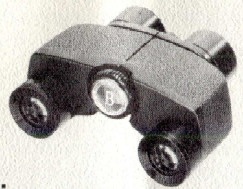


Bushnell Binoculars



MB

*"How to Select Binoculars"
and a complete
selection of . . .
the finest in sight*



Exciting new Bushnell 6x25 Custom Compact

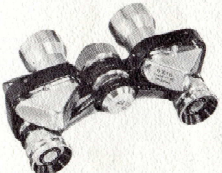
Tiny 3" high binocular gives full field of view even when you wear glasses

Unexcelled for sportsmen and those who travel light. An exclusive* new optical system, with eyecups that retract instantly, makes possible a full field of view even when you wear glasses (a feature made famous by the 7x35 Custom rated tops in consumer tests). Fits hands like a glove, slips easily in pocket, has optics of exceptional clarity. Sturdy as a work mule, yet handsome enough to carry to the theatre. **\$59.50, C. F. only**

Price includes soft leather zipper case.

Field of View: 420' Height: 3 1/4"
Exit Pupil: 4.2mm Weight: 11 ozs.
*Patent Pending

World's Lightest



6 power, 15mm Palm-pocket

Constant companion for sports or theater. Chrome finish.

C.F. \$24.50

Field of View: 380' Height: 2"
Exit Pupil: 2.5mm Weight: 5 oz.

Mountain climber's favorite! 7 power, 18mm palm-pocket

For those who travel light. Chrome finish.

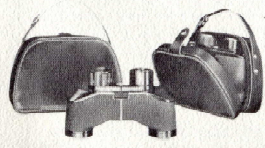
C.F. \$29.50

Field of View: 325' Height: 2"
Exit Pupil: 2.6mm Weight: 6 oz.

High Power for Long Distance

10 power, 50mm C.F. \$94.50
Field of View: 365', Exit Pupil: 5mm, Height: 7", Weight: 32 oz.
20 power, 60mm C.F. only, \$135.00
Field of View: 184', Exit Pupil: 3mm, Height: 9", Weight: 48 oz.

Beautiful Case Included With Every Binocular*



* All binoculars at left indicated with (*)

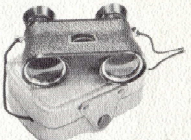
20-YEAR FREE SERVICE WARRANTY 30-DAY MONEY-BACK GUARANTEE

1. All Bushnell optical products are high precision instruments of rugged construction. Each is fully tested and carries a free service warranty from Bushnell Optical Laboratory, Inc.
2. Bushnell instruments are warranted against defective material and/or workmanship. Before shipping, each receives and must pass tests covering essentials of optical and mechanical perfection.
3. The original Registered owner of a Bushnell instrument (except Banner Brand) is entitled to free repair, free service, and free parts or replacement without charge for 20 years (Banner Brand for 5 years), provided instrument in our opinion shows no visible signs of having been dropped, maltreated, or disassembled. Bushnell sunglasses will be repaired free for one year regardless of cause.
4. If the instrument does not answer your purpose, return it to the authorized seller in its original condition within 30 days after purchase and the seller will immediately refund your money in full.
5. Should you require service, please pack your Bushnell instrument securely and enclose your report of unsatisfactory condition with your warranty card, stating when and from whom it was purchased. Mail it to us prepaid and insured. If you request it, an estimate of any charges will be sent before work is done. Your instrument will be returned to you prepaid.



BUSHNELL OPTICAL LABORATORY, INC.
2828 East Foothill Blvd.
Pasadena, California 91107

High Style Sport Glasses

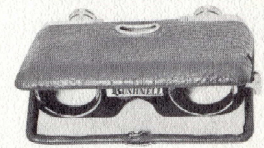


2.5 power Opera

Exquisite mother-of-pearl with matching silk brocade case.

