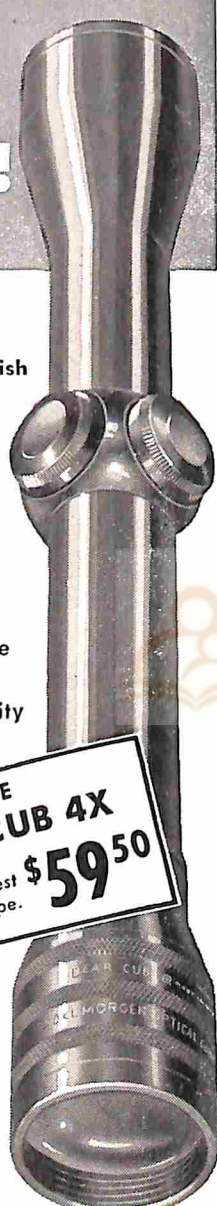


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GUNS and HUNTING GOODS Merchandiser



MAY 1957

VOL. II, NO. 5-10

EXCLUSIVELY FOR THE HUNTING • SHOOTING GOODS TRADE

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Experts agree that binoculars are a "must" for the hunter, and their writings provide free sales promotion for dealers who are cashing in on the trend for this profitable accessory.

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