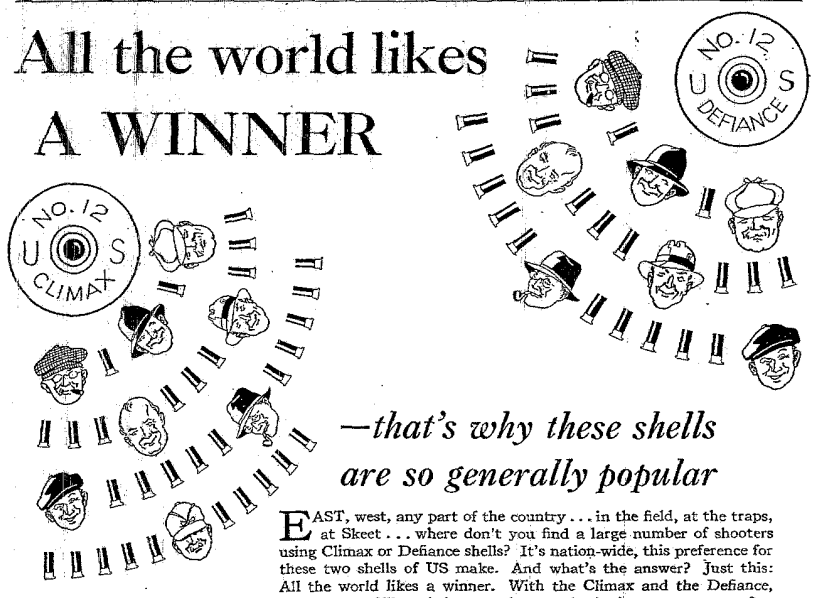
All the world likes A WINNER



—*that's why these shells are so generally popular*

EAST, west, any part of the country . . . in the field, at the traps, at Skeet . . . where don't you find a large number of shooters using Climax or Defiance shells? It's nation-wide, this preference for these two shells of US make. And what's the answer? Just this: All the world likes a winner. With the Climax and the Defiance, gunners are filling their game bags and winning tournament after tournament.

The Climax holds a long-standing reputation as an ideal all-around load. It is a stalwart, medium-priced shell . . . and as reliable as an old hunting dog.

The Defiance is a high-grade, smokeless shell carrying a low price. It gives a lot of shooting for a little money.

Out in the field, on the firing line at the traps or shooting the Skeet course, *you can bank on* the Climax or the Defiance to do the right kind of a job. Both are good shells . . . *mighty good shells.*

UNITED STATES CARTRIDGE CO. 111 BROADWAY, NEW YORK

CLIMAX—*Black paper case. All gauges including .410. Bulk or dense smokeless powder (with choice of Du Pont, Dead Shot, Hercules E. C. or Infallible in 12 gauge.) Reliable as an old hunting dog.*



HEAVY LOADS FOR HIGH-FLYERS

The US line also includes two groups of powerful long-range loads for downing high-flying ducks and geese . . . loads that give added yards of effectiveness to your gun.

(1) Ajax Heavies—the last word in progressive-burning powder loads. "Packed with the power of the thunderbolt" . . . and effective at unbelievable distances. 12, 16, 20 gauges. Lacquered or unlacquered finish.

(2) Climax Heavies—"Loads of power" at moderate cost. At their price, it is difficult to find another long-range shell of equal speed, reach and killing power. Progressive-burning powder. 10, 12, 16, 20, .410 gauges.

DEFIANCE—*A red shell . . . a real shell. Smokeless powder. 12, 16 and 20 gauges. Loads for field, trap and Skeet use. Everybody is shooting it.*



US

SHOT-SHELLS

US

A load for every purpose—A shell for every purse

This advertisement is to appear in the following publications:

Field & Stream—September
Forest & Stream—November
National Sportsman—October
Hunting & Fishing—October
Outdoor Life, Outdoor Recreation—September
Hunter-Trapper-Trader—November
Outdoor America—October

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