\$19.50

3 power, 30mm—(illustrated). Sturdy construction, extra-wide field (525 feet), and high fashion appearance make this glass popular indoors or out. **\$19.50**



3.5 power folding Vu-ette

Closes thinner than a cigarette case—opens ready for viewing.

\$9.95



4 power, 30mm Sportview

Rugged construction. Perfect hiking companion. Adjustable eye width.

\$14.50

A handsome case of smooth, black, top grade cowhide, edged with white saddle-stitching and lined with soft, rich velveteen is included at no additional charge with every binocular.* Handcrafted in America the cases open to the side for easy one-hand removal and replacement of binocular; contour design holds binocular snugly in a deep recess, gives complete protection even when case is open. A worthy companion to your fine Bushnell instrument.

How to select BINOCULARS

Experts who know—thousands of them—own and highly endorse Bushnell Binoculars



"Bushnell Binoculars give me the vision necessary to keep on top of the play or race... Bushnells are truly the All-Americans of the binocular field!"

TOM HARMON, Sports Director
Columbia Broadcasting System, Inc.



"Your Spacemaster and other photo optic units are the most effective I've ever used with or without a camera. Pictures taken through these instruments astonish me!"

ERLE STANLEY GARDNER,
World Famous Author



"I often need to see an animal at exceedingly close range, and frequently, even in the zoo, use my Rangemaster to pick up details that I couldn't otherwise notice. For field work, they are really super!"

R. MARLIN PERKINS
Director, St. Louis
Zoological Gardens
Author, TV Star of "Zoo Parade"



"Have referred a good many inquiries to Bushnell because I like their optical quality, attractive finish, moderate prices. When I purchased a glass 3 years ago, I chose Bushnell over all others!"

DR. DINSMORE ALTER,
Former Director Griffith Observatory
Author, Lecturer, Scientist



"Good binoculars are an important aid to flying. Your Rangemasters are perfect. Plenty of magnification, wider field of view, and a most brilliant image!"

DONALD W. DOUGLAS, SR.
Douglas Aircraft Corporation

A fine Binocular is a lifetime investment, one which pays you ceaseless dividends in enjoyment; asks nothing in return except the same care you give your other fine instruments. If it's a BUSHNELL, it's guaranteed never to cost another cent for parts or service for at least 20 years, if it is given reasonable care.

Inferior glasses may offer a lower first cost, may even outwardly resemble the beautifully-designed and precision-made BUSHNELL...but often it costs more to repair and adjust these to minimum performance standards after a short period of use, than the original price.

For you who treasure quality and the quiet assurance of possessing the finest...with true lifetime economy...when you select your Binocular, select BUSHNELL!

BUSHNELL Inner-Superiorities are the proof:

- Wider-angle SafetyVision optical systems formulated by electronic computers.
- Special hard-coating for superb light efficiency.
- All optics selected, polished and aligned to super-critical standards.
- Prisms cushioned by a special shock-absorbing compound, then locked permanently in place.
- Super bonding material holds double lens elements in perfect alignment — forever!
- New silicone seals and lubricants assure all-weather operation.
- Single-piece magnesium body for maximum durability with minimum weight.
- 306 separate quality control tests.
- 20-Year Parts and Service Guarantee, unless damaged by abuse or negligence.
- 30-Day Exchange Privilege.
- Seal of Approval by Bushnell Optical Laboratory.



World's most popular Binocular *



7 power, 35mm
Featherlight

Ideal for hunting, sports, sight-seeing, etc. Combines most wanted features... 7 power... compactness... high light efficiency.

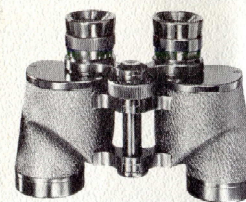
I.F. \$69.50, C.F. \$74.50

Field of View
(@ 1000 yds.): 404'
Exit Pupil: 5mm

Height: 5 1/2"
Weight: 19 oz.

Shallo Eyecups for eyeglass wearers, \$2.00 pr.

