

November 24, 1967

SPECIFICATIONS - M/1100 - 20 Ga. - for 1969MODEL 1100 - 20 GAUGE MAGNUM GUN WITH 3" CHAMBER BARREL

At the present time, under 20 Gauge 3" Magnum Model 1100 shotguns, we list #5428 (Model 1100 Magnum 20/28 Full with Plain Barrel), and #5430 (Model 1100 Magnum 20/28 Full with Vent Ribbed Barrel). These guns have walnut wood and would continue in the line. (At the present time, we do not catalog the Model 1100 Magnum 20 Gauge gun with mahogany wood). With the advent of the lightweight receiver, we would offer the hunter this lightweight gun, equipped with mahogany wood, (\$10.00 premium price), in the same two Magnum barrel specifications - 28 Full Plain and 28 Full Vent. (This would be adding two new specifications compared with present catalog listings).

After one year's experience in the sales of the Model 1100 - 20 Gauge Magnum guns, with standard receivers and walnut wood, and lightweight receivers and mahogany wood, it is possible we may be able to drop one or the other, depending upon which has the better reception in the field.

MODEL 1100 - 20 GAUGE SKEET GUN

At the present time, we catalog four 20 Gauge skeet guns -

#5408	1100SA	20/26 Rem. Skeet with Walnut Wood
#5410	1100SA	20/26 Cutts Comp. " " "
#5438	1100SA	20/26 Rem. Skeet with Mahogany Wood
#5448	1100SA	20/26 Cutts Comp. " " "

We plan on continuing #5408 and #5410 with walnut wood and dropping #5438 and #5448 with mahogany wood. The walnut 20 Gauge skeet guns outsell the same specification with mahogany wood by a ratio of approximately 6 to 1 (1,976 vs 350 in the first ten months of 1967). We do not plan to offer the new lightweight receiver 20 Gauge guns in skeet models in either walnut or mahogany wood. The 20 Gauge skeet gun, identified as SB Grade (better wood) #5422, 20/26 Rem. Skeet, will continue in the line. The SB Grade with Cutts compensator, #5424, 20/26 Cutts Compensator, is being dropped as of January 1, 1968.

MODEL 1100 and MODEL 870 28 and 410 GAUGE

By way of information, the new 28 and 410 Gauge Model 1100 and Model 870 field guns will come equipped with mahogany stocks and fore-ends. The skeet models will be equipped with walnut stocks and fore-ends.

JED:M