

[®] SHEPHERD ENTERPRISES, INC.

2008 CATALOG



**INSTANT BULLET
DROP COMPENSATION**

**ONE SHOT
ZEROING**

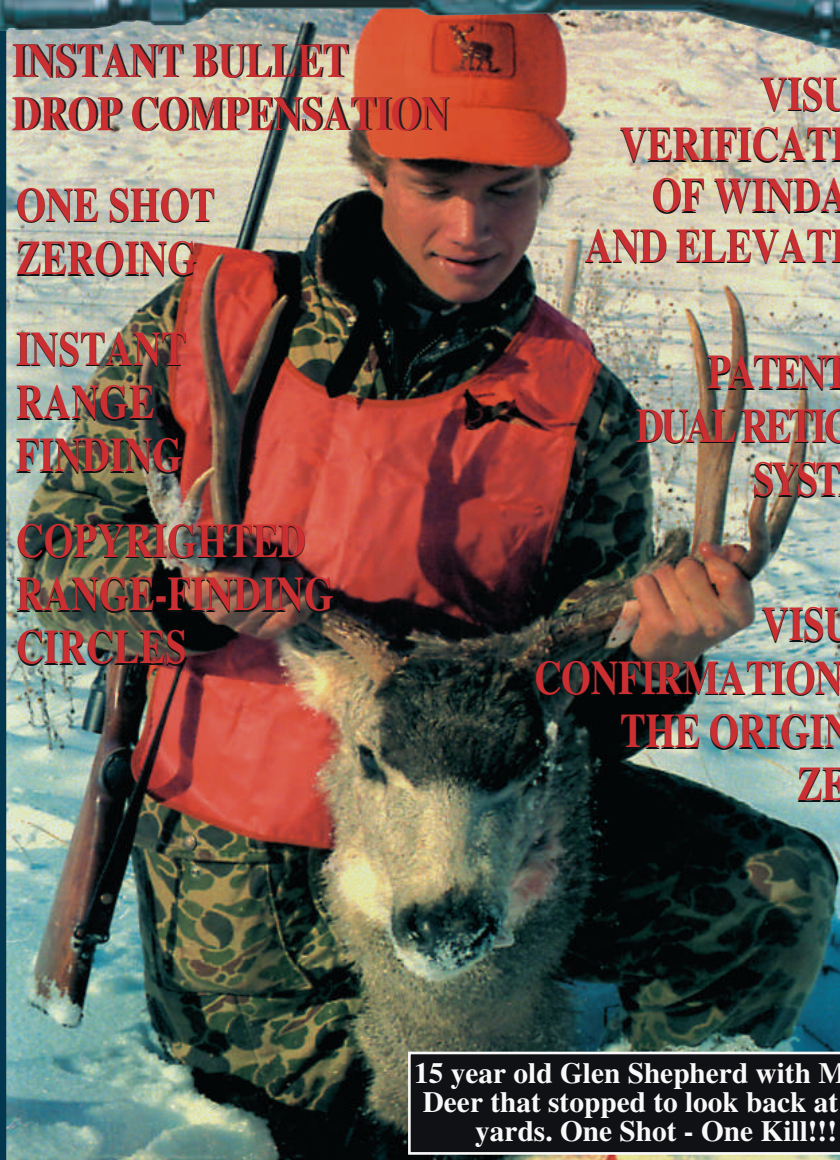
**INSTANT
RANGE
FINDING**

**COPYRIGHTED
RANGE-FINDING
CIRCLES**

**VISUAL
VERIFICATION
OF WINDAGE
AND ELEVATION**

**PATENTED
DUAL RETICLE
SYSTEM**

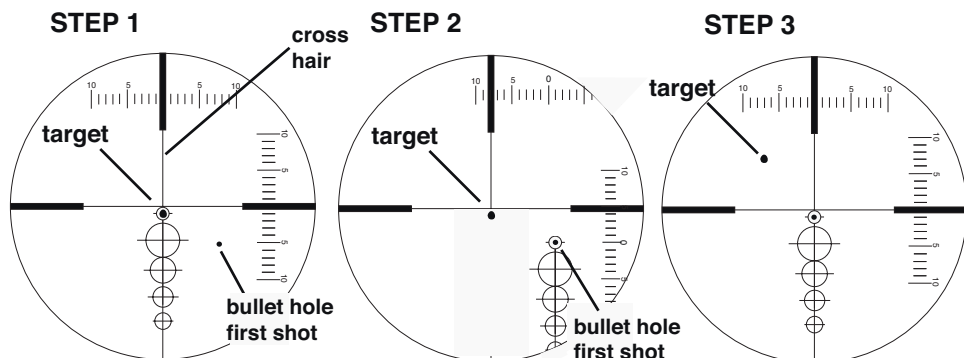
**VISUAL
CONFIRMATION OF
THE ORIGINAL
ZERO**



15 year old Glen Shepherd with Muley
Deer that stopped to look back at 400
yards. One Shot - One Kill!!!

*The World's Fastest and Easiest Scope to Use
is Also the World's Most Reliable*

HOW TO ZERO-IN WITH 1 SHOT



- 1) FIRE SHOT FROM REST AND NOTE WHERE BULLET HITS. (When zeroing in or for target shooting, leave the cross hair above the circle. See Olympic shooter Glen Dubis, page 13).
- 2) HOLD CROSS HAIRS ON TARGET AND TURN LARGE DIALS TO MOVE CIRCLE TO SURROUND BULLET HOLE.
- 3) LOOK IN SCOPE AND TURN SMALL SLOTTED DIALS TO REALIGN CROSS HAIR JUST ABOVE THE CIRCLES.



LIFETIME WARRANTY.

NITROGEN FILLED, WATERPROOF, SHOCKPROOF AND SOLDIER-PROOF.

All models are built mechanically and optically the same except for reticle patterns. Even the .22 LR will hold its zero on the Fifty Calibers.

BAD LIGHT SHOOTING

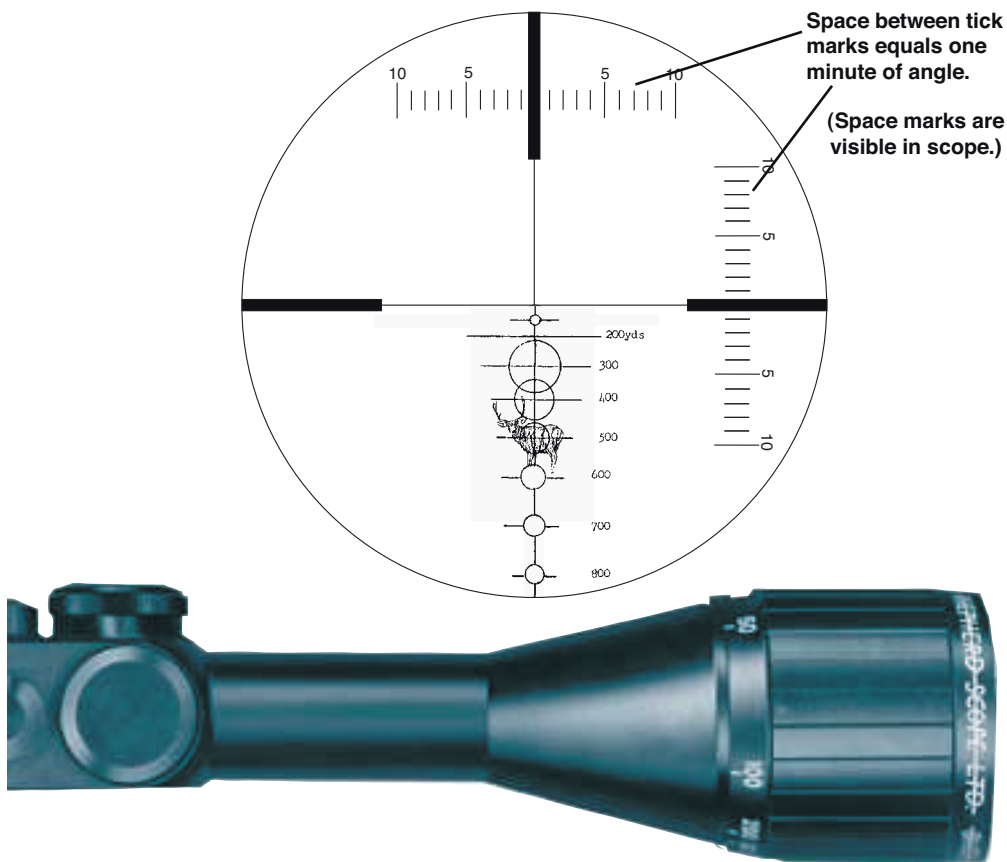
“My trainees made consistent hits on 300 meter pop-ups from midnight to 1:30 A.M. under a quarter moon. The ®Shepherd outshot our Starlight scopes.”

