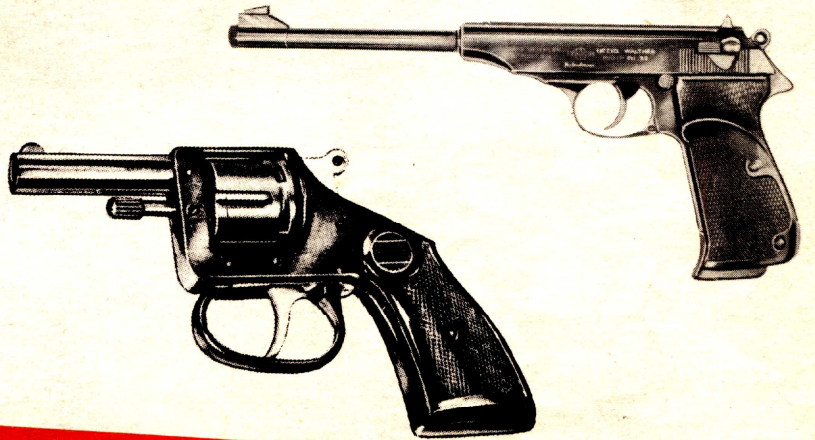
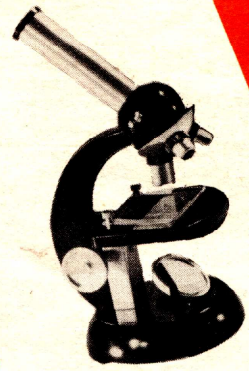
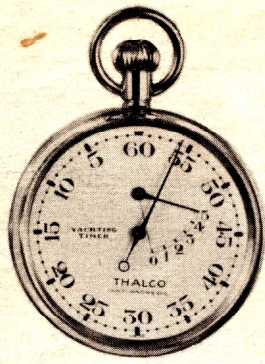
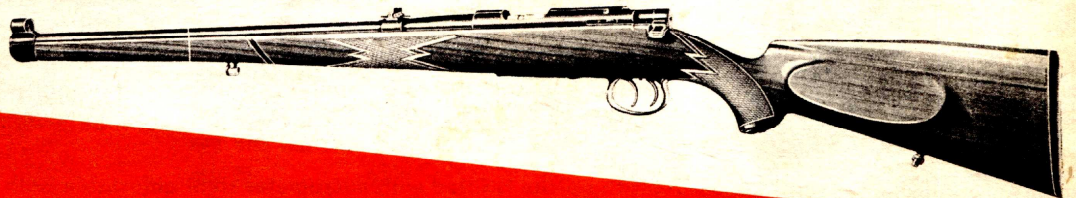
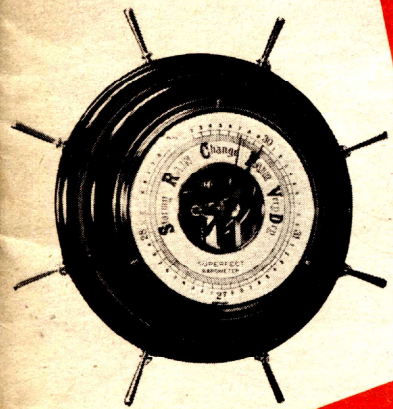


1954 THALSON CATALOG

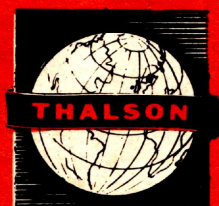
rifles
pistols
optics
barometers
stop watches



MB



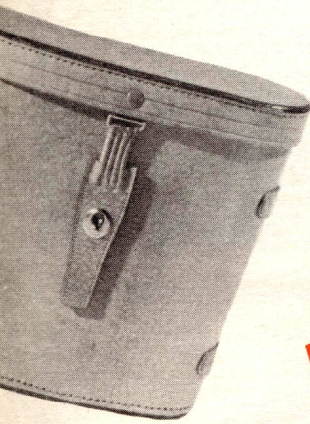
QUALITY IMPORTS



THALSON COMPANY
SAN FRANCISCO, CALIFORNIA



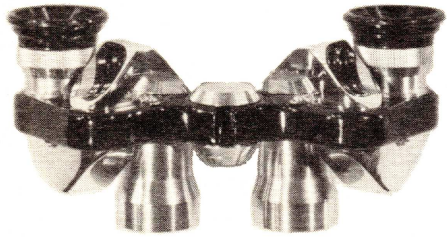
Palomar Observatory, located on Mt. Palomar, California has the world's largest and finest astronomical telescope. Its 200" mirror is a masterpiece of scientific achievement.



