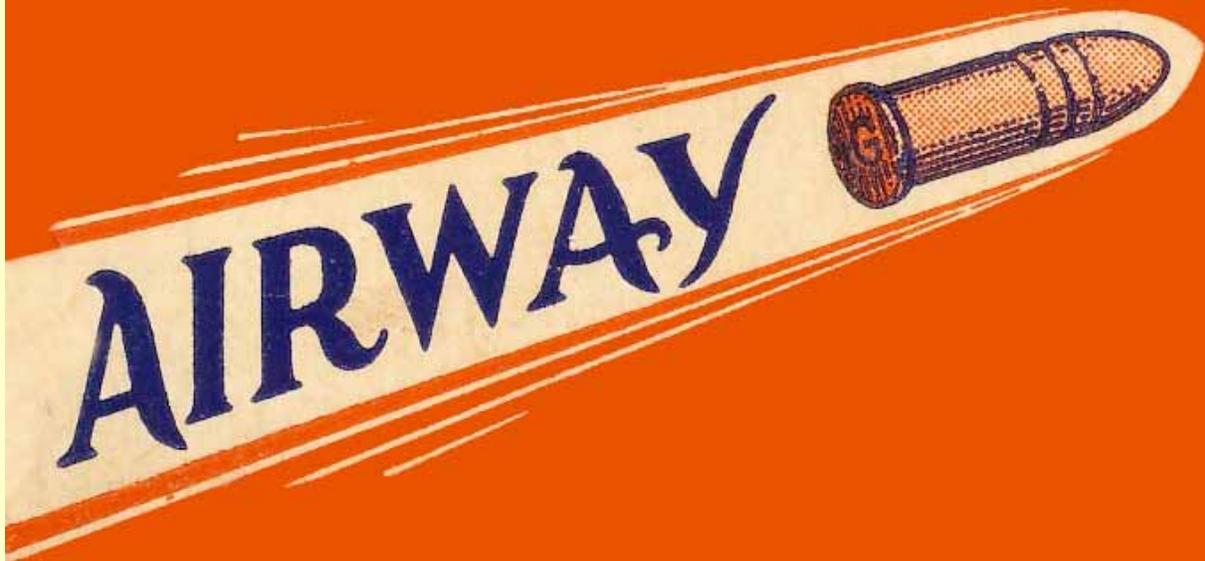


**.22 Rim Fire Boxes**  
of the U.S.A.  
**ID. Reference**



**Gambles Department Stores**

Created and Edited By  
Roger E. Huegel

2012

## THANKS

Special thanks to the following collectors for helping me with this project by supplying me with box images and sharing their knowledge. Presented in alphabetical order.

BERNARD CHEVALIER

DAVE CLEMENCE

DR. DAVE FREDERICKSON

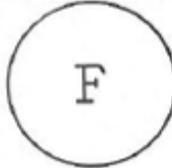
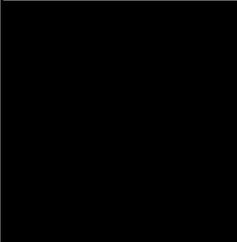
BOB MANCINI

RON MERCHANT

# GAMBLES STORES

## HEADSTAMPS (h/s)

*Headstamp drawings courtesy of the RIMFIRE HEADSTAMP GUIDE by George Kass and Ron Merchant*

G-7	G-8	A-7	F-8
			
			

