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ASAHI PENTAX
PRISM BINOCULARS

WITH COATED INTERFERENCE FILTER

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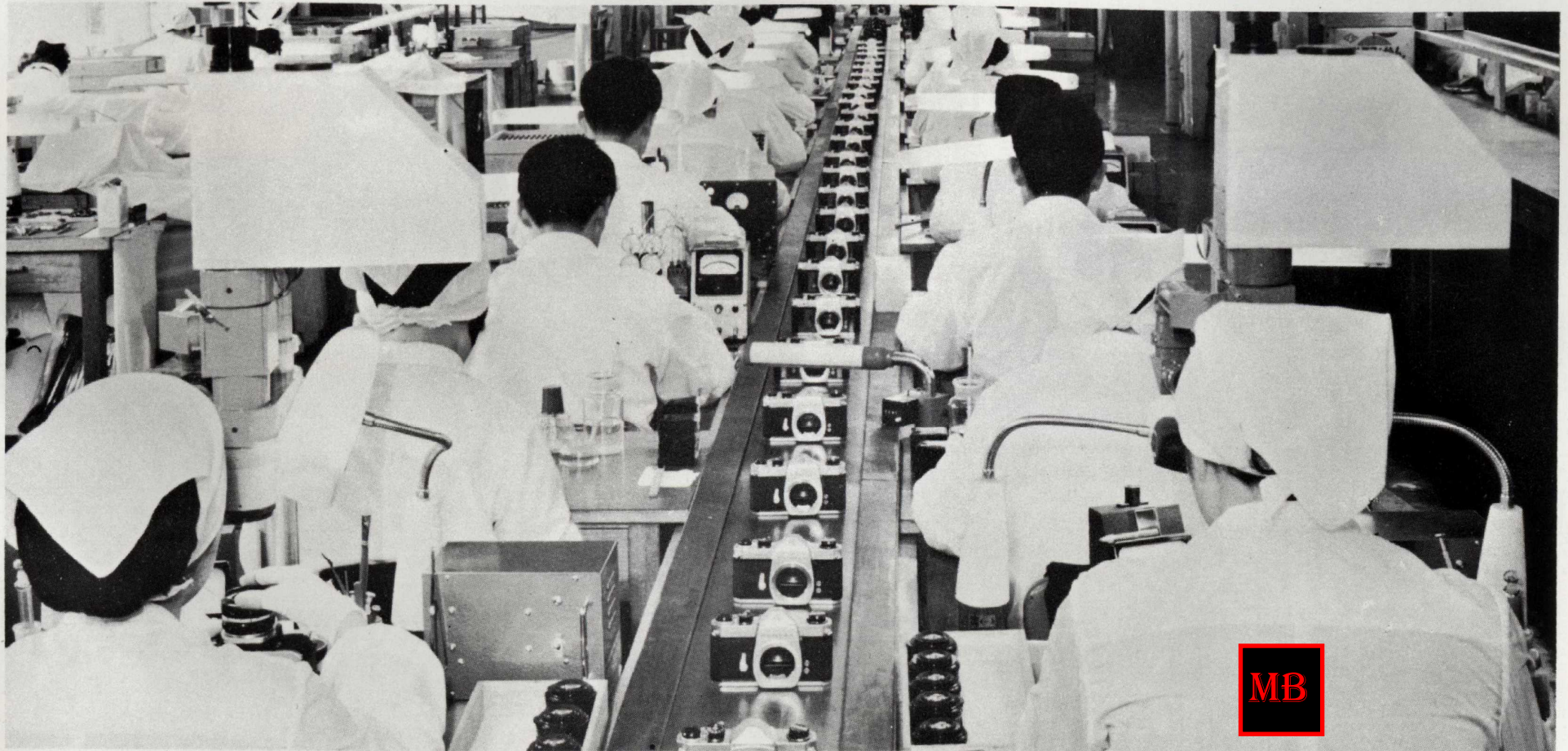
You must have heard about us.

Perhaps you already own an Asahi Pentax single-lens reflex camera; if not, chances are a friend of yours does. There is hardly a place left on earth where you can't find an amateur or professional photographer shooting away with an Asahi Pentax system.