8 QUALITY FEATURES

- INSPECTION REPORT — Shows certification of finished product—each vital part inspected for perfect performance.
- EYE PROTECTORS—To protect lenses when not in use.
- WIPING CLOTH — Specially treated for cleaning lenses.
- SERIALLY MARKED — For registration and insurance purposes.
- GENUINE LEATHER CASE — Smart looking, high grade pigskin case. Camera type, (hard) plush lined, with carrying straps.
- INDIVIDUALLY BOXED—Distinctive packaging—designed to assure immediate customer acceptance.
- SERVICE POLICY—Lifetime service policy—free estimates!
- GUARANTEE — A written guarantee with every pair of binoculars.

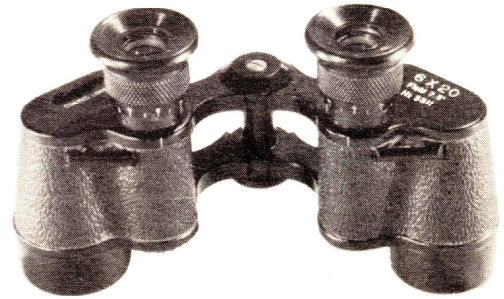
Thalson Company, exclusive importers of the Palomar Binoculars, has placed quality above everything else so that each pair of Palomar Binoculars will be worthy of their namesake—the great Palomar Observatory. This has meant purchasing binoculars from top optical manufacturers. Rigid inspection at the factory and by independent governmental agencies as well as by Thalson's own highly skilled technicians assures you of receiving perfection in each pair of Palomar Binoculars. The distinctive individual packaging is in keeping with the high quality of Palomar Binoculars.



SIZE 7 x 18

Imported vest pocket binocular. Coated lens. Sharp, clear images. "On the spot" viewing.

- Power : 7x
- Objective Aperture : 18 mm
- Field at 1000 yds. : 370 ft.
- Weight : 6 oz.



SIZE 6 x 20 Z

Newly designed binocular with 3 in One Purpose power-field compactness. Ideal for all sports and theatre use. Individual focus. Internally coated optics.

- Power : 6x
- Objective Aperture : 20 mm
- Field at 1000 yds. : 432 ft.
- Angular Field : 7.5°
- Weight : 13 oz.



SIZE 6 x 30 Z

also 8 x 30

Precision imported binoculars, coated lens. Excellent for hunting and sports events. Fits in hunting jacket. Individual focus, also center focus.

- Power : 6x
- Objective Aperture : 30 mm
- Field at 1000 yds. : 445 ft.
- Angular Field : 8°
- Weight : 15 oz.

MB



SIZE 7 x 50 Z

Excellent, sharp, light transmission due to unusually large objective lens. For marine use, night use and horse racing. Internally coated optics. Individual focus — also available in center focus.

- Power : 7x
- Objective Aperture : 50 mm
- Field at 1000 yds. : 375 ft.
- Angular Field : 7.1°
- Weight : 32 oz.

EXPLANATION OF TERMS:

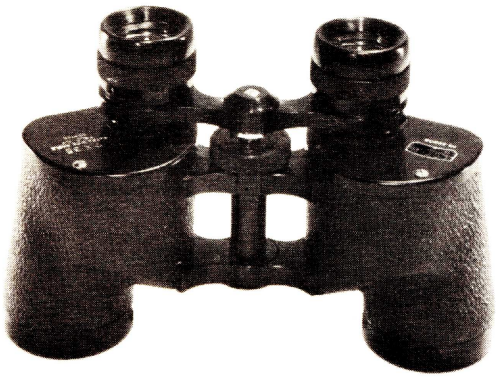
INDIVIDUAL FOCUS:

Calibrated markings on the eye caps makes focusing automatic without having to look through the glasses a second time. Trend is toward this type of binocular. Each tube is multi-threaded and lubricated with very fine grease. They are almost dust-proof and moisture-proof; hence military preference.

CENTER FOCUS: (CF)

Quickly adjustable for varying distances. One hand adjustment permits free use of other hand for hunters, nature students, etc. Glasses focused by looking through the left eyepiece and adjusting the center wheel. Individual right eye adjustment for more precise viewing.

