

LUBRICATION OF 22 RIM FIRE CARTRIDGES

Should you be asked, "Are Remington 22 Rim Fire Cartridges lubricated?", the answer is YES. Although this feature is not specially pointed out on the package, all Remington 22 Rim Fire Cartridges are lubricated. This special lubrication extends the accuracy-life of the rifle barrel.

REMINGTON TARGET THROWER HAS MANY "MERCHANDISING FEATURES"



Here are a few points you'll want to keep in mind in connection with the Remington Target Thrower:

1. It's an excellent "lead-in" item to guns and ammunition.
2. The Target Thrower is a small, inexpensive item — no big investment is required and there are no large inventory or storage problems.
3. The sale of a Target Thrower means repeat business — in shells, targets, perhaps guns.
4. It can be displayed on the counter to take advantage of store traffic. A display card comes with every package of Target Throwers (packed 3 Throwers to a carton). Display folds and fastens to handle of Target Thrower.
5. Every owner of a shotgun is a potential customer for a Remington Target Thrower. This hand trap provides real shooting fun—throws targets high, low, fast, slow — same action a shooter encounters in the field while hunting. Shooting "Blue Rock" targets with a hand trap is a year-round, four season sport . . . excellent for beginners and ideal for shooters who want to sharpen up their eyes prior to the hunting season.

A new sales aid featuring the Remington Target Thrower is available to dealers. It's a convenient size, designed for multiple-use as an envelope insert, self-mailer or for counter distribution. You can get a supply by asking for REMINGTON TARGET THROWER FOLDER, Form No. 55-110R.

NAMEPLATE PROMOTION STIMULATES RIFLE SALES



The Remington nameplate offer will help increase your rifle sales. Here's all you need do. Place the banner, shown above, in a conspicuous place near your gun display . . . so your customers can see it, and ask about it. When selling a Remington rifle to a customer, point out that he may personalize the rifle with an engraved nameplate — for the slight additional charge of only 25c. There is great sales appeal in this offer, for nameplates are generally associated with very fine custom-built guns. In some cases, this extra nameplate service can make the sale! To get one, here's all your customer need do:

1. Send 25c to Remington Arms Company, Inc., Sales Promotion Division, Bridgeport 2, Conn.
2. In his letter, include his name and return address.
3. State name to be engraved on nameplate.

As soon as the engraving is completed, the plate will be sent to your customer. Also included are two brads, along with instructions for securing the plate to the grip of the rifle. If you have not already received a nameplate banner, write to the Sales Promotion Division, Remington Arms Company, Inc., Bridgeport 2, Conn. We'll be glad to send you one — or as many as you can use.

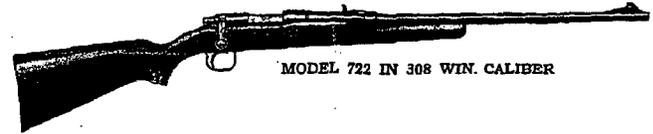
DUCK BLIND DE LUXE

When permanent, private duck blinds were banned on Iowa's Lake Odessa recently, one avid sportsman turned to aluminum for a "new look" in duck hunting. Using aluminum sheet, he built a deluxe floating blind equipped with two gas heaters, folding chairs and a 15 horsepower motor.

Feb - Advertising

Retail Merchandisers' Club
AN ORGANIZATION OF GO-BETTER SALESMEN INTERESTED IN SPORTING FIREARMS AND AMMUNITION
Bulletin
Vol. 15 No. 2
ARMY RESEARCH & Remington PETERS
BOSTON MASS

Just Announced . . . REMINGTON MODELS 721 and 722 BOLT ACTION HIGH POWER RIFLES NOW AVAILABLE IN 8 CALIBERS



MODEL 722 IN 308 WIN. CALIBER

Two new caliber cartridges have been added to the Remington Model 722; the 308 Winchester and the 244 Remington. Complete information on the 308 Winchester is given below; story on the 244 Remington is on page 3. List of calibers for the Models 721-722 is now as follows:

Model 721	Model 722
30-06 Springfield	222 Rem. 308 Win.
270 Win.	257 Roberts 244 Rem.
300 H & H Magnum	300 Savage

The Model 722 chambered for the 308 Winchester cartridge is now available for immediate shipment. Prices and specifications remain the same as in the Model 722 chambered for the 257 Roberts cartridge and listed in our current price catalog of February 1, 1955.

