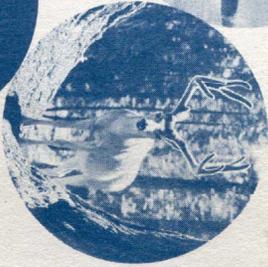


*America's Assurance of Sport Optics Superiority*



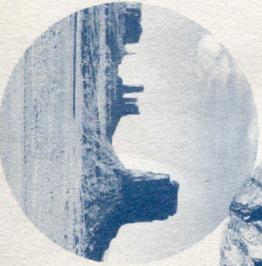
**treat yourself  
and your friends  
to the grandest  
views of life!**



*this is the important  
information you asked for from*

*Bushnell Binoculars*

*Bushnell Bldg., Pasadena, California*



Victor H. Powers  
612 S. 12th St.  
Escanaba, Mich.

M31

**This is a complete multi component retail marketing mailer sent out Dec 7, 1956 at a time when Bushnell still sold directly to consumers from their Green St Pasadena Ca location, before changing to wholesale sales only .**

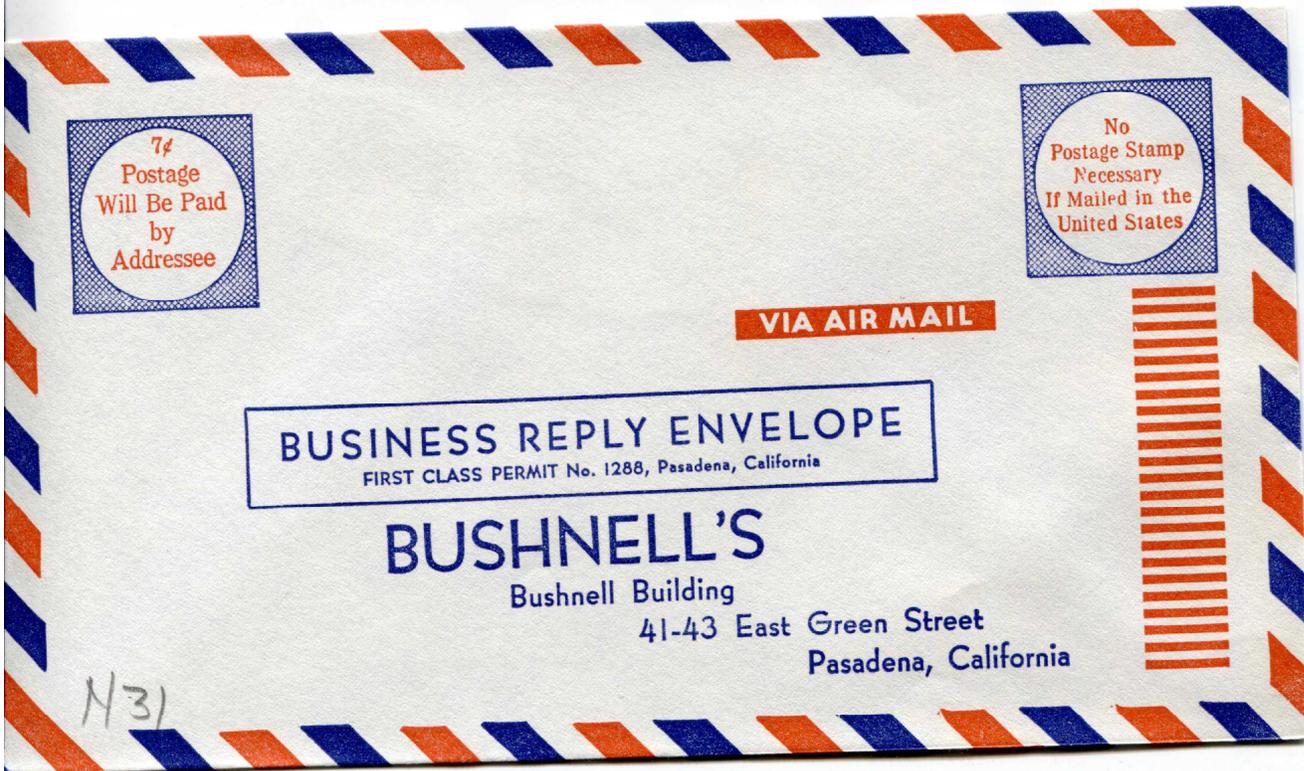
# YOUR ORDER SHIPPED SAME DAY RECEIVED

Delivery guaranteed by December 24th if your order reaches us by the following dates:

	East Coast	Central	West Coast	Calif.
Shipment Via Parcel Post	Dec. 19	Dec. 20	Dec. 21	Dec. 22
Shipment Via Air Mail	Dec. 22	Dec. 22	Dec. 22	Dec. 22

*But Don't Wait . . . Mail Your Order TODAY*

30 Day Trial Period Begins Christmas Day



# Gift Certificate

*Your Reward for Promptness*

No 851

GOOD ONLY if your order is mailed  
and postmarked not later than midnight.....

DEC 22 1956

This Certificate —attached to your order entitles you to receive with  
EACH PAIR OF BUSHNELL BINOCULARS —ABSOLUTELY FREE—

## Bushnell Twin Lens, High Power, Pocket Magnifier

PRECISION ENGINEERED in an ebony, plastic safety case with two highly polished lenses which can be used singly or together. It gives excellent, versatile magnification highly prized by collectors of stamps, minerals, insects; modelmakers, jewelers, printers, students, etc. You will enjoy it in countless ways, for many years. Just fill in your name and address, attach to your order, and mail BEFORE DATE STAMPED ABOVE. It will be our pleasure to send you this useful gift along with your binoculars.

NAME.....

ADDRESS.....

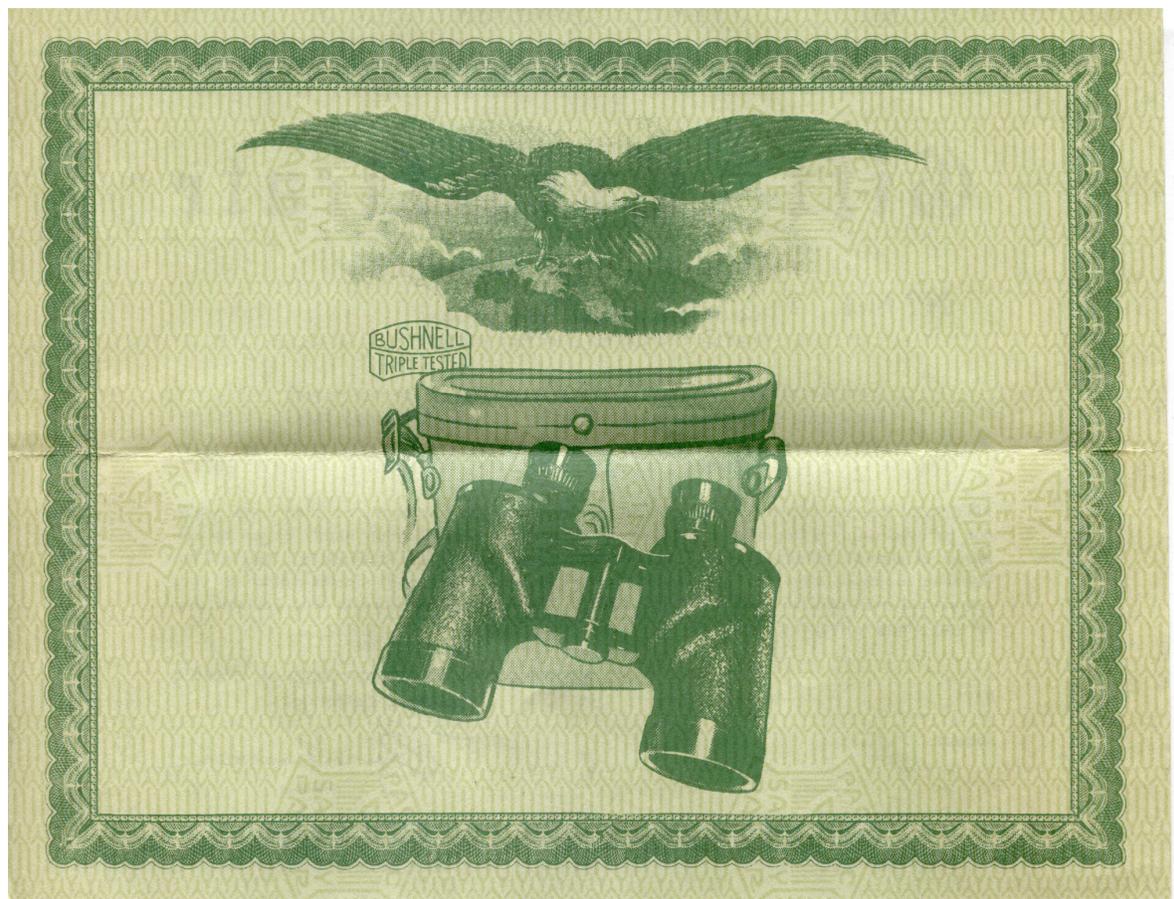
CITY.....

