



DAVE BUSHNELL SAYS,

FREE!

TO
N.R.A. MEMBERS

14-PAGE BINOCULAR GUIDE
6-PAGE SCOPE BULLETIN

Men, you know guns! But in this era of super-accuracy... terrific hunting competition... it is also important that you understand scopes and binoculars. Stop being confused! Know before you buy! Send for these valuable, informative booklets today!



Spacemasters

New 45° 60mm SPOTTING SCOPE



Complete with 25x eyepiece

\$77.50

No Fed. Tax

Check shots instantly, without changing position! End strain, fatigue. Finest achromatic, hard-coated lenses. Finger-tip control Prism Focusing Knob recessed in Prism-Housing. Retractable sun shade. Interchangeable eyepieces. Water, dustproof. Gray finish. Weight 43 oz. Length 16 1/4".

60MM STRAIGHT MODEL **\$75.00**
33 oz., 15 1/4" overall

Extra eyepieces (either model) 25x eyepiece included
15x, 30x, 40x, 60x, \$15 ea.



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FREE! MAIL TODAY!
BUSHNELL'S Dept. AR65, Pasadena 1, Calif.
 Count me in, Dave! Send me your Binocular Guide and Rating Chart; also newest Scope Bulletin. No strings, no obligation, of course.

Rush postpaid 45° Model Spacemasters Standard Model.
Enclosed please find \$ (2.00 deposit days for full refund.)
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AMERICAN RIFLEMAN

The Rifle 1885-1888
Shooting and Fishing 1888-1906
Arms and the Man 1906-1923

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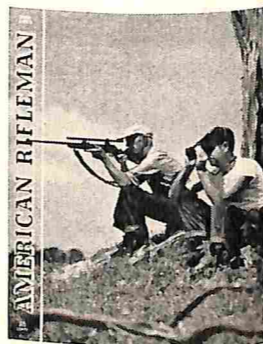
Volume 101, No. 5

May, 1953

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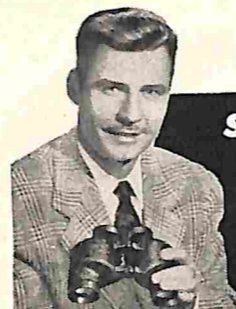
COVER

The two sportsmen pictured on this month's cover have a woodchuck in their sights. Chuck hunting has become a popular sport for summer months when a larger game cannot be hunted. Transparency was taken on the Eastern Shore of Maryland by Durward Allen.



NRA Staff in the Service—T. W. Child, J. S. Rose

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Dave Bushnell says...

Stop being confused...try before you buy

Finest Binoculars!

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

30 DAY FREE TRIAL
✓ FREE PARTS
✓ FREE SERVICE
ONE FULL YEAR

WHY PRICES VARY



"Say, Dave, those facts you gave last month on how a binocular works sure hit the mark. But how come there are so many different prices for the same power? Joe's Camera Store advertises a 7x50 for \$34.95; yet you ask \$47.50 for one of yours."

"Good question, Fred, almost anyone can build a 'binocular', but it takes top quality materials and close adherence to the designer's formula, plus hundreds of careful inspections, to produce an instrument that—well, here's what I mean—look through this glass at the license plate on that car up the street. What do you see?"

"Well, I can read the numbers but can't quite make out the State."

"O.K. Now look through this pair that costs a few dollars more."

"Boy, is that sharp! It's a Colorado car. I can even see the scratches on the plate. Golly, if I only had these glasses on my last hunting trip! Why are they so much clearer?"

"Sharpness of image largely depends upon the degree of perfection of the objective lens—the 'heart' of any binocular. Optical engineers spend hundreds of hours computing the exact curvature and thickness of the two elements making up this achromatic lens, so there will be a minimum of aberrations. Unless these engineers do their work extremely well, even the world's greatest lens-grinding, polishing, and finishing technicians cannot create clarity. However, these 'follow up' operations often mean the difference between a good binocular and a poor one."

