

# Now ShurShot® 250-round cases come in two gauges, two shot sizes.

New 250-round cases. They help you find new "case customers." Bold dove/quail side-panel graphics create new "ShurShot" brand awareness.

Put more payload in every pattern with ShurShot.

Big 3-dimensional easel display. It calls out plenty of good reasons for your customers to move up to Remington "ShurShot" shells.

More ways to sell them "ShurShot." Now these faster-moving 250-round cases come in two 12-gauge and two 20-gauge shot sizes. Check the chart on the back.



Remington   
**FIRST IN THE FIELD**





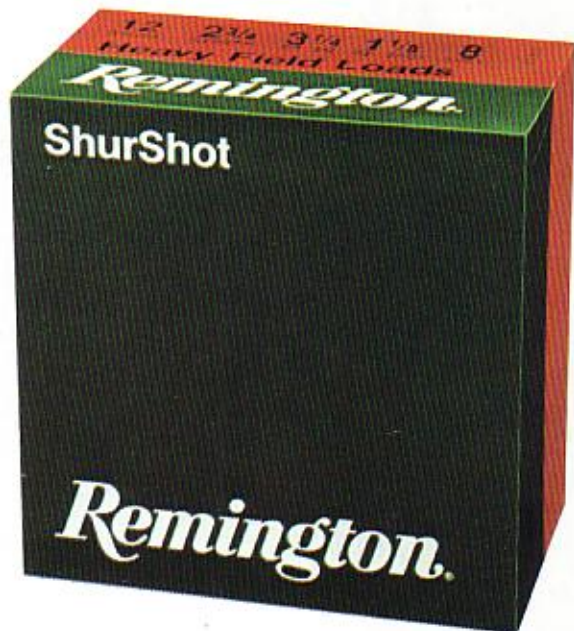
With "ShurShot," your customers get more payload in every pattern; you get more profit in every box.\*

This attractive easel is perfect atop your "ShurShot" floor display, or anywhere in your store. It points out the features that make "ShurShot" shells the outstanding ammunition value in upland game hunting.

Ask your Remington distributor for this easel or write direct to Remington. It is yours at no charge.

The "ShurShot" half-case lets you sell a "case" of ammunition to customers who may never have considered buying a full case before. And our 10-box unit gives you the option of setting a special "case price" as an added incentive to buy. Not only are these cases about half the cost of full cases, they're half the weight—about 25 pounds—for easier handling.

Be sure to specify 250-round cases when ordering from your Remington distributor (check the chart for the proper order number).



Through this new "ShurShot" merchandising program, your store gets a fresh, new look that will get more Remington 12- and 20-gauge product out your door. One more way we're working to keep all of us "First in the Field."

#### ORDER NUMBERS & SPECIFICATIONS

Order Number	Gauge	Shell Length	Powder Equiv. (dr)	Oz. of Shot	Shot Size
R12H-7 1/2/250	12	2 3/4"	3 1/4	1 1/8	7 1/2
R12H-8/250	12	2 3/4"	3 1/4	1 1/8	8
R20M-7 1/2/250	20	2 3/4"	2 1/2	1	7 1/2
R20M-8/250	20	2 3/4"	2 1/2	1	8

Contact your Remington distributor now to be sure you have "ShurShot" shells in the 12- and 20-gauge 250-round cases for the dove and quail seasons in your area.

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