

Why  
**ZEISS** Binoculars  
are worth  
their money

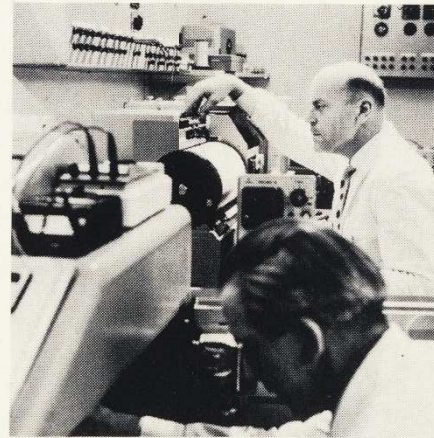




# Why ZEISS Binoculars are worth their money

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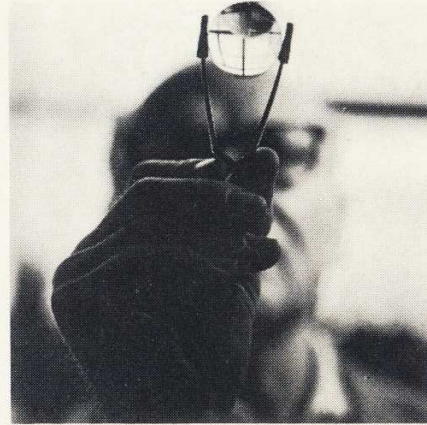
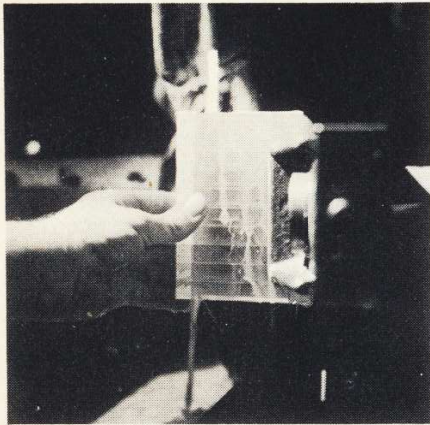
The quality of our products and the justified confidence in their efficiency have made ZEISS renowned throughout the world. This obliges us with every single pair of binoculars to attain the high standard of quality expected of ZEISS products.





When we come to determining the optical equipment of a new pair of ZEISS Binoculars, the most important question is: How can a maximum in image quality be achieved? Should our scientists compute, for example, that in the case of the ZEISS 8×30 the eyepieces are better having a combination of six different lens elements than with less, then we will

**A little extra money is the price**



manufacture six lenses and incorporate them in the instrument.

Good lens systems mean: selected types of glass, precise computation of lenses and prisms, long experience in grinding and polishing, optically effective surface coating, scrupulous assembly, precise adjustment and, after every manufacturing stage, strictest controls for optimum quality.

