



50 Years of Hard Work, Grit, Determination, and Achievement.

The year 1968 has been considered, by many historians, as one of the most turbulent of the 20th Century. The war in Viet Nam continued to roil along. Lyndon B. Johnson was President. Martin Luther King and Robert F. Kennedy were assassinated. There were violent riots in the streets in many cities, including Chicago during the Democratic National Convention. Richard M. Nixon was to be elected president that year.

On a lighter note. The Green Bay Packers won Super Bowl II. The Detroit Tigers took the World Series. Radios were playing "Hey, Jude" by The Beatles, "Mrs. Robinson" by Simon & Garfunkel, and The Supremes were belting out "Love Child." On TV, Rowan & Martin's "Laugh-In" and "60 Minutes" made their debuts. At the movies, "Rosemary's Baby" was scaring the devil out of everyone, Steve McQueen was "Bullitt," "2001: A Space Odyssey" demonstrated how cantankerous computers could be, and Charlton Heston, who would one day become president of the N.R.A, starred in "Planet of the Apes."

Oh, and a startup ammunition manufacturer located in a tiny town in Montana, began doing business. Founded by Bill Campbell, the company would eventually be known as HSM Ammunition. The world of Law Enforcement seemed the logical place to begin. The very first cartridges off the line were in .38 Special; revolvers then being the primary carry weapon. By word of mouth alone, the company's reputation rapidly began to grow. Soon, U.S. government agencies began to show an interest. HSM then made custom and competition ammunition for these entities. Business was booming for the little company that could.

In 1987, disaster struck. A horrendous fire that totally destroyed the plant. Not to be daunted, the company was soon up and running again in a temporary location,

then moved to a permanent home in Stevensville, about 25 miles out of Missoula. HSM was now ready to reach into the commercial market. Some of the first products were Cowboy Action, the ever-popular Bear Load, and world-renowned Trophy Gold. [Did you know that HSM created and supplied the ammunition for the classic movie "Quigley Down Under?"]

Over these past 50 years, HSM has earned a well-deserved stellar reputation with hunters, law enforcement, and military *world-wide*. Time honored processes and procedures, coupled with crafting cartridges with only the very best components available, has made all the difference. With a passion for accuracy, today HSM is manufacturing superlative cartridges for virtually every caliber of semi-auto pistols, revolvers, and rifles. As Johnny Carson would say on "The Tonight Show" back in 1968, there's "More to come!"