

ADDITIONAL PROMOTIONS UNDER CONSIDERATION FOR 1975

- HAVE HAD PLANS FOR CHRISTMAS RIM FIRE RIFLE PROMOTION IN PART, BUT DEMAND WAS SUCH THAT THEY WERE NOT IMPLEMENTED.
- PRESENT ORDER POSITION DICTATES SERIOUS CONSIDERATION BE GIVEN TO SUCH A PROMOTION THIS YEAR.
- WOULD INTRODUCE IN AUGUST OR SEPTEMBER. SHIPMENTS TO BEGIN IN OCTOBER WITH A DATING PROGRAM RUNNING INTO EARLY 1976. WOULD ALSO INCORPORATE AN ANTICIPATORY DISCOUNT SCHEDULE.

SIGNIFICANT COMPETITIVE DISADVANTAGES

RIM FIRE RIFLES

- A. RUGER 10/22 - SHOW SAMPLE.
- RETAIL AUDITS SHOW IT HAS BEEN BEST SELLING 22 RIFLE SINCE 1969 BY OUR RECORDS.
 - ACCOUNTS FOR ABOUT 10% OF THE TOTAL RIM FIRE RIFLE MARKET AND ALMOST 20% OF THE AUTO SEGMENT. REMINGTON'S AUTOS ACCOUNT FOR ABOUT 22% OF THE AUTO MARKET.
 - RETAILS AT \$73.50 VS. THE NYLON 66 AT \$74.95 AND M/552 AT \$89.95.