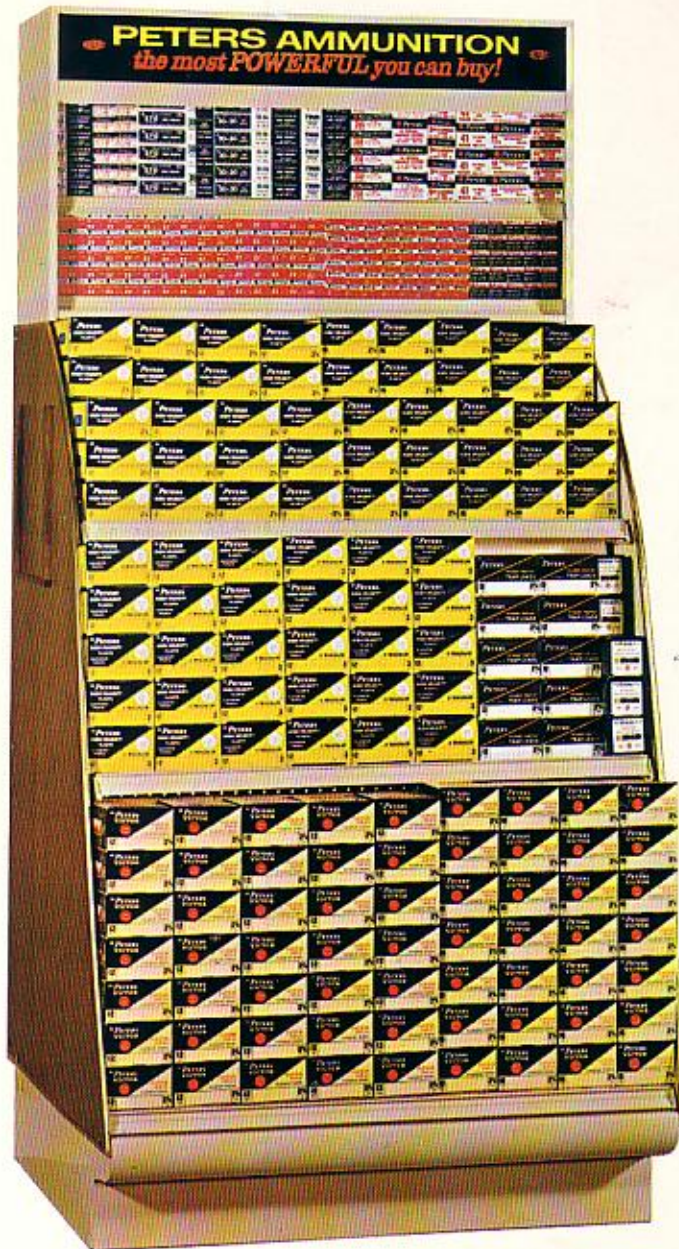


What do dealers say about the Peters Ammunition Selling Centers?



AMMUNITION SALES UP

20%

The Ammunition Selling Center is the most successful innovation in ammunition merchandising.

And a survey of every dealer who has one proves it.

The average sales increase reported was a whopping 20%.

What does the Selling Center do that creates this extra business? Plenty!

It lets you attractively display all types of ammunition — shotshell, centerfire and 22.

It lets your customer do his own selecting. (So you can devote your time to slower-moving items.)

It comes in two amazingly efficient sizes. The larger one (74" x 36" x 24") holds up to 39 cases of ammunition in 6 square feet of floor space. The smaller one (61" x 24" x 18") holds up to 16 cases in just 3 square feet of floor space.

Want to boost *your* ammo sales? Order your Peters Selling Center today. Your Peters wholesaler has full details.

PETERS 