

.22 Rim Fire Boxes
of the U.S.A.
ID. Reference



HERTER'S INC.
WASECA, MINNESOTA, UNITED STATES OF AMERICA

Created and Edited By
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2012

HERTER'S, Inc.

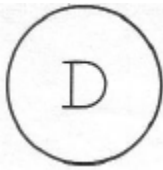





CONTRIBUTORS

THESE BOXES ARE FROM MY PERSONAL COLLECTION
ROGER HUEGEL

SPECIAL HERTER'S BULK BOX
RICHARD RAINS

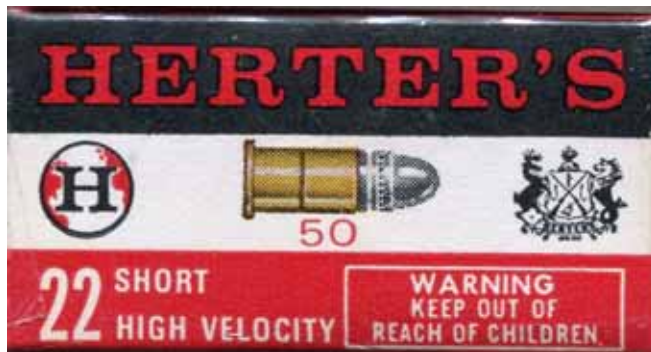
HEADSTAMPS (h/s)

Headstamp drawings courtesy of the RIMFIRE HEADSTAMP GUIDE by George Kass and Ron Merchant

D-5	GG-4	A-13
		
		

HERTER'S, Inc.
WASECA, MINN

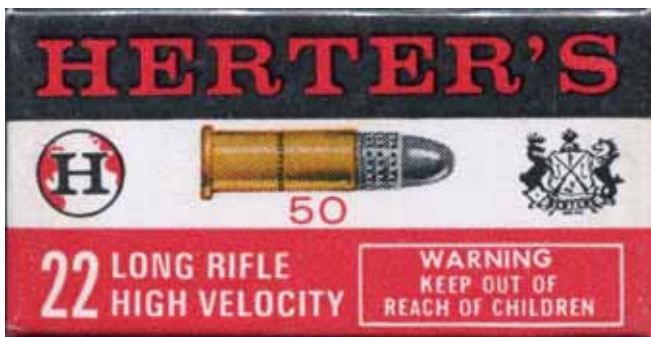
S-1



S-1 (BACK SIDE)



LR-1



LR-1 (BACK SIDE)



LR-2



LR-2 (BACK SIDE)



HERTER'S, Inc. WASECA, MINN.

This private label seller operated a catalog sales company that was started in 1937 by George Herter who took his father's dry goods store and turned it into a mail order outdoor goods store.. He later opened retail stores that inspired Cabela's and Bass Pro Shops and even Wal-Mart. They had their products produced for them by non-US manufacturers. These boxes were produced about mid-1970. Tops and bottoms are the same. Herter's went bankrupt in 1981 due to their sale of their duck decoy business to Cabela's.

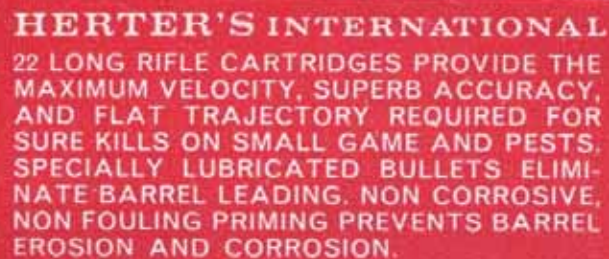
S-1 **.22 SHORT (HIGH VELOCITY).** Red, white and black box with red, white and black printing. One-piece box with end flaps. RF:87 product code on inside flap. "D-5" h/s on a brass case. Lead bullet. Produced by C.I.L. of Canada.

LR-1 **.22 LONG RIFLE (HIGH VELOCITY).** Red, white and black box with red, white and black printing. One-piece box with end flaps. RF:88 product code on inside flap. . Lead bullet. Variations noted:
(a) "D-5" h/s on a brass case. Produced by Dominion of Canada.
(b) "GG-4" h/s on a brass case. Produced by C.I.L. of Canada.

NOTE: This h/s was an error, as C.I.L. was also producing for GEVETOT of CANADA at the same time as these loads.

LR-2 **.22 LONG RIFLE (HOLLOW POINT).** Red, white and black box with red, white and black printing. One-piece box with end flaps. RF:88 product code on inside flap. . Lead bullet. "A-13" h/s on a brass case. This box was produced in Mexico by CARTUCHOS DEPORTIVOS DE MEXICO.

FRONT SIDE EXAMPLE



HERTER'S INTERNATIONAL
22 LONG RIFLE CARTRIDGES PROVIDE THE
MAXIMUM VELOCITY, SUPERB ACCURACY,
AND FLAT TRAJECTORY REQUIRED FOR
SURE KILLS ON SMALL GAME AND PESTS.
SPECIALLY LUBRICATED BULLETS ELIMI-
NATE BARREL LEADING. NON CORROSIVE,
NON FOULING PRIMING PREVENTS BARREL
EROSION AND CORROSION.

HERTER'S, Inc.
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TOP



BOTTOM



FRONT



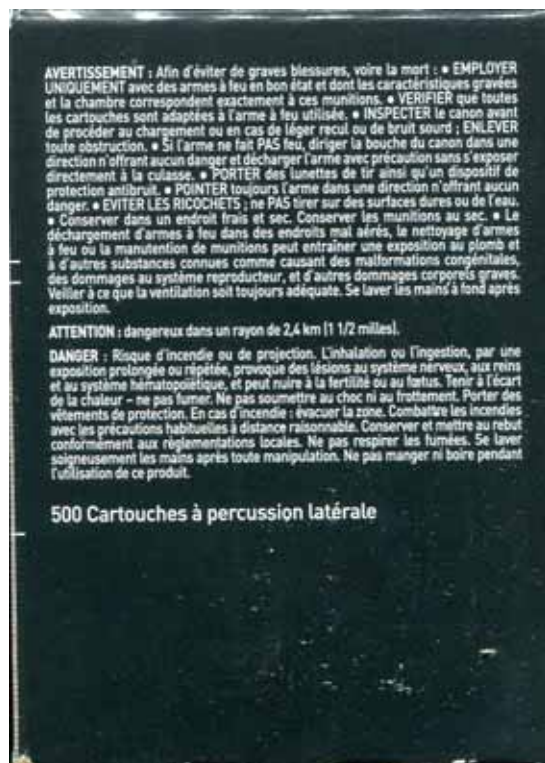
BACK



HERTER'S, Inc. WASECA, MINN.

Special production 500 rd. bulk Herter's Target box produced in 2019 for Cabela's. Believed to be manufactured by Winchester. 36 gr plated hollow point bullet. Brass case with new "22" h/s. Cabela's product code HRT22LR500.

SIDE 1



SIDE 2



Box photos from Richard Rains