**excellent image quality the gain**

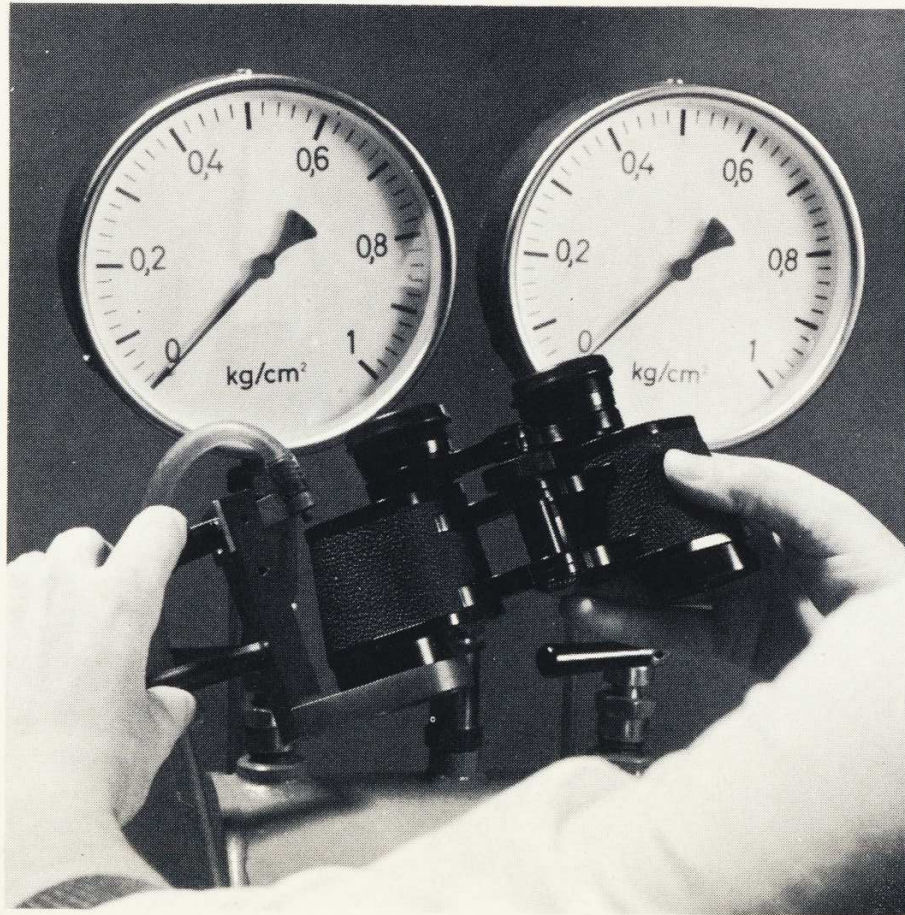




Even the finest lens systems are useless when dust or humidity is allowed to penetrate. As a safeguard against this, ZEISS Binoculars are provided with special sealings. Every pair of binoculars is tested by us for complete tightness.



**A little extra money is the price**



The method used is convincing. Compressed air is introduced into the housing, through a screw hole. If the gauge pressure read off the scale remains constant, the test has succeeded. If no air escapes even under pressure, then neither water nor dust will ever get in.