All Palomar Binoculars are furnished with case and straps



SIZE 7 x 35—DL

EXTRA WIDE ANGLE. Advanced optical design with coated optics. Excellent for racing, scenic viewing, vacationing. Center focus.

- Power : 7 x
- Objective Aperture : 35 mm
- Field at 1000 yds. : 525 ft.
- Angular Field : 10°
- Weight : 26 oz.



SIZE 7 x 35—DL

WIDE ANGLE. Extra large anti-glare eye cup. Advanced optical design with internally coated optics. For horse racing, football, etc. — individual focus.

- Power : 7 x
- Objective Aperture : 35 mm
- Field at 1000 yds. : 485 ft.
- Angular Field : 9°
- Weight : 27 oz.



MB

Lightweight

SIZE 16 x 50—Z

Special construction in long leg model (LL) for easy handling due to elimination of excess weight. Ideal for specialized long distance viewing. Available in 10, 12, 16 and 20 power. Internally coated lenses — individual focus.

- Power : 16x
- Objective Aperture : 50 mm
- Field at 1000 yds. : 213 ft.
- Weight : 27 oz.



SIZE 8 x 40—DL

POWER AND FIELD. The "Super" binocular for the discerning sportsman. Center focus. Also available in individual focus. Internally coated lenses.

- Power : 8 x
- Objective Aperture : 40 mm
- Field at 1000 yds. : 445 ft.
- Angular Field : 8°
- Weight : 26 oz.

COATING:

Improves optical efficiency by greatly reducing glare and at the same time properly increasing light transmission.

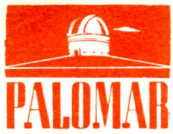
SIZE:

The first number—e.g. 6, 7, 8, etc., means magnifying power. (The number of times the image is enlarged as compared to the image as seen by the naked eye.) The second number 25, 30, 50, etc., is the diameter of the objective lens in millimetres; the size of this lens determines the light gathering capacities. The size of the glass is a matter of convenience and usage.



HELPFUL HINTS ON THE CARE OF BINOCULARS

Turn eye caps downward to insure easy fit into carrying case. Do not keep binoculars in damp dark place. In case of accidental damaging, immediate care will prolong the life of the binocular. See page 14.



PALOMAR BINOCULARS

THE ULTIMATE IN OPTICAL PERFECTION



SIZE 8 x 25—Z

A fine lightweight imported French binocular with center focus. Also available in 8x30. For nature study and other close-up work.

- Power : 8 x 8 x
- Objective Aperture : 26 mm 30 mm
- Field at 1000 yds. : 390 ft. 425 ft.
- Weight : 15 oz. 15 oz.

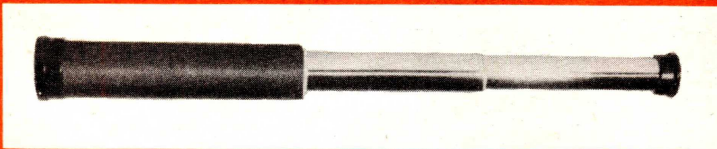
SIZE 7 x 35—Z

Lightweight construction and excellent performance makes this "Power" glass ideal for the sportsman.

- Power : 7 x
- Objective Aperture : 35 mm
- Field at 1000 yds. : 335 ft.
- Angular Field : 6°
- Weight : 20 oz.

MB

PRECISION MADE TELESCOPES



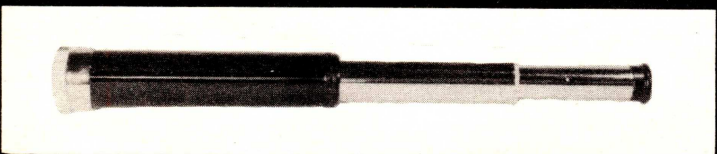
"THE LOOKOUT" 20 POWER TELESCOPE

Featherweight, 7½ ounces. Pocket size. 6½" closed, 14½" open. Outside diameter 1¼". Precision—made of steel and brass. Leather covered with chrome fittings. Coated optics. Ideal for hikers and hunters.



"THE SPOTTER"

20 POWER—20x45 mm. Telescope. 8" closed, 16" open. Leather-covered. Precision machined. For target shooters, marine use, etc.



