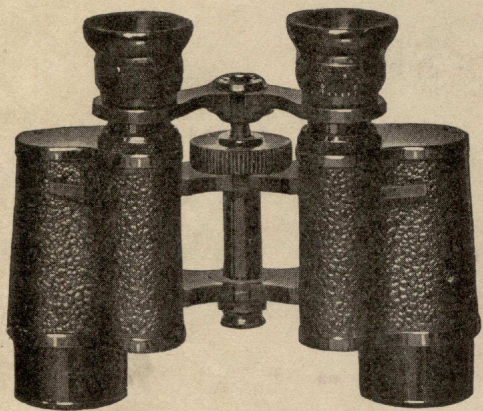


Geneva Superior Binoculars



"Bring the View Close to You"

Geneva Optical Company

Geneva, New York

MB

Geneva Superior Binoculars

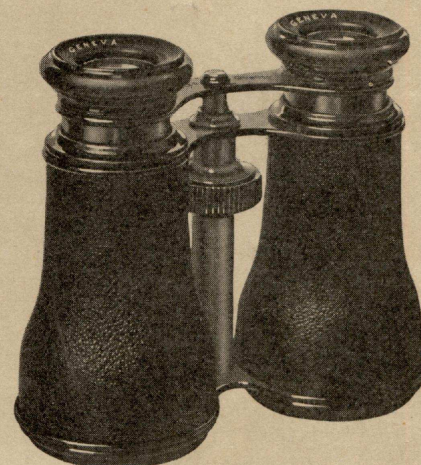
GALILEAN TYPE



One-half Actual Size

No. 1 Price \$12.00

Magnification	-	-	4 Power
Weight with Case	-	-	16 ounces
Size without Case	-	-	3 ⁷ / ₁₆ x 4 ¹ / ₂ in.
Finish	-	-	Black



One-half Actual Size

No. 2 Price \$16.00

Magnification	-	-	5 Power
Weight with Case	-	-	19 ounces
Size without Case	-	-	3 ¹³ / ₁₆ x 4 ⁵ / ₈ in.
Finish	-	-	Black

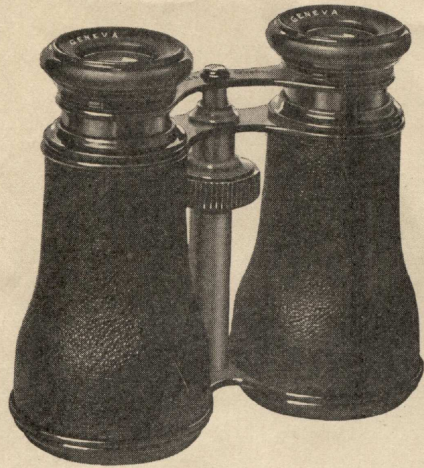
No. 3 Price \$19.00

Same as No. 2 but jointed for adjusting
to pupillary distance

All Binoculars equipped with heavy leather case and strap

Geneva Superior Binoculars

GALILEAN TYPE



One-half Actual Size

No. 4 Price \$21.00

Magnification	-	-	5 Power
Weight with Case	-	-	22 ounces
Size without Case	-	-	3 ³ / ₄ x 4 ⁹ / ₁₆ in.
Finish	-	-	Tan

No. 5 Price \$24.00 Same as No. 4 but jointed for adjusting to pupillary distance



One-half Actual Size

No. 6 Price \$20.00

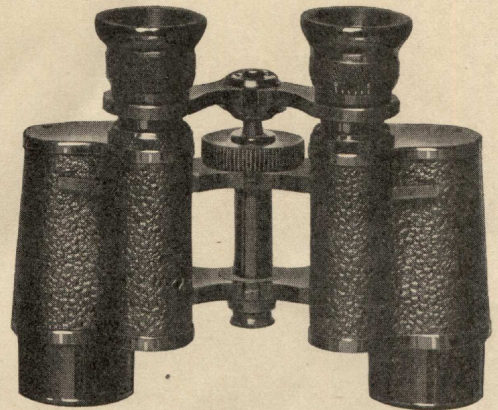
Magnification	-	-	6 Power
Weight with Case	-	-	27 ounces
Size without Case	-	-	4 ¹ / ₈ x 4 ³ / ₄ in.
Finish	-	-	Black

No. 7 Price \$23.00 Same as No. 6 but jointed for adjusting to pupillary distance

All Binoculars equipped with heavy leather case and strap

Geneva Superior Binoculars

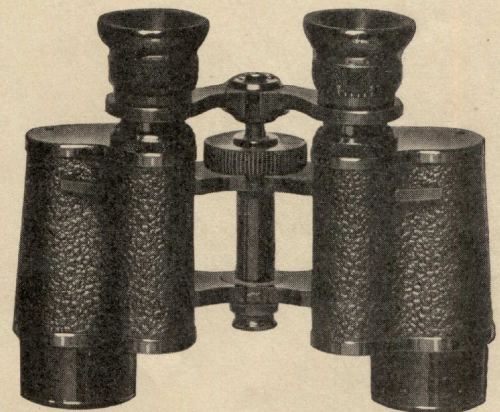
PRISMATIC TYPE



Two-fifths Actual Size

No. 8 Price \$35.00

Magnification	-	-	6 Power
Object lenses	-	-	32 M/M
Field of view at 1000 yds.	-	-	130 yards
Weight	-	-	26 ounces
Height	-	-	5 ³ / ₈ in.
Finish	-	-	Black