BUSHNELL OPTICAL CORPORATION of AMERICA  
Pasadena, California

*Bushnell*  
President

For  
LIMITED TIME  
ONLY

**NOTE: using  
triple tested  
logo**



# SPECIAL SERVICE FORM

To be used if there is no authorized Bushnell dealer in your city — with a full Bushnell display.



References:  
Bank of America  
Los Angeles, Calif.  
or  
Any National  
Credit Agency

"Let me assure you that BUSHNELL BINOCULARS are everything anyone could desire in a fine binocular. Order with confidence. Use them for 30 days at our risk. If you can find better binoculars at any price—we mean it—AT ANY PRICE!—we will instantly refund all your money."

*Bushnell*

President

See Convenient Order Blank Inside!

AMERICA'S KEY PEOPLE OWN  
... HIGHLY ENDORSE  
BUSHNELL BINOCULARS

... well pleased ... they perform in an excellent manner —Ralph L. Carter, Secretary, The Danbury Rifle Club, Inc.

... they have been most satisfactory.—Joe C. Creager, Vice-Pres., Oklahoma Ornithological Society.

... I have tried many, many types of binoculars in my years at the microphone, but none comes close to the Bushnell Rangemaster. The 90% additional field of vision incredibly provided makes it much easier to follow the action, especially of fast moving games like football. —Harry Wismer, Sports Director, American Broadcasting Company.

... 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.

... we took it afield, observed with it considerably at all hours of the day. Its resolving (seeing) power and illumination were excellent. The Bushnell 7 x 35 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. Townsend Whelen, SPORTS AFIELD.

... not only fill the need for every type of work ... provide all the requirements to same high degree as binoculars selling for two and three times as much.—E. Baden Powell, E. Baden Powell & Sons, Consulting Engineers.

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

... Optically they're a genuine surprise ... Such fine performance! You get everything found in big price glasses for a fraction of the cost.—Charles (Chuck) Morgan, Hunting and Fishing Outdoor News Association.

These are a few of our many thousands unsolicited letters. We are proud of them because they are the reward of giving honest, superlative values, and doing business in a way that strikes a responsive chord in Americans everywhere.

In which periodical did you see our advertisement? \_\_\_\_\_

## USE THIS SPACE TO LIST ADDITIONAL ORDERS AND YOUR SPECIAL INSTRUCTIONS:

Please include these BUSHNELL BINOCULAR ACCESSORIES with my order:  
(Not adaptable to Pocket Models)

Shallow Eye Cups, for eyeglass wearers	\$2.00 pr.	\$ _____
*Sun Filters (USN Snap-on type)	1.00 pr.	_____
*Variable Density Polaroid Filters	3.00 pr.	_____
Plastic Field Bag, for light traveling	.75 ea.	_____
Camera Tripod Mount for Binoculars	3.95 ea.	_____
** Chrome Initials 3/16" high, 3 for .75	3/8" high, 3 for 1.00	_____
Lens Cleaning Cloth	25c ea.	_____
<b>HUNTERS' "BIG FOUR"</b>		
Neck Strap Pad, fleece-lined leather	.25 ea.	_____
Adjustable Neck Strap, for "perfect" positioning	.75 ea.	_____
Rain & Dust Guard, protects eye lenses in field	1.00 ea.	_____
Shirt Anchor Cord & Clip, stops swing and sway	1.00 ea.	_____
ORDERED INDIVIDUALLY 3.00		
<b>HUNTERS' "BIG FOUR" ORDERED AS A GROUP ONLY 2.50</b>		

\*Does not fit Rangemaster model.  
\*\*Specify exact initials desired.

TOTAL \$ \_\_\_\_\_  
(Please enter on other side)

6 x 15



World's handiest. Compact. Lightweight Palm-Pocket 6 x 15... \$19.50 plus tax.

7 x 18



Prince-Princess of Palm Pocket Models. All chrome. Very smart. \$23.50 plus tax. (C.F. \$5.00 more.)

RIFLESCOPES SPOTTING SCOPES TELESCOPES MONOCULARS BINO-FOTO BINOCULARS for Telephotography

See or write for Bushnell's catalog of outstanding values!

6 x 25



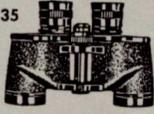
THE BROADFIELD. 80% more viewing area than any other prism pocket binocular. \$44.50 plus tax.

6 x 30



Very popular. Low priced. \$44.50 plus ax. (C.F. \$5.00 more.)

7 x 35



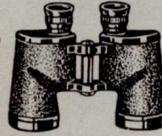
THE RANGEMASTER. 90% more viewing area than any other 7 x 35. The ultimate in optical perfection. I.F. or C.F. \$135.00 plus tax.

7 x 35



Bushnell's famous All Purpose Model. Featherlight magnesium. \$64.50 plus tax. Heavier standard model \$54.50 plus tax. (C.F. \$5.00 more.)

7 x 50



Popular Day-Night Model. Featherlight Magnesium. Shur-Grip. \$74.50 plus tax. (C.F. \$5.00 more.)

8 x 30



Bushnell's General Purpose Model. High Power. Compact. Shur-Grip. \$54.50 plus tax. (C.F. \$5.00 more.)

8 x 40



Highly precise. Great clarity. Exceptionally sharp detail. \$74.50 plus tax. (C.F. \$5.00 more.)

9 x 35



High power for long distances. An official observer's model. \$69.50 plus tax. (C.F. \$5.00 more.)

10 x 50



Power Plus! Extra brilliance. Perfectly Balanced. Shur-Grip Featherlight Magnesium. \$79.50 plus tax. (C.F. \$5.00 more.)

12 x 50



Long Range. Most powerful binocular recommended for steady holding. Featherlight. \$89.50 plus tax. (C.F. \$5.00 more.)

20 x 60



For extreme range. Used by specialists. Superior instrument for superior performance. \$110.00 plus tax. (C.F. \$5.00 more.)



60 MM TELESCOPE

Famous SPACEMASTER Models. Straight \$85.00. 45" offset \$89.50. Both with 25x Eyepiece. (Mount \$8.95.)

# Choose Confidently From America's Greatest Binocular Values. Take 30 Days To Convince Yourself!!

## REMEMBER

- ★ Genuine leather case, shoulder and neck straps are included.
- ★ Written 20 year guarantee accompanies each purchase.
- ★ Bushnell pays postage and insurance (except on C.O.D.'s)
- ★ All BUSHNELL Binoculars have coated internal optics for sharper — clearer images.

Individual Focus (I.F.) Central Focus (C.F.)



Eye corrections easily made on either type.

LIBERAL TERMS ON REQUEST

- ★ EASY PAY "LAYAWAY PLAN." Only \$5.00 deposit holds any model for yourself or gift-giving. Pay balance as desired. \$5.00 minimum per month. T A X. The Federal Revenue Act of 1944 requires us to collect 10% tax on all Binoculars, Field and Opera Glasses. (No Federal Tax on Telescopes, Riflescopes, Microscopes, Monoculars, Binocular Accessories.— Also no Federal Tax on shipments to foreign countries.)

### 20 YEARS FREE SERVICE—MONEY-BACK GUARANTEE

1. This BUSHNELL Optical Instrument has been fully tested. It carries our seal of approval and our 20-year warranty.
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. The original Registered Owner of a Bushnell Instrument is entitled to FREE Service and FREE Parts for twenty (20) years, provided instrument has not been abused. Thereafter, identical Service and Parts will be provided at cost for Life.
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.



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

An entire Optical Laboratory — specially qualified — is always ready to Service YOUR BUSHNELL Optical Instrument. No other Optical Co. offers you so Liberal — so Complete a Guarantee. **FILL OUT! DETACH! MAIL TODAY!**

# RUSH ORDER BLANK

Bushnell Optical Corporation, Bushnell Bldg., Pasadena 1, Calif.

Gentlemen: Enclosed is \$\_\_\_\_\_ Date \_\_\_\_\_  Check  M. O.  Cash Please ship the following at once. You pay the postage and insurance. If I'm not entirely satisfied within 30 days, I will return the merchandise in original condition for exchange or immediate refund of my money. You are to include in the package your guarantee, Instructions and Registration—Loss Protective Service at no additional charge.

MODEL INC. CASE	IND. FOCUS	CENT. FOCUS	PRICE
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____

Send me details on Easy Payment Plan

**LAYAWAY BUYERS**  
 Enclose \$5.00. This reserves model chosen. Remit additional \$5.00 minimum monthly till paid. Model then shipped subject to 30 day trial from date of your receipt or by friend, if gift. If unable to keep up payments, all your money refunded.  
 ENCLOSED IS \$ \_\_\_\_\_  
 Reserve Model \_\_\_\_\_

TOTAL ACCESSORIES (Listed on reverse side) \$ \_\_\_\_\_  
 TOTAL OF ORDER \$ \_\_\_\_\_  
 Add 10% Fed. Tax (Postage Included) \_\_\_\_\_  
 California Residents Add 3% Sales Tax \_\_\_\_\_  
 Air Mail or Special Shipping Charges \_\_\_\_\_  
**GRAND TOTAL \$ \_\_\_\_\_**

For C.O.D. orders, enclose \$2.00 minimum deposit. Postman collects balance plus postal fee.