"THE BUCCANEER"

20 POWER—A quality made featherweight telescope, 7½ ounces. Pocket size 6½" closed, 11" open. Outside diameter 1¼". Precision made of steel and brass. Gleaming sheer black metal body with chrome fittings. Coated optics. Ideal for sportsmen.



"THE MARINER"

30 POWER—30x35 mm. precision made telescope 7" closed, 14" open. Outside diameter 1¼". Metal body, chrome fittings. Coated optics. For boating, sight-seeing, spotting, etc.

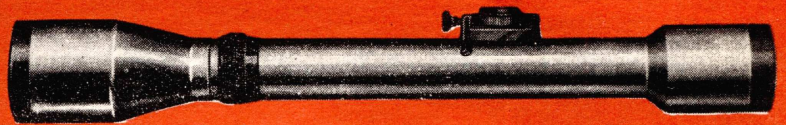
2½ times more powerful than military and naval observation binoculars. Coated optics. Images are clear and bright. Ideal for outdoor scenic viewing, vacation trips, long-distance spotting.

4 x 40 FIELD GLASSES



This glass is perfect for all sporting events because of exceptional clarity and definition of objects. Excellent coated optics. Central focusing and break.

4X IMPORTED RIFLE SCOPE



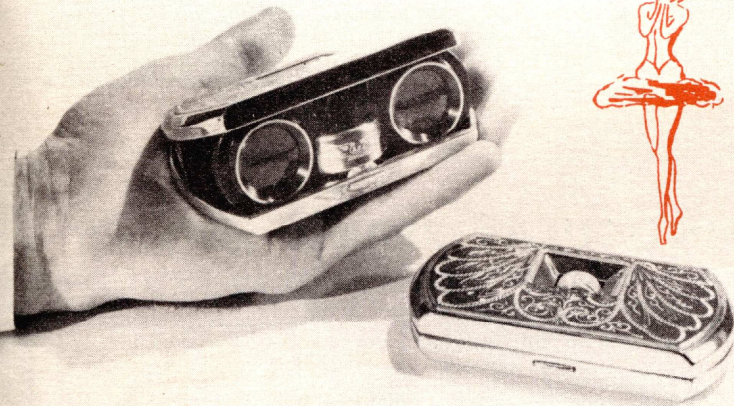
Includes Leather Lens Protector



The ideal Hunting Scope—precision made and lightweight! Hand coated lenses. Bright and clear images.

- Effective diameter of Objective Lens . . . 26 mm.
- Magnification . . . 4x
- Exit Pupil . . . 6.5 mm.
- Field View . . . 6° - 15'
- Length . . . 10½"
- Diameter of Tube . . . 7/8"
- Cross Line . . . +
- Weight . . . 8 oz.
- Mounts (not included) . . . Use Redfield or Kesseling

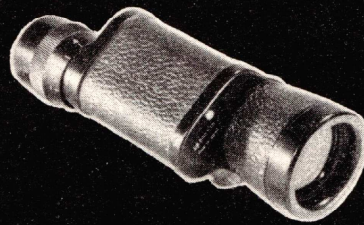
FOLDING THEATRE GLASS



An ingenious 3½ power glass that is built into its own container—folds flat as a package of cigarettes. Press, it opens! Quality all metal construction. Rich colors. Exquisite inlaid silver designs.

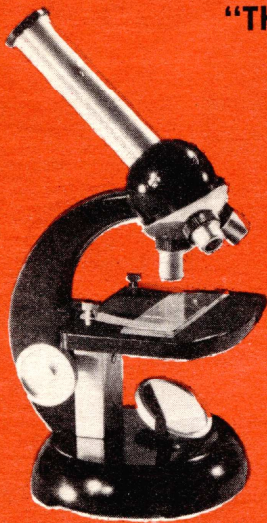
MONOCULAR

7 x 35 and 8 x 30



Exactly half the size and weight of a binocular. Ideal for spotting and viewing with one hand, leaving other hand free when hunting, hiking, etc. Coated optics, leather eye protectors.

"THE RESEARCHER" STUDENT MICROSCOPE



100—200—300 POWER.

A fine instrument, precision built like more expensive models. Smooth black finish with fine micro (rack and pinion screw) adjustment. Tilts 45 degrees and has revolving turret.

Extreme care has been given to the fittings within the turret so that the images seen through the varying rotary power tubes are clearly defined. Complete with hardwood case. 8" in height.

