

# 30 00 BULLETS

## BUILD HANDLOADING SALES WITH SIERRA'S PRECISION-MADE BULLETS

Made in a wide selection of sizes, weights & shapes—22 caliber through 8 MM; in weights from 40 grains to 180 grains; flat base or Sierra's exclusive boat tail.

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spitzer



hollow point



boat tail



match king fully jacketed



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## SIERRA BULLETS

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(Circle No. 31 on Inquiry Card)

# Guns

# Merchandiser

MAGAZINE OF THE FIREARMS TRADE

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*Laws, game population and management, and target shooting facilities all affect gun sales and can be improved by well directed effort on the part of the gun dealer.*

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*Gun sales come to those who work for them, not to those who wait for better conditions, wider margins, or bigger and better hunting seasons.*

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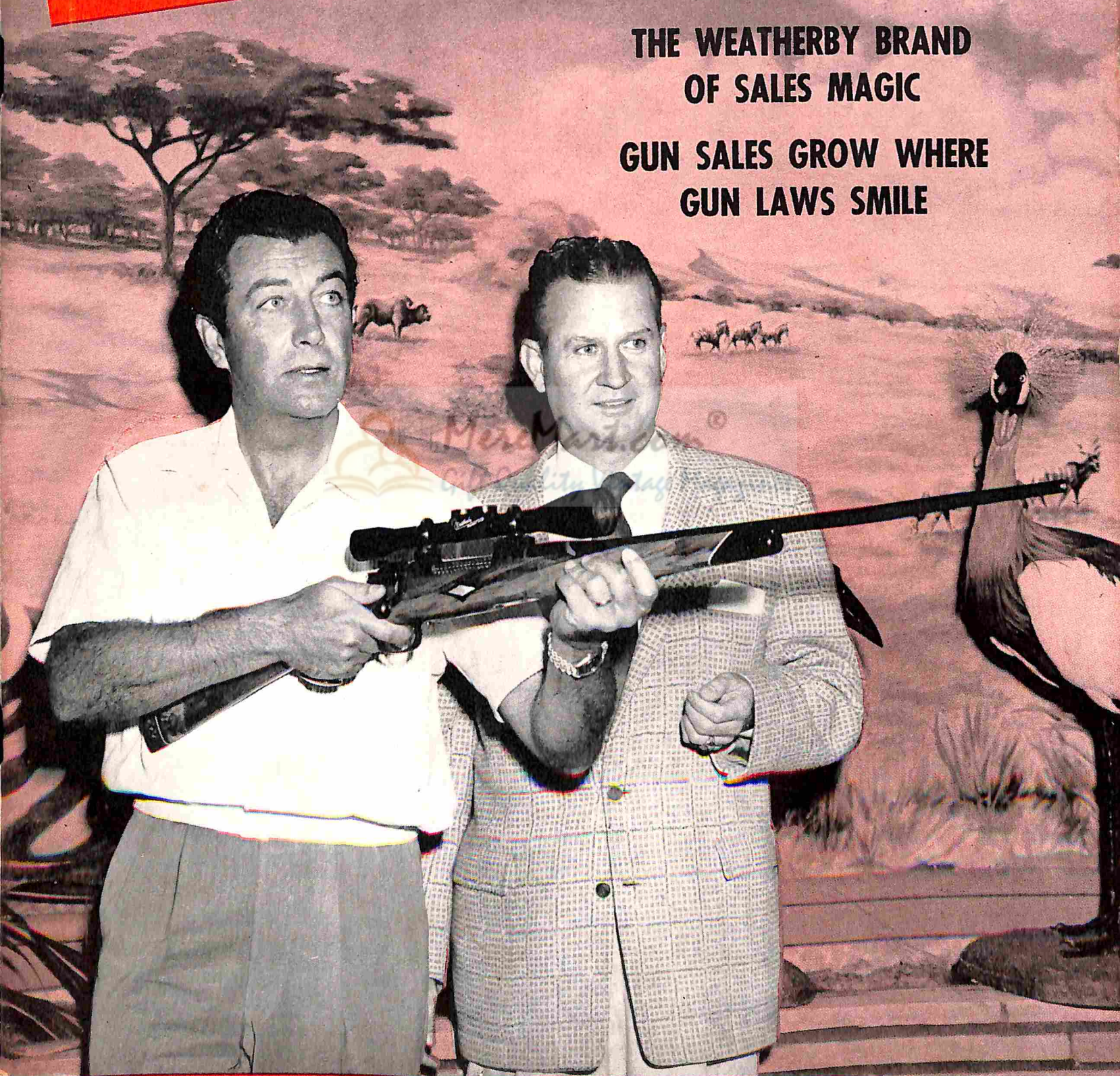
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OF SALES MAGIC**

**GUN SALES GROW WHERE  
GUN LAWS SMILE**



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