



SINCE 1968

A M M U N I T I O N



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 rail 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 and Catherine 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. Larger departments, such as Chicago, IL and Los Angeles, CA came on board. Business was booming for the little company that could.

Throughout the '70s and into the '80s, HSM was primarily selling to Law Enforcement, though commercial outlets were now accounting for about 20% of total sales. In 1985, Bill's and Catherine's son, 7 year old Travis, started tagging along and learning the ropes of ammunition manufacture (Travis is now the president of HSM). 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.

Enter the 1990s. As HSM's excellent reputation, based upon relentless reliability and devotion to outstanding accuracy, continued to grow, U.S. federal agencies and even foreign governments became very interested. With the advent of the Gulf War, HSM was supplying the troops with sniper grade ammunition in .308 Win. and .300 Win. Mag. The Secret Service was taking 7mm Mag. and .38 Spl. Even the Naval Academy was procuring HSM .223 Rem. The governments of The Philippines, Colombia, South Korea, Mexico, and others were buying from the company.

With the completion of a brand new facility (1999), HSM Ammunition then moved to a permanent home in Stevensville, about 25 miles out of Missoula. HSM was now ready to reach deeper into the commercial market. Some of the first products were Cowboy Action, the ever-popular Bear Load, and world-renowned Trophy Gold. Thus began a new chapter in the company's history with a manufacturing concentration of creating ammunition purpose-built for specific needs, often in partnership with famous bullet producers such as Sierra and Berger. With

recent expansions, the Stevensville plant now measures in excess of 40,000 sq. ft.

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 an ever-present 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!"



Cherished Customers,

Celebrating anything like a 50th Anniversary makes you pause and, of course, reflect on how it all came to pass. Very few companies today reach this Golden Anniversary mark. Starting out, you just want to get through that first year. Then, the second. Pretty soon it's 15 years. A significant anniversary at 25 years. 40 years. Until we come to today. Where did all that time go? How did it happen?

The most significant part in answering those questions is to remember how very, very important our customers have been in making it all happen. Some might think it's trite to say, but it's not if it's true: without our loyal customers, we would not be celebrating 50 years of being in business! We would not have seen HSM Ammunition grow into what it is today. Wonderfully, some of our earliest customers remain HSM customers today!

We're proud of what we have accomplished. From a startup business with limited assets and product to a full-line ammunition company that offers as broad a line of cartridges as anyone. We're prouder still that we have been able to manufacture and provide you with the ammunition you want, demand, and need.

Fifty years can go by like a heartbeat. But we're not resting on our laurels. In this catalog you will find the finest ammunition available anywhere. For all types of shooting. In virtually every caliber. Made with the care and precision that only 50 years of hard-won experience can bring. With only the best components perfectly matched. Stay tuned. There's more to come down the road.

Sincerely,



Bill Campbell, CEO



Travis Campbell, President

Table of Contents

About HSM	3
Low Recoil	5
Game King™	6
Trophy Gold.....	7
Dangerous Game.....	8
Bear Load*.....	8
Pro Pistol Hunter*™	9
Varmint & Varmint Blue™	10
Match.....	11
Lead Free™	11
HSM Classic.....	11
Training.....	12
Self-Defense	12
Frangible	12
Cowboy Action.....	13



HSM Honors

The badge you see here on this page designates the "HSM Honors" program. For a number of years, HSM has been donating to various endeavors providing unique opportunities to our gallant on-duty U.S. armed services personnel and medically retired veterans, and their families, by providing product and support. HSM has ramped up this long-standing commitment so that these programs can continue and grow. A portion of the popular Bear Load and now on-line Pro Pistol Hunter ammunition sales will be contributed to various non-profit agencies that aid and honor our service men and women, vets, and their families. Please reference the HSM website for further information.

Shoots Great! Less Recoil!



Truly a breakthrough. Expressly for hunting, HSM developed this uniquely new and exciting line of ammunition. For those that may be recoil sensitive or desire the ability to get back on target faster for follow-up shots. Available in these most popular hunting cartridges: .243 Win.; .270 Win.; 7mm-08 Rem.; 7mm Rem. Mag.; .308 Win.; .30-06 Spring.; and .300 Win. Mag. Recoil has been reduced dramatically in each of these calibers.*

Reduced Velocity Ballistics

Caliber	Bullet Wgt.	Recoil Reduction Ft-lbs				
.243 Winchester	85	100	100	100	100	100
.270 Winchester	130	100	100	100	100	100
7mm-08 Remington	140	100	100	100	100	100
7mm Remington Mag.	140	100	100	100	100	100
.308 Winchester	150	100	100	100	100	100
.30-06 Springfield	150	100	100	100	100	100
.300 Win. Mag.	150	100	100	100	100	100

*For peak performance, recommended range is max. 250 yds.



