

# ELMER KEITH HAILS RANGEMASTER FINEST EVER USED

## RANGEMASTER BINOCULARS

We have been testing the new Bushnell Rangemaster 7x35 binocular in comparison with and against everything in the binocular line. Its brilliance, color rendition, light gathering power and definition are superb.

This is not all accomplished by a feather-weight however, as the new glass is both wide and heavy, 29 ounces. It has the amazingly large field of 525 feet at 1,000 yards. This large field makes it the finest glass to locate hidden game with we have ever used. Although of lesser relative power, its extremely wide field and great resolving power made this big glass the easiest on the eyes of any we have used. It proved easier to identify unknown objects and people at great distances with this 7x35 than with both eight and nine power glasses of other makes. Although made in Japan and to retail at the comparatively low price of \$125.00, this Bushnell Rangemaster is an excellent binocular.—ELMER KEITH.

(Full Report, Page 77 March RIFLEMAN)



- 9 WAYS BETTER**
1. Greater Resolving Power.
  2. "Eye-opening" Brilliance.
  3. Fullest Color Rendition.
  4. Easiest on the eyes.
  5. Sharpest Definition.
  6. World's Widest Angle 7 x 35 — (90% more Viewing Area).
  7. Fastest for finding-holding objects
  8. Easiest to identify hidden game.
  9. Abundant Light Gathering Power.

**BUSHNELL RANGEMASTER \$125\***  
Convenient Terms. \*plus Tax

RANGEMASTER will do for you what no other binocular can do. Even though magazines and authorities praise it, you can't begin to appreciate the RANGEMASTER until you hold it to your eyes. A new experience... new thrills await you. Send for one. See for yourself!

**RIFLEMAN!** I invite you to Use... Test... Compare this amazing "Rangemaster" ABSOLUTELY FREE! That's full 30 DAYS. Then... if you don't think it's worth TWICE THE PRICE—send it back and I'll return all your money immediately without any question. Fair enough?

**WRITE FOR FREE FOLDER TODAY!**  
Bushnell Optical Corp. Dept. ARA46  
Bushnell Bldg., Pasadena 1, Calif.  
SEND ME:  Free Pamphlet: "The World's Finest Binocular"  
 7x35 "RANGEMASTER" Binocular, Inc. special Leather Case & Neck Strap, postpaid.  
 IF  CF. Enclosed please find \$.....  
 Check  M.O.

Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

# AMERICAN RIFLEMAN

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

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## COVER

Thomas R. Mitchell, 2nd Lieut., USMC, firing the M1 rifle on the Quantico range, is distinguished with both rifle and pistol. In 1948, he won the Lauchheimer Trophy, which is emblematic of top shooting performance in the Corps with both weapons. At present, he is attached to the Marine Corps Schools at Quantico. From transparency by Phil Roettinger



\*NRA Staff in the Service  
John Scofield

T. W. Child

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Dave Bushnell says...

Stop being confused...try before you buy my

# Finest Binoculars!

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

**TRIPLE-TESTING... An "Ounce of Prevention"**  
You have probably wondered, at one time or another, what is behind my claim that all Bushnell Binoculars are "Triple-Tested." It means simply this — every Bushnell Binocular goes through three separate tests, at three different times, in three different places. These comprehensive tests are your assurance of better binocular performance today, and in the years to come.

Outwardly, a binocular appears to be a simply-made product. Actually, it is a highly complex instrument, manufactured to precise specifications and tolerances. In the average 7 x 35 mm binocular, for example, you'll find at least 70 separate parts; or, 70 reasons for something to go wrong!

The Bushnell Triple-Test was developed for your protection—to safeguard your Bushnell Binoculars from optical, mechanical, or functional break-down

This means that every part is examined and tested before final assembly. Each lens, prism, ring, screw, etc., must go through its paces on special testing equipment. Then the complete instrument is again inspected and tested before it is shipped from the factory to us.

