



THE COPPERHEAD

From the tip of his busy tail to the point of his copper-toned head, he's as beautiful as the leaves of early autumn. His strike is hard and of the lightning's speed. His aim is deadly. And yet, we like to think that there's a deal of sportsmanship wrapped up in his scaly hide. For he seldom strikes without first sending forth the whirling, humming war-cry that comes from his active vibrating tail.



new COPPER

The New Self-Cleaning .22's with the Distinctive Coppered Bullets!

U. S. Copperheads—the name for the new U. S. Rim-fire .22's with the coppered bullets and the non-corrosive primers that keep rifle barrels as clean as a whistle. U. S. Copperheads... the name for consistent, hard-hitting accuracy in small bore ammunition... a name that, in addition to every utility factor that the most advanced science of ballistics can put into a cartridge, brings a new note of **BEAUTY** into the ammunition field. It's a cartridge that looks well, that shoots well and that, backed as it will be by extensive national advertising, is bound to sell well.

For the first time, the .22 calibre cartridge with the copper-coated bullet has been **VISUALIZED** for the shooter... It has been endowed with a name that pictures

OTHER FEATURES IN



AJAX HEAVIES
Hard-hitting long range loads that are "Dressed with the Power of The Thunderbolt." Lacquered or unlacquered. High brass base. Latest type progressive burning powder. 12, 16 and 20 gauges.

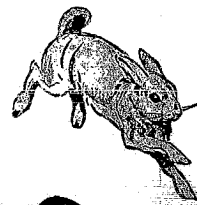


CLIMAX HEAVIES
A group of moderately priced long range loads. The "Ajax Heavies" of their class. Progressive burning powder. 10, 12, 16, 20 and .410 gauges. Red paper case.



CLIMAX
A popular shell for trap and field. Generous brass base. In all gauges including .410. Standard smokeless powder.

US HEADS



its **INDIVIDUALITY**... It has been taken out of the rut of ordinarydom and given a personality. U. S. is creating a demand for Copperheads that every dealer in the country is going to be called upon to meet.

A hard-hitting cartridge... an accurate cartridge... an extraordinary, good-looking cartridge... a **CLEAN**, greaseless cartridge that the shooter **LIKES** to handle... plus a name that's as distinctive as a thumb-print... plus an advertising and sales promotion program that is scheduled to make U. S. Copperheads outstanding in the small bore ammunition field.

Stock U. S. Copperheads. Talk U. S. Copperheads. Display U. S. Copperheads and sell them to your profit... to your customers' satisfaction... **NOW**.

UNITED STATES CARTRIDGE CO., 111 Broadway, New York
General selling agents: National Lead Company, Boston, Buffalo, Chicago, St. Louis, Cincinnati, San Francisco, New York; John T. Lewis & Bros. Co., Philadelphia; Merchants Hardware Limited, Calgary, Alberta and Winnipeg, Manitoba, Canada.

THE COMPLETE US LINE



DEFIANCE
The economical load for trap and field that defies the world to equal it at its price. A high grade smokeless shell at a low price. 12, 16 and 20 gauges. Red paper case.



U. S. METALLICS
U. S. Improved Thirty-Threes and other big game cartridges of proven effectiveness. Self-cleaning rim fires and centre fires. And the U. S. 22 N. R. A., famous for target and field shooting.

N 27966

Job K. U. 48—Hardware Age—Feb. 13, 1930
Hardware Retailer—Feb.

Sporting Goods Dealer—Feb.
Sporting Goods Journal—Feb.