



BOONE AND
CROCKETT CLUB

31ST BIG GAME AWARDS

HONORING WHERE WE'VE BEEN.

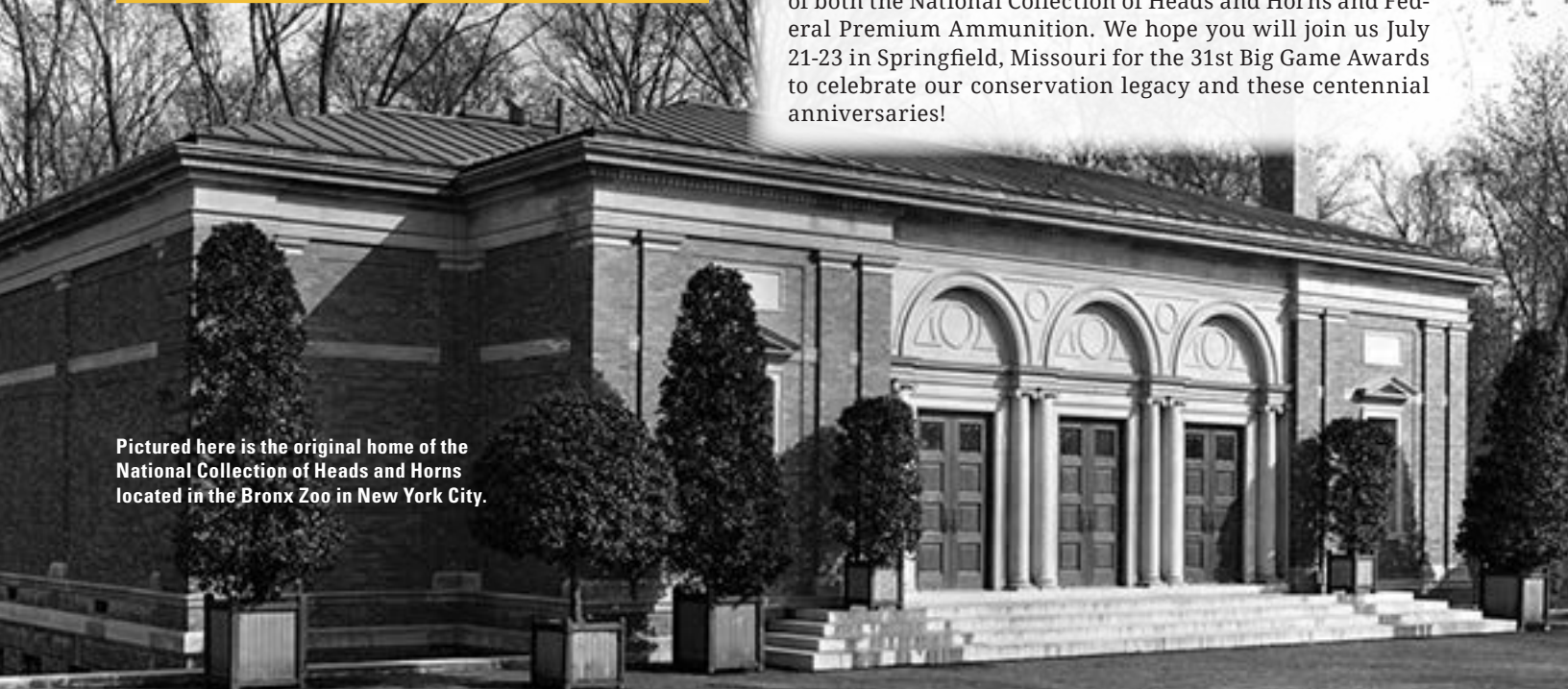
In 2022, both the Boone and Crockett Club's National Collection of Heads and Horns and one of B&C's great partners, Federal Premium Ammunition, are celebrating their centennial anniversaries. The building that housed the National Collection was dedicated in May 1922 and marked a critical time in turning the tide toward wildlife conservation. Federal Cartridge Company was incorporated in April 1922, and when the Pittman-Robertson Federal Aid in Wildlife Restoration Act passed in 1937, Federal became one of the primary companies paying the excise tax that helped restore our native wildlife populations. Conservation became a success story over the next 100 years, and the Club and our members and partners were at the center of the discussion.

