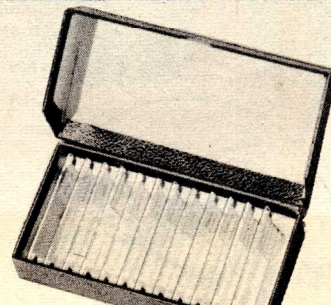
Removable slideholder for #422, 423 and 424.

\$3.00

STUDENT'S PREPARED SLIDE KIT

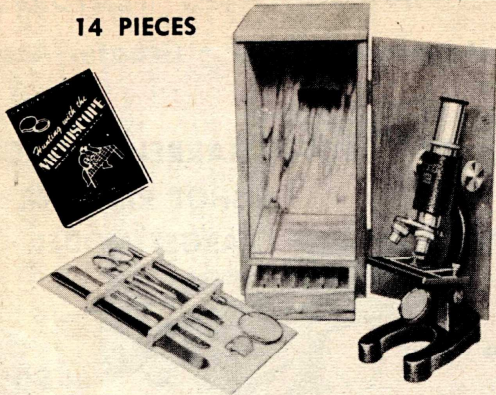
A wonderful opportunity for students to study microorganisms. 12 different slides of animal matter. Packed in attractive compartmented and indexed box.

#434 Box of 12



MB

14 PIECES



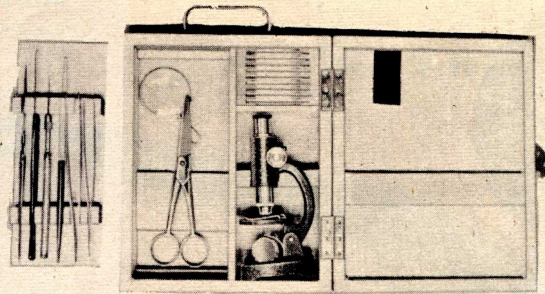
**Microscope and Dissecting Kit
100x — 200x — 300x**

A compact kit designed to give students all the basics needed to start advanced study. Contains one No. 429 3-power junior microscope, pin, tweezer, knife, spatula, scissors, magnifier, 6 prepared slides. A unique, hardwood box with carrying handle makes this kit completely portable.

SPECIAL . . . included with each kit, Gaylord Johnson's 93 page book, "Hunting with the Microscope".

**#430 kit with #429 MICROBE
100x — 200x — 300x microscope . . . \$19.95**

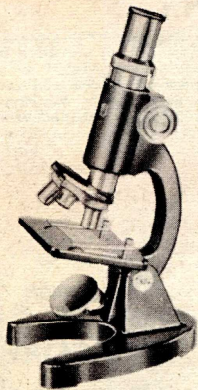
18 PIECES



**Microscope and Dissecting Kit
80x**

This inexpensive kit will give the beginner many hours of interesting enjoyment. Fitted into a handsome, portable hardwood box. Contains microscope, pin, 2 tweezers, knife, spatula, scissors, magnifier, 9 blank slides and glass stick.

**#431 kit with 80x MICROBE
microscope . . . \$8.95**



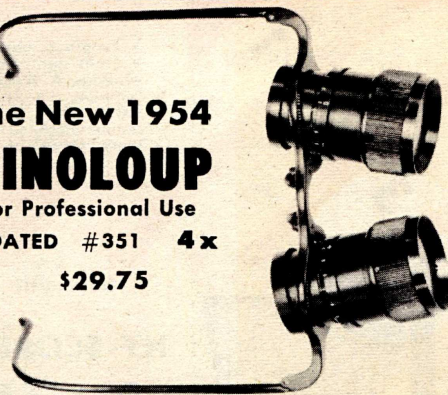
**Junior Student Microscope
100x — 200x — 300x**

The ideal beginners model that is a replica of more advanced models. All-steel body weighing only 18 oz. Has crinkled black finish with rack and pinion screw adjustment. Plano sub-stage mirror magnifies 100, 200, or 300 times by turning revolving turret. Tilts 45 degrees, height 8". Complete with hardwood case and two specimen slides.

