

THE PETERS CARTRIDGE CO.,

WITH 1901
CINCINNATI, U.S.A.

EASTERN BRANCH: 80 CHAMBERS ST. NEW YORK.



A HIGH GRADE, RICH CHERRY-COLORED SHELL. HIGH BRASS REINFORCEMENT, BATTERY CUP, PETERS NO. 3 PRIMER, LOADED WITH KING'S SMOKELESS, HIGHEST VELOCITY, EVEN PATTERN.



MEDIUM GRADE. A BEAUTIFUL GREEN SHELL LOADED WITH KING'S SMOKELESS. A PERFECT LOAD FOR TRAP OR FIELD.



ANY TRAP SHOOTER OR HUNTER NOW USING BLACK POWDER SHOULD TRY THE REFEREE. LOADED WITH KING'S SEMI-SMOKELESS POWDER. IT HAS ALL THE ADVANTAGES OF SMOKELESS AND COSTS BUT A TRIFLE MORE THAN BLACK POWDER LOADS.



THE KING OF ALL BLACK POWDER LOADS. THEY ARE LOADED WITH SPECIALLY SELECTED MATERIAL AND ARE UNEXCELLED.

Peters Loaded Shells.



THESE handsome shells are shown in fac-simile and briefly described on the first page. They are made of carefully selected materials well finished thoroughly waterproofed and not excelled in either appearance or quality.

THE PRIMERS

Are sure fire and uniform. They are designed to give instant and regular ignition to the powders used in these different shells.

THE POWDER

Is manufactured especially to order; uniformity of strength, velocity and cleanliness being thus assured. The Black and Smokeless powder used, is each the best of its class. The Semi-Smokeless loads are furnished solely by this Company. They are worthy of the special attention of sportsmen who are interested in getting the greatest relative value for their money.

THE SHOT

Is made in our own Shot Tower, which being equipped with the latest and best of machinery, produces shot that can not be surpassed, if equaled, in solidity, roundness and finish.

THE WADS

Cut from elastic felt, manufactured by our selves, are especially designed to develop the full force of the powder charge, throw the shot with full, even pattern and light recoil and leave the gun barrels clean. The great variety of gun wads produced at our factories permits the selection of those best adapted to each particular line of loads.

THESE SHELLS

Are loaded by Peters Loading Machine. It is entirely automatic, works with great rapidity and its absolute accuracy and uniformity can not be equaled by the most careful and experienced hand-loader. It instantly reports on itself any variation in the shell, the wad, charge or pressure, so that mistakes in loading are impossible.

To this combination of selected materials loaded with unvarying accuracy, is due the well known merit and consequent popularity and wide-spread use of Peters loaded shells, at the Traps, in the Field and for every variety of shooting. They are

The Perfection of Ammunition.

*Peters
Cartridges*

LOADED WITH

King's
SEMI-
SMOKELESS
Powder

HOLD THE WORLD'S RECORDS.

A FULL LINE OF THIS AMMUNITION
FOR RIFLE, REVOLVER AND PISTOL.

— **AMMUNITION OF TODAY** —

A FEW OF MANY RECENT VICTORIES

**W
O
N**

Indoor Rifle Championship for United States,
1898, 1899, 1900, 1901.

Interstate Rifle Match, Sea Girt, N. J., 1900.

Interstate Regimental Team Match, Sea Girt,
N. J., 1900.

Allcomers' Military Match, 1900.

New Jersey Rifle Ass'n Trophy Match, 1900.

Winchester Match, Sea Girt, N. J., 1900.

Revolver Reentry Match and Revolver Team
Match, Sea Girt, N. J., 1900.

