

Quadrupled
Sales in
4 Years!

Increase
25% over
1926!

Doubled
Sales in
3 Years!



Sales
Increased
70-
Fold!

Increased
Sales many
times over in
few years

1927
Sales 20
times 1919
Sales

You're Next!

All over the country US dealers have multiplied their ammunition sales. There's no reason why you can't do the same... Read these amazing stories

BETTER than any words of ours are the sales records about which these US dealers tell us. Remarkable—but not uncommon. You can do what they have done.

Read what these men say

George Klapp, Muscatine, Iowa, four years ago handled but a few thousand shells divided among various makes. "Now," he writes, "about 95% of my business is US. And my total sales have quadrupled. My trade is coming in demanding US."

Schumacker & Muessig, Inc., Galveston, Tex., are mighty pleased with US ammunition. "We," they say, "have increased our sales and, what is the main thing, have increased our profits. Sales of US shells have doubled in two years."

"In 1915 I started with a few cases of US shells. The next year I sold ten times that quantity. Sales have kept increasing from year to year until now I am handling several hundred cases a year of your shells," writes in D. Rosentfeld of Philadelphia.

Here is what Hinckley & Garrett, Dowagiac, Mich., say about US. "We are more than pleased with our US shell business this season. It has increased more than 25% over last year. We know and our salesmen know that there will be no dissatisfaction in such a sale."

R. W. Van Peyma of Kansas City, Kan., writes: "I have built a business over the counter from a few thousand to several hundred thousand a year. I find US shells the most dependable loads I ever shot or sold."

Kilmer and Sons Company, Spokane, Wash., tell this story. "In 1919 we placed a comparatively small order. Our shell business has increased from this to over a quarter million at the present time. Wish we had a few more lines that would show the same increase."

And so the stories go. You, too, can cash in on the steady, profitable business that US customers bring. "Once they shoot US—always US," writes one dealer.

More and more dealers stock US exclusively. They find it pays. Every demand of the customer is met by the complete US line. And it's a quality line.

Six different shells in a wide variety of loads. Every type of metallic cartridge in popular demand.

Our nearest office will be pleased to give you full particulars about the US line. Write today for our 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.

Here they are!

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

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

CLIMAX—the standby of a host of trap-shot 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 rimfire. The choice of marksmen everywhere.

IMPROVED HUNTING CARTRIDGES—These have no equal in the big-game field. High speed plus adequate bullet weight. Kills 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.



CARTRIDGES · · SHOT-SHELLS

This advertisement appears in the following publications

Hardware Age, March 8
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Sporting Goods Journal, March

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