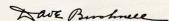




### A Word About Bushnell

It's been many years since we introduced our first sport optics. Since then we're grown tremendously, yet we still get the same thrill in presenting you with new items (and, wait just as anxiously for your approval). A lot of hard work has gone into these products... many prompted by your suggestions. We're excited about them and think you will be, too. Let us hear from you... we always welcome your letters.



Bushnell optical instruments are designed and tested for practicability and excellence by Bushnell optical and mechanical engineers, in collaboration with actual users in the field. For maximum economy, they are produced in Japan in factories selected for their uncompromising tradition of craftsmanship and pride in workmanship. Then, back in Bushnell laboratories, they are rigidly tested optically . . . mechanically . . . functionally. Only those instruments which measure up to the initial high standards are granted the Bushnell trademark.

# MB

### **Bushnell's Warranty**

### 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 materials and/orworkmanship. Before shipping, each receives and must fully pass a series of tests covering essentials of optical and mechanical perfection. (3) The original Registered owner of a Bushnell instrument is entitled to free repair, free service, and free parts or replacement without charge for 20 years (unless otherwise stated), provided instrument in our opinion shows no visible signs of having been dropped, maltreated, or disassembled. (4) If the instrument does not answer your purpose and is returned to the authorized seller in its original condition within 30 days after purchase, your money will be immediately refunded in full by the seller. (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 you before work is done. Your instrument will be returned to you prepaid.



#### BUSHNELL OPTICAL LABORATORY, INC.

2828 East Foothill Blvd., Pasadena, California 91107 In Canada: 899 West 8th Avenue, Vancouver 9, B.C.

#### **DEALER PROMOTIONAL SUPPORT**

- Colorful, hard-hitting consumer folders and statement stuffers. Seasonal promotional materials are available. All designed to increase your sales. Ask about them when ordering. (Specify product and quantity needed for samples and imprint costs.)
- Handsome, modern packaging emphasizes Bushnell quality, ties in with literature design and works as a self-merchandiser.

#### DEALER SERVICE

- Dealer-direct sales and service

   no intervening profits or delays.
- Referral system hundreds of write-in prospects are directed to Bushnell dealers daily.
- Complete instrument repair service available to every dealer and his customers.

- TERMS: 1% 10 days, net EOM
- FREIGHT: F.O.B. Pasadena, Caifornia; shipping charges prepaid on dealer orders totaling \$150.00 or more, dealer net, to a single destination. Dealer pays difference if other than regular shipment is desired.
- MINIMUM ORDER \$5.00 smaller orders should be accompanied by remittance including 50¢ to cover handling and postage.
- SHORTAGE CLAIMS must be made within five days of receipt of merchandise.
- DAMAGE OR LOSS CLAIMS must be made against carrier.
- DROP SHIPMENT CHARGE \$1.50.

#### DEALER PROTECTION POLICY

- Bushnell advertises a 30-Day Money-Back Guarantee on all products and will replace all merchandise returned to dealer in an unsaleable condition as a result of this offer.
- Merchandise may be returned for full credit or exchange within 30 days of invoice date. After 30 days, advance written authorization must be obtained to return inventory for credit or exchange. All merchandise must be in new condition and in original container.

#### NATIONAL ADVERTISING SUPPORT

Bushnell's dynamic, sales building advertising keeps customers coming into your store all year 'round, Look for Bushnell ads in national magazines (combined circulation of over 10,000,000 readers month after month).

Bushnell binoculars are rated tops in consumer buying guides, were chosen for use by Armed Forces in Viet Nam, selected by NASA Scientists for use in Gemini spacecraft and are first choice of such noted professionals as:



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

Tom Harmon, Sports Director, ABC



"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



". we had not the slightest difficulty even in Rain Forest with condensation or moisture of any kind accumulating inside the instruments . the finest optical equipment that any expedition has ever had."

R. Marlin Perkins, Director, St. Louis Zoological Gardens



"... with a single shot blasted a bull moose ... first time I ever hunted big game with a handgun ... luck coupled with Bushnell ingenuity ... that Phantom Scope!"

