

# Center-Fire Cartridges

## Added to US Self-Cleaning Line



*New group includes  
pistol, revolver and  
rifle cartridges in  
popular demand*



THE line of US Self-Cleaning cartridges now includes not only .22 rim-fires, such as Short, Long, Long Rifle, Winchester and Winchester Auto, but the popular center-fire smokeless cartridges as well.

The center-fire self-cleaning group covers pistol and revolver cartridges, including those in general use by police departments, and the rifle cartridges which are in demand for game and target shooting.

Something more than their proven non-corrosive qualities accounts for the rapidly growing popularity of US Self-Cleaning cartridges. These cartridges, both rim-fires and center-fires, not only leave a barrel "clean

as a whistle" inside, but they can be depended upon for accuracy of a high order.

The boxes in which US Self-Cleaning cartridges are packed are distinctively labeled, the characteristic US orange-and-blue color scheme being used. Their attractive "dress" is an added selling point. These labels are similar in all respects to other US labels except for the special marking: "Self-Cleaning."

UNITED STATES CARTRIDGE CO.  
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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.

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