

Reprinted from the January, 1928, issue of SPORTING GOODS JOURNAL

You Beat Sales Records?

ammunition.
e way to any
ey. . . . Yet
same.

S. shells and cartridges prove
—buy again and again. New
to get—the old ones bring them
they can get U. S.

item in the U. S. line sells
since in one breeds confidence
find that shooters believe in
One dealer remarks, "Once
ammunition—always U. S."

advantage of this fast-selling
There's no reason why you
of the solid, steady business

It's a quality line and a com-
plete line. Six different shells
in a wide variety of loads.
Every type of metallic cart-
ridge in popular demand.

The famous .22 N. R. A. comes both
with solid bullet for target work and
allow-point bullet for small-game
killing. Time and time again it has
proved its superiority in the field and
in the range.



The Use of U. S. Self-
Cleaning Cartridges contains
the following .22's, which
may be had with solid or
hollow point bullets: .22
Short, .22 Long, .22 Long
Rifle.

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 de-
mand. 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 stand-
ard powders.

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. 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
full bullet weight. The popular Improved Thirty-
Thirty 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 rep-
utation for both non-corrosive qualities and dependable
ballistics.



With such a line as this, do you wonder that we get
enthusiastic dealer reports like those quoted here?
Our nearest office will be pleased to give you full par-
ticulars about the U. S. line. Write today for our 1928
proposition.—UNITED STATES CARTRIDGE COM-
PANY, 111 Broadway, New York.

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

RIDGES SHOT-SHELLS



N 27922

Reprinted from the January, 1928, issue of

Can You these Sales

Dealers report wonderful results selling U. S. 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 U. S. 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 U. S. sales have again far exceeded his expectation. And he adds that ever since he began selling U. S. his sales have *practically doubled each year.*

And H. R. Shepherd, who does a thriving business at Muscatine, Iowa, told us his record, too. He said he wanted us to know that in the past four years his U. S. 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?

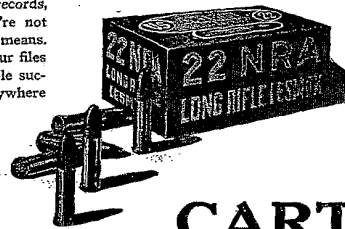
Pretty enviable records, aren't they? But they're not unusual records, by any means. Many other letters in our files tell of similar remarkable successes that dealers everywhere are having with U. S.

They find that U. S. 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 U. S.

Furthermore, one item in the U. S. line sells other items. Confidence in one breeds confidence in the others. Dealers find that shooters believe in U. S., first and last. One dealer remarks, "Once they shoot U. S. ammunition—always U. S."

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.



The famous 22 N. R. A. comes both with solid bullet for target work and hollow-point bullet for small-game hunting. Time and time again it has proved its superiority in the field and on the range.



CARTRIDGES