

**.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*

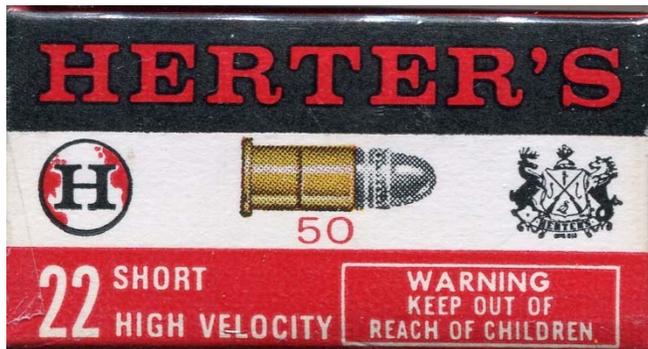
**HEADSTAMPS (h/s)**

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

D-5	GG-4	A-13
		
		

**HERTER'S, Inc.**  
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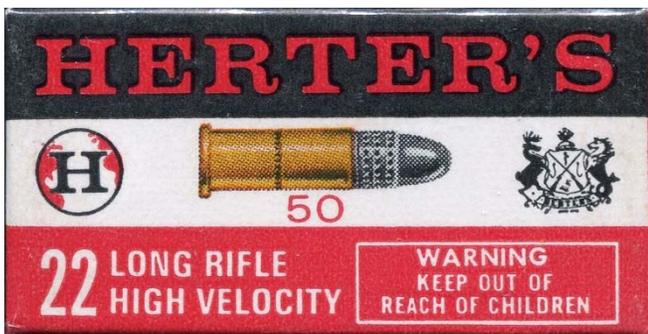
S-1



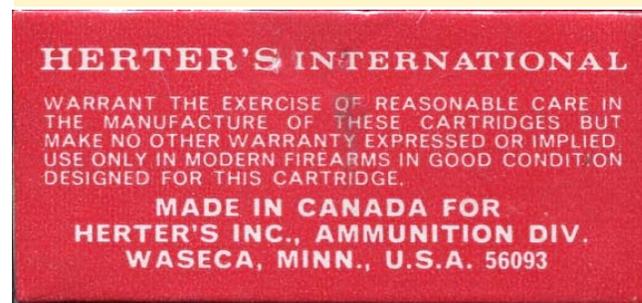
S-1 (BACK SIDE)



LR-1



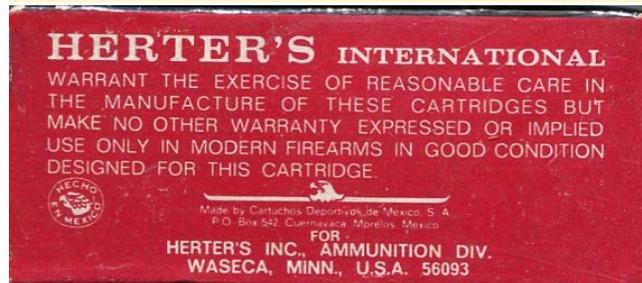
LR-1 (BACK SIDE)



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.