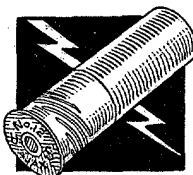


POWER—POWDER— or PRICE?

WHEN you come right down to it, isn't it usually one of these which determines your choice of a shot-shell? If you are out to rock the high-flyers to sleep, you want power—nothing else but. If for years you've used a certain powder, you want that brand—and you don't mean maybe. If you're aiming to

keep your shooting bill down, a good shell at a low price is what you are after.

Whether you buy by power, powder or price, you can be suited to a "T" with a U. S. shell. There are three of 'em—the "Big 3" of shot-shell-dom: Ajax Heavies for power; the Climax for powder; the Defiance for price.

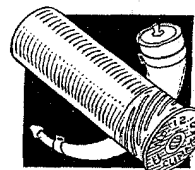


Ajax Heavies

Power—that's the middle name of Ajax Heavies. They're packed with the power of the thunderbolt. And as for reach—well, they make meat of the high shots. Ducks, geese and brant will tell you so! Loaded with latest type of progressive-burning powder. 12, 16, 20 gauges.

The Climax

DuPont, Dead Shot, Hercules E. C., Ballistite, Infallible—they all come in the Climax. A better all-around shell was never slipped into a gun. It started baggin' game and bustin' clays back in the good old days and is still going strong. Medium-priced. All gauges.



The Defiance

Hard on game, easy on the bankroll—that's the net of the Defiance proposition. And don't let its low price fool you into thinking that this red shell is not a real shell. It's so good in fact that it will out-perform many a shell carrying a higher price tag. Smokeless powder. 12, 16, 20 gauges.

UNITED STATES CARTRIDGE CO.

111 Broadway • New York, N. Y.

US Shot-Shells
A LOAD FOR EVERY PURPOSE
AND A SHELL FOR EVERY PURSE



The N. R. A. Twins

The little U. S. .22 N. R. A. with solid bullet has won a big name for itself in the realm of target-shooting. It's an Olympic champion. Its twin brother, the N. R. A. with hollow-point bullet, is likewise in a class by itself—the deadliest .22 rimfire in the world on small game. The one brings home the medals; the other, the bacon.

This advertisement appears in the following magazines:
Field and Stream..... September, 1926
Outdoor Life..... September, 1926
Forest and Stream..... September, 1926
Outdoor Recreation..... October, 1926
Outdoor America..... October, 1926

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