42 BULL'S-EYES AND 3 INNERS OUT OF 45 SHOTS AT 800, 900 AND 1000 YARDS. TOTAL 222 OUT OF 225

This score of Sgt. Russell in the Palma Trophy Competition at Ottawa on September 14 established a new world's record, and the Ross Service 303 Rifle and Ross Ammunition made this record possible.

You are probably selling foreign sporting rifles on the reputation of years ago—sell Ross Rifles now. They are the most accurate and the most powerful rifles on the market, and they are made in Canada.

We suggest special attention to the Ross High Velocity 280 Model. It retails at \$70.00 and offers the highest-grade arm for men who appreciate the best. You surely have some such among your trade.

Have at least one of these on hand to show. Other models at from \$25.00 upwards.

YOUR JOBBER CAN SUPPLY YOU

FOR ILLUSTRATED CATALOGUE AND TRADE DISCOUNTS APPLY TO

ROSS RIFLE CO. QUEBEC, P.Q.

BIE THE AND DESCRIPTION OF THE PARTY OF THE