At the 31st Big Game Awards celebration in July, we will once again see our conservation successes when the Club will recognize the biggest heads, horns, and antlers from North America entered into our record book over the last three years. The event will be hosted by Bass Pro Shops, Cabela's, and Johnny Morris' Wonders of Wildlife National Museum and Aquarium (current home to the National Collection of Heads and Horns) and Federal Premium Ammunition is the Centennial Sponsor.

This issue of *Fair Chase* features stories on the history of both the National Collection of Heads and Horns and Federal Premium Ammunition. We hope you will join us July 21-23 in Springfield, Missouri for the 31st Big Game Awards to celebrate our conservation legacy and these centennial anniversaries!



Pictured here is the original home of the National Collection of Heads and Horns located in the Bronx Zoo in New York City.



CELEBRATING WHERE WE'RE GOING.



William T. Hornaday, one of the earliest and most influential members of the Boone and Crockett Club, had an apocalyptic prediction for the wildlife of the world. “As wild animal extermination now is proceeding all over the world, it is saddening to think that 100 years hence many of the species now shown in our collection will have become totally extinct.” He wrote those words right after the dedication ceremony for the Heads and Horns Museum at the Bronx Zoo exactly a century ago. The museum was built to house the National Collection of Heads and Horns. Thankfully, his prediction was largely wrong.

Hornaday was a passionate conservationist, pioneering taxidermist, and visionary. That vision included a memorial to preserve, through museum displays, species that he thought would be extinct by 2022. His goal was to create two complete collections of all the heads, horns and antlers of the world’s ungulates. It would be called the National Collection of Heads and Horns (NCHH). But first, he needed two of every ungulate.

TOP RIGHT: On the left is William Hornaday as he oversees bison relocation efforts at the Bronx Zoo. This bison is being relocated to what is now the Wichita Mountains Wildlife Refuge.

RIGHT: At its new home in Springfield, Missouri, the NCHH display is a tribute to our country's conservation success story.

In 1907, Hornaday used his connections to Boone and Crockett and other organizations to spread the word to sportsmen that they were looking for donations. And those sportsmen delivered. Contributions to the collection came from all over the world. Hornaday donated his personal collection of 131 heads and horns representing 108 species. Many others followed.

When the NCHH was installed in the administration building’s picture galleries in February 1910 it consisted of 688 specimens. By 1916 it had grown to 850 specimens, far beyond the capacity of the two picture galleries to be properly displayed in a scientifically meaningful fashion. They were going to need a bigger building and money to build it.

HOME COMING

Finding a permanent home for some of the largest and most historically important trophy specimens, not to mention hundreds of them, isn’t easy. Hornaday would need to raise the money to build something worthy of the collection. At first he did rather well, collecting \$100,000 from ten donors. Then came the Great War, which pushed material costs through the ceiling and delayed

A CENTENNIAL YEAR

“The 31st Big Game Awards only happens every three years and it is a true tribute to the fair chase hunters who found such success in the field. With this year’s event coinciding with the 100th anniversary of the National Collection of Heads and Horns and our great partners at Federal Premium Ammunition as well as the 50th birthday of Bass Pro Shops, we will be honoring the history of conservation that continues to support the healthy wildlife populations that make these successes possible.”

Tony A. Schoonen
Boone and Crockett Club CEO



construction. Hornaday waited until more reasonable times, and by May 1922, the building was complete.

At two stories and 10,842 square feet, the new home of the NCHH was built of brick and Indiana limestone. Two main public exhibition halls were on the upper level. Some ceilings were built of glass that flooded the exhibits with sunlight. There was enough space to house two distinct but equally complete series of heads and horns, arranged zoologically and geographically.

Hornaday valued the collection at \$450,000 in 1922—that's \$7.4 million in 2021 dollars. The collection contained 11 world record trophies and 14 seconds, plus other irreplaceable specimens of extreme rarity and value.

The collection served its purpose for three decades, making the public aware of the potential loss of these great wildlife species and the need for conservation. But by 1950 funding to maintain the collection had all but dried up. There was talk of selling the collection in 1949 to the American Museum of Natural History. As the years went by, interest in the NCHH waned, and some of the original 800 specimens began to disappear.