Wally Taber, International Hunter and Lecturer



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

Donald W. Douglas, Sr., Douglas Aircraft

Corporation



"Have referred a good many inquiries to Bushnell because I like their optical quality, attractive finish, moderate prices. When I purchased a glass, I chose Bushnell over all others." Dr. Dinsmore Alter, Former Director, Griffith Observatory, Author, Lecturer, Scientist



Top rated, award winning Custom Compact Binoculars have achieved outstanding acclaim for the unique design of their optical system (not just retractable eyecups). They give eyeglass wearers and non-eyeglass wearers the same full, brilliant field of view.

#### 7x26 CUSTOM COMPACT

Specially designed lenses and retractable eyecups offer twice the viewing area of ordinary, full-size, 7-power binoculars to sun or eyeglass wearers. Enjoy the full field of view with or without sun or eyeglasses. Built-in "Squint-Proof" lenses block out reflected glare from snow, sand, sea or haze. 100% coated optics assure 50% brighter, sharper image. Rugged enough for a man to use - small enough to please a woman. Powerful enough for hunting or fast action sports, yet light and small enough for theatre or travel. Excellent for people on the go. Comes complete with soft, zippered carrying case.

Field at 1,000 yds: 368' / Exit pupil: 3.7mm / Ht: 31/8" / Wt: 11 oz. #10-7261 . . . . \$69.50

#### **6x25 CUSTOM COMPACT**

Light to carry — fits easily into shirt or jacket pocket ready for instant use. Total weight is less than half the weight of most other 6x binoculars. Through its unique optical system and retractable eyecups, it gives a full field of view with or without eye or sunglasses. Designed for hunters, it is sturdy as a work mule, yet handsome enough to carry to the theatre. Comes composed carrying case. Built-in "Squint-Proof" lenses. Field at 1,000 yds: 420' / Exit pupil: 4.2mm / Ht:  $3\frac{1}{8}$ " / Wt: 11 oz. #10-6251 . . . . \$64.50

#### **CUSTOM COMPACT used in Gemini Spacecraft**

Bushnell's Custom Compact was selected by NASA scientists for use in the special secondary sighting system for Gemini Spacecraft. The left half, modified for use with the sextant, received critical space flight qualification tests (high-low temperature, shock, vibration, atmosphere, humidity, etc.) and passed with better than required ratings. A secondary sighting system backed up the inertial platform for angle measurement and radar for timing and measurement of range during rendezvous and docking with the Agena rocket.





Slips easily into "his" shirt pocket for rugged hunting duty . . . or elegantly into "her" handbag for theatre or opera.





































nylon eyecups that gives the same full field of view with or without sun or eyeglasses. "Squint-Pruf" Lenses protect against reflected glare from snow, sand, sea and haze. Exceptional optics provide clear, brilliant viewing. Ideal for travel, vacations, spectator sports, hunting and nature study. Focuses down to 12 feet.

Field at 1,000 yards: 420'. Exit pupil: 5mm. Height: 5". Weight: 23 oz. #10-7351 - 20 Year Warranty - \$98.50

### Check these features:

- \* Exclusive mono-unit magnesium alloy body for maximum strength and durability.
- \* Unexcelled brilliance. Special amber, hard-coating on all optics for superior light efficiency.
- \* All optics selected, polished and aligned to super-critical standards.
- \* Safety-Vision optical system formulated by electronic computers.
- \* Shock-proof construction; permanently locked high-index prisms.
- \* "Squint-Pruf" lenses to block reflected glare from snow, sand, sea, haze.
- \* Fast, accurate center focus and individual right eye adjustment.
- \* Built in tripod socket.
- \* 20 year warranty.



