

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)



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 right, order it today and use it for a 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. ARA45
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.

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Address _____
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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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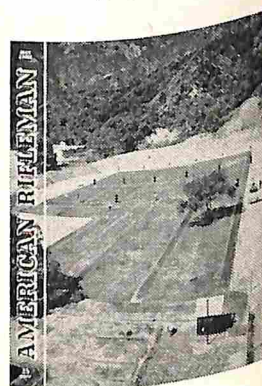
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COVER

The Police Department of Pasadena, Calif., has recently completed this fine six lane silhouette target range. The Department has one of the most active pistol training programs on the West Coast, handling 242 police officers a month. Walter Walsh explains training programs in this issue



* NRA Staff in the Service
John Scofield

T. W. Child

J. S. Rose

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Dave Bushnell says...

Stop being confused...try before you buy my

Finest Binoculars!

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

THE BUSHNELL STORY CHAPTER III

A TECHNICAL STORY SIMPLIFIED



Almost simultaneously with the introduction of our glasses, we began to discover how very little the average person knew about binoculars, and their numerous uses. This became apparent, from talking with those who came in to select their binoculars personally. We found it was necessary to talk with them at great length,

learn the principal uses to which they would be putting their binoculars—and to explain the different features of the various models before the proper selection could be made. From this we realized that most probably many of those ordering did not have sufficient knowledge for selecting the right model. Occasionally we would receive letters such as this:

"I want a pair of good binoculars for about \$50.00. Will you please send me one that will be best for ordinary outdoor use." This could mean any number of models, depending on the person's activities, ideas and desires.

As a result we began working on our booklet: "How to Select Binoculars," and it proved extremely popular. A copy was sent free to everyone answering our advertisements. We started out by explaining such fundamentals as, "What Does 6x30, 7x50, Etc., Mean?"—"What Is Field of View?" (Nine out of ten "informed" binocular owners still think that a 7x50 has a wider field of view than a 6x30!)—"Brightness of Image"—"Types of Focusing"—etc., etc. We have tried to keep the contents of this booklet as clear and concise as possible without limiting any essential technical information. Recently we went a step further, and added an authoritative BINOCULAR RATING CHART. In this, fourteen different powers are rated: Excellent, Very Good, Good, Fair and Not Recommended for the twelve most common uses. Hence with both booklet and chart, the prospective purchaser has all the basic information he needs and can then order with confidence.

Many of you have written to tell us how extremely helpful and interesting our guide and other services have been to you and your friends. Naturally we are happy and proud to know we are rendering so real a service both for the present, and for the many years to come. This attempt to reach all of our customers on a personal basis, by assisting them to make the proper choice, was, we feel, one of the most important policies in the early development of our business.

Life Member NRA

FREE BOOK!
"HOW TO SELECT BINOCULARS"

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\$54.50*

Inc. Leather Case and Strap

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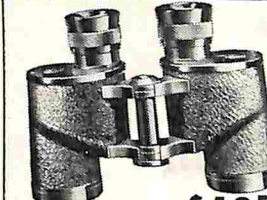
33 OTHER MODELS

7 power, 50MM Day or Night.....\$47.50*
8 power, 40MM Exceptional Clarity.....54.50*
9 power, 35MM High Power.....58.50*
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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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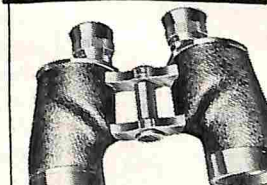
8 POWER 30MM



\$43.50*

Inc. Genuine Leather Case & Straps

9 POWER 35MM



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 central focus.

\$58.50*

*JIM BOND says:



I compare almost all brands of binoculars under very trying field tests, and I know BUSHNELL'S are a welcome improvement over anything yet offered.

*Expedition Leader, Yukon Authority, Author, Lecturer.

MAIL THIS COUPON TODAY! TRY ANY MODEL 30 DAYS FREE

Bushnell Optical Corp. of America, Dept. ARA45 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

All prices include Leather Case & Straps.

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

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☐ Check here if you wish a free copy of "How to Select Binoculars."

MAY
1952

AMERICAN RIFLEMAN

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