

COPPERHEADS

SHORT
LONG
LONG RIFLE
•
SELF-CLEANING

The New Self-Cleaning .22's with the Distinctive COPPERED BULLETS

Have you seen them...these new U.S. rim-fire .22's, with the COPPERED bullets? They're good-looking, hard-hitting little cartridges...as deadly in their accuracy as the distinguished little copperhead from which they take their name. Clean-shooting, too, for they have the special self-cleaning (non-corrosive) primers that "keep rifle barrels as "clean as a whistle."

U. S. Copperheads will be featured in large-space advertising in a representative list of publications during 1930. Stock them—Talk them—Sell them.

US AMMUNITION

Job KU-82 Hardware Age, March 13, 1930
Hardware Retailer, March
Sporting Goods Dealer, March
Sporting Goods Journal, March



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SHOT SHELLS and METALLICS

The complete U. S. line includes a shot shell or cartridge for every shooting purpose—for every shooter's purse . . . each and every one of them measuring up to the uniformly high standards of quality for which the symbol U. S. stands.

A new large-space advertising campaign will feature U. S. Shot Shells and Cartridges during 1930.

Stock the complete U. S. line 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.



DEFIANCE—*A low-priced shell for trap and field. A high grade smokeless shell that defies the world to equal it at its price. 12, 16 and 20 gauges. Red paper case.*



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 powders.*



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

U. S. METALLICS—*U. S. Improved Thirty-Thirties and other big game cartridges of proven effectiveness. Self-Cleaning Rim-Fires and Center-Fires. And the U. S. .22 N.R.A., famous for target and small game shooting.*

