



# **BINOCULARS DEALER PRICE LIST**

Effective January 1, 1963



## **CONFIDENTIAL**

Carl Zeiss, Inc.  
444 Fifth Avenue  
New York 18, New York  
212-PE 6-6070

Carl Zeiss and Hensoldt binoculars are made in West Germany

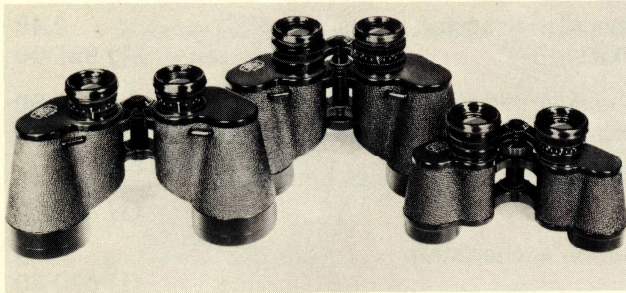
All prices, specifications and technical data subject to change without notice. This confidential price list, dated January 1, 1963, supersedes previous price lists.

FEDERAL EXCISE TAX OF 10% must be added to your selling price of binoculars only. When binocular and case are invoiced together, excise tax is due only on binocular.





# BINOCULARS

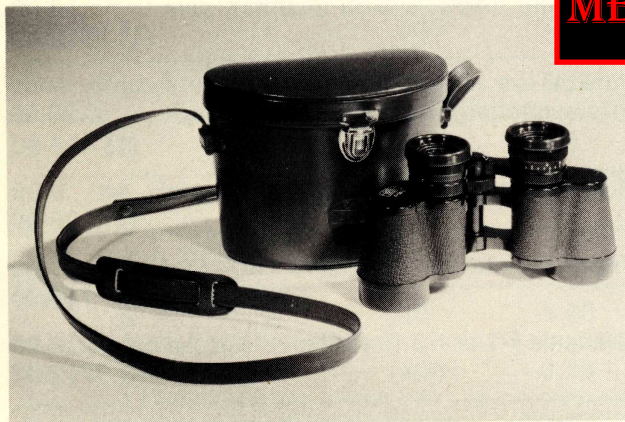


The Carl Zeiss 7x50B, 8x50B, 8x30B binoculars, with reversible soft-rubber eyecups, for use **with or without** eyeglasses or sunglasses.

## BINOCULARS

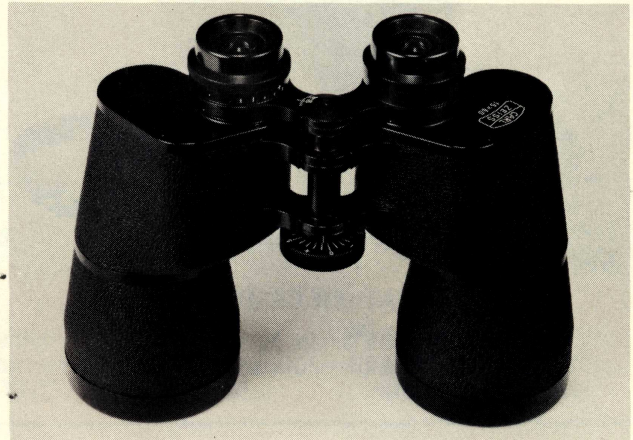
(complete with neck strap and standard leather case "N")

- 6x30 central focusing, for traveling, sports, and bird watching ..... **149.00\***  
(1) 8399-33/(3) 5889-40
- 8x30 central focusing, for hunting, stalking, as well as traveling, sports, bird watching ... **169.00\***  
(1) 71112-67/(3) 36101-40



- 8x30B central focusing, with reversible soft-rubber eyecups for use **with or without** eyeglasses and sunglasses ..... **179.00\***  
(1) 23119-33/(3) 67107-40
- 7x50B individual focusing, a night glass, for use **with or without** eyeglasses, particularly valuable as a marine binocular ..... **209.00\***  
(1) 78139-33/(3) 54125-40