Two-fifths Actual Size

No. 9 Price \$40.00

Magnification	-	-	8 Power
Object lenses	-	-	32 M/M
Field of view at 1000 yds.	-	-	115 yards
Weight	-	-	26 ounces
Height	-	-	5 inches
Finish	-	-	Black

All Binoculars equipped with heavy leather case and two straps

MB

Geneva Superior Binoculars

Of Importance to Binocular Purchasers

At this time, when the market is flooded with cheap so-called war glasses and new glasses of inferior grade, it is very necessary to give the following points grave consideration.

1. Buy from an established and well known concern. The Geneva Optical Company has been in business over half a century, manufacturing and importing better grades of field glasses and binoculars. Our reputation is too well known to impair by selling glasses that are not of the very best construction.
2. All glasses purchased from us carry an unconditional guarantee against defects in manufacture, and must make good or we will.
3. Our glasses are all sold on the ten day free trial plan. You run no risk whatever of being dissatisfied or picking out the glass not suited for your use.
4. Field of View: The Geneva Superior, with its patented shape of barrel construction and large objective lense, gives the widest possible field.
5. Clearness of Definition: The Geneva Superiors are manufactured from the highest grade of Jena glass, ground in achromatic form. This quality removes all distortion from the field and a uniform clearness is maintained to the edge of the lense.
6. Magnifying Power: The Geneva Superior is high in magnifying power and provided the atmospheric conditions are clear will extend the user's eye sight the number of times as the power of the glass.
7. Simplicity of Construction: The Geneva Superior is manufactured with the fewest number of working parts so that its length of life is practically the life time of the user.
8. Ease of Adjustment: The Geneva Superior is easily adjusted through one central focusing adjustment and only takes but a few seconds to focus on any view or object.
9. Weight: The Geneva Superior is of the lightest weight possible and practicable with its construction for durability.

Meaning of Some Terms Used with Glasses

Binoculars, usually meaning prism binoculars. A glass in which prisms are used in its construction, such as our Nos. 8 to 11, altho the ordinary field glass may be so listed.

Field Glass, the straight tube or Galilean type such as our Nos. 1 to 7.

Pupillary Distance, the distance between the pupils of the two eyes.

Power, strength of a field glass or binocular showing the number of times it magnifies the user's vision.

Field, the width of view in looking through a field glass or binocular. Usually taken at 1000 yards.

Definition, a term used showing the clearness that each detail is brought out in the field.

Illumination, the light gathered by the objective lense. Also the brightness of the field as seen by the user when looking through a glass.

Geneva Superior Binoculars

Read What Some Geneva Users Think of Their Glasses

Phila., Pa.

Geneva Optical Company,
Geneva, N. Y.

Gentlemen:

The pair of glasses you sent to me at Eau Claire, Wisc., arrived in first class condition and proved much more satisfactory than anticipated.

The wonderful sharpness of outline, clearness of vision and other points that were perfectly plain to me, but would require an optical expert to describe, were all there.

My hunting trip was materially augmented by the addition of your glasses. They settled many a question instantly that would have required (with the naked eye) a period of seconds, minutes or perhaps the loss of a day.

They added at least 50% to my personal enjoyment of my hunting season.

Yours cordially,
John J. Campbell.

Pueblo, Colo.

Geneva Optical Company,
Geneva, N. Y.

Dear Sirs:

Your letter of the 21st did not reach me until yesterday as I was away from home on a vacation trip. Fortunately, the Geneva Superior, that I supposed was lost, was found in the wrecked automobile by the repair man.

I believe that this is a good time to let you know the great pleasure that this glass has afforded me. I have used it almost constantly on my different trips which include mountain climbing, hunting and touring by auto.

Had I not been able to find my glass I would have most certainly ordered another Geneva Superior.

Very truly yours,
H. N. Welch.

MB

Order a Geneva Today on Our Ten Day
Free Trial Plan

Geneva Optical Company,
Geneva, N. Y.

Gentlemen:

Express C. O. D.

Send me by Parcel Post C. O. D.

