



Lifting off the load of loads

THE ammunition business has been staggering along under a back-breaking burden. There have been ten times too many shot-shell loads—all unnecessary and unprofitable.

Realizing this fact, dealers, jobbers and manufacturers recently met with representatives of the Division of Simplified Practice of the U. S. Department of Commerce, to simplify shot-shell lines. As a result the number of different loads was cut from some four thousand odd to about seventeen hundred. At the same time it was agreed that this was only a start. More loads must go if shot-shells are to be a really profitable line for all concerned.

We are the first to go all the way. In keeping with our policy of pioneering every good thing, we have worked out a simplified shot-shell line that consists only of about four hundred items. Just the loads that are most popular with shooters—the profitable items—have been included. Yet the line is complete. It contains a range of 12, 16 and 20 gauge loads for every purpose and a grade of shell for every purpose—the Climax, the Denance and Ajax Heavies.

Whether you handle a half-dozen loads, a hundred or the entire list, if you buy from the U.S. Simplified Shot-Shell Line you make sure of a quick moving stock. You are also helping to lay the foundation for greater future profits. The result of simplification should be lower prices and larger margins. Already, due to simplification, we are able to offer reduced list prices to dealers on almost three hundred of the four hundred loads in our simplified line. Moreover, a big national advertising drive is to be put behind the whole line. The loads in the U.S. Simplified Shot-Shell Line are the fast-movers now but we are going to speed them up even more.

Ask our salesman or your jobber's salesman about the U.S. Simplified Shot-Shell Line and our 1925 proposition. Or write the branch nearest you for full particulars.

UNITED STATES CARTRIDGE CO.

111 BROADWAY, NEW YORK, N. Y.

General Selling Agents:

National Lead Company, 111 State Street, Boston, Mass.	National Lead Company, 209 Fremont Avenue, Cincinnati, Ohio	James Robertson Lead Works, 114 West Harrison St., Baltimore, Md.
National Lead Company, 111 Oak Street, Buffalo, N. Y.	National Lead Company, 122 Chestnut Street, St. Louis, Mo.	United Lead Company, 1111 Broadway, New York, N. Y.
National Lead Company, 200 West Ohio Street, Chicago, Ill.	National Lead Company, 1008 Industrial Street, San Francisco, Cal.	United Lead Company, 20 South 17th Street, Philadelphia, Pa.

Merchants' Hardware Specialists, Limited, Calgary, Alberta, Canada.
Finlay Co., Montreal, Canada.

The U.S. Simplified Shot-Shell Line consists of the following three shells in 12, 16 and 20 gauges—a load for every purpose and a shell for every gun.



A high-grade, smokeless shell at a popular price for all general shooting. 66 loads—each supplied in five standard powders.



A low-priced, quality shell. Loaded with No. 2 Smokeless. 74 loads.



Long-range shells of surpassing excellence. Loaded with the latest type of progressive-burning powder. 13 loads.



Simplified SHOT-SHELL LINE