

Give a million thrills! 6 More Bushnell Gift Suggestions

The GIFT that gives forever...

You give the finest in lifetime quality... lifetime service... when you give a BUSHNELL instrument, it's a BUSHNELL. Including Triple Protection in Optical Laboratory, Inc.



7 POWER, 50 MM
Huge light-gathering capacity! Day, night, marine use. Internally hard-coated ShurGrip design. Magnesium body. (Center focus optional, \$4 extra.)

\$57.50*

7X, 18MM ALL CHROME
Perfect for sports, theater, traveling. Prismatic pocket model. Smartly designed. Field 370'. 6 1/2 oz. Superb value!



\$22.95*



3.5 POWER FOLDING "VU-ETTE"
Closed, it's thinner than a cigarette case! Press, and it opens, ready to view! Leather-covered metal frame. Achromatic lenses.

MONOCULARS
One-half of a binocular. Same specifications as comparable binoculars. Handy and light weight. Available in all popular sizes.



\$9.95*



6 POWER, 30 MM
Featherlight Magnesium body. ShurGrip design. Internally hard-coated. Field 445'. 4 1/2" high. 15 1/2 oz. (Center focus optional, \$4 extra.)

\$39.50*



60 MM Spacemaster Telescope
Ideal for target-spotting... amateur astronomy... general use. Amazing clarity and brilliance. Has new, No Fed. Remote Prism-Focusing system. Tax deductible. Achromatic lenses, hard-coated. Replaces. Water-dustproof. Gray Finish. Length 15 1/4". Wt. 33oz. Complete with 25X Eyepiece. (Mount, \$7.95 extra.)

33 New 1953 Models!

8 Power, 40 MM—\$54.50*
9 Power, 35 MM—\$58.50*
10 Power, 30 MM—\$62.50*
12 Power, 50 MM—\$69.50*
16 Power, 50 MM—\$72.00*
Write to Department ARA52

All prices include genuine leather case and straps.
*Plus Usual 20% Fed. Tax

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Use handy coupon in large facing Bushnell Ad
Overnight Air Mail Service
BUSHNELL OPTICAL CORPORATION
Bushnell Building, Pasadena 1, California

AMERICAN RIFLEMAN

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

Official Journal of the NATIONAL RIFLE ASSOCIATION OF AMERICA

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December, 1952

Target for Tomorrow

No Greater Gift

What Is This Ball Powder?

Let's Have More Schools for Shooters

1952 Uniform Hunter Casualty Report

Random Shots in the Shooting World

100 Volumes of a Shooter's Magazine

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Efficient Game Killing

A Glance at the Wildcats

Remodelling the 722

Maintaining Revolver Accuracy

Spotting Scope

NRA Activities

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COVER

This eskimo hunter standing on sea ice off shore from Unalakleet, Alaska, wears a snow shirt made from the winter-bleached intestines of the seal. He is carrying an Enfield rifle and a long pole for testing the ice. Transparency, by Norman Potosky, was taken in twenty



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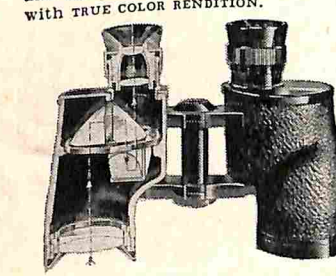
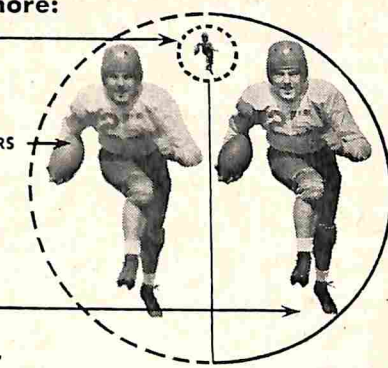
TRY ANY MODEL 30 DAYS FREE!
Yes, whether purchased for a gift, or for yourself, I want you to try... use... compare any Bushnell for a full 30 days. If you can find better Binoculars at any price—I mean it—AT ANY PRICE—I will immediately refund all your money.



†Distinguished for its ultra-wide viewing area. Exceeds every other 7x35 by 90%! Lets you see MORE... FASTER... CLEARER. Choice of Ind. or Center Focus \$125*

How Bushnell gives you more:

- 1. WITH THE NAKED EYE**
Distant objects are indistinct. Important details entirely lost. Eyes strained.
- 2. WITH AVERAGE 7 POWER BINOCULARS**
Distant objects are large, but still lack clarity, detail and color-free delineation. Poor alignment, frequently present, causes eye-strain, headaches, even eye injuries. You see better, but inaccurately.
- 3. WITH BUSHNELL'S TRIPLE-TESTED 7 POWER BINOCULARS**
Distant objects are large, sharp, clear, and brilliant. Details are easily seen with TRUE COLOR REPRODUCTION.



