



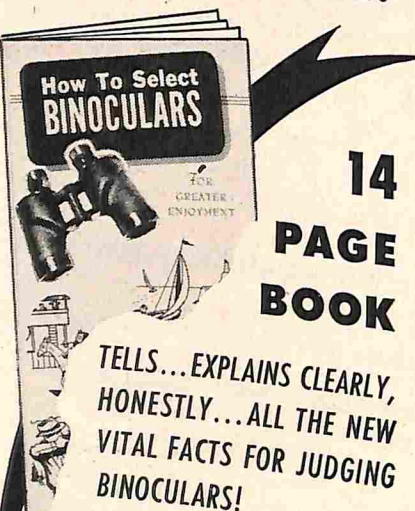
DAVE BUSHNELL says,

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**STOP GUESSING!
STOP BEING CONFUSED
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Binoculars are something you buy only once in a lifetime. Know what you're buying before you invest. Investigate! This is just the booklet to help you!

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- ★ Type of Focuses...
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- ★ Other Invaluable Information

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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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October, 1952

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COVER

This fine rifle is a .30-06 custom made sporter on a Mauser action with double set triggers. The stock was carved and with silver by E. Arzt, a German gunsmith. The scope is a Supra 6 x 56 made by B. Nickel, of Marburg, Germany. Transparency by Allan Woods of Garden City, Long Island, New York.

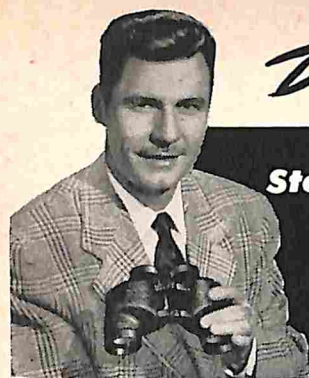


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Dave Bushnell says...

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

TRY ANY MODEL 30 DAYS FREE
**COMPARE VALUE
-NOT
JUST PRICE!**

HINTS ON HUNTING DEER IN HEAVY BRUSH

Soon, many of you will greet that first frosty morn... rifle ready, on the alert for the flashing flag or brush-bustin' break of a startled buck!

With the hope you'll produce that venison the little woman is anxiously (if skeptically) awaiting, here are more tips on how binoculars can help you bag your buck! Last month we talked about Western hunting. Now, let's share some ideas from Midwestern and Eastern hunters.



VISION VS. VENISON—

"...Before using binoculars, I seldom saw a deer until too late. Now, my method is to walk quietly, five steps at a time, stopping to crouch and look under the branches. Those brilliant binoculars literally 'tunnel thru' timber. The stereoscopic effect of my Bushnell's reveals brightly-lit pockets between the masses of foliage. Often, a half-hidden sapling becomes a deer's

leg; a piece of 'off'-color, a patch of fur. I listen, too, for distant shots, auto horns, slamming of car doors. Noises are cues to watch for movements of nervous game."

FINDING HIDDEN & BEDDED GAME—"...Since getting your 7 x 35 binoculars, I've worked out a good way to find deer in brush-covered hills. I approach every ridge or hilltop with caution. If game is not in clear sight, I quickly sweep the area with my binoculars. If nothing shows up, I start from a point within 100 yards, examining everything in one field of view before moving binoculars. By systematically overlapping fields, I inspect everything between me and the next hill. If I still don't hit the jackpot, I move 100 yards to one side. This second position often uncovers game hidden by shadows, brush, or land irregularities."

POINTS...OR PENALTY?—"...In Northern Minnesota, deer hide in the Tamarac swamps after the first day's hunt. It's dark in there, even at high noon. Once, poor light almost caused me to kill a doe. Thought I saw antlers. I missed, but that showed me I'd better stop guessing. First, I tried a pair of 7 x 35's. They helped, but didn't have enough illumination, especially in late evening. Your magnesium 7 x 50 "night glasses" were really the ticket! In the gloomiest cover, those light-gatherers spotlight a deer's sex and size instantly! Without good binoculars, a hunter is apt to pass-up shots at bucks, or worse, shoot protected does."

NEW! A GREAT SHOOTING AID! If you haven't looked through the new Bushnell Spacemaster, you've got a real thrill coming! Imagine—at 300 yards, .30 cal. hits stand out, clear as crystal! It's the only 60mm Spotting Scope with new 45° eyepiece, advanced focusing mechanism, interchangeable eye-pieces, full sun and waterproofing, and other features including the right price! You can have either the 45° job or the "straight" model with 25x eyepiece, for only \$77.50! (15x, 30x, 40x, or 60x eyepieces, \$15 each.)

More good news: Riflescopes are now in production! Orders and reservations are pouring in. Believe me, you N.R.A. members are in for some grand surprises! So... So long, Good Luck... Good Hunting!

D. Bushnell
Life Member, N.R.A.

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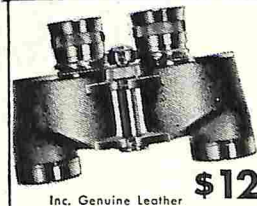
8 POWER 30MM



\$43.50*

Inc. Genuine Leather Case & Straps

RANGEMASTER



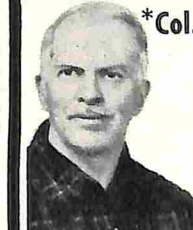
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New 1952 Shur-Grip design, power packed, featherlight model! Magnesium body reduces wt. to 15 oz. Ultra-sharp, color corrected achromatic lenses. Field 410'. Size 4 1/2" x 6". All internal lenses and prisms hard coated. Superb value. Add \$4.00 if center focus desired. 6x30 Same as above (445' field) \$39.50*

*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.



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CENTS

AMERICAN RIFLEMAN

OCTOBER
1952