Ansley, age 11, shooting .243 Win. in Nebraska

NEW REMARKABLE LOW RECOIL RIFLE HUNTING ROUNDS

No sacrifices. What makes these HSM Low Recoil rifle rounds so radically different, so unique, is they all feature full, standard weight-for-caliber hunting bullets. There is no compromise, no sacrifices, in impact, weight retention, or expansion when compared to bullets found topping other low recoil manufacturers' offerings. A "Magic Bullet," indeed! To attain this remarkable achievement, HSM partnered with world-renowned Sierra Bullets in developing these HSM propriety bullets, featuring a distinct HSM orange ballistic tip.



Amazing accomplishment. For almost 50 years, HSM has been manufacturing superior cartridges for virtually every caliber of semi-auto pistols, revolvers, and rifles. This vast experience has paid off once again. Specially blended powders, only-the-very-best cases and primers, along with the extraordinary, proprietary to HSM, Sierra bullets results in these new, radically different HSM Low Recoil cartridges that are as technologically advanced as has yet been encountered. Virtual "handloads in a factory box!" **Shoots Great! Less Recoil!**



ABSOLUTE ‘RIGHT CHOICE’
FOR BIG GAME.



Does the “GameKing” moniker ring a bell? It should, because Sierra “Game King” bullets have earned superlative accolades for years and years. Now HSM has developed an entire lineup of fine hunting ammunition featuring the time-honored Sierra GameKing/Pro-Hunter bullets. Each caliber’s individual components have been precisely matched to each GameKing/Pro-Hunter bullet to maximize their potential for accuracy and performance. So precisely matched that you may think HSM Game Kings are handloads rather than coming out of a factory box. Whatever your quarry, HSM has a Game King cartridge for you.



Game King is available in the following calibers:

CALIBER	BULLET WGT., TYPE	CALIBER	BULLET WGT., TYPE	CALIBER	BULLET WGT., TYPE
.243 Win.	85 gr., HPBT GameKing	7mm Rem. Mag.	140 gr., SBT GameKing	.300 Win. Mag.	150 gr., SBT GameKing
	100 gr., SBT GameKing		150 gr., SBT GameKing		165 gr., SBT GameKing
6mm Rem.	100 gr., SBT GameKing		160 gr., SBT GameKing		180 gr., SBT GameKing
.250 Savage	100 gr., SBT GameKing		175 gr., SBT GameKing		200 gr., SBT GameKing
.257 Robts.	117 gr., SBT GameKing	7mm Wby. Mag.	140 gr., SBT GameKing	.300 Wby.	150 gr., SBT GameKing
.25 WSSM	117 gr., SBT GameKing		160 gr., SBT GameKing		165 gr., SBT GameKing
.25-06 Rem.	100 gr., SBT GameKing		175 gr., SBT GameKing		180 gr., SBT GameKing
	117 gr., SBT GameKing	7mm STW	160 gr., SBT GameKing		200 gr., SBT GameKing
.257 Wby.	117 gr., SBT GameKing	7mm RUM	140 gr., SBT GameKing	.300 RUM	150 gr., SBT GameKing
6.5 Creedmoor NEW	120 gr., Pro-Hunter		160 gr., SBT GameKing		165 gr., SBT GameKing
6.5x55 Swed.	140 gr., SBT GameKing	.300 BLK	125 gr., Pro-Hunter		180 gr., SBT GameKing
.6.5-284 Norma	140 gr., SBT GameKing	.30-30 Win.	150 gr., Pro-Hunter		200 gr., SBT GameKing
.264 Win. Mag.	140 gr., SBT GameKing		170 gr., Pro-Hunter	.30-338 Win. Mag.	180 gr., SBT GameKing
.270 Win.	130 gr., SBT GameKing	.30 Rem.	150 gr., Pro-Hunter	7.62x39mm Rus.	125 gr., Pro-Hunter
	150 gr., SBT GameKing	.300 Savage	150 gr., SBT GameKing	.303 Brit.	180 gr., Pro-Hunter
.270 WSM	130 gr., SBT GameKing	.308 Win.	150 gr., SBT GameKing	.338 Win. Mag.	215 gr., SBT GameKing
	150 gr., SBT GameKing		165 gr., SBT GameKing		250 gr., SBT GameKing
.270 Wby.	130 gr., SBT GameKing		180 gr., SBT GameKing	.340 Wby Mag.	215 gr., SBT GameKing
	150 gr., SBT GameKing	.303 Savage	150 gr., Pro-Hunter	.338 Lapua Mag.	215 gr., SBT GameKing
7mm-08 Rem.	140 gr., SBT GameKing	.30-40 Krag	150 gr., SBT GameKing	.338 RUM	215 gr., SBT GameKing
	150 gr., SBT GameKing		165 gr., SBT GameKing	.338-378 Wby.	215 gr., SBT GameKing
	160 gr., SBT GameKing		180 gr., SBT GameKing	.358 Win.	225 gr., SBT GameKing
7x57 Mauser	140 gr., SBT GameKing	.30-06 Spring.	150 gr., SBT GameKing	.358 Norma	225 g., SBT GameKing
	160 gr., SBT GameKing		165 gr., SBT GameKing	.35 Whelen	225 gr., SBT GameKing
.284 Win.	160 gr., SBT GameKing		180 gr., SBT GameKing	.375 Win.	200 gr., Pro-Hunter
7mm SAUM	140 gr., SBT GameKing	.300 WSM	150 gr. SBT GameKing	.375 RUM	250 gr., SBT GameKing
	160 gr., SBT GameKing		165 gr., SBT GameKing		300 gr., SBT GameKing
7mm WSM	140 gr., SBT GameKing				
	160 gr., SBT GameKing				



