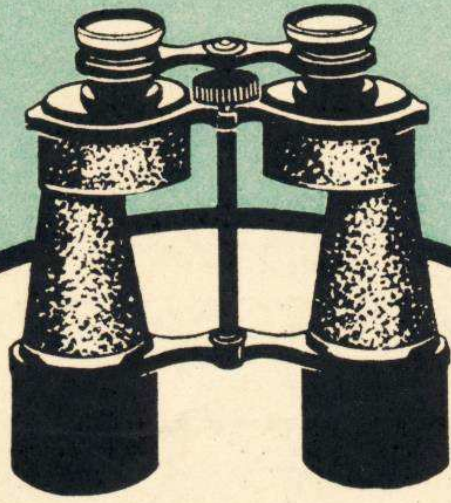


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**ROSS**

*The world's best*

**BINOCULARS**



**COLES & GARRARD PTY. LTD.**

OPTICIANS

**370-372 Bourke St., Melbourne.**

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## HOW TO CHOOSE THE BEST BINOCULAR FOR YOUR NEEDS

Purchasers are sometimes puzzled by the marking 7x 30, 10x 50, etc., engraved on Binoculars. The first figure indicates the magnification; the second is the diameter of the object glass in m/m.

A magnification of 7x means that an object 700 yards away will appear as though only 100 yards distant when viewed through the Binocular.

The size of the object glass largely governs the amount of light transmitted, and consequently the larger it is the more easily can the glass be used on a dull day, or at night.

The idea that a 10x or 12x glass is necessarily **better** than a 7x seems prevalent. This is not so. For normal use the lower 7x magnification is to be preferred, as it is easier to hold steady. Other things being equal, a large object glass means good illumination; but this is also governed by magnification and a 7x 30 Binocular actually passes a trifle more light than does one with a 50 m/m object glass and a magnification of 12: while a 7x 50 Binocular passes about three times as much light as a 7x 30 of similar type.

For ordinary outdoor use a 7x 30 is adequate; for use at sea, particularly at night; and for winter, the greater brilliancy of a 7x 50 is desirable. When higher magnification is **necessary** a 10x 50 should be chosen as a rule in preference to the more powerful 12x 50, the use of which is more limited.

