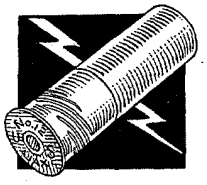
POWER—POWDER—PRICE?

ISN'T it generally one of these which determines a shooter's choice of a shot-shell? In almost every case, he makes up his mind to buy a certain type of shell mainly because it gives him the *power* he is after, or because it can be had in the *powder* he likes, or because the lowness of its *price* appeals to him. It follows, therefore, that you put yourself in a position to satisfy the wants of practically all shooters if your stock includes just three types of shells —a powerful, long-range shell; a shell that comes loaded in the different standard powders; and a low-priced, quality shell. You have these three types of shell at their best in Ajax Heavies, the Climax, and the Defiance.

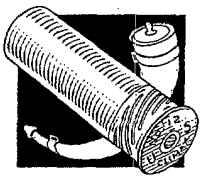


Ajax Heavies

are just the ticket for the shooter who has a hankering for power. They're full of it. With these veritable little thunderbolts, high-flying ducks, geese and brant come down to earth in a hurry—*and stay down*. Loaded with latest type of progressive-burning powder. 12, 16 and 20 gauges.

The Climax

The veteran shooter just must have his Du Pont, E.C., Dead Shot, Ballistite or Infallible. The Climax is made for him. A better all-around shell was never slipped into a gun. It's the good old standby of the "vets"—a famous game-getter and a famous clay-buster. Medium priced. All gauges.





The Defiance

There's the fellow who is just as finicky about quality as the next one, but who says, "I want it without having to shoot my bankroll full of holes." The one best bet for him is the low-priced Defiance. A red shell, a real shell—the Defiance will outshoot many a shell carrying a higher price tag. Smokeless powder. 12, 16 and 20 gauges. Hard on game, easy on the bankroll—that's the Defiance.

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US Simplified Shot-Shell Line

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