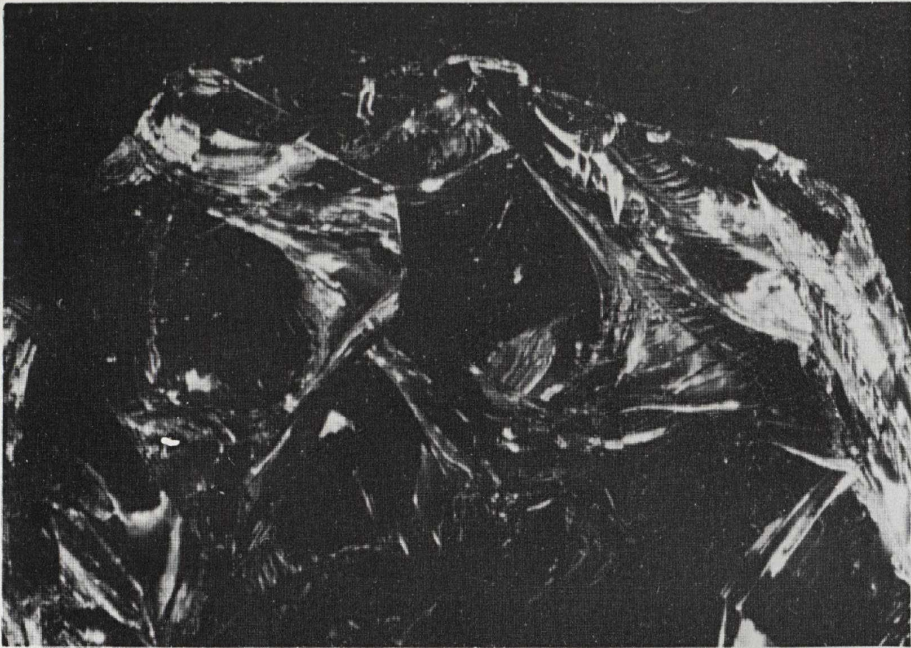
Asahi Pentax Prism Binoculars are designed and made by the same craftsmen whose insistence on quality has carried Asahi Pentax cameras into the farthest corners of the globe, with the same degree of optical refinement, with the same mechanical precision, with the same facilities and with the same thoroughness and care.

Lenses are ground to $\frac{1}{1000}$ mm tolerance. Tubes and shafts are diecast, coated three times and then hermetically sealed to shut out the effects of rain, snow, heat, saltwater, shock and vibration. The optical systems for both eyes are aligned not by rule of the thumb, but on precision optical benches.

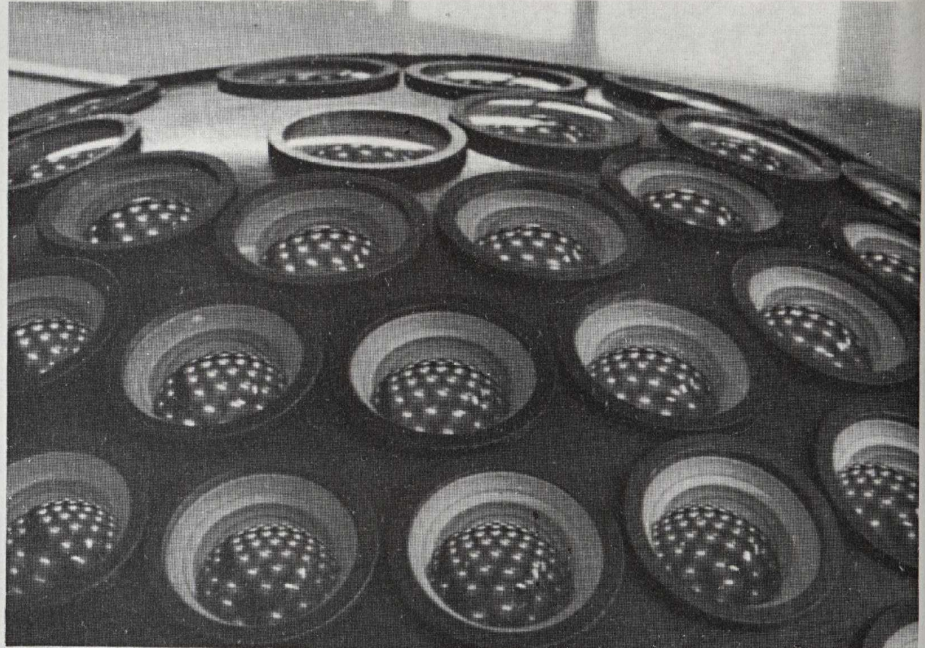
Asahi Pentax Prism Binoculars are not cheap. No precision instruments are. But considering the exciting possibilities they offer and their practically unlimited service life, your Asahi Pentax Binoculars may well turn out to be one of the greatest bargains you've ever made.