**#429 MICROBE 100x — 200x — 300x
Junior Student Microscope . . \$12.50**

**The New 1954
BINOLOUP**

For Professional Use
**COATED #351 4x
\$29.75**



This new instrument offers an extra Loup for third dimensional viewing. Has hard coated optics for brilliancy. For use by Watchmakers, Physicians, Bacteriologists, Toolmakers, etc., instead of conventional Watchmakers Loup. Not a sport glass, but a professional tool. It will reduce eye fatigue.

STATEMENT OF POLICY

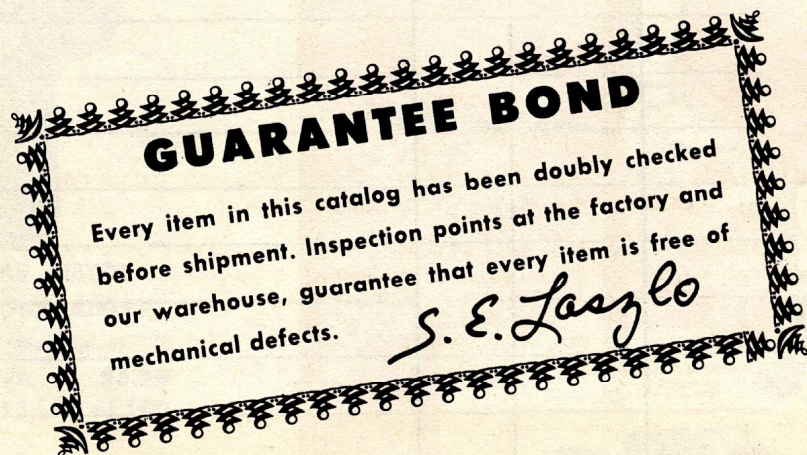
S. E. Laszlo has made good use of his 21 years of experience in selecting the many interesting items that are contained in this catalog.

Voyaging to the far corners of the world, we have obtained exciting new merchandise that will appeal to the most critical customer.

Through our ability to buy merchandise in mass quantities, we are able to keep prices down to the lowest possible level.

In addition to providing profitable items for the dealer, we pledge unstinting service and dependability in all our dealings.

In every instance, we endeavor to maintain stock on hand, in New York, for immediate delivery.



TERMS

STOCKS:

Complete stocks maintained in New York. Prompt delivery.

PRICES:

Prices are list. Prices are subject to change without notice. Orders accepted are subject to our ability to secure merchandise.

TERMS:

2% 10 days, net 30 days from date of invoice, only. All shipments are FOB our warehouse. Our responsibility ceases with the safe delivery in good condition to the carrier in New York. All claims for damages and shortages should be made by you to carrier. COD orders must accompany 25% deposit. No cash discount is allowed on invoices of less than \$5.00. All claims must be made within 5 days after receipt of merchandise.

Goods may not be returned to us without first having obtained our written consent. Return goods or repairs must be shipped to us prepaid.

Copyright 1953 — S. E. LASZLO IMPORTER



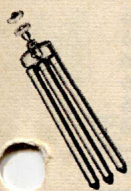
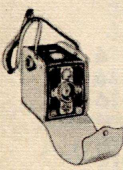
WHOLESALE PRICE SHEET

WITH CATALOG 1954 No. 21

PAGES 3-5-7

BILORA BOX CAMERAS, SETS, TRIPODS (German)

