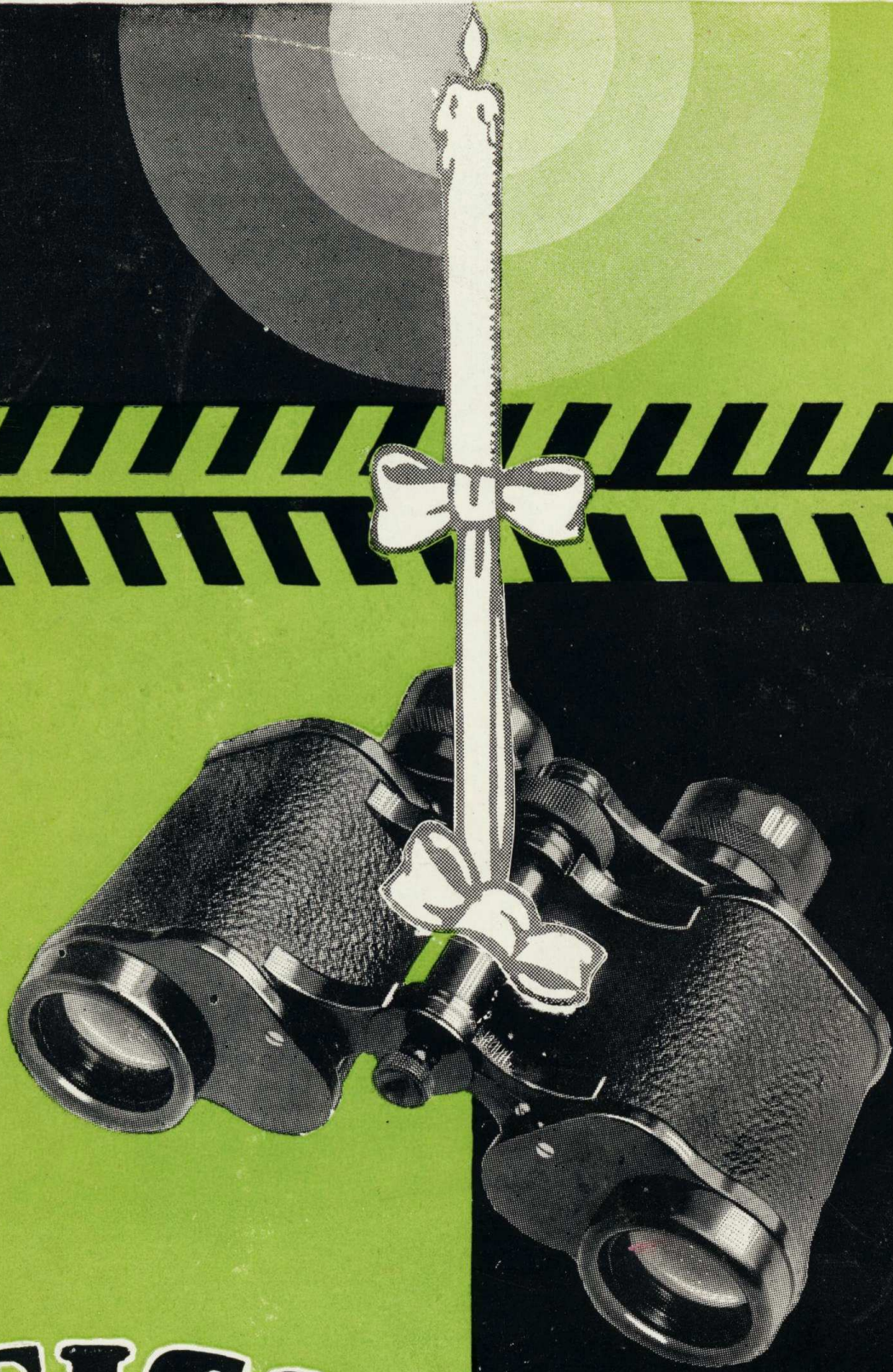


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ZEISS

for Christmas —

ZEISS



The World-famous Binoculars

THOUSANDS of 18kt., full-jewelled, rather expensive gold watches are being presented every year as Christmas gifts. They arouse that pride of possession, which comes only from owning really fine things. And many years hence that watch will belong to a new generation.