"Just how is that, Dave?"

"Here's one example. During the many stages of grinding, it's easy to scratch the lens. This requires re-grinding; but during the corrective process several thousandths thickness is removed, leaving it thinner than Design Specifications. This affects color correction and focal length—both essential to maximum clarity. Our inspectors reject such lenses—but some makers use these inferior lenses regularly, to produce the so-called 'Bargain' Binoculars."

"I'd like to go on and tell you more about the many differences—but must postpone it until next month. Let's get together then."

FREE BOOK!
"HOW TO SELECT BINOCULARS"

BUSHNELL BINOCULARS
Dept. AR65 Bushnell Building, Pasadena 1, California

All Purpose 7 Power, 35mm

★ ADVANCED OPTICAL DESIGN ★ SHARP RESOLUTION
★ CRISP DEFINITION ★ WORLD'S LIGHTEST 17 OZ.

America's Favorite! Choice of leading hunters, sportsmen, experts in many other fields. Newest Shur-Grip design. Most compact: 4 1/4" x 5 1/4" Featherlight Magnesium Frame. Very bright illumination. All lenses and prisms hard coated. Field at 1000 yards: 375 ft. Rel. Light Efficiency 37. Center Focus \$4.00 extra. Heavier ALUMINUM MODEL (COATED) I.F. \$45.50*



\$54.50*

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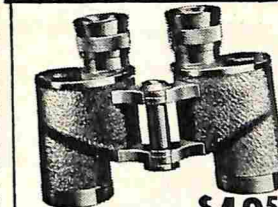
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IMAGINE 80% MORE VIEWING AREA than any other Palm-Pocket Binocular. Almost twice the Seeing Power... twice as fast to spot your target. Shirt pocket size and weighs only 11 oz. Color corrected 25MM achromatic objectives. Internal lenses and prisms Hard Coated.

600 Ft. Field

8 POWER 30MM



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New type Shur-Grip design, power packed, featherlight model! Magnesium body reduces wt. to 15 oz. Ultra-sharp, color corrected achromatic lenses. Field 400". Size 4 1/2" x 6". All internal lenses and prisms hard coated. Superb value. Add \$4.00 if center focus desired. 6x30 same as above (445' field) \$39.50*

NEW 7 POWER

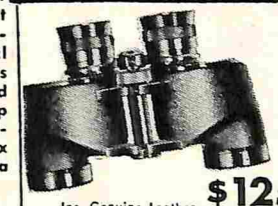


\$19.95*

Inc. Genuine Leather Case

Challenges comparison with any other full 7 power pocket model. Color corrected. All internal achromatic lenses and prisms hard coated. Very sharp image. Clearfield. 15-mm obj. Size: 2 1/4" x 4". Wt. 5 oz. Fit for a prince. 6 Power Palm-Pocket Same as above... \$17.95*

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7 power, 50MM Day or Night\$47.50*
8 power, 40MM Exceptional Clarity 54.50*
9 power, 35MM High Power 58.50*
10 power, 50MM Power Plus 68.50*
12 power, 50MM Long Range 69.50*

All prices include Genuine Leather Case & Straps
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REMEMBER: Written money-back guarantee • Free parts... Service for one year! • Exclusive lifetime service plan • Easy convenient terms • Maximum value assured through our exclusive processes in Japanese contract factories • Free registration service • Orders shipped within 24 hours • Air mail service anywhere in U.S.A. \$1.00 additional for pocket models. \$2.50 for other sizes. **DEALERS INVITED** © 1953 B.O.C.A.

KEN LUDLAM says:
Easy to focus... easy to carry, my Bushnell Broadfield opens up whole new territories to hunt...perfect for the Virginia mountains...a definite 'must' throughout the East. I recommend the 6x Broadfield without reservation.

