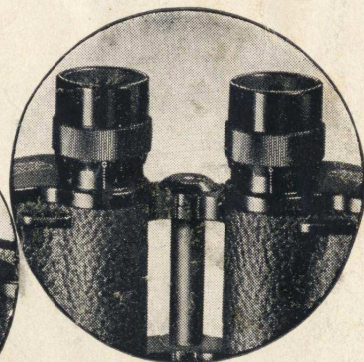
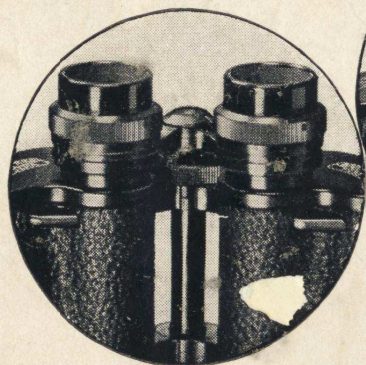


THE superiority of Zeiss Binoculars lies in the material, the scientific construction, and the workmanship, for which Carl Zeiss, Jena, the greatest optical factory in the world, is famous.

When selecting a binocular one should consider that its value depends above all on its optical properties. The magnifications preferred for outdoor use are 6x, 7x or 8x. Highest powers require steady arms or a support. The light transmitting power is important for all purposes, but is especially desirable in failing light or at night. The large field of view enables the eye to locate an object much more quickly and makes it easy to follow a swiftly moving object.

All Zeiss binoculars are adjustable to the eyes of the observer. To fit to the distance between the eyes, the left and right body are turned about the hinge. Focusing is accomplished as follows: In glasses with independent focusing each eyepiece is focused individually. Quite simple. In glasses with central focusing turning of the central knurled ring adjusts both eyepieces simultaneously.

CENTRAL FOCUSING

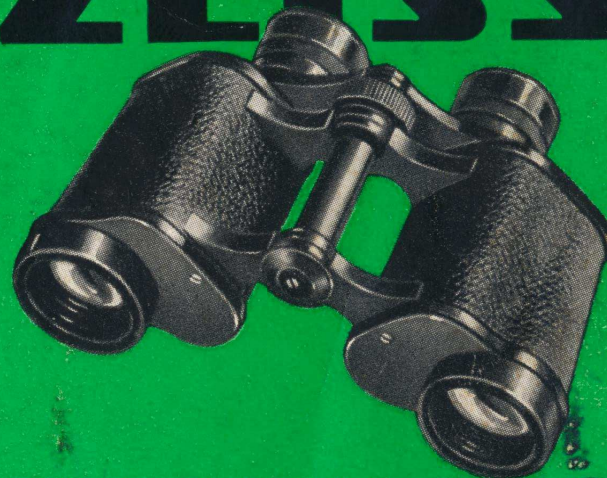


INDEPENDENT FOCUSING

NEW

Featherweight

ZEISS



BINOCULARS

MB

CARL ZEISS, INC.

485 Fifth Ave., New York, N. Y.

728 So. Hill St., Los Angeles



ZEISS

PRISM BINOCULARS

Carl Zeiss invented the modern prism binocular in 1893. Since that time Carl Zeiss binoculars have been the undisputed leaders both in the quality and also the quantity of high grade prism binoculars sold. Millions of users all over the world testify as to their excellence. Every sportsman, traveler, hunter, seaman, guide, naval and military man cherishes the ambition to own a Zeiss. Zeiss glasses are standard glasses in the armies and navies of the world and they are used extensively by the U. S. Navy.

You will experience a new thrill of satisfaction when you use a Zeiss in your travels, at the races, at football games, when hunting or for nature study. Zeiss binoculars combine great power of magnification, large field of view and brilliant illumination. A Zeiss will give a lifetime of service under all extremes of climate and temperature.

The new Featherweight models retain all the optical and mechanical qualities which have made Zeiss glasses the standard of the world. A reduction of from 30% to 40% in weight is effected by using a light-weight yet strong and durable metal. These light-weight glasses were used and tested for ten years under all climatic conditions before they were brought on the market. They have proved their excellence since and are fully guaranteed, as all Zeiss products are.

Zeiss light-weight binoculars are preferred, not only for the greater convenience with which they can be carried, but also for the greater steadiness and ease with which they can be held to the eyes for extended observation. Fourteen feather-weight models are available now.

