## "HURRICANE HORIZON" SERIES

Excellent performance at moderate prices. A full line of prismatic binoculars covering every practical use. Complete with deluxe case, straps, lens cloth and caps, and Multicolor Gift Box.

### No. 64, 6 × 30 Center Focus

A Six Power all purpose model, especially suited to the general use owner. Performs beautifully yet light in weight and easy to handle.

### No. 36, 7 × 35 Center Focus

The accepted favorite as the best all around size. Seven power magnification. A leading choice for the sportsman, traveler, and spectator sports fan.

### No. 76, 7 × 50 Center Focus

Designed to gather light under even the poorest conditions. Ideal for navigational and night use as well as "sky" viewing. Seven Power with 50 mm objectives.

### No. 84, 8 × 30 Center Focus

Full Eight Power magnification. A fine selection for the hunter or nature studier. Excellent for long range viewing.





### No. 16, 10 × 50 Center Focus

Long range and navigational uses are easy with a full Ten Power and a light gathering 50 mm objective.

MB

## W-I-D-E ANGLE

No. 42, 7 × 35 Center Focus, Wide Angle

Spectator sports fans and travelers alike agree the extra wide field (525' @ 1000 yards) coupled to Seven Times magnification is unbeatable. Perfect definition.

No. 44, 7 × 35 Center Focus, Wide Angle

The widest viewing field obtainable. (578' @ 1000 yards.) 55% more field of view than standard frame binoculars. Following fast action or covering a big area, this is the choice.

### No. 38, 7 × 35 Center Focus

American styling and Seven Power magnification combine to render great all around performance. A fine selection as a general use binocular.

HORIZON

# zoOM!

No. 70V, 7-12  $\times$  40 Center Focus-Variable Power Variable Power at your fingertips. Adjust the power control anywhere from 7 to 12 times magnification. Great performance when detail is important.

No. 702V, 7-12 × 40 Center Focus "ZOOM"

A coupled power selector allows you to "zoom" from  $7\times$  to  $12\times$  in a moment, and right back again. For all around use, this model cannot be surpassed.





70 TENTH STREET San Francisco, Calif. 94103 (415) MArket 1-1954







### "HURRICANE OPTIMA" Series Binoculars

A new standard in premium binoculars. Maximum color rendition and optical brilliance. Features designed for comfort and ease of handling include retractable eye caps for the eyeglass wearer, select grey gutta percha covering with matching grey metalwork, diamond cut trim and matching grey case with chrome plated fixtures. Center focussing with right eye adjustment. Beautifully gift boxed, and UNCONDITIONALLY GUARANTEED.

### W-I-D-E ANGLE

No. 3144: OPTIMA MASTER, WIDE FIELD  $7 \times 35$ 

Center Focus. Sportsman's and Sports Viewer's Favorite. Seven Power magnification. Perfectly keyed to every general use. This model offers a giant 578' field at 1000 yards 55% more than standard  $7\times35$ 's.

No. 3150: OPTIMA MASTER, WIDE FIELD  $8\times40$  Center Focus. Perfect for hunting, birdwatching and long range uses. Eight Power magnification. 525' field of view at 1000 yards, and only 30 ozs light!

# All Around 7 x 35, 7 x 50

No. 3136: OPTIMA GENERAL  $7 \times 35$ 

Center Focus. The all around choice as the best general use binocular. Ideal for the tourist, sports fan, traveler, hunter and indoor use. Full Seven Power magnification. Weighs only 23 ozs.

#### No. 3176: OPTIMA PRESTIGE 7 × 50

Center Focus. Built for marine and night use as well as dawn and dusk hunting and use under minimal light conditions. Seven Power magnification coupled to a large 50 mm (2") objective for excellent light gathering qualities. Weight: 34 ozs.

## 6 & 8 Power Models

No. 3164: OPTIMA SPORTSTER 6 × 30

Center Focus. Six Power magnification. The choice of the casual user. Equally suitable for spectator sports, touring and hunting. Weighs only 23 ozs.

### No. 3184: OPTIMA HUNTER 8 × 30

Center Focus. Eight Power. A hunter's delight. 14% more magnification than a  $7\times35$ . Perfect clarity and color rendition over long distances, in open country, and in situations where detail is important. Net weight: 24 ozs.

### THE FOLLOWING MODELS ONLY IN STOCK

#64	\$28.50	#3136	\$46.00
#36	30.50	#3144	60.50
#44	45.25	#3150	61.50
#702V	71.50		



No. 3116: OPTIMA RANGER  $10 \times 50$ 

Center Focus. Long range and navigational uses excel with a full Ten Power. 50 mm objective renders excellent light gathering characteristics. Perfect for tripod use, nature study and selective viewing. Net weight: 34 ozs.