- 8x50B central focusing, for use **with or without** eyeglasses, night glass, large viewing field for hunters and woodsmen ..... **259.00\***  
(1) 13172-67/(3) 80155-40
- 10x50 central focusing, a day or dusk and dawn glass for hunting, ornithology, aviation, safety services, engineering ..... **289.00\***  
(1) 79192-67/(3) 29173-40



The Carl Zeiss 15x60 central focusing binocular

- 15x60 central focusing, high twilight performance, for hunting, ornithology, aviation, engineering, and amateur astronomy, as well as exploring ..... **339.00\***  
(1) 43226-00/(3) 95203-40

\* Plus 10% Federal Excise Tax

## MONOCULARS

(without neck cord or case)

- 8x30 8x magnification, lightweight and compact, use for observation, reading, spotting scope; and, with supplementary close-up lens, as telescopic magnifier ..... **79.00**  
(1) 8952-67/(3) 4947-40
- 8x30B same as 8x30 but may be used **with or without** eyeglasses; can also be used at tele-attachment for Contaflex camera; extends focal length of standard lens from 50mm. to 400mm. .... **99.00**  
(1) 6466-00/(3) 3859-40
- 15x60 15x magnification, lightweight glass with tripod socket; can be mounted directly on camera tripod ..... **169.00**  
(1) 27112-67/(3) 49101-40



### LEATHER CASES

(standard case "N" or sports case "S" for binoculars)

#### Luxury carrying cases

6x30, 8x30 and 8x30B .....	<b>19.00</b>
(1) 8712-67/(3) 9211-40	
7x50B and 8x50B .....	<b>19.00</b>
(1) 1912-67/(3) 2511-40	
10x50 .....	<b>19.00</b>
(1) 6012-67/(3) 1711-40	
15x60 .....	<b>29.00</b>
(1) 3219-33/(3) 4617-40	

#### LEATHER CASE

(standard case for monoculars)

8x30 and 8x30B .....	<b>10.50</b>
(1) 567-00/(3) 736-30	

#### BINOCULAR ACCESSORIES

Neck strap for binoculars .....	<b>1.50</b>
(1) 851-00	
Neck cord for monoculars, 8x30 and 8x30B .....	<b>1.50</b>
(1) 621-00	
Shoulder strap for standard case "N" .....	<b>2.40</b>
(1) 301-60	

Shoulder strap for sports case "S" .....	<b>2.40</b>
(1) 981-60	
Shoulder pad (fits all straps for leather cases)....	<b>.90</b>
(1) 510-60	
Rain guard (fits all Zeiss binoculars) .....	<b>2.40</b>
(1) 221-60	
Button anchor strap .....	<b>.90</b>
(1) 690-60	
Replacement eyecups (except for 8x30B, 7x50B and 8x50B), (specify inner diameter of eyecup threads) each .....	<b>1.20</b>
(1) 150-80	
Flat rubber eyecups for eyeglass wearers, all models (specify inner diameter of eyecup threads) each	<b>2.10</b>
(1) 401-40	
Convertible soft rubber eyecups for 8x30B, 7x50B and 8x50B, each .....	<b>2.10</b>
(1) 931-40	
Umbral lenses (slip-on mounts), pair .....	<b>9.00</b>
(1) 656-00	
Anti-glare glasses (slip-on mounts), pair .....	<b>9.00</b>
(1) 526-00	
Solar observation glasses (slip-on mounts), pair	<b>9.00</b>
(1) 216-00	
Polarizing filters (slip-on mounts), pair .....	<b>18.00</b>
(1) 2812-00	
Punktal eye correction lenses (slip-on mounts, made to prescription), each from .....	<b>6.90 up</b>
(1) 414-60	
Rubber guards for 7x50B binoculars only, set....	<b>9.00</b>
(1) 126-00	
Tripod adapter for binoculars .....	<b>9.00</b>
(1) 766-00	
Graticule F-1 or F-2 (installed on special order)	<b>18.00</b>
(1) 9712-00	