Perhaps the price seemed a bit high at first, but the presentation of so lasting a gift and the subsequent satisfaction were certainly worth the few extra dollars.

And, like treasured timepieces, modern prism binoculars today stand out preëminently as enduring emblems, as useful in their way as lifetime watches. And besides, a good binocular simply won't wear out. It's going to reveal distant objects, that would ordinarily pass unnoticed with the unaided eye. It will make travelling more enjoyable, and vacationing more profitable. It's going to be your boy's best pal at foot-and baseball games, and, perhaps, arouse

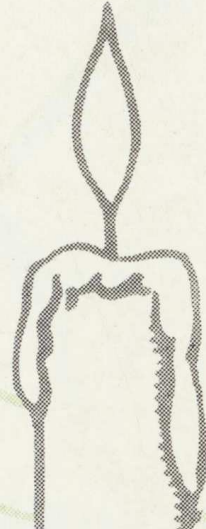
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slumbering ambitions of studying the birds in their native haunts. He will rely upon his treasured glass at boat regattas and it will, perchance, interest him in the moon, an occasional comet or an eclipse. And, as the years roll by, every time that glass is used, he'll think of Dad.

And now the same loving, thoughtful Dad, who would consider none but a full-jewelled timepiece, is the very Dad who would be satisfied only with a Zeiss—a *genuine* Zeiss Prism Binocular.

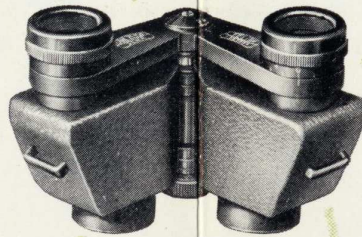
Thus, when considering an appropriate Christmas gift, get a Zeiss. It's a handsome gift, that, like a full-jewelled solid gold timepiece, will endure and endear itself to the recipient, as its years of usefulness go on. For some day, it may be treasured as an heirloom, reflecting the good taste and wisdom of your choice in having selected so lasting and so welcome a gift.

And, when thinking of binoculars—
buy a Zeiss.



ZEISS

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TELITA

Magnifying 6 times

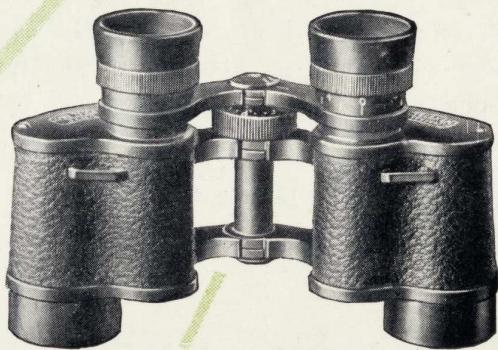
The most compact prism binocular made. With central focussing. Fits a man's vest pocket or milady's handbag. For in- and outdoor use.

Light transmitting power 9.

Very large field of view:

145 yds. at 1000 yds. distance.

Price, including brown leather purse with strap \$68.00



TELEXEM

Magnifying 6 times

A small glass for travel and general use.

With central focussing.

Light transmitting power 16.

Extremely large field of view:

150 yds. at 1000 yds. distance.

Price, including sole leather case and neck strap \$53.00

TELEX, same as above, but with independent focussing . . . \$47.00



SILVAMAR

Magnifying 6 times

The ideal hunting and marine glass. Can be used in twilight.

With independent focussing.

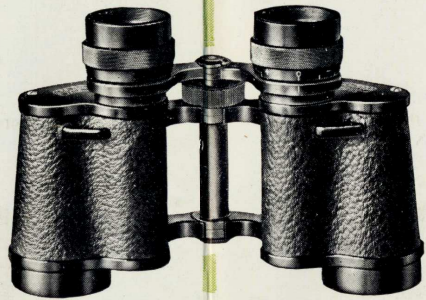
Light transmitting power 25.

Extremely large field of view:

150 yds. at 1000 yds. distance.

Price, including sole leather case and neck strap \$60.00

SILVAREM, same as above, but with central focussing \$66.00



DELTRINTEM

Magnifying 8 times

An excellent wide-angle glass for travel and all sports. With central focussing.

