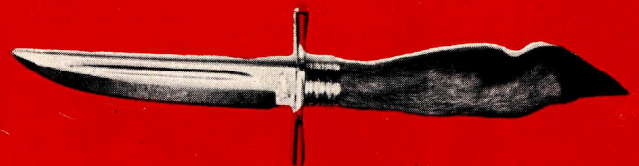
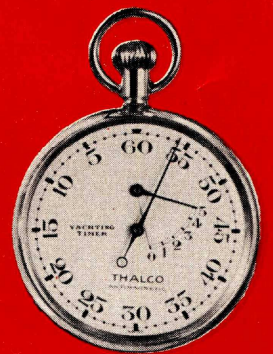
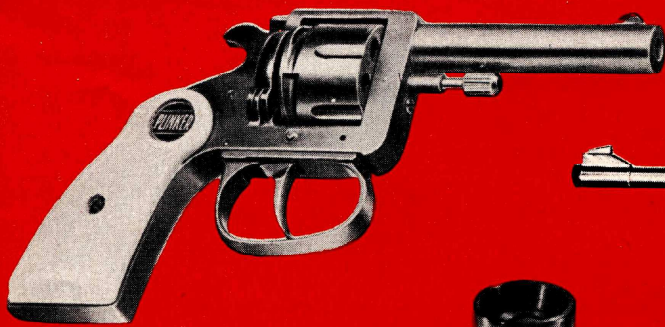
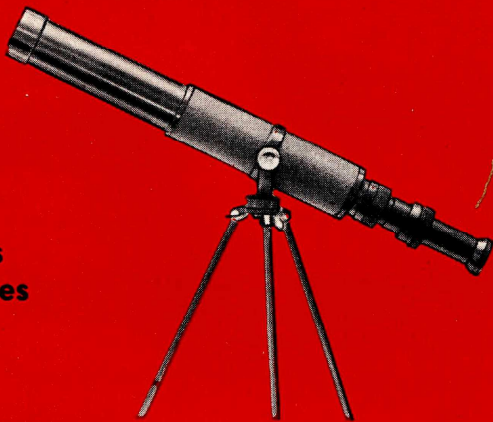


THALSON

1955

CATALOG

- rifles
- pistols
- optics
- barometers
- stop watches
- binoculars
- telescopes
- compasses
- knives
- shot shell reloading set



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





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 and PRIS

Guarantee

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

SERIAL # _____

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.

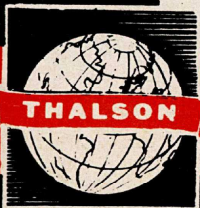
SERIALLY MARKED — For registration and insurance purposes.

GENUINE LEATHER CASE — Smart looking, high grade pigskin case. Camera type, (hard) plush lined, with carrying straps.

INDIVIDUALLY BOXED—Distinctive packaging.

SERVICE POLICY—Lifetime service policy—free estimates!

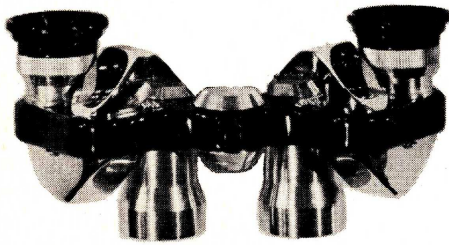
GUARANTEE — A written guarantee with every pair of binoculars.



THALSON COMPANY
EXCLUSIVE U.S.A. IMPORTERS

**the ultimate in
optical perfection**





#70

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.

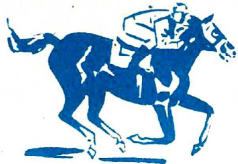


#404

SIZE 7 x 35—Z

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

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



#400

SIZE 6 x 30 Z

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.

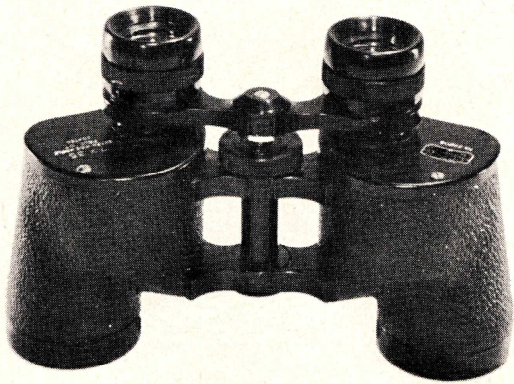


#406

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.