# GAMBLES STORES

## "AIRWAY" Issues

### PETERS



### FEDERAL



### THUMB CUT EXAMPLE



## "AIRWAY" Issues

### GAMBLE'S AIRWAY-THE DUPLICATE MANUFACTURING MYSTERY

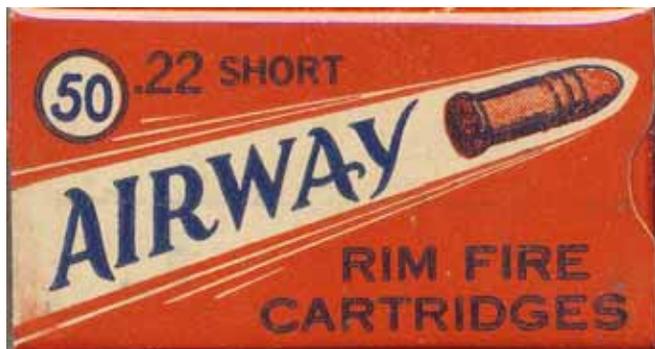
For some time collectors have noticed that there seem to be two types of Gambles 22 "AIRWAY" boxes. One style has only one thumbhole and contain brass shells with the "A" head stamp. The other style has two thumb holes and contains copper shells with the "G" head stamp. Further exam shows distinctly different end flaps and an end flap warning only on one type as well. Federal Cartridge had been producing shot shells for Gambles since the late 1920s and records indicate that they had been producing 22 rim fire for Gambles since 1932. The blue Gambles box was standard velocity and was made in short only. The red Airway box was high velocity and all end flaps contained a warning. All shells made by Federal were brass and had the "A" head stamp. Apparently Federal ran into difficulty in 1933-34 with the demand for 22 rim fire and shot shells by their house brand distributors such as Sears, Wards, & Gambles. A letter is shown in this display wherein the Federal plant manager is asking Mr. Charles Horn if they can order a few million rim fire cases from Western to help meet the demand. He notes they are 4 million 22 rounds short for the Gambles account. It is not known if Federal ever received 22 cases made by Western to help supply Gambles. It is interesting to speculate what they may have been like as far as brass or copper and what head stamp they had. This might explain why some copper cases with the "A" are found in Airway boxes. Gambles apparently reacted to the shortage and must have contacted Peters Cartridge To help keep up their supply. A record shown in this display from Peters, shows they produced Airway 22 rim fire in multiple types in 1934-35. Also shown in the display are various shot shells made by Peters for Gambles during this same time. The Peters 22 packaging has a distinctly Peter's style end flap, two thumb holes, and no warning on the high velocity boxes. All ammunition made by Peters was copper and had the "G" head stamp. What is not known is if Peters packaged the ammunition and sent it directly to Gambles or not. Federal archives contain all the Peters style boxes which makes one wonder if they had some role in packaging and distributing the ammunition to Gambles. Federal and Peters were not real cozy associates at this time which makes such a cooperative venture seem unlikely.

Federal must have recovered its capacity within a few years since no outside product for Gambles was ever needed again.

# GAMBLES STORES

## "AIRWAY" Issues

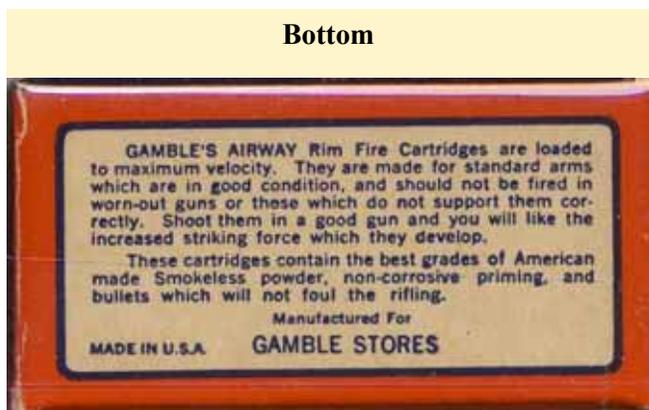
S-1



S-2



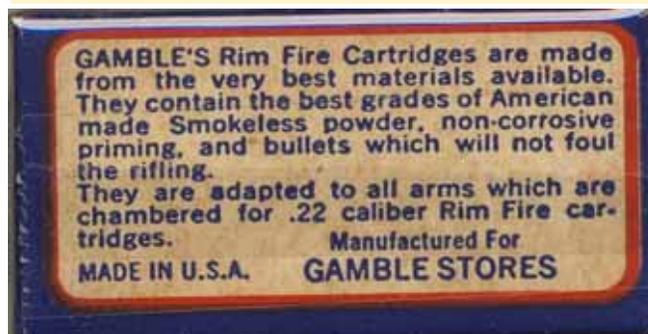
Bottom



S-3



S-3 Bottom



# GAMBLES STORES

## "AIRWAY" Issues

This is a private label setter. The AIRWAY issues were probably produced by the AMERICAN CARTRIDGE CO. of Kansas City, MO. That would place these issues during the 1920's.

