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ASAHI PENTAX PRISM BINOCULARS

WITH
COATED
INTERFERENCE
FILTER





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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 6x, 15 incorporates an exclusive and very important optical device—a coated interference filter—to eliminate harmful ultraviolet and infrared rays.

Which binoculars are right for you?

Since the purchase of a binocular 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 7x, 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.

First of all, there's no such thing as a six *by* thirty binocular—this misnomer came into being when someone decided to leave out the comma and identify glasses as 6x30, 7x35, etc. The "x" means "times" and refers to the magnification. Thus, a pair of 6x, 30 glasses makes an object six times larger than when seen with the unaided eye; or brings that object six times closer to you, whichever you prefer. What about the "30"? Most persons 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 millimetre (25.4 mm=1 inch).

Now for another impressive term—"exit pupil." Drop this one a few times and your friends will think you're 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 7x, 35 binocular has an exit pupil of 5mm, which is about average, while a 7x, 50 binocular has an exit pupil which measures a whopping 7.1mm. The exit pupil is important if you're looking for glasses which 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 2mm in bright sunlight, but in dim light, they open to about 7mm, 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 2mm.

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, look over the complete Asahi Pentax line, and choose your binocular. Then visit your dealer and have a look through the glasses themselves... compare them with other binoculars... then give the man your money and take them home with you. There's plenty to look at, so don't waste any more time... get started NOW!



Have you ever had a seat in a theatre too far back to see what was going on? With Asahi Pentax micro-type prism glasses, almost any seat can be the best in the house. They are perfect for indoor use at theatres, conferences, recitals, concerts—where you want to be close to what is happening. These high-magnification, wide-angle binoculars put you in the front row so that you can enjoy every performance to the fullest.

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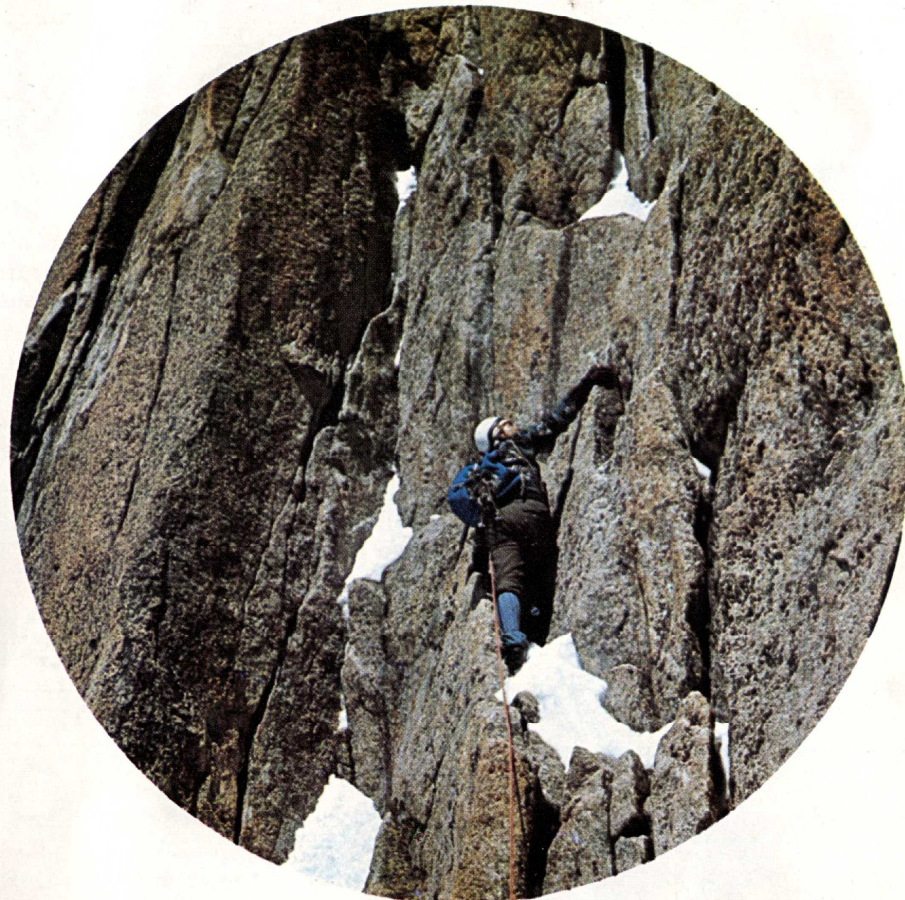