—U.S.A.R. test results; MSG Mark Delmont

SPECIFICATIONS

Magnification:	3x10 Variable	Length:	14"
Field of View:	41.5' & 15'	Tube:	1"
Relative Brightness:	175-16	Finish:	Flat Black
Eye-Relief:	3" to 3.5"	Lens:	All Multi-Coated
Weight:	17 oz.	40mm-Adj. Obj.:	25' to Infinity

WORLD'S FASTEST RANGE FINDING AND BULLET DROP COMPENSATION!



NO DIALING . . . NO ZOOMING AND NO MATH ... JUST FIT AND FIRE!

In the illustration above, the deer fits the 500 yard circle. That's how far he is. The center of each circle is the correct bullet drop for that range. Put the circle on him that fits, and fire. It's that simple. If the animal is too big for the 300 yard circle, that means he is closer than 300 yards, so put the 200 yard line on him and shoot. If he is too big for one circle and too small for the other, just hold in between circles and shoot.

The cross hair will maintain your center zero while making adjustments with circles for windage and elevation.

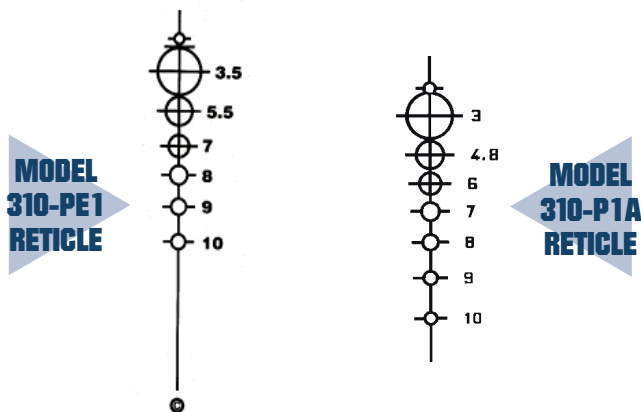
LIFETIME WARRANTY.

"THE [®]SHEPHERD IS OUR NUMBER ONE CHOICE. IT WORKS AS ADVERTISED!"

—GUN TEST MAGAZINE



*Bernie Caldwell shot this bull using a 338 378 Weatherby Magnum with a
®Shepherd Scope PE1 in eastern Oregon at 640 yards with one shot. He also killed
a kudu in Africa, a white-tailed buck using the 800 yard circle, and
another elk in eastern Oregon at over 1,000 yards.*



310-P1A and 310-PE1 reticles are set for the best field range zeros and are in meters. For your convenience we list the drop figures of these two scopes below in 100 yard increments. Compare them to your handloads or factory loads.

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>600</u>	<u>700</u>	<u>800</u>	<u>900</u>	<u>1000</u>
0	-3.1	-8.2	-18.8	-34.4	-56.0	-85.4	-121	-166	-224

NOTE: Circles can be adjusted up or down to accommodate faster or slower loads.

MODELS 310-P1A AND 310-PE1

SPECIAL FOR THE WEATHERBY MAGS,
S.T.W.s 338-378 50 CALIBER, ETC.

This is our flattest shooting model. It is calibrated to match rounds leaving the muzzle from 3,200 feet per second to 4,000 feet per second. It comes with 18" circles for deer (Model 310-P1A) or with 24" circles for elk (Model 310-PE1).



*Richard Waguespack,
Gonzalas, LA, shot this
nice Yukon Caribou with
his ®Shepherd Scope. 400
yards and only one shot.*

FATHER AND DAUGHTER

*Kelli Waguespack-Johns,
Darrow, LA, shot
this deer using a 308
®Shepherd P2 at 220 yards.*



MODEL 310-P1A



Russell Bush of Big Rapids, Michigan, displays his mountain goat and caribou.

COMBINATION HUNT

"I just got back from a very successful combination hunt for mountain goats, mountain caribou and moose in northern British Columbia. I got all three animals in eight days of hunting. The clarity of your scope was something I'd never seen before. Even when it was dusk out I'd turn the power down between four and five and see remarkably. My goat was taken at 75 yards and is the new #1 Safari Club for my chapter. His horns measure $10 \frac{7}{8}$ " on the left side and $10 \frac{5}{8}$ " on the right side. My caribou missed being the new #1 by 2.5 points, but still scored 494.5 with 46 scorable points. I took him at about 150 yards. Even though I thought your scope was expensive, it's well worth the money as far as I'm concerned!"

—Russell Bush, Big Rapids, Michigan



Ken Hanna of Missoula, MT, made this kill at 500 yards with one shot under bad light conditions with his ®Shepherd Scope.

MODELS 310-P1 AND 310-PE

THE PERFECT SCOPE

"The official measurement on the moose horns is 57 3/4 inches. My ®Shepherd Scope turned to 10X made the 250+ yard shot a breeze. I could almost count his eyelashes it is so clear. I have proven your scope several times already here in Thompson to a number of people. Horest (from Germany) and his clients, who are accustomed to expensive European equipment, were also very impressed with the scope from its clarity and simplicity to its extreme accuracy. Well, to sum it all up, I have mounted many, probably too many scopes on my 300 mag. My quest for the perfect big-game rifle/scope combination is finally over. (My wife is quite happy now!)"

—Sheldon Kuipers,
Thompson, Manitoba, Canada

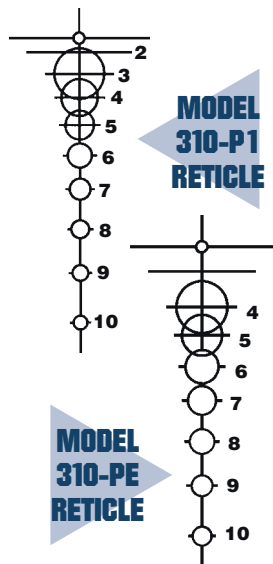


Guide Sheldon Kuipers of Thompson, Manitoba, Canada.

These scopes will work with everything from a 22-250 caliber 55 grain leaving the muzzle at 3,600 feet per second to a 375 caliber shooting a 270 grain bullet at 3,000 feet per second. This includes Magnums in 6mm, 7mm, 270 and 308 Norma and most 30 caliber Mags.

The 310-P1 has 18" ranging circles for deer and military silhouettes. The 310-PE has 24" circles for elk.

NOTE: Circles can be adjusted up or down to accommodate faster or slower loads.



Drop figures in inches from 100 yds./zero to the center of each circle.

P1 & E

100	200	300	400	500	600	700	800	900	1000
0	-3.22	-11.88	-26.78	-49.00	-79.62	-119.24	-172.46	-238.47	-320.90

MODEL 310-P1

JIM KINSEY & HIS CENTRAL BARREN GROUND CARIBOU



I love your scopes and swear by them as they have allowed me to take many species from around the world including this Central Barren Ground Caribou that I harvested in the Northwest Territories. B&C score official is 383 Gross with a net of 372 1/8th at 200 yds. Thanks for a scope that has never let me down in long-range situations.



Jim & his son Walker, 13. Walker shot his 7x6 buck at 350 yds & it never moved. Walker's quote: "Where did it go?"

MODEL 310-P2



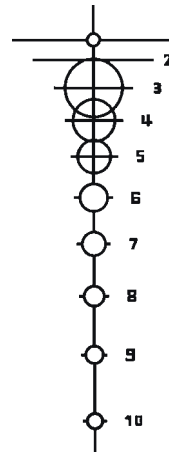
P2s work on everything from a .223 varmint load to a 338 Win., 250 grain bear stopper. Here are just a few of the calibers it will match and work with: 223, 222, 257, 308, and 30-06 and a host of others. It has 18" circles that fit deer and military silhouettes.



Sgt. Tim Andrea explodes antipersonnel bombs at over 500 yards with his P2 Scope and .308 rifle.

"I shoot the ®Shepherd Scope because it's good for my health. It does not benefit me to move around too much while shooting at some of the things at which I shoot. The ®Shepherd eliminates the telltale motions of counting mill dots, looking through lasers and turning dials."

—Sgt. Tim Andrea, U.S.M.C.



**MODEL
310-P2
RETICLE**

EX-ARMY RANGER/SNIPER AND THE ®SHEPHERD P2

“I can’t say enough about my P2 scope. In semidarkness it blows away my G-1 Night Vision Scope. Being an ex-Army Ranger/Sniper, I know the importance of instant target engagement. It’s a shame I wasted all that time in the service calculating distances and counting mill dots.”