6 power all-purpose *



6 power, 30mm
Featherlight

Lightweight, wide-angle, budget-priced. Excellent for fast action and general observation at medium range. Lower magnification reduces hand tremor.

C.F. \$59.50

Field of View: 460'
Exit Pupil: 5mm

Height: 4 1/2"
Weight: 16 oz.

8 power, 30mm wide-angle Featherlight. Same as above with higher magnification, but not recommended for night viewing.

C.F. \$69.50.

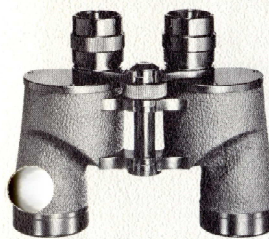
Field of View: 460'
Exit Pupil: 3.75mm

Height: 4 1/2"
Weight: 16 oz.

Shallo Eyecups for eyeglass wearers, \$2.00 pr.

Bushnell FEATHERLIGHT Precision Binoculars...

8 power all-purpose *



8 power, 40mm
Featherlight

Higher light efficiency at dawn, dusk and at night than the 8x, 30mm. Perfect for all-around viewing at longer distances.

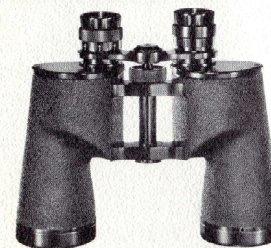
C.F. \$89.50

Field of View: 375'
Exit Pupil: 5mm

Height: 5 1/2"
Weight: 23 oz.

Shallo Eyecups for eyeglass wearers, \$2.00 pr.

Night Viewing *



7 power, 50mm
Featherlight

Highest light transmission. Standard equipment for night watchman, boat owners and others who work under minimum light conditions.

I.F. \$84.50, C.F. \$89.50

Field of View: 375'
Exit Pupil: 7.1mm

Height: 7"
Weight: 32 oz.

Shallo Eyecups for eyeglass wearers, \$2.00 pr.

Bushnell 7x35 CUSTOM *

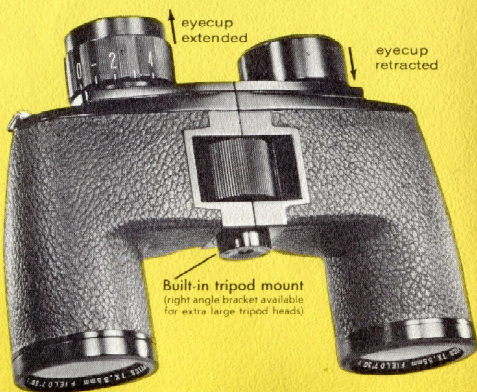
GIVES WIDE FIELD OF VIEW
EVEN WHEN YOU WEAR GLASSES

Exclusive retractable eyecups of non-marring nylon let those who wear glasses see a full field of view for the first time. Those who aren't wearing glasses just turn the eyecups to the "up" position. Quick and simple! The most practical and best-looking binoculars in sight, the Custom features all the famed Bushnell optical qualities, plus exclusive ultraviolet filters for permanent eye protection against harmful glare from sand, snow, or water, and a concealed tripod adapter. 20-Year Parts and Service Guarantee.

\$89.50, C. F. only.

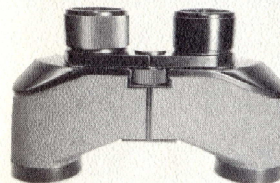
Field of View,
(@ 1000 yds.): 404'
Exit Pupil: 5mm

Height: 5"
Weight: 23 oz.



Built-in tripod mount
(right angle bracket available
for extra large tripod heads)

New Panoramic Rangemaster *



7 power, 35mm
Wide Angle

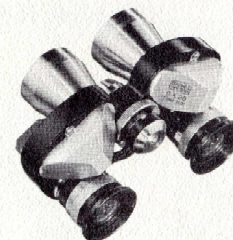
Originally designed for professionals. Tops for sports, spotting game. Extra-wide field—90% more viewing area than standard 7x35's. Exceptional clarity & brilliance.