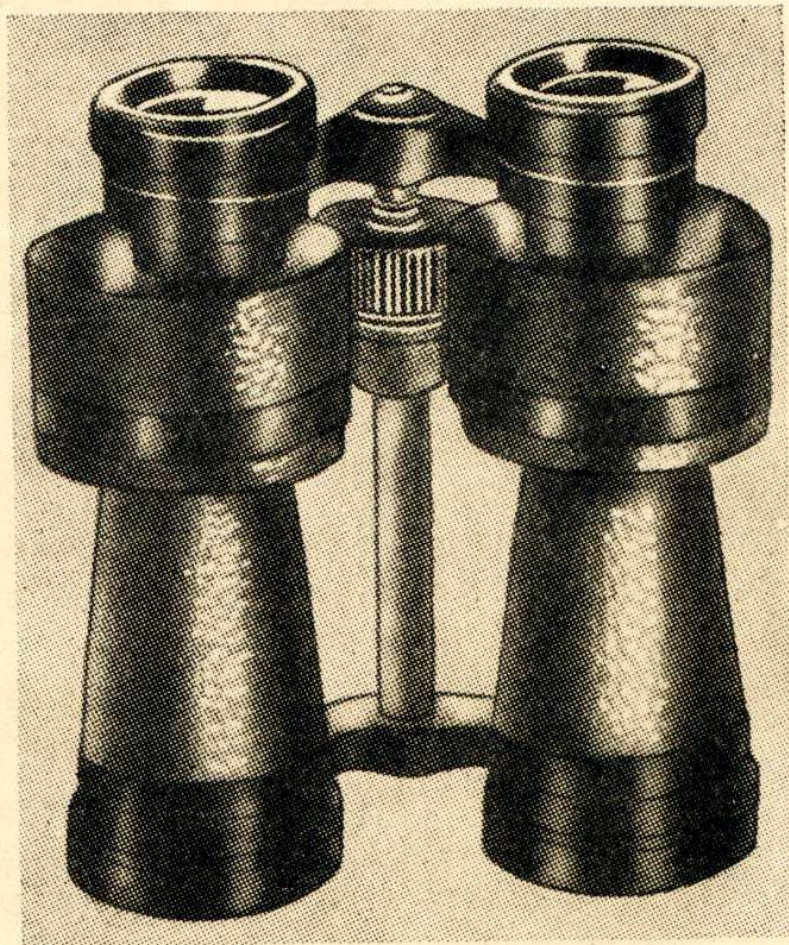


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## **STEPLITE 7x 30**

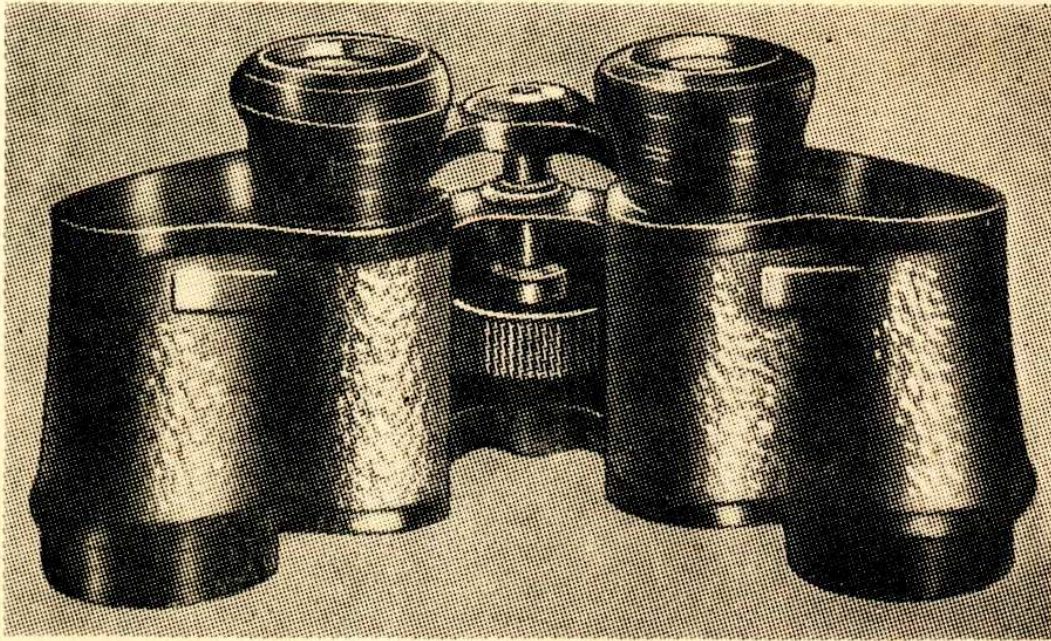
Of the "cemented prism" type, this binocular gives a light transmission 25% greater than can be obtained in any ordinary binocular of similar size. The Steplite 7x 30 has been designed to meet the needs of the user to whom light weight and small size are of paramount importance. Supplied in a handsome, solid, brown leather case, with sling and lanyard. Steplite 7x 30, Centre Screw

Focusing, complete with case. (Price on application.)





