

**ZEISS**

1978

**MB**





# CARL ZEISS, INC.

ZEISS HOUSE, 444 FIFTH AVENUE, NEW YORK, N.Y. 10018, (212) 730-4400

July 11, 1978

Mr. J. Kehrler, Owner  
J.M. Kehrler-Guns  
3405 N 5th St. Rd.  
Niles, MI 49120

Dear Mr. Kehrler:

Thank you very much for your recent inquiry concerning our Binocular Products.

We are pleased to enclose the descriptive literature and price information which you requested, and we hope that you will find it helpful.

Should you wish to purchase our products, or obtain additional information, please contact one of our local dealers whose name appears on the enclosed list. If we do not have a dealer conveniently located, then please do not hesitate to contact us again.

Thank you for this opportunity to be of service.

Sincerely yours,

CARL ZEISS, INC.

Sidney M. Bernstein  
Marketing Manager

SMB:rj  
Encl.:



# THE DIFFERENCE IS RIGHT BEFORE YOUR EYES



It was Zeiss lenses that brought back Nasa's most spectacular views of space. And there is no tougher testing ground than the hard vacuum of outer space. Where utter dependability is a requisite, the Zeiss name is also a requisite.

Considering the Zeiss 130 year history of excellence in optics, you could take its binocular quality on faith. But you don't have to. It's so easy to prove their superiority without laboratory tests.

Just bring them to your eyes and you'll see the light. More light through a pair of binoculars than you've ever seen before. More contrast. More resolution of details. More brilliance of image.

You'll see what is actually before you. Not a distortion of it, but the real thing brought closer to you.

What also becomes immediately apparent is how superbly each type of Zeiss binoculars suits the need of its user. The hunter, the yachtsman, the outdoorsman, the spectator and sight-seer, the naturalist, each with different requirements, can find the Zeiss binocular that's just right for him.

To make it easier to choose the binocular that's best for your own special activity we have assigned a chapter to each pastime. **Z**







# FOR THE HUNTER

Hunting is often at its best at the two extremes of the day—dawn and dusk. Light is limited then. And the hunter needs binoculars designed to make the most of whatever little there is. Zeiss binoculars for the hunter take full advantage of the most negligible scintilla of light, revealing the object bright and

clear. This is sure proof of the flawless quality that has made Zeiss optics famous. For the hunter whose first rule is "don't violate the silence," Zeiss has the rubber armored binoculars, which not only eliminate the sound of metal, but are shock-proof, and totally waterproof.



Mini 8x20 Monocular



Mini 8x20 I.F.



Mini 8x20B C.F.



Dialyt 8x30B Monocular



Dialyt 8x30B C.F.



Dialyt 10x40B/GA C.F.

Dialyt 8x30B/GA I.F.







# FOR THE YACHTSMAN

"Don't make waves." A popular piece of advice heard wherever you go. But totally unheeded by rivers, lakes and oceans. The ever present motion on waterways makes your hands unsteady on small craft, even on large. So the binoculars of a yachting man must allow for the shifting movements of the body. Here is a choice of Zeiss

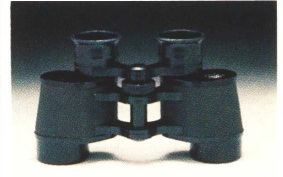
binoculars especially suited for use on the water. They're all shock proof, waterproof and corrosion proof. And guaranteed to stay that way for life.



Mini 8x20 Monocular



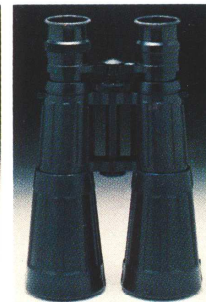
Mini 6x20B I.F.



Porro 8x30B C.F.



Dialyt 8x30B Monocular



Dialyt 8x56B / GA C.F.



Dialyt 8x30B / GA I.F.



Porro 7x50B / GA I.F.







