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COVER

The central Oregon wildcat on this month's cover is one of a species that affords good hunting for any rifleman with the patience to seek him out without the aid of dogs, as described in the article on page 42. The color transparency is by Joe Van Wormer, Bend, Oregon



* NRA Staff in the Service
 John Scofield

T. W. Child

J. S. Rose

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Dave Bushnell says...

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THE BUSHNELL STORY
 CHAPTER V
HIGH PRECISION TESTING

Undoubtedly, this is the age of maximum scientific progress and mechanical achievements, and this is especially fortunate for binocular users. It affords them the opportunity of utilizing the very best technological developments in this specialized field of optics.

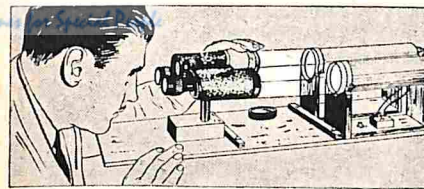
While, for years, the experienced eye and hand were considered sufficient for the testing of optics, we know now that wherever highest precision and accuracy are required, instruments of the latest scientific type are necessary. As I recounted last month, the "TRIPLE TEST" guarantees that all our binoculars are finally tested three different times—by three different methods. Many of these final tests are of our own origination, and the special equipment required was also designed by us. Let us tell you about some of them.

BUSHNELL'S "SURFACE TEST"

Each binocular is carefully gone over to make sure that all optics, lenses, prisms, etc., are absolutely free of the most minute scratches, chip marks, fungus, metal particles, foreign matter or dust of any kind. The low-reflection Optical Coating is also exactly inspected. This very thin (four millionths of an inch) transparent coating can increase light transmission up to 50% and results in higher contrast and all-around, brighter vision. Any variation in thickness will effect light transmitting efficiency.

COLLIMATION

Countless people are using binoculars which are "out of alignment." Sometimes this error can be detected with the naked eye, but to assure exactness, a special precision instrument is essential. In our final tests, therefore, we use the Elvin Electronic Bino-Collimator. This highly-specialized, multi-purpose apparatus will reveal even the



CHECKING ZERO-SETTINGS ON DIOPTRIC EVALUATOR

most minute error in the horizontal or vertical alignment of the Optical System. Chromatic aberrations in the slightest degree are exposed. Imperfections, errors, inefficiencies of various types, come to light just as in a photograph.

Other optical factors for which we Triple Test are: Sharp definition, flatness of field, maximum color correction, freedom from distortion. Rarely are all these apparent to the naked eye, but over a period of time, the vast difference between a high-precision instrument and one just turned out for "commercial" purposes is readily recognized. While 100% perfection is theoretically impossible in any binocular, experts tell us that we are "achieving the impossible". This can be attributed to the fact that we take the utmost care and see that nothing but the very best goes into the construction of our instruments.

So, like a book, one cannot judge a binocular by its cover. It is the "inside story" that counts. For your own protection, we want you to know as much as possible about an instrument which, in many cases, may be your lifetime companion. Bushnell spares no effort to make sure that you are obtaining the very best—a powerful, precise, working instrument.

Today, I am writing from Japan where I am now on a tour of the factories. Will be with you again next month.

Dave Bushnell
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AMERICAN RIFLEMAN

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