# Award Winning **CUSTOM** BINOCULARS

The new mono-unit design of the Custom binocular line is the most magnificent and functional improvement in binoculars in 30 years. Your first breathtaking look will reveal the big, crystal-clear difference between these and ordinary binoculars. You even feel the difference as the sculptured curve of the body design balances effortlessly in your hands . . . in its satin-smooth adjustments . . . its flawless detail. It's quality you can depend on for accurate, brilliant performance. Like the finest watch, the Custom line is constructed for "keeps," asking only reasonable care in exchange for a lifetime of trouble-free

#### 8x36 CUSTOM

Excellent daylight and twilight performance for all around use when traveling, hunting, viewing sports, or nature study. Focuses down to 12 feet. Re-

tractable nylon eyecups.
Field at 1,000 yards: 404'.
Exit pupil: 4.5mm. Height: 55%". Weight: 27 oz.
20 Year Warranty

#11-8362 - \$89.50



#### 9x36 CUSTOM

Excellent for advanced birdwatchers and those who hunt in mountain country. Highest power recommended for handheld use. Focuses down to 12 feet. Retractable nylon eye-

Field at 1,000 yards: 404'. Exit pupil: 4mm. Height:  $5\frac{1}{2}$ ". Weight: 28 oz.

20 Year Warranty #11-9362 - \$92.50



#### 7x50 CUSTOM

The extra high light transmission of this superior 7x50 binocular makes it the outstanding choice for boat owners, night watchmen and others who use binoculars under minimum light conditions. There's heft to these wellbalanced glasses that men of action go for. Retractable nylon eyecups.

Field at 1,000 yards: 394'. Exit pupil: 7.1mm. Height: 71/8". Weight: 40 oz.

20 Year Warranty #11-7502 - \$99.50







Retractable nylon eyecups for expanded view with sun or eyeglasses.













plus straps.















#### 10x50 CUSTOM

High efficiency glass for day or at dusk. Ideal for hunters glassing at long distances, ornithology and all other long-distance viewing. Retractable nylon eye-

Field at 1,000 yards: 368'. Exit pupil: 5mm. Height: 6\%''. Weight: 40 oz. #11-1052-20 Year Warranty-\$110.00

### 6x36 CUSTOM POLICE SURVEILLANCE BINOCULARS



Best choice for police or private investigator surveillance. 50% brighter than conventional 6x30 or 7x35 models, yet lighter and easier to handle than 7x50's. Focuses down to 12 feet.

Field at 1,000 yards: 404'. Exit pupil: 6mm. Height: 5<sup>3</sup>/<sub>4</sub>". Weight: 28 oz. #11-6362 - 20 Year Warranty - \$79.50



Unquestionably the finest wide-angle binocular. Selected for Armed Forces in Viet Nam, this one gulps in huge chunks of territory at a

single glance. Used by leading sportscasters who need its extra-wide range and razor sharp definition, the Rangemaster Wide-Angle is also ideal for big-game hunters or anyone who needs a binocular for large areas of observation. Ultra-modern body contour provides perfect balance for prolonged viewing comfort. Up to 90% more viewing area than most 7x35's. Exceptional clarity and brilliance, Unsurpassed for sports, spotting game or travel. Field at 1,000 yards: 578'. Exit pupil: 5mm. Height: 43/4". Weight: 38 oz.

#11-7392 - 20 Year Warranty - \$135.00



#### 20x60 FEATHERLIGHT

Extra high power and precision optics for distance viewing make this binocular especially popular for mountain cabins, ocean or lake view homes and star-gazing.

Field at 1,000 yards: 184'. Exit pupil: 3mm. Height: 9". Weight: 48 oz. #11-2061-20 Year Warranty-\$155.00

**BINOCULAR TELESCOPE** ATTACHMENT

Converts your Bushnell binocular to a high-power telescope in seconds. This pocketsize (4 oz.) telescope attachment increases the power of your binocular 21/2 times (6x becomes 15x, 7x becomes 17.5x, etc.). The combination is an ideal spotting scope for field use, hunting and target shooting . . . captures minute detail never before possible with binoculars alone . . . offers breathtaking definition from 40 feet to infinity. (1) Easy to attach. Just press the attachment over the right objective (front) lens of the binocular. Tighten the nylon set screw on the collar of the binocular to secure it in place, and it's ready for rugged field duty.