### PLEASE PRINT OR WRITE CLEARLY

1. Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

2. HOW SHALL WE SHIP? (Mark X in proper box.)  
 Parcel Post  Air Mail  
 (We pay postage, except the usual postal fee on C.O.D.'s) (Add \$1.00 for Pocket Models; \$2.50 for others)

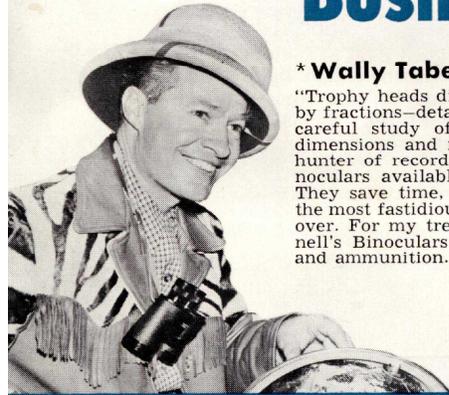
3. SHIP TO ANOTHER ADDRESS? If you want this order mailed to another person or to a different address from above, give directions here. Send Model No. \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

4.  Approximate Transit Time  
 East Coast Central West Coast Calif.  
 Via Parcel Post Special Handling 5 days 4 days 3 days 2 days  
 Via Air Mail 2 days 2 days 2 days 2 days  
 30 Day Trial Period Begins on Day You Receive Instrument.

PLEASE ANSWER QUESTION ON REVERSE SIDE. THANK YOU!

NATIONAL AUTHORITIES RECOGNIZE:

# Bushnell Binocular Superiority



**\* Wally Taber says:**

"Trophy heads differ from ordinary game heads by fractions—details only seen with binoculars. A careful study of horn curvature, comparative dimensions and maximum spread will assure a hunter of record heads. Obviously, the best binoculars available are but a small investment. They save time, conserve game and ably assist the most fastidious of trophy collectors the world over. For my treks into far-away places, Bushnell's Binoculars are as important as my rifles and ammunition."

*Wally Taber*

\*F. WALLACE TABER is a famous African safari leader, outstanding wildlife photographer, author and former Outdoor Editor, DENVER POST.



Etched on every Genuine BUSHNELL Binocular Look for it! (a)

SEAL OF APPROVAL The U.S. Optical Laboratory, Inc. is an affiliate of Bushnell. It conducts Research, Special Tests and investigations in all branches of Optics. It rigorously tests and guarantees that workmanship, material and performance of each Bushnell instrument meets the highest standards in every detail.

## Two Marks...Two Symbols

Your Double Warranty of Complete Satisfaction

You just can't make a fine optical instrument in a hurry. It takes years of research, special skill, patience and ingenuity. An Optical Technician who has industriously worked and studied at his craft for six (6) years is still a beginner! When he has gained fifteen (15) years or more experience—only then is he normally ready to do creative work. Many Technicians in the Contract Factories (which manufacture Bushnell Instruments in Japan) are Master Craftsmen having concentrated on Optics from 20 to 30 years!

The **Bushnell Ideal** is: 1. To excel in Optical Quality and consistently achieve Superiority. 2. To effect Economies and Efficiency in Optical Manufacturing without compromising Quality— but actually create **greater values**. 3. To strive for and constantly guard our customers' best interests and complete satisfaction. Symbols of these Ideals are: (a) **Lens Trade Mark** which is engraved on every BUSHNELL Instrument. (b) **Seal of Approval** which appears on Final Inspection Report of the U.S. Optical Laboratory, Inc. **This is your double assurance of optical perfection.**

## 30 Day Free Trial

20 YEARS FREE PARTS—FREE SERVICE!

Illustrated is unquestionably America's most liberal Optical Guarantee. Only Bushnell offers it.

Please read it. It accompanies every purchase. It assures you of: **1. Unsurpassed quality and workmanship. 2. Lifetime service plan. 3. A most liberal trial with return privilege.** It means that you can compare and fully test any instrument under any conditions for an entire month, and still be assured of having your *money refunded in full*. If it doesn't outperform all others costing up to **THREE TIMES** as much, return it at once.

Only BUSHNELL Instruments will withstand this acid test of intensive comparison. Yes...when you compare BUSHNELL Quality... Performance...Value with any other, *you prove to yourself* (just as thousands and thousands of others have) that **Bushnell Instruments offer the most value for the least cost!** Bushnell's great success is founded upon the Public's recognition of these facts.

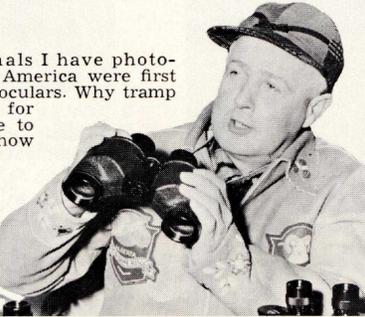


a Trademark that really means what it says

**\* Jim Bond says:**

"Ninety-five percent of the animals I have photographed and hunted around North America were first located with the aid of my good binoculars. Why tramp endlessly around a country looking for game when there wasn't any there to start with? Good binoculars will show the hunter and photographer any game within a radius of four miles. Ordinary binoculars just won't do when the stakes are large, and now the best cost no more than ordinary ones. Bushnell's Triple-Tested Binoculars are a welcome improvement over anything I've seen. They are wonderful!"

*Jim Bond*



\*JIM BOND is a famous explorer, Yukon authority; originator of the Bond System of Trophy Evaluation; author, photographer, lecturer.

**\* Elmer Keith says:**

"During 30 years guiding and a lifetime of big game hunting, I have used binoculars a great deal more than the average man would in several lifetimes. However, it wasn't until recently that I found the greatest binoculars I have seen. These, in my carefully considered opinion, (I have given them the works under every conceivable condition) are Bushnell's 7x35 Rangemaster. This glass is an outstanding optical achievement!"

*Keith*

\*ELMER KEITH is Dean of American Guides, one of America's foremost authorities on firearms, popular author, and celebrated Contributing Editor.

### 20 YEARS FREE SERVICE—MONEY-BACK GUARANTEE

1. This BUSHNELL Optical Instrument has been fully tested. It carries our seal of approval and our 20-year warranty.
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. The original Registered Owner of a Bushnell Instrument is entitled to FREE Service and FREE Parts for twenty (20) years, provided instrument has not been abused. Thereafter, identical Service and Parts will be provided at cost for Life.
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.



THE MARK OF MERIT



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

No other Optical Company offers a guarantee like this!

## BUSHNELL BINOCULARS

Bushnell Building: 41 East Green Street, Pasadena 1, California

THE CITY OF SCIENCE



Tom Harmon is Sports Director, Columbia Broadcasting System, Inc. — former All-American Football Star, University of Michigan — air pilot, World War II, and popular radio and television sports announcer.

COLUMBIA BROADCASTING SYSTEM, INC.  
PACIFIC NETWORK  
COLUMBIA SQUARE, LOS ANGELES, CALIFORNIA

TOM HARMON  
SPORTS DIRECTOR

"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*

— wherever you go —  
treat yourself to —

# the grandest view

Seeing is **KNOWING** . . .

**KNOWING** is pleasure unlimited!

Increase your vision with BUSHNELL Binoculars. Imagine your eyes giving you: 6-7-8-9-10-12- and even more magnification! THEN—YOU ARE SEEING WITH SUPERLATIVE POWER—OBSERVING with SUPER-ACCURACY! This is the way to superior knowledge—the source of “countless” pleasures.

Increase your knowledge and pleasure of your favorite sport, hobby, vocation . . . at the track, the stadium, the range, the theater . . . everywhere . . . indoors or outdoors! Let your eyes jump rivers . . . forests . . . skies . . . mountains . . . span miles and miles. THEN . . . and only then will you, and your friends, SEE . . . KNOW and really begin to fully ENJOY the grandest views of life. A lifetime of thrills . . . with NO upkeep . . . are yours! Binoculars are the world's lowest cost, pleasure-investment!

Select your binocular . . .

and binocular gifts to

**GREATEST** advantage!

Inside this Brochure are many of the most popular . . . most wanted Binoculars in America today. They are not merely different in outward design and price. Each model—in addition to being an outstanding general Binocular—has been engineered with various specific features . . . special advantages . . . specialized uses which make it much more efficient and enjoyable for *your* particular purpose.

Selecting the right binocular for a relative . . . friend . . . customer . . . client . . . associate is remarkably easy. Merely read the descriptions carefully. Consult your free copy of our booklet, “How To Select Binoculars,” and you are sure to make an excellent choice.