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## **STEPNADA 7x 30**

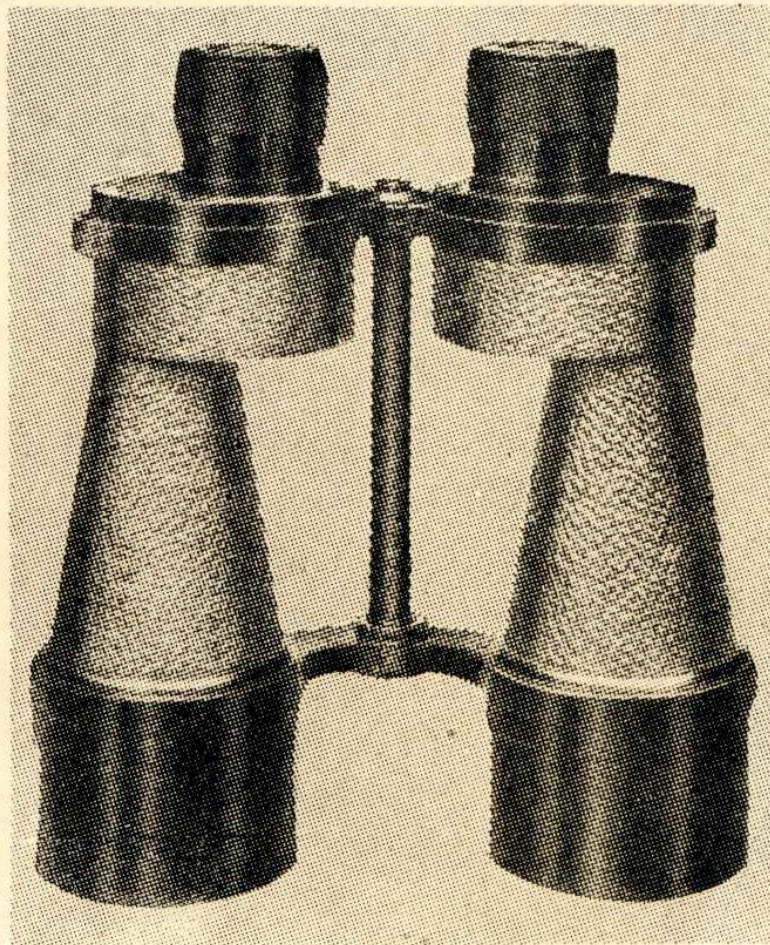
This—our most popular model—possesses an exceptionally wide field of view, and is designed for service use and for racing, hunting, etc. It is the “all purpose” Binocular and its shape allows it to fit snugly into masculine hands, while it may easily be pocketed when desired. “Coating” the lens and prism surfaces of this Model has resulted in an increase of 40% in light transmission, making it eminently suitable for all-the-year-round general use. Stepnada, 7x 30 Centre Screw Focusing, complete with case. (Price on application.)



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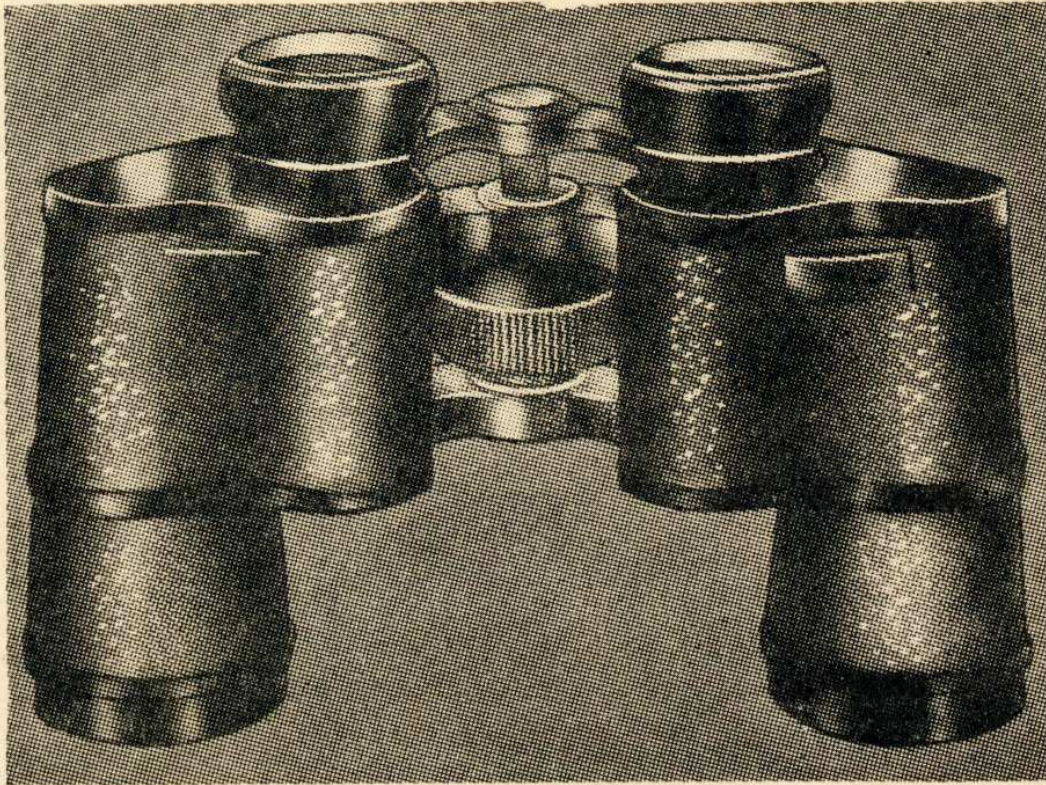
## STEPNITE 7x 50