Signed: “A Seriously Satisfied Customer”

—Eric Ljung, Greensboro, North Carolina



“With about two minutes of instructions my trainees were making consistent hits from 100 to 800 yards with the ®Shepherd P2 scope. Later that night under a quarter moon they outshot the Starlight Scope at the 300 meter range. They were amazed. I wasn’t . . . I own a few ®Shepherds and I know what they can do . . .”

—U.S.A.R. Marksmanship Instructor

DROP FIGURES IN INCHES FROM 100 YDS. ZERO TO THE CENTER OF EACH CIRCLE

100	200	300	400	500	600	700	800	900	1000
0	-3.98	-14.25	-31.86	-58.05	-94.20	-142.13	-203.98	-282.39	-380.90

All ®Shepherd reticle patterns can be raised or lowered to accommodate faster or slower loads.

GUN TEST MAGAZINE RATES ®SHEPHERD #1.

HOW TOUGH ARE THEY?

Faces blocked out for security reasons.



We salute the members of U.S. Special Forces some of which are pictured above.

NOTE: The following is not an endorsement by the U.S. Army. The U.S. Army does not endorse products. The following letter is unedited.

Dear Mr. Shepherd,

Thanks again for everything and all the support you gave. I really would like you to know it meant a lot to everyone on our team.

As far as the quality of your scope, it was amazing how easy it was to get guys with little to no experience shooting through glassed rifles to a combat proficient shooter.

Like I told you in the past, we just don't have the time to train everyone on the Mildot concept. With your scope we got our guys at a level that anyone on the team could have picked up that sniper weapon system and utilized it effectively.

I don't know how much else one could say after that. We are in the business of putting effective and accurate fire downrange and like I had said your product design enabled that to happen. The scope's rugged qualities are also worth mention. Now I did not go about to test the durability it's just one of those things that it had endured the length of our deployment. For example it was put to the test and held its zero remarkably well after being transported in the back of a HUMMVE through numerous off road scenarios.

I could not be happier with the scope's performance, if it could only be made for specific Special Operations needs. Such as a way to mount a night vision device on the scope to be able to hold day time zero then add the NVD for night fighting capabilities. I know there are some after market night vision scopes out there but it would be nice to see it with the Shepherd Scope if possible.

Again I would like to thank you in your participation with our efforts; I hope you enjoy the photo. Sorry that it does not have the scope in this one. I have a few photos that are of me and my rifle with your scope but unfortunately they are down at Fort Bragg. When I get back there I will send you some copies.

Well Mr. Shepherd, I thank you again for all that you have done. You are a true American Patriot and please keep up the excellent work that you do. I look forward to hearing from you in the future and if there is anything we can ever do for you please don't hesitate to contact us.

Unedited letter from SSG. B _____, U.S. Special Forces
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“ONLY THE TWO ®SHEPHERDS HELD THEIR ZERO.”
310-P3

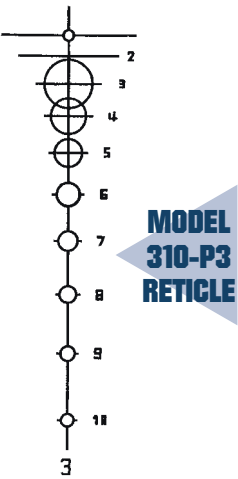


Sam Coleman of Montgomery, Alabama

“I took this KUDU with my 375 H&H Mag at 350 yards with the ®Shepherd P3. This rifle develops 4,502 foot pounds of energy at the muzzle. I fired about 100 rounds through it after its initial zeroing in. That’s a lot of recoil. Even so, it and the other ®Shepherd were the only two scopes still zeroed in when I got to Zimbabwe. The other two rifles with the more expensive brand scopes were clear out of whack; needless to say, Zimbabwe confirmed my faith that I had made the right choice when I bought the ®Shepherds.”

— Sam Coleman, Montgomery, Alabama

NOTE: Although the P3 is not a flat shooting scope, it does accommodate some of the more powerful dangerous game loads such as the 270 and the 375 H&H Mag, which delivers almost a foot ton of energy at 500 yards. This scope also works great on short barrel .308, 30-06, and .223s.



THE BULLET DROP FIGURES FOR THE P3

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>600</u>	<u>700</u>	<u>800</u>	<u>900</u>	<u>1000</u>
0	-4.91	-17.3	-38.3	-69.5	-112.7	-170.1	-244.3	-388.1	-455.0

All ®Shepherds can be adjusted up or down to accommodate faster or slower loads.

310-P22 LR and 310-P22 MAG

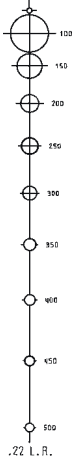
“As a gun writer, I first tested a ®Shepherd Scope on a center fire. I was much impressed with the ability to hit 8" diameter balloons at any range from 100 out to 1,000 yards. This new .22 scope places the same capability as in the center fire scopes. It uses 9" stadia circles in 50 yard increments out to 500 yards. Ever shoot a prairie dog at 300 yards with a .22 rimfire? You can do it with ease with the ®Shepherd Scope.”

—Dick Eades in *Rimfire Ramblings*, *Modern Gun Magazine*, 1996

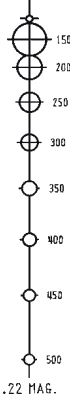


Glen Shepherd with the P22 LR Scope and two of our new Magna-Pods™ PAT. PEND. and our new Spotting Scope.

MODEL 310-P22 LR RETICLE



MODEL 310-P22 MAG RETICLE



P22 LR:

<u>50</u>	<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>
0	5.4	-19.5	-43.6	-79.2	-128	-191	-271	-369	-488

P22 MAG.:

<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>
0	-6	-19.0	-42.0	-74.0	-119	-177	-249	-341

Both P22 LR and P22 MAG. have 9" circles for use on prairie dogs, crows, squirrels, etc.

6x18x40 VARMIN'T/TARGET SCOPE

WITH [®]SHEPHERD'S EXCLUSIVE PATENTED D.R.S. [®]™ SYSTEM*

*Dual Reticle Down Range Scope.

YOU ASKED FOR IT - HERE IT IS!!!

For almost twenty years, [®]Shepherd Scope enthusiasts have been asking for this scope. We finally made it. This new Varmint/Target Scope now comes with the V-1, V-2, and V-1A reticle patterns that match the calibers listed under the "P-1," "P-2" and "P-1A" columns on page 26 of our catalog. The patented Dual Reticle System[™] makes this the most reliable and most accurate target scope in existence . . .
BAR NONE!



LENS COATINGS:

[®]Shepherd was the first U.S. scope company to bring you multi-coated lenses way back in 1981. [®]Shepherd continues to put the shooter's interest first with superior coatings on all our optical products including this New 6x18x40 Varmint/Target Scope. You will always find the brightest light transmission and the sharpest resolution in optics with the [®]Shepherd name.

ADJUSTMENTS: 1/4 M.O.A. clicks on the ranging circles and friction adjustments on the cross hairs that give you adjustments as fine as 0.001 M.O.A.

RESOLUTION
2.1 Seconds
of Angle

EYE RELIEF:
3" to 3.5"

SPECIFICATIONS:

40MM Adjustable Objective

WEIGHT: 20.8 oz.

LENGTH: 16.25 inches

1 Inch Tube

FIELD OF VIEW: 5.5 ft.-18x at 100 Yards

SHOCKPROOF

WATERPROOF

WE MAKE EVERYTHING BETTER THAN IT NEEDS TO BE ...JUST IN CASE.

INTRODUCING THE ALL NEW 6X18X40



©2004

The scope is calibrated for the Hornady .224 55gr grain V-Max bullet with a muzzle velocity of 3240 fps. BUT WILL MATCH A GREAT MANY MORE. Here are just a few of the factory loads that will shoot within one minute of angle with this scope out to at least 500 yards. Most hand loads in these calibers will also work. Call our Ballistic expert for info on how good your round will work with this scope.

FACTORY LOADS AND HAND LOADS SHOOT WITHIN ONE MOA OUT TO 500 YARDS OR MORE:

.17 .204 .222 .223 .224 .243 .270 .280 .284 7mm 7mm-08 7mm STW .308 NATO
.308 NORMA 30-06 300 H&H 330 Dak 416 Wby 416 Laz. & 460 Wby.

The Factory loaded Hornady 55gr V-Max is dead on to 1,000 yards.
THE SCOPE WILL MATCH ANY CALIBER OR BULLET OUT TO 300 YARDS.

M.556 VARMINTER WITH 9 INCH CIRCLES.

