

Peters Referee Shells

LOADED WITH
King's Semi-Smokeless



The Greatest Field Shell on the market, combining the best qualities of both Black and Smokeless Powders. A sure money maker for the Retail Dealer.

THE PETERS CARTRIDGE CO.

*Manufacturers of
Pistol, Rifle and Shot-Gun Ammunition,
CINCINNATI, OHIO, U. S. A.*

Eastern Department, 98 Chambers St., New York.

SPECIAL POINTS OF THE

Referee

For the Shooter:

Semi-Smokeless gives as high velocity as Smokeless and is as clean in the gun.

It gives as low breech pressure (which means bursting strain) as black powder.

It costs but 5c more per box of 25 shells than black.

Many shooters want something better than black powder, but do not care to pay the price for smokeless: The *Referee* fills the bill.

For the Retailer:

At 5c more per box of 25 shells he makes a larger profit than on black powder shells.

It is a specialty with him. No competitor handling other goods can furnish the *Referee*. The shooter must come to the dealer handling Peters for re-orders.

It satisfies his customers, makes trade and holds it.

Equivalent Loads:

Remember that $2\frac{3}{4}$ drams Semi-Smokeless is as strong as 3 drams of black powder. This has been repeatedly proven in scientific tests.

The $2\frac{3}{4}$ -dram *Referee* load should be sold at retail for 5c more per box of 25 than the 3-dram black, and the heavier loads in the same ratio.

The Peters Cartridge Co.

*Manufacture all
the Numerous Styles and Qualities of*
**RIM AND CENTRAL FIRE
CARTRIDGES**

Demanded by the Trade.

ALL the regular Metallic Cartridges are loaded exclusively with King's Semi-Smokeless Powder. *Not a grain of black powder is used behind a bullet.* Semi-Smokeless is exceedingly clean, quick, of high velocity, great power and low breech pressure. It does not strip the ordinary lead bullet and gives greatest accuracy and uniformity, generating but little smoke and no unpleasant gas.

These cartridges may be shot almost continuously without cleaning the gun, obscuring the vision or affecting the accuracy, making it the ideal ammunition for shooting galleries and causing its adoption in the best galleries as well as in the outdoor ranges of the United States.

They excel also for big game, long and short range shooting. In the International Cable Contest between France and America they made best scores, both for long and short range. They hold the World's Revolver Record, and have for seven consecutive years won the Indoor Rifle Championship.

The Standard Smokeless Rifle Powders are also used, and both the regular and high-pressure smokeless cartridges of this make, with full jacket and soft point bullets, have been especially commended by the World's greatest marksmen.

In the Interstate Military Rifle and Revolver Contest of 1904 at Sea-Girt and Creedmoor they won over 50 per cent. of all the prizes in open events.

Peters Cartridges

LOADED WITH
• KING'S SEMI-SMOKELESS •



Have revolutionized

PISTOL,



REVOLVER

and **RIFLE** Shooting.



• ALL THE STANDARD ...
SMOKELESS RIFLE POWDERS USED.

THE PETERS CARTRIDGE CO.

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NEW YORK.*