**an extra clear picture the gain**



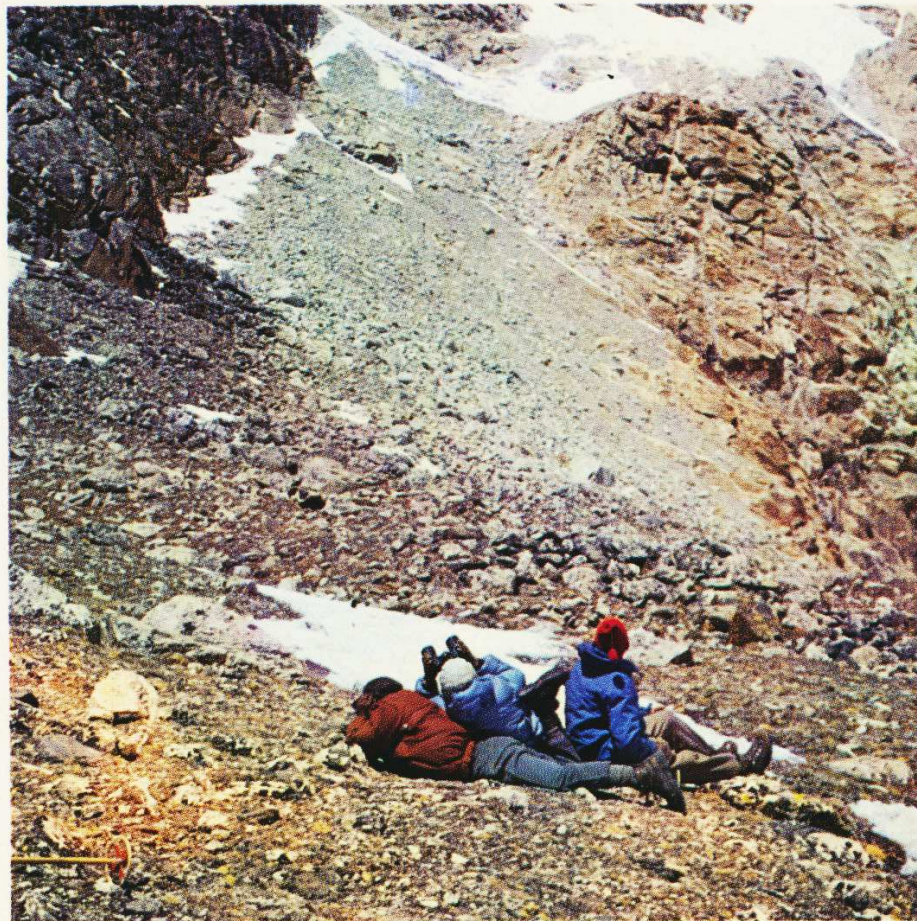


What is the use of magnificent pictures and a reliable sealing if unfortunate jolts can loosen the lens elements and prisms? A lens system which has become loose, means bad adjustment, and bad adjustment strains the eyes and leads to headaches. We make the most costly efforts to produce stable setting and accurate adjustment. This shock resistance

is checked by a shatter test. The glasses under test are then subjected to heavy impacts in different directions over a certain period. Binoculars developed and designed from the experience gained in these rigorous tests and under extreme conditions stand, without any damage, far greater strains than occur in normal use.

**A little extra money is the price**

**long serviceability the gain**

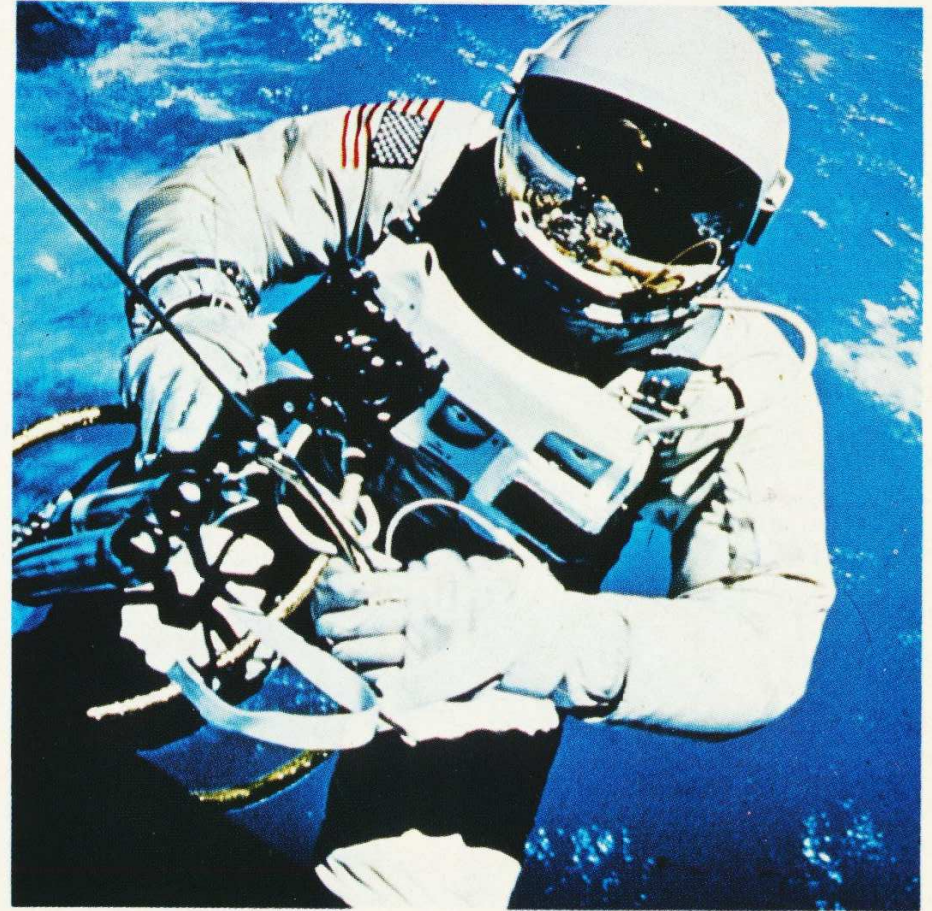




Every pair of our binoculars can thus be subjected to previously unheard of strains. Strains occurring with use in the ice and mountains of the Himalayas, in the heat and sandstorms of the desert, in tropical jungles, in the chattering

cold of the Arctics, and on a stormy sea with waves smashing over the decks; ZEISS has succeeded every time, just as the ZEISS lenses taken from normal production runs, have stood the test under the extremely harsh conditions of flights in space.