FOR THE CRITICAL SHOT THAT
MAKES ALL THE DIFFERENCE.



There comes a moment. A magical moment. You’ve planned, worked, and practiced. The shot is lined up. It’s not an easy shot, but one you know you can make. Because of the planning, work, and practice. All that’s left is for you to gently press the trigger. Now comes the culmination. When the cartridge you’ve researched and chosen and the bullet leaves your gun’s barrel. . . must perform as you fully expect.

This is why you choose the gold standard of premium hunting cartridges: Trophy Gold from HSM. There are two distinct factors that transcend the ordinary in the making of Trophy Gold that turn this ammunition into extraordinary. First, select powders are chosen for each caliber to maintain maximum velocity across extended distances. Second, is matching those powders with world-renowned Berger VLD bullets. An amazing round that will rival even the best handloads.

Trophy Gold is available in 35 calibers—from 6mm BR all the way to .338 Norma, with everything in between. When only the best will suffice, choose Trophy Gold for your magical moment.



Trophy Gold is available in the following calibers:

6mm BR	6.5 Creedmoor NEW	.280 Remington	.300 WSM	.338 Lapua Mag
.243 Winchester	6.5x55 Swedish	7mm SAUM	.300 H&H Mag	.340 Weatherby
6mm Remington	6.5-284 Norma	7mm WSM	.308 Norma Mag	.338 RUM
.240 Weatherby	6.5 Rem. Mag.	7mm Remington Mag	.300 Winchester Mag	.338 Norma
.257 Roberts	.270 Winchester	7mm RUM	.300 Weatherby	
.25-06 Remington	.270 WSM	.308 Winchester	.300 RUM	
.257 Weatherby	.270 Weatherby	.30-06 Springfield	.30-378 Weatherby	
.260 Remington	7mm-08 Remington	.300 SAUM	.338 Winchester Mag	





NO MARGIN FOR ERROR.



Virtually every hunter to take firearm to field has dreamed of trekking to Africa, or other exotic locale, to pursue a dangerous game animal. The trip, and thrill, the adventure of a lifetime. If that dream comes true for you, you'll want to pack along HSM's Dangerous Game ammunition. Available in .375 H&H, .416 Rem. Mag., .416 Rigby, and .458 Win.

Mag. (5 separate and specific loads). Each load has been carefully refined, utilizing a meticulous, quite specific, loading process developed from years of hands-on experience to assure maximum performance, on each and every shot. HSM's Dangerous Game load is what you must have chambered when you live your dream.



WHEN A DANGEROUS SITUATION MUST BE STOPPED NOW!



