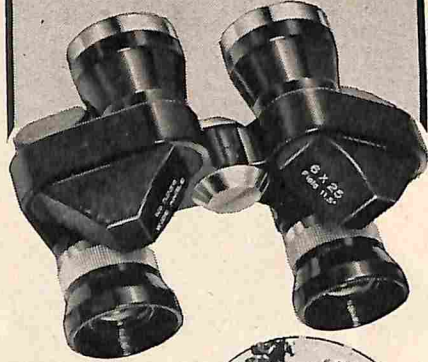


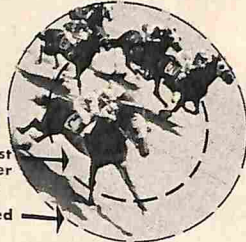
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Vol. 100, No. 4

April 1952

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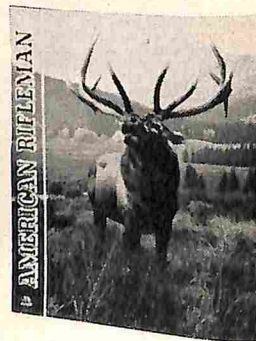
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COVER

American wapiti, or American elk, is one of the prize game animals of this continent. It ranges over the Rocky Mountain region and into central Canada, and hunting it provides real sport annually. The cover pictures the habitat group in the American Museum of Natural History



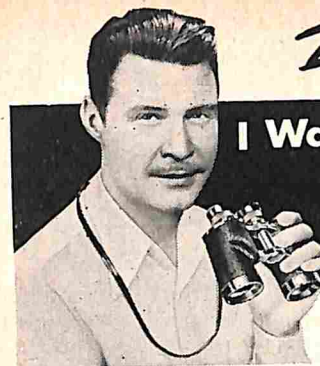
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THE BUSHNELL STORY CHAPTER II

THE VOICE OF THE PEOPLE



Last month I told you how we first offered Bushnell Binoculars to the American public in 1949. Almost immediately the response was most gratifying. We started receiving letters telling us how pleased you were with our binoculars, and very frequently the writer would go into considerable detail pointing

out exactly what qualities pleased him most. Sometimes new features were suggested.

I cannot begin to tell you how much I appreciated all this mail, for it served as our guide from then on, and still does! I personally read and carefully study every such letter that comes into our offices. We try to utilize every worthwhile suggestion, and constantly work to make our products better and better. In this way—by considering wholeheartedly your likes and dislikes—we proceeded to improve our various models and to create new ones.

During this early period, we were able to determine which factories turned out the best instruments, and I returned to Japan to personally supervise their production methods. We supplied them with the latest equipment in order to improve their workmanship; worked with the engineers on designs and details; and furnished them with such materials as were unobtainable elsewhere.

I have made it a point to visit our contract factories in Japan regularly to assure continual improvement in our quality. From time to time, the chief engineers and executives of these plants fly here for meetings and personal consultations. We maintain a special staff in Tokyo and every instrument is carefully checked before being shipped to us. Each binocular is then tested and checked again, on arrival, in our laboratory here in Pasadena.

It is because of such unique, basic methods that Bushnell Binoculars are of their superior quality. Many have tried to imitate our instruments and our way of doing business. Actually there is a vast difference between our operations. We are striving to perform a much needed service which, as far as we know, has never been equalled anywhere by anyone.

A good many binoculars are manufactured throughout the world, but I can assure you that none receive more careful, more meticulous attention than do our instruments. As a result, our customers are surprisingly pleased—never disappointed, in seeing anyone else with a glass finer than theirs. By heeding your actual needs, we have been able to place Bushnell's in a class entirely by themselves.

In short, Bushnell Binoculars are the result of years of unflinching hard work on an international scale; of striving for an ideal; and a sincere desire to perform a real service for YOU!

Life Member, N.R.A.

P.S. Thanks a million for your wonderful replies to my questions on Riflescopes. It is coming along fine. Tell you more shortly.

