

AMERICA'S

MOST LIBERAL

BINOCULAR GUARANTEE IS YOURS!

SATISFACTION OR MONEY-BACK GUARANTEE CERTIFICATE

1. BUSHNELL Binoculars are guaranteed to be exactly as represented.
2. BUSHNELL Binoculars are warranted against defective materials and/or workmanship. Before shipping, each instrument receives and must fully pass the BUSHNELL Triple-Test covering all essentials of optical perfection.
3. BUSHNELL Owners are entitled to Bushnell's Lifetime Service Plan and all other privileges as described in our literature.
4. If the BUSHNELL instrument you order does not answer your purpose, and is returned, in its original condition, within thirty (30) days after purchase, your money will be immediately refunded in full.



The Mark of Merit

BUSHNELL OPTICAL CORPORATION, PASADENA, CALIFORNIA

W. Bushnell
PRESIDENT

Additionally guaranteed by
U.S. OPTICAL LABORATORY, INC.

"Let me assure you that Bushnell Binoculars are everything that anyone could desire in a fine binocular. Order with confidence. Our printed guarantee and 11 Point Protection are absolute insurance that you are obtaining unsurpassed Binocular Quality, Value and Service for the least cost."

W. Bushnell
PRESIDENT

None genuine
without this mark



Two Marks...Two Symbols
Look for the special lens trademark engraved on every genuine Bushnell Binocular. The U.S. Optical Laboratory seal of Approval is also back of each Bushnell. These marks are your double assurance of satisfaction.



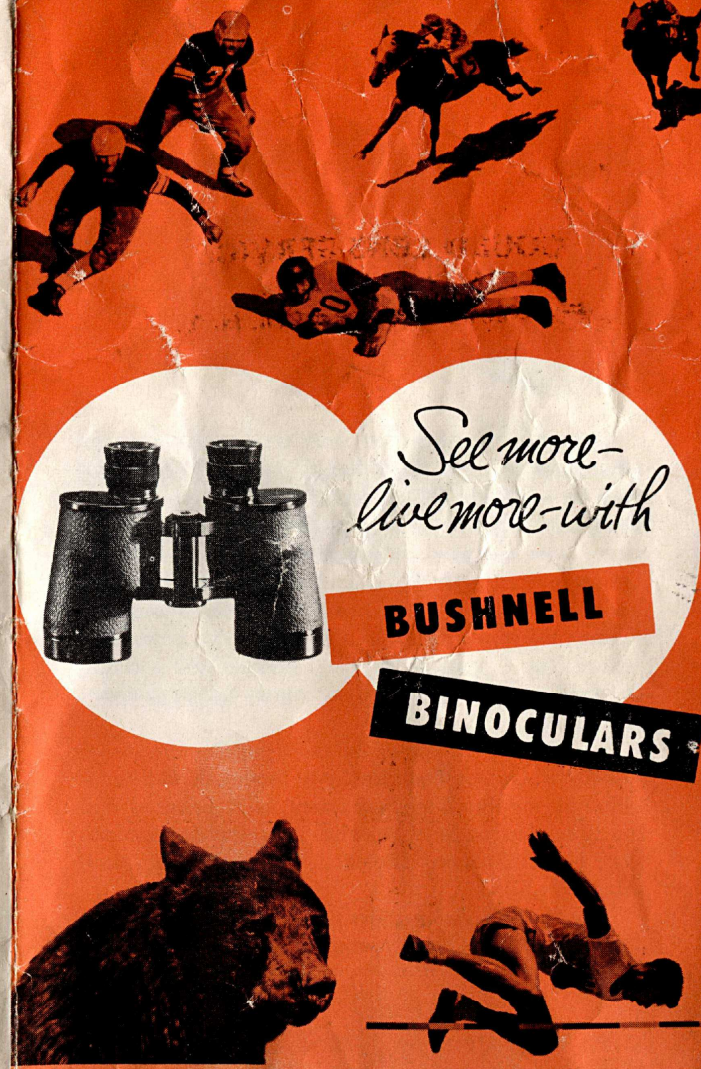
*Proof Bushnell meets
highest standards*

GREAT NEWS FROM

GOULD LENS SERVICE
26 Franklin Ave.
Ph. 2-3300 Binghamton, N. Y.

