

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.

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SHOOT BISMUTH.

THE NON-TOXIC SHOT
THAT PERFORMS LIKE LEAD.

THE FIRST REAL ALTERNATIVE TO STEEL SHOT.

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

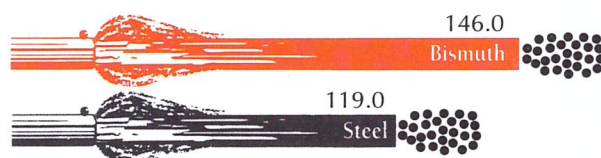
Q: How does bismuth compare to steel?

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.

Material Density

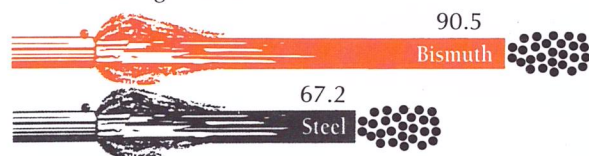
Grains per cubic centimetre



Bismuth shot penetrates 35% better than steel.

Avg. Penetration at 50 Yards

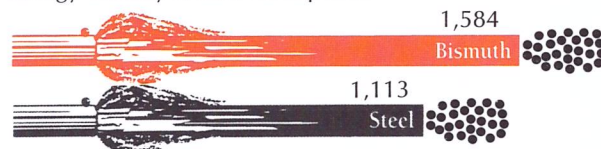
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Bismuth has 42% more energy-density at 40 yards.

Lethal Effectiveness at 40 Yards

Energy-Density in Lbs. Per Sq. Inch



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: Will bismuth hurt your gun?

A: Eley Hawk cartridges can be used in the oldest and finest shotguns. The use of steel shot requires special cases, wads, primers or powders to obtain reasonable and safe loads. This is not necessary with bismuth. Because bismuth has virtually the same ballistic and metallurgical properties as lead, the formulas for lead shotshells for given gauges, chamber sizes and barrel designs can be followed safely.

Continued use of steel shot will definitely overstress barrels. On the Brinnell Hardness Scale that goes to 40 (40 is about the hardness of pure copper) premium antimony-hardened lead shot measures about 18 ... the same as cartridges made of bismuth. Steel is too hard to register on this scale, which is why it can bulge chokes and prematurely wear soft or thin barrels in fine or antique shotguns.

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.

*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