AN EXCITING WORLD IN MINIATURE FOR STUDENTS AND AMATEURS

POCKET MICROSCOPE

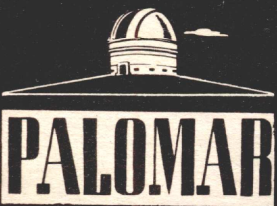


50 POWER

Top quality microscope small as a fountain pen. Gives sharp, clear magnification. Practical for all sorts of minute, close-up examinations for students of medicine, botany, metallurgy, etc. 4 3/8" long. Weighs approx. 2 ounces.

THALSON COMPANY
QUALITY IMPORTS





YOUR ASSURANCE OF PERFECTION

Every pair of Palomar Binoculars is triple tested. The final inspection record accompanies each binocular.

Inspection Record



PALOMAR BINOCULARS

SERIAL NO: _____

SIZE _____

MODEL _____

ALIGNMENT

LENS

FACTORY EQUIPPED BINOCULAR REPAIR SERVICE

FOR THE FIRST TIME! A factory-organized, factory-equipped Binocular Repair Service that Dealers can depend upon! Specialized factory-precision tools enable us to rebuild and renew all makes of imported Binoculars with factory-caliber standards of new production.

FACTORY-TRAINED EXPERTS! Our Shop is manned by a large staff of factory-trained experts, thoroughly experienced with well-known makes of imported Binoculars. Only skilled hands will ever touch your customer's Binoculars!

COMPLETE STOCK OF IMPORTED PARTS! We import, and have available parts for Binoculars from France, Germany and Japan. These are the genuine, original parts direct from the makers and no other parts are ever substituted! Our thorough organization and equipment gives Dealers a customer-keeping, "kick proof" Repair Service they can use...
AT A PROFIT!

Guarantee

Your Palomar Binocular has been subjected to comprehensive inspections and it is guaranteed against original defects in material and workmanship.

SERIAL # _____

MODEL _____

Guarantee certificate is enclosed with each pair of Palomar Binoculars

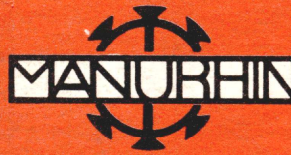
THALSON

EXCLUSIVE IMPORTERS • 682 MISSISSAUGA



THALSON

brings you world-renowned products



PREVIEWS

We are pleased to announce the intended offering to the trade of some very interesting new imports for 1954. Complete details and specifications will be published as soon as possible.

- Walther Small Bore Rifles 22LR
- Walther Large Caliber Rifles
- JGA Small Bore Rifles, Mannlicher Stock
- Walther Automatic Pistols, PPK Series
- Palomar Extra Wide Angle Binoculars with 11° Field
- Thalco Timers—Stop Watches—New Models



Sec. 34.66, P. L. & R.
U. S. POSTAGE
PAID
Permit No. 5127
San Francisco, Calif.

THALSON COMPANY
QUALITY IMPORTS
682 MISSION STREET
SAN FRANCISCO 5, CALIF.