NEW! These numbers on top of the moa marks indicate the correct hold off for a 10 mph. 9 O'clock wind in 100 yard increments. You will see your windage correction take place as you dial them in and you will be sure you went the right amount in the right direction. **READ THE WIND & DIAL IT IN!**

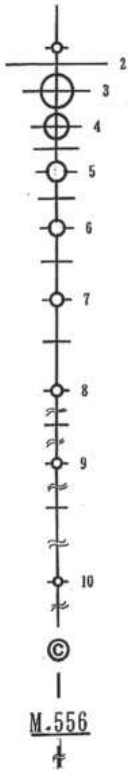
The nine inch circles work great on prairie dogs. A standing adult prairie dog is about nine inches tall and the average coyote is nine inches through the chest area. If your nine inch target is too small for one circle and too big for the next one down simply hold in between and shoot.

The intermediate lines from end to end equal 18 inches. They match military and police sniper competition targets across the shoulders. The circles match the head from top to bottom on these types of targets.

You can quickly get the range to any target if you know its size in inches. Simply divide the target size in inches by the number of moa spaces that it covers on one of the **MOA GRIDS IN THE SCOPE**.

EXAMPLE: If a 30 inch wheel on an Iraqi truck covers 6 MOA it is at 500 yards. (30 inches divided by 6 moa equals 5. The five is hundreds of yards to the target).

TAKE THIS TEST: How far is the dog in the photo? The answer is at the bottom of the page.



BULLET DROP TO THE CENTER OF EACH CIRCLE IS:

100	200	300	400	500
-0-	-2.8	-11.2	-27.0	-52.9
600	700	800	900	1000
94.4	-150.7	-234.5	-348.6	-500.4

DROP FOR THE HORNADY .224 (223) 55GR V-MAX, FACTORY:

100	200	300	400	500
-0-	-2.8	-11.2	-27.0	-52.9
600	700	800	900	1000
-94.4	-150.7	-234.5	-348.6	-500.4

ANSWER: The prairie dog is nine inches tall. Nine MOA into nine inches is one. He is at 100 yards. See back cover.

OLYMPIAN WINS 2 NATIONAL TITLES WITH [®]SHEPHERD VARMINT SCOPE!!!

Mr. Dubis, who put 80 out of 80 in center ring for a score of 800 in the 3 position and 77 out of 80 dead center in the 4 position, had this to say about the [®]Shepherd Scope:

"I was very pleased with the performance of the scope. The reticle was easy to use in spite of the fact that it is set up for varmint and big game shooting - not target. Most people use fine crosshairs with a dot. The 100 yd. circle is just smaller than the 10 ring. This makes it easy to point at the exact place you want to hit. Also, the close proximity of the circle makes it easy to use hold off techniques and still have a gage of how far out you're holding. Also, I found the objective lens easy to adjust for focus and parallax. There was no detectable parallax between the circle reticle and the target image."

We at Shepherd Enterprises say
"Congratulations Glenn
and thanks for using
our scope."

—Dan Shepherd

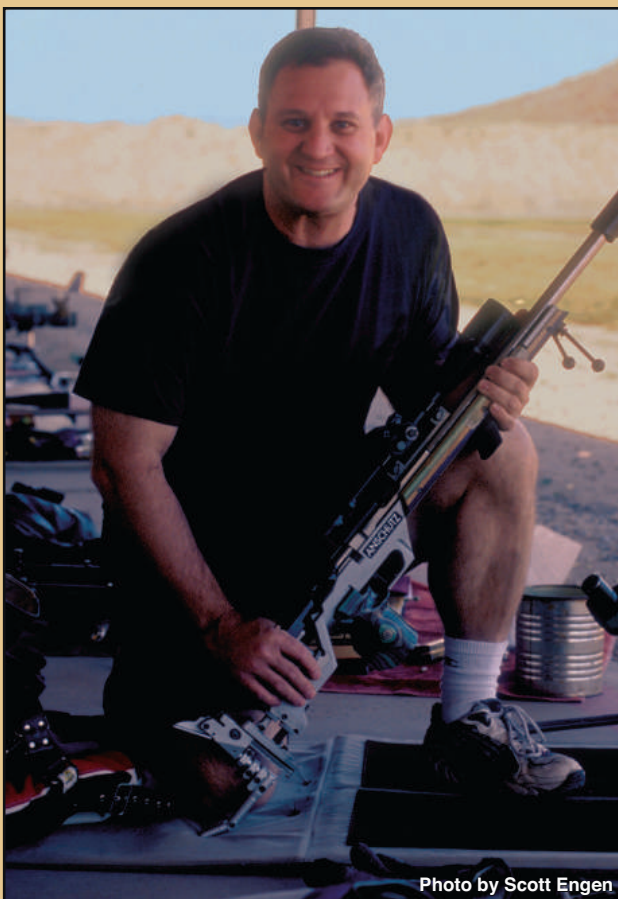


Photo by Scott Engen

Glenn Dubis after winning two NRA National
Titles with his [®]SHEPHERD 6 x 18 x 40
VARMINT SCOPE.



SHEPHERD ENTERPRISES INC.

Box 189, Waterloo, NE 68069

402-779-2424

Email: sshepherd@shepherdsopes.com

**"The ONLY regret you'll have is
that you didn't get one sooner."**

Father & Son Memories with a ®Shepherd Scope



Terry Newport and son Andy of Red Bluff, CA, with bear.



Andy Newport with his wild boar.

A.E.F.® High Resolution Anti-Eye-Fatigue Binoculars Are Better Than They Need To Be!!!

"They rated well in all categories. I like them because the RESOLUTION IS BETTER THAN IT NEEDS TO BE."

— Bill McRae in *Outdoor Life's* GEAR TESTS 2001

RESOLUTION is the thing that lets you tell at a glance if that is a small branch sticking up from the tall grass or the tip of a huge rack. Resolution is what keeps you from getting an eyestrain headache while glassing the fields, hills and canyons all day. Our 4.4* seconds of resolution does the detail work and lets your

hunter eyes hunt — not strain. They are designed to be "Anti-Eye-Fatigue®" and easy on the eyes. As for better than they need to be?

Of course they are. We make everything for our hunters better than it needs to be —just in case.

8x42, 10x42 AND 12x50 MAG-PHASE COATED™ BINOCULARS

Eye pieces are independently adjustable. New Multi Mag-Phase® coated lenses produce startling brilliance and razor sharp edges at extreme distances and under the most adverse of light conditions. You'll be able to tell a rack from a branch even in the darkest of wooded shadows. Precision machined adjustments for focus and clarity.

ABSOLUTELY THE MOST ADVANCED OPTICS YOU WILL FIND.

New BINOCULAR MOUNT lets you set your ®Shepherd Binoculars on top of your ®Shepherd Magna-Pod™ PAT. PEND. for expedient field use.

*4.4 seconds means that the binoculars sharply define the edges of an object as small as eight hundredths of an inch at 100 yards or about eight tenths of an inch at 1,000 yards under ideal conditions.



LIGHTWEIGHT:

8X = 22.5 oz.
10X = 22.75 oz.
12X = 27.65 oz.

**BINOCULAR MOUNT
FOR MAGNA-POD™ PAT. PEND.
SOLD SEPARATELY**

EYE RELIEF:

8x42 19.4mm
10x42 18.9mm
12x50 18mm

RESOLUTION:

**"BETTER THAN
IT NEEDS TO BE!"**
"Bill McRae in
Outdoor Life!"

- **WATERPROOF**
- **NITROGEN FILLED**
- **ARMOR COATED**
- **AIRCRAFT ALUMINUM BODY**



Prairie doggin is really a blast with the Magna-pod gun rest and Shepherd scope. Sally's smile says it all.



New swivel head design allows easier, faster setup and adjustment.



Hang it upside down or sideways and it gets you the shot! Will withstand 50 m.p.h. winds and hold your wildlife equipment steady and safe.

HOW TO TELL A GREAT SPOTTING SCOPE FROM JUST A GOOD ONE.

One of the best gauges and an indicator of quality is the scope's resolution number. The smaller the number, the better the resolution and the better the scope. This number tells you how close two objects can sit together and still be seen as two distinct units and not blurred together as one. Our scope has a resolution number of 2.1 seconds of angle. This number is about 52% smaller (better) than other well-known scopes costing much more. It means that two .22 caliber bullets can be a hair's breadth apart and edges of each still be clearly seen. This degree of optical definition is usually only found in scopes costing twice as much as the ®Shepherd. With a ®Shepherd at 800 yards, you will be able to tell a four inch antler from a four inch ear and a burrowing owl from a prairie dog. Bird watchers will be able to distinguish a Tuft Titmouse from a Ticked-Off Field Mouse. Another way to tell it's a great scope is to look for the name ®SHEPHERD.