See Zeiss binoculars at your dealer's and convince yourself of their superior quality.

"During the past eleven years of our Alaskan exploration my companions and I have constantly used Zeiss Binoculars, because they are undoubtedly by far superior."
September 23, 1937

THE REVEREND BERNARD R. HUBBARD S.F.
"The Glacier Priest"

"For a quarter of a Century in the laboratory and upon expeditions I have consistently used Zeiss instruments. They fully justify the great reputation and scientific renown that the mark 'ZEISS' confers."

A. HAMILTON RICE, Rice-Harvard Expedition to tropical Brazil.

"My most prized possession and constant companion on every trip for 25 years, including the South Pole, is my Zeiss binocular. It has withstood every known climatic condition and very severe use."

From the late CAPTAIN ROALD AMUNDSEN.

"Zeiss field glasses rendered excellent service."

KOEHL, FITZMAURICE, v. HUENEFELD.
The three Transatlantic fliers.

"The three light-weight Zeiss binoculars which you furnished us more than seven years ago have given excellent and reliable service under the extreme conditions of arctic and tropical climates. They are in constant use."

ECKENER—Zeppelin Company.

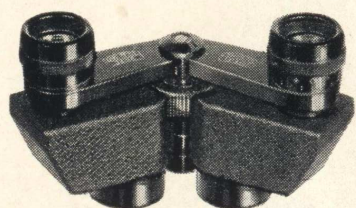
"My Zeiss instruments withstood the most crucial tests. The feeling of absolute reliance their sterling quality gives has always been a great comfort to me."

HERBERT LANG, African and South American Expedition,
American Museum of Natural History.

"Zeiss binoculars gave splendid results under most trying conditions."

Radio from Byrd Antarctic Expedition 1928-1930.



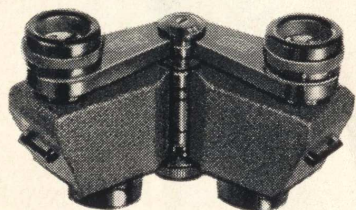


\$75

Including leather case

THEATIS

For theater and opera. $3\frac{1}{2}$ x magnification. Small, light-weight, compact, flat. Light-transmitting power 18.5. Field of view—19 yds. at 100 yds. Dimensions $1\frac{1}{8} \times 2\frac{3}{8} \times 4\frac{1}{8}$. Weight 6 oz.

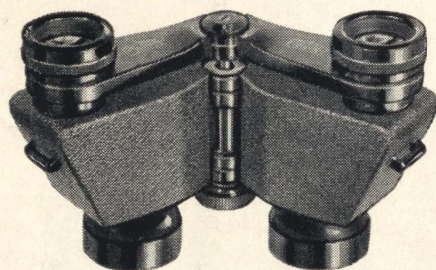


\$103

Including leather case

TELITA

For in and outdoor use. 6 x magnification. Most compact 6 power binocular made. Vest pocket and handbag size. Light-transmitting power, 9. Field of view 145 yds. at 1,000 yds. Feather-weight model. Dimensions $1\frac{1}{8} \times 1\frac{9}{16} \times 4\frac{5}{8}$. Weight 6 oz.



\$119

Including leather case

TURITA

For travel and sports. 8 x magnification. Highly magnifying, central focusing. Featherweight model. Light-transmitting power 9. Field of view—110 yds. at 1,000 yds. Dimensions $1\frac{1}{4} \times 3\frac{1}{4} \times 5\frac{7}{16}$. Weight $10\frac{1}{4}$ oz.

MINIATURE TELESCOPES

TELLUP



Pocket scope and magnifier in one. Embodies a telescope of $2\frac{1}{2}$ x magnification for viewing near and distant objects and a magnifier 6 x for viewing small objects at close range.