#### CLOSE-UP LENSES

(for 6x30, 8x30 and 8x30B binoculars and 8x30 and 8x30B monoculars—usable only in front of monocular or one binocular lens)	
1 diopter, for observation at approximately 40 inches, each .....	<b>10.00</b>
(1) 556-67	



2 diopters, for observation at approximately  
20 inches, each ..... **15.00**  
(1) 1010-00

5 diopters, for observation at approximately  
8 inches, each ..... **25.00**  
(1) 3216-67

3 diopters, for observation at approximately  
13 inches, each ..... **20.00**  
(1) 8213-33

8 diopters, for observation at approximately  
5 inches, each ..... **30.00**  
(1) 4520-00



### CARL ZEISS BINOCULARS — TECHNICAL DATA

Magnification M	MODEL		FIELD OF VIEW				
		Clear objective diameter D (mm)	Exit pupil (mm)	Twilight Performance $\sqrt{MxD}$	Angular measure (degrees)	Yards at 1,000 yards	Weight approx. ozs.
BINOCULAR							
6	x	30	5.	13.4	8°30'	150	15½
8	x	30	3.75	15.5	8°30'	150	17½
8	x	30B	3.75	15.5	6°18'	110	17
7	x	50B	7.1	18.7	7°24'	130	34
8	x	50B	6.25	20.0	7°24'	130	37
10	x	50	5.0	22.4	7°24'	130	35
15	x	60	4.0	30.0	4°30'	80	44½
MONOCULAR							
8	x	30	3.75	15.5	8°30'	150	7
8	x	30B	3.75	15.5	6°18'	110	7
15	x	60	4.0	30.0	4°30'	80	21

Three outstanding features of the new CARL ZEISS binoculars:

- **Increased marginal sharpness** . . . through the use of 6-lens oculars.
- **Reduced overall dimensions** . . . With tele-objectives, Zeiss binoculars are smaller, light-

erweight than other binoculars of like capacity.

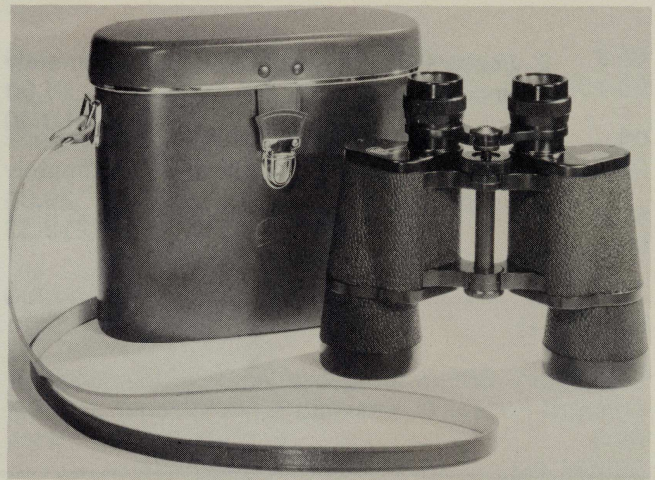
- **Optical design** . . . For use **with or without** eyeglasses, there are the special "B" models: 7x50B, 8x30B, 8x50B.



# BINOCULARS



Hensoldt Dialyt 16x56,  
central focusing, roof-prism binocular



Hensoldt Diagon 7x50, central focusing prism glass

## PRISM BINOCULARS

(complete with neck strap and leather case)

DIALYT 8x32 central focusing, large viewing field,  
multi-purpose glass ..... **157.00\***  
(1) 90104-67/(3) 3794-20

7x42 central focusing, high light transmis-  
sion, valuable for hunting ..... **173.00\***  
(1) 16115-33/(3) 53103-80

7x50 central focusing, high optical perform-  
ance, high-twilight performance ..... **186.00\***  
(1) 91124-00/(3) 88111-60

10x50 central focusing, high optical perform-  
ance, recommended for ornithology. **197.00\***  
(1) 26131-33/(3) 33118-20

