

AMERICA'S MOST LIBERAL

BINOCULAR GUARANTEE IS YOURS!

SATISFACTION OR MONEY-BACK GUARANTEE CERTIFICATE

1. BUSHNELL Optical Instruments are guaranteed to be as represented.
2. BUSHNELL Instruments are warranted against defective materials and/or workmanship. Before shipping, each receives, and must fully pass, a series of Tests covering all essentials of optical perfection.
3. BUSHNELL Registered Owners are entitled to a Lifetime Service Plan: Should any BUSHNELL Instrument ever need to be serviced, all Labor and Parts are furnished FREE (provided instrument has not been abused) for ONE FULL YEAR. In years thereafter, any and all Service is performed on a non-profit basis.
4. If the instrument does not answer your purpose and is returned to authorized seller in its original condition, within thirty (30) days after purchase, your money will be immediately refunded in full by the seller.
5. For all Service, carefully pack and mail, insured, to the undersigned. Our laboratory has fully tested, approved, and issued its guarantee for this Instrument.



U. S. OPTICAL LABORATORY, INC.
50-52 Braley Court, Pasadena 1, California

**GREAT NEWS
FROM**

MB

● Extra copies of this booklet available for your friends

"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."

D. 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

BULK RATE

See more...
Live more-with

Bushnell
BINOCULARS

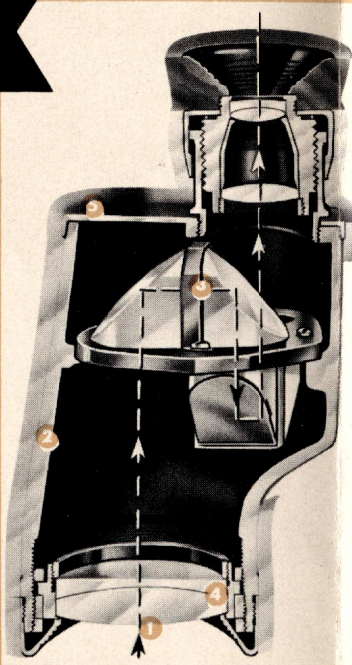


PROOF

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

MB

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.*

Produced for maximum economy in modern Japanese Contract Factories

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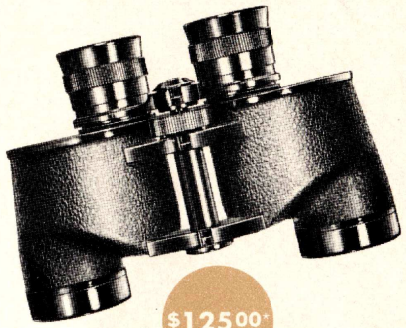
None genuine without this mark



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



\$12500*

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 other 7x35's 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 50. Exit Pupil 5 mm. 5" High, Wt. 32 oz. Choice of ind. focus or center focus.*

Other Models at Attractive Prices

7x50...\$57.50* 9x35...\$58.50* 12x50...\$75.00*
8x40...\$58.50* 10x50...\$68.50* 20x60...\$95.00*
(Center Focus \$4.00 more)

*Add Federal Excise Tax

Shallow
Eyecups for
Eyeglass
Wearers
\$2.00 Pr.

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 for increased brilliance and pin point clarity.
2. Ultra-precise color-corrected achromatic lenses.
3. Exclusive X-Cello sealing to resist moisture, dust.
4. Exclusive A-Temp lubrication for easy, yet precise, adjustments and lasting performance.

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!**



\$5450*

Featherlight

Linear field at 1,000 yds. 395 ft. Relative Light Efficiency 37. Exit Pupil 5mm. 5" high, Wt. 18 oz. (Center Focus \$4.00 more.) Heavier ALUMINUM MODEL, \$45.50. Center Focus, \$49.50



\$1795*

6 POWER, PALM POCKET. Beautifully designed high power, prismatic pocket binocular. Ideal for light travellers. Modern chrome finish — fit for a Prince or Princess. Has fold-over leather case with belt loop. *Linear field at 1,000 yds. 400 ft. Relative Light Efficiency 9. Exit Pupil 2.5mm. 2" High, Wt. 5½ oz. \$17.95*

Other Popular Models:

6 Power, 15mm. Gold Finish, Center Focus..... \$22.95
7 Power, 18mm. All Chrome, Ind. Focus, \$22.95.... C.F. \$26.95
8 Power, 20mm. Gold Finish, Center Focus..... \$29.50



\$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 4.2mm, 2½" High. Wt. 12 oz.*

