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SUMMARY OF DEALER CALLS REPORT

Name R. D. AngstDistrict 11Period from 3/11/68 to 3/16/68Area Covered Northern California & N.W. Nevada

Business is picking up as some varmint shooting is lending an assistance in sales of relative merchandise. Many dealers are inquiring about the shortage of the 700 BDL varmint special in the past. Inventories at wholesale level have been extremely short in this product.

Dealers are still inquiring on the recoil bracket in front of receiver ring, as to its justification on the Model 660 carbine. Many feel that it is a deterrent to the overall appearance of this model.

Winchester is shipping to all dealers a small but convenient display box or stand in which to place their brochures and catalogs. It is of the usual design and construction. When inquiring as to the whereabouts of our catalogs, one dealer commented that he kept them under the shelf, because they were always on the floor due mainly to the fact that we did not have a display stand as discussed early last fall, while at Bridgeport. Hope we can rectify this situation soon.

The Winchester Model 94, in various commemorative models, doing outstandingly well in sales with major portion of firearms dealers in this area; do believe that they have certainly done a selling job in this particular model.

*7521.
 you may want a letter
 from Wayne back to Field
 Refs on this
 JER*

gm

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