In 1959, the Zoological Society appropriated \$21,800 to renovate the Heads and Horns Museum, and the collection was consolidated to show only the most important and significant heads. That reduced the collection to about 300 specimens. By 1968 the NCHH was closed to the

public. After thieves stole 13 heads in 1974, the Zoological Society started to look for a new home for the collection.

Thanks to the commitment of member Lowell Baier, the Boone and Crockett Club took ownership of the collection in 1978. An inventory revealed 238 specimens, which included only 34 of North American origin. The National Rifle Association renovated one section of its Firearms Museum in Washington, D.C., to display the North American specimens. The rest of the collection was deeded to Safari Club International. Then in 1982, the NCHH was relocated from D.C. to the Buffalo Bill Historical Center in Cody, Wyoming where it stayed on display until 2016.

Today, the NCHH is a featured exhibit at Johnny Morris' Wonders of Wildlife National Museum & Aquarium in Springfield, Missouri. Located adjacent to Bass Pro Shops' flagship store, the all new, state-of-the-art showcase of hunter-and-angler led conservation is the vision of

Bass Pro Shops founder and Boone and Crockett Club member Johnny Morris. The collection features more than 40 historically significant North American game animals that helped spark America's conservation movement in the 1920s, but that may not be the most impressive feature.

The display is housed in a replica of the same building that was dedicated a century ago, complete with ceilings made of similar windows to illuminate the trophies. The exhibit also includes highlights of B&C members who contributed to conservation in North America. In addition, visitors to the NCHH are greeted by a replica of the sign that was part of the original collection. It reads, "In Memory of the Vanishing Big Game of the World." While the original purpose of the NCHH was to serve as a memorial, we are proud to say that it is now a celebration of successful conservation efforts spearheaded long ago by members of the Boone and Crockett Club. ■



Below is a photo of the National Collection of Heads and Horns in its original glory. On the left, what remains of the National Collection is on display at the Wonders of Wildlife National Museum & Aquarium, which did an exceptional job at recreating the glass ceiling of the original display.



TROPHY PROFILES

There are eight trophies still on display at Johnny Morris' Wonders of Wildlife National Museum & Aquarium that make up the "nucleus collection" from the original display compiled by Hornaday back in 1907.

The following two trophies are still on display, over 100 years later.

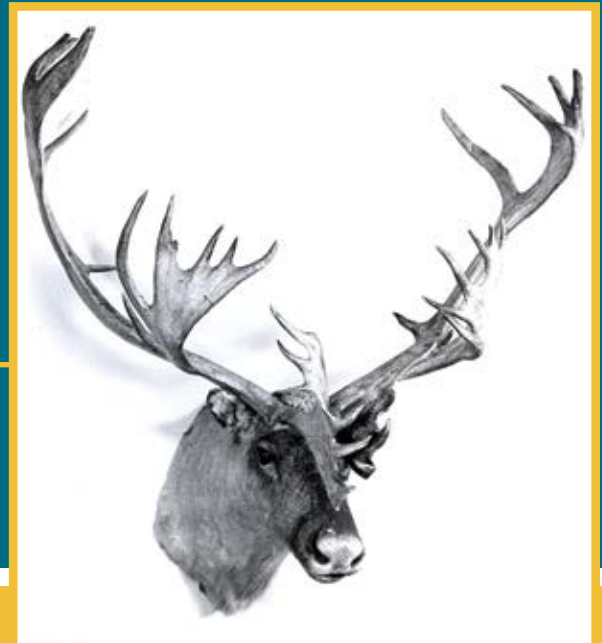
Some refer to it as a Melk, half moose, half elk. Others just call it one of the coolest remaining heads from the original "nucleus collection" compiled by William T. Hornaday, Madison Grant, and John M. Phillips. Gathered more than a century ago, this collection was the hub of the National Collection of Heads and Horns, which numbered more than 800 specimens in 1916.

The Melk head was donated to the collection in 1910 by Mrs. Archibald Rogers, wife of Colonel Archibald Rogers who likely killed this bull sometime in the late 1800s. While this head is truly wild, it rivals the life of the late-colonel.