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Obviously not every pair of ZEISS Binoculars will be exposed to a Sahara sandstorm, subjected to the strain of climbing the highest mountains, or even tested on high seas by the

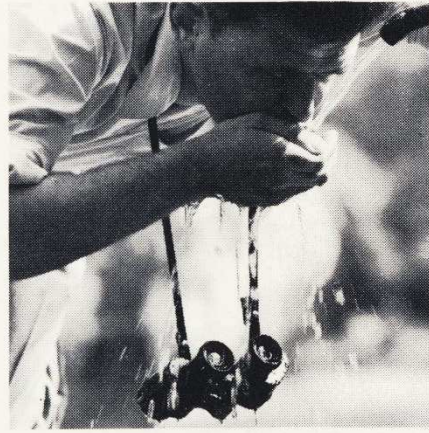
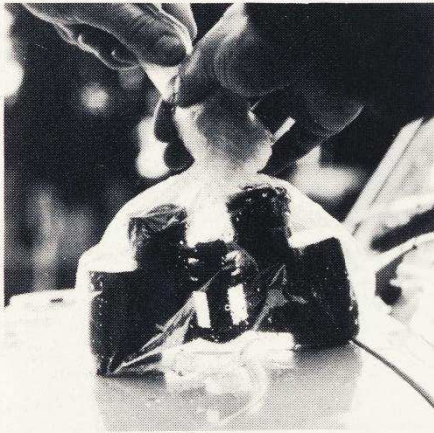
salt water of violent waves. But on every holiday beach there is enough sand, and on every country path there is enough dust to endanger an unprotected glass.





Naturally the binoculars can be looked after scrupulously. They can be kept in a plastic bag against water or be packed in cotton wool to protect them against shocks. But binoculars are subjected to these hard conditions above all when they are being used, at a time when any danger of damaging them is furthest from the mind.

However, in order that enjoyment is not spoiled by continually having to look after the glasses, we have built into the binoculars reliable protection means for our magnificent lens system.





**What can an eyeglass wearer do with a pair of binoculars?**

Up till now if the glasses were left on, the field of view was small. Often focusing was inadequate. With its B-models ZEISS thought of the eyeglass wearers. And today we are nearly all eyeglass wearers. Even those people who don't need correction lenses wear sunglasses from time to time. Without eyeglasses the ZEISS B-models can be used with

the eyecups extended, whereas eyeglass wearers use the glasses with the eyecups folded back; in both cases the full field of view is maintained.

B-type binoculars can be quickly changed from hand to hand without any alteration of the focusing—irrelevant whether spectacles are worn or not. Eyeglass wearers are no longer at a disadvantage.

Field of view seen by an eyeglass wearer with a standard pair of binoculars



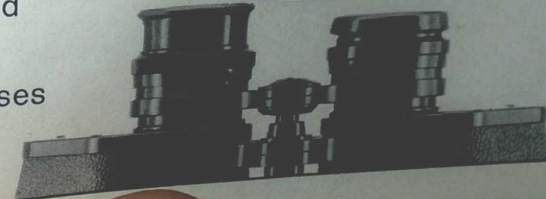
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Field of view with B-type binoculars