The receiver of your BUSHNELL Binocular will remember you forever. Is there anyone who would not appreciate a “front row seat at Life” . . . for the rest of their life? BUSHNELL's are the gift extraordinary—the gift of a million thrills.



# s of life!

*Which view is yours?*

**1. With the Naked Eye**

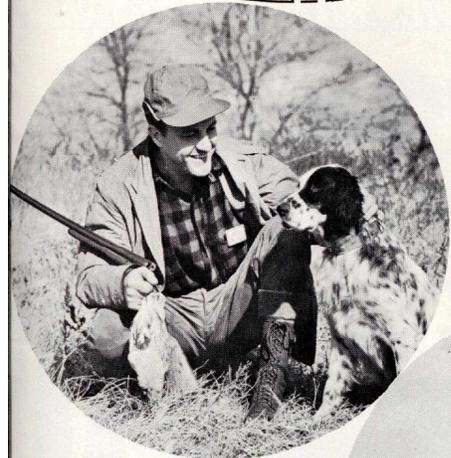
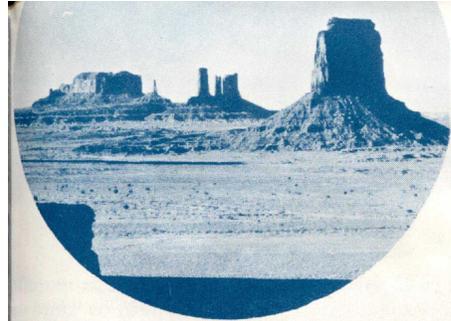
Distant objects are indistinct. Important details entirely lost. No amount of straining can improve the image.

**2. With Average 7 Power Binoculars**

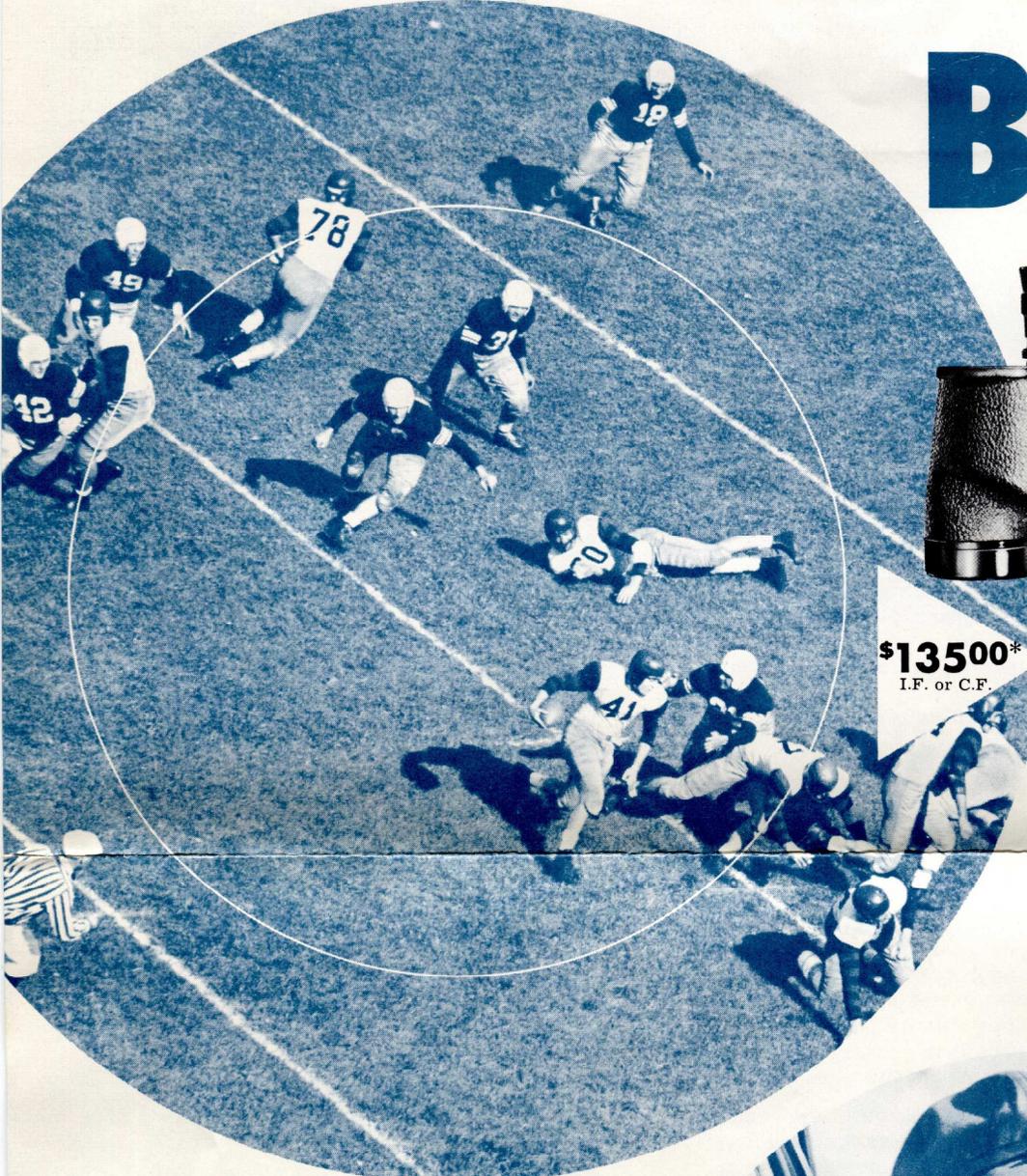
Distant objects are large but still lack clarity, depth, detail, and color-free delineation. Poor alignment, frequently present, causes eye-strain, headaches, even eye injuries. You see better, but inaccurately and sometimes harmfully.

**3. With Bushnell's Triple-Tested 7 Power Binoculars**

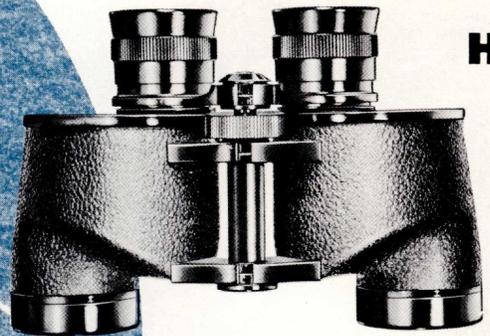
Distant objects are large, sharp, deep, clear, and brilliant. Details are clearly discerned with true color rendition. Ultra modern design, quality control and perfect alignment assures a lifetime of safe, relaxed, viewing pleasure. You not only SEE better — you OBSERVE FULLY.



# Bushne



**HIGH-**



spectator sport  
race tracks  
bird study  
aircraft spotting  
forest ranger  
lifeguard

**\$13500\***  
I.F. or C.F.

## The *Rangemaster*

**EXTRA WIDE FIELD 7 POWER, 35MM.**

World's finest binocular—bar none! Covers 90% more area—almost twice as much as most other 7x35's—an accomplishment up to now considered impossible. Originally designed for Sportscasters 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. Outer circle shows extra area and the increased field of view which Rangemaster gives you.

†Prisms & achromatic lenses anti-reflection, hard coated. Linear field at 1,000 yds., 525 ft. Relative Light Efficiency 50. Exit Pupil 5mm. 5" high. Wt. 32 oz. Choice of ind. focus or center focus.

spectator sports  
traveling  
race tracks  
nature study  
yachting  
target spotting  
fishing



## The *All-Purpose*

**AMERICA'S FAVORITE 7 POWER, 35MM.** Leading choice of American Hunters, Sportsmen, Experts in many other fields. Extremely accurate. Highly color-corrected lenses. Advanced optical design. Amazing clarity. High illumination. Magnesium body.

†Prisms & Achromatic lenses anti-reflection, hard coated. Linear field at 1,000 yds., 395 ft. Relative Light Efficiency 37. Exit Pupil 5mm. 4¾" high. Wt. 18 oz. . . . . I.F. \$64.50\* C.F. \$69.50\*  
Heavier, **ALUMINUM MODEL** 23 oz. I.F. \$54.50\* C.F. \$59.50\*

**\$6450\***  
c.f. \$5.00 more



Naked eye



hiking  
big game  
prairie hunting  
motoring  
conservation  
roving  
general use

**\$5450\***  
c.f. \$5 more

### For *General Purpose*

**8 POWER, 30MM.** A favorite with those who want higher power in a compact size. Easily carried everywhere. Newest SHUR-GRIP design. Feather-light—a joy to hold.

