

ADVERTISING DEPT.,

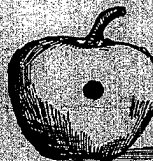
BUILDING.

One Champion Who Didn't Shoot US .22 N.R.A.'s



Many indeed are the laurels won by champions shooting US .22 N.R.A. long-rifle cartridges. DeLisle, the Olympic Small-Bore Champion; Dinwiddie, another outstanding star at the 1924 Olympic and International matches; Hession, Hilborn, Proudman and Russ, winners at Sea Girt this year; Schriver, Johnson, Lively and Van Sleen, winners at Camp Perry last year—all are .22 N.R.A. users. It is an indisputable fact that these straight-shooting .22's are the choice of champions.

Popular as US .22 N.R.A.'s are, it must be admitted that there have been superb marksmen who have used other ammunition and have gone down into history. William Tell, for example. He helped to make the apple famous. But after all Mr. Tell's reputed performance is mere tradition—it is not official—possibly his bull's-eye was a "lot of applesauce."



"Possible" shot by W. Tell, winner of the storied "Swiss match."

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