● Extra copies of this booklet available for your friends

Sec. 34.66 P. L. & R.

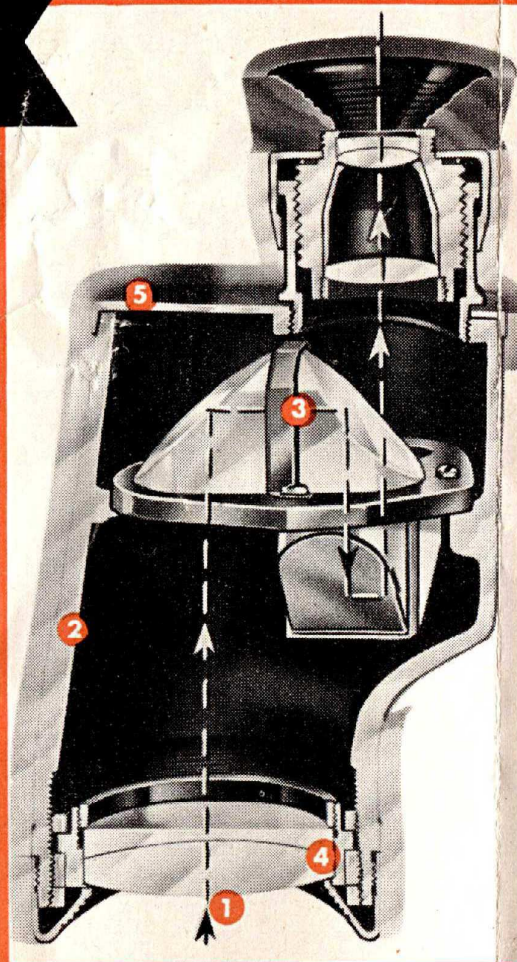


PROOF

of Bushnell's Superiority

EVALUATION of the "inside" of Bushnell Featherlight Binoculars by any optical laboratory will prove the following superiorities:

1. **OPTICAL SYSTEMS** are superior because of long research, advanced design and highly-perfected Optical Glass Formulas.
2. **BODIES** are patented, durable Magnesium-Alloy—world's lightest.
3. **PRISMS** are U-locked with steel clamps, screw anchored for shock resistance.
4. **LIGHT GATHERING CAPACITY** is greater because the stated diameter of objective lenses is the full, clear aperture.
5. **DUST & MOISTURE RESISTANT** with BUSHNELL X-Cello sealing compound.
6. **LOW-REFLECTION COATING:** BUSHNELL's is superior, harder; abrasion-resistant. Applied on Prisms also, not only Lenses.
7. **LUBRICATION:** BUSHNELL Al-Temp on all moving parts is made to withstand great extremes of temperature.



8. **MINUTE INSPECTIONS & ADJUSTMENTS:** At factory and at U.S. Optical Laboratory, Inc. in Pasadena exhaustive tests, include the famous Triple-Test, on the ELVIN-Electronic Bino-Collimator, assuring a lifetime of strain-free relaxed viewing pleasure. This—in short—proves why BUSHNELL Binoculars are different—superior—the best value in America today!

*America's
key
people
own
and
highly
endorse*

BUSHNELL

BINOCULARS

A few of the many thousands of unsolicited testimonials... proving Bushnell superiority.

...Recently I found the greatest binoculars I have ever seen. These in my carefully considered opinion...are Bushnell's 7x35 Rangemaster. This glass is an outstanding optical achievement.—ELMER KEITH, *Dean of American Guides, Firearms Authority, Author and Editor.*

...What we have done to perfect the high velocity rifle, Dave Bushnell has accomplished with binoculars. In quality...performance...value, Bushnell binoculars are outstanding—in a class by themselves! ROY WEATHERBY, *originator world-famous Weatherby Rifle; Author, Lecturer.*

...The best is none too good when it comes to binoculars. Our experience in 17 countries proves that only one meets the most exacting requirements—that's Bushnell!—WALLY TABER & JIM BOND, *Taber-Bond Expeditions.*

