

1956 - H & R 422 Tubular Slide Action  
 Browning Tubular Autoloader  
 Beretta Clip Bolt Action Semiautomatic  
 1958 - Winchester 55 - Single Shot Auto Ejector

The introduction of the M/572 in 1955 and the M/552 in 1957 has helped to offset the new competition in 1955 and 1956.

The M/550 and M/572 were probably affected in 1956 by the 1955-56 introduction of autoloaders and slide actions. (See Chart #6).

The only increase in 1958 forecast on any rim fire models is the M/572. This is probably due to the addition of the M/572 in colors. (See Chart #6).

b. Effect of Age on Model Sales Volume

Based on such examples as M/870, Win. 94, Win. 12, Marlin 336, etc., life of a model does not need to be limited if a model is reliable, if price is competitive, and if it is kept before the public by proper advertising.

c. Effect of New Models on Sales Volume

New models must be in area of need, competitively priced or sufficiently novel to attract important attention and create new market.

2. Analysis of Price Position

Shotguns (Remington's position in the popular field)

1 - Single Shot - Bolt Action	<u>Not in Remington Line</u>
6 - Single Shot - Break Action (See Chart #13)	<u>Not in Remington Line</u>
2 - Bolt Action Repeating Box Mag.	<u>Not in Remington Line</u>
5 - Bolt Action Repeating Clip Mag.	<u>Not in Remington Line</u>
2 - Bolt Action Repeating Tube Mag. (See Chart #14)	<u>Not in Remington Line</u>
3 - Side by Side Double Bbl.2 Triggers	<u>Not in Remington Line</u>
4 - Side by Side Double Bbl.1 Trigger	<u>Not in Remington Line</u>
3 - Over & Under Double Barrel (See Chart #16)	<u>Not in Remington Line</u>
1 - Slide Action - Clip Mag.	<u>Not in Remington Line</u>