AMMUNITION LOADED WITH

*King's Semi-Smokeless
Powder.*

MADE HIGHEST SCORES IN

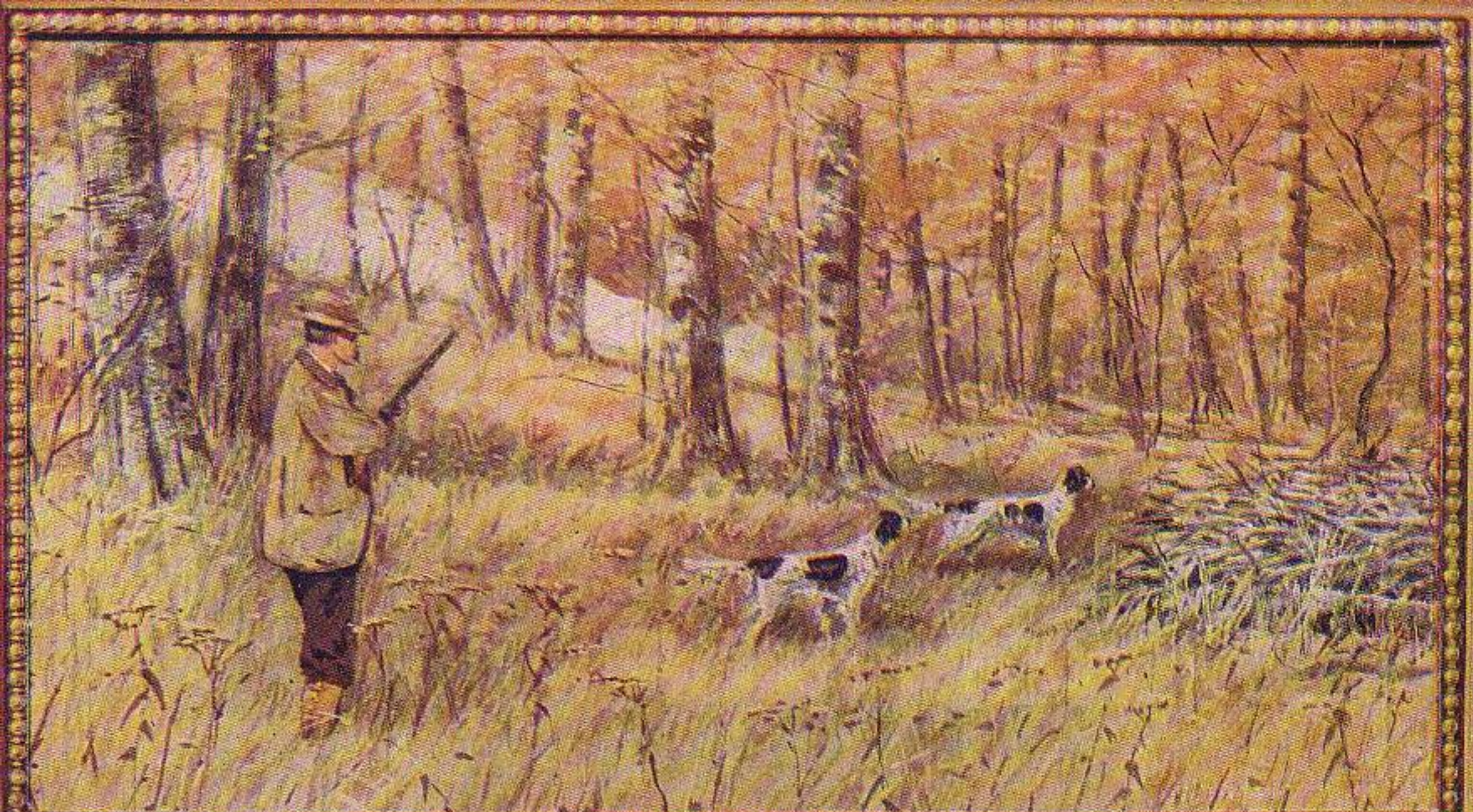
INTERNATIONAL Revolver Match (America vs. France), 1900. Won the Wimbledon Cup Match (30 shots at 1000 yards), 1900. The Rifle Championship for Greater New York and vicinity (100 shots at 200 yards), 1899-1900.

The above wonderful records tell the whole story of unequaled accuracy, velocity, trajectory and uniformity.

These Cartridges Never Deteriorate.

They shoot with little noise and slight smoke, and can be used for a day at a time without the necessity of cleaning the gun. **Peters Cartridges** have been tested, adopted and are now

==== **USED BY THE WORLD'S EXPERTS.** ====



HE USES PETERS SHELLS.