...we took it afield, observed with it considerably at all hours of the day. Its resolving (seeing) power and illumination were excellent. The Bushnell 7x35 has a lightweight magnesium body, weighs 17 ounces—gives all the resolving power that the human eye can avail itself of in the dim lights of dawn and dusk.—COL. T. WHELEN, *Sports Afield.*

...It is the best instrument I have ever had...doubt if there was a binocular made superior to Bushnell's—CLARK MARTIN, *Department of Game, Washington.*

...very much pleased with them. A real test for any binoculars is here in Korea.—SGT. W. J. RICE, *U.S. Marines.*

...Bushnell Binoculars give me the vision necessary to keep on top of the play or race... Bushnell's are truly the All-Americans of the binocular field—TOM HARMON, *Sports Director, Columbia Broadcasting System, Inc.*

Put the world in your pocket!



No matter whether you walk or drive—no matter what your favorite sport, hobby, vocation or pastime may be—a Bushnell Binocular will give you an entirely new experience in increased pleasure...knowledge...and complete satisfaction.

Locate...identify hidden wildlife of all kinds. Let your eyes jump rivers...forests...skies...mountains...span the miles. Thrill to a world you've never seen before. You...your family and friends will not only see more and learn more, but really begin to ENJOY LIFE more!

Illustrated are some of the most popular binoculars in America today. Each Bushnell model, in addition to being an outstanding instrument, is engineered with many exclusive features and superiorities, making your binocular more efficient...more versatile...more enjoyable.

No other binocular offers you so much. Read this 11 Point Protection. Then come in. Get your BUSHNELL today!

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BUSHNELL HIGH-POWER PRECISION PRISM



\$125.00*

Designed to Sell for Twice as Much

hunting
spectator sports
race tracks
bird study
aircraft spotting
forest ranger
lifeguard

The Rangemaster

EXTRA WIDE FIELD 7 POWER, 35MM. World's finest binocular—bar none! Covers 90% more area—almost twice as much as any other 7x35—an accomplishment up to now considered impossible. Originally designed for Sportcasters who must see all the players on a football field. Fastest for locating—holding any object. A new, exciting experience in magnified viewing. The "Cadillac" of binoculars. *Linear field at 1,000 yds., 525 ft. Relative Light Efficiency 37. Exit Pupil 5 mm. 5" High. Wt. 29 oz. Choice of ind. focus or center focus.*

Higher Powers at Attractive Prices

7x50 magnesium body \$57.50*	8x40...\$54.50*	12x50...\$69.50*
7x50 aluminum body \$47.50*	9x35...\$58.50*	16x50...\$72.00*
	10x50...\$68.50*	

*Add usual 20% Federal Excise Tax

BUSHNELL'S 11 POINTS OF PROTECTION FOR YOU. Here are eleven vital facts you should know about Bushnell Quality Engineering and Bushnell Business Policies. Bushnell Binoculars, in addition to their many features and superiorities, offer you:

1. Internal optics—lenses and prisms hard coated with magnesium fluoride for increased brilliance and pinpoint clarity.
2. Ultra-precise color-corrected achromatic lenses.
3. Exclusive X-Cello sealing to resist moisture, dust.
4. Exclusive All-Temp lubrication for easy, yet precise, adjustments and lasting performance.
5. Adjustable right eyepiece on all Center Focus models for strain-free, balanced vision.
6. Individual smartly designed, handsome leather carrying case and 2 straps on every instrument. No extra charge.
7. Free Registration Service.
8. Loss Protection Service.

The All-Purpose

7 POWER, 35MM. AMERICA'S FAVORITE. Leading choice of American Hunters, Sportsmen, Experts in many other fields. Extremely accurate. With highly color-corrected lenses. Advanced optical design. Amazing clarity. High illumination. Magnesium body makes this the world's **LIGHTEST!** *Linear field at 1,000 yds., 375 ft. Relative Light Efficiency 37. Exit Pupil 5mm. 4¾" High. Wt. 17 oz. (Center Focus \$4.00 more.) Heavier, ALUMINUM MODEL (5½" High).....\$45.50**



\$54.50*

Featherlight 17 oz.