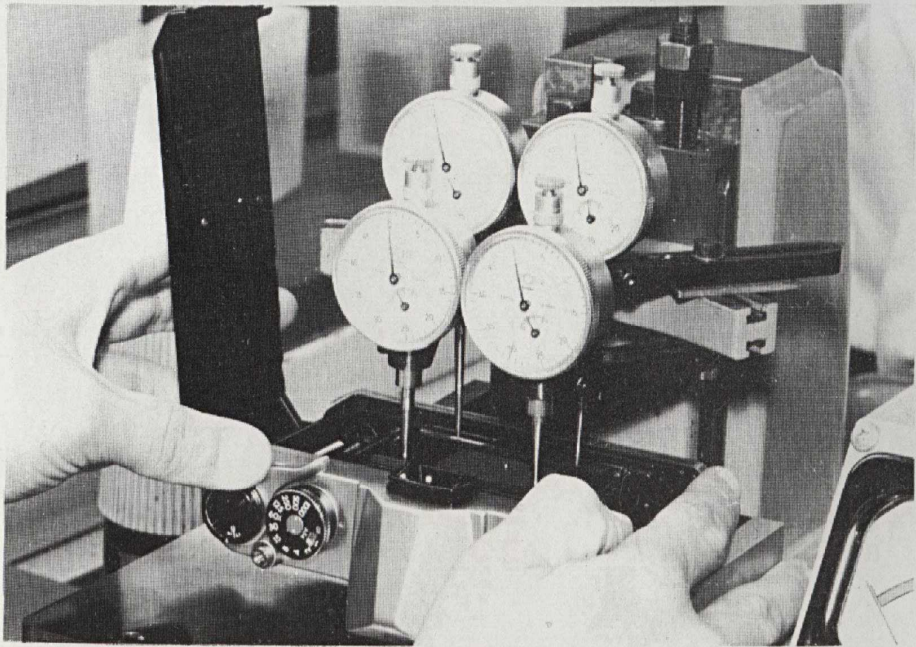
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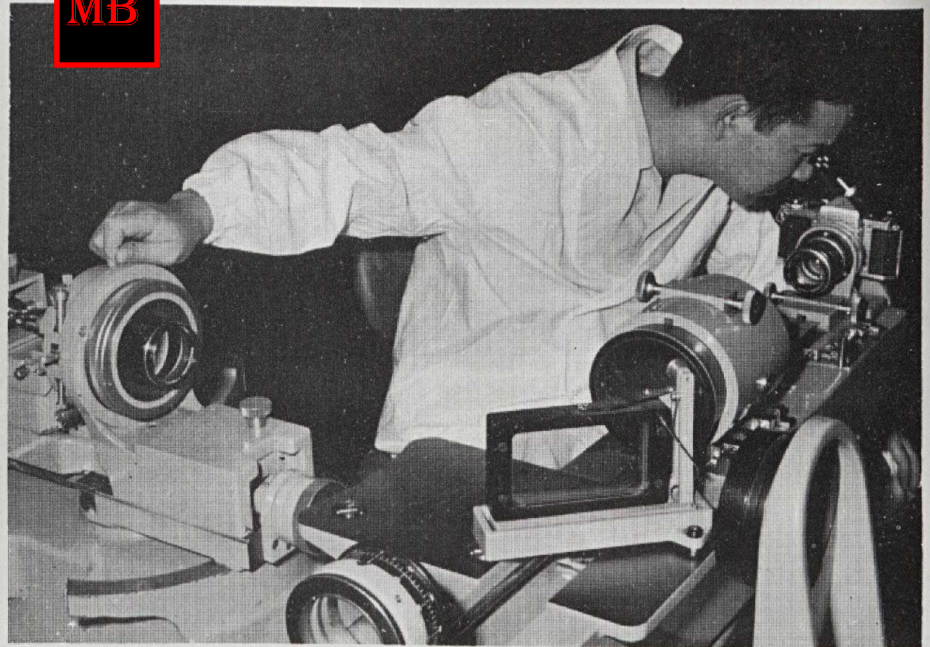
A chunk of raw optical glass for Asahi Pentax camera and binocular lenses.



Part of vacuum lens-coating equipment.



Precision measurement of camera mechanism.



Lens test on an Interferometer.

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Not only on Sunday

Asahi Pentax Prism Binoculars are built to professional standards and for professional purposes. They are rugged and impervious to weather. Accurate matching of the optical systems ensures that even continued viewing will not lead to eye fatigue.