8x56 central focusing, special night glass,  
extremely high twilight performance **197.00\***  
(1) 57131-33/(3) 81118-20

16x56 central focusing, for long range view-  
ing ..... **211.00\***  
(1) 99140-67/(3) 61126-60

NIGHT-DIALYT 8x56 B/TO, for use **with or without**  
eyeglasses, sealed in rubber armor, excellent  
for hunting and outdoor uses ..... **264.00\***  
(1) 86176-00/(3) 32158-40

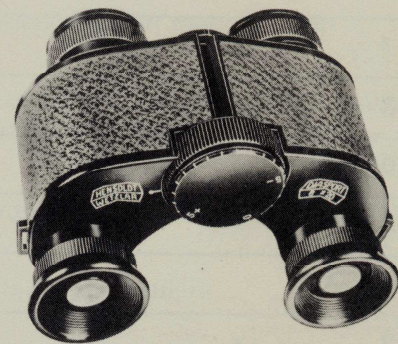


DIAGON 6x30 central focusing, good general pur-  
pose glass ..... **117.00\***  
(1) 1178-00/(3) 5970-20

8x30 central focusing, multi-purpose glass,  
excellent optical performance ..... **121.00\***  
(1) 5080-67/(3) 7772-60

7x50 central focusing, high light transmis-  
sion, for marine use and hunting..... **165.00\***  
(1) 39110-00/(3) 7299-00

10x50 central focusing, for hunting, marine  
use, exploration ..... **175.00\***  
(1) 84116-67/(3) 20105-00

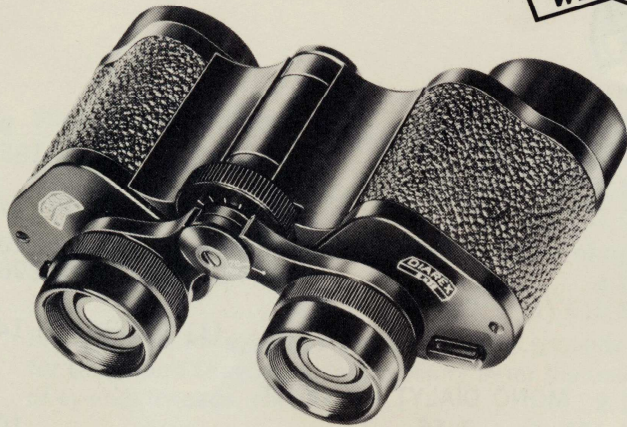


Hensoldt Diasport 8x20,  
central focusing, pocket size prism glass,  
weight only 8 ozs.

DIASPORT 8x20 central focusing, pocket size prism  
glass, with soft leather pouch "T" ..... **94.00\***  
(1) 1462-67/(3) 4856-40

8x20, same as above with rigid leather case  
"U" ..... **96.00\***  
(1) 1864-00/(3) 2457-60

\* Plus 10% Federal Excise Tax



Hensoldt Diarex 8x30, central focusing, mirror reflex glass, handy travel size.

**NEW MIRROR REFLEX TYPE BINOCULAR**  
(special coated hard mirror surface)

DIAREX 8x30, central focusing, ideal for travel and vacation, complete with neck strap and case  
**95.00\***  
(1) 3163-33/(3) 1057-00



Hensoldt Diadem 2 1/2 x 30, central focusing theatre glass in wide range of colors and finishes, with bending bridge for interpupillary distance setting.

**THEATRE GLASSES**

(complete with luxury leather case in matching colors):

DIADEM 2 1/2 x 30, central focusing, clear view for the theatre lover. A beautiful glass in a wide range of colors:

**Standard model** with coated optics, nickel and brown, or nickel and black ..... **39.00\***  
(1) 7726-00/(3) 1823-40

**Luxury model** with coated optics, gold with black, brown, green or blue ..... **49.00\***  
(1) 5432-67/(3) 3729-40

**Luxury model — mother-of-pearl and gold** with coated optics, with black, brown, green, maroon, blue, or mauve ..... **59.00\***  
(1) 9739-33/(3) 8635-40

\* Plus 10% Federal Excise Tax on glasses only.



