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You give the finest in lifetime quality... lifetime service... when you give a BUSHNELL Instrument, 11 Point Protection including Triple Testing by U. S. Optical Laboratory, Inc.



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Huge light-gathering capacity! Day, night, marine use. Internally hard-coated. ShurGrip design. Magnesium body. (Center focus optional, \$4 extra.)

**7X, 18MM ALL CHROME**

Perfect for sports, theater, traveling. Prismatic pocket model. Smartly designed. Field 37°. 6½ oz. Superb value!



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### MONOCULARS

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

Price: Half that of binocular. No Fed. Tax



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Featherlight Magnesium body. ShurGrip design. Internally hard-coated. Field 44°. 4½" high. 15½ oz. (Center focus optional, \$4 extra.)



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Ideal for target-spotting... amateur astronomy... general use. Amazing clarity and brilliance. Has new, No Fed. Remote Prism-Focusing system. Tax. Achromatic lenses, prisms, hard-coated. Retractable Sunshade. Interchangeable eyepieces. Water-dustproof. Gray Finish. Length 15¼". Wt. 33oz. Complete with 25X Eyepiece. (Mount, \$7.95 extra.)

### 33 New 1953 Models!

All prices include genuine leather case and straps  
\*Plus Usual 20% Fed. Tax  
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## AMERICAN RIFLEMAN

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Arms and the Man 1906-1923

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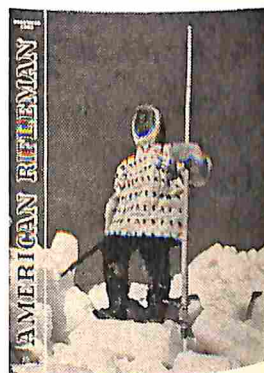
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### COVER

*This eskimo hunter standing on sea ice off shore from Unalakleet, Alaska, wears a snow shirt made from the winter-bleached intestines of the seal. He is carrying an Enfield rifle and a long pole for testing the ice. Transparency, by Norman Potosky, was taken in twenty below zero weather*



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### TRY ANY MODEL 30 DAYS FREE!

Yes, whether purchased for a gift, or for yourself, I want you to try... use... compare any Bushnell for a full 30 days. If you can find better Binoculars at any price—I mean it—AT ANY PRICE—I will immediately refund all your money.

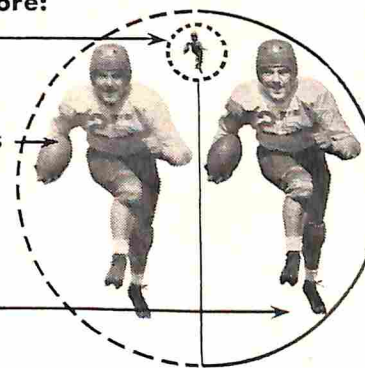
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†Distinguished for its ultra-wide viewing area. Exceeds every other 7x35 by 90%! Lets you see MORE... FASTER... CLEARER. Choice of Ind. or Center Focus \$125\*

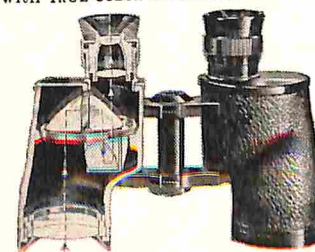
### How Bushnell gives you more:

- 1. WITH THE NAKED EYE**  
Distant objects are indistinct. Important details entirely lost. Eyes strained.
- 2. WITH AVERAGE 7 POWER BINOCULARS**  
Distant objects are large, but still lack clarity, detail and color-free delineation. Poor alignment, frequently present, causes eye-strain, headaches, even eye injuries. You see better, but inaccurately.
- 3. WITH BUSHNELL'S TRIPLE-TESTED 7 POWER BINOCULARS**  
Distant objects are large, sharp, clear, and brilliant. Details are easily seen with TRUE COLOR RENDITION.



### 8-point proof of superiority

- Exclusive, Advanced Optical Systems
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- Prisms Rigidly Steel-Locked
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- Superior Low-Reflection Coating
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- U.S. Optical Laboratory, Inc. Tested



ONLY BUSHNELL ALSO GIVES YOU: 11 Point Protection Plan, including—30 Day Free Trial Privilege • Absolute Money Back Guarantee • Lifetime Repair and General Service Plan • Easy, Convenient Terms.