A few random examples of professional use are: shipping, military forces on land, sea and air, police, forestry, wildlife preservation, aviation, geographical expeditions, geology, weather observation, architecture, tourist industry.

Yet, Asahi Pentax Binoculars are not only precision tools for professionals. On the following pages we have compiled a few random examples illustrating their tremendous value in sports and leisure.



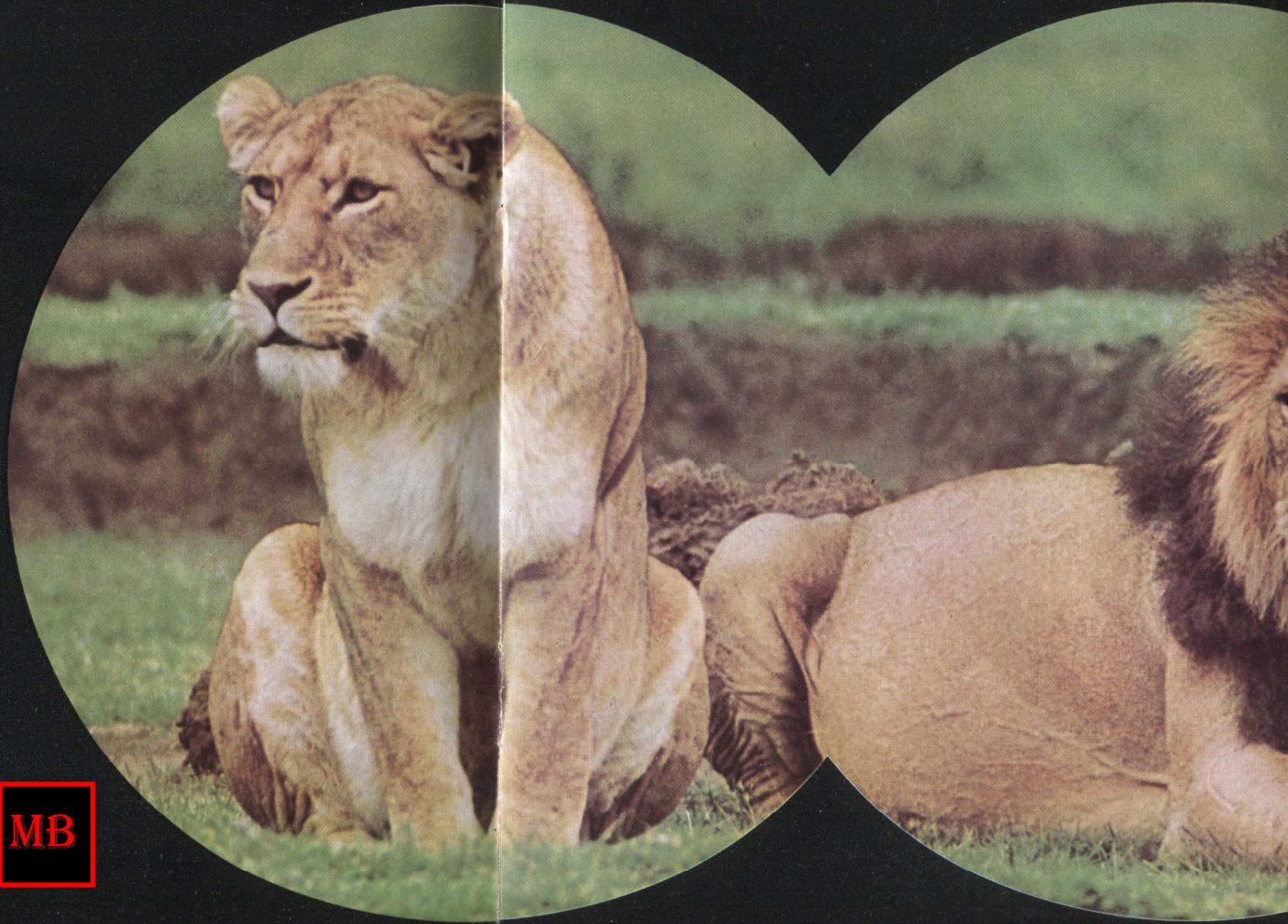
Watch the glimmer in the lion's eye.

Do we have to tell you about the excitement of looking a wild beast straight in his eyes from, it seems, a distance he could bridge with one vicious slap of his paws? The thrill of being right among the stampeding buffaloes or the seals as they're teaching their pups how to swim? The accelerated heartbeat caused by one of the last great adventures on earth, wild game hunting?