Ken Ludlam

• Outdoors Editor WRC
• and W.N.W. Also of
• Washington, D.C. TIMES-HERALD

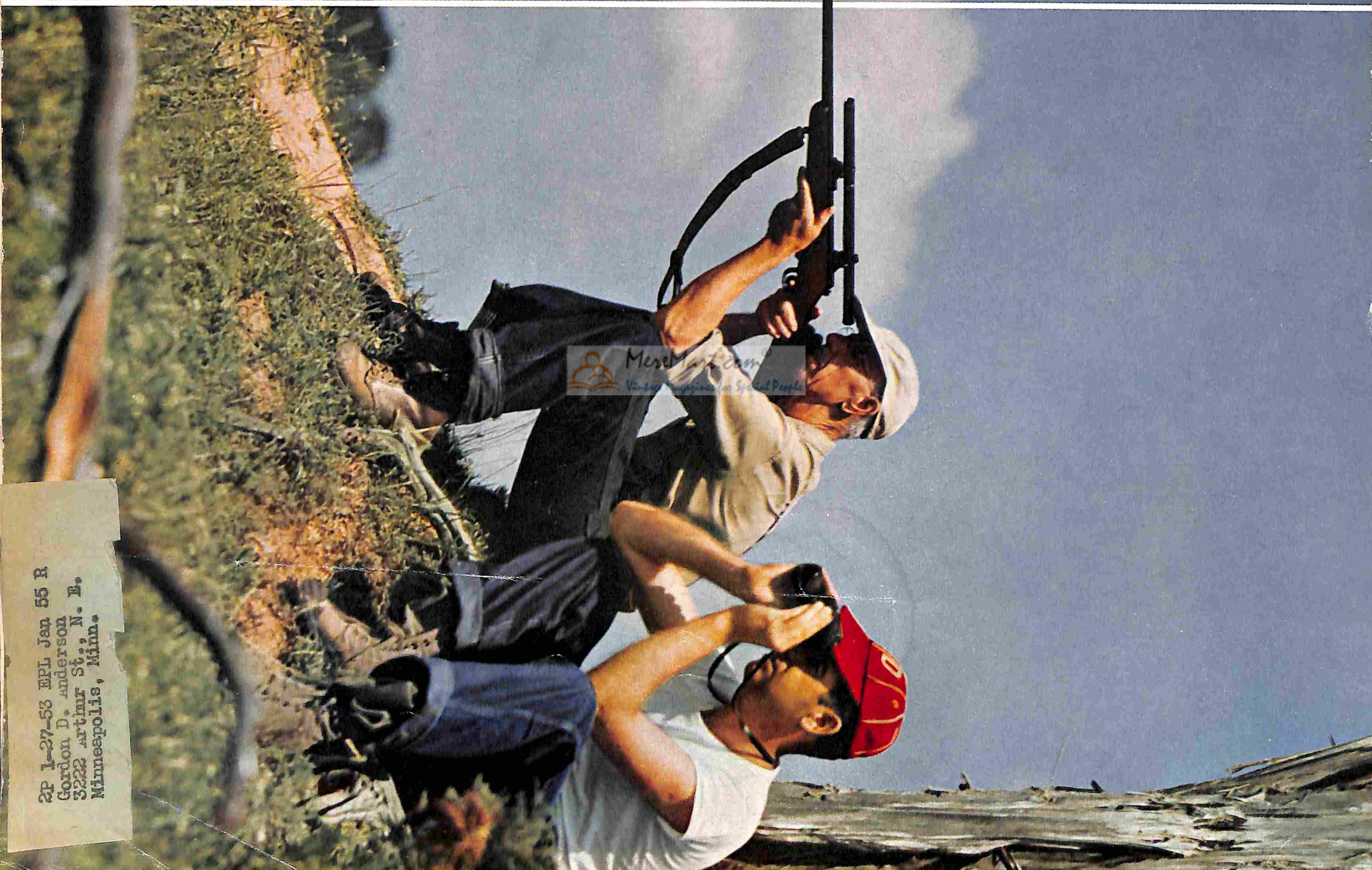
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1953



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