“It couldn’t have been sharper.”

—Bill McRae in *Outdoor Life’s* GEAR TEST 2001

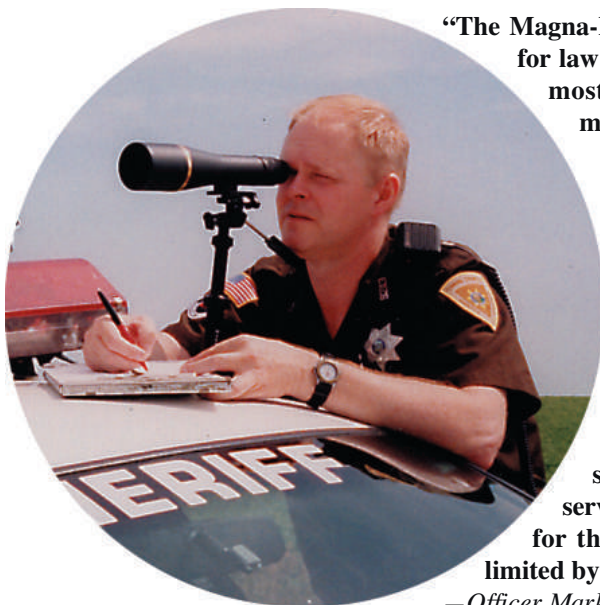
This camera adapter ring screws onto the ®Shepherd Spotting Scope for telephoto work. SOLD SEPARATELY.

“The 2.1 seconds of angle resolution is within a hair’s breadth of the theoretical limit of 1.9 for instruments with 60mm objective lenses. In other words it couldn’t have been sharper.”

—Bill McRae in *Outdoor Life’s* GEAR TEST 2001.

SPECIFICATIONS		
Magnification	15x40	
Objective Lenses	60mm	
Exit Pupil	4mm & 1.5mm	
Angle of View	2.27 Degrees	
Resolution	2.1 (Seconds)	
Close Focus	13M	
Waterproof and Nitrogen Filled		
Body Armor Coated Aircraft Aluminum		
Weight	1 lb., 10 ozs.	
Length	12 3/4"	
Eye Relief	15x	19.4mm

NEW [®] SHEPHERD MAGNA-POD[™] PAT. PEND. TURNS CRUISER INTO 4,000 LB. SUPPORT

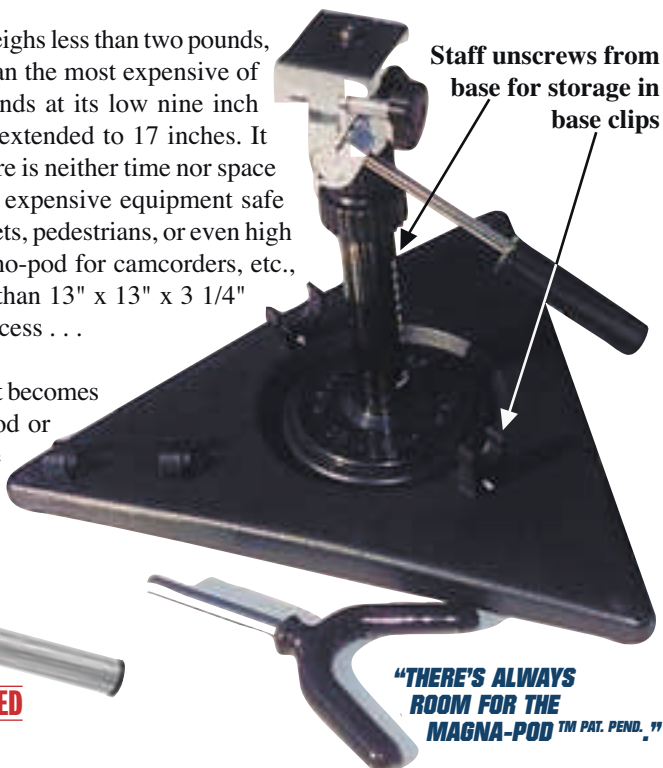


“The Magna-Pod[™] PAT. PEND. is an excellent tool for law enforcement officers. It turns almost any steel object into a sturdy mount for cameras, spotting scopes and several types of surveillance devices. My patrol car becomes a 4,000 pound steady mount to do long-range observation, photograph accidents or crime scenes and it leaves my hands free to take notes, use the radio or deal with other items. Other uses include as a mono-pod support on the steering wheel or armrest to steady high powered scopes for observation from inside the vehicle. Uses for the Magna-Pod[™] PAT. PEND. are only limited by the officer's imagination.”

—Officer Mark Delmont, Nebraska Deputy Sheriff

The Magna-Pod[™] PAT. PEND. weighs less than two pounds, yet firmly supports more than the most expensive of tripods. It will hold 50 pounds at its low nine inch height and over 10 pounds extended to 17 inches. It sets up in seconds where there is neither time nor space for a tripod and keeps your expensive equipment safe from knock-overs by kids, pets, pedestrians, or even high winds. It makes a great mono-pod for camcorders, etc., and its carrying box is less than 13" x 13" x 3 1/4" high for easy storage and access . . .

Attached to its triangle base it becomes an extremely stable table pod or bench rifle rest. The rifle yoke pictured is included.



Staff unscrews from base for storage in base clips

BALL HEAD INCLUDED

**“THERE'S ALWAYS
ROOM FOR THE
MAGNA-POD[™] PAT. PEND.”**

EVERYTHING IS “JAKE” with JAKE... ISRAELI COUNTER-TERRORIST



Israeli counter sniper Jake in the desert sand with his ®Shepherd P2 Scope.

Friends, As you know...

I sent my Mauser 98Kar with your scope to the Civil Guard Basic Sniper Course with a member of our Unit who had not been able to do the course previously. “Jake” is a competent shot, but most of his shooting education and experience comes from reading. His shooting scoped rifles has been exclusively at the range with us. I unceremoniously “presented” him with the rifle, the scope already mounted, and with a copy of your pamphlet. I quickly reviewed the concept of proper eye relief and sent him on his way.

I was unable to work with Jake at all because of my “hosting” two American shooters. It was his first opportunity to shoot my rifle with your scope. Just before we finished practice, Jake asked for my help. To this point he had had the benefit of nothing other than your direction page. He was having a problem with a changing point of impact. (Sure, he had been given M14 ammo for sighting in, 150 gr. military ball; and 168 gr. BTHP Match to use after getting sighted in. This is an ammo conserving practice which I have unsuccessfully tried to stop.)

I explained to him the significant difference to be expected from the different rounds’ point of impact. Then I took a shot with each type of round, hitting at one o’clock and at seven o’clock about five to six inches away from the bull. Told him to can the M14 ammo and shoot only the box of Match I gave him. His confidence restored, it took him three (3) rounds of Match to be zeroed, dead-on. Saturday night he came over and we cleaned the rifle. He couldn’t make the competition and so without further practice he began the course. In significant part because of having your scope, he was one of only three people out of 14 who graduated. His shooting was simply outstanding! If I’m not mistaken he never missed

once on moving targets and night firing exercises and it was the first time he had ever shot such exercises.

From the viewpoint of an instructor, what can I say. I had a student “on” without much more on my part than a few minutes building his confidence and confirming he was “OK.” Ninety-six percent of his scope know-how with your scope came directly from your instruction booklet, not my instruction. And he shot at distances from 50 to 300 meters relying entirely upon your reticle, the use of which I explained to him in under 30 seconds. He received my rifle for the course with the scope mounted. Once or twice since, he has switched the scope to a different Mauser and been able to get sighted in with little effort and even less ammunition. He did have some trouble getting the scope mounted to his liking, but that is matter of education, not of your scope.

As I said, much of the credit for Jake’s success, especially at the course, must go to your scope. I only wish I could claim as much credit for my instruction.

—Howard Linett, Counter Sniper Instructor

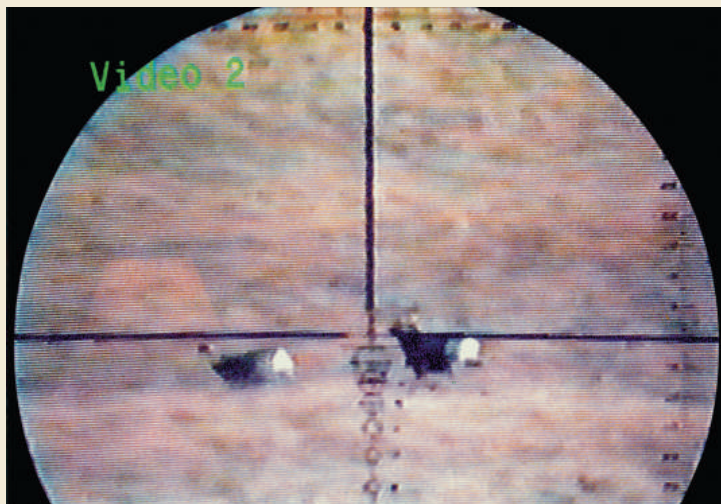
AND NOW, FROM JAKE HIMSELF...

