

# DON'T POISON THEIR ENVIRONMENT.



## SHOOT BISMUTH.

THE NON-TOXIC SHOT  
THAT PERFORMS LIKE LEAD.

**Q:** Where can I buy Bismuth Cartridges?

**A:** Eley Hawk is the exclusive European manufacturer and distributor for cartridges made of highly desirable bismuth. They are currently available for export direct from Eley Ltd.



**Eley Hawk Ltd.:**

Telephone: (021) 344 3939

Fax: (021) 356 8378

**Eley Ltd.:**

Telephone: (021) 356 8899

Fax: (021) 331 4173

## AT LAST!

New, non-toxic cartridges for hunters who care about the environment ... from Eley Hawk Ltd.



These bismuth cartridges deliver all the advantages of lead shot, with none of the disadvantages of steel shot. Available in all popular sizes and loads. Eley cartridges will give you back the range and velocity you need for superior hunting results without damaging your gun.



# Eley Hawk

Eley Hawk Ltd.  
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Birmingham, England B6 7UX.  
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Eley Hawk Limited is a subsidiary company of IMI plc.

# IMI

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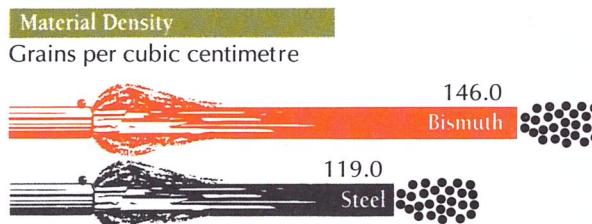
# THE FIRST REAL ALTERNATIVE TO STEEL SHOT.

Answers to some commonly asked questions about bismuth cartridges made by Eley Hawk Ltd.

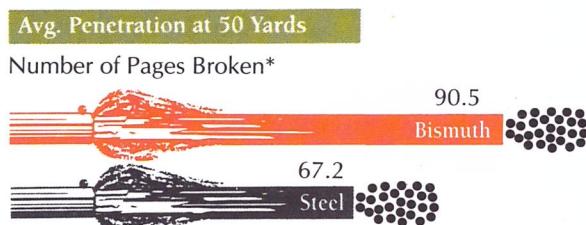
**Q:** How does bismuth compare to steel?

**A:** The key is density. Steel is only 68% as dense as lead. Bismuth, a hard metallic element, has 88% the density of lead which is why it maintains excellent downrange velocity.

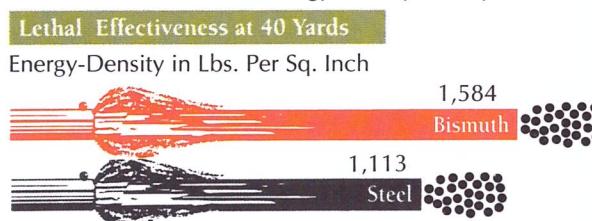
**Bismuth shot is 20% more dense than steel.**



**Bismuth shot penetrates 35% better than steel.**



**Bismuth has 42% more energy-density at 40 yards.**



\*Penetration through .002-inch wood pulp pare, with 100% water saturation.

\*\*Figures derived from Peterson's Hunting Magazine, Jan. '93, and Gun & Shooter Magazine, April, '93

The performance of Bismuth cartridges virtually parallels lead shot. In every category steel shot does not compare. Eley Hawk cartridges are, without doubt, superior to any steel cartridges on the market. Bismuth has neither the toxicity of lead nor the ballistic inferiority of steel. Consequently it neither poisons like lead nor cripples like steel.

**Q:** Where are bismuth cartridges legal for use?

**A:** Bismuth cartridges are already legal in the UK and other European countries, Australia and in Canada.

Published toxicology tests of bismuth shot on waterfowl by leading waterfowl expert Dr. Kenneth Sanderson, have proven it to be non-toxic. The test protocol was approved by the U.S. Fish and Wildlife Service. In fact, bismuth is the primary ingredient in Pepto Bismol™, a major U.S. over-the-counter stomach remedy.

**Q:** Why do Eley Hawk cartridges cost more than steel shots?

**A:** The raw material cost of bismuth is **SIX** times higher than lead or steel. However, the price of a box of 25 Eley Hawk cartridges is currently only slightly higher than the high grade steel loads of the same gauge and type. And the product delivers every penny's worth in performance over steel. The density assures long range velocity. The hardness prevents pellet distortion and assures the patterning and penetration necessary for clean kills.

**Q:** What sizes are available?

**A:** Eley Hawk bismuth cartridges are available in all popular loads, in 12, 16, 20, and 28 gauge. Should demand warrant it, .410 cartridges will be produced.