

GENERAL (CONT'D.)COMPETITION

In order to guide planning for the future, the Sales Department reviewed the activity by competition this year.

Winchester

Winchester has announced for April availability the Model 1200 slide action five shot shotgun retailing for \$96 to replace the Model 12, and competing with our Model 870 that retails for \$99.95. They also have announced for June availability the Model 1400 gas operated, three shot, autoloader selling at \$135, which with their Model 50, will compete with our Model 1100 selling at \$149.95. Both the Models 1200 and 1400 will be available only in 12 and 16 gauge field grades. Skeet and trap guns will continue to be supplied in the Model 12 and Model 50. The advertising and promotional activity for the new models is extremely heavy, but their acceptance cannot yet be judged.

Winchester has also modified the Model 70 to copy the Model 700 in several details. It will sell for \$149 compared to the Model 700 EDE at \$134.95. Sales does not feel the new Model 70 will significantly affect Model 700 sales with our change to 22 inch barrels.

Winchester is marketing a Model 255 lever action rim fire magnum and a Model 275 slide action rim fire magnum in which Remington does not compete.

Winchester will also manufacture brand rifles for Sears Roebuck in their Model 250 lever action rim fire rifle, Model 70 bolt action center fire, and Model 94 lever action center fire.

Savage

Savage will market Anschutz target rifles under the Anschutz name. They are also upgrading their rifles with Anschutz stocks. Savage is offering a complete line of reloading tools.

Browning

Browning has announced a new bolt action center fire rifle which Sales believes is manufactured either by Sako or Husqvarna and will retail for \$185. Browning has increased their retail prices in general including:

83