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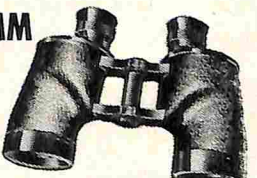
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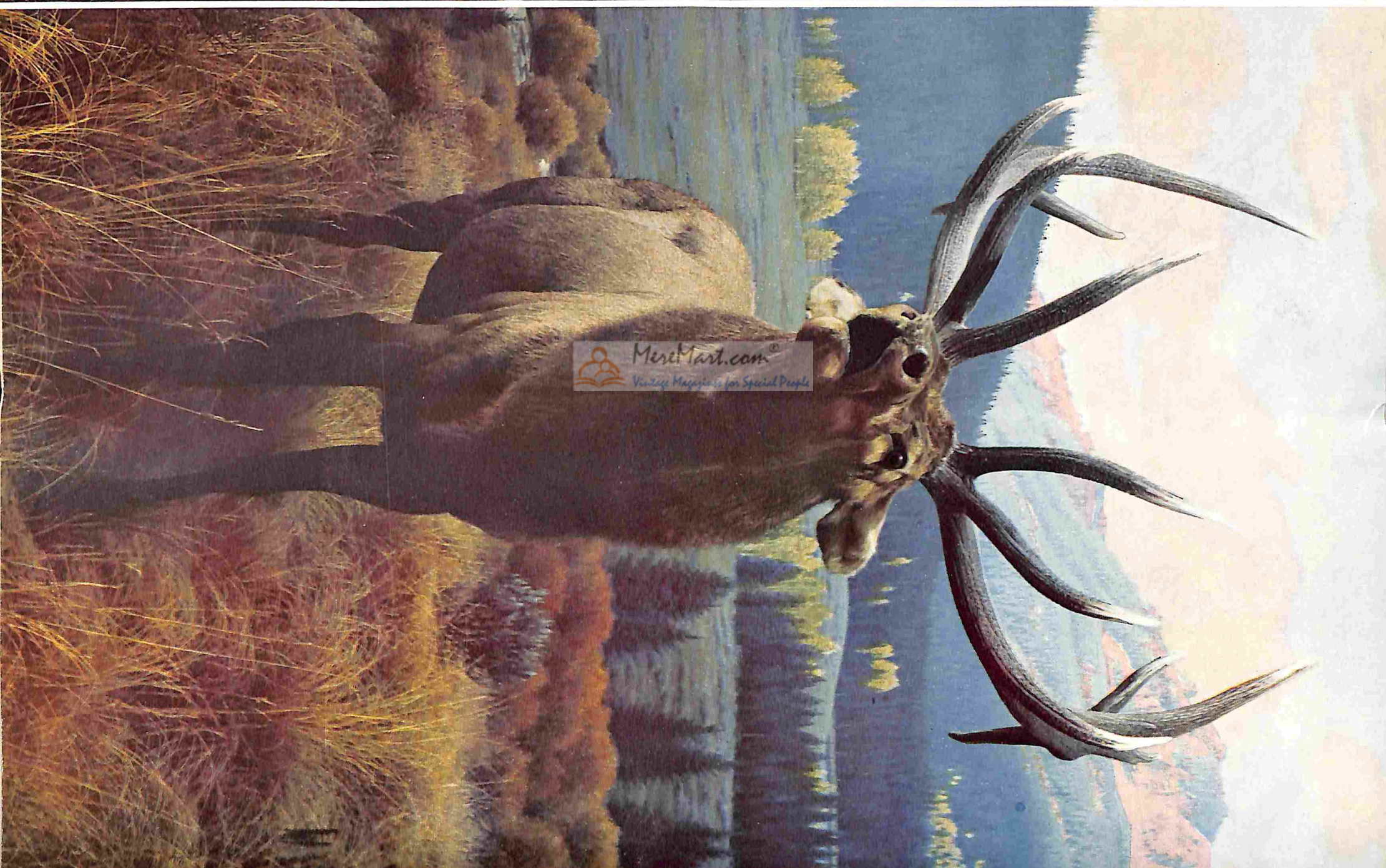
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