

## THE IMP TARGET.

BY W. H. PINCHIN.

FOR some years I had been under the impression (no pun) that the high state of efficiency obtained by our thousands of marksmen would create a demand for a more difficult target.

The use of the orthoptic sight on the miniature rifle was productive of wonderful "possibles," and also continual ties in many competitions. I made experiments and the Imp target is the result.

## A WHITE BULL

has proved a great centre of attraction. There is enough black support in the surrounding rings to give clear definition through the orthoptic, and the satisfaction of seeing clearly where your shot has gone when it is in the bull, has fully justified my turning black white.

## ONE BULL—ONE BULLET,

I thought, would settle the frequent bone of contention as to more than one bullet having passed through the same hole. The Imp does not encourage careless shooting, for if you are not within about five-eighths of an inch from the centre of the bull, well, you are "off the map."

## SCORING IS SIMPLIFIED

by taking 2 for the carton and 1 for black ring next carton, and there the scoring rings finish, but it takes as much, or I personally think, more skill, to make a 20 Imp "possible," as a 100 decimal target "possible." In fact in the first competition for the Imp Shield, in the final stage, out of 72 targets there was

## NOT ONE "POSSIBLE,"

and only four with a nineteen score, as a poet might put it. There were no ties to shoot off and the first four teams had scores well apart from each other. The form of a face was adopted, with the special idea of *identifying each bull* when aiming or spotting. From the marksmen's view-point the correct way to shoot the Imp is as follows:—

FOREHEAD; EYE LEFT; EYE RIGHT; NOSE;

EAR LEFT; MOUTH LEFT, CENTRE, AND RIGHT; EAR RIGHT; CHIN.

And always stick to this order. To save being penalised for putting two shots on one bull, or more than ten shots on one target, I will give the following

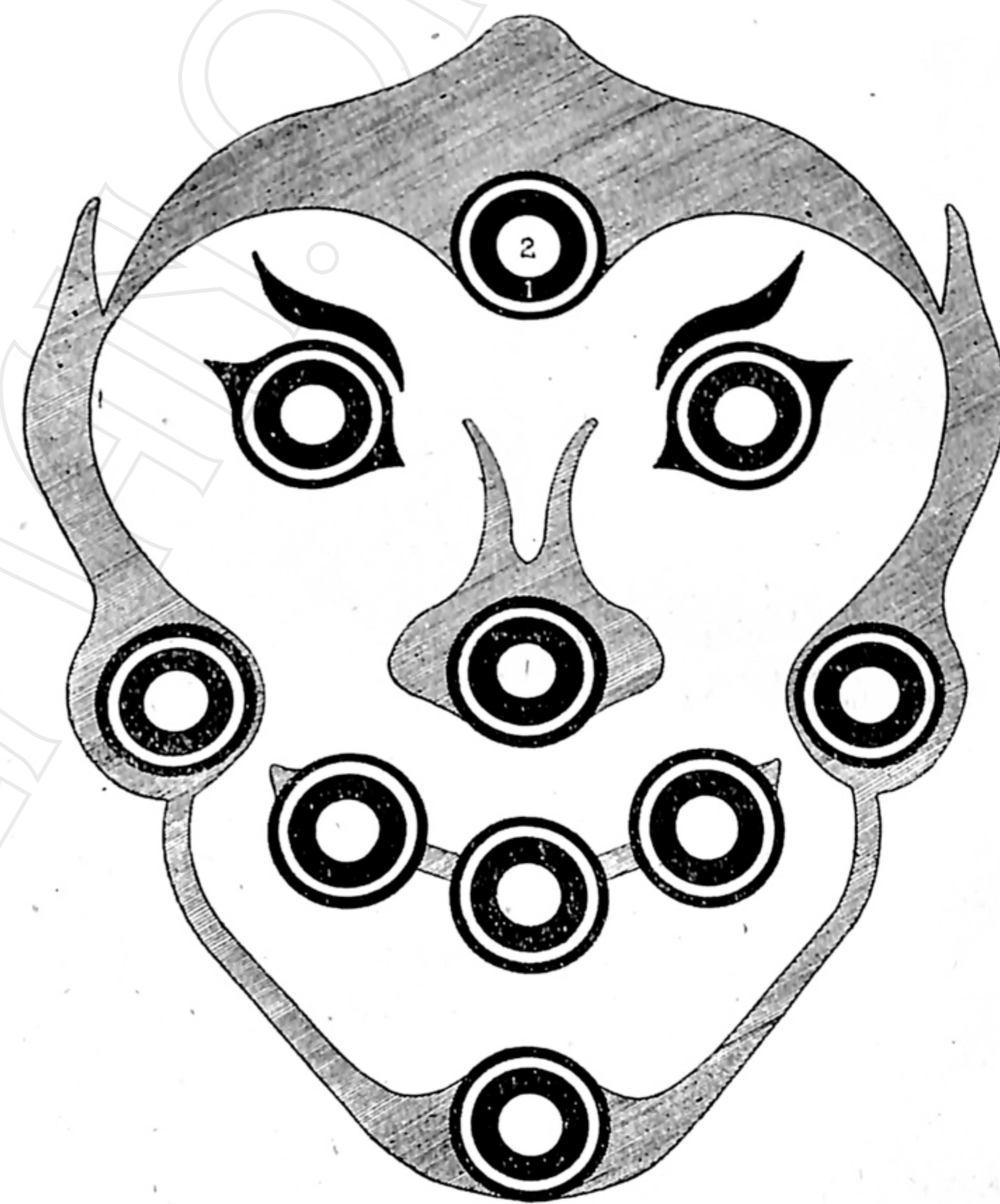
## TIP TO COMPETITORS.

Make a little bullet-board with the Imp outlined thereon, and for each bull bore a bullet hole. Place your ten cartridges in these holes when starting, and shoot in the order given; then each empty hole in the bullet-board *should* represent your shot on that identical bull. Some marksmen tell me they do not find it such a strain going around the Imp face, as "holding on" to, and continually trying to perforate, about the same spot on an ordinary target.

## THE NEW DESIGN

that has been so well reproduced through the S.M.R.C. is an improvement on the old one, to the extent that hatched shade lines take the place of solid black in the greater portion of the design, thus

rendering the spotting of bullet perforations much easier. I designed this target late in 1913, and the "Daily Express" immediately adopted it and organised the Imp Challenge Shield Competition in 1914. No less than 1,500 marksmen and women entered; 1,218 actually shot, in teams of six; while Nottingham St. Thomas' proved the victors with a score of 201. The competition was then postponed till after the war.



## TEST THE TARGET

for yourselves, but do not be discouraged if at first your score is poor, remember it is a difficult target. Now shall I tell you some secrets; the wicked eyebrows are put in with a purpose quite apart from ornament, and the reason that the bulls in the ear lobes are not quite central is because— No! On second thoughts I won't give it away, for it must be the *aim* of the marksmen to find this and the bull at the same time. In conclusion I must thank Captain F. D. Bone and Mr. J. Laurance Reeves of the "Daily Express," and Colonel Winter and Mr. Frank Carter of the S.M.R.C. for their assistance in enabling me to introduce the Imp to the rifle range.

NOW MAKE A "POSSIBLE" IF YOU CAN.

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