

Customer Appeal

New Gun.

Clip magazine in the man-sized 552-572 frame.

Competitively priced.

Simple and reliable.

Single safety loading feature same as 552-572.

Remington Benefits

New gun with low capital outlay.

Lower cost to manufacture.

Good competitive position.

Increased value of basic line.

- (16) Rifle Type Sights on Shotgun Barrels
(See Photo Plate XI)

Specifications

Make available at retail outlet complete shotgun equipped with rifle sights and/or special one standard length shotgun barrels with rifle type sights for deer hunters.

Deer population increasing through various State conservation efforts.

Various states currently prohibit deer hunting with a C.F. rifle (either wholly or in certain areas only (See Exhibit G).

Customer Appeal

Availability of a Shotgun designed specifically for those hunters who can use no other for deer hunting.

Availability of a more accurate deer barrel for those who already own a Remington gun.

Cleaner, surer kill made possible by special sights.

Humane aspects - no good hunter likes the thought of crippling an animal only to wander off to suffer and die later.