Hunting and observation of wildlife put man and equipment to a hard test. Asahi Pentax Binoculars are built to withstand rain forests, deserts and arctic cold.



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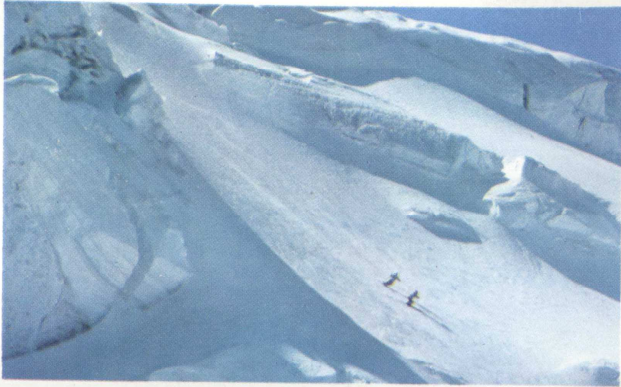


Work out with the world's athletes.

Great sports events are great reasons for owning a pair of Asahi Pentax Binoculars. They put you right on the track with the runners, next to the referee in the boxing ring, alongside the winning horse at the races.

For spectator sports we recommend handy types with wide fields of vision, because too narrow a viewing angle makes it difficult to follow rapid motion.

Asahi Pentax Binoculars are found not only among the spectators. With their help, coaches and athletes analyze style and performance of their own and of competing teams.



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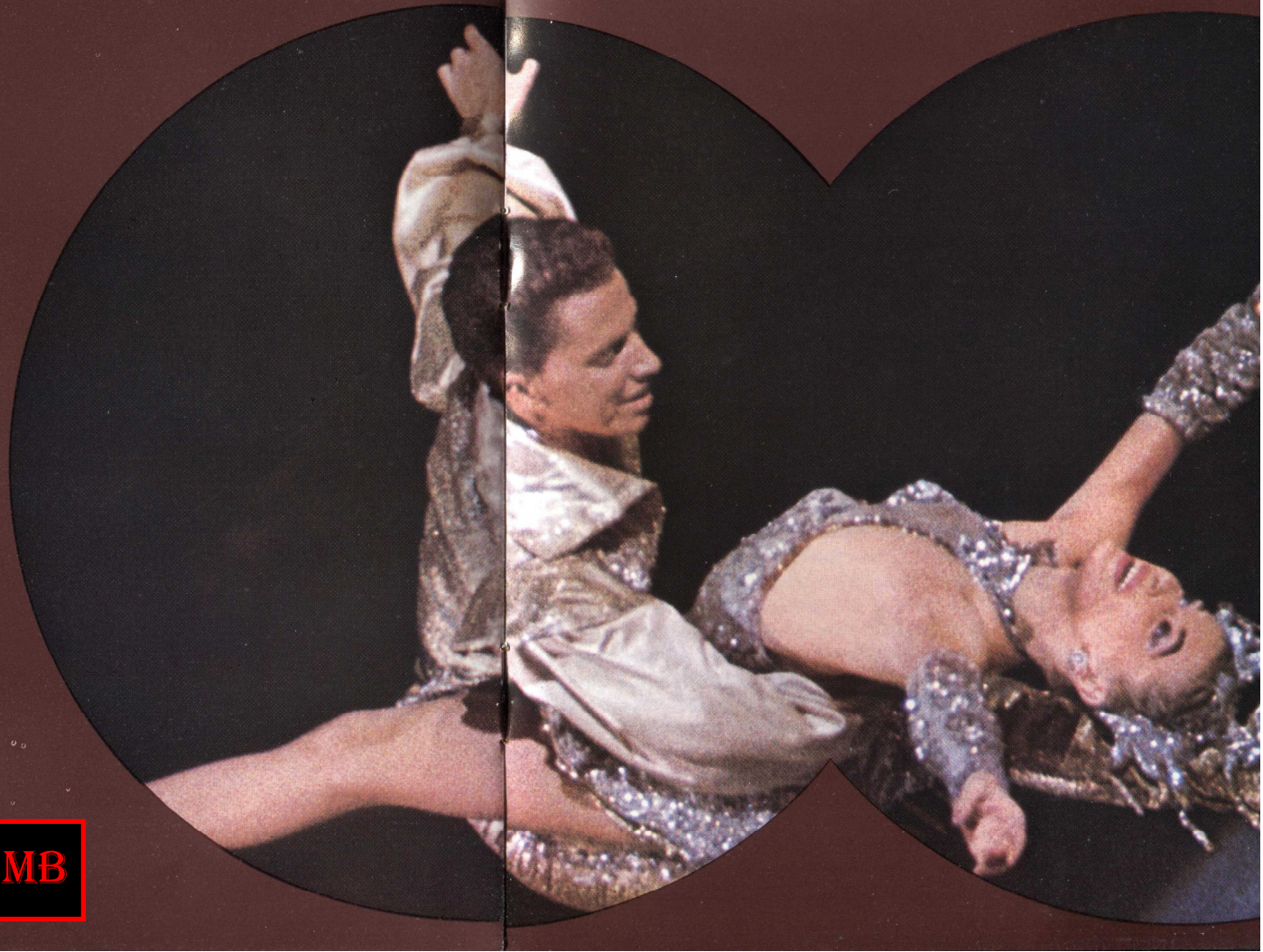
Walk right on stage.