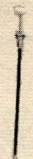
		DEALER'S COST		CONSUMER PRICES ea.	STANDARD FACTORY CASE PCS.
		1-5 ea.	6 up ASSORTED ea.		
752	Bonita 66 camera	8.35	7.50	12.50	25
750	Synchro camera	5.95	5.40	8.95	25
751	Stahl camera	4.85	4.35	7.25	25
752C	Eveready case for Bonita 66	2.65	2.40	3.95	25
726	Flash unit for 752-750-751	2.35	2.10	3.50	100
727	Luxa Flash Unit	10.00	9.00	14.95	25
755	Bonita camera set	15.65	14.10	23.50	6
754	Synchro camera set	12.65	11.40	18.95	6
753	Stahl camera set	11.30	10.20	16.95	6
705	Biloret III tripod w / tiltop 7 sec.....	9.00	8.10	13.50	100
704	Bilora brass tripod w / tiltop 5 sec.....	8.50	7.65	12.75	100
706	Biloret II tripod w/o tiltop 7 sec.....	7.50	6.75	11.25	100
702	Stabilo III tripod w / tiltop 4 sec.....	5.00	4.50	7.50	100
701	Stabilo II steel tripod w/o tiltop 4 sec.....	3.65	3.30	5.50	100
705C	Leather zipper case for 705	2.00	1.80	2.95	25
710	Bilora tiltop, reversible	2.65	2.40	3.95	25



PAGE 6

GAUTHIER CABLE RELEASES & THERMOMETER (German)

		1-11 ea.		CONSUMER PRICES ea.	STANDARD FACTORY CASE PCS.
		per dz.	per dz.		
709/36CS	Compur w/handle	1.85	19.80	2.75	100
709/10L	Leica w/lock plate	1.00	10.80	1.50	100
709/10CS	Compur /10KS Kodak lockplate67	7.20	1.00	100
709/6½CS	Compur /6½KS Kodak lockplate57	6.15	.85	100
709/20C	Compur /20K Kodak standard50	5.40	.75	100
709/10C	Compur /10K Kodak standard35	3.60	.50	100
709/6½C	Compur /6½K Kodak standard27	2.90	.40	100
709/3½C	Compur /3½K Kodak standard20	2.15	.30	100
713	Superfect Floating thermometer	1.30	14.40	1.95	100



PAGES 8-9-10-11 **BAROMETERS (English and German)**

		6 up ASSORTED		CONSUMER PRICES ea.	STANDARD FACTORY CASE PCS.
		1-5	per dz.		
525	Alabaster English barometer	11.40	9.50	19.00	6
524	Alabaster English barometer	11.40	9.50	19.00	6
523	Alabaster English barometer	9.60	8.00	16.00	6
522	Alabaster English barometer	7.50	6.25	12.50	6
521	Alabaster English barometer	7.20	6.00	12.00	6
530	Sheraton pendant barometer.....	37.50	31.25	62.50	6
531	Sheraton pendant barometer.....	37.50	31.25	62.50	6
533	Pendant wall barometer	21.60	18.00	36.00	6
532	Pendant wall barometer	15.60	13.00	26.00	6
529	Marine brass barometer	10.80	9.00	18.00	6
528	Marine brass barometer	4.80	4.00	8.00	6
526	Glass desk barometer	8.40	7.00	14.00	6
527	Chrome desk barometer	4.80	4.00	8.00	6
504	Plexiglass desk darometer	18.00	15.00	30.00	6
505	Glass desk barometer	8.10	6.75	13.50	6
503	Marine wall barometer	6.00	5.00	9.95	6
501	Marine wall barometer	5.40	4.50	8.95	6
502	Round wall barometer	3.90	3.25	6.50	6
500	Round wall barometer	3.60	3.00	5.95	6





WX W L
 DEALER'S COST 6 up
 1-5 ASSORTED CONSUMER STANDARD
 ea. ea. PRICES FACTORY
 CASE PCS.