**NOTE:** "Peters Cartridge Co. produced some of the early blue Gambles and red Airway boxes for Federal Cartridge Co. in 1934/35 due to lack of capacity at Federal. Boxes made by Peters can be identified by the distinctive curved flap shape and by the "G" headstamp. All Peter's boxes had thumb cuts on both ends.

Information provided from early Peters documents and from the Federal Reference Collection by Dr. Dave Frederickson."

S-1 .22 SHORT. Red, white and blue box with white and blue printing. One-piece box with end flaps. No product code. Lead bullet. Variations noted:

- (a) "G-8" h/s on a copper case. "B" end flap.
- (b) "A-7" h/s on a brass case. "A" end flap.
- (c) "A-7" h/s on a brass case. "B" end flap.



S-2 .22 SHORT (HOLLOW POINT). Same as S-1(b), except for hollow point wording on top. Variations noted:

- (a) "A" end flap
- (b) "B" end flap.



S-3 .22 SHORT (STANDARD VELOCITY). Red, white and blue box with white and blue printing. One-piece box with end flaps. No product code. "G-7" h/s on a copper case. Lead bullet. No information available as to why or when this box was produced.



End Flap "A"



End Flap "B"



# GAMBLES STORES

## "AIRWAY" Issues

L-1



LR-1



LR-2



# GAMBLES STORES

## "AIRWAY" Issues

L-1 .22 LONG. Red, white and blue box with white and blue printing. One-piece box with end flaps. No product code. Lead bullet. "A-7" h/s on a brass case. Variation noted:

- (a) No h/s on copper case. Dual thumb cuts.
- (b) "A" end flap.
- (c) "B" end flap.



LR-1 .22 LONG RIFLE. Red, white and blue box with white and blue printing. One-piece box with end flaps. No product code. "A-7" h/s on a brass case. "A" end flap. Lead bullet. Variations noted:

- (a) "A" end flap
- (b) "B" end flap.
- (c) "G-8" h/s. Peters end flap warning



LR-2 .22 LONG RIFLE (HOLLOW POINT). Same as LR-1, except for hollow point wording on top. "G-8" h/s on a copper case.

- (a) "A-7" h/s on a brass case. "B" end flap.
- (b) No printing inside end flap.



### Bottom



# GAMBLES STORES

## HIAWATHA "ACE" Issues

S-1



L-1



LR-1



LR-2



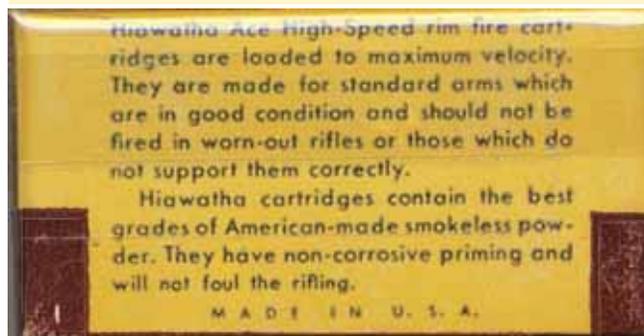
# GAMBLES STORES

## HIAWATHA "ACE" Issues

This issue should have been produced by the FEDERAL CARTRIDGE CO. and was probably produced in the 1950's

- S-1 .22 SHORT. Yellow and brown box with white, brown and black printing. One-piece box with end flaps. No product code. "A-7" his on a brass case. Lead bullet.
- L-1 .22 LONG. Yellow and brown box with white, brown and black printing. One-piece box with end flaps. No product code. "A-7" h/s on a brass case. Lead bullet.
- LR-1 .22 LONG RIFLE. Yellow and brown box with white and brown and black printing. One-piece box with end flaps. No product code. "A-7" h/s on a brass case. Lead bullet.
- LR-2 .22 LONG RIFLE (HOLLOW POINT). Same as LR-1 except for hollow point wording on top.

