

DAVE
BUSHNELL
Says:



Why and How We Got into the Scope Business!

Why did we go into the highly competitive scope business? The answer to that one is easy. You hunters and marksmen asked us to! It worked out like this.

For sometime prior to 1950, there had been a certain awareness on our part that sportsmen who were buying our binoculars were not entirely happy with present riflescopes.

Hunters and marksmen alike wanted top-quality in scope performance, but wanted it at a price they could afford to pay. We had given them the world's finest binoculars at exceptionally low prices, and they wondered why we didn't produce and sell a riflescope on the same basis. It was a good question, and came from experts and tyros alike.

The answer, of course, was simple. In Japan, at that time (where our binoculars are produced), the Supreme Commander for Allied Powers was prohibiting the manufacture of military devices. Riflescopes were included in this classification.

Under the circumstances, though convinced that we could build a scope that would equal or surpass the top-quality scopes currently on the market, and sell them competitively in the low price field, our hands were tied.

A little later, it appeared that SCAP restrictions in Japan were to be relaxed or removed. This would free our manufacturing source, and permit us to produce a top-quality scope priced well below the market. But was the so-called top-quality enough? We decided to find out.

In my column, appearing in the February 1952 issue of the American Rifleman, we ran a questionnaire. In it we asked 17 comprehensive questions aimed to learn from you would constitute the ideal riflescope. 791 of you replied. Many of your replies were pages in length, and from the greatest gun authorities in the business. From this came the master was designed and engineered. It wasn't easy. There were many false starts.

... many experimental scopes. Eventually we got what we all wanted. Pilot models were then exhaustively tested in the field by an unbiased group of authorities. And when they told us that the Scopemaster exceeded their expectations, we went into production.

That's why we can now say that the Scopemaster is America's ideal riflescope... why we can say that it's the scope the experts demanded... why it's America's top quality scope yet priced to compete in the low price field!

So, there you have the basic story of the Scopemaster. To the many of you who helped by telling us what you wanted... to the many of you who contributed so generously in the designing, testing and proving—my deepest gratitude and sincerest appreciation. To all of you—and to shooters everywhere—my pledge that Scopemaster quality will ever be maintained and improved... that in the future, the Scopemaster will continue to be, as it is today, America's greatest riflescope value!

Most Appreciatively,

D. P. Bushnell
LIFE MEMBER NRA

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

MERRITT A. EDSON, Editor-in-Chief

S. M. JOHNSON, Editor
J. A. HARPER, Managing Editor
H. C. STITH, Production Manager
L. F. LUCAS, Business Manager

J. S. HATCHER, Technical Editor
P. B. CARDINAL, Associate Editor
R. B. WARYE, News Editor
F. A. MOULTON, Advertising

P. B. SHARPE
RUDY ETCHEN

Contributing Editors
H. E. MacFARLAND
M. D. WAITE

ELMER KEITH
L. R. WALLACK

VOL. 101, NO. 8

AUGUST, 1953

NRA Resolutions Evoke Favorable Response
An Editorial

Hunting is a Gamble, But...
Watch That Muzzle!

Apaches Ride Again
Shooting's Champs

Modern Firearms Investigation
Rifles for Timber Shooting

Random Shots
Walther P-38 Pistol

Laboratory for Guns
Spotting Scope

NRA Activities
Dope Bag

Jac Weller and Lt. Frank Jury

Elmer Keith

a feature
E. J. Hoffschmidt

a feature

a feature

a feature

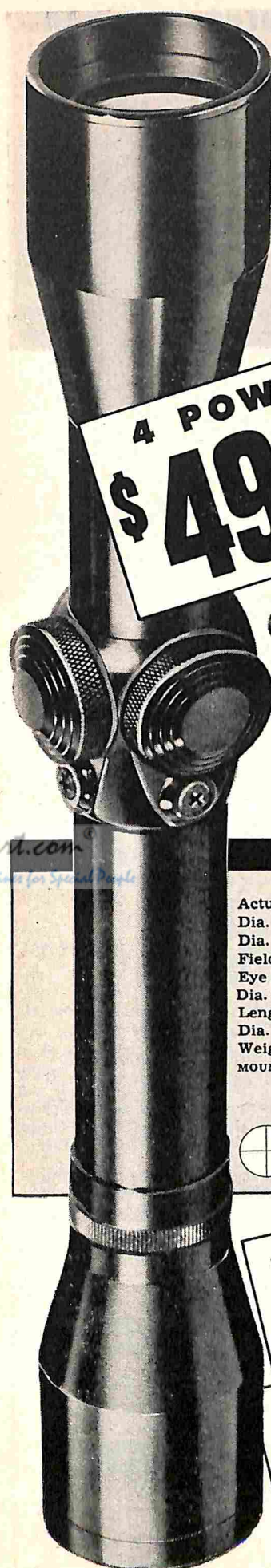
COVER

The Apache Junior Rifle Club team of Phoenix, Arizona, holds more records than any other junior club in the country. Team members are (back row, L to R) J. Howard Jones, Leonard Brewster, (front row, L to R) Bill Crouch, Charles Rodgers, Rex Brewster. For the story of their phenomenal rise in the shooting world see page 18. Transparency by Glenn Taylor.