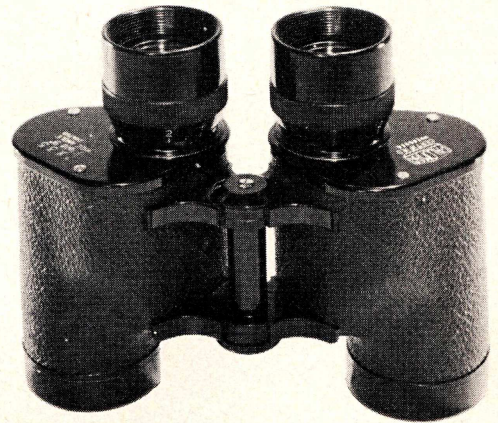


#1000

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.



#900

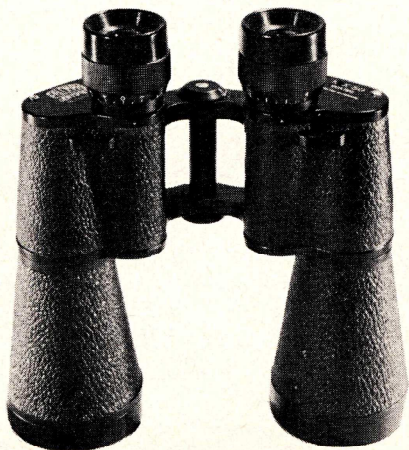
SIZE 7 x 35—DL

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



#414

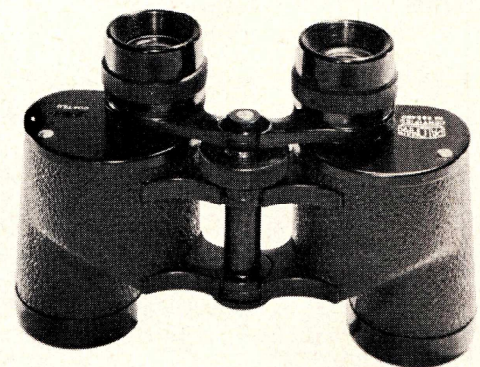
Lightweight

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.

15



#509

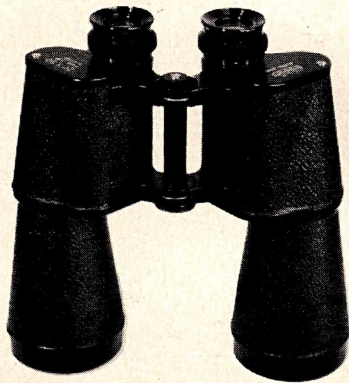
SIZE 8 x 40—DL

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.

PALOMAR BINOCULARS

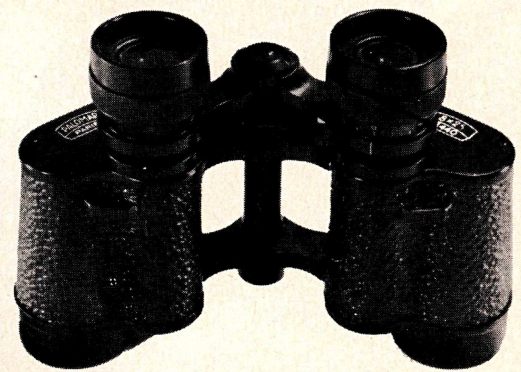
THE ULTIMATE IN
OPTICAL PERFECTION



#404

SIZE 20 x 60 -Z

Extraordinary "Power" binocular for sharp perception of long distance objects. An exceptionally fine glass, precision manufactured for specific uses. Internally coated optics. Individual focus. Weight 43 ounces. Height 8 inches.

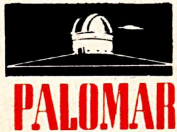


#821

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.



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.

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.

FACTORY EQUIPPED BINOCULAR REPAIR SERVICE

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.

EXPLANATION OF TERMS:

INDIVIDUAL FOCUS:

Each ocular lens is focused independently (no center wheel). Calibrated markings on the eye caps makes focusing automatic without having to look through the glasses a second time. 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)

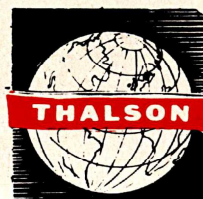
Quickly adjustable for varying distances. One hand adjustment permits free use of other hand for hunters, nature students, etc. Glasses focused by looking through the left eyepiece and adjusting the center wheel. Individual right eye adjustment for more precise viewing.

