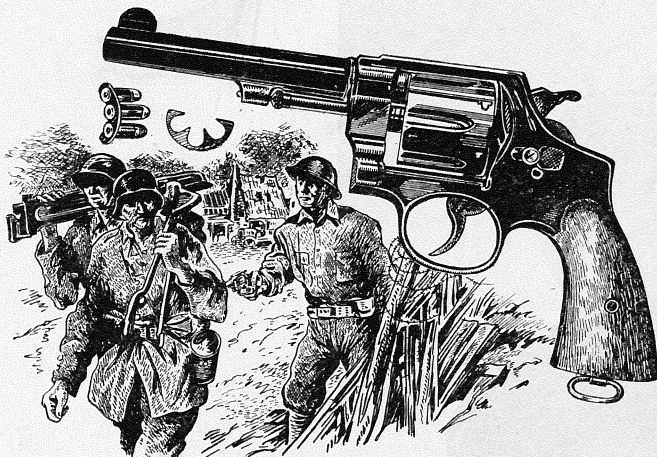
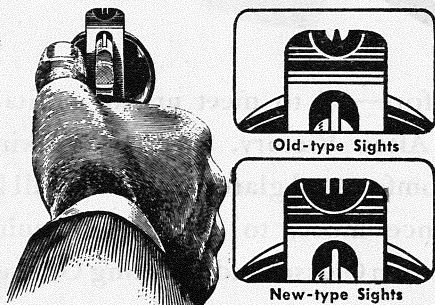


Do you Know your HANDGUN HISTORY?



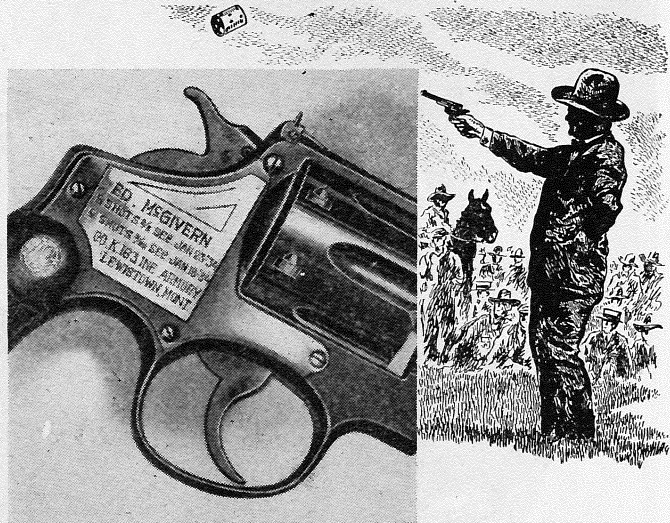
Q: WHAT INGENUOUS INVENTION DOUBLED HANDGUN OUTPUT DURING WORLD WAR I?

A: When the U. S. entered the first World War, the .45 auto cartridge was our standard sidearm ammunition. But its rimless case would not extract from a revolver, and pistol production could not fill the demand for desperately needed sidearms. The famous half-moon clip developed by Smith & Wesson solved that problem and made it possible for America to double its handarm production.



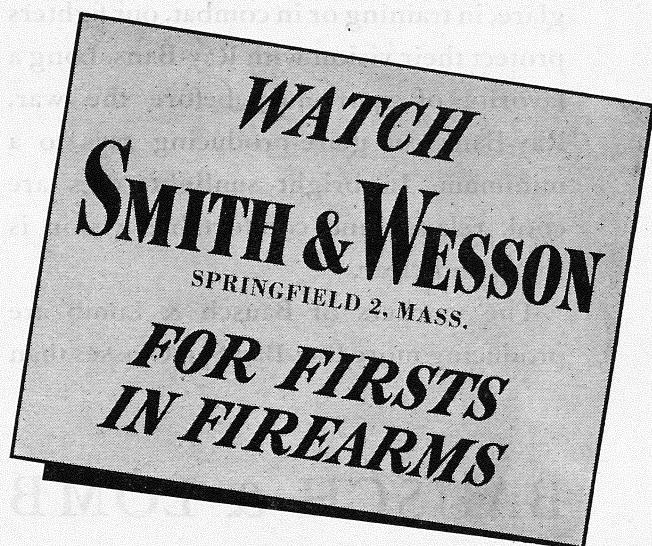
Q: WHO FIRST DEVELOPED SQUARE, PATRIDGE-TYPE SIGHTS FOR SERVICE REVOLVERS?

A: On April 1, 1922, Smith & Wesson brought out the first service revolvers with square-type sights which made fixed-sighted guns practically the equal of the finest target types for ease and accuracy of sighting. Since that time this feature has been imitated widely, but the non-light-reflecting quality of Smith & Wesson's rear sight design has never been duplicated.

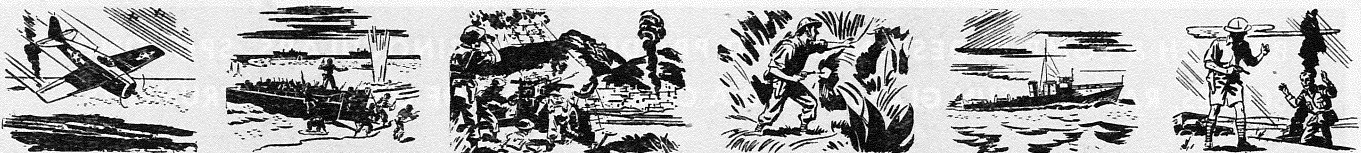


Q: WHAT REVOLVERS HOLD THE HANDGUN "SPEED" RECORD?

A: For many years, Smith & Wesson's lock-work speed has been unchallenged. In the hands of Mr. Ed McGivern of Lewistown, Montana, Smith & Wesson Revolvers have performed such incredible feats as 5 accurately aimed shots in 1/2 second—a rate of fire comparable to a standard Army machine gun.



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FROM THE PROVING GROUNDS OF TODAY'S BATTLEFIELDS — GREATER GUNS FOR YOU TOMORROW