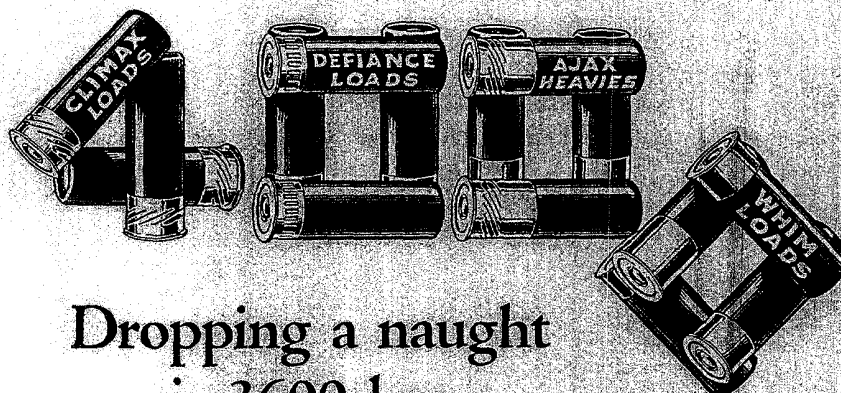




Dropping a naught is 3600 less

DROP a naught from 4000 and you have 400—just 3600 less. That's what we have done to the number of shot-shell loads.

By dropping those loads that amount to naught but expense for dealer, jobber, and manufacturer alike, we have reduced the list from 4000 to 400.

The discarded 3600 are all "whim loads"—the unnecessary as well as unprofitable items which never had any excuse for being other than to gratify the whims of a handful of shooters for something slightly but not materially different.

The remaining 400 loads constitute the US Simplified Shot-Shell Line—an innovation in ammunition merchandising with manifest advantages. The simplified line is the profitable line. It means a smaller investment, lower overhead, reduced selling expenses, and greater profit for all concerned.

Not the least of the benefits is what the simplified line promises for the future. As dealers simplify their stocks, production will be correspondingly sim-

plified. This should result in manufacturing economies which will be reflected in reduced prices and larger margins. Already, due to simplification, we are able to offer reduced list prices to dealers on nearly 300 of the 400 loads in the US Simplified Shot-Shell Line.

Moreover, if you order from the US Simplified Line you are assured not only of shot-shell loads which move fast now, but loads which are going to move even faster. A big national advertising campaign is to be put behind them this fall to speed up sales for you.

The US Simplified Shot-Shell Line holds real money-making possibilities for the live-wire dealer. We know you will be interested when you receive the full particulars and price list. Ask our salesman or your jobber's salesman for them or write our nearest branch.

UNITED STATES CARTRIDGE CO.
111 BROADWAY - NEW YORK

General Selling Agents: National Lead Company, Boston, Buffalo, Chicago, St. Louis, Cincinnati, San Francisco, United Lead Company, New York, Philadelphia; James Robertson Lead Works, Baltimore; Merchants Hardware Specialties, Ltd., Calgary, Alberta; Canada's Trading Company, Montreal, Canada.

The US 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 purse.



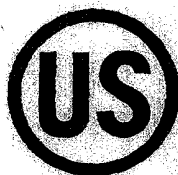
A high-grade smokeless shell at a popular price for all-around shooting. 66 loads—each supplied in live standard powder.



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



Long-range shells of superior passing excellence. Loaded with the latest type of progressive-burning powder. 18 loads.



Simplified SHOT-SHELL LINE