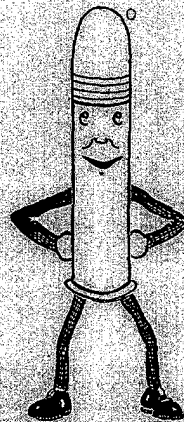


W. HUGH COCHRANE,

ADVERTISING DEPT.,

BUILDING.



I AM THE US .22 N. R. A.

I am the US .22 N.R.A.—the straight-shooting, bull's-eye-seeking, record-busting US .22 N.R.A. I am the light-weight champion of the world.

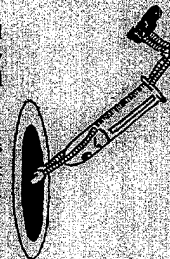
I hobnob with the foremost marksmen of six continents. They depend upon me. They trust me. I hit only where they aim.

I puncture the ten-ring upon the slightest provocation. I look well in black. When I get thru, a bull's-eye resembles a Swiss cheese.

I am the choice of champions. I rival the Prince of Wales in admirers. Yet I play no favorites. I do my best for tyro and champion alike.

I have no regard for records. World's records are fragile in my hands. I break them easily. I take pleasure in doing so.

I am good — so they tell me.



UNITED STATES CARTRIDGE COMPANY

111 Broadway

New York, N. Y.