TRIPOD ADAPTERS

#16-1000

for Custom

\$3.95

#16-1100

for center-post

binoculars

(2) To view, just shut your left eye (or leave the lens cap on) and sight as you would through a spotting scope or telescope. (You cannot look through both sides of the binocular when the telescope attachment is being used. Differences in the power of the two lenses would cause distortion in the picture. Two telescope attachments cannot be used over both binocular lenses, because alignment cannot be maintined properly.







#16-0001 — fits binoculars with approximately 2.09" objective end ring: 6x36, 7x35, 8x36, 9x36 Featherlight or Custom.

#16-0002 — fits binoculars with 1.97" objective end rings: 7x35 Banner; Ultra Vision #13-9110; Insta-Focus.

- fits binoculars with 1.83" objective end rings: 7x35 Sportview Insta-Focus; 7x35 Ultra-#16-0004 -Vision #13-9116.

Telescope attachment and carrying case with belt loop.































\$19.95



## **Bushnell ACTION** Binoculars with INSTA-FOCUS

Available in three price ranges . . .

**SPORTVIEW** (Good): **BANNER** (Better): **FEATHERLIGHT** (Best).

Soft rubber eyecups roll back to expand your vision when you are wearing sun or eyeglasses. Extended, they block out distracting side light.





Squint-Pruf lenses block the reflected glare from sand, snow, sea and haze, yet you see all the action in natural color . . . comfortably! Look for the electric blue tint of Bushnell front lenses.

All air-to-glass lens surfaces 100% Amber Hard Coated . . . restrict light loss from internal reflection for 50% brighter, sharper pictures.

Graduated diopter setting on right eyepiece adjusts individually for eyes of unequal vision.

Each binocular comes complete with handsome carrying case, straps, and lens caps.

#### **FEATHERLIGHT**

Look for the 20 YEAR WARRANTY packed with every binocular! Rugged, lightweight aluminum alloy body - finest quality optics!



Field at 1,000 yds.
Exit Pupil .....
Height .....
Weight .... 5mm



#### BANNER

Look for the 5 YEAR WARRANTY packed with every binocular! Superior quality optics tough, one-piece aluminum body style!



.420′ .5mm .5½″ .21 oz.

7x50 Extra Bright #12-7502 \$74.50 Field at 1,000 yds. Exit Pupil ...... Height 7.1mm ..7½6″ .36 oz.



7x35 Wide Angle #12-7392 \$64.50

Field at 1,000 yds. Exit Pupil Height Weight

#### **SPORTVIEW**

Look for the 1 YEAR WARRANTY packed with every binocular! Traditional two-piece body — quality optics!





7x50 Extra Bright #13-7502 \$54.95

Field at 1,000 yds. ...375′ .7.1mm ...57⁄8″ .36 oz.





Exit Pupil



























# 

If you've always wanted to own a binocular but hesitated to buy because of objections to size and weight, you'll want to choose a SPORTVIEW COM-PACT. In its deluxe camera-style case it looks so good and travels so comfortably hanging from your shoulder,



All Banner and Sportview Binoculars are anti-reflection coated on all air-to-glass optical surfaces . . . center focus . . . and come with handsome case and shoulder straps.



#### **7 POWER WIDE ANGLE**

7x35 Sportview Compact; Field 521'; Exit pupil 5mm; Height 41/2"; Weight 21 oz.; 1 YEAR Warranty. #13-7395 . . . . . . . . . . . . **\$43.95** 

#### 8 POWER ALL-PURPOSE

8x30 Sportview Compact; Field 394'; Exit pupil 3.8mm; Height 41/2"; Weight 18 oz.; 1 YEAR Warranty. #13-8300 . . . . . . . . . . . . \$3**7.95** 

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 Bushnell's Banner and Sportview binoculars, even the occasional user or family on a limited budget can own a good, dependable binocular . . . or give it as a gift.