Chances are you won't be hunting lions in Africa; but if you love the outdoors, be sure to take along a pair of rugged, powerful, wide-angle Asahi Pentax Prism Binoculars. Whether you're bird watching, hunting, or on a field trip with your Asahi Pentax camera, the clear, bright image reproduction of Asahi Pentax binoculars will bring you extremely close to your subject—even face-to-face with a lion—while you stand a thousand yards away.



No avid sports fan should be without Asahi Pentax Prism Binoculars. The broad selection of powerful, wide-angle glasses provides the fan, the coach, or the talent scout with an invaluable accessory. All Asahi Pentax binoculars for outside use have a coated interference filter to eliminate harmful ultraviolet and infrared light rays. Light and convenient in a handy carrying case, these outstanding glasses are built to withstand years of rugged use.

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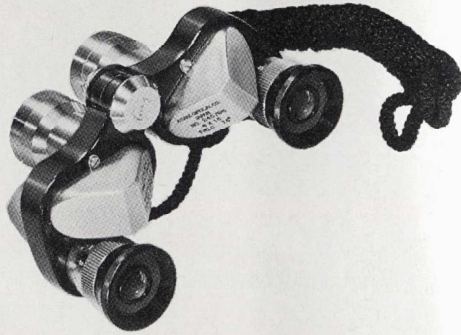
Asahi Pentax Prism Binoculars are indispensable in many sports and hobbies, both for greater enjoyment and for greater safety. When mountain climbing or boating, it is a good idea to carry light-weight, strongly-built field glasses at all times. Asahi Pentax binoculars can be used in mountain and forestry service, too, as these quality-guaranteed glasses are built to professional specifications. From the broad selection of eleven different types of binoculars which follows and the accompanying usage tables, you can quickly choose the model that suits you best.

Coated Interference Filter

All Asahi Pentax prism binoculars except 6x, 15 contain a built-in coated interference filter. It is this filter which gives the lenses of Asahi Pentax binoculars their distinctive colouring. The interference filter performs a very important function to eliminate ultraviolet and infrared light rays which may be harmful to the eyes. The coated interference filter is designed to screen out harmful rays reflected from light surface encountered in normal viewing. Always try to avoid looking directly at the sun, even through models with coated interference filters. Never, even for an instant, look directly at the sun through models without coated interference filters. The possible damage to the retina of the eye may be irreparable.

6x, 15

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



6x, 25 Wide Angle

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.



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.



《ZCF》



《BCF》

MB

7x, 50

Designed for night use, the large exit pupil of these binoculars 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 and shoulder and neck straps.



〈ZCF〉



〈BCF〉

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. The wide vision facilitates your viewing of moving objects. Complete with leather case, shoulder and neck straps.



〈BWCF〉

MB

10x, 50

These outstanding high-powered binoculars, perfectly balanced for fatigue-free viewing, meet the highest professional standards for brightness and clarity of image. Rugged construction assures years of service. Complete with fitted case and 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》

7x, 35 Wide Angle

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 it is much easier to view. Complete with fitted case, shoulder and neck straps.



《BWCF》



• Models and Their Recommended Uses

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

WA=Wide Angle

● = Good

• Specifications

TYPE	MAGNIFICATION	DIAMETER OF OBJECTIVE LENS	DIAMETER OF EXIT PUPIL
6x, 15	6x	15 mm	2.5 mm
6x, 25 (Wide Angle)	6x	25 mm	4.2 mm
6x, 30	6x	30 mm	5.0 mm
8x, 30	8x	30 mm	3.7 mm
8x, 40 (Wide Angle)	8x	40 mm	5.0 mm
7x, 35	7x	35 mm	5.0 mm
7x, 35 (Wide Angle)	7x	35 mm	5.0 mm
7x, 50	7x	50 mm	7.1 mm
10x, 50	10x	50 mm	5.0 mm
12x, 50	12x	50 mm	4.2 mm
16x, 50	16x	50 mm	3.1 mm

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