World's premier binocular... for the man who demands the finest. \$135.00 C.F. only

Field of View: 578'
Exit Pupil: 5mm

Height: 4 3/4"
Weight: 38 oz.

Lightweight wide-angle viewing *



6 power, 25mm
Broadfield

Excellent for hunting, vacation use or the theater. Slips into pocket. Medium magnification combined with extra-wide field. Rugged construction.

I.F. \$44.50, C.F. \$49.50

Height: 2 1/2"

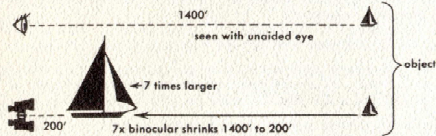
Field of View: 577'
Exit Pupil: 4.2mm

Produced to Bushnell specifications in Japan's finest optical factories for maximum economy.

Right reserved to make changes in design in accordance with optical progress.

What does 6 x 30, 7 x 50, mean?

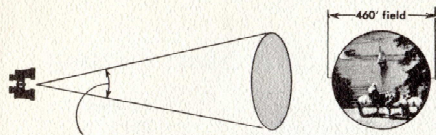
The first number (6x, 7x) indicates the power of magnification, which means the object you look at through a Binocular will be that many times larger than when seen by the naked eye. You don't see farther with a Binocular—distant images are brought nearer! For example, if you are 1200 feet from the object, viewing it with a 6 power glass is the same as seeing it from a distance of 200 feet with your naked eye. A 7 power glass brings the object within 171 feet; 10 power within 120 feet; etc.



The second number (30, 50, etc.) is the diameter, in millimeters, of the large front "objective" lens. (25mm = 1 inch) This "window" determines to some extent the brightness of the image. Contrary to popular belief, it has nothing to do with FIELD OF VIEW.

What is "field of view"?

The "field of view" is the diameter of the circular view seen through the Binoculars at a given distance, usually 1,000 yards. (On the Binocular itself, "field" is

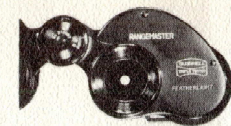


sometimes indicated in degrees, representing the angle of view; 1° = 52.5 feet at 1,000 yards.) Generally speaking, higher magnification means a reduced field of view. The wider the field of view, the easier it is to locate your object and follow fast action.

Brightness of image

Image clarity is largely determined by two factors—the light gathering capacity (diameter) of the objective lens, and the magnification.

Hold the Binocular in arm's length, pointed toward a bright view, and in the eyepiece you will see a disc of light. This disc is called the "exit pupil." The diameter of the exit pupil is the diameter of the objective lens divided by the power of magnification. For instance,



Exit pupil appears as round bright disc in center of eyepiece

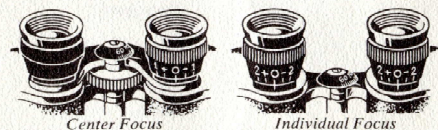
However, in normal daylight the pupil of your eye is contracted to about 2mm, so you cannot utilize the extra light coming through the 10x50, and the image would appear to be equally bright in either Binocular. At dusk or later, when your pupil automatically enlarges, the larger exit pupil becomes important. This accounts for the 7x50, with an exit pupil of 7.1mm, being designated as a "night glass" by the U. S. Navy.

The Relative Light Efficiency (Brilliance or Degree of Luminosity) is computed by squaring the exit pupil, then adding 50% for coated optics.

What is coating?

Each air-to-glass surface in an uncoated Binocular reflects some of the light passing through. The reflected light bounces from surface 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 even under adverse lighting conditions.

Center focus or individual focus



Most 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 two individual eyepieces. Either type, once the eyepieces are focused on a faraway object, will remain in focus for any distance, from infinity to within about 150 feet.

