

Remington unleashes a new kind of hyperformance.
To hype your rimfire sales.

VIPER 22



THE VIPER 22 DIFFERENCE SHOWS. ON THE FIRING LINE, AND YOUR BOTTOM LINE.



Watch out for the "Viper," the first hyper-velocity 22 ever made with a solid, truncated-cone, copper-coated bullet.

The new "Viper" 22 comes packed with extra sales power, thanks to a near-magnum muzzle energy and higher retained energy downrange.* At longer ranges.

This exciting new Remington rimfire cartridge gives your shooting customers all the accuracy and high performance they need for great small-game hunting. Or super plinking.

With its standard Long Rifle case and an exclusive "Copper-Lokt" bullet coating, the new "Viper" 22 is



one of the easiest-chambering, smoothest-shooting 22 you can sell.

But perhaps best of all, this game-getting, target-hitting hyperperformer actually costs less than other high-performance 22s. And the less they cost you, the easier they'll be to sell.

Get ready to stock the newest hyper-performance 22: the "Viper." Check with your Remington distributor or with us directly, at the address below.

"Viper" 22—Ballistics & Specifications

*Compared with our "High Velocity" 22s.

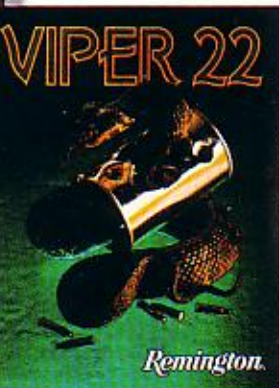
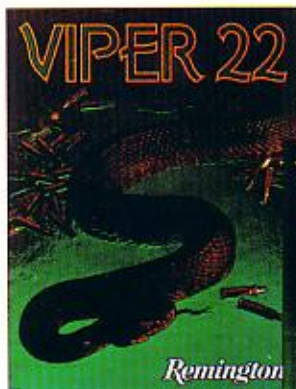
Order No. (50-packs)	Cartridge Size	Bullet Style	Weight (grains)	Velocity (fps) Muzzle	100 yds	Energy (ft-lbs) Muzzle	100 yds	Mid-Range Trajectory (100 yds.)
1922	Long Rifle	Truncated Cone, Solid	36	1410	1056	159	89	3.1"

"Viper" 22 boxes make one surefire point-of-sale display. Just take any four 500-round "bricks" and stack them like this. The result is a real stopper.



Use this newspaper ad slick (below) to tell your customers that you now have the "Viper" 22 in stock.

You'll get the "Viper" 22 idea out fast when you put up a poster. Available in two styles, these dramatic 19" x 25" posters are printed on heavy stock. They're yours for the asking; so ask for VP-1 (left) or VP-2 (below). Or get both.



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Remington. REMINGTON-UMC
FIRST IN THE FIELD

REMINGTON UNLEASHES THE FIRST HYPERPERFORMANCE "VIPER" 22. AND IT'S AVAILABLE HERE, NOW.



Compared with "High Velocity" 22s, the new "Viper" delivers near-magnum muzzle energy and higher retained velocity downrange. At longer ranges. It has all the accuracy and performance you need for great small-game hunting. Or super plinking.

Best of all, these "hot" new 22s actually cost less than other high-performance 22s. Try out a box or two—the "Viper" 22 makes a difference you can even hear.



STORE NAME