It pays to be ever-vigilant and always ready. Especially in territory that could prove to be treacherous in a heartbeat. That's why HSM's exclusive Bear Load has been a most popular seller since its introduction in 2011. Each caliber's specially developed load has been expertly crafted from only the best of components. Hard cast, gas-checked (except 10mm Auto) heavy-for-caliber lead bullets precisely

matched with temperature stable powders and primers, all housed in highest quality brass cases. Assuring flawless performance under all conditions. Ever-vigilant—always ready.

HSM Bear Load:

CALIBER	BULLET WGT., TYPE
.357 Mag.	180 gr., RNFP w/Gas Check
10mm Auto.	200 gr., RNFP-Hard
.41 Rem. Mag.	230 gr., SWC w/Gas Check
.44 Mag.	305 gr., WFN w/Gas Check
.45 Colt	325 gr., WFN w/Gas Check
.454 Casull	325 gr., WFN w/Gas Check
.460 S&W	325 gr., WFN w/Gas Check
.45-70 Govt.	450 gr., RNFP w/Gas Check
.500 S&W	440 gr., WFN w/Gas Check



THE ULTIMATE FOR DEDICATED HANDGUN HUNTERS.



What are the 8 best calibers to consider for big-bore handgun hunting? Well, HSM makes the right ammo for all 8 of them. Each load is calibrated to each specific caliber as only the experience of HSM makes possible. When hunting with a handgun, precision and performance become paramount. These loads will accomplish that job. As close to a handload as you can get out of a factory box. Featuring exclusively: premium jacketed Sierra bullets. Reliability and accuracy you can trust. Get the very most possible out of your hunting handgun with HSM's Pro Pistol Hunter ammunition.



HSM Pro Pistol Hunter:

CALIBER	BULLET WGT., TYPE
.357 Mag.	158 gr., JSP
	158 gr., JHC
10mm Auto.	180 gr., JHP
.41 Rem. Mag.	210 gr., JHC
.44 Mag.	240 gr., SP Mag.
	300 gr., SP
.45 Colt	300 gr., JSP
.454 Casull	300 gr., JSP
.460 S&W	300 gr., JSP
.500 S&W	400 gr., JSP



YOUR RX FOR SUREFIRE RESULTS.



VARMINT BLUE

For avid varmint hunters east to west, north to south, who favor the popular .223 Rem. round, HSM now offers Varmint Blue. *The little blue thrill—always ready when you are!*

Meticulously crafted with only premium components. Clean burning, temperature stable powder allows for very consistent velocity and performance. *To cure your projectile dysfunction!*

The magic of Varmint Blue lies in a proprietary 55 gr. bullet with the exclusive HSM *blue thrill* polymer tip. Ideal for all AR platforms.

When you need a straight shooter... go to Varmint Blue!



VARMINT



So, Varmint Blue is the latest, but... HSM offers a complete roster of ammunition for all the applicable varmint calibers. In fact 25 separate caliber offerings comprised of a total 66 loads. You'll be sure to find exactly what you need from this list. HSM Varmint loads employ the same degree of engineering thoroughness as articulates HSM Match ammo. Accuracy again is at the apex of consideration when brass, powder, primer, and bullet are chosen for each load. This is simply HSM philosophy, seen throughout every single round the company produces.



MATCH – UNPARALLELLED PRECISION & PERFORMANCE.

In an extended article in the August, 2016 issue of Guns Magazine (“The 1-Gun Solution”), Will Dabbs discusses the Daniel Defense DD5V1. When it came to wringing out this .308 Win. semi-auto on the range, HSM’s 168 gr., HPBT Match ammunition turned in a most impressive 0.65” group



at 100 meters. The other five big-name competitors weren't anywhere close. This is not atypical performance for HSM Match. Try it and you will see for yourself.



LEAD FREE – TAKING THE RESTRICTIONS OFF THE RESTRICTIONS.



In today's world, there are places, areas, situations, where you can't or are strictly prohibited from using ammunition topped with traditional lead bullets. Now, HSM has the answer. HSM got with their friends at greatly respected Barnes Bullets, and developed specific loads for 17 different calibers to match the famed Barnes TSX

bullets. Everything you need to overcome “restrictions” without sacrificing quality, accuracy, and performance. Again, as with all the HSM lines, The process, great components, and always extra care make for superior ammunition.