- 8-point proof of superiority**
- Exclusive, Advanced Optical Systems
 - Lightest Magnesium Pat'd. Bodies
 - Greater Light Gathering Capacity
 - Prisms Rigidly Steel-Locked
 - X-Cello Dust-Moisture Resistant
 - Superior Low-Reflection Coating
 - Exclusive Al-Temp Lubrication
 - U.S. Optical Laboratory, Inc. Tested

ONLY BUSHNELL ALSO GIVES YOU: 11 Point Protection Plan, including—30 Day Free Trial Privilege • Absolute Money Back Guarantee • Lifetime Repair and General Service Plan • Easy, Convenient Terms.



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America's leaders... men who can afford the finest at ANY price... choose, give, and enjoy Bushnell Binoculars.

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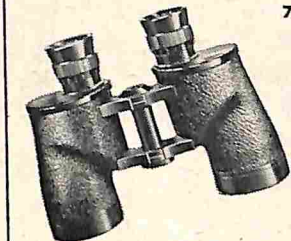
FREE

1. 14 Page Book "How To Select Binoculars"
2. Binocular Rating Chart
3. Big Color Catalog. Illustrates Models 3X to 16X... \$9.95* up.



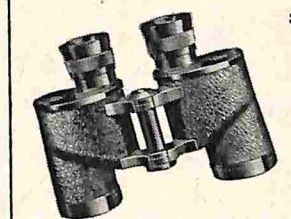
Give the gift you'd like to receive yourself!

You give so MUCH MORE when you give binoculars. You literally open your friends' eyes to life's hidden wonders! Thrills galore... detecting elusive game in sharpest detail... spanning rivers, forests. Outdoors—even indoors—there's a million lifelong thrills with world-renowned Bushnell Binoculars. Here are 5 of America's most popular models—every one an unmatched value. ORDER NOW to assure Christmas delivery. Local dealer on request.



7 POWER, 35MM \$54.50*

America's All-Purpose Favorite. Choice of leading Hunters—Sportsmen. Ultra-accurate. Achromatic lenses. Amazingly sharp clarity. World's lightest. Magnesium body. Prisms and internal lenses hard-coated. Field: 375'. 4 3/4" High. Wt. 17 oz. Cen. Focus \$58.50* (Heavier Aluminum Model I.F. \$45.50*)



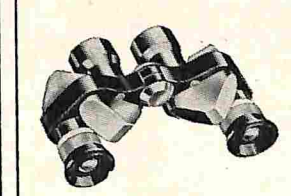
8 POWER, 30MM \$43.50*

High power. Extremely compact. Large, crisp field. Newest Shur-Grip design. Magnesium body. Prisms and internal achromatic lenses anti-reflection, hard-coated. Field: 400'. 4 1/2" High. Wt. 15 oz. Cen. Focus \$47.50* 6 POWER, 30MM (same size and design, 445 ft. field) ... \$39.50*



6X, 25MM—"BROADFIELD." \$39.50*

A Miracle of optical science! Combines world's widest field of view with compactness and lightness of a palm-pocket binocular. 80% more view. Internally-coated. Chrome & black. 600 ft. Field. 2 1/2" High. Wt. 11 oz.



FULL 7 POWER, POCKET SIZE \$19.95*

Both men and women rave about it! Smallest. Most compact... yet gives amazing performance. Internal achromatic lenses and prisms hard-coated. Chrome Body. Wonderful indoors—outdoors, at theaters, spectator sports. 370' Field. 2" High. Wt. 5 oz. 6X, TWO-TONE (Same as above) ... \$17.95*

All prices include finest genuine leather cases

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*Add usual 20% Federal Tax

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☐ Send me your BOOKLET & CATALOG FREE
Rush parcel post, postpaid, Binocular Model Enclosed find \$_____
(plus usual 20% Fed. Tax)
For Air Shipment add \$1.00 for pocket models. \$2.50 for others.
\$2.00 deposit required on C.O.D.'s. If not satisfied, will return within 30 days for full refund.
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ADDRESS _____ ZONE _____
CITY _____ STATE _____

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AMERICAN RIFLEMAN

DECEMBER
1952



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