

INTRODUCING REMINGTON'S 1986 SHOTSHELL REBATE

HERE ARE THE DETAILS ON HOW TO INCREASE YOUR SALES DURING THE 1986 UPLAND AND SMALL GAME HUNTING SEASONS.



THE PRODUCTS.

- "Dove/Quail" Loads 12, 16 and 20 gauge. Order numbers:

DQ12-8	12 ga.	#8 shot
DQ16-8	16 ga.	#8 shot
DQ20-8	20 ga.	#8 shot
DQ12-7½	12 ga.	#7½ shot
DQ16-7½	16 ga.	#7½ shot
DQ20-7½	20 ga.	#7½ shot

- "Rabbit/Squirrel" Loads 12, 16 and 20 gauge. Order numbers:

RS12-6	12 ga.	#6 shot
RS16-6	16 ga.	#6 shot
RS20-6	20 ga.	#6 shot

Our 1986 consumer promotion will help move these Remington products off your shelves fast! Don't miss this great opportunity. Stock up now.

THE OFFER: BUCKS OR A BUCKLE.

Your customers can choose either a cash rebate or handsome new Remington belt buckle when they purchase Remington Dove/Quail or Rabbit/Squirrel loads.

THE DETAILS:

With proof of purchase from a maximum

of 10 boxes, the consumer can get a 50¢ per box cash rebate up to a rebate limit of \$5.

OR

With proof of purchase of 6 boxes, the consumer can get a FREE Remington belt buckle (retail value \$5.95).

There is a maximum of one cash rebate or belt buckle per family or address.

THE BUCKLE: "REMINGTON COUNTRY"

This is a brand new design featuring a handsome elk, sculpted for us by Sid Bell. It is available only from Remington Arms Company, Inc.

Consumers who wish to purchase extra buckles can do so by sending \$5.95 to the address shown on the official Shotshell Rebate coupon. (Your dealer price is \$36 per dozen. Order E-84561).

THE PROCEDURE:

To receive the cash rebate or Remington buckle, each qualifying claim must include:

- Official 1986 Remington Shotshell Rebate Coupon.

- Dated, store-identified cash register receipt, with price paid circled.

- Both inside top flaps from each box of qualifying shotshell purchased.



THE TIMING: PEAK SEASON.

This Remington Shotshell Rebate offer applies to retail purchases made July 31 through September 28, 1986. Claims must be postmarked on or before October 17, 1986. Sorry, no rainchecks will be accepted.

ADVERTISING:

Ad slicks are provided for the products in the promotion. Retail advertising of this promotion is covered under the 1986 Remington Retail Co-Op Advertising Program. For details contact: Remington Co-Op c/o The Advertising Checking Bureau, Inc., P.O. Box 20334, Orlando, FL 32814. Or call 1-800-523-1781.

Order a good supply of Remington Dove/Quail and Rabbit/Squirrel loads. Order now to have stock on hand for this special promotion. It begins July 31.

Remington



CHOOSE BUCKS OR A BUCKLE

WITH REMINGTON® RABBIT/SQUIRREL SHOTSHELLS



50¢ PER BOX REBATE
(UP TO \$5 ON 10 BOXES).

OR

FREE \$5.95 REMINGTON
BELT BUCKLE
ON 6 BOXES.

Load up now on Remington Rabbit/Squirrel shotshells
and get rebates of 50¢ per box up to \$5.

Or, get a handsome Remington belt buckle absolutely free.

Come on in and see us for the details.

But hurry — offer ends September 28, 1986.

(Store name and address)

To the dealer:

Here are two ads that will bring upland and small game hunters to your store. Just personalize them with your store's name and address and run them in your local media. The special offers will do the rest. Advertising for these Remington products is covered under the 1986 Remington Retail Co-Op Advertising Program. Call 1-800-523-1781 for full details.

To claim your reimbursement, just complete the form below and send it, together with a full-page tear sheet of your ad; newspaper invoice showing date, size and cost of ad; and a copy of distributor invoice(s) for your 1985 purchases of Remington brand ammunition products to:

REMINGTON CO-OP

c/o The Advertising Checking Bureau, Inc.
P.O. Box 20334, Orlando, FL 32814

Dealer Name: _____

Address: _____

City: _____ State: _____ Zip: _____

This ad was run in: _____
(Media)

on: _____
(Date)

at a total cost of: \$ _____