

TIMES, New York, N. Y.
 WALL STREET JOURNAL, New York, N. Y.
 HERALD TRIBUNE, New York, N. Y.
 WORLD-TELEGRAM, New York, N. Y.
 COURIER, Camden, N. J.
 TIMES, Hartford, Connecticut
 MAIL, Charleston, West Virginia
 RECORD, Philadelphia, Pa.
 TIMES-RECORD, Zanesville, Ohio
 EAGLE, Brooklyn, N. Y.
 SENTINEL, Milwaukee, Wisconsin
 PRESS, Pittsburgh, Pa.
 NEWS-LEADER, Richmond, Virginia
 GAZETTE, Bloomville, Ohio
 TIMES, Detroit, Michigan
 SUN, New York, N. Y.
 WALL STREET JOURNAL, San Francisco, Calif.
 CENSOR, Fredonia, N. Y.
 PRESS, Cleveland, Ohio
 HERALD, Bridgeport, Connecticut
 POST, Camden, N. J.
 HERALD, Boston, Mass.
 FACTS, Redlands, Calif.
 NEWS, Ironton, Ohio
 OBSERVER-DISPATCH, Utica, N. Y.
 SUN, Williamsport, Pa.
 BERGEN RECORD, Hackensack, N. J.
 TIMES, Martin's Ferry, Ohio
 JOURNAL HERALD, Dayton, Ohio

Also, the following magazines:

SPORTING GOODS DEALER
 HARDWARE RETAILER
 HARDWARE TRADE

As the story appeared in the news columns, space in which is not for sale, there is no way in which to determine accurately the monetary value of the circulation received but space of this type is generally considered extremely effective from a propaganda standpoint. Correspondence and comments from sportsmen prove that the questionnaire and the attendant story did much to create additional prestige for Remington by demonstrating Remington's progressiveness and desires to produce sporting arms which meet the requirements and preferences of the consuming public.

FISmith:MR
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