FEBRUARY 1, 1954

DEALER'S PRICE LIST
PALOMAR BINOCULARS

THALSON COMPANY
682 MISSION STREET
SAN FRANCISCO 5, CALIFORNIA

SIZE	MODEL	DESCRIPTION	RETAIL	DEALER
POCKET BINOCULARS				
6x15	IFC _____	Chrome and black enamel _____	\$26.00	\$13.00
7x18	IFC _____	Chrome _____	30.00	15.00
8x20	IFC _____	Chrome and black enamel _____	32.50	16.25
10x20	IFC _____	Chrome and black enamel _____	36.00	18.00
STANDARD BINOCULARS				
6x30	Z IFC _____		36.50	18.25
6x30	Z CFC _____		40.50	20.25
8x30	Z IFC _____		40.50	20.25
8x30	Z CFC _____		45.50	22.75
7x35	Z IFC _____		42.50	21.25
7x35	Z CFC _____		47.50	23.75
7x50	Z IFC _____		46.50	23.25
7x50	Z CFC _____		52.00	26.00
8x40	Z IFC _____		55.50	27.75
10x50	Z IFC _____	Lightweight _____	57.50	28.75
10x50	Z CFC _____	Lightweight _____	63.50	31.75
12x50	Z IFC _____	Lightweight _____	60.00	30.00
12x50	Z CFC _____	Lightweight _____	65.50	32.75
16x50	Z IFC _____	Lightweight _____	68.50	34.25
16x50	Z CFC _____	Lightweight _____	72.50	36.25
DE LUXE BINOCULARS				
6x30	DL IFC _____		48.50	24.25
6x30	DL CFC _____		53.50	26.75
8x30	DL IFC _____		52.00	26.00
8x30	DL CFC _____		56.50	28.25
7x35	DL IFC _____		50.50	25.25
7x35	DL CFC _____		55.50	27.75
8x40	DL IFC _____		57.50	28.75
8x40	DL CFC _____		62.50	31.25
7x50	DL IFC _____		62.50	31.25
7x50	DL CFC _____		65.50	32.75
WIDE ANGLE BINOCULARS				
7x35	DL WA IFC _____	Wide Angle 9° _____	60.00	30.00
7x35	DL WA CFC _____	Wide Angle 9° _____	68.50	34.25
7x35	DL EWA CFC _____	Extra Wide Angle 10° _____	73.50	36.75
7x35	DL EWA IFC _____	Extra Wide Angle 11° _____	84.50	42.25
8x40	DL WA IFC _____	Wide Angle _____	65.50	32.75
8x40	DL WA CFC _____	Wide Angle _____	69.50	34.75
9x45	DL WA CFC _____	Wide Angle _____	72.00	36.00
10x50	Z WA IFC _____	Wide Angle _____	66.50	33.25
FIELD GLASS				
4 x 40	CF _____		23.00	11.50



CODE: IFC - Individual Focus, Coated (internally coated optics)
CFC - Center Focus, Coated (internally coated optics)

TERMS: 2% 10 days, net 30 days. F.O.B. San Francisco, California

CASES: All PALOMAR Binoculars are supplied with first quality genuine leather pigskin cases, camera type (hard) with carrying straps. Distinctively boxed, complete with Inspection Report, eye protectors, wiping cloth and guarantee. Serially marked for registration purposes.

SIZE	MODEL	DESCRIPTION	RETAIL	DEALER
TELESCOPES				
20x30	Coated	Metal _____	\$12.30	6.15
30x30	Coated	Metal _____	13.50	6.75
20x45	Coated	Leather Covered _____	21.00	10.50
MONOCULARS (with leather protectors)				
7x35	Z Coated _____		22.00	11.00
8x30	Z Coated _____		20.50	10.25
7x50	Z Coated _____		28.00	14.00
10x50	Z Coated _____		29.00	14.50
MICROSCOPES				
1-2-3	L Type _____	With Hardwood Case _____	17.00	8.50
RIFLE SCOPES				
4x	Model C _____	4 Power - Leather Eye Protectors _____	43.00	22.50
4x	Model D _____	4 Power - Leather Eye Protectors _____	49.00	25.00

THALSON SALES REPRESENTATIVES

**LEON H. BROWN
& ASSOCIATES**

LEON H. BROWN
WALTER D. BROWN
61 HAMILTON STREET
NORTH ABINGTON, MASS
COVERING: MAINE,
NEW HAMPSHIRE, VERMONT,
MASSACHUSETTS, RHODE
ISLAND, CONNECTICUT,
NEW YORK.

SHERMAN LOYD SALES CO.

SHERMAN LOYD
ALEX LOYD
5527 MERRIMAC STREET
DALLAS 6, TEXAS
COVERING: TEXAS,
LOUISIANA, OKLAHOMA,
ARKANSAS

GEORGE A. ROBINHOLD

5138 LARCHWOOD AVENUE
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COVERING: EASTERN
PENNSYLVANIA, NEW JERSEY,
DELAWARE, EASTERN MARYLAND,
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MORRIS HALPERN

1409 - 7TH AVENUE
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COVERING: MISSISSIPPI,
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CAROLINA, ALABAMA,
GEORGIA, FLORIDA,
TENNESSEE

IRVING ROSEN CO.

8923 BRONX AVENUE
SKOKIE, ILLINOIS
COVERING: MINNESOTA, IOWA,
MISSOURI, ILLINOIS,
WISCONSIN, INDIANA

HARRISON & HARVENKO

7416 ALDRICH, SOUTH
MINNEAPOLIS, MINNESOTA
COVERING: NEBRASKA,
KANSAS, NORTH DAKOTA,
SOUTH DAKOTA

NORMAN PRICE ASSOCIATES, INC.

