

DAVE BUSHNELL SAYS,
N. R. A. Members—
Enjoy Life More in '53!

Let the magic of big, bright, close-up views magnify your outdoor fun! Your fine Bushnells will provide thrills for you—your family and friends—365 days of the year. A lifetime investment in happier living! Ask any Outdoor Expert. He knows that Bushnells are your "Best Buy."

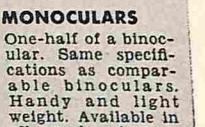


7 POWER, 50 MM
Huge light-gathering capacity! Day, night, marine use. Internally hard-coated. Shur-Grip design. Magnesium body. (Center focus optional, \$4 extra.)

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



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



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



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



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. Sunshade. Interchangeable eyepieces. Water-dustproof. Gray Finish. Length 15 1/4". Wt. 33oz. Complete with 25X Eyepiece. (Mount, \$7.95 extra.)

EYEGLASS WEARERS! Enjoy greater comfort, see full width of field! Order your Bushnells with special "screw-on" Shallow-Flat Eye-cups. This genuine, Field-Tested Bushnell accessory is available with most models. \$2.00

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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

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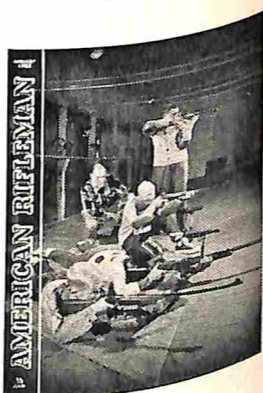
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COVER

Frank Parsons, captain of the 1952 International and Olympic Team, is chief instructor of the Pinwheel Junior Rifle Club in Washington, D. C. Here he is coaching his two sons and two other Pinwheel club members. The youngsters (left to right): David Parsons, Peggy Long, Douglas Parsons, and Alan Roach. Mr. Parsons conducts a junior training school every Saturday in which many boys and girls are trained annually



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!

THE SMART HUNTER LOOKS BACK...and AHEAD!



The shotguns are cleaned, and in the corner. Rifles shine on the rack. Last fall's hunts are over...gone and forgotten. But that's not as it should be. Winter evenings around the cozy fire are times to recall happy hunting memories...to re-live thrills...to look ahead to the new year just opening.

Did lady luck fail you? Did you draw a blank? Are there no grand trophies or adventures to recall? There's no need to just forget it all. These winter evenings can be put to invaluable service to you. For instance, why not try a "hunting season post mortem" by yourself or with friends? In other words, find out exactly where you went wrong...and why? Find out what it takes to bring success next time.

You're a big game man, we'll say. Remember that bull elk that thundered across the little mountain park? Daylight was brief minutes past. Was that antlers on that massive head, or was it only branches? Hunter's eyes play such scurrious tricks. You raised the rifle, took aim, then lowered. You just weren't sure. As the great bull wheeled, before plunging away, you saw—but alas, too late—the head of a lifetime vanish into the mountain gloom. Why, oh why didn't you have your Bushnell Binoculars handy? Bushnell brilliance would have erased those cloudy shadows! Tonight that trophy bull would be mounted above your fireplace.

In other cases, you will perceive equally important factors which can contribute to your better aim, judgment and general preparedness. But don't brush this off by saying: I'm just a small game hunter; migratory bird hunter; bird and wildlife naturalist; conservationist, target shooter, photographer or just "happy-go-lucky" camper. IT MAKES NO DIFFERENCE! It will pay you to TAKE STOCK. Review the season. Remember no true Rifleman should remain a "tenderfoot" or "Short Sighted" all his life!

A man is marked by the gear he packs, and how he acts when the going is rough. Fine Binoculars, like Bushnells, are the mark of a smart hunter. They are as essential as your gun and ammo.

COLLEGE CHOOSES "BUSHNELL" OVER 7 LEADING BINOCULAR MAKES

A leading Western College* writes: "We have selected your glass as our choice over seven (7) other binoculars tested. In addition to the competing binoculars, one costing four times more than your glass was also tested as a standard comparison. We used a series of 5 optical charts arranged to cover all quarters of the field from the center to the edge. It is surprising how many glasses will show defects when tested monocularly on optical charts. I consider your glasses equal to the best examined both optically and mechanically."

*Photo Copy of Original Letter on request.

FREE BOOK!

"HOW TO SELECT BINOCULARS"

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—NOT
JUST PRICE!

All Purpose 7 Power, 35mm

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★ 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 1/2" 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*



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Inc. Leather Case & Straps

NEW 7 POWER



\$19.95*

Inc. Genuine Leather Case

33 OTHER MODELS

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

*Plus usual 20% federal tax

REMEMBER: • Written money-back guarantee • Easy convenient terms • Maximum value assured through our exclusive processes in Japanese contract factories • Free registration service • Exclusive lifetime service plan • Orders shipped within 24 hrs. • Air mail service anywhere in U.S.A. \$1.00 additional for pocket models. \$2.50 for other sizes.

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8 POWER 30MM



\$43.50*

Inc. Genuine Leather Case & Straps

RANGEMASTER



\$125*

Inc. Genuine Leather Case & Straps

New 1952 Shur-Grip design, power packed, featherlight model! Magnesium body reduces wt. to 15 oz. Ultra-sharp, color corrected achromatic lenses. Field 410'. 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*

WORLD'S FINEST BINOCULAR — bar none! Area of view — almost TWICE as much as any other 7 x 35! Lets you see MORE — FASTER — CLEARER! All prisms and achromatic lenses hard coated. Field at 1000 yds. full 525'. Rel. Light Eff. 37. 5" high. Wt. 29 oz. I.F. or C.F. Easy terms, if desired.

*Col. Townsend Whelen Says:



It is a pleasure to recommend Bushnell's 7 x 35 Binoculars for hunting, nature study, and general observation. I have tested them critically and extensively. Performance was outstanding. Truly an efficient binocular at modest cost.

* Hunting Authority
* Famous Author
* Associate Editor
SPORTS AFIELD

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Send me postpaid: ☐ 7 x 35 Mag. ☐ Broadfield ☐ Rangemaster ☐ Individual Focus
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Enclosed please find \$..... Check ☐ M.O. ☐
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City..... State.....

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JANUARY
1953

AMERICAN RIFLEMAN

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