

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE



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"CONFINE YOUR LETTER TO ONE SUBJECT ONLY" _____

Ilion, New York
April 27, 1982

TO: C. B. WORKMAN
FROM: T. L. CAPELETTI *TC*
SUBJECT: NRA EXHIBITION - APRIL 2 - 4, 1982 - PHILADELPHIA CIVIC CENTER

I attended the NRA Exhibition on Saturday, April 3, 1982. My observations and comments about the Remington, competitor, and other exhibits are summarized below. In general, the Exhibition was a very worthwhile experience, providing an opportunity to obtain a good perspective on industry activity and competitive offerings. I recommend that we continue to send representatives from Firearms Research on a rotating basis to permit broad exposure by our personnel.

A. GENERAL COMMENTS

The Exhibition was extremely well attended, indicative of the great interest in shooting sports in the eastern Pennsylvania area. Regarding the exhibits, there were no startling revelations of new firearms or ammunition products. However, the industry was well represented, including all the major firearms, ammunition, handloading components, and optical system manufacturers. While production long guns were clearly a major factor, there was a significant amount of emphasis on handguns, law enforcement shotguns (except for the Remington exhibit), custom guns, limited editions, and etched and plated receivers.

Specific items relating to Remington current and future product development plans are as follows:

● Law Enforcement Shotguns

Significant displays of pump action, police riot shotguns were included in exhibits by Smith & Wesson, Ithaca, Mossberg, Savage, and U.S. Repeating Arms. In addition, Benelli displayed an autoloader riot shotgun. I do not recall that Remington had any of our M/870 Riot Guns on display.

- Hammer Forged Barrels

Regarding our plans for a new bolt action rifle, Fred Martin has proposed use of a hammer forged barrel, buffed without removing the hammer marks. We have discussed the advantages and disadvantages of this approach and expressed some concern about effect on accuracy. Mannlicher displayed rifles with hammer marks visible the entire length of the barrel. Their representative indicated that all Mannlicher rifles are finished that way.

- Hexagonal Receivers

Fred Martin has proposed use of a hexagonal receiver and chamber area on our new bolt action rifle. Several custom gun manufacturers had hexagonal receivers and full length hexagonal barrels on display, including Mannlicher, Wichita Arms, and Shilen Rifles, Inc.

- Stainless Steel or Plated Components

A number of our competitors are emphasizing use of stainless steel, chrome plated, or nickel plated components for applications to law enforcement or waterfowl guns. For example, Wichita Arms has a bolt action rifle with 17-4 PH stainless steel barrel, receiver, and bolt and the Mossberg Model 500 Security shotguns offer an optional electrolysis nickel plate on all functioning components.

- Waterfowl Shotguns

Smith & Wesson offers special versions of their pump and autoloader 12 Ga., shotguns which feature parkerized finish on receiver and barrel and black oxide finish on bolt and magazine cap for waterfowl hunting.

- Detachable Magazines for M/700's

There was a great deal of interest at the Mag-Con, Inc. booth displaying the Kwik-Klip detachable magazine boxes for Remington M/700's.

- Injection Molding

The Millett Industries display emphasized their line of injection molded metal sights. Tom Millett indicated that they are still experiencing startup problems with the scope mount line.

- Warning Statement on Barrel

Marlin firearms displayed the following warning rolled into the top of the barrel "WARNING Before Using Gun, Read Owners Manual For Safe Operation."

- Stock Copy Machine

Don Allen, Inc. exhibited a stock carving machine for small volume production which appears to be ideal for fabrication of research prototypes for field test programs. The machine is a completely manual operation, uses a standard small routing tool (eg. Black & Decker, Craftsman, etc. home routers), and is available in either single or two spindle designs. Don Allen indicated that the machines are available for immediate delivery. Cost is approximately \$10M for the single spindle machine and \$12.5M for the two spindle machine.

B. COMPETITOR DISPLAYS

- Remington

- Attractive display
- Emphasis on Model Four Limited Edition, M/700 Classic (.257 Roberts), Ducks Unlimited, and 22 Viper ammunition.
- Full line of firearms on display, except for M/870 Riot Gun
- Quality of display guns very good

- U.S. Repeating Arms

- Excellent display, separate from Winchester
- Emphasized "Winchester Licensee" and John Wayne Commemorative
- Full line of products on display; quality very good
- Exhausted supply of catalogs by Saturday morning, I signed up to have one mailed to my home address

- Smith & Wesson

- Excellent display
- Quality of products on display comparable to Remington's
- Full line of handguns, long guns, knives, and leather accessories on display
- Emphasis on handguns and law enforcement guns
- New products include 12 Ga., 3" Magnum "Waterfowler" shotguns in pump (M/3000) and autoloader (M/1000) with parkerized barrels/receivers and black oxide bolts/magazine caps

- Ruger

- Display adequate, but not outstanding
- Emphasis on handguns, Over/Under shotguns, International M/77 Carbine (Mannlicher stock), and single shot rifles
- No Mini-14's on display
- New models include the International M/77, Mini-14/5R with integral scope mounts, and Mark II .22 automatic pistols.