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, 10, means magnifying powers; the number of times the image is enlarged or magnified as compared to the image seen by the naked eye. The second number 30, 35, 50, etc., is the diameter of the objective lens, in millimeters. The size of this lens helps determine the light gathering capacities. The size of the glass itself is a matter of convenience and usage.



FIELD OF VIEW

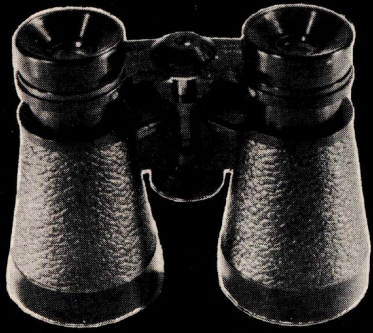
Expressed either in angular measure or in feet at a viewing distance of 1000 yards—e.g. Field of View 375 feet means that at 1000 yds. distance one can see 375 feet field of vision. With the size of the objective lens kept constant or relatively constant, an increase of magnification lessens the field of view.



PALOMAR

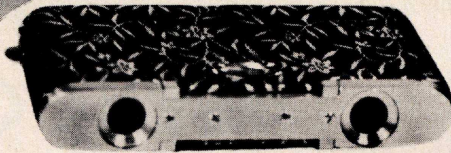
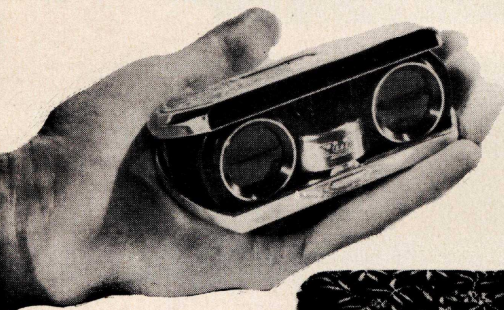
THE ULTIMATE IN OPTICAL PERFECTION

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.

FOLDING THEATRE GLASS



#350

Ingenious 3 1/2 power glass that is built into its own container — folds flat as a package of cigarettes. Press, it opens! Exquisite brocade of varying colors, snakeskin in rich colors and leather.

MONOCULARS



7 x 35—No. 405M



Includes Leather Lens Protector

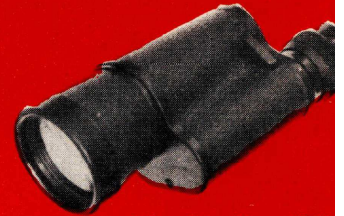


8 x 30—No. 403M

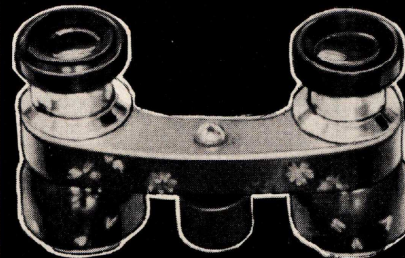
Exactly half the size and weight of a binocular. Ideal for spotting and viewing with one hand, leaving other hand free when hunting, hiking, etc. Coated optics, leather eye protectors.



7 x 50—No. 407M



10 x 50—No. 411M

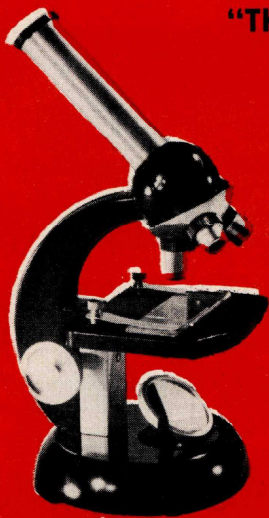


#250

OPERA GLASS

Opera glass, 2 1/2 power. Sheer black, gleaming metal fittings with chrome extension tubes. Artistic pearl-like flower designs on body.

"THE RESEARCHER" STUDENT MICROSCOPE



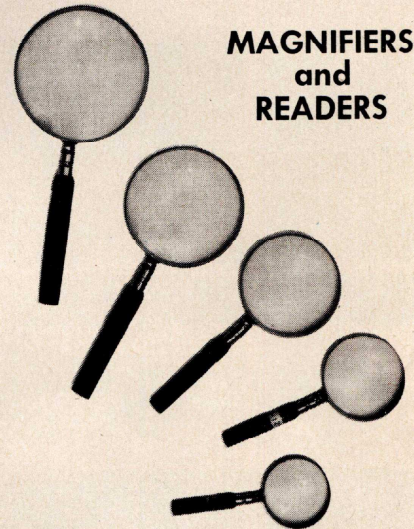
100—200—300 POWER.

