

These men have *multiplied* their ammunition *sales*



So Can You!

Read their remarkable stories. Let them tell you in their own words about their success with US ammunition

SEE what they have to say—these men who are concentrating on US. Kilmer and Sons, Spokane, Wash., have increased their sales on shells twenty-fold since 1919. "Our business on metallics will show about the same average," they write. "Wish we had a few more lines that would show the same increase."

Morris Hardware Co., Wenatchee, Wis., had a 900% increase since just a few years ago. "We are now selling ten times as many shells," they say. "Metallics have shown a similar increase. Our business is 100% US."

"We have stocked US shells and metallics for five years. Since stocking US almost exclusively we have tripled our sales. Once they shoot US—always US."

—A. Moses & Son, Beaumont, Tex.
In 1922 Markey Brothers opened a store in Passaic, New Jersey. They

placed an order for US Ammunition. Their 1927 order was ten times as large. "We handle your shells exclusively and find they meet every requirement of the shooter, both in the field and at the traps."

"Since I have been stocking the US line of shotgun shells I have had an average increase of 100 per cent each year. This covers the years from 1922 to the present date, November 14, 1927."

—H. A. Dewar, Amsterdam, N. Y.
Yes, these are remarkable stories. But they are not uncommon. They are just typical letters taken out of our files. Many other US dealers are doing just as well.

Why they push US

Notice how these men are concentrating on US—stocking it exclusively or almost exclusively. They are able to do this because US is a complete line and a quality line. It satisfies every shooter. Six different shells in a wide variety of loads. Every type of metallic cartridge in popular demand.

AJAX HEAVIES—the last word in powerful, long-range loads. "Packed with the power of the thunderbolt."

CLIMAX HEAVIES—high power, long-range shells at a moderate price.

CLIMAX—the standby of a host of trap-shots and field-shooters. A substantial, medium-price shell for all-round use.

DEFIANCE—these shells had a sales increase in 1927 that was nothing short of phenomenal. The unquestioned leader in the low-price smokeless field.

.22 N. R. A.—World's champion .22 rim-fire. The choice of marksmen everywhere.

IMPROVED HUNTING CARTRIDGES—These have no superior in the big-game field. High speed plus adequate bullet weight. Kill cleanly at long range.

SELF-CLEANING RIM-FIRES—Brought out only last year, these .22's have already attained a big reputation for both non-corrosive qualities and dependable ballistics.

Our nearest office will be pleased to give you full particulars about the U. S. line.
UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York.

General Selling Agents: National Lead Company; Boston, Buffalo, Chicago, St. Louis, Cincinnati, San Francisco, United Lead Company, New York, Philadelphia; Merchants Hardware Limited, Calgary, Alberta, Canada, and Winnipeg, Manitoba, Canada.



CARTRIDGES · · SHOT-SHELLS

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