PAGE 13

6 POWER BINOCULARS

329	6x30 CFC G	CARL ZEISS	87.50	125.00	6
328	6x30 IFC G	CARL ZEISS	87.50	125.00	6
320	6x30 CFC G	SPORTSTER	36.00	60.00	6
371	6x30 CFC G	RANGER	34.50	57.50	6
309	6x30 IFC G	RANGER	28.80	48.00	6
338	6x30 CFC F	MT. RAINIER	22.05	36.75	6
341	6x30 CFC J	WOODSMAN	25.80	43.00	6
394	6x30 CFC J	THOROBRED	21.30	35.50	6
389	6x30 IFC J	THOROBRED	18.60	31.00	6
313	6x18 CFC J	THOROBRED	27.00	45.00	6
322	6x15 IFC J	THOROBRED	12.00	19.95	6
323	6x15 IFU J	THOROBRED	11.35	18.95	6



PAGES 14-15

7 POWER BINOCULARS

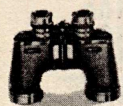
332	7x50 CFC G	CARL ZEISS	1-5	6 up ASSORTED	175.00	6
331	7x50 IFC G	CARL ZEISS		122.50	175.00	6
373	7x50 CFC G	RANGER		122.50	110.00	6
388	7x50 CFC J	WOODSMAN		66.00	55.00	6
397	7x50 CFC J	THOROBRED		33.00	45.50	6
315	7x50 IFC J	THOROBRED		27.30	39.95	25
381	7x35 CFC G	RANGER		24.75	39.95	6
325	7x35 CFC G	SPORTSTER		45.00	75.00	6
326	7x35 CFC J	WOODSMAN		40.50	67.50	6
392	7x35 IFC J	WOODSMAN		26.40	44.00	6
396	7x35 CFC J	THOROBRED		24.60	41.00	6
344	7x35 IFC J	THOROBRED		25.50	42.50	6
319	7x18 IFC J	THOROBRED		22.80	38.00	6
				13.50	22.50	6



PAGES 16-17

8 POWER BINOCULARS

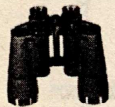
386	8x30 CFC F	MIRAPAN	1-5	6 up ASSORTED	200.00	6
387	8x40 CFC F	SUPRALUX		120.00	192.50	6
330	8x30 CFC G	CARL ZEISS		115.50	135.00	6
321	8x30 CFC G	SPORTSTER		94.50	62.50	6
308	8x30 CFC G	MERCURY		37.50	57.00	6
372	8x30 CFC G	RANGER		34.20	60.00	6
311	8x30 IFC G	RANGER		36.00	55.00	6
393	8x40 CFC J	WOODSMAN		33.00	60.00	6
342	8x30 CFC J	WOODSMAN		36.00	45.00	6
395	8x30 CFC J	THOROBRED		27.00	39.00	6
391	8x30 IFC J	THOROBRED		23.40	34.50	6
398	8x20 IFC J	THOROBRED		20.70	24.95	6
317	8x30 CFC F	MT. RAINIER		15.00	36.75	6
302	8x30 CFU F	ARISTOCRAT		22.05	35.75	6
339	8x25 CFC F	MT. RAINIER		21.45	29.95	6
327	8x25 CFU F	ARISTOCRAT		19.45	28.95	6
316	8x25 IFC J	THOROBRED		19.00	28.00	6
				16.80	28.00	6



PAGE 19

10-15-20 POWER BINOCULARS & MONOCULARS

333	10x50 CFC G	CARL ZEISS	1-5	6 up ASSORTED	195.00	6
374	10x50 CFC G	RANGER		136.50	125.00	6
340	10x50 IFC J	THOROBRED		75.00	50.00	6
334	15x50 CFC G	CARL ZEISS		30.00	175.00	6
382	15x56 CFC G	RANGER		99.00	165.00	6
383	20x56 CFC G	RANGER		102.00	170.00	6
320M	6x30 IFC G	MONOCULAR		18.00	30.00	6
304M	6x30 IFU G	MONOCULAR		15.00	25.00	6
325M	7x35 IFC G	MONOCULAR		20.25	33.75	6



WX W L

DEALER'S COST

1-5
ea.

6 up
ASSORTED
ea.

CONSUMER
PRICES
ea.

STANDARD
FACTORY
CASE PCS.

CONT.