†Prisms & Achromatic lenses anti-reflection, hard coated. Linear field at 1000 yds., 460 ft. Relative Light Efficiency 21. Exit Pupil 3.75 mm. 4½" high. Wt. 16 oz. . . . . I.F. \$54.50\* C.F. \$59.50\*

**6 POWER, 30MM.** Same physical size and design as the 8x30mm. Excellent for viewing fast action at medium range.

†Prisms & Achromatic lenses anti-reflection, hard coated. Field: 460 ft. Relative Light Efficiency 37. Exit Pupil 5mm. Wt. 16 oz. I.F. \$44.50\* C.F. \$49.50\*



Naked eye



navigation  
night use  
yachting  
bird study  
hunting  
(wooded areas)  
aviation

### For *Day & Night*

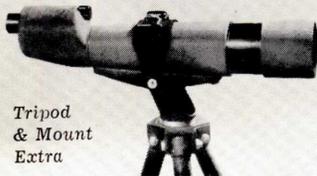
**\$7450\***  
c.f. \$5.00 more

**7 POWER, 50MM.** Combination of 7 power and large objective lenses provide great light gathering capacity. Perfect for moderate distance, adverse light, night, marine use. Made with Feather-light magnesium body. Remarkable value!

†Prisms & Achromatic Lenses anti-reflection, hard coated. Linear field at 1,000 yds., 375 ft. Relative Light Efficiency 75. Exit Pupil 7.1mm. 7" High. Wt. 32 oz. Magnesium model. New Shur-Grip design. I.F. \$74.50\* C.F. \$79.50\*



†All Internal  
Optics  
Hard Coated



Tripod  
& Mount  
Extra

**\$8500**  
25X Eyepiece  
Included

## Spacemaster 60MM PRISMATIC TELESCOPE

Ideal for general observation from every view window or porch, for vacations, motor trips and amateur astronomy. Perfect gift for the family. Indispensable on the range.

No  
Federal  
Tax  
Required

Amazing clarity, brilliance. Finest achromatic, color-corrected, coated optics. Has new, remote-control Prism Focusing System. Interchangeable Eyepieces. Retractable Sunshade. Featherlight Body. Beautiful Gray finish. Water, Dust-Proof.

**EXTRA EYEPIECES (Coated):**  
15X, 20X, 40X or 60X (Celestial) . . . . \$19.50 Each

**FREE SCOPE CATALOG:** Ask for our latest illustrated catalog showing newest BUSHNELL Telescopes, Spotting Scopes, Riflescopes. A post card, or request on your order, brings it.

**ELVIN ALT-AZIMUTH MOUNT (Shown) \$8.95**  
For steadier, effortless movement and overhead observation. Adjustable elevating tension. Double bearing suspension. 7" cradle holds scopes 1" to

# ell Binoculars

## -POWER PRECISION PRISMATIC

*Originations that are exclusive!*

*Scores of superior features!*

*Values beyond compare... anywhere!*

BUSHNELL TRIPLE-TESTED BINOCULARS are the talk of America for many good reasons. Here are a few: (1) **Superlative image clarity**—all lenses & prisms are made from the finest components carefully blended by closely guarded processes (2) **Featherlight bodies**—metals, painstakingly selected, are compounded into exclusive alloys unmatched for light weight and durability (3) **Low Cost**—some of the world's most highly skilled master craftsmen have perfected many efficient, precision manufacturing techniques for our sole use. These unique production methods plus volume turnover make possible tremendous economies. Other BUSHNELL superiorities and features are presented in the various instrument descriptions and other data which follow.

### An Amazing Guarantee

One reason for BUSHNELL popularity, delighting all customers, is that BUSHNELL (and only BUSHNELL) *guarantees* in writing the *highest optical quality and lifetime performance at prices that make BUSHNELL America's outstanding "binocular buy."* On top of this BUSHNELL gives you a THIRTY (30) DAY FREE TRIAL to fully satisfy yourself—or your money is refunded in full! Complete and absolute satisfaction—or money back!

### Leaders Endorse Bushnells

All over the world...authorities and experts on Optics are purchasing and endorsing BUSHNELL BINOCULARS above all others. Read some of their comments in our Guide Booklet, Order Form and elsewhere. They have carefully compared BUSHNELL Instruments with everything that the world has to offer, so *they know*. Your personal examination and tests will convince you, too.

### Order Now!

Remember you create a new world of pleasure for yourself...friends...family...business prospects...by owning and giving the better BUSHNELL BINOCULARS. As a gift, you will be delighted with the tremendous appreciation and gratitude that is accorded you. With 30 DAYS FREE TRIAL you can make sure of the Binocular you are giving. But don't delay. Place your order or reservation **now!**

### FACTS you should know

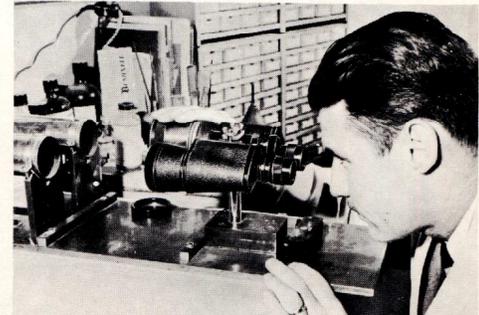
Remember BUSHNELL BINOCULARS and MONOCULARS have, in addition to their many features and superiorities:

1. Internal optics hard coated with magnesium fluoride for increased brilliance and clarity.
2. Ultra-precise color-corrected achromatic lenses.
3. Exclusive X-CELLO sealing against moisture, dust.
4. Exclusive AL-TEMP lubrication for easy, yet precise, adjustments and lasting performance.
5. Adjustable right eye-piece on all Center Focus models for essential, strain-free eye corrections.
6. Individually, smartly designed, handsomely lined genuine leather carrying case and straps INCLUDED with every instrument (except Scopes).
7. Free Registration & Loss Protection Service.
8. 30 Day FREE Trial. Written Money Back Guarantee.

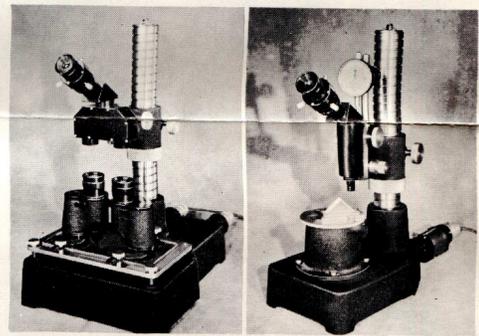
**SERVICE FREE FOR 20 YEARS!** Should any Bushnell Instrument ever need to be serviced, all Labor and Parts are furnished FREE (provided instrument has not been abused) for TWENTY years. Thereafter, identical Service and Parts will be provided at cost for Life! Only Bushnell Superior Craftsmanship makes this possible!

**LAYAWAY & EASY PAY PLANS**—Only \$5 sets aside—holds any model. Pay balance conveniently over 12 months. Liberal terms if desired.

**NEW! BINO-FOTOGRAPHY:** Take beautiful long-range telephoto pictures, sharp and clear, with Bushnell Binoculars coupled to your camera. Easy. Inexpensive. Ask your dealer, or write us!



**TRIPLE-TESTING.** Each BUSHNELL Binocular is rigidly checked and rechecked with multiple quality controls and inspections. Finally it is given 3 complete laboratory tests, (a) optical (b) mechanical, and (c) functional, to guarantee lifelong, trouble-free use.

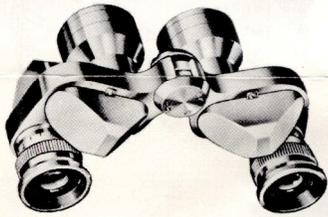


**OPTICAL COLLIMATOR.** Designed to check magnification, axial alignment, chromatic aberration, coma, and definition.

**PRISM TESTER.** Checks definition, angular and pyramidal deviations. Dial records ultra-precise tolerances.



**GENERAL INSPECTION UNIT.** Inspectors and Technicians work as teams, rechecking the extreme precision employed in every phase of binocular construction. This fully assures that your BUSHNELL binocular will enable you to see clearly without eyestrain.

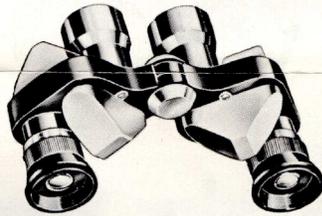


**7 POWER, 18MM—ALL CHROME.** Beautifully designed high power prismatic pocket binocular. Ideal for light travellers. Modern all chrome finish—fit for a Prince or Princess. Has very smart leather case with belt loop.

†Prisms & Achromatic Lenses anti-reflection, hard coated. Linear field at 1,000 yds., 370 ft. Relative Light Efficiency 10. Exit Pupil 2.6mm. 2" High. Wt. 6½ oz.

**\$2350\***

c.f. \$5.00 more



**6 POWER, PALM-POCKET—TWO-TONE CHROME.** An American favorite. The world's handiest 6 power prismatic binocular. Brings objects 83% closer. 1001 uses! An unforgettable gift! In fold-over leather case with belt loop.

†15mm. Achromatic Lenses anti-reflection, hard coated. Ind. Focus only. Linear field at 1,000 yds., 400 ft. Relative Light Efficiency 9. Exit Pupil 2.5 mm. 2" High. Wt. 5 oz.

**\$1950\***

6x15 C.F. (Gold) \$24.50\*

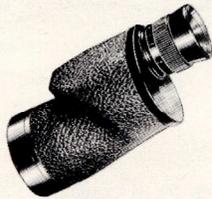


Amazing 600 foot field!