Luxury carrying cases.



**LEATHER CASES**

(for Binoculars and Theatre Glasses)

**DIALYT**

- 8x32, case "N" ..... **12.00**  
(1) 968-00/(3) 537-20
- 7x42, case "N" ..... **12.00**  
(1) 688-00/(3) 487-20
- 7x50, case "N" ..... **15.00**  
(1) 2810-00/(3) 519-00
- 10x50, case "N" ..... **15.00**  
(1) 4210-00/(3) 499-00
- 8x56 and 16x56, case "N" ..... **15.00**  
(1) 3510-00/(3) 139-00
- 8x56 B/TO (Night) ..... **15.00**  
(1) 6910-00/(3) 769-00

**DIAGON**

- 6x30 and 8x30, case "N" ..... **10.00**  
(1) 636-67/(3) 116-00
- 7x50, case "N" ..... **14.00**  
(1) 749-33/(3) 238-40
- 10x50, case "N" ..... **14.00**  
(1) 869-33/(3) 318-40

**DIASPORT**

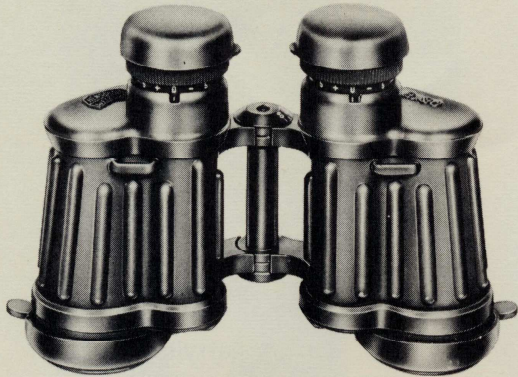
- Soft pouch "T" ..... **4.00**  
(1) 942-67/(3) 512-40
- Rigid case "U" ..... **6.00**  
(1) 794-00/(3) 623-60

**DIAREX**

- Sports case ..... **5.00**  
(1) 183-33/(3) 173-00

**DIADEM**

- Luxury case in matching colors ..... **5.00**  
(1) 523-33/(3) 193-00



Hensoldt Special Rubber Armored binocular, 8x30 individual focusing prism glass, dust-proof, safeguarded from dust and spray, shock-resistant for boating, sports, etc.

**RUBBER ARMOR BINOCULARS**  
(with individual focusing)

6x30 ET/S/TO .....	<b>125.00*</b>
(1) 6183-33/(3) 1875-00	
Case .....	<b>10.00</b>
(1) 196-67/(3) 206-00	
8x30 ET/S/TO .....	<b>140.00*</b>
(1) 3093-33/(3) 8484-00	
Case .....	<b>10.00</b>
(1) 196-67/(3) 206-00	
7x50 ET/S/TO .....	<b>170.00*</b>
(1) 10113-33/(3) 77102-00	
Case .....	<b>15.00</b>
(1) 1010-00/(3) 189-00	
10x50 ET/S/TO .....	<b>185.00*</b>
(1) 37123-33/(3) 17111-00	
Case .....	<b>15.00</b>
(1) 4710-00/(3) 839-00	

\* Plus 10% Federal Excise Tax

**PRISM MONOCULARS**

<b>MONO DIALYT</b>	
8x32 .....	<b>84.00</b>
(1) 1956-00/(3) 2050-40	
Case .....	<b>6.00</b>
(1) 184-00/(3) 183-60	
7x42 .....	<b>90.00</b>
(1) 1760-00/(3) 1654-00	
Case .....	<b>6.00</b>
(1) 184-00/(3) 173-60	

7x50 .....	<b>96.00</b>
(1) 2064-00/(3) 1957-60	
Case .....	<b>8.00</b>
(1) 185-34/(3) 174-80	
10x50 .....	<b>102.00</b>
(1) 3068-00/(3) 2961-20	
Case .....	<b>8.00</b>
(1) 145-34/(3) 144-80	

