

AMMUNITION IN WAR TIME

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FOR many years now it has been our privilege to supply you with shot shells and cartridges. Many of you are personal friends—it is because of this pleasant relationship that we feel we can chat as friend to friend . . .

Remember the times, not so long past—and not too far in the future we trust, when there was no such thing as raw material priorities such as are causing problems in ammunition manufacture today. War's hungry demands have altered this picture considerably. Metal once freely used to supply the complete range of shot shells and cartridges which you have so long enjoyed, is now needed for much grimmer tasks!

With the outbreak of war, all our resources and facilities for the increased production of high grade small arms ammunition became a vital part of Canada's war effort. Commercial ammunition for Canadian sportsmen, will, we expect, be sufficient for normal requirements, providing all sportsmen use moderation in their sporting activities. A standardization of certain lines may possibly take place to help conserve valuable metals for war's needs. If this should be, we can only say, "Freedom is certainly worth it".

Friends in the far North: we'll do our utmost to supply you with your ammunition requirements. We know the important roles it plays in your daily lives . . . in the securing of food and the extermination of destructive pests. For training purposes of the armed services, too, great quantities of ammunition are required. These, then, are essential.

As for quality, it remains unchanged. You may buy with the same confidence you have shown in the years our friendships have grown . . . a confidence built on a mighty solid foundation—dependability!

CANADIAN INDUSTRIES LIMITED **"DOMINION" AMMUNITION DIVISION**



HEAD OFFICE • MONTREAL