Take a pair of Asahi Pentax 6×15 or 6×25 compacts to the theater and from every seat in the house you see the performers as if you were right on stage with them. The pearls of sweat on the ballerina's cheek after the pirouette; the minute changes in an actor's facial expression; the sudden burst of power signaled by the abrupt contraction of the orchestra conductor's pupils.

Asahi Pentax 6×25 glasses have an extremely wide field of vision that makes them ideal for following rapid motion, in a theater as well as at a race track.



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What determines the quality of binoculars?

Binoculars, like a sports car... or a good stopwatch... or a set of match derringers, are fun to own and use. Good binoculars are not cheap, but neither is a top quality fly rod. You buy binoculars only once. In fact, good binoculars are just about the least perishable thing you can own, short of a cast iron paperweight. Unless you are able to damage the heavy duty lenses, Asahi Pentax quality binoculars will last indefinitely; and unlike most precision instruments, they require no maintenance or adjustment whatever.

They're made by the same craftsmen who make Asahi Pentax single-lens reflex cameras and lenses; and they're built to exceptionally high standards, both optically and mechanically.

Asahi Pentax Prism Binoculars are new; and while not radical in design, they represent advanced thinking on how quality binoculars should be built. For example, every model except the 6×, 15 incorporates an exclusive and very important optical device—a coated interference filter—to eliminate harmful ultraviolet and infrared rays.

As with all precision instruments, binoculars do not reveal their quality from the outside. Two pairs of different manufacture may look almost alike and yet have wide disparity in quality and price.

Binoculars consist of two optical systems (one for each eye) and a mechanical system. The quality of the optical system is determined not only by the material and grinding of the lenses, but also by their coating (for shutting out irritating reflections and glare) and matching. Ill-matched lenses cause coloured edges to appear around objects, impair the sharpness of the image, and tire the eyes.

For maximum eye protection, all Asahi Pentax Prism Binoculars except the 6×15 contain a coated interference filter. This filter performs a very important function by eliminating ultraviolet and infrared light rays which may be harmful to the eyes. (It is this filter which gives the lenses of Asahi Pentax Binoculars their distinctive tint.)

Equally important as the optical system is the mechanical, because it is mainly the tubes and the way they are assembled that determine the durability of binoculars. Complete, hermetic sealing with durable adhesives is of paramount importance for making binoculars impervious to dust and moisture. The barrels must be sturdy. The focusing rings must operate smoothly and with precision. The barrels must move freely around the center axis (to adjust their distance to that between the person's eyes), but they must stay in perfect parallel position. The surface coating must be hard and scratch resistant.

On all these counts Asahi Pentax Prism Binoculars qualify as truly top grade precision instruments.

Which binoculars are right for you?

Since the purchase of binoculars usually represents a one-time investment, it's important that you choose wisely. Some glasses are ideal for pastimes such as girl-watching, while others are more suited for spotting a moose two miles away. If your hobbies are many and varied, by all means choose a pair of general purpose 7 \times , 50 glasses. To help you select the right binocular for your individual needs, we've included a little chart showing which glasses are recommended for certain specific uses. And, for those of you who would like to impress your friends with binocular lore, the following paragraphs are intended to be memorized and quoted whenever the occasion demands it.