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.*



\$4350*

New
Model

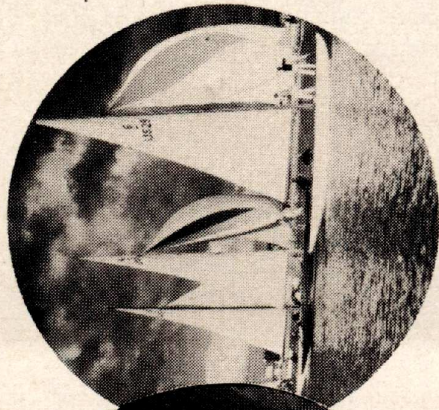
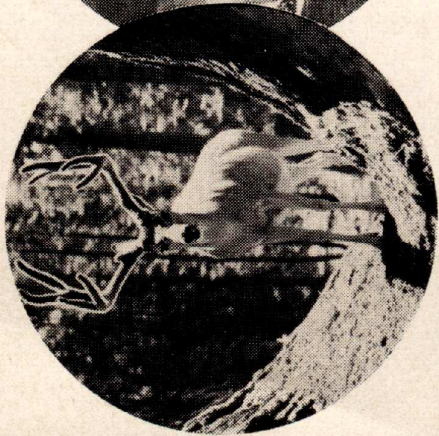
6 POWER, 30MM. Same size and design as above. Excellent for viewing fast action at medium range.

*Field: 445 ft. Relative Light Efficiency 37. Exit Pupil 5 mm. Wt. 15½ oz. Center Focus \$4.00 more..... \$39.50**

5. Adjustable right eyepiece on all Center Focus models for strain-free, balanced vision.
6. Individual smartly designed, handsomely lined, genuine leather carrying case and 2 straps included.
7. Free Registration Service.
8. Loss Protection Service.

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.

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!

BINOCULAR RATING CHART

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

LEADING USES	Pocket Models	Broadfield		Rangemaster				8x30	8x40	9x35	10x50	12x50	20x60
		6x25	6x30	7x35	7x35	7x50							
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	
HUNTING	WOODED AREA	NR	VG	EX	EX	EX	F	EX	G	G	NR	NR	
	SEMI-WOODED	F	G	VG	EX	EX	VG	VG	G	G	G	NR	
	OPEN FLATS	G	G	G	VG	EX	F	EX	VG	EX	EX	G	
	WILD FOWL	G	VG	VG	EX	EX	VG	G	G	G	F	F	NR
RACES—SPORTS	G	EX	EX	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	F	NR	
MARINE	NR	F	F	VG	EX	EX	F	G	NR	G	NR	NR	
NIGHT USE	NR	F	G	G	G	EX	NR	G	NR	G	NR	NR	
INDOOR USE	EX	EX	EX	EX	EX	F	F	F	NR	NR	NR	NR	

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Ask for Valuable 14 page guide booklet "How to Select Binoculars," and other data on America's Most Distinguished Sport Optics: Riflescopes, Telescopes, Range Finders



HOW TO FOCUS YOUR BINOCULAR

- Turn the center focusing wheel until the tubes are fully extended.
- Set the diopter scale of the right ocular housing at zero.
- Look through the binoculars covering the right objective lens with your hand, but avoid touching the lens itself.
- Turn the center focusing wheel slowly until subject can be seen sharp and clear.
- Now cover the left objective lens. Do not further touch the center wheel, but turn the right ocular to the right or left until your right eye sees the subject at its clearest. The object being viewed is now in focus.
- For any change in the distance being viewed adjust only the center focusing wheel.

Printed In Japan

MB



GUARANTEE



This TOWER binocular is guaranteed to be free from defects in material or workmanship for a period of one year from date of sale.

Should any defect develop, not as a result of abuse, return the instrument, together with this certificate to us, and it will be repaired or replaced, at our option, without cost to you.

SEARS, ROEBUCK & CO.

Date of Purchase _____

Tower Precision Optical Instruments are sold only by Sears, Roebuck & Co.

MB

CARE OF YOUR TOWER BINOCULAR

Your binocular is a precision instrument and should be treated in the same way as a fine watch or camera. When not in use it should be put back into its case and kept in a cool, dry place. Do not keep it near any source of heat as this can have damaging effects on the optical system.

Clean the lenses only with a special lens cloth (provided with the binocular) or with lens paper of the type obtainable in camera stores. A camel's hair brush can be used to remove particles of dust or lint. The moving parts in your binocular are packed with a special lubricant.

Do not try to oil these parts as this will dilute the grease, which may cause excess wear. Repacking and regreasing should only be done by a qualified technician.

Do not attempt to repair your binoculars if they are damaged. You can do them more harm than good if you try to disassemble them. We cannot accept responsibility for binoculars that have been tampered with. Only a qualified instrument technician should do this work. There is little that can go wrong with your binocular as it is a durable and well-made instrument. If treated with care, it should afford a lifetime of trouble-free service.