**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.

†Prisms & Achromatic Lenses anti-reflection, hard coated. Ind. Focus only. Linear field at 1,000 yds., 600 ft. Relative Light Efficiency 26. Exit Pupil 4.2mm. 2½" High. Wt. 12 oz.

**\$4450\***



**MONOCULARS.** Exactly one-half of a Binocular. These are prismatic, wide angle telescopes having the same specifications as the binocular of its particular power. Very handy where space is limited. Featherlight, Coated†

6x25.....\$24.50	7x50.....\$39.50	Compact
6x30.....24.50	10x50.....44.50	Leather
8x30.....29.50	12x50.....49.50	Case
8x40.....39.50	20x60.....59.50	included
7x35.....34.50	Rangemaster 69.50	

No Federal Tax on Monoculars

**INCLUDED WITH EVERY BINOCULAR**  
*Finest Leather Carrying Case*

Genuine leather case rigidly reinforced to insure maximum protection. Only the finest leather, richly tanned, beautifully lined and expertly fitted, is used to manufacture BUSHNELL'S sturdy, lightweight carrying cases and straps. They are a joy to behold and use.



**To Increase Your Viewing Pleasure**

Shallo Cups—For eyeglass wearers...\$2.00 Pr.  
Sun Filters (U.S.N., Snap On Type) \$1.00 Pr.  
Lens Cloth.....25¢ Rain Guard...\$1.00  
Neck Pad.....25¢ Tripod Mount...\$3.95  
CHROME INITIALS ¾" high x 1" wide, 3 for \$1.00  
See Catalog of FIELD TESTED Accessories

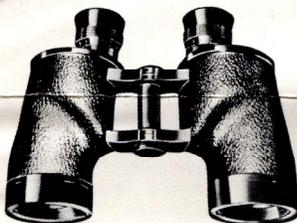


**8 POWER, 40MM—HIGH PRECISION.** Beautiful instrument. Identical power but nearly twice the light transmission of 8x30! Exceptional clarity and sharp detail make this a "hard to equal" model. SHUR-GRIP design.

†Prisms & Achromatic lenses anti-reflection, hard coated. Linear field at 1000 yds., 375 ft. Relative Light Efficiency 37. Exit Pupil 5mm. 5½" High. Wt. 23 oz.

**\$7450\***

c.f. \$5.00 more



**9 POWER, 35MM—HIGH POWER.** High power for clear, long-distance viewing. Lightweight. Compact. Preferred by Big Game Hunters, Sportsmen, Mountain Climbers, Game Wardens, Patrolmen, etc. SHUR-GRIP design.

†Prisms & Achromatic lenses anti-reflection, hard coated. Linear field at 1,000 yds., 375 ft. Relative Light Efficiency 23. Exit Pupil 3.9mm. 5¼" High. Wt. 21 oz.

**\$6950\***

c.f. \$5.00 more



**10 POWER, 50MM—POWER PLUS.** Expertly engineered, perfectly balanced for long range viewing. Its crystal clear field is extremely wide for this magnification. Featherlight magnesium body.

†Prisms & Achromatic lenses anti-reflection, hard coated. Linear field at 1,000 yds., 375 ft. Relative Light Efficiency 37. Exit Pupil 5mm. 7" High.

**\$7950\***

c.f. \$5.00 more

12 x 50 I.F. \$89.50\* C.F. \$94.50\*



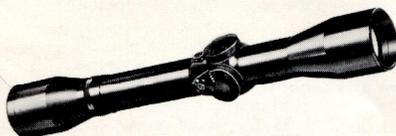
**20 POWER, 60MM—LONG RANGE.** For very sharp definition over great distances. Choice of trophy hunters, geologists, guides. Featherlight body.

†Prisms & Achromatic lenses anti-reflection, hard coated. Linear field at 1,000 yds., 185 ft. Relative Light Efficiency 13. Exit Pupil 3mm. 9" High. Wt. 48 oz.

**\$11000\***

c.f. \$5.00 more

**20 POWER, 60MM—MONOCULAR**  
Also Ideal Spotting Telescope \$59.50



**SCOPE CHIEF**  
FOR THE HUNTER

**4 POWER—NEW TYPE RIFLESCOPE.** The ideal hunting sight 791 leading Riflemen helped us create. Brighter. Wider Field. More Precise Adjustments. Sleek. Durable. Water, Sun, and Fog Proof. Many special features.

Exclusive Optical System. Fully coated. Field 33 ft. at 100 yds. Tube Dia. 1", Lgh. 11¼". Wt. 9 oz. Catalog Free.

**\$4950**

No Fed. Tax

6 POWER, \$59.50 2½ POWER, \$39.50  
8X or 10X \$69.50 3 POWER \$42.50



**4 POWER, 30MM—"SPORTVIEW".** All purpose field glass for theatre, sport events, hiking, scouting, etc. Sturdy metal body. Center Focus, with eye-width adjustment. Achromatic lenses. 2½" high. 6 oz. wt.

**\$1250\***

SEE "THE RING OF SATURN." "...his Bushnell binoculars did what I never saw any other binoculars do—they showed the ring of Saturn...clearly...sharply."—Frank L. Goodwin. Read complete letter enclosed.



**3.5 POWER—FOLDING "VU-ETTE".** Closed it's thinner than a cigarette case. Press, it opens and lenses spring into position. Stronger than the usual opera glass: brings objects 71% closer. For indoors & outdoors. Marvelous gift.

Achromatic lenses. Strong metal frame. Leather covered. Center Focus. Wt. 6 oz. Colors: Give first and second choice. Red, black, blue, green, brown, tan.

**\$995\***

Arms  
Authority  
convinced  
"Bushnell" outperforms Zeiss

MAJOR GENERAL JULIAN S. HATCHER  
6039 BROOK DRIVE  
FALLS CHURCH, VIRGINIA

Mr. D. P. Bushnell  
Bushnell Building  
Pasadena 1, California

Dear Mr. Bushnell:

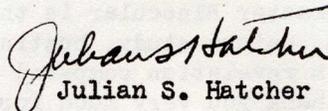
I thought you might like to know the results I have been getting with that superb pair of Bushnell Triple Tested Extra Wide Field Rangemaster 7x35 Binoculars I got from you.

I have been using two fine German binoculars that I had purchased at the Carl Zeiss Works at Jena while I was on duty in Germany in 1945. These are a pair of 8x30 Deltrintem glasses and a pair of 6x30 Silvamar. Your Rangemaster greatly outperforms both these well known German glasses.

Across a wide field..especially when the sun is low..both German glasses have the entire field of view filled with a gray haze. On the other hand, your fully coated Rangemaster showed none of this haze or cloudiness. The field was crystal clear, and so much wider than that of either German glasses as to be really astonishing.

That is a wonderful pair of binoculars and you are to be congratulated on distributing goods of that excellence.

With best wishes, sincerely yours,

  
Julian S. Hatcher

Outdoors  
Authority  
reports  
"Rangemaster"  
excellence... a revelation!

COLONEL TOWNSEND WHELEN  
WOODSTOCK, VERMONT

Mr. D. P. Bushnell,  
D. P. Bushnell & Co., Inc.,  
41 E. Green Street,  
Pasadena 1, Calif.

Dear Mr. Bushnell:

I am reporting on the 7 power Bushnell Wide Angle Rangemaster Binoculars which you so kindly sent to me for trial.

I have here unusually fine country over which to test binoculars. Deep woods, both open and wooded mountains, at all distances up to several miles. And in the late afternoons many deer in sight, either in the open, or partly hidden in the brush or woods. Under these conditions of terrain I have been observing with these Rangemaster binoculars in bright light at mid-day, in dark days, and at dawn and dusk, and in comparison with two of the best pre-war makes of German binoculars, one an 8x30 and the other a 10x50.

In comparison with these really good German pre-war glasses there is no comparison whatever. While the resolving power is quite similar in broad sunlight, the Rangemaster is very decidedly superior in darker lights. At this time in August I can pick up partly hidden deer at least twenty minutes later in the evening than with the comparison binoculars. Particularly the Rangemaster gives the most decided stereoptic effect I have ever seen in a binocular, and this is of great assistance in critical observation. Many times in twilight I have picked up deer at over a mile.

The extremely wide angle of view of the Rangemaster is something that must be seen to be appreciated. This would be of inestimable value in viewing sports or horse racing where there is fast movement through the field of view.

This 7 power Rangemaster Binocular is the very finest I have ever seen for general observation, nature study, hunting, or in viewing sporting events. Its excellence was a revelation compared with other binoculars I have examined or owned. I thank you very much for the opportunity to examine them.

Sincerely yours,

*Townsend Whelen*

American  
Optics Expert  
tells  
why "Bushnell" is Tops!

## FRANK L. GOODWIN

345 BELDEN AVENUE  
CHICAGO 14, ILLINOIS

Dear Mr. Bushnell:

I have been a binocular enthusiast for over forty years. In that time I have bought dozens of binoculars; submitted them to special tests, and made a scientific study of them.

