

The status of the Model 600 recall and the Model 700 audit confirms the wisdom of Remington's previous determination, made in January of 1979 (See Product Safety Subcommittee Minutes dated January 2, 1979), that the Company's efforts to reduce accidents involving bolt action rifles would be best served by publicizing proper gun handling and maintenance information, rather than to continue running Recall notices producing ever-diminishing returns. Remington's ad "Half Safe is Unsafe" will run through April of 1980. 83 The SAAMI sponsored firearms safety ads will be initiated in February 1980 and will be run with heavy intensity through 1981. (See Exhibit B for samples of the SAAMI advertising program.) It was reported that the SAAMI booklet "Firearms Safety Depends on You" (see Exhibit B) is being packed with every Remington firearm shipped from the factory. This program was initiated in January of 1980.

It was suggested that Remington consider putting an insert in its ammunition boxes which would contain the ten firearms safety headings found in the "Firearms Safety Depends on You" booklet. After discussion, it was decided to put the safety message on the panels at the back of the shotshell and center fire ammunition boxes where currently there is placed product information.

MODEL 788 BOLT ACTION RIFLE

Remington has received a letter from Hank Burchard, an outdoor writer from THE WASHINGTON POST, complaining about the position of the safety on the Model 788, in that it can be unknowingly moved to the "fire" position when the gun is carried over the shoulder