extended  
without  
eyeglasses

folded back  
with  
eyeglasses

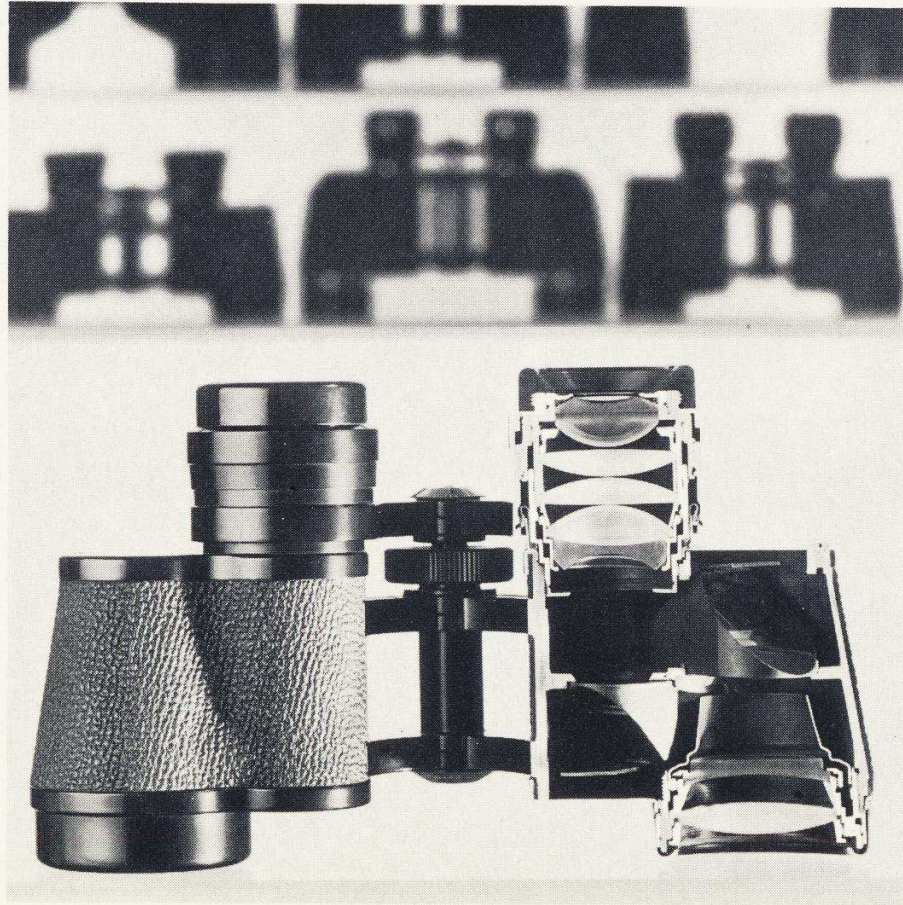




Binoculars may all look practically the same from outside. Inside they are very often different. There are binoculars advertised as "8×30" which are made only from about 75 parts whereas the ZEISS 8×30 is made from 158 parts.

We are in no way proud of this larger number. Our scientists and technicians are continually working on improvements and ways of economizing. But when economizing at the cost of quality and performance is concerned, we abandon it.

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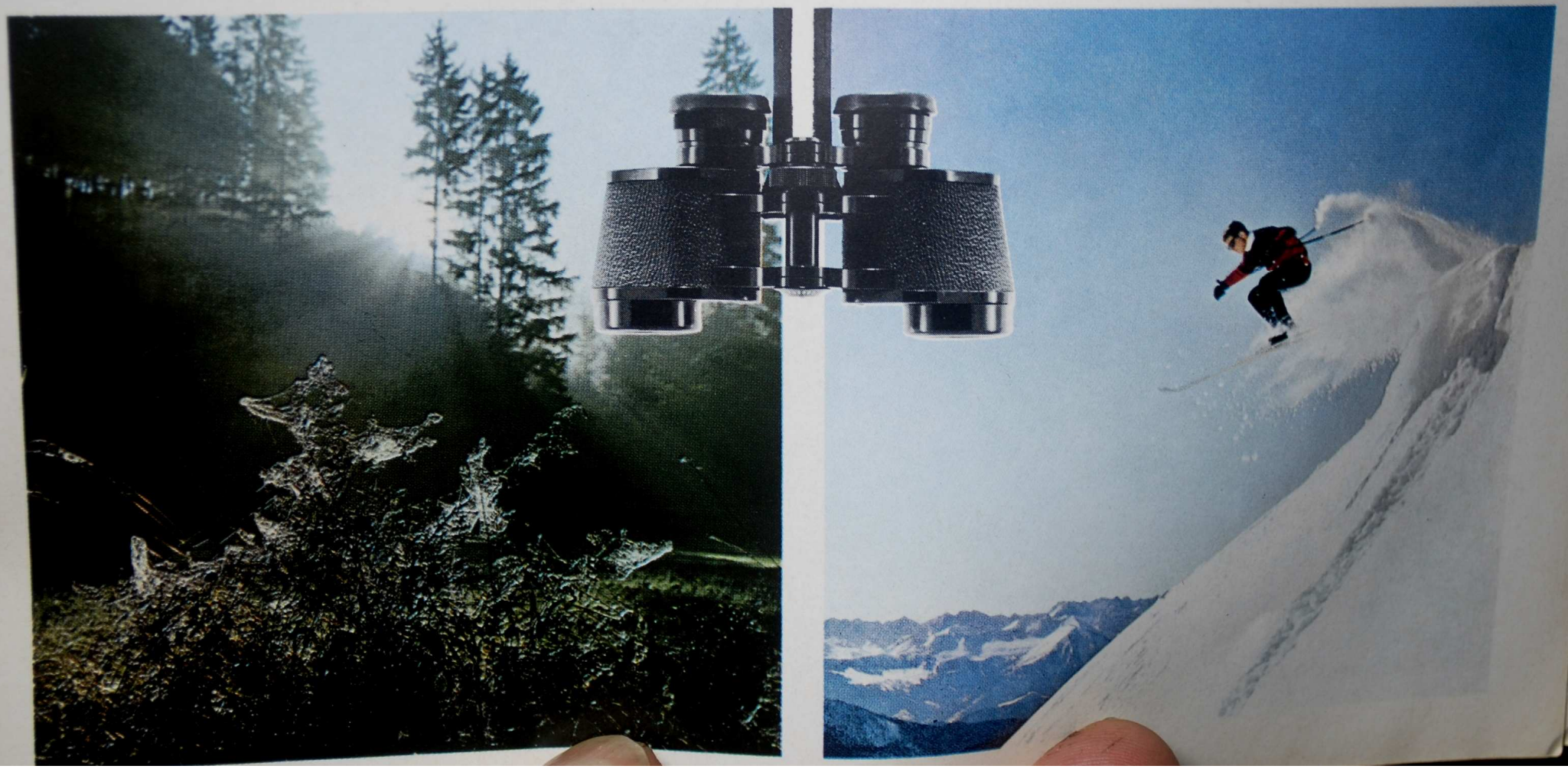