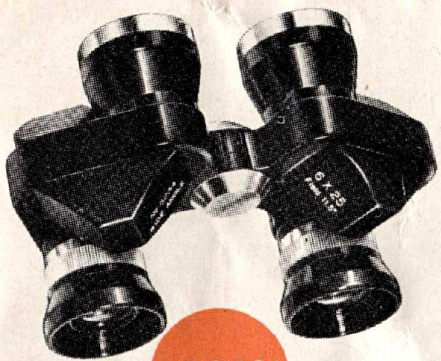
\$19.95*

Defies Comparison

7 POWER, PALM POCKET. Beautifully designed high power prismatic pocket binocular. Ideal for light travellers. Modern all chrome finish—fit for a Prince or Princess. Has fold-over leather case with belt loop. *Individual Focus only. Linear field at 1,000 yds., 370 ft. Relative Light Efficiency 9. Exit Pupil 2.1mm. 2" High. Wt. 5½ oz.*

6 POWER, 15MM. Black and Chrome. Same as above.....\$17.95*

ATIC BINOCULARS...



\$3950*

Imagine!
600 ft. Field

6 POWER, 25MM—'BROADFIELD.'
A miracle of optical science combines world's widest field of view with extreme compactness and light weight of a palm-pocket size binocular. 80% more VIEWING AREA. Chrome & black. Individual Focus only. Linear field at 1,000 yds., 600 ft. Relative Light Efficiency 26. Exit Pupil 4.2 mm. 2½" High. Wt. 11 oz.



\$4350*

New Model

8 POWER, 30MM. Higher power in a compact size. Easily carried everywhere. Newest SHUR-GRIP design. Magnesium body makes it Feather-Light. Center Focus \$4.00 more. Linear field at 1000 yds., 410 ft. Relative Light Efficiency 21. Exit Pupil 3.75mm. 4½" High. Wt. 15½ oz.

6 POWER, 30MM. Same size and design as above. Excellent for viewing fast action at medium range. Field: 445 ft. Relative Light Efficiency 37. Exit Pupil 5 mm. Wt. 15½ oz. Center Focus \$4.00 more.....**\$39.50***

ter Focus models
nely lined, genu-
ps included with

9. 30 Day Free Trial.
10. Written Money Back Guarantee.
11. Lifetime Service Plan. BUSHNELL Owners are always entitled to any and all necessary repairs and parts at actual factory cost. Instruments need only be carefully packed, insured and sent to Pasadena, California.

BINOCULAR RATING CHART

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

LEADING USES	Pocket Models	Broadfield	Rangemaster									
		6x25	6x30	7x35	7x35	7x50	8x30	8x40	9x35	10x50	12x50	16x50
GENERAL USE	G	VG	VG	EX	EX	G	VG	VG	G	G	F	NR
VACATIONING	G	VG	VG	EX	EX	F	EX	VG	G	G	G	NR
H WOODED AREA	NR	VG	EX	EX	EX	EX	F	EX	G	G	NR	NR
N SEMI-WOODED	F	G	VG	EX	EX	VG	VG	VG	G	G	G	NR
I OPEN FLATS	G	G	G	VG	EX	F	EX	VG	G	EX	EX	G
N WILD FOWL	G	VG	VG	EX	EX	VG	G	G	G	F	F	NR
RACES-SPORTS	G	EX	VG	VG	EX	VG	G	G	G	G	F	NR
DISTANT VIEW.	F	F	F	G	G	G	VG	VG	EX	EX	EX	EX
NATURE STUDY	G	VG	EX	EX	EX	G	G	VG	F	F	NR	NR
MARINE	NR	F	F	VG	EX	EX	F	G	NR	NR	NR	NR
NIGHT USE	NR	F	G	G	G	EX	NR	G	NR	NR	NR	NR
INDOOR USE	EX	EX	EX	EX	EX	F	F	NR	NR	NR	NR	NR

Valuable 14 page guide booklet on "How to Select Binoculars" and other data on request.