# FOR THE OUTDOORSMAN

The incredible Zeiss Minis—they see everything yet weigh nothing—have become special favorites with outdoorsmen who regard as little as an extra ounce a burden. Miniature in everything but performance, they deliver all the brilliance, contrast, image quality and resolution you expect and get from their big brothers. And for those less sensitive to weight and size, Zeiss has the

standard models. Whichever you choose will satisfy the needs of the blue-sky lover who finds something worth a closer look at every inch of the way. Like all Zeiss binoculars, these, too, are guaranteed for life.



Mini 8x20B C.F.



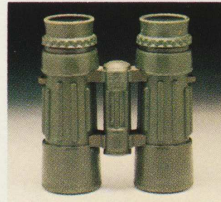
Dialyt 8x30B C.F.



Mini 6x20B I.F.



Mini 10x25B C.F.



Dialyt 8x30B / GA I.F.



Mini 8x20 Monocular



Mini 8x20 I.F.





# FOR THE SPECTATOR & SIGHTSEER

If it's worth looking at, it's worth seeing. Not just up close. But through a Zeiss. Clear and sharp, with all the color and realism of the scene. With full resolution of details, more brilliance of image. Sling a Zeiss around your neck next time you're off to the races or a football

game, and really see what you came to watch. It's so light you won't feel its presence. So powerful you won't miss a movement. Or take along a Zeiss Standard if you don't mind a few extra ounces. Whichever you take will bring the exciting action closer and clearer to you than a front seat.

**MB**



Mini 8x20 I.F.



Mini 8x20B C.F.



Mini 6x20B I.F.



Dialyt 8x30B  
Monocular



Dialyt 10x40B C.F.



Porro 8x30B C.F.

Dialyt 8x30B C.F.







# FOR THE NATURALIST

The naturalist wants to see every detail of what he's looking at. He needs binoculars that not only enlarge, but give a clear, undistorted image, its colors faithful to the slightest nuance. This is the image Zeiss assures him. With Zeiss,

"quality" is more than a word. It's a historic achievement, culminating 130 years of scientific effort.



Mini 8x20 Monocular



Mini 8x20B C.F.



Porro 8x30B C.F.



Mini 8x20 I.F.



Mini 10x25B C.F.



Dialyt 8x30B C.F.



Dialyt 8x30B' Monocular



Dialyt 10x40B C.F.



Porro 15x60 C.F.

Dialyt 10x40B / GA C.F.