### Bottom



# GAMBLES STORES

## HIAWATHA "ACE" Early 1962 Issues

S-1



L-1



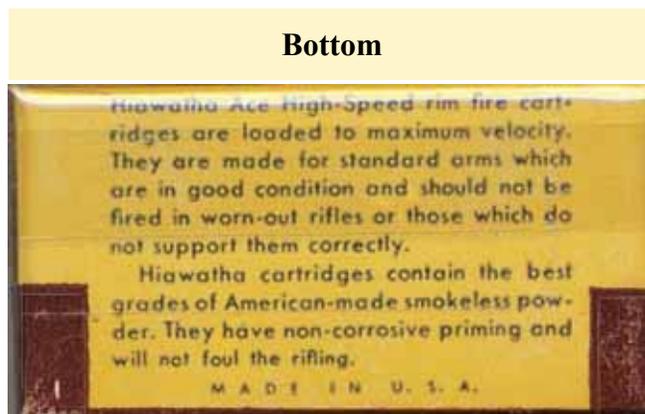
LR-1



LR-2



Bottom



# GAMBLES STORES

## HIAWATHA "ACE" Early 1962 Issues

In 1962, The Consumers Products Safety Commission mandated that all cartridges boxes carry a warning to children. To use up their inventory on hand a printed warning sticker was added to the top.

- S-1 .22 SHORT. Yellow and brown box with white, brown and black printing One-piece box with end flaps. No product code "A-7" h/s on a brass case. Lead bullet.
- L-1 .22 LONG. Yellow and brown box with white, brown and black printing. One-piece box with end flaps. No product code. "A-7" h/s on a brass case. Lead bullet.
- LR-1 .22 LONG RIFLE. Yellow and brown box with white and brown and black printing. One-piece box with end flaps. No product code. "A-7" h/s on s. brass case. Lead bullet.
- LR-2 .22 LONG RIFLE (HOLLOW POINT) Same as LR-1 except for hollow point wording on top

### Warning label variations.



# GAMBLES STORES

## HIAWATHA "ACE" Late 1962 Issues

S-1



L-1



LR-1



LR-2



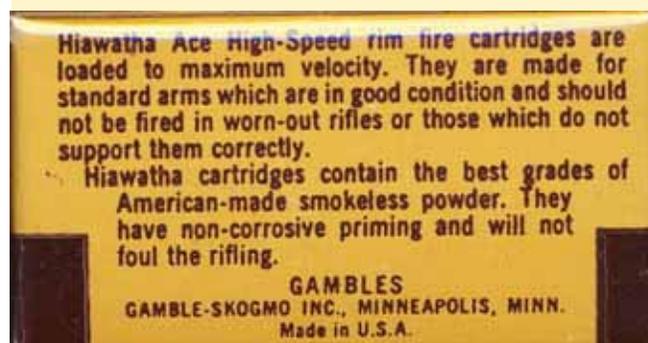
# GAMBLES STORES

## HIAWATHA "ACE" Late 1962 Issues

This box replaced that of the GS-3 probably in late 1962 or early 1963. It is basically the same box with the warning label now printed on the top.

- S-1 **.22 SHORT.** Yellow and brown box with white, brown and black printing. One-piece box with end flaps. No product code. Variations noted:  
(a) "A-7" h/s on a brass case. Lead bullet.  
(b) "F-8" h/s on a brass case. Copper-washed bullet
- L-1 **.22 LONG.** Yellow and brown box with white, brown and black printing. One-piece box with end flaps. No product code. "F-8" h/s on a brass case. Copper-washed bullet.
- LR-1 **.22 LONG RIFLE.** Yellow and brown box with white, brown and black printing. One-piece box with end flaps. No product code. "F-8" h/s on a brass case. Copper-washed bullet.
- LR-2 **.22 LONG RIFLE (HOLLOW POINT).** Same as LR-1 except for hollow point wording on box.