Rogers graduated from Yale University's Sheffield Scientific School. With his engineering background, he went on to build several railroads. Yet it seems his true passion was adventure. He was a pioneer of ice-yachting, which, as the name suggests, involves a sailboat fitted with runners, allowing it to speed across frozen lakes. His other passion was hunting.

Rogers made dozens of trips to the West to hunt at the turn of the twentieth century. His adventures are recounted in his books, *Hunting North American Big Game* and *Hunting*. He died at the age of 76. A *New York Times* article from 1928 stated he died of injuries sustained when a dog caused him to lose control of his car.

This woodland caribou is one of the oldest specimens in the National Collection. Most striking, though, is that it is the longest-standing world record in the Boone and Crockett records. This bull was killed sometime before 1910 in Newfoundland. While not the hunter, H. Casimir de Rham owned the bull and gave it to the Club when William T. Hornaday sent out the call for sportsmen to donate their best specimens to the collection. H. Casimir de Rham was an associate founder of the Club as well as a member of the board of managers.



SAVE THE DATE!

SPRINGFIELD, MISSOURI - JULY 21-23, 2022

BASS PRO SHOPS

JOHNNY MORRIS' WONDERS OF WILDLIFE NATIONAL MUSEUM & AQUARIUM

FEDERAL: THE FIRST 100 YEARS

A LOOK BACK AT A CENTURY OF INNOVATIONS THAT HAVE MADE THE NUMBER ONE AMMUNITION BRAND WHAT IT IS TODAY.

BRAD FITZPATRICK

Federal Ammunition

The story of Federal ammunition began in the fall of 1916 when brothers Louis and Harry Sherman began construction on an ammunition plant in Anoka, Minnesota. The Sherman brothers had previously worked in ammunition production for Western Cartridge and other, smaller brands in the early 1900s before investing in their own ammunition manufacturing facility. The Federal Cartridge and Machine Company was incorporated in 1916. The following year, the first Federal shotshell was produced.

Despite their background in shotshell production the Sherman brothers failed to anticipate many of the complications involved with ammunition production. Problems included low output and a lack of sales and marketing professionals. By 1920 the new factory plant in Anoka sat idle.

Federal ammunition might have been relegated to a footnote in Anoka's history were it not for Charles Horn. He was 34 at the time and owner of American Ball Company in Minneapolis. He learned about the embattled Federal Cartridge and Machine company while trying to find a way to manufacture steel balls for air rifles. Horn wanted to purchase part of the plant but was persuaded to buy the entire facility.

Working with T.W. Lewis (the only remaining stockholder), Horn provided the funding to bring the old company out of receivership. This venture proved successful, and on April 27, 1922, Federal Cartridge Corporation was incorporated. Horn

and Lewis were the only two stockholders. Horn also hired John Haller, who had been the old company's plant manager until the 1920 closure. With Charles Horn at the helm, Lewis as treasurer, and Haller overseeing daily operations, the Federal Cartridge Company was ready to take on the world. This was the beginning of the company we know today.

SPARK OF INNOVATION

Horn was a savvy businessman and a hard worker who was willing to work right alongside his employees—until Haller asked him to stop. Horn admittedly knew nothing of ammunition production and his good intentions ultimately resulted in broken equipment and lost revenue. Under Horn's guidance, Federal flourished. In 1924 the company began producing .22 rimfire ammunition and two years later Federal Favorite shotshells were available in 12, 16, and 20 gauge and .410 bore. When shotshell production began in 1922, Federal had seven full-time employees, but by 1930 the number of employees had grown to more than 500.

In 1925, Franklin W. Olin, who founded the Western Cartridge Company in 1898, became one of the primary stockholders at Federal. By 1932 Olin owned Federal Cartridge Company, and he named Charles Horn as the company president. Olin had purchased Winchester in 1931, and in 1938 ownership of Federal was transferred to the Olin Foundation (to prevent accusations of collusion and price fixing) with Horn remaining as president.

Three years later, Horn secured an \$87 million contract from the United States



Federal Ammunition plant, 1924.

government to build and operate the Twin City Ordnance Plant in New Brighton, Minnesota, just 10 miles from Anoka. That factory would play a vital role in production during World War II, and Federal Cartridge Company Vice President R.B. Ehlen managed production of .30 and .50 caliber ammunition. The Twin City Ordnance Plant (TCOP) employed 25,000 workers by 1943, and by 1945, when the government contract was terminated, the TCOP had produced more than five billion rounds of ammunition—far more than the 100 million rounds requested in the initial contract. Federal would go on to supply the American military with centerfire rifle and handgun ammunition for the Korean War as well as the Vietnam War.