Check Herewith

One Geneva Superior No. _____

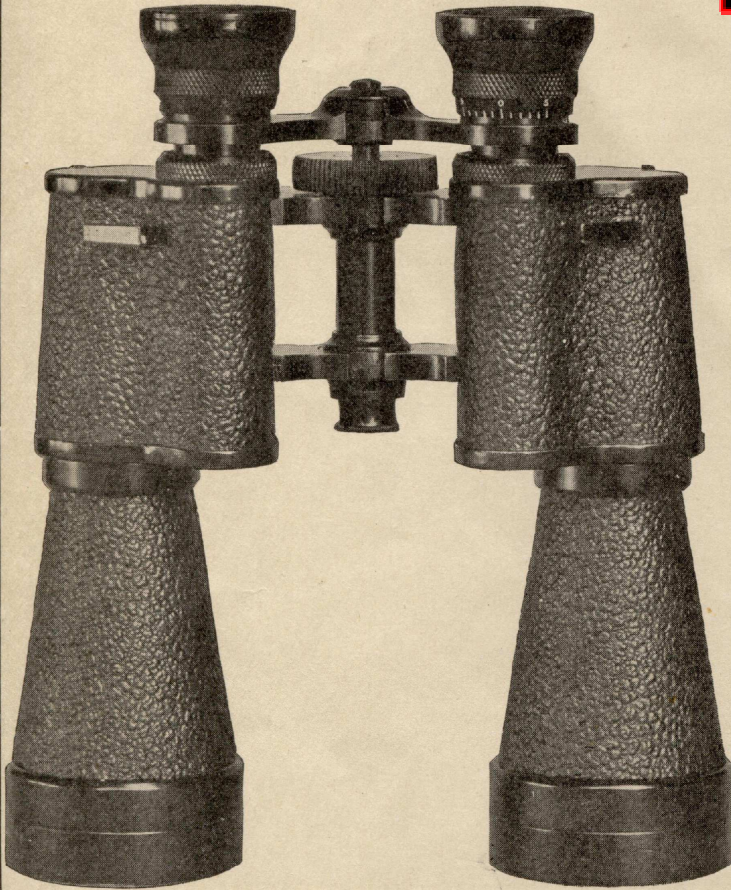
It is understood that I may try this glass out for a period of ten days. At the end of that time, if it does not prove perfectly satisfactory, I may return same and my money will be refunded at once.

Very truly yours,

Geneva Superior Binoculars

PRISMATIC TYPE

MB



One-half Actual Size

No. 10

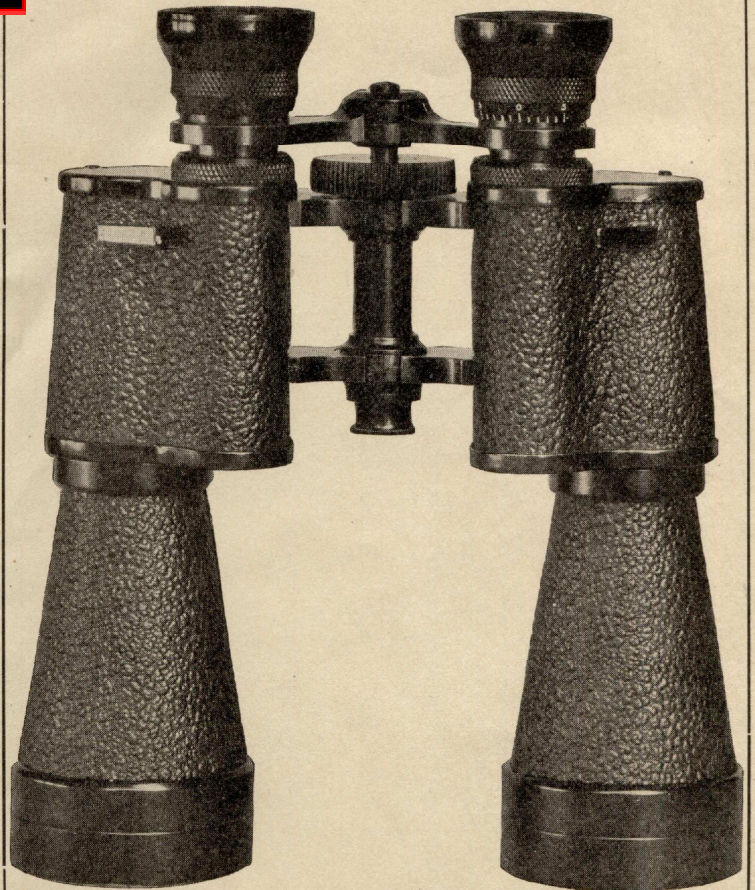
Price \$50.00

Magnification	-	-	12 Power
Object lenses	-	-	50 M/M
Field of view at 1000 yds.	-	-	70 yards
Weight	-	-	38 ounces
Height	-	-	8 inches
Finish	-	-	Black

All Binoculars equipped with heavy leather case and two straps

Geneva Superior Binoculars

PRISMATIC TYPE



One-half Actual Size

No. 11

Price \$60.00

Magnification	-	-	16 Power
Object lenses	-	-	50 M/M
Field of view at 1000 yds	-	-	65 yards
Weight	-	-	38 ounces
Height	-	-	8 inches
Finish	-	-	Black

All Binoculars equipped with heavy leather case and two straps