Price with leather pouch . \$8.00



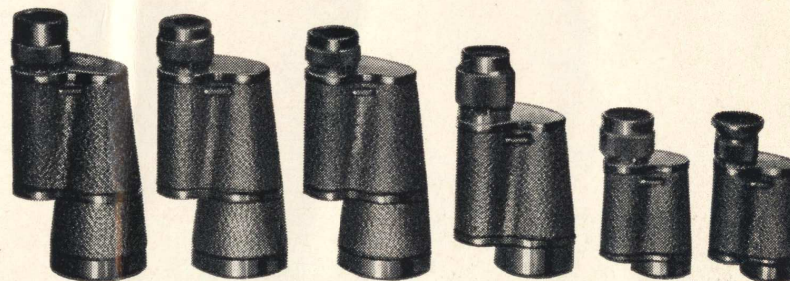
TURMON

Monocular prism telescope 8 x magnification, flat construction less than 3 in. long, weighs but little over 3 oz. Twice as powerful as any similar-sized instrument.

Price with leather case . \$36.00

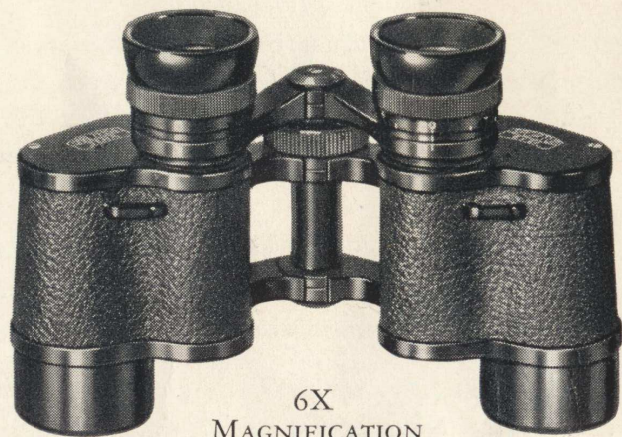
MB

MONOCULAR FIELD GLASSES



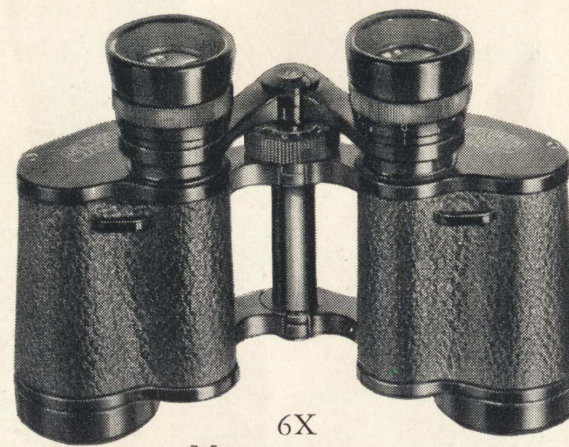
Magnification	Diameter of objectives mm.	Weight of Monocular oz.	In tan or black leather case	
			Codeword	Price
6X	30	6	Simpsilv	\$48.00
7X	50	$17\frac{5}{8}$	Binoctarmo	85.00
8X	21	$3\frac{1}{2}$	Turmon	36.00
8X	30	7	Deltrintmo	55.00
10X	50	$19\frac{3}{4}$	*Dekarismo	85.00
18X	50	$19\frac{3}{4}$	Telarmo	91.00

*Standard Weight Models



6X
MAGNIFICATION

MB



6X
MAGNIFICATION

Featherweight **SPORTUR**

Central focusing. One of the new Featherweight models. A universal glass of typically fine Zeiss construction, at a price which will appeal to a wide range of binocular users. Its large field of view, good light-gathering power and quick adjustability, by means of central-focusing mechanism, make the Sportur an ideal glass for sports, traveling, hunting, etc.

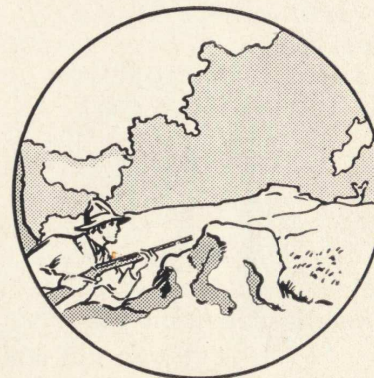
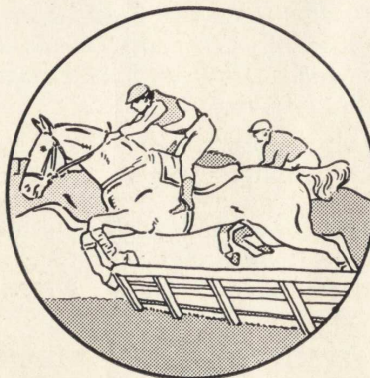
Light transmitting power, 16. Field of view, 150 yds. at 1,000 yds. Weight, 11 $\frac{3}{4}$ oz. In case..... \$66.00