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

MAGNIFIERS and READERS



- No. 200 . . . 2" lens—2 3/4" hand
- No. 250 . . . 2 1/2" lens—3 1/2" hand
- No. 300 . . . 3" lens—4" hand
- No. 350 . . . 3 1/2" lens—4 1/2" hand
- No. 400 . . . 4" lens—5" hand

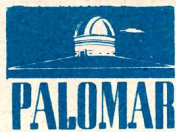
Precision ground and polished. Excellent for newspapers, books, dictionaries, legal documents, stamp and coin collectors.

THALSON COMPANY
QUALITY IMPORTS

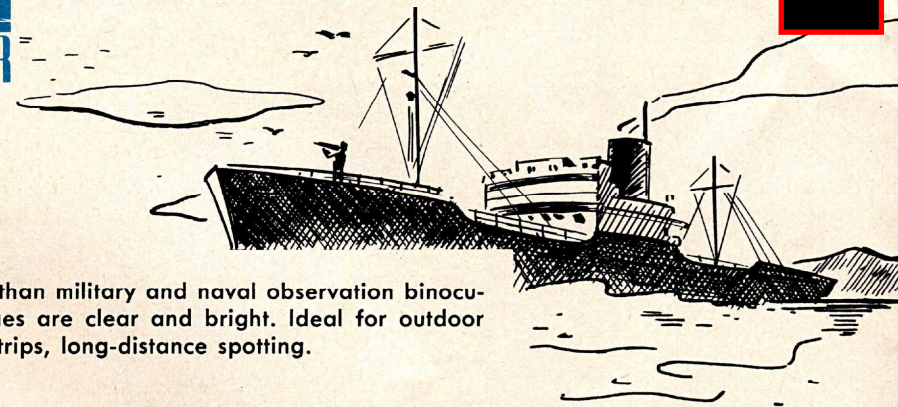


MB

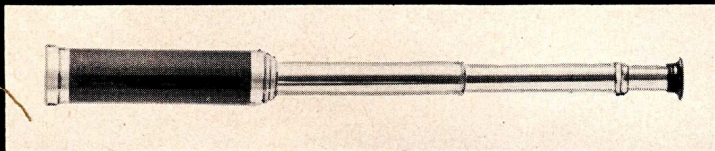
THE ULTIMATE



IN OPTICAL PERFECTION



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.



"THE MULTI-SCOPE"

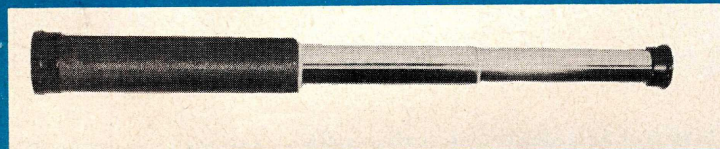
VARI-POWER telescope. 15 Power to 40 Power. Leather-covered metal body with chrome metal eye tube. Red gradations on draw tube. 7" closed, 16" open, 1 5/8" tube diameter.



"THE CAPITAIN"

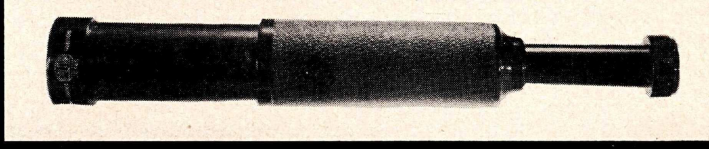
20 Power (20x by 50mm) spotting telescope with beautiful, blue crystal finish. Optional 25 power with "built in" removable eye lens cup. Chromium, draw focus. Coated optics. Closed 14", extended 19", tube diameter 2 1/4".

PRECISION MADE TELESCOPES



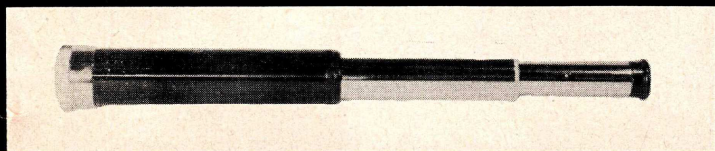
"THE LOOKOUT" 20 POWER TELESCOPE

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.