Sales history has proven that both the Model 721 and 722, with such outstanding features as their fine, smooth, rugged action and exceptional triggers have been welcomed by big game and varmint rifle shooters everywhere.

The new caliber is a "natural" for the Model 722 rifle, which retails at the suggested price of \$82.80 for the standard grade and is equal to or surpasses many higher priced bolt action center fire rifles. The Model 722 in 308 Winchester caliber also has a decided price advantage over many other center fire rifles. We suggest you move in on this sales opportunity immediately by placing your orders now.

NEW 308 WINCHESTER CALIBER CARTRIDGES WITH EXCLUSIVE REMINGTON AND PETERS FEATURES

The 308 Winchester caliber cartridge is now available in the famous Remington and Peters lines of big game center fire rifle ammunition.

The 150 grain and 180 grain bullets are built in the accurate, hard-hitting, game-getting Remington "Core-Lokt" and Peters "Inner-Belted" Pointed Soft Point types for greater knockout power. These bullets are used for hunting such big game as: deer, elk, black bear and mountain lion. The 110 grain bullet, designed for higher speeds, is furnished in the ballistically proven Pointed Soft Point style.

Description

- 180 gr. Remington "Core-Lokt" (Peters "Inner-Belted") Pointed Soft Point
- 150 gr. Remington "Core-Lokt" (Peters "Inner-Belted") Pointed Soft Point
- 110 gr. Remington and Peters Pointed Soft Point

Velocity Figures in feet per second

	Muzzle	100 yd.	200 yd.	300 yd.
180 grain	2610	2390	2170	1970
150 grain	2860	2570	2300	2050
110 grain	3340	2810	2340	1920

These new items are available for immediate shipment. Hunting seasons are fast approaching; place an order for your requirements now.

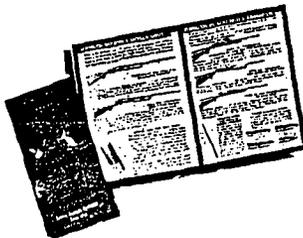
PUBLISHED BY SALES PROMOTION DIVISION, REMINGTON ARMS COMPANY, INC., BRIDGEPORT, CONN.

ADVERTISING STREAMERS AVAILABLE ON "ROCKET" AND "THUNDERBOLT" 22 CARTRIDGES

Right now is a good time to promote the sale of Remington "Rocket" or Peters "Thunderbolt" 22 cartridges. To help you, we have prepared two very colorful, hard-hitting and hard-selling advertising streamers; one for Remington "Rockets" — the other for Peters "Thunderbolts." These sales aids are real attention-getters, they're printed in four colors and measure a convenient 2x22 inches. Streamers were designed for multiple use . . . on your store windows, shelves, counters, walls, pillars, in fact almost any place your customers can see them. Both ends are tipped with an adhesive which makes it easy to place them in any spot you like.

On vacations, many of your customers will want to take a 22 rifle and cartridges along to do some plinking. Let your customers know you handle these new cartridges by displaying the streamers in your store. Suggest they take a few boxes of "Rockets" or "Thunderbolts" along for some real shooting fun. If you would like a few of these attractive streamers, just let us know which ones you would like — Remington "Rockets" or Peters "Thunderbolts," and how many. Send your request to Sales Promotion Division, Remington Arms Company, Inc., Bridgeport 2, Connecticut.

REMINGTON FULL-LINE FOLDER OFFERED



Shotguns, Rim Fire and Center Fire Rifles, plus ammunition, are described and illustrated in a new attractive folder. Copy is brief, for quick at-a-glance reading, and it's a convenient size to be used as an insert to be sent out with monthly billings. Good use can also be made of this sales aid as a counter giveaway. If you would like a supply of these folders, just let us know how many you can use. Order them by specifying REMINGTON "FULL-LINE" FOLDER, Form No. 54-115R.

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WANT TO SELL MORE "ROCKETS" AND "THUNDERBOLTS"? Here's The Key . . .



Dealers all over the country report "Rocket" and "Thunderbolt" 22 cartridges are selling like hot cakes. We checked with a number of dealers and here's what they say is the key to volume sales:

These new cartridges are "impulse buying" items — they sell on sight! The dispenser should be out in front on the counter to take advantage of store traffic. In other words, if your customers can see them—you'll sell them! If these cartridges are tucked away on a shelf, placed under the counter or otherwise obstructed from view, sales are lost. Every dealer who does a volume business with "Rockets" and "Thunderbolts" agrees that the place for these new cartridges is on the counter . . . that's where it counts. If you're not getting your share of this 22 business, try placing the dispenser where your customers can see the cartridges. Remember, if your customers can eye-'em . . . they'll buy-'em!