**MONO DIALYT — NIGHT**

8x56 .....	<b>102.00</b>
(1) 6068-00/(3) 7061-20	
Case .....	<b>8.00</b>
(1) 205-34/(3) 114-80	

**MONO DIALYT**  
(with screw sockets)

16x56 .....	<b>130.00</b>
(1) 7786-67/(3) 4478-00	
Case .....	<b>10.00</b>
(1) 666-67/(3) 666-00	
25x56 .....	<b>139.00</b>
(1) 9992-67/(3) 9983-40	
Case .....	<b>10.00</b>
(1) 776-67/(3) 336-00	

(with forked holder)

40x60 .....	<b>179.00</b>
(1) 55119-34/(3) 54107-41	
Case .....	<b>15.00</b>
(1) 3310-00/(3) 229-00	

**MONO DIALYT — ASTRO**

(for astronomical observation, without erecting prism; with forked holder)

40x60 .....	<b>159.00</b>
(1) 77106-00/(3) 3395-40	
Case .....	<b>15.00</b>
(1) 3310-00/(3) 229-00	

**BINOCULAR ACCESSORIES**

Neck strap for Dialyt and Diagon, black .....	<b>1.50</b>
(1) 871-00	
Neck strap for Diasport .....	<b>1.50</b>
(1) 221-00	
Shoulder strap for Dialyt and Diagon case "N" .....	<b>2.40</b>
(1) 541-60	
Shoulder strap for Diasport case "U" .....	<b>2.40</b>
(1) 801-60	





Shoulder pad, brown .....	<b>.90</b>	Flat eyecups for eyeglass wearers for Diasport models, each .....	<b>2.10</b>
	(1) 360-60		(1) 281-40
Rain guard .....	<b>1.50</b>		
	(1) 131-00	Auxiliary slip-on rubber sidelight protectors for Dialyt and Diagon models, pair .....	<b>2.40</b>
Replacement eyecups (specify inner diameter of eyecup threads), each .....	<b>1.20</b>		(1) 571-60
	(1) 610-80	Yellow anti-glare glasses in slip-on mount for Dialyt and Diagon models, pair .....	<b>3.00</b>
Flat eyecups for eyeglass wearers, rubber protected, for Dialyt and Diagon models (specify inner diameter of eyecup threads), each .....	<b>2.10</b>		(1) 732-00
	(1) 931-40		

**HENSOLDT BINOCULARS AND MONOCULARS—TECHNICAL DATA**

MODEL	MODEL				FIELD OF VIEW				
	Linear magnification M		Clear objective dia. D (mm)	Exit pupil (mm)	Performance at twilight $\sqrt{MxD}$	Angular measure (degrees)	Yards at 1000 yards	Weight in ozs.	Appr. overall length (inches)
DIALYT	8	x	32	4.0	16.0	8°36'	150	20	6 $\frac{1}{3}$
	7	x	42	6.0	17.1	8°	140	20 $\frac{1}{2}$	7 $\frac{1}{4}$
	7	x	50	7.14	18.7	7°6'	125	24	8 $\frac{1}{8}$
	10	x	50	5.0	22.4	6°15'	110	25	8 $\frac{3}{4}$
	8	x	56	7.0	21.2	6°15'	110	25	8 $\frac{3}{4}$
	16	x	56	3.5	29.9	4°18'	75	26 $\frac{1}{2}$	9 $\frac{3}{4}$
DIAGON	6	x	30	5.0	13.4	8°36'	150	15 $\frac{3}{4}$	4 $\frac{3}{8}$
	8	x	30	3.75	15.5	8°36'	150	16 $\frac{1}{2}$	4 $\frac{1}{2}$
	7	x	50	7.14	18.7	7°18'	128	34 $\frac{1}{2}$	7
	10	x	50	5.0	22.4	6°54'	124	35 $\frac{1}{2}$	6 $\frac{3}{4}$
DIAREX	8	x	30	3.75	15.5	6°54'	120	16 $\frac{1}{2}$	4 $\frac{1}{4}$
DIASPORT	8	x	20	2.5	.....	6°54'	120	8 $\frac{3}{4}$	3

Hensoldt Binoculars are made in West Germany by M. Hensoldt and Söhne, an affiliate of Carl Zeiss.