What is the significance of binocular markings such as 6 \times , 30, 7 \times , 50, etc.? The first figure stands for magnification: a pair of 6 \times , 30 glasses makes an object six times larger than when seen with the unaided eye; or brings that object six times closer, whichever you prefer. What about the 30? Most people think this has something to do with field of view. Not so. It really stands for the diameter of the objective, or front lens, as measured in millimetres. The larger the front lens diameter, the brighter the view at night.

Now for another impressive term—"exit pupil." Drop this one a few times and your friends will think you're a real binocular expert. The exit pupil of a given pair of binoculars is the diameter of the ray of light which reaches your eye through the eyepiece, and is determined by dividing the diameter of the objective lens by the power of magnification. A 7 \times , 35 binocular has an exit pupil of 5 mm, which is about average, while a 7 \times , 50 binocular has an exit pupil which measures a whopping 7.1 mm.

The exit pupil is important if you're looking for glasses that produce a bright image in dim light, because the larger the pupil, the better a binocular's ability to "see" at night or through haze or fog. Normally, the pupils of our eyes are contracted to about 2 mm in bright sunlight, but in dim light, they open to about 7 mm, and that's when glasses with a large exit pupil come into their own. No, glasses designed for night use won't harm the eyes if used in bright sunlight because the eyes' pupils are automatically contracted to 2 mm.

Lastly, the field of view of a particular binocular is usually stated as a certain number of feet at 1000 yards. The binocular itself is engraved with "Field 7.5°" or "Field 11.0°." At 1000 yards, each degree equals 52.5 feet; therefore, a binocular with an 11.0° field of view would cover 577.5 feet at 1000 yards. The wider the field of view, the easier it is for you to follow fast moving objects, like the horses in the backstretch.

Now that you're at home with binocular terminology, consult the chart and look over the complete Asahi Pentax line. Then visit your dealer and have a look through the glasses themselves...compare them with other binoculars...choose your Asahi Pentax model and start exploring the world around you.



Models and Their Recommended Uses

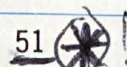
WA=Wide Angle

	6×, 15	6×, 25WA	6×, 30	8×, 30	8×, 40WA	7×, 35	7×, 35WA	7×, 50	10×, 50	12×, 50	16×, 50
General Use	●	●	●	●	●	●	●	●			
Indoor Sports, Theatre	●	●	●	●	●	●	●	●			
Spectator Sports	●	●	●	●	●	●	●	●			
Nature, Bird Study	●	●	●	●	●	●	●	●	●	●	●
Hunting	●	●	●	●	●	●	●	●	●	●	●
Hiking	●	●	●	●	●	●	●				
Boating	●	●	●	●	●	●	●	●	●	●	
Extreme Distance								●	●	●	●
Night Use			●					●			

Specifications

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● = Recommended

TYPE	MAGNIFICATION	DIAMETER OF OBJECTIVE LENS	DIAMETER OF EXIT PUPIL	ANGLE OF VIEW	RELATIVE BRIGHTNESS	FIELD OF VIEW		WEIGHT		HEIGHT AND WIDTH	
						at 1000 yds.	at 1000 m	oz.	g	inch	cm
6×, 15	6×	15 mm	2.5 mm	7.5°	6	394 ft.	131 m	6.0	170	2.5×3.6	6.4× 9.1
6×, 25WA	6×	25 mm	4.2 mm	11.0°	17	577 ft.	193 m	16.2	459	2.6×4.4	6.7×11.1
6×, 30	6×	30 mm	5.0 mm	7.5°	25	394 ft.	131 m	18.2	515	4.6×6.4	11.8×16.2
8×, 30	8×	30 mm	3.7 mm	7.5°	14	394 ft.	131 m	18.2	515	4.4×6.4	11.1×16.2
8×, 40WA	8×	40 mm	5.0 mm	9.5°	25	493 ft.	164 m	28.3	802	5.7×7.2	14.4×18.2
7×, 35	7×	35 mm	5.0 mm	7.0°(B.C.F.) 6.5°	25	367 ft.	123 m	17.6	500	5.8×6.6	14.6×16.8
7×, 35WA	7×	35 mm	5.0 mm	11.0°	25	578 ft.	193 m	28.3	802	4.9×7.2	12.4×18.2
7×, 50	7×	50 mm	7.1 mm	7.1°	51 	372 ft.	124 m	35.7	1010	7.0×7.9	17.8×20.0
10×, 50	10×	50 mm	5.0 mm	5.5°	25	289 ft.	96 m	35.3	1000	6.8×7.9	17.3×20.0
12×, 50	12×	50 mm	4.2 mm	5.5°	17	289 ft.	96 m	38.8	1100	6.58×7.9	16.7×20.0
16×, 50	16×	50 mm	3.1 mm	4.0°	10	210 ft.	70 m	38.8	1100	6.7×7.9	17.0×20.0