I first became aware of your firm when a friend of mine showed me his 8x30mm Bushnell binoculars, which did what I never saw any other binocular do -- it showed, at only 8 power, the ring of Saturn, en miniature, but clearly and sharply! Here I paid \$425.00 during binocular scarcity in World War I, for a 16x50mm binocular of a famous European name, and it would not show Saturn's ring!

I made my first test of the 7x50mm Bushnell binocular with five other 7x50s -- two Japanese, two American and one European. I set up a newspaper at considerable distance and read the type sharp and clear with your instrument but with the other 7x50's it was fuzzy to an unreadable blur! Moreover, the Bushnell gave far more light, brilliance, snap of image, and definition which the others did not give, even though they, too, were coated. Your binoculars passed my critical tests with flying colors and I consider them "tops" in every respect.

I note how solidly your prisms are anchored and unlike many other binoculars, Bushnell's will not in time, or from average jarrings, have a prism slip from adjustment, and result in a "cross-eyed" image to ruin usefulness until the whole thing is re-collimated. I must give you real credit for this, for I can easily see now, after all my tests, that these binoculars are made to precision specifications and not "mass-produced" to sell on a low price basis. For a binocular to give joy as long as one lives, one has to have the best obtainable, with price a secondary consideration.

It's a shame how people will buy in the dark almost any binocular which has a good appearance just because the price seems attractive. If one only stops to consider that none of these binoculars are guaranteed and registered, as yours are, and don't offer readily available parts, repairs and necessary service throughout the years, it's a wonder anyone buys them. If people only knew how to look inside a binocular and put the various components to critical tests, they would see with their own eyes all the "extras" they get in a Bushnell.

You will be interested to know that I have purchased practically all the popular models in your line, including the Rangemaster. I have not seen the slightest difference in your regular 7x35mm model from one costing near \$200.00! Moreover, your Rangemaster beats everything I have ever seen.

With my sincerest congratulations for this triumph in binocular optics and with full confidence that more and more of the public will discern the superb quality and workmanship of your line, I remain

Yours very truly,

*F. L. Goodwin*

Frank L. Goodwin

College  
Chooses  
"Bushnell"  
over 7 Leading Makes!



Mr. D. P. Bushnell  
Bushnell Building  
41-43 E. Green Street  
Pasadena 1, California

Dear Mr. Bushnell:

We have just finished a careful comparison of a series of binoculars submitted in bids. I am very happy to inform you that we have selected your 8x30 central focusing glass as our choice over the seven other binoculars tested. You will receive an order through our Purchasing Department shortly.

It may interest you to know that in addition to the seven competing binoculars, a standard national product costing four times more than your glass was also tested as a standard comparison, and that your glass compared very favorably in all respects. I considered the tests to be quite critical. We used a series of five optical charts arranged to cover all quarters of the field from the center to edge. It is surprising how many glasses will make a good showing when tested binocularly, but will show defects when tested monocularly on optical charts.

I consider your glasses equal to the best examined both optically and mechanically, and I am sure we will be well satisfied with the glasses.

Sincerely yours,

A handwritten signature in cursive script that reads "William Graf".

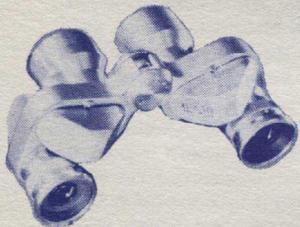
William Graf  
Associate Professor  
of Zoology

JUST A FEW POPULAR



# Bushnell BINOCULARS

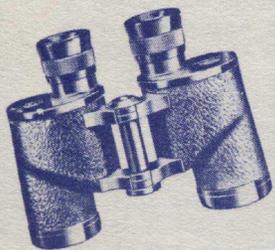
FOR REAL VIEWING PLEASURE



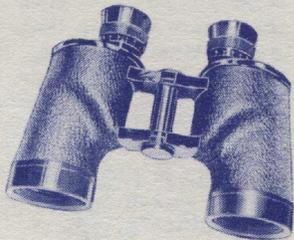
7 POWER, 18MM  
ALL CHROME, PALM SIZE



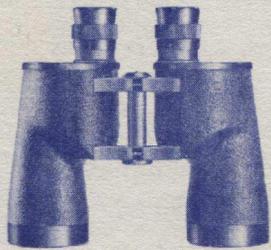
6 POWER, POCKET SIZE  
BROADFIELD



8 POWER, 30MM  
GENERAL PURPOSE



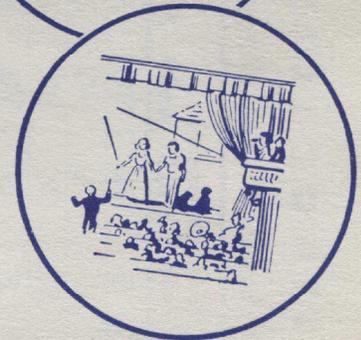
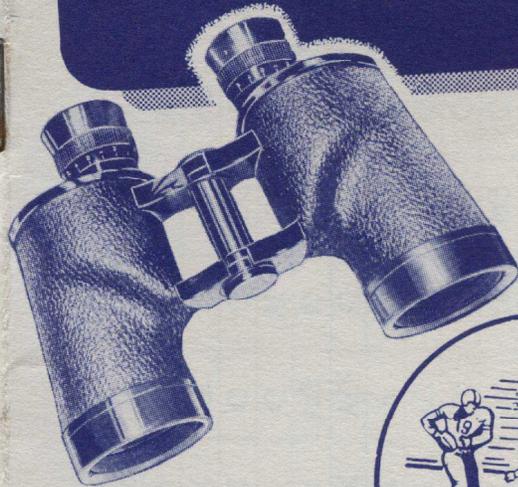
7 POWER, 35MM  
ALL PURPOSE



7 POWER, 50MM  
DAY AND NIGHT

# How To Select BINOCULARS

FOR  
GREATER  
ENJOYMENT



# BINOCULAR RATING CHART

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

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

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## INTRODUCTION

To You . . .

This booklet is sincerely dedicated to those millions of Americans who have always wanted a pair of fine binoculars but considered them a luxury beyond their means. Now through the Bushnell Plan of manufacturing prismatic binoculars to new high standards, in a more efficient, economical manner, there is no longer any reason why there should not be a pair of quality binoculars in every home.

Whatever your favorite pastime may be (or occupation requiring sharp distant vision), BUSHNELL has the right binocular for you, and this booklet has been compiled for the sole purpose of helping you make the proper selection.

We cannot tell you . . . you will have to experience for yourself . . . the **greater enjoyment** you will have with a pair of high-power binoculars when you are watching your favorite sport, following in detail the intricate plays; at the theatre observing the facial expressions of the actors and their gorgeous costumes; or leaning against the rail of a ship viewing the interesting coastline. For hunting, binoculars are as essential as ammunition. We could go on and on, but you will soon discover for yourself the innumerable opportunities for using and enjoying Bushnell Binoculars.

## HOW TO SELECT BINOCULARS . . .

Only a relatively few people have the proper knowledge to select the type of binocular which will best fit their specific needs, and give them lasting satisfaction. BUSHNELL experts, therefore, have prepared this little booklet to give you the basic facts, and to save you time and money. It has been written with the sincere hope that it will assist you in making your selection the best possible.

Although any binocular will bring you closer to your object, you probably have one or more uses in mind. BUSHNELL models are designed to accommodate a wide range of requirements. For example, the 6x30 or 8x30 is ideal for watching sporting events in daylight. The 7x50 is highly preferred for marine and night use. For viewing at great distances, the 10x50 or 12x50, with extreme power, is most suitable. The Featherlight 7x35 model will probably be used more often than any other. Reasons for its popularity are presented further on in this booklet.

## HOW TO SELECT BINOCULARS

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### WHAT DOES 6x30, 8x30, ETC. MEAN? . . .

The first number (6x, 8x) means the magnification or power, which is the number of times the image, as seen through the glass, is larger than the object appears to the naked eye. Another way of explaining magnification is: the distance it places you in relation to the object when viewing it through the glass. For example, if you are 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 with your naked eye. An 8 power glass would bring you within 150 feet; 10 power within 120 feet, etc.

The second number is the diameter, in millimeters, of the Objective lens. This is the larger lens; closest to the object being viewed. The size of the objective lens determines the light gathering capacity, which in turn governs the brightness of the image. It bears **NO RELATIONSHIP TO THE FIELD OF VIEW** as so many people think.

face to surface and reaches the eye as "haze" inside the binocular, causing the image to appear less clear. By applying a thin (four millionths of an inch) special transparent coating of magnesium fluoride to the air-to-glass surfaces, the light loss is cut as much as 50%. This eliminates annoying reflections; permits greater light transmission, and makes images needle-sharp under most adverse lighting conditions.