## HOW TO SELECT THE RIGHT BINOCULARS TO FIT YOUR CUSTOMER'S NEEDS

1. **For all wearers of eyeglasses or sun glasses —**  
All Carl Zeiss "B" binoculars and the Hensoldt 8x56 B/TO Night Dialyt
2. **For outdoor action (football, baseball, hockey, etc.)—**  
Carl Zeiss 8x30B  
Carl Zeiss 8x50B  
Carl Zeiss 10x50  
Hensoldt Dialyt 8x32  
Hensoldt Dialyt 7x42  
Hensoldt Dialyt 7x50  
Hensoldt Diasport 8x20  
Hensoldt Diarex 8x30
3. **For hunting —**  
Carl Zeiss 8x30B  
Carl Zeiss 7x50B  
Carl Zeiss 8x50B  
Carl Zeiss 10x50  
Carl Zeiss 15 x 60  
Hensoldt Dialyt 8x32  
Hensoldt Dialyt 7x42  
Hensoldt Dialyt 7x50  
Hensoldt Dialyt 10x50  
Hensoldt Dialyt 16x56  
Hensoldt Dialyt 8x56 — special night glasses  
Hensoldt Dialyt 8x56 B/TO — special night glasses for spectacle wearers with rubber armor  
Hensoldt Diasport 8x20  
Hensoldt Diarex 8x30  
Hensoldt Rubber Armor 8x30 ET/S/TO  
Hensoldt Rubber Armor 7x50 ET/S/TO  
Hensoldt Rubber Armor 10x50 ET/S/TO
4. **For mountain climbing —**  
Carl Zeiss 6x30  
Carl Zeiss 8x30B  
Hensoldt Dialyt 8x32  
Hensoldt Diasport 8x20  
Hensoldt Diarex 8x30  
Hensoldt Diagon 6x30 ET/S/TO  
Hensoldt Diagon 8x30 ET/S/TO
5. **For bird-watching and general nature study —**  
Carl Zeiss 6x30  
Carl Zeiss 8x30B  
Carl Zeiss 7x50B  
Carl Zeiss 8x50B  
Carl Zeiss 10x50  
Carl Zeiss 15x60  
Hensoldt Dialyt 7x42  
Hensoldt Dialyt 8x56  
Hensoldt Dialyt 10x50  
Hensoldt Dialyt 16x56  
Hensoldt Diasport 8x20  
Hensoldt Diarex 8x30  
Hensoldt Mono Dialyt 25x56  
Hensoldt Mono Dialyt 40x60
6. **For boating —**  
Carl Zeiss 7x50B  
Carl Zeiss 8x30B  
Carl Zeiss 10x50  
Hensoldt Diagon rubber armor 6x30 ET/S/TO  
Hensoldt Diagon rubber armor 8x30 ET/S/TO  
Hensoldt Diagon rubber armor 7x50 ET/S/TO  
Hensoldt Diagon rubber armor 10x50 ET/S/TO  
Hensoldt 8x56 B/TO  
(The 6x30 and 8x30 models are the only ones with soft foldable rubber caps for the oculars. The 7x50 and 10x50 models have only soft rubber foldable caps for the objectives)
7. **For horse racing —**  
Carl Zeiss 6x30B  
Carl Zeiss 8x30B  
Carl Zeiss 7x50B  
Carl Zeiss 8x50B  
Carl Zeiss 10x50  
Hensoldt Dialyt 7x50  
Hensoldt Dialyt 8x32  
Hensoldt Diasport 8x20  
Hensoldt Diarex 8x30  
Hensoldt Diagon 8x30  
Hensoldt Diagon 10x50
8. **For the theatre —**  
Hensoldt Diadem Theatre glasses 2½x30  
(In some cases — Carl Zeiss 6x30  
Carl Zeiss 8x30B  
Hensoldt Diasport 8x20  
Hensoldt Diarex 8x30)
9. **Special Night Glasses —**  
Carl Zeiss 7x50B  
Carl Zeiss 8x50B  
Carl Zeiss 10x50  
Carl Zeiss 15x60  
Hensoldt Dialyt 7x50  
Hensoldt Dialyt 10x50  
Hensoldt Dialyt 8x56  
Hensoldt Dialyt 8x56 B/TO  
Hensoldt Dialyt 16x56
10. **For Amateur Astronomers —**  
Carl Zeiss 15x60  
Hensoldt Dialyt 16x56  
Hensoldt Mono Dialyt 40x60 Astro
11. **For target spotting —**  
Carl Zeiss 8x30  
Carl Zeiss 8x30B  
Carl Zeiss 15x60  
Hensoldt Monocular Dialyt 8x32  
Hensoldt Monocular Dialyt 7x42  
Hensoldt Monocular Dialyt 7x50  
Hensoldt Monocular Dialyt 10x50  
Hensoldt Monocular Dialyt 8x56  
Hensoldt Monocular Dialyt 16x56  
Hensoldt Monocular Dialyt 25x56  
Hensoldt Monocular Dialyt 40x60



