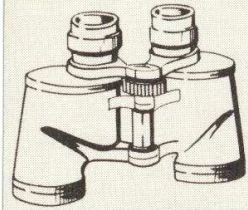


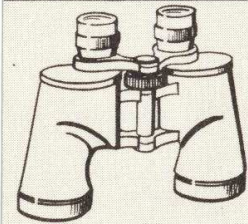
6 x 30

This is a compact glass, with wide field and bright image; good for viewing fast action, spectator sports, hunting, nature study, etc. In leather carrying case with straps.



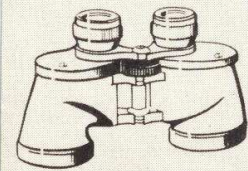
8 x 30

This binocular combines above average power with compactness and ease of handling; is especially good for distant viewing; an excellent glass for general vacation use. In leather case with straps.



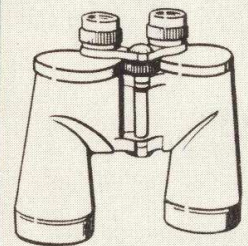
7 x 35

This is the binocular for all-round use; an excellent hunter's and sportsman's glass; perfectly balanced for steady handling; exceptional clarity and brilliance. In leather case with straps.



7 x 35 WIDE ANGLE

This is an extra wide field 7-power binocular; covers very much larger viewing area; fast for locating objects and following rapid movement. In leather case with straps.



7 x 50

Large objective lenses on this model provide exceptional light gathering capacity; excellent for marine and night use where image brightness is extra-important. In leather case with straps.

how to know and select **BINOCULARS**

MB



**TAYLOR
OPTICAL**

®

MB

TAKING THE "GUESS WORK" OUT OF SELECTING YOUR BINOCULARS

WHETHER you're a bird watcher, hunter, sportsman, or just a person who "likes to see things," there are worlds of pleasure in the ownership of a fine pair of binoculars. Properly selected, your binoculars will give you a lifetime of service and enjoyment.

At the present time, there is a tremendous amount of confusion about binoculars—what you should look for—what you should pay. For this reason we've prepared this booklet about Taylor Optical Binoculars to help you select the right binoculars for your particular use—and at the right price.

Taylor Optical Binoculars are truly fine precision glasses, made to our own exacting specifications in a factory devoted exclusively to the production of binoculars. They are one of the few imported prism binoculars on the market today carrying a reliable American firm's name and bearing that firm's lifetime guarantee.

Their precision is protected by 319 individual checks. They feature the latest in optical glass developments and prism formula and design. They're beautifully packed and cased—and come to you in perfect condition, ready to give you a lifetime of clear, accurate viewing. They possess all of the details of construction and outstanding performance in glasses costing five or six times as much.

Read over this little booklet. Then select the pair of Taylor Optical Binoculars best suited to your requirements. We know you'll be happy with your personal pair of binoculars.

HOW TO SELECT

Any binocular will bring you closer to your object. However, some models are designed for one type of service, others for a different viewing use.

BINOCULAR RATING CHART

KEY: (EX) *Excellent* (VG) *Very Good* (G) *Good* (F) *Fair* (NR) *Not Recommended*

| LEADING USES | | 6x30 | 7x35 | Wide Angle 7x35 | 7x50 | 8x30 |
|---------------------------------|-------------|------|------|--------------------|------|------|
| GENERAL USE | | VG | EX | EX | G | VG |
| VACATIONING | | VG | EX | EX | F | EX |
| H U N T I N G | WOODED AREA | EX | EX | EX | EX | F |
| | SEMI-WOODED | VG | EX | EX | VG | VG |
| | OPEN FLATS | G | VG | EX | F | EX |
| | WILD FOWL | VG | EX | EX | VG | G |
| RACES—SPORTS | | VG | VG | EX | VG | G |
| DISTANT VIEW | | F | G | G | G | VG |
| NATURE STUDY | | EX | EX | EX | G | G |
| MARINE | | F | VG | EX | EX | F |
| NIGHT USE | | G | G | G | EX | NR |
| INDOOR USE | | EX | EX | EX | F | F |

For instance, the 6 x 30 or 8 x 30 models are excellent for watching sporting events in daylight. The 7 x 50 is better for marine use or night viewing. The rating chart on this page will help you determine the glass best suited to your needs.

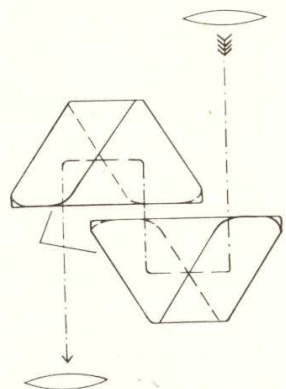
LENSES AND PRISMS

Simply defined, telescopes and field glasses magnify by use of an objective lens to magnify the object; an eyepiece lens to erect the image. The distance between the eyepiece and the objective lens governs the amount of magnifica-

tion. In binoculars, in order to avoid unwieldy length to gain proper magnification, the light rays are traveled the necessary optical distance through a system of prisms which reduces the physical distance required for the particular magnification desired.

The diagram at the right shows you what happens when the light rays are admitted through the objective lens, on through the prisms, to the eyepiece lens where you see the magnified object.

Obviously, it is of utmost importance, that lenses and prisms be of the highest optical quality and their adjustment be perfect.



WHAT DOES 6 x 30, 8 x 30, ETC. MEAN?

The power of a binocular, the first number, 6x or 8x, is the number of times the object is magnified, or the number of times nearer the object appears through the glasses. If you're 1200 feet from the object and viewing it with a 6-power glass, it is the same as seeing it from a distance of 200 feet without the glass.

