

Remington. DU PONT

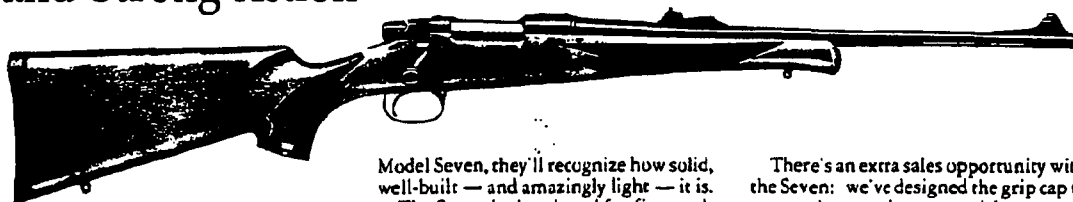
REPORT

A Newsletter for Full-Service Gun and Ammunition Dealers

1983 New Products Edition



New Model Seven: Light Weight, Low Price and Strong Action



The most innovative centerfire rifle in over a decade is waiting for hunters this year — the new Remington Model Seven.

Only 6¼ pounds, the Model Seven is Remington's lightest, most compact centerfire rifle ever. It took years of research to perfect the Seven's strong smooth bolt action. And it has the best power-to-weight ratio of any rifle made anywhere... a feature that is bound to make it a best-seller.

We didn't just take a heavy rifle and turn down or shorten the barrel to create the Seven. It resulted from a totally new, state-of-the-art design, combining light weight, and perfect balance for dependable, quick action.

As soon as your customers shoulder a

Model Seven, they'll recognize how solid, well-built — and amazingly light — it is.

The Seven is chambered for five modern high-performance calibers — 222 Rem., 243 Win., 6mm Rem., 7mm-08 Rem. and 308 Win. Its exclusive short action surrounds the cartridge head with three rings of solid steel.

The Model Seven is sensibly priced for your most cost-conscious customers, and it has all the marks of Remington quality. Its American walnut cut checkered stock features a slim fore-end with Schnabel tip. The free floating slim profile barrel is hand-bedded on one pressure point. Ordnance-grade steel has been used on everything from the Seven's fully enclosed bolt and extractor system to its steel trigger guard, hinged floor plate and 18 ½" slim tapered barrel. A ramp front sight, fully adjustable rear sight, sling swivel studs and rubber butt pad are standard.

There's an extra sales opportunity with the Seven: we've designed the grip cap to accept the popular customizing pewter inserts.

Every Model Seven has been individually test-fired to make sure it meets the accuracy standards of Remington's famous Model 700.

As light and quick handling as a traditional scabbard rifle, the Seven offers hunters improved, smoother action and a choice of high velocity calibers, at a price they can afford. With this entry into the lightweight rifle market, Remington's Model Seven gives you something really new for your customers this year.

Your sales efforts will be supported by a heavy advertising campaign in popular outdoor magazines. Initial shipments were made in December 1982 and all calibers will be in production by May 1983.

Model 1100 "Special Field" Created specially for upland hunters



The new Model 1100 "Special Field" will really make Remington "First in the Field" with upland hunters. These compact new 12 and 20 gauge autoloaders were designed just for them; the quickest, shortest, lightest Model 1100 ever.

The "Special Field" 21" barrel is the shortest vent-rib ever put on a full-sized 12 ga. field shotgun but it will deliver a down-range pattern comparable to a 28" or 30" barrel with the same choke. Combine that with the shortened, slimmed

fore-end and you have a gun that weighs a half pound less than other 12 ga. Model 1100s. The 20 ga. is the lightest Remington LT 20 available.

That means hunters get the speed they need for those fast upland birds. The 1100 "Special Field" shoulders quickly, points and swings smoothly, and delivers fast extra shots with low recoil.

