

BINOCULAR PURPOSE CHART

USES	6X.30	7X.35	7X.35B.F.*	7X.50	8X.30	8X.40	8.5X44	10X.50	Zoom
ALL PURPOSE	A	A	B	B	B	B	C	D	B
INDOOR SPORTS	A	A	B	C	C	C	C	D	A
HORSE RACING	A	A	A	A	B	A	B	D	A
OUTDOOR SPORTS	A	A	A	B	B	B	C	D	B
YACHTING	A	A	A	A	C	C	C	C	B
HUNTING (wooded)	A	B	B	B	B	B	C	D	B
HUNTING (semi-wooded)	A	B	B	C	A	A	B	D	A
HUNTING (open)	B	B	A	B	A	A	B	B	A
HUNTING (mountain)	C	A	A	B	B	A	A	A	A
BIRDING	A	A	B	B	B	B	A	C	B
HIKING	A	A	B	C	B	B	B	D	B
TOURING	A	A	B	B	A	A	A	B	A
NIGHT USE	B	B	B	A	C	B	B	C	B

LEGEND: (A) Excellent (B) Good (C) Fair (D) Not Recommended *Broad Field

Handy Order Form

ORDER FROM:

QUANTITY	MODEL#	NAME	PRICE
		TOTAL	

NAME _____

STREET _____

CITY _____ STATE _____

75M-9-63

CONSTRUCTION OF



BINOCULARS

★ **ORIGINAL OPTICAL FORMULAE** Each Swift binocular is designed to its own unique optical formula . . . the exclusive property of Swift Instruments, International. This fact accounts largely for the exceptional performance of these fine instruments. Lenses and prisms are ground from the finest, centerpot flint, crown or Barium crown glass, carefully annealed and cold polished. Prisms are anchored with phosphor-bronze clamps. Optical formula is engraved on objective lens ring.

★ **SPECIAL LENS COATINGS** All air-to-glass surfaces are hard-coated with Swift's own, specially formulated Ve-cote coatings which virtually eliminate internal reflections and significantly increase light transmission and hence brilliance of image.

★ **MECHANICAL PERFECTION** All body castings are bubble-free and carefully machined for perfect seating of lenses and prisms. All bright surfaces are of rustless, polished 56S Duralumin. Other exterior surfaces are protected with 3 coats of nonchip enamel or high quality textured plastics that far outlast leather itself. Each instrument is dehumidified and sealed in air-conditioned, dustless, final assembly rooms. Special lubricants guarantee smooth operation at all temperatures.

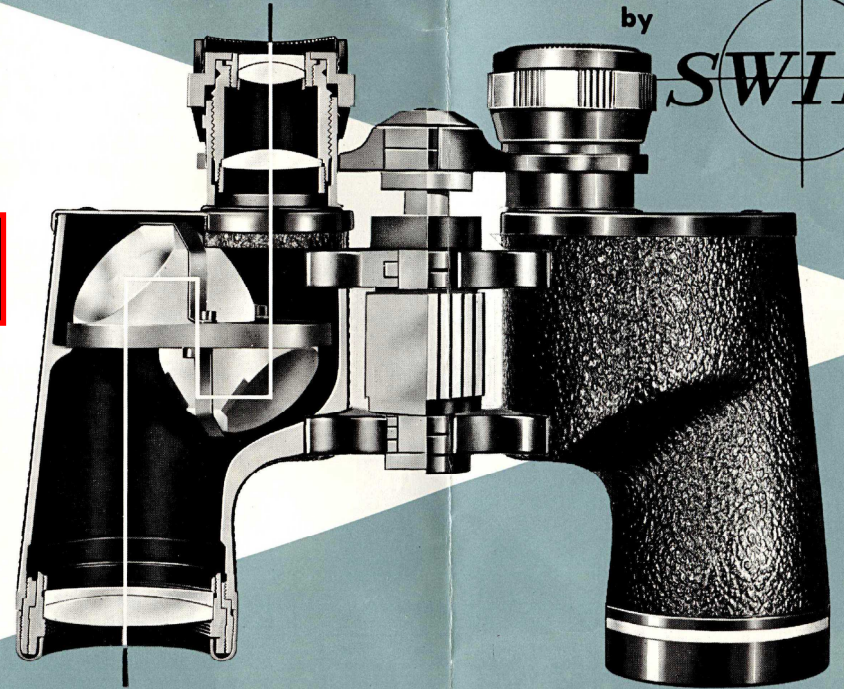
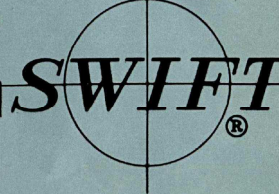
★ **EXCLUSIVE FEATURES** Retractable eyecups, center-post tripod adapter, vee-slot cases, cylindrical focus control . . . see inside spread of this folder for details.

