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 Reming-
ton 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 50c
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 Shot-
shell 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 Adver-
tising 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.
CHOOSE BUCKS OR A BUCKLE
WITH REMINGTON® RABBIT/SQUIRREL SHOTSHHELLS

50¢ PER BOX REBATE
(UP TO $5 ON 10 BOXES).
OR
FREE $5.95 REMINGTON
BELT BUCKLE ON 6 BOXES.

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 com-
plete the form below and send it, together
with a full-page tear sheet of your ad: news-
paper 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

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)