APPLICATION FOR RETAIL DEALERSHIP  
 WITH  
**CARL ZEISS, INC.**  
 485 FIFTH AVENUE  
 NEW YORK 17, NEW YORK

CAMERAS  
 BINOCULARS  
 MAGNIFIERS

**PLEASE TYPE OR PRINT REPLIES**

Date \_\_\_\_\_

1. Firm or Business Name \_\_\_\_\_

2. Name of Owner if not a Corporation \_\_\_\_\_

3. Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Population & Trading Area \_\_\_\_\_

4. Kind of Business? \_\_\_\_\_

5. In Main Business District? \_\_\_\_\_ Neighborhood Location? \_\_\_\_\_

Floor Space of Main Showroom \_\_\_\_\_ In Square Footage \_\_\_\_\_

6. Street Level or Above Street Level? \_\_\_\_\_

7. Number of Street Level Show Windows? \_\_\_\_\_ Size \_\_\_\_\_

8. Names of Manufacturers or Distributors Now Allowing Trade Discounts:

FIRM NAME

ADDRESS

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

(4) \_\_\_\_\_

(5) \_\_\_\_\_

9. Bank Reference \_\_\_\_\_

10. Is This a New or Established Business? \_\_\_\_\_ Years Established? \_\_\_\_\_

11. Do You Now Handle Photographic Supplies? \_\_\_\_\_

12. How many Clerks in Photographic Department? \_\_\_\_\_

13. Established Value of Initial Order \$ \_\_\_\_\_

14. Do You Operate Your Own Finishing Plant? \_\_\_\_\_ Studio? \_\_\_\_\_

15. If Granted Dealership Will You Carry Representative Zeiss Stock at all Times? \_\_\_\_\_

16. What Means of Advertising Do You Use? \_\_\_\_\_

17. If Furnished Mats, Would You Advertise Zeiss Products? \_\_\_\_\_

\_\_\_\_\_  
 Signature of Owner or Agent

*(Use the Reverse Side for Any Additional Information)*

MB

We have coded the dealer net price with the following widely used coding system: the numbers in parenthesis indicate quantity net prices; (1) for one or two pieces; (3) for three or more pieces. The first two digits following the parenthesis are dummies which should be ignored. The remaining number gives the dealer net price in dollars and cents. To avoid error, there is always a hyphen between the dollars and cents. 10% quantity discount is granted when 3 or more Carl Zeiss and/or Hensoldt binoculars, monoculars or theatre glasses are purchased at one time. Also granted on single purchases provided at least 12 glasses are purchased during our fiscal year ending September 30.



**CARL ZEISS, INC.**

444 Fifth Avenue, New York 18, New York