One of the most impressive features of this Shepherd 310-P2 is felt when shooting with the scope itself. I was very impressed with the quality of the optics incorporated in the Shepherd 310-P2 rifle scope. Acquiring a clear picture through the scope was easily achieved which gave a clear advantage when shooting at moving targets and pop-up targets. I tested this at a range of 200 yards where a half body target could “pop up” anywhere along a 25-yard distance and remain for up to approximately two seconds. The object was to acquire the position of the target and insert a shot within the given two second time frames. I opted to keep the scope on an x10 magnification. Despite a stressful time constraint where the location of the target is unknown, I was still able to find the target and sight in the shot and hit within the given time constraints. The second test conducted was again at a 200 yard range where two half-body targets (*Target A and Target B*) moved at a brisk walking pace across a 25 yard distance. The object of this test was to during on given 25 yard walk, to fire six shots into *Target A* without having any of the shots hit *Target B*. This test was conducted twice at two different speeds, the first a brisk walk and the second a light jog where the targets actually bounced up and down as in a jogging motion. Again the results of this test were very impressive where all six shots in all four exercises were shot exclusively into *Target A* with impressive groupings for a moving target.

Results such as described here are not simply the result of good shooting skills, however the result of good quality optics, which allowed for easy and quick field viewing and target acquisition. Shooting consistently under these test conditions encourages a high level of confidence in the quality and stability of the Shepherd 310-P2 rifle scope.

After testing and learning the Shepherd 310-P2, I am confident the proud owner of such a scope can rely on it to get the job done.

—Jake, “Israeli Anti-Terrorist”



Even this blurry photo taken from a T.V. screen tells you instantly that the buck is a little bigger than the 300 yard circle and so is closer than 300 yards. Put the 300 on him and shoot! HE'S YOURS'!!! Don't forget to lead!

January 7, 2004

Mr. Shepherd

When we saw your scope at the shot show in Orlando last fall, we were very impressed but also had our doubts . . . Were we wrong. My hunting trip to Alaska in August did not turn out very well and I took a shot at 425 yards and did not harvest my Dall sheep that was in the 38 to 40 inch range. My guide was quite upset, and I as well was not at all happy about what had just happened . . . But it is called hunting. I was really kicking myself that I had not followed up on the Shepherd scope. When I returned, the first call I made was to your company to purchase a new scope. Then when it arrived I was about to go on a whitetail deer hunt in Kansas. I was too busy to have time to site the Scope in at our shooting range. So the best thing then was to get my grandson who is 15 to take my 7mm to the range with his uncle Kenneth to shoot my rifle. That's what they did . . . two shots and they were zeroed in at 100 yards. Now Robby can shoot as well if not better than his grandfather. But just to make sure, the following week Rob and I returned to the Range. We shot first at 100 yards and then moved to 400 yards. Using an 8 1/2 by 11 paper with a small dot in the bull's-eye all of our shots were on the paper and very close to the bull's-eye. That gave me great confidence that I could make the shot . . . at what ever distance that I wanted to shoot. When I arrived at the hunting camp in Norwich, KS, I told the outfitters that I could make the long shot. They just smiled and said OK. Next morning I was in a tri-pod overlooking a pasture and wood line that I could shoot 700 yards or just the typical range. First morning at 7:00 a.m. and at 7:30 I saw two deer that were shooters in most people's book. I just wanted to wait and see what would happen the next couple of days. That evening about 5:00 p.m., just before dark, I was looking over my shoulder about 400 yards away and could see deer feeding in the tree line. As I turned my attention back in front of me where I thought the deer would travel, not more than 150 yards standing and looking right at me, with his nose in the air, was the largest white tail that I had ever seen in the woods. So big that all I could say

was, "My God". Now I didn't say that in vain but the Lord must have heard me and thought something else because that deer was gone before I could reach for my rifle. Now what I have not said to you at this point is that I called you just before I left on my trip to Kansas and talked to you about the Binocular 12x50. You assured me that I would be pleased with the clarity. Well you were right. The old binoculars that I had used for over 20 years are now on the shelf and will be used only as a back up. The 12x50 are wonderful and really made a difference in this trip. The next day hunt was high winds and not much deer movement. The third day of hunt, again high winds and very cold . . . I decided that I would hunt from a shooting box in the morning and wait for a late afternoon hunt in the tri-pod stand. It was 3:00 p.m. when I made my move and still winds were very high and cold, but I had all I could stand in a shooting box. It was about 5:00 p.m. and I looked over my shoulder. Nothing was visible so I turned around and started glassing the tree line deep into the small oak shrubs. With these new 12x50 I was able to pick up antlers. As I watched, my first reaction was that this was not a shooter. So I turned my attention back to the original game trail. When I turned back to gain another look, there stood a very, very large white tail with a great rack. I could see that this was a deer that I would harvest. Setting in a tri-pod and looking at a shot that was over 400 yards . . . I needed a very steady rest. My first thought was "could I make the shot" . . . I felt that the Shepherd scope would be tested in the field. My first shot was a miss, I did not have a steady rest. The deer turned, looking for where that noise came from. He could not figure it out and just stood his ground looking everywhere. I then put my 7mm on the rail of the tri-pod and had a very steady shot. To get into this awkward position, I couldn't get the stock of the rifle into my shoulder and the scope was very close to my nose. But that was not important at that point. I held the 400 yard circle a little high on his shoulder and squeezed the trigger. When the rifle fired all I could see was a lot of stars and ringing in my head. I couldn't see the deer, I glassed the tree line and nothing was visible. I didn't have a clue if my shot was accurate or not. So I bundled all my gear into my back pack, except my cushion, and walked to the spot. By this time it was now getting pretty dark. When I crossed the fence and started walking into the tree line, suddenly a very large deer rack rose up from the ground. All I could see was his rack and a shoulder and I shot him again at about 50 yards. This was a harvest and that would not have happened with my old scope. The shot was 412 yards. I hit him three inches below the back bone and this broke his back. I called my guide Boscoe of T.R. Outfitters and told him that I had a deer down, the largest whitetail of over 30 years of hunting all over the U.S. and Canada, as well. He was 280 to 300 lbs. in size and 19 points, non-typical and triple brow tines larger than my hands. Scored 174, 5/8 . . . I'm very proud of this great animal. But I'm equally as proud of the shot . . . 412 yards is a long way. Your scope made the difference, it performed just as you said. Your binoculars are as good as they come. I will tell you I could have bought other scopes, other binoculars and paid the price, but yours are as good as they get. Why would you pay more? I'm a believer. Will I take the shot at 500-600 yards and beyond? I have the confidence to make the right decision, but the distance will not scare me away from harvesting a great animal. Thank you for a great scope and binoculars. I have booked my Dall sheep hunt for next year, 2004. I'm looking forward to taking the SHOT.

Bob Hattaway

(They now call me Bob Shepherd.)



Ted Tongson, Paris, Texas, SCI scored 391 points, September 2000, Trophy Mountain Ranch.



Jon Hitte, age 13, shot this animal just before dark using a 7mm STW with a ®Shepherd 310-P1A at 460 yards.

Shepherd Grandchildren



Dan Shepherd with his 5-year-old grandson Nathan Shepherd learning proper shooting habits. As you can see by the photo below, Nathan was paying attention.



Nathan Shepherd at age 13 with his first buck.

TESTIMONIAL FROM AN EX NAVY SEAL

"I bought a Weatherby .300 MAG with one of your scopes on it. I thought, 'Well, Okay, it is supposed to be a range finder, but it has to prove itself to me.' I am a very experienced hunter, and I was also a sniper for the Navy Seals for four and one-half years. Last Saturday I killed a coyote from 750 yards using one of your scopes. I am a firm believer now. I will never buy another scope unless it is a @Shepherd."

– Sean James, Kemp, Texas

What the writers have said

GUN TEST MAGAZINE RATES ®SHEPHERD SCOPE NUMBER 1.

