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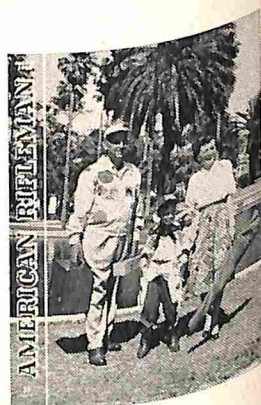
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COVER

Shooters and their families from all over the nation will arrive in Jacksonville, Florida, this month to attend the annual convention and the national smallbore and pistol matches of the National Rifle Association from August 15 to 24



* NRA Staff in the Service

John Scofield

T. W. Child

J. S. Rose

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Dave Bushnell says...

Stop being confused...try before you buy

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...There's a BIG DIFFERENCE in optics!

THE BUSHNELL STORY

CHAPTER VI

U. S. OPTICAL LABORATORY, INC.

Greetings! A few days ago I landed back on the shores of the good old U.S.A. after a trip of 12,000 miles.

Travel is most invigorating and interesting, but believe me there is no country like this one of ours! One has to leave it only for a short while in order to appreciate all that we have here. It is the best in the world, and should inspire all of us to live up to our very best.

These trips I take abroad are made for one purpose only. To check personally into how all the instructions we have made are being carried out with respect to improved methods of production, testing, etc. Also to discuss new designs, and to inspect the latest models we have in production. I am happy to report to you that the result of my trip has been most satisfactory. I hope that we will continue to deserve your confidence in our products.

And now back to the Bushnell Story: In going over our last columns, I notice reference to the U. S. Optical Laboratory, Inc. Perhaps you are wondering what kind of an outfit this is. I want to tell you more about it today. It seems that in optics, as in so many other fields of life, "Great oaks from tiny acorns grow." In our particular case it proves that there is no substitute for real service, regardless of how modest or how small it may be.

As mentioned before, we originally set up a special department for the sole purpose of testing and Triple-Testing our binoculars. With our business growth and the introduction of new equipment, this laboratory increased its size and scope under the supervision of an exceptionally able optical engineer. In due time, it also took on another function, both of which contributed to its great expansion.



The American Public Built This Seal

This work was the service of repairing binoculars. We undertook this at cost, in an effort to give the best, 100% service in connection with any binoculars our customers purchased from us. However, we soon found ourselves repairing binoculars of all makes, and of all ages, which came to us from customers visiting our showrooms in Pasadena. Frequently someone comes in to trade a binocular for one of ours. Before appraising their instrument, we have to check it, and in a good number of cases, we find that it requires only a minor repair or adjustment. This, naturally, is done immediately without charge. In this way, Bushnell Binocular Service came into being. Soon it was so highly complimented and recommended that this department never did quite catch up with itself!

For this and other reasons, we recently incorporated this Division under the name of U. S. Optical Laboratory, Inc. It remains, however, a Bushnell Affiliate. The laboratory has adopted a Seal of Quality. Already it is becoming the symbol of the best...the most outstanding in Optical Quality and Merit.

Whenever you see this seal, I hope you will think of a jingle we always keep in mind.

Good...Better...Best. Never let it rest.
Until the good is Better. And the better is Best.

Dave Bushnell
Life Member, N. R. A.

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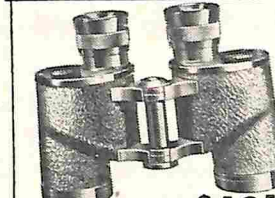
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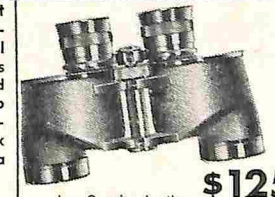
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*Harold MacFarland says:

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H.C. MacFarland

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AUGUST
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AMERICAN RIFLEMAN

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