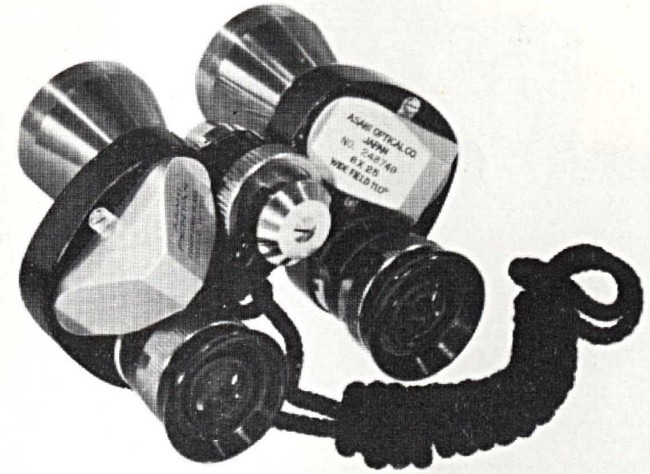
All models, prices and specifications are subject to change without notice.



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6x, 15

Among the lightest, most compact glasses ever made, this pocket-size binocular delivers superb performance. Ideal for opera, theatre, or other indoor viewing, but equally at home at the baseball game or track meet. Complete with leather case, shoulder and neck straps. Available in individual focus type only. All the other binoculars are available in individual focus as well as centre focus type.



6x, 25

An ultra-wide angle of view makes these compact glasses perfect for sporting events, races, and other fast-moving spectacles where large areas must be viewed. Precision-built to deliver a lifetime of use and pleasure. Complete with leather case, shoulder and neck straps.



《ZCF》

6x, 30

A fine all-around binocular with excellent light transmitting properties. Lightweight and compact for easy handling, yet rugged enough to withstand hard use, these versatile glasses will be your constant companion on hikes, hunting trips, and at all sports events. Complete with fitted case, shoulder and neck straps.



《ZCF》



《BCF》

7x, 35

The most popular binocular size made, these glasses are truly general purpose binoculars in that they excel in almost every viewing category. Superb optics assure a tack-sharp image and eliminate eye-strain, even with prolonged viewing. Complete with fitted case, shoulder and neck straps.

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《BWCF》



《ZCF》



《BCF》

MB

7x, 35

The new wide vision added to the most popular binocular type makes these glasses extremely versatile for outdoor observation. Compare the wide vision of these glasses with that of the conventional types...you will immediately agree that moving objects are much easier to view. Complete with fitted case, shoulder and neck straps.

7x, 50

Designed for night use, this binocular's large exit pupil provides brilliant viewing under the poorest light conditions. First choice of professional and amateur boatmen, yet well suited to a variety of other uses. Complete with fitted case, shoulder and neck straps.



《ZCF》



《BWCF》



《ZCF》

MB

8x, 30

Light and compact, yet offering a somewhat higher degree of magnification, these glasses are chosen by many as a general purpose binocular. Fully corrected optics and superior craftsmanship put these among the finest glasses available today. Complete with fitted case, shoulder and neck straps.

8x, 40 Wide Angle

A wide angle of view makes these glasses ideal as general purpose binoculars, especially for spectator sports, nature and bird study, hunting, etc. Their wide vision facilitates viewing of moving objects. Complete with leather case, shoulder and neck straps.

10x, 50

An outstanding high-powered binocular, perfectly balanced for fatigue-free viewing. Meets the highest professional standards for brightness and clarity of image, and its rugged construction assures a lifetime service. Complete with fitted case, shoulder and neck straps.



《ZCF》

MB

12x, 50

Similar to the 10x, 50 binoculars, but with a higher degree of magnification and functional design, these glasses offer superb performance for many professional purposes... observation of the other side of the "curtain" or borderline, rare bird watching, fishing trips, hunting, etc. Complete with fine fitted case, shoulder and neck straps.



《ZCF》

16x, 50

The most powerful type among the Asahi Pentax binoculars, these glasses meet the exacting professional requirements especially for nature, bird watching and extreme distances. Like all the other glasses, the optics are of the highest quality, being made at the same factory where the Asahi Pentax Takumar lenses are ground, polished and assembled. Complete with fitted case, shoulder and neck straps.