★ **INSPECTION** Each Swift binocular is inspected by a resident Swift representative in addition to normal, quality control inspections at every stage of manufacture.

IMPORTED

BINOCULARS

by



**BEAUTIFULLY MADE
TECHNICALLY ADVANCED**

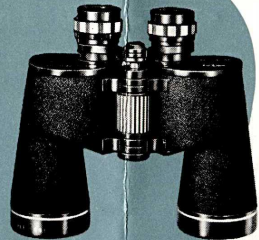


MARK II PREMIUM QUALITY

Built to meticulous specifications by master craftsmen. The most rigorous optical and mechanical tests prove them to be equal, and in some cases superior, to well-known binoculars that cost from 50% to 130% more. The specific features are: (1) Lenses and prisms of finest center-pot Barium Crown glass. (2) Prisms anchored with phosphor-bronze clamps. (3) All air-to-glass surfaces coated with specially formulated, ultra-hard lens coating. (4) Seamless monobloc body castings of ultra-light magnesium.



NEPTUNE



COMMODORE AUDUBON



HOLIDAY



ASCOT

SEAHAWK

CASES — Deluxe, seamless, plush-lined case, with metal fastened binocular and case straps and beautiful gift box.

802 NEPTUNE MK II - 7X,35 C.F.
New improved broad field model with interpupillary adjustment as low as 40 mm. Adaptable to telephotography.*

761 SEA HAWK MK II - 6X,30 C.F.
Specially compact design for field and marine use.

823 COMMODORE MK II - 7X,50 C.F.
One of the world's finest night glasses. Tremendous brilliance. This is the classic Deck Officer's binocular.

766 HOLIDAY MK II - 7X,35 C.F.
A superlative general purpose binocular with extra-large prisms for a tremendous field of view which actually covers the maximum field visible to normal eyesight.

824 ASCOT MK II 8X,40 C.F.
A fine, high-power instrument for outdoor sportsmen.

804 AUDUBON MK II - 8.5X,44 C.F.
In a class by itself. Larger magnification is fully utilized through extra brilliance and specially wide field. This instrument was especially designed for birding and nature study.

*ACCESSORIES FOR 802 NEPTUNE
BA-1 Telephoto adapter for twin-lens reflex, single-lens reflex, and cine cameras with range finder. \$19.75
BA-2 Adapts BA-1 for 35mm cameras \$23.75



ZOOM BINOCULARS VARIABLE POWERS FOR INSTANT USE



826 MK II (wide angle) 6-12X, 35

No longer a mere novelty, the zoom binocular has now been perfected and meets Swift's demanding standards of performance and durability. Compare this instrument with even the finest single-power binoculars. Any power from 6X to 12X at the twist of your wrist . . . the ideal range for every purpose from yachting to hunting and nature study. Relative Light Efficiency 55 at 6X, Field 420 ft. at 6X. Wt. 37 oz. A genuine masterpiece of optical design and craftsmanship. Price \$165.00



847 SWIFT QUALITY ZOOM 7-12X, 40

A somewhat less complex optical formula than the MK II Zoom binocular. Prisms of fine crown glass instead of Barium crown. Performance superior to that of many single-power instruments in middle price range. Zoom to any power from 7X to 12X . . . excellent for general use, hunting, nature study, target spotting. Relative Light Efficiency 54 at 7X, Field 355 ft. at 7X. Wt. 42.4 oz. A soundly designed, beautifully made instrument at a modest price. \$95.00