7x35 ALL PURPOSE. The popular favorite, the 7x35's versatility makes it ideal for sports, vacations, hunting, hiking, bird watching all outdoor activities. Two piece body. 1 YEAR Warranty. Field at 1000 yds.: 345'; Exit pupil: 5mm.; Ht: 55%"; Wt: 22 oz. #13-7350 SPORTVIEW ........\$39.95



7x35 EXTRA RUGGED ALL PURPOSE. Same general uses as above. Wider field provides greater viewing area. Sturdier one-piece body allows for extra rugged duty. **5 YEAR Warranty.** Field at 1000 yds.: 378'; Exit pupil: 5mm.; Ht. 51/4"; Wt. 21 oz.

#12-7350 BANNER .....\$49.95



7x35 WIDE ANGLE. Wider field of view lets you cover big chunks of territory fast and accurately with more than twice the viewing area of standard 7x35's. Unmatched for races, fast-action sports events, spotting game. Sturdy one-piece body. 1 YEAR Warranty. Field at 1000 yds.: 578', Exit pupil: 5mm., Ht: 4½", Wt: 32 oz. #13-7390 SPORTVIEW .....\$54.95





7x50 NIGHT AND MARINE. Highest light gathering power of all conventional binoculars. 50mm objective lenses make this the best selection for bright, clear viewing when boating, at night, or in adverse weather. Two-piece body. I YEAR Warranty. Field at 1000 yds.: 376', Exit pupil: 7.1mm., Ht: 61/8", Wt:

#13-7500 SPORTVIEW .....\$46.95

Lightest of all zooms . . . gives you 6 binoculars in one! Trim, easy to handle. Instant zoom from regular 7, 8 or 9-power viewing to 10, 11, or 12-power close-ups. Fast center focus; Tripod socket; Fully coated optics; View 289' at 1000 yards with 7x; Height: 576"; Weight: 27 oz.; Deluxe case; 5 YEAR WARRANTY #12-9114 \$91.50

Z-0-0-M

COMPACT - LIGHTWEIGHT

smooth, fast fingertip power change

Only 27

ounces!

BANNER

ZOOM

7x50 EXTRA RUGGED NIGHT AND MARINE. Highest light gathering power for same uses as above. Finer quality, superior optical system, sturdier one-piece body provide greater durability for extra rugged performance. 5 YEAR Warranty. Field at 1000 yds.: 376', Exit pupil: 7.1mm., Ht. 7\%", Wt. 36 oz. #12-7500 BANNER ......\$63.50

10x50 HIGH POWER. For extra long range viewing, here is a binocular that will give you sharp, bright detail, even under adverse lighting conditions. 1 YEAR Warranty. Field at 1000 yds.: 268', Exit pupil: 5mm., Ht: 7", Wt: 36 oz #13-1050 SPORTVIEW .....\$49.95































# Bushnell

### **ELECTRO-ZOOM** 12x TO 40x **TELESCOPE**

40mm Objective Lens

Use Bushnell's Electro-Zoom telescope any way you like! This lightweight and compact portable telescope zooms you from 12 to 40 times closer to anything you choose to see with just the touch of a button! Great for family viewing of almost any subject, perfect companion for outdoor viewing fun. Its fully coated optics give bright, clear close-up pictures through the full range of powers. Push-button Electro-Zoom works on two penlight batteries, obtainable anywhere. Built-in, standard thread tripod socket mounts the Electro-Zoom on any type of tripod for any type of viewing. Weighs only 26 ounces.

