

Can You Beat these Sales Records?

Dealers report wonderful results selling US ammunition. Remarkable stories indeed, and they point the way to any ambitious dealer who wants to make more money... Yet they are not unusual stories—you can do the same.

J. J. BURNS has a store in Newtown, Pa. Three years ago he started handling US shells and metallics exclusively. In those three years his sales have quadrupled.

Anton J. Novak, Cicero, Illinois, has just checked up his 1927 records. He writes that his US sales have again far exceeded his expectations. And he adds that ever since he began selling US his sales have practically doubled each year.

And H. R. Shepherd, who does a thriving business at Muscatine, Iowa, is proud of his record, too. He said he wanted us to know that in the past four years his US sales have doubled four times.

How's that for selling ammunition? How's that for building up the kind of business that puts money in the bank?

Pretty enviable records, aren't they? But they're not unusual records, by any means. Many other letters in our files tell of similar remarkable successes that dealers everywhere are having with US.

They find that US shells and cartridges prove up. Customers stick—buy again and again. New customers are easy to get—the old ones bring them to the store where they can get US. One dealer

remarks, "Once they shoot US ammunition—always US."

You, too, can take advantage of this fast-selling line of ammunition. There's no reason why you can't get your share of the solid, steady business this line builds up.

It's a quality line and a complete line. Six different shells in a wide variety of loads. Every type of metallic cartridge in popular demand.

Some of the Big Sellers!

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

CLIMAX HEAVIES—high power, long range shells at a moderate price. They meet a big popular demand. Progressive-burning powder.

CLIMAX—the standby of a host of trap-shots and field-shooters. A substantial, medium price shell for all-round use—that's the Climax. Loaded with standard powders.

DERIANCE—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. is the admitted favorite among .22 long rifle cartridges. Olympic champion! With it, record after record has been broken.

IMPROVED HUNTING CARTRIDGES—These have no equal in the big-game field. High speed plus adequate bullet weight. The popular Improved Thirty-Three is typical. The line also includes the .25/20 and the .32 Winchester,



both now loaded with our self-cleaning priming mixture.

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 US line. Write today for our 1928 proposition. 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