- Browning

- Good display
- Full line of products
- Quality of products on display comparable to Remington's
- No special emphasis; No new products indicated

- Colt

- Good display
- Emphasis on handguns and John Wayne Commemoratives; John Wayne dominated display
- Small display (4) of long guns, including the Sauer

- Winchester
 - Good display
 - Emphasized ammunition , but also displayed the Over/Under and Side-by-Side double barrel shotguns
 - Savage/Stevens
 - Good display
 - New products include pump action law enforcement shotguns with 18 $\frac{1}{4}$ " barrels
 - Marlin
 - Good display
 - Full line of products
 - Most interesting products were the 12 Ga. Goose and 10 Ga. Super Goose bolt action shotguns with 36" and 34" barrels , respectively. Both have 2-shot clip magazines. The 10 Ga. Super Goose weighs in at 10 $\frac{1}{2}$ lbs.
 - Ithaca
 - Display adequate , but not very attractive
 - Emphasis on law enforcement shotguns
 - New products include the Bear Stopper Security shotgun and the MAG-10 , autoloader 10 Ga. , 3 $\frac{1}{2}$ " Magnum shotgun (11 $\frac{1}{2}$ lbs.)
 - Mossberg
 - Good display
 - Full line of products on display
 - Emphasis on pump action "Security" shotguns with 18 $\frac{1}{2}$ " (6 shot) and 20" (8 shot) barrels
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- Mannlicher
 - Adequate display, but not very attractive
 - Most interesting features include use of hammer forged barrels buffed to maintain hammer marks the full length of the barrel, 5-shot rotary feed magazine box, and hexagonal receivers and barrels on custom models
- Stoeger Industries
 - Good display
 - Full line of products
 - Most interesting feature was milling of tapered dovetail slots on the Sako receivers to accommodate Sako scope rings. Sako also offers a carbine version with Mannlicher stock which is available this year in .222 Rem., .243 Win., .308 Win., .270 Win., and .30-06 calibers.
- Harrington & Richardson
 - Good display
 - Full line of products on display
 - New products include a Model 099 single shot shotgun, a Model 258 Handy Gun II single shot interchangeable barrel shotgun and rifle combination, a Model 176 single shot 10 Ga. slug gun, and a Model 5200 Sporter bolt action 22 rifle. Both the M/099 and the M/258 feature electrolysis nickel plate on barrel, receiver, trigger, and all internal parts.

C. SUGGESTED RETAIL PRICES - AUTOLOADER SHOTGUNS

● Remington Model 1100	-	\$469.95
● Smith & Wesson Model 1000	-	\$469.95
● Benelli Model SL121V	-	\$449.00
● Savage Fox Model FA-1	-	\$380.00

Note: All with ventilated rib barrel.

D. SUGGESTED RETAIL PRICES - PUMP ACTION SHOTGUNS

● Remington Model 870	-	\$368.95
● Smith & Wesson Model 3000	-	\$378.95
● Savage Fox Model FP-1	-	\$347.50
● Stevens Model 67-VR	-	\$184.50
● Stevens Model 79-VR	-	\$201.00

Note: All with ventilated rib barrel.

E. SUGGESTED RETAIL PRICES - LAW ENFORCEMENT SHOTGUNS

● Remington Model 870 (Plain Barrel)	-	\$304.95
● Smith & Wesson Model 3000 (Bead Sight)	-	\$304.95
● Benelli Model 121-MI (Autoloader)	-	\$499.00
● Savage Model 69-RLX	-	\$185.50
● Stevens Model 311-R	-	\$238.50

Note: Prices for Ithaca, Mossberg, and U.S. Repeating Arms not available at Exhibition.

F. SUGGESTED RETAIL PRICES - BOLT ACTION RIFLES

● Remington Model 788	-	\$269.95	
Model 700 ADL	-	\$351.95	
Model 700 BDL	-	\$421.95	
● Ruger Model 77	-	\$374.50	- \$473.00
● Smith & Wesson Model 1500			
Standard Grade	-	\$351.95	
Deluxe Grade	-	\$401.95	
● Colt Sauer Standard	-	\$1116.95	
● Savage Model 110-E	-	\$232.50	
Model 110-C	-	\$317.50	
● Steyr-Mannlicher Model L	-	\$893.00	
Model M	-	\$1097.00	
● Sako - Standard	-	\$809.00	- \$875.00
Deluxe	-	\$1070.00	- \$1135.00

Note: Prices for U.S. Repeating Arms not available at Exhibition.

G. SUGGESTED RETAIL PRICES - CENTERFIRE CARBINES

● Ruger M-77 International	-	\$480.00
● Steyr-Mannlicher Model L	-	\$958.00
Model M	-	\$1172.00
● Sako	-	\$995.00

Note: Prices for U.S. Repeating Arms not available at Exhibition.

TLC:ws
Firearms Research Division