Appraised and valued by so many, the Stepnite 7x 50 is probably the most famous glass in the world. In pre-war days its immense light transmission was coveted by every Mariner whose safety and livelihood depended on the ability to see by day, as well as by night. In its new "coated" form, this binocular passes 50% more light than any orthodox uncoated 7x 50 glass. Stepnite 7x 50, Separate Eyepiece Focusing, complete with leather case. (Price on application.)





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## **STEPRUVA 9x 35**

A new compact model of considerable appeal to the outdoor man who habitually works at long range. Of a sturdy and compact design, this model is ideal for hunting, natural history or farm use. Although the 9x 35 glass tends to be a little powerful, it is quite suitable for racing or for general holiday and travel purposes. Stepruva, 9x 35 Centre Screw Focusing, complete with case. (Price on application.)

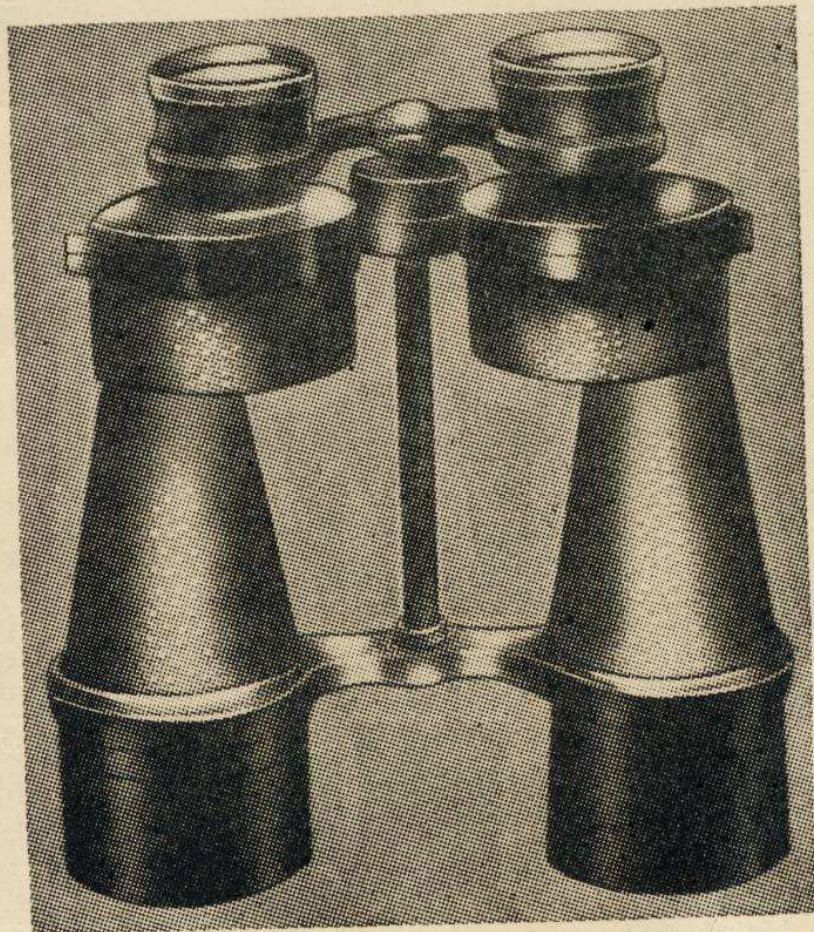


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## **STEPLUX 7x 50**

This new model combines immense light transmission with the convenience of centre screw focusing, which makes it at once the ideal glass for the race-goer or yachtsman. The incredible light-gathering power of this model can only be appreciated by using it out-of-doors on a dark night. In its new "coated" form, the Steplux passes 50% more light than any orthodox uncoated

7x 50 glass.  
Steplux, 7x 50  
Centre Screw  
Focusing, complete with  
leather case.  
(Price on application.)