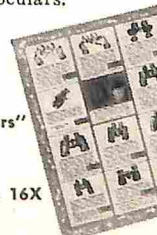
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2. Binocular Rating Chart
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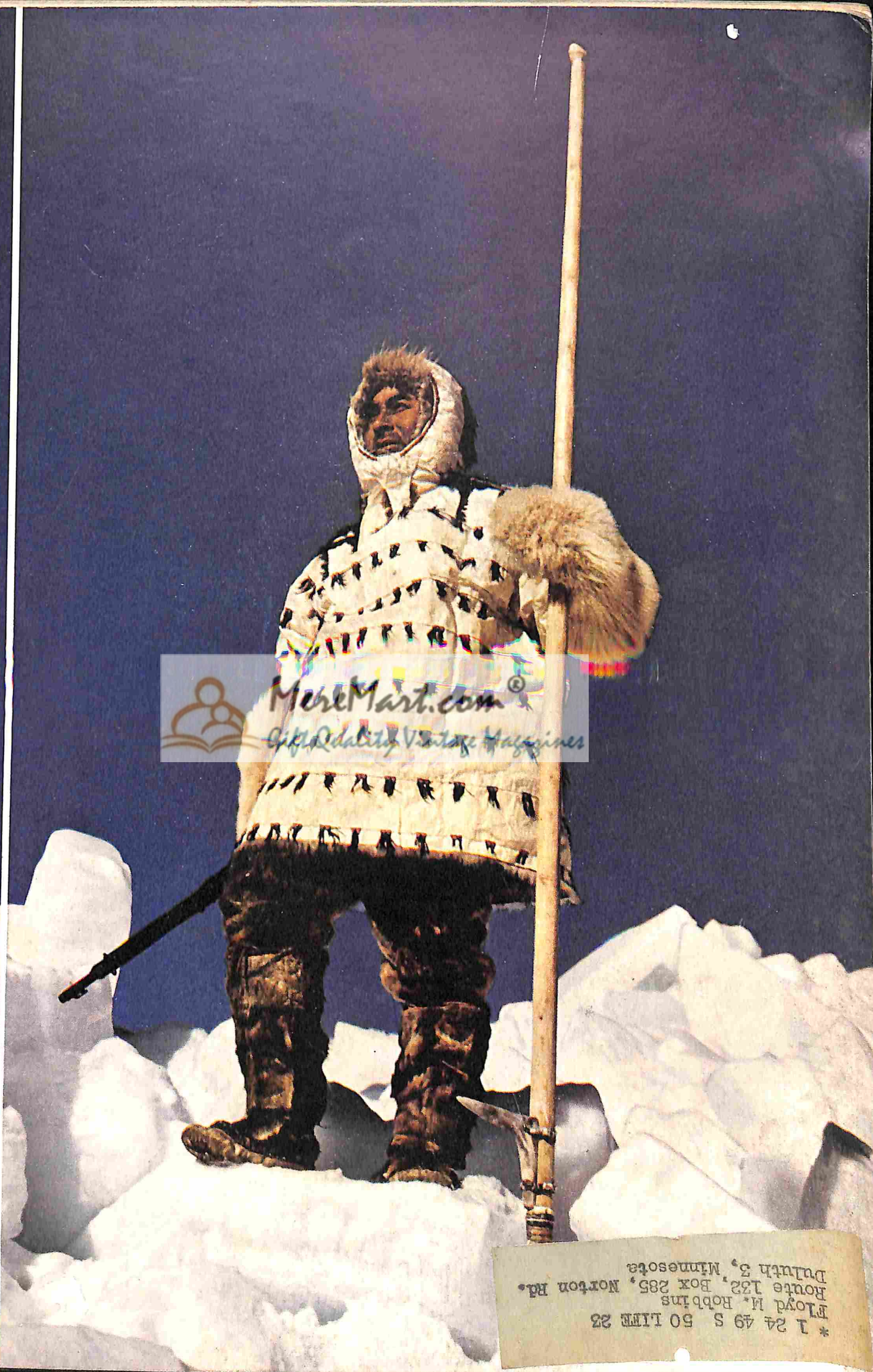
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DECEMBER  
1952

# AMERICAN RIFLEMAN

35  
CENTS



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