When enjoyment is at its full, on holiday or during an excursion, hunting in the early morning dew, watching deer from the hide in mist or rain, when the spray splashes up over

the pier, when skiing in winter, when the glasses together with the owner end up in the deep snow—then it's a good idea to own a pair of ZEISS Binoculars.

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ZEISS Binoculars are a faithful companion for a lifetime.  
 ZEISS glasses are not cheap, they are value for money—  
 and they retain their value.

From our extensive range of binoculars you will certainly  
 find the model which suits you. Your dealer will willingly  
 advise you further.



Model	8×30	8×30 B	8×30 B DIALYT	8×30 B/GA DIALYT	8×56 B/GA DIALYT	8×30 B DIALYT mon.	7×50 B	7×50 B/GA	8×50 B	10×40 B DIALYT	10×50	15×60
Magnification (M)	8×	8×	8×	8×	8×	8×	7×	7×	8×	10×	10×	15×
Objective diameter (D)	30 mm	30 mm	30 mm	30 mm	56 mm	30 mm	50 mm	50 mm	50 mm	40 mm	50 mm	60 mm
Exit pupil (P) mm	3.75	3.75	3.75	3.75	7	3.75	7.1	7.1	6.25	4	5	4
Twilight performance (Z)	15.5	15.5	15.5	15.5	21.2	15.5	18.7	18.7	20.0	20.0	22.4	30.0
Field of view at 1.000 yd.	150	110	130	120	110	130	130	130	130	110	130	80
Weight (abt.) oz	19	17½	22½	21*)	36	8	34½	41	38	24	36	44½
Height in.	3.7	3.6	5.2	5.2	8.8	5.2	4.6	5	5	5.8	5.3	7
Width at 65 mm interpupillary distance in.	6.5	6.5	4.2	4.5	5.6	1.7	7.8	8.5	7.8	4.5	7.8	8.3

Every ZEISS-Binocular is supplied with detailed instruction booklet.

\*) with 2 protective covers



**CARL ZEISS Oberkochen/Württ.**

FLORIDA PRECISION INSTRUMENT CORP.  
 800 - N. W. 7th AVE.  
 PHONE 374-1731 MIAMI, FLA. 33136  
 Marine and Industrial Instruments