"Rocket" and "Thunderbolt" cartridges have a special composition bullet that disintegrates upon impact with a steel backstop. Unique combination of properties in composition bullet gives the shooter a bullet with solid strength yet high frangibility. These new cartridges have extra speed — over 1600 feet per second. They're fine for plinking as mid-range accuracy of cartridges is excellent.

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The person who makes a dream come true hasn't been asleep.



NEW TEAM...REMINGTON MODEL 722 AND 244 REM. CARTRIDGE

Shooters have asked for a new center fire cartridge and rifle combination which would give them the same speed, accuracy and flat trajectory as the fast-selling 222 Remington medium range cartridge but in a larger, double-duty caliber . . . for extra long range varmint and bigger game shooting.

Remington research has answered this demand with the Remington Model 722 rifle chambered and designed for the 244 Remington caliber extra long range center fire cartridge. The new cartridge is available in two top performance bullet weights—75 grain and 90 grain Pointed Soft Point. Ballistic figures prove that the 75 grain varmint weight Pointed Soft Point bullet really begins to show off at those "way out" ranges. At 500 yards it delivers 55% more bullet energy than the 220 Swift, and with phenomenal accuracy! For larger game, such as deer and antelope, the 90 grain Pointed Soft Point bullet is remarkably effective for open long range shooting. Its tremendous speed and flat trajectory give the hunter a big advantage when squeezing off shots that have to cover long distances and still deliver knockdown wallop.

Model 722 Rifle — 244 Remington Caliber
The new rifle that will give this new cartridge the send off it deserves is the Remington Model 722 in 244 Remington caliber, of course! From its crisp match trigger to its precision-bored special weight 26" barrel, the Remington bolt action, high power Model 722 meets all requirements for an accurate long range varmint and game combination.

The Model 722 rifle in 244 Remington caliber has the same specifications as the Model 722 in 222 Remington caliber now shown in our price list effective February 1, 1953, except for the magazine capacity of 4 and precision rifled special weight 26" barrel, chambered and designed for the new caliber. Suggested retail price, \$89.95.

GROWING POTENTIAL MARKET FOR SPORTING FIREARMS AND AMMUNITION

Did you know that out of a total of 52,800,236 households in the United States, 17,300,000 are shooter-households?

That 16,073,386 hunting licenses were issued in the last fiscal year?

And there are an estimated 5,000,000 additional shooters engaged in rifle shooting, trap and skeet, plinking, or hunting that do not require a license?

There is a potential market of approximately 21,000,000 shooters — and this figure is increasing yearly. There has been a 151% increase in the last 20 years. The sporting firearms and ammunition market is big and it can be a profitable one for dealers.

NEW RECORD SET FOR PUBLIC USE OF NATIONAL WILDLIFE REFUGES IN 1954

National wildlife refuges continued to play an increasingly important part in the Nation's recreational picture during 1954, when a record-breaking total of 5,202,260 persons visited the areas, Secretary of the Interior Douglas McKay announced.

This public use of refuge areas in 1954 represents an increase of approximately 11 percent over the 1953 record of 4,686,909 visitors.

Public waterfowl hunting was permitted on parts of 32 refuges in the United States; upland and big game hunting was allowed on parts of 23 others. This amounted to 361,366 visitor-days for all types of hunting.

In the broadest sense, these refuges make their greatest contribution to the Nation's recreation in the production and protection of wildlife, particularly migratory waterfowl. They insure the perpetuation of the sport of wildfowling for several million hunters. The more tangible contributions the refuges make to recreation are the facilities available for fishing, camping, boating, picnicking, photography, nature study, and related uses.

MOST POPULAR DUCK

A study of returns from banding operations carried out since 1939 by Ducks Unlimited in the three prairie provinces of Canada reveals the Mallard as "Mr. Smith" of the waterfowl world. Authorities agree he is the "dominant sporting species of North American ducks." It is believed the streamlined Pintail is next most numerous, while a list of the other species in order of abundance might be as follows: Blue-winged Teal, Lesser Scaup, Shoveller, Baldpate, Canvasback, Green-winged Teal, Gadwall, Redhead, Ringneck, and Ruddy.

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Getting on is largely a matter of getting up each time you are knocked down.

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VACATION — a time when you give up good dollars for bad quarters.

MIDDLE AGE — when your wife tells you to draw in your stomach — and you already have.

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