

ARMS COMPANY, INC.
OF DEALER CALL REPORT

REMINGTON ARMS CO.
RECEIVED

REPORTER

B. F. PIKE

REPORT

ECT REPORT

ENFORCEMENT REPORT

ETING REPORT

WHOLESALE

DEALER ☐ OTHER ☐

REGION #

2

TERRITORY #

1

AUG 16 1982

DATE OF CALL

7/30/82

OF CALLS

Received: 8/9/82

FIREARMS RESEARCH DIVISION

FIRM:

DAVIDSON'S

CITY - STATE

Greensboro, NC

TYPE OF
BUSINESS

Wholesale Sporting Goods

PERSONS INTERVIEWED

POSITION

PRODUCTS HANDLED - PLEASE CHECK

	Rem	Pat	Win	Wes	Fed	Oth
Sigmund Davidson	President	Shotshells	X	X		X
		R. F. Ctges	X			X X
		C. F. Ctges	X			X X
		Components	X			X X

The purpose of this call was to secure additional firearms orders and fill-in ammunition.

Sigmund said that they had a very strong June, which was also the month they had their dealer show, but July has been soft. They have published a new flyer for August, and they expect the next two months to be strong.

Sigmund commented on how difficult it is to sell long guns this year and was pleased when Mossberg dropped prices. He said he would buy additional units, because of this and would be able to sell them. This is what is needed, according to Sigmund, to help sell product in a poor economy. He also feels that Winchesters' Prime Time Promotion is useless.

Orders for 30 center fire rifles and 60 cases of mixed ammunition.

I'll follow-up with Davidsons in September for additional business.

Sigmund felt that the market place was ready for a new Remington shotgun to replace or sell with the 1100. He did say however, that it was a tall order as it would be difficult to improve upon the 1100.

Sigmund said that an 1100 in stainless steel would be a hot seller and hoped we would consider it. We also discussed screw in chokes for shotguns and Sigmund said that it was the Winchester guns that didn't sell, but that the Winchester-choke concept was good.

BFP/kk

Today's
mail!

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