For closer views, individual focus (IF) Binoculars require readjustment of both eyepieces separately; center focus (CF) Binoculars can be focused by manipulating the center wheel only,

7 power, 35mm Banner All-Purpose Favorite



7x, 35mms long have been the overwhelming choice of hunters, sportsmen, experts in many fields. Perfect, too, for anyone who enjoys a variety of viewing pleasures. With its compact size, 7 power magnification and high light transmission, the Bushnell 7x35mm Banner is ideally suited to those who want an accurate, dependable, all-purpose binocular at a budget-minded price.

SPECIFICATIONS

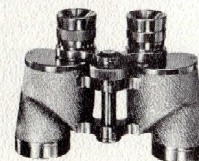
Field of View: 378' @ 1000 yds.
Exit Pupil: 5mm
Height: 5 1/4"
Weight: 21 oz.

Retail price, including durable case, \$39.50; center focus only. 5 Year Guarantee.

100% Coated Optics!

MB

All-Purpose Medium Range



6 power, 30mm Banner

Lightweight and compact, the 6x30mm is just the ticket for steady, prolonged viewing. 6 times magnification and generous field of view make it a favorite among hunters and sports spectators who must follow fast action at medium range. Ruggedly built to incomparable Bushnell standards, the 6x, 30mm is the thirteenth priced binocular in the Banner line.

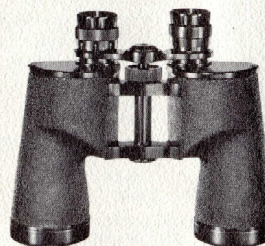
SPECIFICATIONS

Field of View: 395' Height: 4 1/2"
Exit Pupil: 5mm Weight: 18 oz.

Retail price, including durable case, \$34.50; center focus only. 5 Year Guarantee.

100% Coated Optics!

7 power, 50mm Banner Night Viewing & Marine Model



Equal to other models under normal conditions, the 7x, 50mm's large objective lenses deliver extra light when it's needed most... at night, in adverse weather. Long standing favorite of the military and mariners, the perfect glass for aircraft spotters, boat owners, night watchmen, etc. A real budget-priced workhorse with the unbeatable "Bushnell touch."

SPECIFICATIONS

Field of View: 375' Height: 7 1/16"
Exit Pupil: 7.1mm Weight: 36 oz.

Retail price, including durable case, \$49.50; center focus only. 5 Year Guarantee.

100% Coated Optics!

Bushnell Banner

...the economy priced binocular line

From start to finish, the Banner has been crafted with the heft, precision and inner-quality you naturally expect in a Bushnell instrument. The hard-coated, distortion-free elements that make up its optical system register a bright, clear picture that beats anything you've ever seen for the price! The Banner is solidly constructed from rugged, lightweight aluminum, molded into a proven design. Its built-in toughness is cleanly reflected in the firm smoothness of its moving parts, and the flawless, durable quality of its exterior finish.

7-12 power, 40mm Powerful Zoom



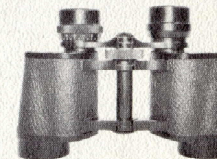
Zoom in from 7 power to 12 power without changing focus! Ideal for nature study, sports, hunting.

SPECIFICATIONS

Field of View: 328-300' Height: 6 1/2"
Exit Pupil @ 7x: 5.2mm Weight: 41 oz.

Retail price, including durable case, \$79.50 C.F.

8 power, 30mm All-Purpose Eight



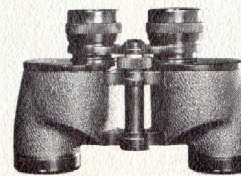
Lightweight, high-power, sports glass.

SPECIFICATIONS

Field of View: 394' Height: 4 1/2"
Exit Pupil: 3.8mm Weight: 18 oz.

Retail price, including durable case, \$29.50 C.F.

