

ABOUT AMMUNITION

THE indispensable factor in hunting is—dependable ammunition, and the truth of this statement is vehemently endorsed by all men who have had experience with faulty shot shells or cartridges.

In almost every sportsman's experience come critical times when success or failure—even life itself—depends on that single cartridge in the chamber of his gun working faultlessly.

On these vital occasions it is useless to know that some of your cartridges are good. The certain knowledge that all your ammunition is dependable—is the comforting assurance that will steel your nerve and give you confidence.

When the imperative necessity of having never-failing ammunition is so apparent, every hunter should be most critical, and buy only those cartridges which are made by a manufacturer whose reputation for premier quality products has been unquestionably proven.

Dominion cartridges and shot shells are as perfect in their shooting qualities as human endeavor can make them, and are guaranteed to give absolute satisfaction. They also have the distinction of being the only ammunition made in Canada.

WHY DOMINION AMMUNITION CAN BE GUARANTEED

If you were to take a trip through the well equipped plant where Dominion ammunition is made, your first impression would be that time and expense had been lavished ungrudgingly on modern machinery and efficiency producing methods, and also, that painstaking care is exercised in every process and that careful inspection is made at every stage of developing either cartridges or shot shells.

In the making of Dominion ammunition, nothing is left to guess work, and "good enough" doesn't go. Micrometric