# TECHNICAL SPECIFICATIONS

| Model  | General Description  | Special Features   | Magnification (M) | Objective Diameter (D) | Exit Pupil (P) | Twilight Performance (Z) | Field of view at a 1000 yards distance | Weight (approx.) | Height | Width* |
|--|--|--|-------------------|------------------------|----------------|--------------------------|--|------------------|--------|--------|
| 6 x 20B I.F. w/leather pouch                 | The outdoorsman's constant companion. No bigger than a pack of cigarettes, but a giant in performance. A miracle of miniaturization.   | Low magnification. Ideal for day sailing, canoeing, theatre. Special eyepiece "B" for spectacle and non-spectacle wearers.         | 6X                | 20mm                   | 3.33mm         | 10.95                    | 360 ft.                                | 5.00 oz.         | 3 1/2" | 3 3/4" |
| 8 x 20 I.F. w/leather pouch                  | Any sports event worth going to is worth seeing properly. However subtle the action and however fast, these glasses capture it all without imposing a weighty burden.  | Superb lightweight and high magnification. Excellent for backpacking, vacation travel.   | 8X                | 20mm                   | 2.50mm         | 12.65                    | 360 ft.                                | 4.50 oz.         | 3 1/2" | 3 3/4" |
| 8 x 20 Monocular w/leather pouch             | Sees all. Weighs nothing. Well, next to nothing. You'll carry it with you always.  | Recommended as both low vision aid and for those without binocular vision.   | 8X                | 20mm                   | 2.50mm         | 12.65                    | 360 ft.                                | 1.50 oz.         | 3 1/2" | 1 1/4" |
| 8 x 20B C.F. w/leather pouch                 | The mighty Mini. Focuses fast. Incredible power for its size and lightness. Full field of view with or without spectacles.   | Corrosion-proof. No right eye adjustment necessary.  | 8X                | 20mm                   | 2.50mm         | 12.65                    | 345 ft.                                | 6.00 oz.         | 3 1/2" | 3 3/4" |
| 10 x 25B C.F. w/leather pouch                | The only Mini in the world to feature extreme compactness and light weight while providing high magnification and twilight performance of a standard size binocular.   | A constant, convenient companion for nature study, bird watching. Corrosion-proof. No right eye adjustment necessary.              | 10X               | 25mm                   | 2.50mm         | 15.81                    | 300 ft.                                | 6.50 oz.         | 4 1/3" | 3 3/4" |
| Dialyt 8 x 30B C.F. w/leather case           | The sportsman picks this Zeiss every time for its slender silhouette and its full field of view whether or not he is wearing spectacles.   | Best general purpose binoculars.   | 8X                | 30mm                   | 3.75mm         | 15.50                    | 390 ft.                                | 19.50 oz.        | 4 1/4" | 4 1/4" |
| Dialyt 8 x 30B C.F. Monocular w/leather case | Mountain climbers prize it for its lightness. And camera owners combine it with supplementary lenses for extra magnification.  | With proper adapters may be used as accessory telephoto lens for photography.  | 8X                | 30mm                   | 3.75mm         | 15.50                    | 390 ft.                                | 8.00 oz.         | 5 1/4" | 1 3/4" |
| Porro 8 x 30B C.F. w/leather case            | Wearing glasses is no disadvantage to the person who owns these binoculars. He enjoys full field of view.  | Standard magnification with superior stereoscopic vision (depth perception).   | 8X                | 30mm                   | 3.75           | 15.50                    | 390 ft.                                | 17.30 oz.        | 3 1/2" | 6 1/2" |
| Dialyt 10 x 40B C.F. w/leather case          | The animal world comes into full view at the seeing end of these binoculars. Their 10X magnification is easily manageable because extremely low weight keeps them steady.  | Excellent performance under low light conditions.  | 10X               | 40mm                   | 4.00mm         | 20.00                    | 330 ft.                                | 24.00 oz.        | 5 3/4" | 4 1/2" |
| Porro 15 x 60 C.F. w/leather case            | The coastguard wants to see it big. That's why they favor this Zeiss with its fifteen times magnification. Popular with ocean shipping and amateur astronomers, too.   | For long distance observation: astronomy, nature study, etc. Tripod recommended.   | 15X               | 60mm                   | 4.00mm         | 30.00                    | 240 ft.                                | 44.50 oz.        | 7"     | 8 1/4" |
| Porro 7 x 50 B/GA I.F., self-contained case  | It's smooth seeing in rough sailing with this model. Its large exit pupil does the trick. Commands full field of view with or without glasses. Rubber armoring protects it against damage. Waterproof, of course!                                      | Corrosion-proof, self-sealing lens guards.   | 7X                | 50mm                   | 7.14mm         | 18.70                    | 390 ft.                                | 41.30 oz.        | 5"     | 8 1/2" |
| Dialyt 8 x 30 B/GA I.F., self-contained case | The going can't be too rough for this one. Rugged to begin with, rubber armoring provides additional protection against shock and impact.  | Waterproof, corrosion-proof, soundproof, rubber armored, camouflage color.   | 8X                | 30mm                   | 3.75mm         | 15.50                    | 360 ft.                                | 20.10 oz.        | 5 1/4" | 4 1/2" |
| Dialyt 8 x 56 B/GA C.F. w/leather case       | Hunters like this one for its high image quality and lifetime dependability. Performs more hours of the day because of its dusk to dawn clarity. Rubber armored, too!  | Rubber armored, sound and shockproof, waterproof, corrosion-proof. Best twilight performance available with a hand held binocular. | 8X                | 56mm                   | 7.00mm         | 21.16                    | 330 ft.                                | 36.30 oz.        | 8 3/4" | 5 1/2" |
| Dialyt 10 x 40 B/GA C.F. w/leather pouch     | Possibly the ultimate sportsman's binocular. It will stay on the job longer every day. High magnification and incredible twilight performance make this possible. Rubber armored to keep it silent in the woods and shockproof when the going's rough. | Rubber armored, soundproof, shockproof, waterproof, corrosion-proof.   | 10X               | 40mm                   | 4.00mm         | 20.00                    | 330 ft.                                | 26.00 oz.        | 5 3/4" | 4 1/2" |

