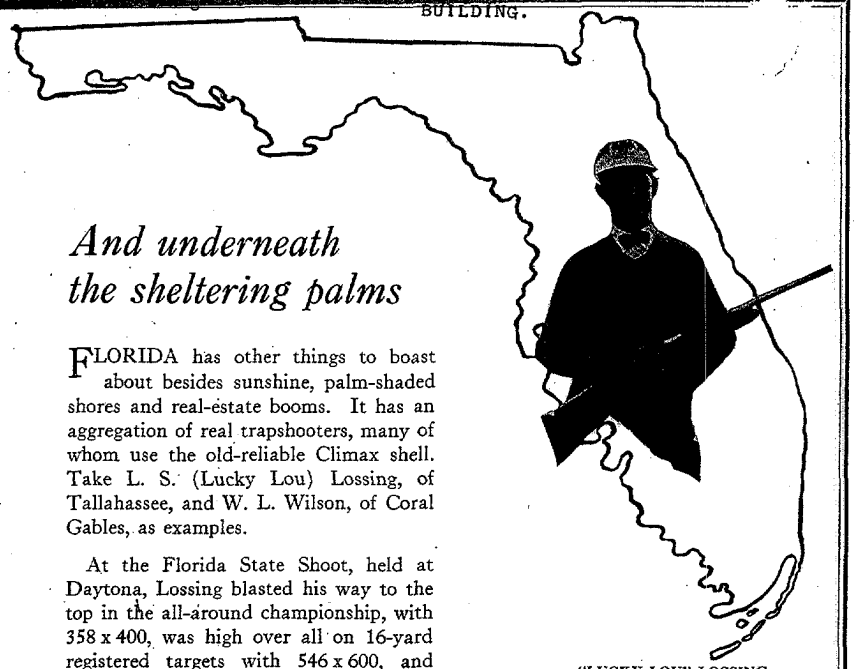
BUILDING.



And underneath the sheltering palms

FLORIDA has other things to boast about besides sunshine, palm-shaded shores and real-estate booms. It has an aggregation of real trapshooters, many of whom use the old-reliable Climax shell. Take L. S. (Lucky Lou) Lossing, of Tallahassee, and W. L. Wilson, of Coral Gables, as examples.

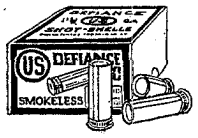
At the Florida State Shoot, held at Daytona, Lossing blasted his way to the top in the all-around championship, with 358 x 400, was high over all on 16-yard registered targets with 546 x 600, and also was high man on all targets with 744 x 800. In addition, he won the Frank Tracy trophy and tied for the Ray Gridley trophy, in both cases scoring 99 x 100.

Wilson, another Climax-ian, carried home from Daytona the doubles championship of Florida. He powdered 87 out of 100 whirling saucers.

So it goes! From Florida to Washington, from California to Maine—Climax.

And what a shell that Climax is! It's as reliable as an old setter dog—a thoroughbred from primer to top wad. Get behind it the next time you're at the traps.

"LUCKY LOU" LOSSING



You get dollar for dollar value and more every time you dig into your jeans to pay for Defiance shells. They're easy on cash but hard on clays. With their high brass head and red-paper jacket, they're the best little parcels of power that can be purchased for the price.

United States Cartridge Co.
111 BROADWAY, NEW YORK, N. Y.

(Reprinted from Sportsmen's Review of July 10th.)

0000-NLI-000017562