7 power, 35mm wide-angle Banner Extra-Wide Field



7 power, 35mm wide-angle Banner

First introduced by Bushnell, the wide-angle 7x, 35mm has become standard equipment for sports-casters and others who must cover big chunks of territory fast, accurately. Like its world-famous counterpart, the Rangemaster, this new Banner actually delivers 90% more area of sight than ordinary 7x, 35mms! For big, bright, crystal-clear viewing, nothing in its price range can touch the wide-angle Banner.

SPECIFICATIONS

Field of View: 577' Height: 5"
Exit Pupil: 5mm Weight: 32 oz.

Retail price, including durable case, \$69.50; center focus only. 5 Year Guarantee.

100% Coated Optics!

BINOCULAR RATING CHART

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

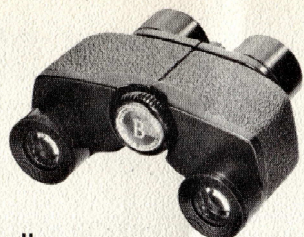
Leading Uses	6x15	Broad-field 6x25	6x30	7x35	Range Master 7x35	Custom 7x35	7x50	8x30	8x40	9x35	10x50	20x60
General Use	G	VG	VG	EX	EX	EX	G	VG	VG	G	G	NR
Wooded Area	NR	VG	EX	EX	EX	EX	EX	F	EX	G	G	NR
Semi-Wooded	F	G	VG	EX	EX	EX	VG	VG	EX	G	G	NR
Open Flats	G	G	G	VG	EX	EX**	G	EX	EX	EX	EX	G
Wild Fowl	G	VG	VG	EX	EX	EX	VG	G	G	G	F	NR
Races - Sports	G	EX	EX	VG	EX	VG	VG	G	G	G	G	NR
Distant View.	F	F	F	G	G	G	G	VG	VG	EX	EX	EX
Nature Study	G	VG	EX	EX	EX	EX	VG	G	EX	F	F	NR
Marine	NR	F	F	VG	EX	EX**	EX	F	VG	NR	G	NR
Night Use	NR	F	G	G	VG	G	EX	F	G	F	G	NR
Indoor Use	EX	EX	EX	VG	EX	VG	F	F	F	NR	NR	NR
Weight in oz.	5	12	16	20	38	25	32	16	23	21	32	48
Field @ 1000 yds.	380'	578'	460'	404'	578'	404'	375'	460'	375'	395'	365'	184'
Rel. Light Eff.	9	26	37	37	37	37	75	21	37	23	37	14
Price with T.F. C.F. \$5.00 more	\$19.50*	44.50*	54.50*	69.50*	135.00* CF only	89.50* CF only	84.50*	64.50*	84.50*	79.50*	89.50*	135.00* CF only

*Plus usual 10% Fed. Tax
**Built-in Ultraviolet filters increase haze penetration.
†Exclusive optical system offers both eyeglass and non-eyeglass wearer a full field of 404' at 1000 yds.
If you have any special viewing problem, please write for information. Your request will be answered promptly.

← Bushnell Featherlight line inside.
See reverse for Banner Line.

HUNTING BINOCULARS

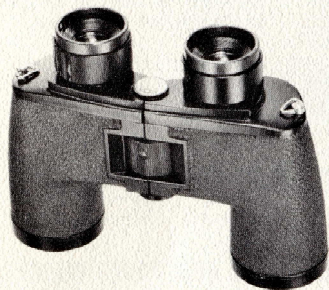
EXCLUSIVE FROM BUSHNELL



**New
Bushnell
6x25
Custom Compact**

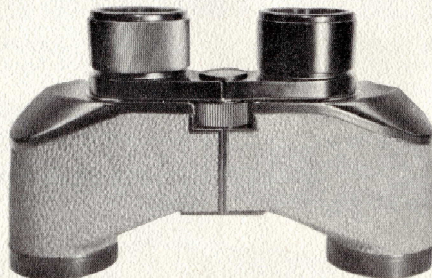
This 3" high companion to the 7x35 Custom also gives full field of view even when you wear glasses through its unique new optical system. Easy to hold, slips in pocket, has optics of exceptional clarity. Unexcelled for hunting, traveling, sports events, theatre. **\$59.50**