General Note: All models with "B" designation feature extended eye relief which affords the sunglasses or eyeglass wearer an unrestricted full field of view. Rubber eyecups should be folded down for use with eye or sunglasses and extended up when eye or sunglasses are not in use.

\* — At interpupillary distance (IPD) = 65mm (2-1/2")  
 CF — Center Focusing  
 IF — Independent Focusing  
 (Z) — Twilight Performance =  $\sqrt{M \times D}$   
 (P) — Exit Pupil =  $\frac{D}{M}$



# ONCE YOU'VE LOOKED THROUGH A ZEISS YOU'VE SEEN IT ALL

Zeiss is the very best in extended vision. It sees more—more accurately, more clearly, with more eye comfort than any other binoculars available today. Inside and out it reflects 130 years of optical research and manufacture, as well as relentless quality control that enables Zeiss to guaranty our products for life. Just to hold a Zeiss binocular is to recognize the care that went into it. Its feel, its finish, generate confidence in its quality, confidence confirmed by what you see when you raise it to your eyes. **Z**







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# CARL ZEISS, INC.

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## Price List

CARL ZEISS Consumer Products

EFFECTIVE JUNE 1, 1978

|  |                |        |              | Suggested<br>List |
|--|----------------|--------|--------------|-------------------|
| <u>Mini Binoculars &amp; Monocular</u> |                |        |              |                   |
| 52 20 06                               | Mini Binocular | 6x20B  | I.F. w/pouch | \$ 259.95         |
| 52 20 02                               | Mini Binocular | 8x20   | I.F. w/pouch | 269.95            |
| 52 20 05                               | Mini Monocular | 8x20   | w/pouch      | 149.95            |
| 52 20 08                               | Mini Binocular | 8x20B  | C.F. w/pouch | 299.95            |
| 52 20 21                               | Mini Binocular | 10x25B | C.F. w/pouch | 339.95            |

|  |                  |        |             |           |
|--|------------------|--------|-------------|-----------|
| <u>Standard Binoculars &amp; Monocular</u> |                  |        |             |           |
| 52 35 04                                   | Dialyt Binocular | 8x30B  | C.F. w/case | \$ 649.95 |
| 52 35 50                                   | Dialyt Monocular | 8x30B  | w/case      | 339.95    |
| 52 30 05                                   | Porro Binocular  | 8x30B  | C.F. w/case | 799.95    |
| 52 40 20                                   | Dialyt Binocular | 10x40B | C.F. w/case | 749.95    |
| 52 06 01                                   | Porro Binocular  | 15x60  | C.F. w/case | 1399.95   |

|                                  |                  |           |                             |           |
|----------------------------------|------------------|-----------|-----------------------------|-----------|
| <u>Rubber Armored Binoculars</u> |                  |           |                             |           |
| 52 55 02                         | Porro Binocular  | 7x50B/GA  | I.F. in self-contained case | \$ 849.95 |
| 52 35 10                         | Dialyt Binocular | 8x30B/GA  | I.F. in self-contained case | 549.95    |
| 52 56 52                         | Dialyt Binocular | 8x56B/GA  | C.F. w/case                 | 879.95    |
| 52 40 21                         | Dialyt Binocular | 10x40B/GA | C.F. w/pouch                | 799.95    |

|                   |                                    |            |  |          |
|-------------------|------------------------------------|------------|--|----------|
| <u>Magnifiers</u> |                                    |            |  |          |
| 52 80 40          | Binocular Head Band Magnifier      | 2X         |  | \$ 57.00 |
| 52 80 06          | Folding Magnifier Aplanatic        | 6X         |  | 44.00    |
| 52 80 10          | Folding Magnifier Aplanatic        | 10X        |  | 44.00    |
| 52 80 09          | Double Folding Magnifier Aplanatic | 3X, 6X, 9X |  | 57.00    |

