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

VIPER 22
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-Loki" bullet coating, the new "Viper" 22 is one of the easiest-chambering, smoothest-shooting 22s you can sell.

But perhaps best of all, this game-getting, target-hitting performer 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*
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<tr>
<td>Order No. (50 packs)</td>
<td>Cartridge Size</td>
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<td>1921</td>
<td>Long Rifle</td>
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"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.

**Remington unleashes the first hyper-performance "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.

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