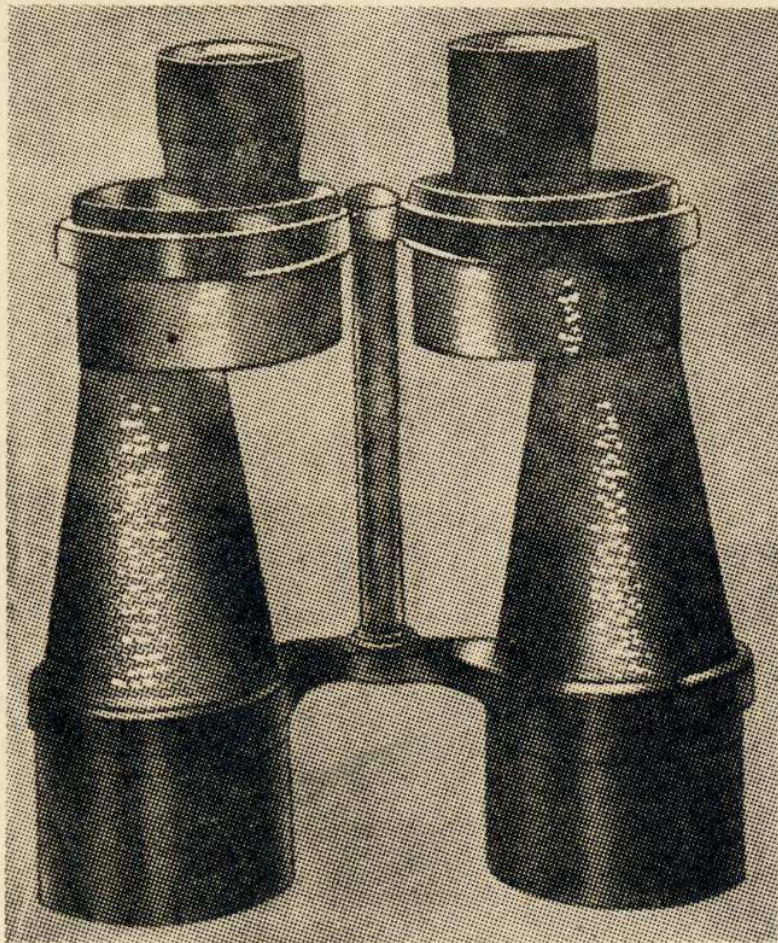




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## **STEPSAK STEPMUR 10x 50**

Provide the perfect solution for users to whom large magnification, adequate field of vision, and abundant light transmission are essentials. Because of their greater power of magnification, these models are ideally suited to the rifleman or seaman. The Stepsak is as illustrated, whereas



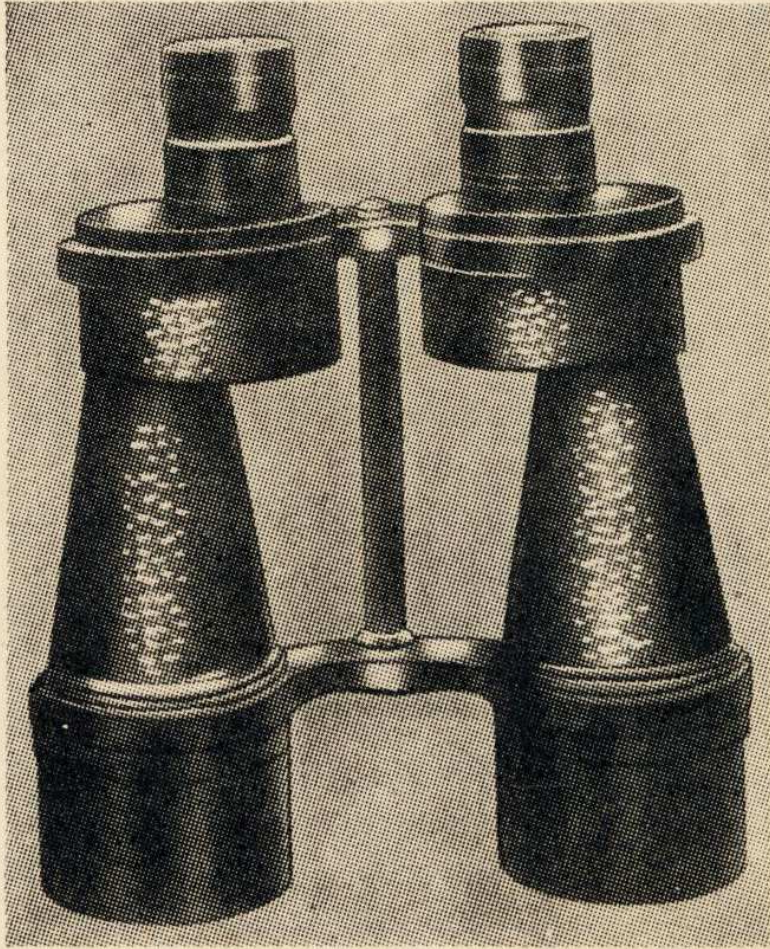
the Stepmur incorporates the convenience of centre screw focusing, thus facilitating ease of operation.