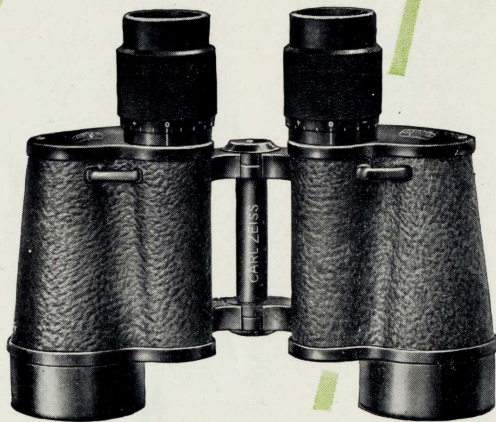
Light transmitting power 14.

Extremely large field of view:

150 yds. at 1000 yds. distance.

Price, including sole leather case and neck strap, \$72.00

DELTRENTIS, same as above, but with independent focussing \$66.00



DELAECTIS

Magnifying 8 times

A high-power wide-angle hunting and marine glass. With independent focussing. Dust and moisture proof.

Light transmitting power 25.

Exceptionally large field of view:

154 yds. at 1000 yds. distance.

Price, including sole leather case and neck strap \$86.00

Zeiss Field Glasses may also be supplied as Monoculars. Their optical and mechanical properties are exactly the same as those of the Binoculars. Obviously, a stereoscopic effect cannot be secured. Priced about one-half of the corresponding binocular, they are also welcome in many instances for reasons of economy.

Complete Catalog, listing 20 different models, ranging from 3 to 18 power, will be sent upon request



BINOCTAR

Magnifying 7 times

The finest marine and night glass. Supplied to the United States Navy and other services. With independent focussing. Dust and moisture proof.

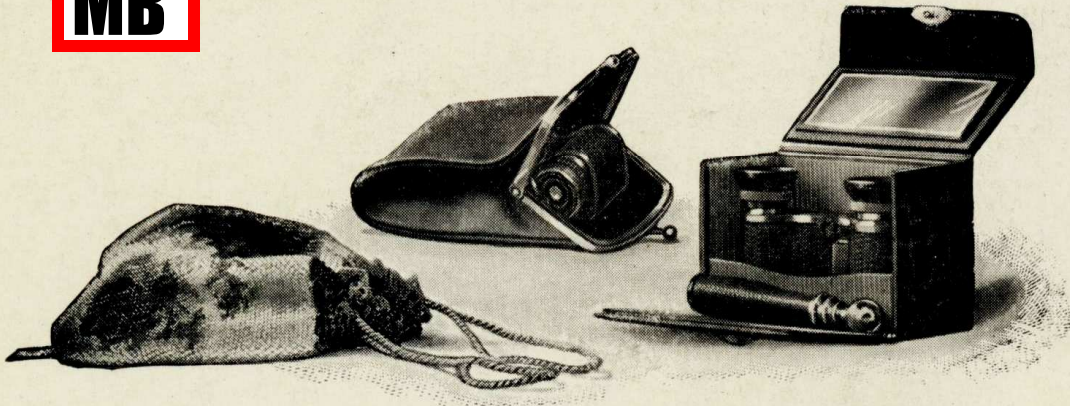
Light transmitting power 50.

Large field of view:

128 yds. at 1000 yds. distance.

Price, including sole leather case and neck strap \$90.00





Zeiss "Teleater" Glasses

These luxurious opera glasses combine all the advantages of the larger prism binoculars with an exceedingly small form. They magnify 3 times, which is the power best adapted for use in the theater. They are adjustable for any distance between the eyes and for any sight.

TELEBA

In vanity case with mirror and purse. Fancy leather covering, \$50.00

TELEBAMI

Same as "Teleba," but with detachable telescoping handle, \$62.00

TELEPERLON

Similar to "Teleba," but with gilt ends and mother of pearl covering.....\$64.00

TELEPERL

Same as "Teleperlon," but with detachable telescoping handle, \$80.00

EASTMAN OPTICAL SHOP, INC