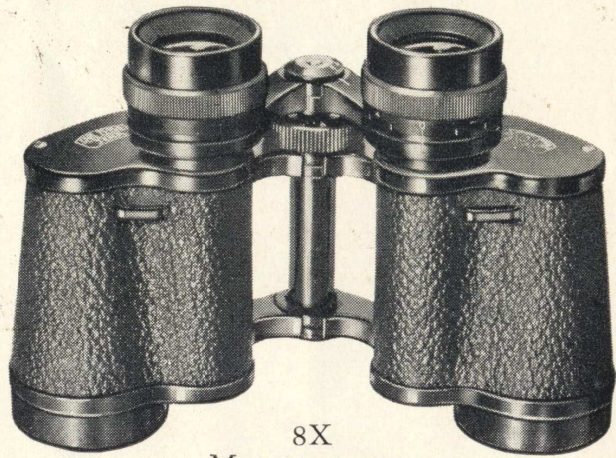


Featherweight **SILVAREM**

Central focusing. The ideal hunting and marine glass. Dust and moisture proof as are all Zeiss glasses. Can be used in twilight. Light-transmitting power 25. Large field of view—150 yds. at 1,000 yds. Light-weight 13 oz. In case.....\$90

SILVAMAR, same as above but with independent focusing. Light-weight model 12 oz. In case.....\$84





8X
MAGNIFICATION

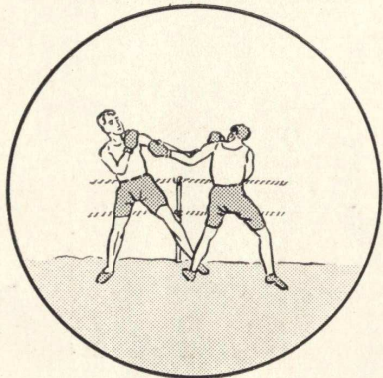


8X
MAGNIFICATION

Featherweight **DELTRINTEM**

Central focusing. Excellent wide-angle glass for travel and all sports. Light-transmitting power 14. Large field of view—150 yds. at 1,000 yds. Light-weight model, 14 oz. In case.....\$99

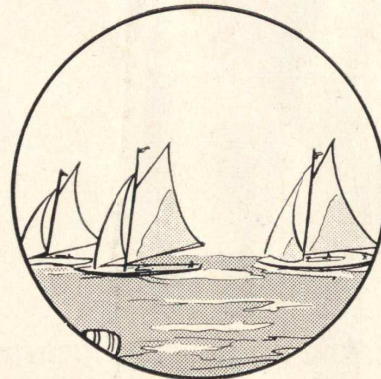
DELTRENTIS, same as above but with independent focusing. Light-weight model, 13¾ oz. In case.....\$93



Featherweight **DELTAR**

Independent focusing. Extremely wide angle. For aviation, navigation, deep-sea fishing and sports use. Light-transmitting power 25. Field of view—198 yds. at 1,000 yds. Light-weight 33½ oz. In case.....\$209

DELTAREM, same as above, but with central focusing. Light-weight 35 oz. In case.....\$215





7X
MAGNIFICATION

Featherweight **BINOCTAR**

Independent focusing. Marine and night glass of highest optical efficiency. Used in U. S. Navy. Light-transmitting power 50. Field of view—128 yds. at 1,000 yds. Weight 25½ oz. In case.....\$154

BINOCTEM, Same as above, but with central focusing. Light-weight 30½ oz. In case.....\$160



10X
MAGNIFICATION

Featherweight **DEKARIS**

Independent focusing. Wide-angle glass for navigation, hunting, deep-sea fishing and flying. Light-transmitting power 25. Field of view — 128 yds. at 1,000 yds.

Light-weight 30½ oz. In case.....\$171

DEKAREM, same as above but with central focusing.

Light-weight 31½ oz. In case.....\$177

Featherweight **TELAREM**

Central focusing. A light-weight, powerful glass with the characteristics of a field telescope. Light-transmitting power 7.8. Field of view—65 yds. at 1,000 yds. Light-weight 30 oz.

In case.....\$202



18X
MAGNIFICATION