

ANNOUNCING . . .

# NEW PETERS

# 22

# CARTRIDGES

WITH . . .



These amazing new cartridges will bring a new, big demand from hunters and shooters. Heavy national advertising in leading magazines will be directed to your customers throughout the year. Stock up now and get set for the biggest "22" year you have ever had!

## NEW BULLET FEATURES:

- Bright, distinctive golden color
- Cleaner to handle
- Special composition plating provides hard, smooth bullet surface
- Protection from extremes of heat and cold
- Won't collect lint or grit
- Ideal for small game and pests
- Redesigned Hollow Point bullets give more uniform mushrooming
- Plus the flat trajectory, smashing knockdown power and exclusive "Rustless" priming features of famous Peters "High Velocity" sporting ammunition

Dealer counter cards and window banners featuring new Peters "High Velocity" 22's are now available. Address requests for counter cards and banners to: Sales Promotion, Peters Cartridge Division, Remington Arms Company, Inc., Bridgeport 2, Conn.



## ALL NEW PACKAGING:

Bright, attractive packages feature the new Peters "High Velocity" 22's with "golden" bullets



Available in:

- 22 Short, 22 Long, 22 Long Rifle
- 22 Short Hollow Point
- 22 Long Rifle Hollow Point

## PETERS PACKS THE POWER!

"High Velocity," "Rustless," are trademarks of Peters Cartridge Division, Remington Arms Company, Inc., Bridgeport 2, Conn.