The second number, 30, 35 or 50, is the diameter in millimeters of the objective lens. The size of the objective lens determines its light gathering capacity, which in turn governs the brightness of the image. This has no bearing on the field of view. Thus, 6 x 30 identifies a binocular which magnifies 6 times with a 30 millimeter objective lens.

WHAT IS FIELD OF VIEW?

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Field of view is the width of the area seen through binoculars at a given distance, usually at 1,000 yards. It can be measured in two ways. Linear field indicates the width of the field at the specified distance. It is sometimes indicated in degrees, referred to as an angle.

BRIGHTNESS OF IMAGE

Two factors govern the clarity of the image you see—the light-gathering capacity, or diameter, of the objective lens and the magnification. Hold the binoculars up to the light at arm's length with the eyepiece lenses toward you. The circle of light you see in each lens is called the exit pupil and corresponds roughly to the pupil of your eye.

The diameter of the exit pupil is the diameter of the objective lens divided by the magnification power. Thus, the 6 x 30 model will have a 5-millimeter exit pupil. This means a 5-millimeter stream of light reaches your eyes when you are using the glasses. This is quite sufficient for normal daylight viewing, as the pupils of your eyes are contracted to about 2 millimeters, consequently not admitting all of the 5-millimeter stream.

At night, however, when the pupils of your eye automatically expand to somewhere around 7 millimeters, you'll view objects more clearly when the exit pupil is larger. This is the reason the 7 x 50 binocular, with an exit pupil of 7.1 millimeters, is used as a "night glass" by the Navy.

The relative brightness rating is obtained by squaring diameter of the exit pupil. Thus, 6 x 30 binoculars would have a relative brightness rating of 25.

WHAT IS A COATED LENS?

Each air-to-glass surface in an uncoated binocular reflects some of the light passing through, resulting in loss of a certain percentage of light. As the light stream continues through the several air-to-glass surfaces in a binocular, light loss can be considerable. Then, reflected light "bounces" from surface to surface, making the image less clear to your eye. By applying a thin special transparent coating of magnesium fluoride to the air-to-glass surfaces, light loss is cut as much as 50 percent. Annoying reflections are eliminated; light transmission is increased; contrast and definition of images are improved.

All Taylor Optical Binoculars are 100 percent coated. This means every single optical element is "Hard Coated" with the most modern coating equipment available. This surface is as durable and abrasion resistant as the surface of the glass itself. It is very easy to check to see if a binocular is 100 percent coated. Hold the binocular so you look into the large or objective lens so you can see the

reflection of a light bulb or any other overhead light. Hold it in such a way that you see the reflection of the bulb or light source. In a glass that is 100 percent coated you will see numerous images reflecting off the various optical surfaces.

In a glass that is 100 percent coated, all the reflections show some degree of the color of the coating. In a glass that is not 100 percent coated, only one will be blue and the others will all be pure white. Any good binocular must be 100 percent coated to be a worthwhile investment. A glass that is not 100 percent coated is no bargain at any price.

TYPES OF FOCUSING



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First step in focusing binoculars is to swing the two barrels, which are hinged, until the eyepiece lenses are adjusted to the distance between your eyes (interpupillary distance.) When this adjustment is correct, you should see a single, sharp-edged circle.

There are two types of focusing known as central focusing, CF, and individual focusing, IF.

Most people find they prefer central focusing on binoculars. With central focusing binoculars, you first close your right eye and focus on your subject with your left eye, using the rotating wheel in the center of the binoculars. After you have done this, you close your left eye, open your right eye and then rotate the right eyepiece until the picture is in sharp focus. At this point, you can notice the setting on the plus and minus numerals and you can always turn back to this setting after someone else has used your binoculars. This procedure balances the binoculars optically to your own eyes. Once you have done this, you may then focus with the focusing wheel much faster than if you had a pair of binoculars equipped with individual focusing.

GUARANTEE

We are so sure you will find Taylor Optical Binoculars superior to any other make that we offer you the privilege of a 30-day free trial. If for any reason at all you feel the binoculars do not measure up to your expectations, you may return them for exchange or full refund.

When you purchase your Taylor Optical Binoculars, you are protected by a lifetime guarantee, certificate of which is enclosed with every pair.

ABOUT TAYLOR OPTICAL COMPANY

The Taylor Optical Company has had many years of experience with fine optical equipment. The Taylor Optical factory is devoted exclusively to the production of fine prism binoculars. All parts for the binocular, including all the optical lenses and prisms, are manufactured in one factory. Each step of the manufacturing process is scientifically controlled to produce superior binoculars. For your protection each pair of Taylor Optical Binoculars is engraved with an individual serial number. The Taylor Optical trade mark is plainly marked on each pair.

POINTS OF SUPERIORITY

1. The latest in optical glass developments and advance prism formula and design.
2. Prisms secured firmly in place by high tempered metal clamps—not cement—assuring permanent accuracy and alignment.
3. All lenses fully coated to assure greatest light transmission and clarity and definition of images.
4. Dust and moisture-resistant . . . beginning with manufacture in small, glass enclosed dust-proof rooms. . . . through delivery to you in protective plastic bags . . . through design features which assure continued resistance to dust and moisture.
5. 319 individual checks by skilled inspectors, at every step of manufacture protect the precision of Taylor Optical Binoculars.
6. Carrying case and straps of specially chosen cow hide leather to match the quality of the fine binoculars contained within.

We're confident, once you've inspected a pair of Taylor Optical Binoculars, you'll never be satisfied with any others for your personal use and pleasure.

TAYLOR OPTICAL COMPANY

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