*“The ®Shepherd Scope is our choice in tests of range finding and trajectory compensating scopes. The ®Shepherd worked as advertised— We were able to zero in with one shot. The range finder worked and the optics were sharp and clear. Excellent resolution and light transmission. **WE RECOMMEND IT OVER THE REST.**”*

—Quoted from *GUN TEST Magazine*

1984, GUN DIGEST HUNTING ANNUAL: *“It’s impressive. It is the only scope I have ever seen that has a potentially higher I.Q. than the guy looking through it.”*

—Robert S.L. Anderson

1984, AMERICAN SHOTGUNNER: *“Sight in with only one shot? Accurately estimate ranges out to 1,000 yards in less time than it takes to read this sentence? Verify the original zero at a glance? Yes! The unique engineering in the ®Shepherd Scope makes all this possible. As Jim Carmichel said, ‘This is a scope of the 21st Century.’”*

—Nick Sisely

1985, GUN ANNUAL: *“‘AN ALMIGHTY SIGHT’...While testing on the range, Howard Dietz (a friend of Hal’s) emptied three clips of ammo assuring himself that the scope worked. Maybe he was trying to prove that it didn’t—in that case, he lost.”*

—Hal Swigget

1986, GUNS ILLUSTRATED: *“On an outfit such as my custom .338, it is DEADLY out to ultra long ranges. It is the only range finding bullet drop compensating scope that does not require three hands to operate.”*

—Bob Bell

1986, AMERICAN SHOTGUNNER: *“Only a relatively few members of the shooting fraternity are aware of the ®Shepherd, but those in the know can understand a top product when they see one. The ®Shepherd has excellent optics, but it is Dan Shepherd’s unique system of range circles that allows a shooter to shoot accurately out to extreme ranges.”*

—Nick Sisley

1989, GUN WORLD: *“A remarkably capable instrument.”*

1990, SPORTSMANS’ GUN ANNUAL: *“SURE SHOOTING ®SHEPHERD SCOPES...Unique idea in scopes that gets you on target FAST with all the accuracy needed.”*

—Richard Savino

1996, MODERN GUN: *“Ever shoot a prairie dog at 300 yards with a Rimfire .22 L.R.? You can do it with ease with a ®Shepherd Scope.”*

—Dick Eades

Shepherd Grandchildren



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Nathan Shepherd at age 13 with his first buck.

TESTIMONIAL FROM AN EX-NAVY SEAL

"I bought a Weatherby .300 MAG with one of your scopes on it. I thought, 'Well, Okay, it is supposed to be a range finder, but it has to prove itself to me.' I am a very experienced hunter, and I was also a sniper for the Navy Seals for four and one-half years. Last Saturday I killed a coyote from 750 yards using one of your scopes. I am a firm believer now. I will never buy another scope unless it is a @Shepherd."

– Sean James, Kemp, Texas

over the last quarter century...

2001, S.W.A.T.: “EXTENSIVE TEST: ®SHEPHERD RETICLE IS RIGHT, MILL-DOT IS WRONG!”

“The ®Shepherd provides two simple methods of range finding. First is the circles (you know how they work). The second system uses two graduated scales; one at the top and one on the side of the reticle. Each scale mark is one minute-of-angle. This remains valid for any power setting. Lay a scale over the target (or any object of known size near the target) and count how many marks the object covers. Then divide that number into the object’s actual size in inches. You’ve got the distance in hundreds of yards. This formula is an extremely simple and user-friendly system, allowing it to be deduced by common sense if it is forgotten. The milliradian however, on which the mill-dot is based, subtends about four inches at 100 yards, seven inches at 200, 12 inches at 300 and so on requiring much study and much care in application.”

2003, UNITED STATES TESTING LABORATORY

Dear Mr. Shepherd,

Per our earlier phone conversation United States Test Laboratory conducted extreme temperature testing of a Shepherd Model 310-P2 rifle scope. Prior to testing the scope was attached to a Remington Model 700 PSS, caliber 308 Winchester, with known subminute accuracy using Federal 308 Gold Medal Match ammunition.

Per the accompanying instructions one shot was fired at a distance of 100 yards. The scope was adjusted using the one shot zero technique. The target was moved to 200 yards, where two shots were fired creating a 1.5” group.

A new target consisting of an 18-inch circle was placed at 500 yards. Two different shooters fired a total of four shots. The vertical spread of the four shots were 1.75 inches. The group was vertically centered in the circle.

The scope was removed from the rifle and placed in an environmental chamber for five (5) days. The chamber was programmed to cycle every 12 hours from minus 30 degrees Fahrenheit to plus 130 degrees Fahrenheit. At the conclusion of the test the power ring and adjustable objective lens were tested for function and appeared to work normally. The clarity of the scope remained excellent with no degradation from its original condition.

On a personal note, one of the shooters was my 14 year old son who had never fired this rifle before. He is clearly looking forward to deer season this fall.

Thank you for the opportunity to test your product. Should we be of any further service, please don’t hesitate to contact us.

Best regards,

Richard Mouser

President

HOW IS THE LIGHT TRANSMISSION? MONTANA SHERIFF SHOTS TROPHY MULIE—30 MINUTES AFTER SUNDOWN!

Dear Mr. Shepherd,

I recently purchased one of your scopes. I installed it on a custom 300 Win. Mag. I am shooting a 165 grain bullet at almost 3,300 ft. per second. You matched my rifle with the proper scope and the results are unbelievable. I have always been fond of long range shooting, but I have never in my wildest dreams



imagined how accurately a person could shoot at extreme ranges until I started using your scope. Before going hunting I was shooting my rifle from a bench vise and would consistently keep all my shots on a 10 inch target at 800 yards. Later I took the rifle mule deer hunting down to Ekalaka, MT. This is open country and shots can be long range. After several days of hunting I finally spotted a buck that I considered worthy of taking. It was almost the end of legal shooting light (30 minutes after sunset) and he was in the shadow of a hill, but when I looked at him through my ®Shepherd Scope he was as clear as if it were high noon. When I placed the rings on him, the 300 yard ring fit him, so I held it centered just behind the front shoulder and fired. The deer ran about 50 feet and fell. We later measured the distance and he was actually 350 yards, but he has an unusually large buck field dressed at 230 lbs., which made him appear a little closer than he really was. Even with being 50 yards off on the distance, the shot was almost perfect. The bullet went through the lower half of his heart. Thanks to your scope I appeared to be a super marksman to my longtime hunting buddy who was with me at the time. I am so satisfied with my ®Shepherd Scope that I am going to purchase another one for my elk rifle, a 338 Win. Mag. I have always been a fan of the other very popular U.S. made scope, but from now on it will be ®Shepherd. In fact, I will be removing one of those other scopes from my 338 Win. Mag. so I can install a ®Shepherd.

Sincerely,
William A. Troutwine, Sheriff

WHY SOME SCOPES LOSE THEIR ZEROS AND SOME DON'T

AND WHICH ONE WILL TELL YOU BEFORE YOU SHOOT.

Rule #1 is: "In order for a scope to lose its zero, something between the reticle and the target must move."

Rule #2 is: "In order to see what moved you need two reticles; each one to track the other."

The old type German scopes put the cross hair in the front focal plane. They hardly ever lost their zeros because the only thing between the reticle and the cross hair was the objective lens. The drawback was that the reticle magnified when zoomed and blocked out long-range targets. Americans put the reticle in the rear focal plane where it would not magnify. The main drawback with this was that it put about three more lenses between the reticle and the target. The American system was then three times more likely to lose its zero. The American was more convenient but the German system was more reliable.

®Shepherd gives you the best of both worlds with the drawbacks of neither. We use the front focal plane location for our rangefinding and bullet drop compensating circles. This gives us the German dependability and, when zoomed, the circles do not block the targets but instead frame them and give you instant target engagement on any power. We then put the cross hair in the rear focal plane (where the Americans do) in order to get the benefits of a nonmagnifying reticle. This patented Dual Reticle System™ lets each reticle monitor the other and thus allows for: one shot zeroing in, "at a glance" verification of the original zero, and visual confirmation of windage and elevation adjustments before you shoot. The ®Shepherd is truly the most reliable of all and the only one to tell you if something is out of zero before you shoot.

WHAT ABOUT ACCURACY???

*“As for accuracy, the scope’s 600 yard range finding circle produced a three shot 3.75 inch group two inches above dead center at 600 yards. The 1,000 yard circle at 1,000 yards put all shots in the black with an average elevation error of 3.33 inches. I did much more experimental shooting at various ranges (nearly 450 rounds), and my personal **BOTTOM LINE IS** that this ®Shepherd P1 Scope is staying right where it is, on top of my Remington 700-P rifle!”*

Note from Dan Shepherd: Our new 6x18x40 VARMINT/TARGET SCOPE WON TWO NATIONAL NRA TARGET MATCHES IN 2001. See page 27.