"RONNIE" FRIEDMAN
ROBERT KIRCHNER
12734 WOODLAND AVENUE
CLEVELAND 20, OHIO
COVERING: MICHIGAN, OHIO,
WESTERN PENNSYLVANIA,
KENTUCKY, WEST VIRGINIA

JOSEPH WIENER

682 MISSION STREET
SAN FRANCISCO 5, CALIFORNIA
COVERING: NORTHERN
CALIFORNIA, SOUTHERN OREGON,
NEVADA



FEBRUARY 1, 1954

DEALER'S PRICE LIST
REGENCY - SEABRIGHT BINOCULARS

THALSON COMPANY
682 MISSION STREET
SAN FRANCISCO 5, CALIFORNIA

SIZE	MODEL	DESCRIPTION	RETAIL	DEALER
POCKET BINOCULARS				
6x15	IFC	Holster Chrome and Black Enamel	\$23.00	\$11.50
7x18	IFC	Holster Chrome and Black Enamel	27.00	13.25
STANDARD BINOCULARS				
6x20	Z IFC	Holster _____	29.50	14.75
6x30	Z IFC	Holster _____	32.50	15.75
6x30	Z CFC	Holster _____	36.00	18.00
8x30	Z IFC	Holster _____	36.00	18.00
8x30	Z CFC	Holster _____	40.00	19.60
7x35	Z IFC	Holster _____	40.00	19.25
7x35	Z CFC	Holster _____	42.50	21.25
7x50	Z IFC	Hard _____	44.00	22.00
7x50	Z CFC	Hard _____	51.00	25.25
8x40	Z IFC	Hard _____	49.00	24.50
FRENCH BINOCULARS				
8x25	Z CFU	Holster _____	33.00	16.50
8x25	Z CFC	Holster _____	36.00	17.95
8x30	Z CFU	Holster _____	38.00	19.00
8x30	Z CFC	Holster _____	40.50	20.25
TELESCOPES				
20x30	Coated _____	Leather Covered _____	8.95	4.50
THEATRE GLASSES				
3x		Folding "turtle" type _____	12.95	6.50
2½x		Opera _____	7.50	3.75
MICROSCOPES				
1-2-3	100x-200x- 300x	Lacquered with Hardwood Case	14.95	7.50
50x	50 Power	Pocket Microscope _____	3.95	2.00

CODE: IFC - Individual Focus, coated
 CFC - Center Focus, coated
 CFU - Center Focus, uncoated



CASES: Above glasses are supplied with genuine leather, kidney type (soft) pigskin cases with carrying straps.

TERMS: 2% 10 days, net 30 days. F.O.B. San Francisco, California

THALSON SALES REPRESENTATIVES

- LEON H. BROWN & ASSOCIATES, 61 HAMILTON STREET, NORTH ABINGTON, MASSACHUSETTS
- MORRIS HALPERN - 1409 7TH AVENUE, SEATTLE 1, WASHINGTON
- HARRISON & HARVENKO - 7416 ALDRICH, SOUTH, MINNEAPOLIS, MINNESOTA
- SHERMAN LOYD SALES CO. - 5527 MERRIMAC STREET, DALLAS 6, TEXAS
- CHARLES E. MIDDLETON - 426 YAZOO STREET, JACKSON, MISSISSIPPI
- NORMAN PRICE ASSOCIATES, INC. - 12734 WOODLAND AVENUE, CLEVELAND 20, OHIO
- GEORGE A. ROBINHOLD - 5138 LARCHWOOD AVENUE, PHILADELPHIA 43, PENNSYLVANIA
- IRVING ROSEN CO. - 8923 BRONX AVENUE, SKOKIE, ILLINOIS
- JOSEPH WIENER - 682 MISSION STREET, SAN FRANCISCO 5, CALIFORNIA



SIZE	MODEL	DESCRIPTION	RETAIL	DEALER
6x15	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	

SIZE	MODEL	DESCRIPTION	RETAIL	DEALER
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	
6x10	IPC	Holder Chrome and Black Enamel	\$27.00	

Individual focus, coated, center focus, coated, center focus, uncoated. Above glasses are supplied with genuine leather, koiner type (soft) pigskin cases with carrying straps.

TERMS: 30 days, net 30 days. 40 O.B. 25th Francisco, California