**701 MICROZOOM
5.5-10X, 20**

A tremendous range of power in a binocular small enough to fit in an overcoat pocket. Any magnification from 5.5 to 10X with a twist of the wrist. Field of view 340 ft. at 5.5X. Relative light efficiency 19.4-6. Wt. 17.7 oz. Gift boxed. \$68.50

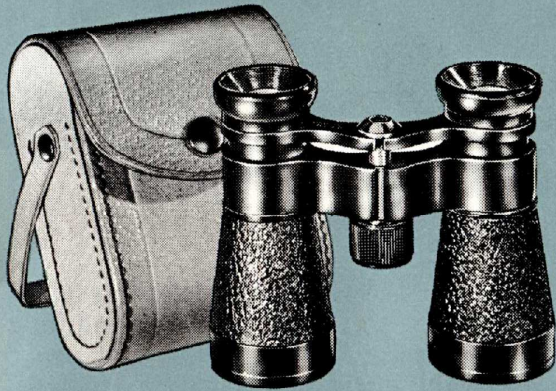
EXCLUSIVE FEATURES OF SWIFT BINOCULARS

- RETRACTABLE EYECUPS**
Provide full-field of view for eyeglass wearers . . . can't be lost. (not on zoom models).
- FINEST LUGGAGE QUALITY CASES**
Vee-slotted to facilitate removal of binoculars.
- TRIPOD ADAPTER**
Built-in, threaded to fit standard camera tripods. Extra-long focus knob facilitates rapid focusing.

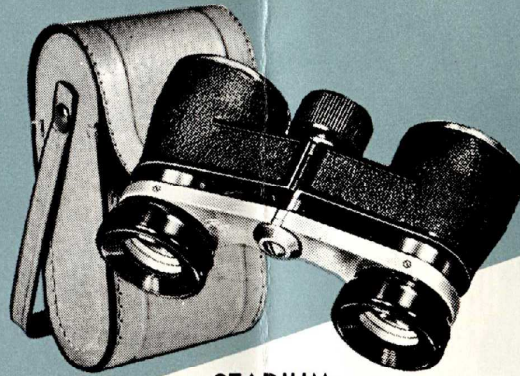
No.	Model	Field of View	Relative Light	Binoc. Weight	Size Closed	Price w/case
802	7X,35 C.F. NEPTUNE	425'	41.2	21.5 oz.	4.8"	\$ 95.00
761	6X,30 C.F. SEA HAWK	460'	41.2	16 oz.	4.7"	75.00
823	7X,50 C.F. COMMODORE	376'	84.9	38 oz.	6.6"	99.50
766	7X,35 C.F. HOLIDAY	578'	41.2	32.5 oz.	4.7"	130.00
824	8X,40 C.F. ASCOT	393'	41.2	22.4 oz.	5.8"	85.00
804	8.5X,44 C.F. AUDUBON	420'	44	38.4 oz.	5.9"	130.00

Binoculars subject to 10% F.E.T.