MB



Bushnell 7x35 Custom Binocular

Check rated in consumer tests. Only in a Custom binocular will you find the unique optical system with retractable eyecups that give even eyeglass and sunglass wearers a full field of view; ultraviolet filters protect against glare from snow, sand and water. **\$89.50**



**New Bushnell Panoramic
7x35 Rangemaster**

Ultramodern, wide angle, contour design. Extra wide field gives 90% more viewing area than standard 7x35's. Exceptional clarity and brilliance, easy to hold. Originally designed for professionals, tops for sports events, spotting game, traveling. **\$135.00**



Bushnell SPORTVIEW BINOCULARS

8x30 List \$29.50
Lightweight, compact, high power, for sports or hunting.
Field of View: 394' @ 1000 yds.
Exit Pupil: 3.8mm.
Height: 4 1/2" Weight: 18 oz.

6x30 List \$27.50
Good, all-purpose binocular for steady, prolonged viewing at medium range.
Field of View: 394' Height: 4 1/2"
Exit Pupil: 5mm. Weight: 20 oz.

7x35 Wide Angle List \$49.50
Extra-wide field, tops for sports events, spotting game.
Field of View: 578' Height: 4 1/2"
Exit Pupil: 5mm. Weight: 30 oz.

7x35 List \$29.50
Best choice for all-purpose viewing for every situation: hunting, sports events, nature study, vacationing.
Field of View: 341' Height: 5 1/2"
Exit Pupil: 5mm. Weight: 22 oz.

7x50 List \$39.50
High light gathering power, best selection for boating, at night, or in adverse weather.
Field of View: 376' Height: 6 1/2"
Exit Pupil: 5mm. Weight: 36 oz.

Sportview Carrying Case, handcrafted in America, of textured black vinyl, with zipper and straps, included with each binocular (**\$6.00** value).

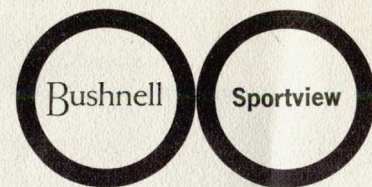
LIBERAL 1-YEAR WARRANTY AND MONEY-BACK GUARANTEE ASSURES YOU FULL SATISFACTION.

1. The Bushnell Sportview Binocular is a high precision instrument of rugged construction. It is fully tested and carries a one-year warranty from Bushnell Optical Laboratory, Inc.
2. Sportview Binoculars are warranted against defective materials and/or workmanship. Before shipping, each receives and must fully pass tests covering essentials of optical and mechanical perfection.
3. The original Registered owner of a Sportview Binocular is entitled to repair or replacement without charge should any defect appear within one year from date of purchase, provided instrument in our opinion shows no visible signs of having been dropped, immersed, maltreated, or disassembled.

ible signs of having been dropped, immersed, maltreated, or disassembled.

4. If the instrument does not answer your purpose, return it to the authorized seller in its original condition within 30 days after purchase and the seller will immediately refund your money in full.
5. Should you require service, please pack your binocular securely and enclose your report of unsatisfactory condition with your warranty card, stating when and from whom it was purchased. Mail it to us prepaid and insured. If you request it, an estimate of any charges will be sent before work is done. Your instrument will be returned to you prepaid.

Bushnell Optical Laboratory, Inc., 2828 E. Foothill Blvd., Pasadena, Calif. 91107



The excitement of looking farther than your eyes can see is a pleasure shared by young and old alike. Your enjoyment of sports events, vacation trips, hunting, nature study will be greatly increased with a good binocular as your constant companion. With the introduction of Bushnell's new low price Sportview Binoculars, even the occasional user or family on a limited budget can own a good, clear, dependable binocular . . . one

7 x 35

you are proud to own or give as a gift. The Sportview has traditional two-piece body styling; fast, convenient center focusing, plus individual right eye adjustment. Coated lenses and prisms increase brilliance 30% to produce a viewing picture that is unusually bright and clear. Each binocular comes complete with a good looking, long wearing black vinyl carrying case and straps, 1-year warranty. All Purpose 7x35 Sportview, \$29.50.