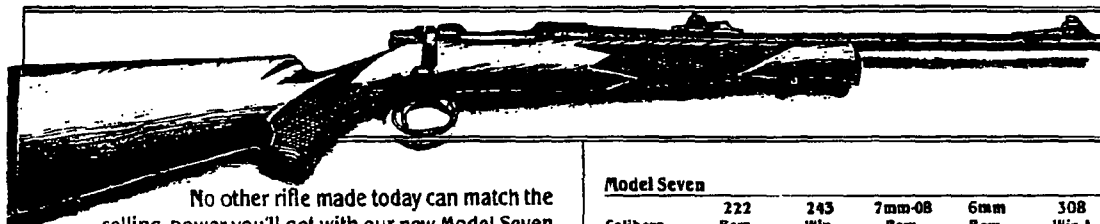
The handsome new "Special Field" has a straight grip American walnut stock with a satin finish and distinctive full-pattern cut checkering. Like all 1100s, the "Special Field" is carefully engineered and balanced. It features an ordnance quality steel receiver and 4-shell total

capacity with a 3 shot factory plug. The 21" vent rib barrel is available with full, modified or improved cylinder choke.

The "Special Field" guns are versatile too. You can convert them into added sales by showing your customers the wide variety of rugged economical non-Magnum extra Model 1100 barrels that can make the "Special Field" into a waterfowl or big game hunting gun.

The "Special Field" looks special, feels special, and has the kind of special extras that have made the Model 1100 America's most popular line of autoloaders. To make sure your customers are "First in the Field" with the "Special Field", plan to stock up on them. Shipments will begin in July 1983.

THE NEW MODEL SEVEN HAS THE BEST POWER-TO-WEIGHT RATIO IN AMERICA.



No other rifle made today can match the selling power you'll get with our new Model Seven.

Weighing an average of only 6½ lbs., it gives your shooting customers a combination of power, accuracy, strength, caliber choice, and styling never before available in America—or anywhere else. At any price.

The Model Seven is the first truly new American bolt-action centerfire rifle in well over a decade. It gives hunters the lightness and quick handling of traditional scabbard rifles. With none of the compromises of their old-fashioned actions. Or their bleak caliber choice.

Many other so-called "lightweights" got that way by turning down their barrels, lopping off a few inches in overall length, or opting for lighter, less-rugged materials. Our new Seven has its light weight and ideal balance built in. We started with a clean slate to make it the state of the art in wood and metal—American walnut and blued steel.

Even at a glance your customers will know this rifle is all new. From the stylish downturn of its Schnabel fore-end to its slimmed-down, cut-checked, straight-line stock, the Seven looks good on your gun rack. Even better in their hands.

Check the table; the Seven will soon be available in five modern, high-velocity calibers. In every case, the Seven's short action surrounds the cartridge head with three rings of solid steel. It's built and tested to the same accuracy standards as our famed Model 700.

Quality touches include a steel trigger guard and hinged floor plate, fully enclosed bolt, our strongest extractor system. And a tapered 18½" steel barrel fitted with ramp front and fully adjustable rear sights.

With 6½ lbs. of solid muscle behind it the new Model Seven is sure to generate traffic in your store. So place your stocking order early.

Remington.



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Model Seven

Calibers	222 Rem.	243 Win.	7mm-08 Rem.	6mm Rem.	308 Win.*
Clip Mag. Capacity	5	4	4	4	4
Barrel Length	18½"	18½"	18½"	18½"	18½"
Overall Length	37½"	37½"	37½"	37½"	37½"
Twist R-H (1 turn in)	14"	9½"	9½"	9½"	10"
Average Wt. (lbs.)	6½	6½	6½	6½	6½
Order Number	4780	4782	4784	4786	4788
Shipping Date	Jan. '83	Jan. '83	Mar. '83	Mar. '83	Jan. '83

Standard Stock Dimensions: 13½" length of pull, 1" drop at heel, ½" drop at comb (measured from centerline of bore). Weights, stock dimensions, and wood-grain figure may vary according to individual firearm.

*Includes Remington "Accelerator" cartridge.

MODEL SEVEN



INTRODUCING 6½ LBS. OF SOLID MUSCLE.

Remington now has the lightest, most compact bolt-action centerfire rifle made in America.

The new Model Seven.

In five modern, game-stopping calibers—222 Rem., 243, 7mm-08 Rem., 6mm Rem., and 308—the new Model Seven gives you a combination of accuracy, power, pointability, strength, styling, and sensible price you won't find in any other rifle. See it here, today.

(DEALER IMPRINT AREA)