THEATER AND SPORT GLASSES by ~~SWIFT~~®



SCOUT



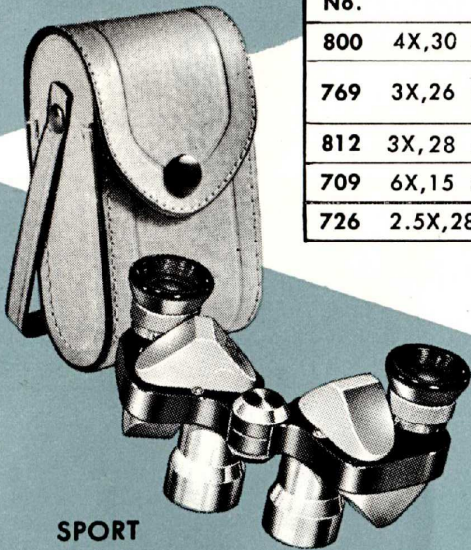
STADIUM



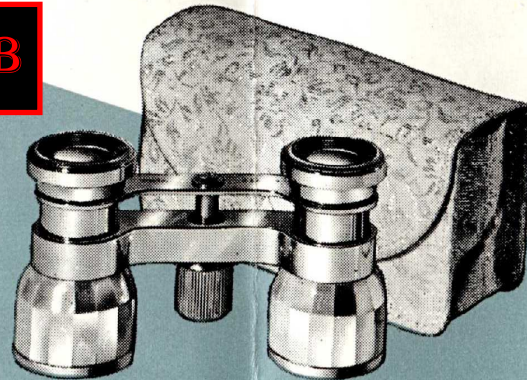
ARENA

No.	Model	Binoc. Weight	Size Closed	Color	Case	Price w/case
800	4X,30 SCOUT C.F.	5.2 oz.	3.1"	Black	PIGSKIN	15.00
769	3X,26 STADIUM C.F.	6.9 oz.	2"	Black, maroon or brown leatherette	PIGSKIN	15.00
812	3X,28 ARENA C.F.	4.9 oz.	1.7"	Black, wine or brown	ZIP-FASTENED	19.95
709	6X,15 SPORT I.F.	5.7 oz.	1.9"		PIGSKIN	22.95
726	2.5X,28 PRINCESS C.F.	6 oz.	1.7"		BROCADE	17.00

TO PRICE, ADD 10% F.E.T.



SPORT



PRINCESS

Lifetime Guarantee



Instruments containing defective materials or workmanship mailed to us postpaid will be replaced or repaired free of charge for the life of your Swift instrument. This guarantee does not cover breakage through accident or misuse.



QUALITY BINOCULARS



Only Swift binoculars are manufactured to highest specifications abroad in plants of proven optical excellence. Swift inspectors not only examine the finished product but also inspect all essential parts before assembly. On the spot quality control is maintained constantly.

Exclusive with Swift: Optical formulas for highest resolving power • Selected castings are carefully machined for perfect seating of lenses and prisms • Three coat non-chip enamel finish with distinctive diamond turned eyepieces of polished 56S Duralumin.



MB

Prices include deluxe plush-lined metal fastened case complete with case and binocular straps and luxurious gift box

AMERICAN PATTERN

No.	Model	Field of View	Relative Light	Binoc. Weight	Size Closed	Price w/case
704	7X,35 SPORT KING C.F.	578	37.5	35.3oz.	4.7"	\$ 79.50
748	7X,35 TRITON C.F.	376	37.5	23 oz.	5.2"	53.00
756	6X,30 MINERVA C.F.	393	37.5	22.5oz.	4.4"	48.50
789	7X,50 SKIPPER C.F.	376	76.4	38.8oz.	6.8"	67.50
754	8X,30 APOLLO C.F.	393	21.1	23.7 oz.	4.7"	53.00
801	8X,40 SARATOGA C.F.	393	37.5	24.7 oz.	5.7"	59.00

TO PRICE, ADD 10% F.E.T.

GERMAN PATTERN

No.	Model	Field of View	Relative Light	Binoc. Weight	Size Closed	Price w/case
787	7X,50 NIGHTHAWK I.F.	376	76.4	33.2 oz.	6.5"	\$ 52.90
788	7X,50 NIGHTHAWK C.F.	376	76.4	36.7oz.	6.7"	59.00
813	7X,35 TOURIST C.F.	367	37.5	22.8oz.	5.3"	49.50
716	8X,30 GRAND PRIX C.F.	393	21.1	21.2oz.	4.4"	47.50
750	6X,30 OCEANIC C.F.	393	37.5	21.2oz.	4.4"	44.25
765	10X,50 RAINIER C.F.	279	37.5	38.3oz.	6.6"	65.00

TO PRICE, ADD 10% F.E.T.

SWIFT INSTRUMENTS, INC.

Boston 25, Mass. San Jose 12, Cal.