DROP FIGURES FOR ®SHEPHERD SCOPES ARE:

Drop figures in inches from 100 yds./zero to the center of each circle.

310-P1A and 310-PE1 reticles are set for best field range zeros and not in 100 yard increments:

P1A (18") and PE1 (24") & V1A (18")

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>600</u>	<u>700</u>	<u>800</u>	<u>900</u>	<u>1000</u>
0	-3.10	-8.20	-18.80	-34.40	-56.00	-85.40	-121.00	-166.00	-224.00

P1 & E & V1

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>600</u>	<u>700</u>	<u>800</u>	<u>900</u>	<u>1000</u>
0	-3.22	-11.88	-26.78	-49.00	-79.62	-119.24	-172.46	-238.47	-320.90

P2 & V2

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>600</u>	<u>700</u>	<u>800</u>	<u>900</u>	<u>1000</u>
0	-3.98	-14.25	-31.86	-58.05	-94.20	-142.13	-203.98	-282.39	-380.90

P3

<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>600</u>	<u>700</u>	<u>800</u>	<u>900</u>	<u>1000</u>
0	-4.91	-17.27	-38.30	-69.53	-112.72	-170.13	-244.30	-338.10	-456.00

P22 MAG.

<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>
0	-6.00	-19.00	-42.00	-74.00	-119.00	-177.00	-249.00	-341.00

P22 LR

<u>50</u>	<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>
0	-5.40	-19.50	-43.60	-79.20	-128.00	-191.00	-271.00	-369.00	-488.00

Compare these figures to those of the bullet manufacturer or to those in your loading manual.

NOTE: You can raise or lower the circles to accommodate faster or slower shooting loads.

HOW TO CHOOSE THE RIGHT SCOPE

Model P1A (18") & PE1 (24") & VIA (18")

Rifle	Bullet
Caliber	Weight
204	All Factory
223 WSSM	All Factory
.224 Wea.	55 gr.
.240 Wea.	87 gr.
.240 Wea.	90 gr.
.240 Wea.	95 gr.
.240 Wea.	100 gr.
.243 Laz. SPT FR	85 gr.
243 WSSM	55 gr.
243 WSSM	95 gr.
25 WSSM	85 gr.
.257 Wea.	87 gr.
.257 Wea.	100 gr.
6.71 Laz (.264)	100 gr.
.257 Wea.	115 gr.
.270 Wea.	100 gr.
.270 Wea.	130 gr.
.270 Wea.	140 gr.
.270 Wea.	150 gr.
270 WSM	140 gr.
270 WSM	130 gr.
.270 Wea.	150 gr.
7mm S.T.W.	140 gr.
7mm Wea.	139 gr.
7mm Wea.	140 gr.
7mm Wea.	150 gr.
7mm Wea.	160 gr.
7mm Dak	140 gr.
7mm S.A. Ultra Mag	140 gr.
7.82 Laz.	150 gr.
.284 Laz. F.B.	140 gr.
300 Rem Ultra Mag	180 gr.
.300 Wea.	150 gr.
.300 Wea.	165 gr.
.300 Wea.	180 gr.
.300 Wea.	200 gr.
.300 Ultra Mag	180 gr.
.300 Ultra Mag	200 gr.
.300 Dak	180 gr.
.30-.378 Wea.	165 gr.
.30-.378 Wea.	180 gr.
.30-.378 Wea.	200 gr.
.338-.378 Wea.	200 gr.
.338-.378 Wea.	225 gr.
.338-.378 Wea.	250 gr.
.378 Wea.	270 gr.

Model 310-PE, 310-P1 6x18x40-V1

Rifle	Bullet
Caliber	Weight
.17 Rem.	25 gr.
.222 Rem.	40 gr.
.22-250	55 gr.
220 Swift	60 gr.
243	80 gr.
243	100 gr.
243 WSSM	100 gr.
25 WSSM	110 gr.
25 WSSM	115 gr.
25 WSSM	120 gr.
6mm Rem.	100 gr.
250 Sav.	87 gr.
25-06	87 gr.
25-06	100 gr.
25-06	117 gr.
25-06	120 gr.
6.5	100 gr.
6.5	140 gr.
264 Win.m	140 gr.
330 Dak	225 gr.
338 Win.m	210 gr.
270 Win.	130 gr.
270 Win.	150 gr.
270 WSM	140 gr.
270 WSM	150 gr.
7mm Rem.m	140 gr.
7mm Rem.m	150 gr.
7mm Rem.m	165 gr.
7mm Rem.m	175 gr.
7mm S.A. Ultra Mag	160 gr.
300 Win.m	200 gr.
300 Win.m	180 gr.
300 Win.S.M.	180 gr.
300 Win.m	150 gr.
325 WSM	200 gr.
325 WSM	180 gr.
340 Wea.	225 gr.
340 Wea.	250 gr.
338 Ultra Mag	250 gr.
378 Wea.	270 gr.
270 Win. S.M.	130 gr.
	@ 3275
.50 BMG	710 gr.
.50 BMG	750 gr.
.50 BMG	800 gr.
300 Win. S.M.	150 gr.
308	155 gr.
308	110. gr.

Model 310-P2 6x18x40-V2

Rifle	Bullet
Caliber	Weight
223	55 gr.
25 WSSM	120 gr.
250 Sav.	87 gr.
250 Sav.	100 gr.
257 Rob.	100 gr.
25-06 Rem.	120 gr.
264	140 gr.
270	150 gr.
270 WSM	150 gr.
7mm-08	140 gr.
280	165 gr.
284 Win.	150 gr.
308 Win.	150 gr.
308 Win.	168 gr.
308 Win.	165 gr.
30-06	150 gr.
30-06	165 gr.
30-06	180 gr.
30-06	200 gr.
325 WSM	220 gr.
338 Win.m	250 gr.
300 H&H.m	180 gr.
375 Wea.	300gr.
5.56 Nato	55 gr.
5.56 Nato	62 gr.
6.8	115 gr.
7.62 Nato	137 gr.
7.62 Nato	184 gr.
7.62 x 54 R	184 gr.
7.64 Bren	140 gr.
300 H&H Mag	180 gr.

5.56 Nato

.22 LR and .22 Mag. can be used out to 200 yds. on shotguns and black powder.22 hmr. rifles.
 .22 LR can be used out to 400 yards on the 22 Hornet and the 45-70 300 gr.

If your bullet is not listed, call us at 402-779-2424.

NOTE: Hornady Light Mag in 308 and 30-06 are P1.

Model 310-P3

Rifle	Bullet
Caliber	Weight
222 Rem.	55 gr.
250 Sav.	100 gr.
6.5x55 Swe.	140 gr.
308 Win.	110 gr.
308 Win.	150 gr.
30-06	150 gr.
30-06	180 gr.
375 H&H.m	270 gr.
375 H&H	300 gr.
378 Wea.	300 gr.
416 Wea.	350 gr.
416 Wea.	400 gr.
300 Sav.	150 gr.
308 Win.	150 gr.
30-06	165 gr.
30-06	200 gr.
8mm Rem.m	220 gr.
350 Rem.m	200 gr.
6.8	115 gr.
7mm Mauser	140 gr.
7.57 Mauser	140 gr.
7x30 Watek	ALL
8x57 Mauser	196 gr.
8mm Rem. Mag	220 gr.
35 Whelen	225 gr.

®SHEPHERD ENTERPRISES, INC.™

P.O. Box 189

Waterloo, NE 68069

Phone 402-779-2424

Fax 402-779-4010

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(PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE)

MODEL #		QTY.	SUGGESTED RETAIL
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618-V2 "VARMINTER"	(18" Stadia)	_____	761.25
618-V1A "VARMINTER"	(18" Stadia)	_____	761.25
310-P1 "SNIPER"	(18" Stadia)	_____	656.25
310-PE "SNIPER"	(24" Stadia)	_____	656.25
310-P2 "SNIPER"	(18" Stadia)	_____	656.25
310-P3 "SNIPER"	(18" Stadia)	_____	656.25
310-P1A "STW"	(18" Stadia)	_____	656.25
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B-002 10x42		_____	680.42
B-003 12x50		_____	733.95
CAMERA SCOPE ADAPTER		_____	36.75
BINOCULAR ADAPTER		_____	47.25
MAGNA-POD™ PAT. PEND.		_____	99.00
SUNSHADE (3")		_____	21.00
SUNSHADE (4")		_____	28.35
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Good-bye!