Lead Free is available in:

.223 Remington	.308 Winchester	8mm Mauser
.243 Winchester	.30-06 Springfield	8mm Rem. Mag.
.25-06 Remington	.300 SAUM	.325 WSM
.270 Winchester	.300 WSM	.338 Lapua Mag.
7mm Rem. Mag.	.300 Winchester Mag	.350 Rem. Mag.
.30-30 Winchester	7.62x39mm	

Available in a whopping 23 assorted calibers:

.45 ACP	.308 Winchester	.338 Lapua Mag.
.223 Remington	7.62x51mm	.338 RUM
.22 PPC	.30-06 Springfield	.338 Norma
6.5-284 Norma	.300 WSM	.338-378 Wby.
6.8mm SPC	.300 H&H Mag.	.375 CheyTac
7mm-08 Remington	.300 Winchester Mag.	.408 CheyTac
7mm Rem. Mag.	.303 Brit.	.50 BMG
.300 BLK	.338 Winchester Mag.	



Guns Magazine – by Will Dabbs, MD
In Will's test, a variety of ammo was fired at 100 meters. All these brands (above) shot extremely well, with the HSM as the solid standout in the DD5V1. Photo: Sarah Dabbs. This tiny little 5-shot cloverleaf at 100 meters was delivered by the DD5V1 using HSM Match ammo and may be the best group Will has ever fired through a .30-caliber rifle. Photo: Sarah Dabbs

HSM CLASSIC – READY TO GO DAY-IN, DAY-OUT.



These classic offerings are for the guns you use on a regular basis for a wide variety of shooting activities. All day, every day, you can depend on HSM Classics to give you solid, predictable HSM performance.



Train & Defend with confidence

How important are your choices for home protection and self-defense? Critical. The lives of your loved ones and your life could depend on these decisions. The ammunition you choose for this task is an all-important element to this equation. Choose HSM!

Let's start with your training rounds. Here's the deal: extensive training with the ammunition you have chosen as your ammo of first, last, only resort is downright expensive. Let HSM provide you with ammunition that you can shoot often, without breaking the bank, yet be reliable and accurate, providing you realistic training.

Now, let's move on to the epicenter of your ammunition self-defense considerations. Just what are those considerations when thinking about "preserve and protect?"

- #1: Absolute, flawless dependability and reliability. That all your rounds go "BANG" when they must.
- #2: As much as humanly possible, sure-shot accuracy when it's necessary to hit a target under impossible conditions.

#3: That the bullet topping this ammunition is capable of stopping, finalizing, ending the danger.

This is where, once again, you want to put your faith in HSM. Due to the importance of producing reliable and consistently performing Self Defense ammunition, HSM uses the best of the best components, holding these to extremely tight

tolerances. The projectiles are all premium jacketed hollow points, chosen to complement the caliber and load, maximizing capabilities. Yes, trust HSM!

Where a ricochet or pass through could be of concern, HSM produces Frangible ammunition for training or in-home use. When critical situations leave no room for error.



The Cowboy Way.



When ya round 'em up and count 'em, who has more to offer a cowboy than HSM? More calibers. More selection. Both pistol and rifle. Each round crafted with cowboy integrity and grit. A perseverance-for-perfection cowboy spirit. Perfect for your personal cowboy pistols and rifles. And, HSM is always affordable.

So, get at it. The cowboy way. With complete confidence. Shoot HSM!



Cowboy Action is available in the following calibers:

32-20 Winchester	44 S&W Special	30-40 Krag
38 Special	44 Magnum	32-40 Winchester
357 Magnum	45 Schofield	38-55 Winchester
38-40 Winchester	45 Colt	44-40
41 Remington Magnum	30-30 Winchester	45-70 Govt.
44 Russian		



Guns Magazine - by Payton Miller
HSM's 41 Mag Cowboy load delivered good results at 25 yards from this 4-5/8-inch barreled Ruger Blackhawk. It features a 210-grain hard-cast SWC (inset, center). It's a nice compromise between Winchester's thumping 240-grain Platinum Tip HP or lighter 175-grain Silvertip.



Hear an exclusive interview on Gun Talk Radio

Direct: <http://traffic.libsyn.com/guntalk/022816guntalkB.mp3>

Download: <http://guntalk.libsyn.com/guntalk-02-28-2016-part-b>

YouTube: <https://youtu.be/L6DpD3EAm9M>

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