#78-1240 . . . . . . . . . . . \$49.50



#### **ZOOM TELESCOPE** TRIPOD

Designed specifically for use with Bushnell's Electro-Zoom and 9x to 30x Zoom Telescopes. Lightweight, compact, lever-controlled adjustments. Extendible tube for varying height. Features steady, folding legs. Black metal finish. For #78-1930 and #78-1240 #78-3003

9x to 30x ZOOM TELESCOPE

40mm Objective Lens



Excellent, fully coated optics deliver bright, sharp images. Focuses from infinity right down to as close as 25 feet, for intimate close-ups of birds and animals that come into your yard. A unique integral wheel lets you zoom quickly and easily from power to power. Features standard thread tripod socket for mounting on any type of tripod for any type of viewing. So sleek and compact it received the "Excellence of Design" award for California's "Design-X" exhibition, the 9x to 30x is a top performer for all kinds of family viewing. It's versatile enough to double as both spotting scope for Dad; or an observation telescope for home and family use. Weighs only 22 ounces.

#78-1930 . . . . . . . . . \$29.50

#### TABLE TOP TRIPOD

Excellent for use with either Zoom Telescope. Extra light and compact. Ball-socket head adjustment, standard thread. Rubber tipped legs protect against scratching. Height: 71/2". Weight: 10 oz.

Family Fun

TELESCOPES TELESCOPES

#78-3004 . . . . . . . . . . . . . . . . \$2.95

































# **TELESCOPES**

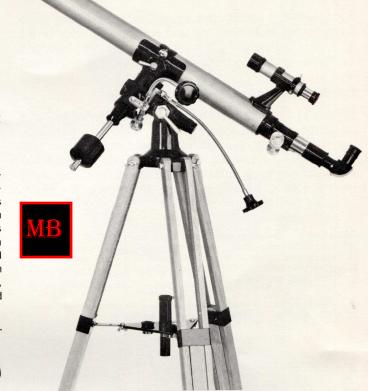
SKY CHIEF II

Bold adventure awaits you when you look through the Bushnell Sky Chief II telescope. Explore the earth and the universe beyond, travel across mountains and plains, far out to sea, into the starry night. A wide range of eyepieces (20mm, 12.5mm, 6mm, plus Barlow lens) deliver from 45x to 304x magnification, drawing the most distant objects into intimate range, sparkling, life-like, breathtaking to behold! All lenses are hard-coated, fully color-corrected.

#### SKY CHIEF II SPECIFICATIONS (Focal Length 910mm)

Objective Lens: 60mm, achromatic, hard-coated, air-spaced. Eyepieces: K 20mm (45x magnification), HM 12.5mm (73x magnification), HM 6mm (152x magnification). 2x Barlow lens doubles power of each eyepiece. Auxiliary Finder Telescope: 6x, 30mm cross-wire reticle, fully adjustable. Equatorial Mount: Flexible cables for slow motion controls, easily positioned for use as alt-azimuth mount. Additional Equipment: Zenith Diagonal Prism for overhead viewing; moon and sun filters for safe solar observation; prism erecting system for terrestrial viewing; hardwood tripod, adjustable, fully-braced, with accessory tray. Weight: 38 lbs., including fitted hardwood carrying case.

#78-5300 Sky Chief II . . . . only \$159.50 complete.





The expanse of space invites conquest, and hunters of the sky will welcome the Sky Chief Jr. for its compactness and superb performance. The 20mm and 5mm eyepieces, plus Barlow lens, deliver from 35x to 280x magnification offering versatility that brings both the world around you and the world far beyond into sharp, brilliant finger-tip closeness. All lenses are hard-coated, fully color-corrected.

#### SKY CHIEF JR. SPECIFICATIONS (Focal Length 700mm)

Objective Lens: 60mm, achromatic, hard-coated, air-spaced. Eyepieces: R 20mm (35x magnification), SR 5mm (140x magnification). 2x Barlow lens doubles power of each eyepiece. Auxiliary Finder Telescope: 5x, 20mm cross-wire reticle, fully adjustable. Alt-Azimuth Mount: Flexible cable for slow motion elevation control. Additional Equipment: Zenith Diagonal Prism for overhead viewing; sun filter for safe solar observation; prism erecting system for terrestrial viewing; hardwood tripod, adjustable, fully-braced, with accessory tray. Weight: 21 lbs., including fitted hardwood carrying case.

#78-5200 Sky Chief Jr. . . . only \$89.50 complete.





