## ACCESSORIES

|  |                          |    |        |               |
|--|--------------------------|----|--------|---------------|
| <u>Pouches for Mini Binoculars &amp; Monocular</u> |                          |    |        |               |
| 52 90 55   | Pouch for 6x20B          | or | 8x20   | I.F. \$ 15.00 |
| 52 90 58   | Pouch for Mini Monocular |    | 8x20   | 12.00         |
| 52 90 60   | Pouch for Mini Binocular |    | 8x20B  | C.F. 15.00    |
| 52 90 61   | Pouch for Mini Binocular |    | 10x25B | C.F. 15.00    |

(over)





Price List

CARL ZEISS Consumer Products

EFFECTIVE JUNE 1, 1978

| <u>Cases for Standard and Rubber Armored Binoculars &amp; Monocular</u> |  | <u>Suggested List</u> |
|---|--|-----------------------|
| 52 90 54  | Case for Dialyt Binocular 8x30B C.F. ....      | \$ 65.00              |
| 52 90 02  | Case for Dialyt Monocular 8x30B .....          | 30.00                 |
| 52 90 03  | Case for Porro Binocular 8x30B C.F. ....       | 75.00                 |
| 52 90 53  | Case for Dialyt Binocular 10x40B C.F. ....     | 75.00                 |
| 52 06 51  | Case for Porro Binocular 15x60 C.F. ....       | 130.00                |
| 52 90 52  | Case for Dialyt Binocular 8x56B/GA C.F. ....   | 85.00                 |
| 52 90 57  | Pouch for Dialyt Binocular 10x40B/GA C.F. .... | 35.00                 |

Accessories for Binoculars

|               |  |          |
|---------------|--|----------|
| 52 01 12      | Umbral Lens for 8x30B, 7x50B/GA I.F. and 8x56B/GA C.F. ....            | \$ 17.00 |
| 52 05 92      | Rubber Objective Ring for 10x40B C.F. Dialyt .....                     | 9.00     |
| 52 06 81-0001 | Rubber Objective Ring for Porro 15x60 C.F. ....                        | 10.00    |
| 52 92 00      | Rain Guard for all Models (Except 8x30B/GA I.F.) .....                 | 5.00     |
| 52 92 01      | Protective Caps for 8x30B/GA I.F. (Oculars) .....                      | 5.00     |
| 52 92 02      | Protective Caps for 8x30B/GA I.F. (Objectives) .....                   | 5.00     |
| 52 92 04      | Rubber Rain Guard for all binoculars .....                             | 8.50     |
| 52 94 01      | Umbral lenses in slip-on mounts for 8x30B/GA Dialyt Binoculars .....   | 17.00    |
| 52 94 94      | Yellow filters in slip-on mounts for Porro 15x60 C.F. Binoculars ..... | 13.50    |
| 52 96 20      | Tripod Adapter for Binoculars (Porro) .....                            | 43.00    |
| 52 96 21      | Tripod Adapter for Dialyt 8x30B and 10x40B C.F. only .....             | 34.00    |
| 52 96 94      | Rubber Objective Ring for Porro 8x30B and Dialyt 8x30B C.F. ....       | 6.00     |

Close Up Lenses in Slip-on Mounts for Porro 8x30B & Dialyt 8x30B C.F. only:

|          |  |          |
|----------|--|----------|
| 52 03 71 | 1 Dpt Observation distance - 40" ..... | \$ 50.00 |
| 52 03 72 | 2 Dpt Observation distance - 20" ..... | 52.50    |
| 52 03 73 | 3 Dpt Observation distance - 13" ..... | 55.00    |
| 52 03 75 | 5 Dpt Observation distance - 8" .....  | 95.00    |
| 52 03 78 | 8 Dpt Observation distance - 5" .....  | 95.00    |

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

CONS  
4/78  
SMB:PM