Horn, who had been president of Federal since its inception in 1922, stepped away from that post in 1974 and became chairman of the board. His son William Horn became the president of the corporation and remained in that position until the Olin Foundation sold it in 1985 (a federal tax reform law passed

in 1969 required foundations to relinquish primary ownership of publicly-traded companies within 20 years). Newly formed Federal-Hoffman Inc. took control of Federal Cartridge in 1985 with David Lentz serving as president. At the time of the sale, Federal employed 2,900 people and made in excess of \$200 million in profits.

BRANCHING OUT

The 1980s were also the time when Federal became deeply involved in conservation efforts. Charles Horn had served on the Minnesota Emergency Conservation Commission since 1933, and the company ran a series of conservation-themed ads in the 1930s promoting everything from observing bag limits to feeding birds in winter. In the 1980s Federal became a leading voice for hunter-funded conservation. The company supported Ducks Unlimited, The National Wild Turkey Federation, Rocky Mountain Elk Foundation, and other organizations—more than 20 in total—by the end of the 1980s. In the early 1990s, Federal sold “Another Hunter for Conservation” patches for

hunting clothing and the proceeds benefited conservation efforts.

In 1988, Federal was purchased by Pentair, Incorporated and Ron Mason became president of the company. Mason invested a great deal of money in research and development to achieve the impossible: an American cartridge winning a gold medal at the Olympics. That's exactly what happened at the 1992 games in Barcelona. The U.S. Shooting Team captured gold and silver medals in rifle using Federal's Gold Medal UltraMatch .22 rimfire ammunition, the first medal won by an American-made load since 1960.

The success of Gold Medal UltraMatch ammunition ushered in an era of product development for Federal. Between 1990 and 1997 over 300 new products were released, including BallistiClean pistol ammo and the very first tungsten non-toxic waterfowl load. Ron Mason stated in a 1997 interview with *Shooting Times* that a quarter of the company's sales came from products released in the previous five years.

A NEW ERA

Federal Ammunition was purchased by Minnesota-based aerospace and defense company Alliant Techsystems (ATK) in 2001. Four years later the company released their first branded cartridge, the 338 Federal, and two years later that was followed by the 327 Federal Magnum handgun cartridge. Meanwhile, product introductions like Personal Defense HST, Black Cloud waterfowl ammunition, molecularly bonded Fusion rifle ammunition, and Heavyweight turkey loads revolutionized entire categories, giving hunters and shooters longer-range, harder-hitting options.

In 2015, ATK spun off its collection of outdoor brands, creating an altogether new corporation

called Vista Outdoor, with Federal as one of the flagship brands. The decades of innovation that preceded the shift continued running strong under the new ownership structure. Products like Syntech, the polymer coated ammunition, rewrote the book on how bullets are built—not to mention how they shoot, what they do to your gun, and what they don't put into the air in the form of airborne lead.

Federal continued in 2017 with the introduction of an all-new cartridge that changed the AR-15 platform, what it can do and how it's used. The 224 Valkyrie was developed by Federal's team of engineers. It was the first AR-15 cartridge to stay supersonic past 1,300 yards, with flatter trajectories than anything in its class at the time, with far less recoil than larger cartridges with comparable ballistics.

The innovation kept running strong in 2018, when Jason Vanderbrink took the wheel as President of Federal Ammunition. In the years that followed, Federal rolled out scores of new products—the most in company history—including Terminal Ascent rifle ammunition. It features the ultimate all-range hunting bullet, one Vanderbrink calls the best ever made.

"To build and market better ammunition, we need to stay obsessed with accuracy and our dedication to high standards of performance," says Vanderbrink, who has led the company through the recent ammo shortage and will help navigate the brand through the next chapter in Federal's long history.

By 2022, Federal became well-known as one of the leading ammunition brands in the world, and rightfully so. With strong leadership and a continued commitment to new product development, the company will certainly remain at the top of the ammunition market for another century. ■



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