PAGE 19

10-15-20 POWER BINOCULARS & MONOCULARS

373M	7x50 IFC G	MONOCULAR	33.00	55.00	6
321M	8x30 IFC G	MONOCULAR	18.75	31.25	6
308M	8x30 IFC G	MONOCULAR	15.75	26.25	6
374M	10x50 IFC G	MONOCULAR	37.50	62.50	6

PAGES 20-21

OPERA GLASSES

361	3x25 CFU F	LA BOHEME pearl	28.80	48.00	6
360	2½x22 CFU F	BALLERINA pearl	29.10	48.50	6
357	2½x22 CFU F	MARQUISE pearl	23.40	39.00	6
356	2½x22 CFU F	QUEEN pearl	17.10	28.50	6
355	3x28 CFC G	SPORTSTER	15.60	26.00	6
348	3x27 CFU F	HARVARD gold plate	12.00	19.95	6
354	3x27 CFU F	NOTRE DAME	12.00	19.95	6
347	2½x24 CFU F	METROPOLITAN de luxe	9.30	15.50	6
346	2½x24 CFU F	METROPOLITAN	8.10	13.50	6
350	2½x28 CFU J	ROBIN	6.60	10.95	6
362	3½x CFU J	EAGLET FOLDING	6.00	9.95	25
345	2½x25 CFU J	PRIDE	5.40	8.95	25



PAGE 22

FIELD GLASSES

352	4x40 CFU F	VARSITY	12.00	19.95	6
359	4x40 CFC J	THOROBRED	10.50	17.50	6
363	3x37 CFU J	EAGLE EYE without case	25.20 dz.	3.50	100
364	3x37 CFU J	EAGLE EYE with case	28.45 dz.	3.95	100



PAGE 23

TELESCOPES

400	10x C F	VION TELESCOPE, brass	11.40	18.95	6
401	15x C F	VION TELESCOPE, brass	18.00	29.95	6
402	20x C F	VION TELESCOPE, brass	20.40	34.00	6
403	25x C F	VION TELESCOPE, brass	25.20	42.00	6
404	30x C F	VION TELESCOPE, brass	41.70	69.50	6
405	50x C F	VION CELESTIAL telescope	75.00	125.00	6
406	60x C F	VION CELESTIAL telescope	105.00	175.00	6
407	30x J	HY-SCORE SPOTTING SCOPE	12.00	19.95	6
408	J	TRIPOD FOR 407	3.00	5.00	6



PAGES 24-25

MICROSCOPES

351	4x G	BINOLOOP	17.85	29.75	6
425	40x-120x G	POCKET microscope	9.90	16.50	6
424	80x-120x G	POCKET microscope	9.30	15.50	6
423	40x-60x G	POCKET microscope	6.90	11.50	6
422	40x-60x G	POCKET microscope	6.30	10.50	6
421	20x G	POCKET microscope	1.95	3.25	6
426	G	SLIDEHOLDER for 422/5	1.80	3.00	6
427	G	SLIDEHOLDER for 425	1.80	3.00	6
428	100/200/300x J	YOSHIDA microscope A...	13.50	22.50	12
429	100/200/300x J	MICROBE microscope B	7.50	12.50	12
430	100/200/300x J	MICROBE microscope set	12.00	19.95	12
431	80x J	MICROBE microscope set	5.40	8.95	12
434	12 pcs J	PREPARED ANIMAL SLIDES	21.60 dz.	2.95	12
433	J	BOOK ON MICROSCOPY	9.00 dz.	1.25	12



PAGE 26

HY-SCORE AIR RIFLES, PISTOLS, PELLETS & DARTS

801	Mod. 801 HY-SCORE AIR RIFLE .177 or .22	13.25	18.95	12
806	Mod. 806 HY-SCORE AIR RIFLE .177	10.50	14.95	12
805	Mod. 805 HY-SCORE AIR RIFLE .177	5.55	7.95	12
802	Mod. 802B HY-SCORE AIR PISTOL .177, .22, BB	16.05	22.95	12
800	Mod. 800B HY-SCORE AIR PISTOL .177, .22, BB	13.95	19.95	12
803	Mod. 802 and 800 chrome plated additional	3.50	5.00	12



(Cont. next page)