Upon arrival in Pasadena, the "City of Science," binoculars are given an exhaustive Triple-Test by the U. S. Optical Laboratory, Inc. This Bushnell affiliate was organized for the sole purpose of conducting research, special tests, and investigations in all branches of optics. Every Bushnell Binocular must meet their specifications in each of three separate tests—mechanical, optical and functional.

## U. S. Optical Laboratory, Inc., Tests

Every Bushnell Binocular is carefully checked for proper tension and "drag", respectively, in hinge and focusing mechanisms. Improper hinge tension makes it difficult to maintain proper eye width adjustments. Focusing eye-pieces must have sufficient "drag" so that swinging motion while walking does not disturb settings. You'll agree there's nothing quite so aggravating as to adjust binoculars carefully to your eyes, and the next minute have them jar out of adjustment.

Next, binoculars are checked for accurate alignment at all eye-width adjustments. A correctly aligned binocular will show a single image without eyestrain. A binocular out of alignment, in varying degrees, will show double-image (illustrated), resulting in eye-fatigue and possible headaches. Perhaps you've noticed how some binoculars "pull" your eyes.

As the most minute prism movement will cause alignment error, Bushnell Binoculars have prisms locked-in by screws and steel clamps so it is virtually impossible for them to be jarred out of position.

Misalignment also can occur if the eye-piece threads are not machined accurately or the eye-piece lenses are not seated correctly and perfectly centered.

Next month I'll tell you about other phases of the Bushnell Triple-Test — a trade mark that REALLY means what it says.

*Dave Bushnell*  
Life Member, N.R.A.

**FREE BOOK!**  
"HOW TO SELECT BINOCULARS"

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AR46 Bushnell Building, Pasadena 1, California

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**COMPARE VALUE - NOT JUST PRICE!**

## 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 3/4" 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\***

Inc. Leather Case and Strap

30 DAYS FREE TRIAL!

## 6X BROADFIELD

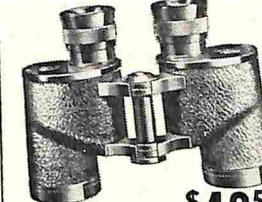


**\$39.50\***

Inc. Leather Case & Straps

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.

## 8 POWER 30MM



**\$43.50\***

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\*

## 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. Clear field, 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\*

## 9 POWER 35MM



**\$58.50\***

Inc. Genuine Leather Case & Straps

High power yet lightweight and compact. New Shur-Grip design. All internal lenses and prisms hard coated. Field 375", Rel. Lt. Eff. 23. 5 1/4" high. Wt. 21 oz. Add \$4.00 for center focus.

## 33 OTHER MODELS

- 7 power, 50MM Day or Night..... \$47.50\*
  - 8 power, 40MM Exceptional Clarity..... 54.50\*
  - 10 power, 50MM Power Plus..... 68.50\*
  - 12 power, 50MM Long Range..... 69.50\*
  - 16 power, 50MM Extreme Range..... 72.00\*
- 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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## \*ROY WEATHERBY says:



Successful hunting demands top-performing binoculars as well as rifles. I have found that Bushnell's only offer this outstanding performance — at a price any hunter can afford.

\*Big Game Hunter, Author, Lecturer, Rifle Manufacturer

MAIL THIS COUPON TODAY! TRY ANY MODEL 30 DAYS FREE

Bushnell Optical Corp of America, Dept. AR46 Bushnell Bldg., Pasadena, Calif.

Send me postpaid:  7 x 35 Mag.  Broadfield  8 x 30MM  Individual Focus  
 7 x 35 Alum.  7X Palm-Pocket  9 x 35MM  Center Focus

Enclosed please find \$..... Check  M.O.   
Am adding usual 20% Fed. Tax (\$2.00 deposit for C.O.D.'s)

Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zone \_\_\_\_\_  
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Check here if you wish a free copy of "How to Select Binoculars."



JUNE  
1952

# AMERICAN RIFLEMAN

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