NRA Staff in the Service—T. W. Child, J. S. Rose

Published monthly by the NATIONAL RIFLE ASSOCIATION OF AMERICA, 1600 RHODE ISLAND AVENUE, WASHINGTON 6, D. C. Domestic Rates (North, South, and Central America) \$4.00 a year, \$7.00 for two years, \$10 for three years; elsewhere add \$.60 per year for foreign postage. Entered as second-class matter, April 1, 1908, at the post office at Washington, D. C., under act of March 3, 1879. Copyright, 1953, National Rifle Association of America. All rights reserved. For change of address, give both new and old address as the latter appears on address label. Not responsible for loss or damage to unsolicited manuscripts or photos.



4 POWER
\$49⁵⁰

You asked for it...
now here it is!



PREMIUM QUALITY...AT LOW COST
NEW...SENSATIONAL



Scopemaster

More Features...Better Performance

When 791 N.R.A. members told us what they wanted in the ideal riflescope, we built this amazing new Scopemaster to their specifications. They wanted a scope with more features than found in top-price, top-quality brands but at a price! The new Scopemaster is the answer. Visit your nearest dealer. Compare the Scopemaster before you buy any scope. It's America's greatest riflescope buy!

...Brighter, Clearer Image...Independent, Micron-atic reticle adjustments
...Protective sunshades...Removable ends for solid ring mounting...Ability to stand rough usage...Sleek streamlined beauty.



6 Power—Double Internal Adjustments \$59⁵⁰



2 1/2 Power—Double Internal Adjustments \$39⁵⁰

SCOPEMASTER SPECIFICATIONS

	4 Power	2 1/2 Power	6 Power
Actual Magnification	4.05	2.58	6.12
Dia. Obj. Lens	32MM	20.5MM	42MM
Dia. Exit Pupil	8MM	8MM	7MM
Field at 100 Yards	33 ft.	40 ft.	20 ft.
Eye Relief	3 1/4" - 4 1/2"	3 1/4" - 5"	3 1/4" - 4"
Dia. of Tube	1"	1"	1"
Length	11 1/4"	10 1/2"	13 5/8"
Dia. of Front End	1.4"	1.4"	1.4"
Weight	9 oz.	8 oz.	10 oz.

MOUNTING: The Scopemaster is adapted for most standard 1" mounts recommended for your rifle.

CHOICE OF RETICLES

Medium Crosshairs	Post With Crosshair	Dot—\$10 extra
-------------------	---------------------	----------------

RIFLE CLUBS Special Offer
Let us send you a scope on loan for your free inspection—also name of local dealer. Write today on your club letterhead.

ATTENTION DEALERS!
A limited number of choice areas are open for franchise dealerships. Leads and orders referred to you. Your customers want the best. Write or wire for details.

AT CAMP PERRY

See these great new Scopemasters at Camp Perry during the National Matches.



GUNSMITHING AUTHORITY SAYS: I've given the new Bushnell Scopemaster the works, firing it for months on my featherweight .375 Magnum. Reticule movement is a honey...any adjustment so precise, neither affects the other...returns exactly to a previous setting. Outstanding!

H. E. MacFarland
Author "Gunsmithing Simplified"
Veteran Hunter, Magazine Staff Writer

Bushnell 25X Spotting Scope
Straight Model ...\$75.00
45° Model\$77.50

See our Binocular ad on page 9.

D. P. BUSHNELL & CO., INC.

Dept. ARA68, Bushnell Building, Pasadena 1, Calif.

D. P. BUSHNELL & COMPANY, INC.

Dept. ARA68, Bushnell Bldg., Pasadena 1, Calif.

☐ Send me a copy of "What 791 Expert Riflemen Wanted" and name of nearest Scopemaster dealer. Dealers Check Below

☐ Send me complete details on Franchise Plan.

☐ Send me a Scopemaster on memo post paid for free inspection. No obligation of course!

Name _____

Address _____

City _____ Zone _____ State _____

what
791
experts
wanted

35
CENTS

AMERICAN RIFLEMAN

AUGUST
1953



2P 1-27-53 MPL Jan 55 R
Gordon D. Anderson
3222 Arthur St., N. E.
Minneapolis, Minn.