BUSHNELL SPORTVIEW BINOCULARS

Another Bushnell first!

NEW BUSHNELL 2.5x BOOSTER makes "Variables" of your present riflescopes for only \$14.95

- INCREASES PRESENT SCOPE MAGNIFICATION 2½ TIMES
- ATTACHES DIRECTLY TO SCOPE WITHOUT REMOVING LENS



Get double the use . . . double the fun from your present riflescope with the remarkable new 2.5x Bushnell BOOSTER. Unlike other power increasing scope attachments, it **does not require any disassembly of the optical system.** Simply unscrew the ring at the front of the 4x ScopeChief and screw in the Booster. (Also fits 2.5x and 3x ScopeChiefs with adapter rings.*) In only seconds your present riflescope becomes a compact, high power scope.

With the Booster attached, the riflescope which is parallax free at 100 yds. becomes parallax free at 200 yds. This is compatible with distance at which shooting usually is done with high power scope. Also the crosshair

appears finer — an advantage in shooting smaller game.

Naturally, increasing the power of the scope will make a slight change in point of impact. However, the Booster is so precisely made that resighting-in of the scope can be easily accomplished. In any case, you will be re-zeroing your rifle to compensate for the lighter bullets used on small game, and at the longer range.

Boosters are available for 2.5x, 3x and 4x ScopeChief riflescopes.

A leather pouch, supplied with the unit, can be worn at the belt and will keep Booster ready for instant attachment.

SPECIFICATIONS: Length 3"; Weight 2.5 oz.; Objective Lens Diameter 32mm. / 2.5x Booster, **\$14.95**

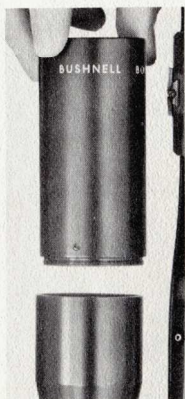
*Adapter Ring for 2.5x and 3x ScopeChief supplied free on request.



Bushnell Bldg., Pasadena, California
In Canada: 1310 W. 6th Ave., Vancouver 9, B.C.



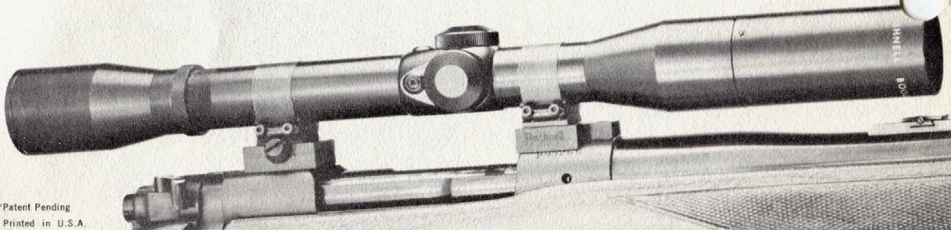
1. Remove only the protective end ring from objective barrel of 4x scope.



2. Install Booster by screwing it into objective barrel of riflescope.

NOW...LOW POWER BIG GAME SCOPES CAN DO DOUBLE DUTY AS HIGH POWER VARMINT SCOPES

- **4x doubles as 10x**
Field at 100 yards 11.5'
- **3x doubles as 7.5x**
Field at 100 yards 16'
- **2½x doubles as 6.25x**
Field at 100 yards 21'



*Patent Pending
Printed in U.S.A.

PRODUCED TO BUSHNELL DESIGN SPECIFICATIONS IN JAPAN'S FINEST OPTICAL LABORATORIES FOR MAXIMUM ECONOMY