

News Release

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REMINGTON-PETERS INTRODUCES
SAFETY COLOR CODING FOR
ALL 20 GAUGE SHOT SHELLS

Remington Arms Company, Inc., has announced that all Remington-Peters 20 gauge shotgun shells will now have yellow, color-coded bodies to insure positive visual contrast between 12 and 20 gauge shells.

In the past, colors of shot shell bodies have served primarily decorative and brand identification purposes. However, many shooters own and use shotguns of more than one gauge, and 20 gauge shells can sometimes be mistakenly mixed with 12 gauge shells. Consequently, Remington-Peters has introduced the bright yellow color on all 20 gauge shot shells to make them immediately recognizable as such and to reduce the possibility of their being loaded in shotguns of larger bore.

All Remington 12 gauge shells will continue to be colored the traditional Remington green and all Peters 12 gauge shells will retain their well-known blue color.

NEW "ALL AMERICAN" 12 GAUGE
TARGET LOADS NOW AVAILABLE
FROM REMINGTON-PETERS

When the Remington Arms Company, Inc., developed the first plastic-body shotgun shells in 1960, it started a trend of continuing improvement in shot shell design that is still going on. A typical example of this was Remington's introduction, in 1963, of "Power Piston," the first one-piece, plastic wad column and shot container. This innovation alone created a dramatic improvement in the range and patterning performance of shot shells for field and clay target shooters alike.

Now Remington-Peters is introducing new and improved 12 gauge target loads. Called "All American," these new loads will be available with No. 9 shot for skeet shooters and No. 7½ and No. 8 shot for trap shooters.

A key feature of the new shells is a locked-in, one-piece, solid plastic base wad whose design aids in faster, more completely uniform ignition and whose strength increases even further the inherent reloadability of the strong, plastic shell bodies.

Since the Remington-Peters "Power Piston" wad column is the lightest used in any shot shells made, new "All American" loads offer clay target shooters maximum velocity with no increase in recoil. Loaded with Remington-Peters extra hard shot, these new shells promise to set new performance standards at all clay target distances. They will be available in January, 1968.