### Bottom



# GAMBLES STORES

## "WILD GAME" Issues

S-1



L-1



LR-1



LR-2



# GAMBLES STORES

## "WILD GAME" Issues

It is not known when these were issued, but probably in the 1970's. This issue was a private label from the FEDERAL CARTRIDGE CO..

- S-1 **.22 SHORT**. "HIGH SPEED". Red, white and black box with black and white printing. One-piece box with end flaps. No product code "F-8" h/s on a brass case. Copper-washed bullets. Variations noted:
- (a) "A" bottom, plastic tray.
  - (b) "B" bottom, plastic tray.
- L-1 **.22 LONG**. "HIGH SPEED". Red, white and black box with black and white printing. One-piece box with end flaps. No product code. "F-8" h/s on a brass case. Copper-washed bullets. "A" bottom. Variations noted:
- (a) Low plastic tray.
  - (b) High plastic tray.
- LR-1 **.22 LONG RIFLE**. "HIGH SPEED". Red, white and black box with black and white printing. One - piece box with end flaps. No product code. "F-8" h/s on a brass case. "A" bottom. Variations noted:
- (a) Low plastic tray. Copper-washed bullets.
  - (b) High plastic tray. Copper-washed bullets.
  - (c) High plastic tray Lead bullets.
- LR-2 **.22 LONG RIFLE (HOLLOW POINT)**. "HIGH SPEED". Same as LR-1, except for the hollow point wording on top. Variations noted:
- |   |            |
|---|------------|
| (a) Low plastic tray. Copper-washed bullets.  | "A" bottom |
| (b) High plastic tray. Copper-washed bullets. | "A" bottom |
| (c) High plastic tray. Copper-washed bullets. | "B" bottom |
| (d) High plastic tray Lead bullets.           | "A" bottom |

"A" Bottom



"B" Bottom



# GAMBLES STORES

## "STAR BRAND" Issues

S-1



L-1



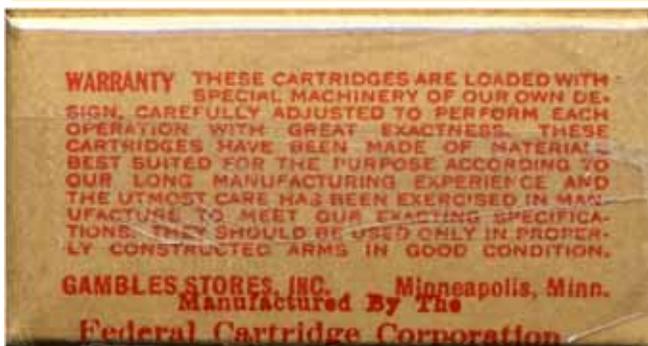
LR-1



"A" Bottom



"B" Bottom



# GAMBLES STORES

## "STAR BRAND" Issues

These boxes have been moved from the UNCLASSIFIED MISC. section. No information is available at the present time. These boxes were issued for the GAMBLES ANNIVERSARY SALE .

- S-1 .22 SHORT. "STAR BRAND". White box with red printing. One-piece box with end flaps. No product code. No h/s on a copper case. Lead bullet. Variations noted:  
(a) "A" Bottom  
(b) "B" Bottom
- L-1 .22 LONG. "STAR BRAND". White box with red printing. One-piece box with end flaps. No product code. No h/s on a copper case. Lead bullet. "A" bottom.
- LR-1 .22 LONG RIFLE. "STAR BRAND". White box with red printing. One-piece box with end flaps. No product code. No h/s on a copper case. Lead bullet. "A" bottom.

# WARNING

## REAL

**TOP**  
THUMB-CUT  
Darker paper



**BACK** Just states  
"STAR BRAND"  
Gamble's Anniversary Sale



## REPRODUCTION

**TOP**  
NO THUMB-CUT  
Very white paper



**BACK**  
States that it is a **REPRODUCTION**  
These boxes hold very little collector value