QUALITY TELESCOPES

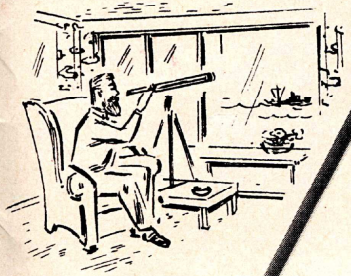
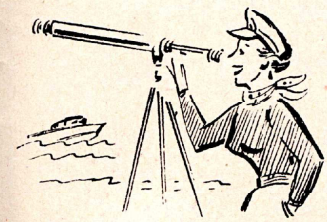
VP-2

VARI-POWER (20x to 40x by 40mm) Spotting telescope with tripod. Crackle finish metal body and tripod with chromium eye tube. Chromium power setting ring with gradations at 20, 25, 30, 35 and 40. Adjustment of power made by rotating power set ring and holding eye cup in position. Focusing at varying distances by moving focusing tube in and out. Focus and power-set ring securely locks in position. 20" long, tube diameter 1 1/8". Full angle swivels with chrome fittings. Coated optics.



20GTT

20 Power (20x by 30mm) telescope with tripod. Bright, gold-finished fittings with brocade covered metal body. 7" closed, 15" open. 2 draw focus with coated optics.

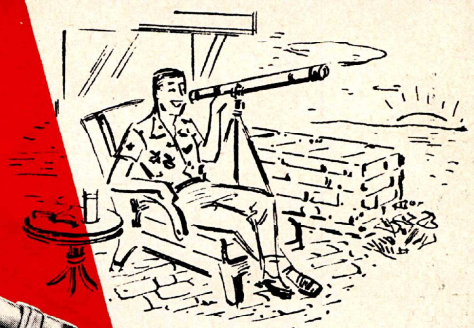


50TT

50 Power (50x by 40mm) Spotting telescope with tripod with ocular adjustment for 30 power (30x by 40mm). Reduction of power by simple removal of threaded ocular lens. Beautiful crystal crackle finish with gleaming black metal fittings. 24" closed, 29" open, 1 3/4" tube diameter. Draw focus. Coated optics. Chrome swivels.

VPZ-1

VARI-POWER (9x to 30x by 45mm) Spotting telescope with tripod. ABSOLUTE—"ZOOMIC" (no additional focusing) power selection. Binocular-type power setting ring has gradations at 9, 12, 15, 20, 25 and 30. Power setting ring is self-locking. Additional, binocular-type, plus and minus setting ring for "refined" precision viewing. Leather covered body with gleaming black metal extensions and tripod legs. Full angle swivels with chrome fittings. 13" closed, 19" open, 2 1/4" tube diameter. Coated optics.



20TT

20 Power (20x by 40mm) telescope with tripod. Smooth crystal finish with highly polished plastic eyepiece. 9" long with recessed objective lens. Chrome swivels.

January 1, 1955

CONFIDENTIAL DEALER'S PRICE LIST

Thalson Company
682 Mission St.
San Francisco, Calif.

PALOMAR BINOCULARS, MONOCULARS
TELESCOPES and other OPTICS

- A. NOTE: ALL PALOMAR Binoculars are supplied with the following:
 (1) Top Grade Genuine Leather Pigskin Cases, imported, camera type (hard)
 (2) Carrying Straps for binoculars and binocular cases (3) Distinctive PALOMAR box (4) Plastic lens protectors (5) Special PALOMAR optical cleaning cloth (6) Identification serial numbers (7) Inspection Report (8) Lifetime Service Guarantee. (See catalogue for full particulars).

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

MODEL	SIZE	FOCUS	DESCRIPTION	Retail	Dealer
<u>POCKET BINOCULARS</u>					
#65	6x15	IFC		\$ 26.00	\$ 13.00
#70	7x18	IFC		30.00	15.00
#80	8x20	IFC		32.50	16.25
#100	10x20	IFC		36.00	18.00