Stepsak 10x 50,  
Eyepiece Focusing—with case.

Stepmur 10x 50,  
Centre Screw Focusing—with case.

(Prices on application.)





## **STEPRAY STEPSUN 12x 50**

Designed for the man requiring really high mag-

nification and good light transmission, even at the expense of a slightly smaller field of view. These models are designed and manufactured to suit the exacting requirements of the explorer, big game hunter and scientist—of sturdy structure necessary for constant use in all climates and conditions. The Stepray is as illustrated, whilst the Stepsun incorporates the additional feature of centre screw focusing. Stepray 12x 50, Eyepiece Focusing—with case. Stepsun 12x 50, Centre Screw Focusing—with case. (Prices on application.)





## ABRIDGED TECHNICAL DATA

<i>Magnification</i>	<i>Dia. of Object Glass m/m</i>	<i>Model</i>	<i>Light transmission power</i>	<i>Field of View</i>		<i>Weight ozs.</i>
				<i>In angle</i>	<i>In yards at 1000 yards</i>	
7x	30	<b>Steplite</b>	28.25	9°	158	15 $\frac{1}{4}$
7x	30	<b>Stepnada</b>	25.5	9.4°	164	21
7x	50	<b>Stepnite</b>	78	7°	122	35
7x	50	<b>Steplux</b>	78	7°	122	35
9x	35	<b>Stepruva</b>	21	7.8°	135	25
10x	50	<b>Stepsak</b>	39	7°	122	35
10x	50	<b>Stepmur</b>	39	7°	122	36
12x	50	<b>Stepray</b>	27	5°	87	35
12x	50	<b>Stepsun</b>	27	5°	87	36



## THE REASON FOR ROSS SUPERIORITY

For over 100 years the Ross factory has produced the finest optical equipment in the world. Add to this vast experience, the new technical developments, processes and manufacturing methods evolved during the war in the production of Service requirements, and it is not difficult to realise why the new Ross Binoculars lead the world.

Ross Binoculars are extremely light in weight, but immensely strong, so as to retain their perfect adjustment almost indefinitely. The bodies are anti-corrosion treated prior to receiving their familiar and handsome indestructible covering.

The lenses and prisms are produced only from the finest British optical glass, specially selected for purity and "whiteness."

Most models employ Ross "cemented prism" design and consequently pass 25% more light than do similar instruments of normal construction.

The lenses and prisms are "coated" (bloomed) which increases light transmission by a **further** 25%, and improves the contrast and brilliance of the image out of all recognition.

The **external** coated surfaces are "hard" and will stand up to normal careful cleaning.

To summarise—the new Ross Binoculars give you:

- 50% more light.
- A wider field of view.
- Perfect definition always.

Where other Binoculars fail . . . The new Ross carries on





Renowned the world over as leaders in the production of the finest optical equipment, Ross of London have gained invaluable experience during the war years, the results of which are now being utilised in the production of the following high quality Ross equipment.

**Ross Prismatic Binoculars**

**Ross Xpres Lenses**

**Ross Teleros Lenses**

**Ross Process Xpres Lens**

**Ross Process Reversing Prisms**

**Ross Epidiascope**

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