### **CENTRAL FOCUSING OR INDIVIDUAL FOCUSING . . .**

Some binoculars are provided with a knurled wheel on the center post for moving the eye lenses in and out to focus. Others are focused by rotating the individual eyepieces. Either type, once the eyepieces are focused on a far-away object, will remain in focus for all reasonable distances, from the moon to within a relatively few feet. For abnormal close-up views (less than about 100 feet) the Individual Focusing (I.F.) binoculars require readjustment of both eyepieces; the Central Focusing (C.F.) binoculars can be re-focused by manipulating the central wheel only, and are

therefore more convenient for Nature Study and other specialized uses. However, many professional Naturalists still prefer I.F. For normal use, should the focusing be disturbed, either through use by another person or through inadvertence, the C.F. must again be visually focused while the I.F. can be re-set accurately and instantaneously by returning the eyepiece to their known positions on the scales without looking through the binoculars. The chief advantage of the I.F. over the C.F. concerns not only the present but the future. The C.F. type must utilize a "sliding movement," thus making it easier for moisture and dust to enter the optical system; whereas in the I.F. type, each ocular tube focuses in a well lubricated multi-thread sleeve, which is moisture proof and dust proof. Binoculars designed for heavy duty and military service are always I.F. type.

### **QUALITY AND PRICE . . .**

Binoculars, like all high power precision instruments, vary in many details. BUSHNELL Triple-Tested Binoculars possess all the finest qualities, construc-

tion and performance found in instruments costing four or five times as much, and have many "exclusives" and superiorities not found in any other make. Each set has been engineered with the precision and workmanship characteristic of the world's most highly skilled master craftsmen.

Among the factors which contribute to BUSHNELL proven superiority are:

1. One entire plant is devoted to the exclusive production (through unique processes) of a new, higher standard of Optical Glass.
2. Outstandingly successful Lens and Prism Formulas.
3. Advanced scientific procedures in Optical Science.
4. Special non-corrosive Featherlight Magnesium-Alloy bodies.—  
(The world's lightest.)
5. High-Tempered Metal Clamps—not cement—to anchor Prisms securely.
6. Dust and moisture resistant with Bushnell X-Cello sealing compound.
7. Special Methods—Apparatus for precision work-inspecting-testing; for complete standardized Quality control.

8. Over 100 Quality Inspections, not including the famous, thorough BUSHNELL "Triple Test," are employed.

A question frequently asked is: "How can these fine binoculars be sold at such low prices?" The answer lies in the special economies effected, and the difference between the rates of American and foreign exchange.

Bushnell Triple-Tested binoculars are manufactured under exclusive Bushnell processes in modern Japanese contract factories—they are in a class by themselves and should not be confused with other Japanese or imported binoculars. Any Bushnell can be returned for refund if it does not equal or out-perform ALL other binoculars, including those costing four times as much!

This unique manufacturing plan, without question, has placed BUSHNELL Binoculars far ahead of all other makes. When one considers all their extra binocular-value and unbelievably new low prices, practically everyone can now afford the lasting enjoyment that only a pair of fine binoculars can provide.

**IN CONCLUSION:**

To those who ask us which, in our opinion, is the best all-round set of binoculars for general use, we suggest the Featherlight 7x35. This model includes five of the most desirable binocular features: High magnification for well enlarged view; yet not too high power for holding steady. Wide field of view with brilliant illumination. Ideal weight for perfect balance in the hands. All BUSHNELL models, described in our literature, have their particular uses and applications specified. With the additional information given in this booklet, we hope you are well prepared to make your own selection. If you have a question, do not hesitate to inquire.

**WORLD'S MOST LIBERAL  
GUARANTEE:**

Since the BUSHNELL Company has the utmost confidence in its products, you are now offered the privilege of using any model for 30 days. This allows ample time to compare and test it against all others, regardless of selling price. If, for any reason, it does not meet your fullest expectations, your

binoculars will be exchanged or your money refunded in full. The BUSHNELL success lies in the loyalty and good will of thousands and thousands of customers and capable dealers all over the world.

Here are a few excerpts from the thousands of complimentary letters received at BUSHNELL headquarters or by BUSHNELL Dealers:

"This is to inform you that your Model 7 power 35mm binoculars are more than living up to their specifications. As you probably know, the work of a War Correspondent is often rigorous and the equipment we must carry with us at the battle fronts is given the roughest treatment possible. To stand up under this continuous hard usage, a binocular must be of sturdy construction as well as a powerful glass capable of keeping us in touch with enemy action.

"This is especially true in the Korean war zone, with its mountainous terrain and unpredictable weather. I am indeed proud to own a pair of Bushnell binoculars and to carry them with me on my trips into the war zones."—Lynn C. Thomas, U. S. War Correspondent.

"We were very well pleased with the quality of your 7x35 binoculars. Apparently you are giving the American sportsmen a good buy for their money. As long as you maintain your present high standards we certainly will not hesitate to recommend your product to the members of the National Rifle Association."—M. D. Waite, Washington, D. C.

"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, Editor.

## HOW TO SELECT BINOCULARS

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"What we have done to perfect the high velocity rifle, Dave Bushnell has accomplished with binoculars. In quality . . . performance . . . value, Bushnell binoculars are outstanding."—**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 and Jim Bond, Taber-Bond Expeditions.**

"I and a friend of mine (an experienced binocular man) have checked the 7x50 Bushnell Featherlight Binoculars and find them mechanically and optically all that anyone could expect of any 7x50 glass, regardless of make or price."—**A. J. Fisher, 170 Main St. Mohnton, Reading, Pa.**

"Thank you for the very prompt delivery of the 7x35 binoculars. They arrived expertly packed and in perfect condition. I compared them with a similar glass selling at \$155. All who made the comparison pronounced them equal . . . even the owner of the \$155 glass!"—**M. L. Hunt, 847 B St., Petaluma, Calif.**

"Have spent many pleasant moments gazing through my featherlight binoculars, and it didn't take me long to come to the conclusion that you would have a hard time persuading me to return them. I'll pass along my enthusiasm for the pleasure of owning one of your fine binoculars."—**H. R. Olson, Box 624, Bellingham, Wash.**

"When I ordered my binoculars I requested they be shipped at once as I wanted them for my vacation. Just 8 days later they were in my hands. They are excellent in all details, and certainly substantiate all claims made in your advertisements."—**E. J. Jeffery, USN, Arlington Annex, Washington, D. C.**

"Am more than pleased with my coated binoculars. I tried them out on my vacation. At the camp next to mine an optician who had a pair of Zeiss glasses which he treasured for years, tried mine and pronounced them equal to his (except for the price). Please send your literature to (4 names)." —**R. H. Billings, Syracuse, N. Y.**

"I am amazed at the adequacy of Bushnell's pocket binocular. It gives almost the same results in ordinary light as my huge Navy glass, and is much more convenient to handle and carry."—**S. Jones, 4491 W. Pt. Loma Blvd.**

"Have just returned from a four-week trip in Florida. As we were outdoors almost every day on

## HOW TO SELECT BINOCULARS

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fishing and hunting trips, we really got a lot of use out of the little 6 power pocket binoculars. They are certainly excellent. I should know because I also own four pairs of European binoculars!"—**S. G. Baits, Grosse Pointe Park, Mich.**

"I received 7x35 Featherlight binoculars and must say I am very pleased with them as they are the equal of the most expensive glasses. In certain types of hunting I find binoculars are almost as important as a rifle."—**K. F. Groom, St. Louis, Mo.**

"Bushnell 12x50's are perfect in every respect. When the light is just right on the hills, I can spot a black bear five miles away. Everybody here that has looked through them says they are the best they have seen. This will bring you many more sales I am sure."—**B. C. Roe, Whitter, Alaska.**

"The little pocket size binoculars which I bought for Mrs. Boyer last summer are considered remarkable by the Alaskan hunters and commercial fishermen who have seen them, and incidentally, these fellows live with, or by, and expect a lot of a pair of glasses. Enclosed is my check. Please send me by Air Mail a pair of your 8x30's with coated lenses."—**M. E. Boyer, Mt. Edgecumbe, Alaska.**

"I have shopped in every town and city in New York State, including New York City, for fully 6 months, and I have studied your literature to this time of night (midnight). I finally decided that I better buy Bushnell Binoculars before I embark on a ten-weeks' trip into the northern wilds."—**J. I. Havilah, 49 E. Genessee, Auburn, N. Y.**

"I have tested your glasses and think they are fine. I passed up a pair of 7x50's for \$120 to take a chance on yours. After comparing the two, I find that yours is even better!"—**M. Hobin, 10212 Olivet Ave., Cleveland, Ohio.**

"Your binoculars are exceptional. I am close to the Bay and enjoy looking at the ships coming and going through the Golden Gate; also give Alcatraz the once over, which I can see plainly, even to the prisoners in the yard and the guards in the towers. I have passed your name on to many friends and acquaintances."—**F. L. Winters, San Francisco, California.**

Your entire satisfaction is also fully guaranteed — wherever and whenever you purchase your BUSHNELL'S. So why postpone your enjoyment?