STANDARD BINOCULARS

#400	6x30	Z	IFC	35.00	18.25
#401	6x30	Z	CFC	42.50	20.25
#402	8x30	Z	IFC	40.00	20.25
#403	8x30	Z	CFC	47.50	22.75
#404	7x35	Z	IFC	43.00	21.25
#405	7x35	Z	CFC	50.50	23.75
#406	7x50	Z	IFC	46.50	23.25
#407	7x50	Z	CFC	54.00	26.00
#408	8x40	Z	IFC	55.50	27.75
#410	10x50	Z	IFC	Lightweight 57.50	28.75
#411	10x50	Z	CFC	Lightweight 65.00	31.75
#412	12x50	Z	IFC	Lightweight 60.00	30.00
#413	12x50	Z	CFC	Lightweight 67.50	32.75
#414	16x50	Z	IFC	Lightweight 67.50	34.25
#415	16x50	Z	CFC	Lightweight 75.00	36.25
#416	20x60	Z	IFC	84.00	50.00
#417	20x60	Z	CFC	95.00	57.00
#418	20x50	Z	IFC	Lightweight 71.00	42.50
#419	20x50	Z	CFC	Lightweight 84.00	50.00
#421	8x50	Z	IFC	42.00	25.00

DELUXE BINOCULARS

#500	6x30	DL	IFC	48.50	24.25
#501	6x30	DL	CFC	56.00	26.75
#502	8x30	DL	IFC	52.00	26.00
#503	8x30	DL	CFC	59.50	28.25
#504	7x35	DL	IFC	50.50	25.25
#505	7x35	DL	CFC	57.50	27.75
#506	7x50	DL	IFC	62.50	31.25
#507	7x50	DL	CFC	70.00	32.75
#508	8x40	DL	IFC	60.00	28.75
#509	8x40	DL	CFC	67.50	31.25



MODEL	SIZE	FOCUS	DESCRIPTION	Retail	Dealer
<u>WIDE ANGLE BINOCULARS</u>					
#900	7x35 DL WA	IFC	Wide Angle 9 degrees	\$ 60.00	\$ 30.00
#999	7x35 DL WA	CFC	Wide Angle 9 degrees	67.50	34.25
#1000	7x35 DL EWA	CFC	Extra Wide Angle 10 degrees	73.00	36.75
#1100	7x35 DL EWA	IFC	Extra Wide Angle 11 degrees	84.50	42.25
#800	8x40 DL WA	IFC	Wide Angle	65.50	32.75
#801	8x40 DL WA	IFC	Wide Angle	73.00	34.75
#945	9x45 DL WA	IFC	Wide Angle	72.00	36.00
#1050	10x50 Z WA	IFC	Wide Angle	66.50	33.25

MONOCULARS (with leather eye protectors)

#405M	7x35 Z	Coated		22.00	11.00
#403M	8x30 Z	Coated		20.50	10.25
#407M	7x50 Z	Coated		28.00	14.00
#411M	10x50 Z	Coated		29.00	14.00

TELESCOPES

#1	20x30	Coated	"The Lookout"	10.00	6.00
#2	20x30	Coated	"The Buccaneer"	12.50	7.50
#3	30x30	Coated	"The Mariner"	14.00	8.50
#4	20x45	Coated	"The Spotter"	20.00	12.00
#5	20x50	Coated	"The Capitaine" (See 5-TT with tripods)		
#6V	15 to 30 power	Coated	"The Multi-Scope"	21.50	12.90

TELESCOPES WITH TRIPODS

#VPZ-1	9 to 30 power by 45	Coated		46.50	29.00
#VP-2	20 to 40 power by 40	Coated		33.00	19.80
#50-TT	50x40	Coated		27.00	16.25
#20-TT	20x40	Coated		25.50	15.25
#5-TT	25x50	Coated		25.50	15.25
#20G-TT	20x30	Coated		17.00	10.25

FIELD, OPERA AND THEATRE GLASSES

#440	4x40	Field Glass		18.00	11.00
#350L	3 1/2 power	Theatre Glass, leather		12.95	7.50
#350S	" "	" " snakeskin		15.00	9.00
#250	2 1/2 Opera	Glass with Pearl like figures		11.95	7.25

MICROSCOPES

#123-L	100, 200 and 300 power	with Hardwood Case		16.95	10.50
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READING GLASSES AND MAGNIFIERS

#200	2"			.85 ea.	6.00 dz.
#250	2 1/2"			.95 ea.	6.60 dz.
#300	3"			1.40 ea.	9.60 dz.
#350	3 1/2"			1.70 ea.	12.00 dz.
#400	4"			2.15 ea.	15.00 dz.

Palomar Binoculars - BELT TRIPOD

#B.T.-1	Specially designed BELT TRIPOD to support high-power binoculars for steadiness of viewing. Fully adjustable legs & center post.			12.00 ea.	8.00
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