

GENERAL (CONT'D.)Browning (Cont'd.)

	<u>1963 Price</u>	<u>1964 Price</u>
Standard Autoloading Shotgun	\$139.75	\$154.75
Light Weight Autoloading Shotgun	149.75	164.75
Autoloading Rim Fire Rifle	74.50	82.50

Weatherby

Weatherby has announced an autoloading rim fire rifle they will import from Italy to retail for \$90.

Mossberg

Mossberg is offering their bolt action shotgun in a 3 inch magnum this year. Sales feels Mossberg improved their position more in 1963 than any other firearms manufacturer.

Sales offered the following comments on changes in the market and competition:

- Remington should watch Savage activity more closely than in the past. Savage has traditionally sold more units but had less dollar sales than Remington. However, with the indications Savage is up grading their quality, they may become more formidable competition.

Sales cited instances where quality is becoming more important. Dealers know which manufacturers have the best quality and are merchandising their firearms to a more quality-conscious consumer market.

- There appears to be a trend to domestic manufacturers importing and marketing foreign arms.

Research suggested countering with factual data Winchester's advertising of the ammunition pressure the Model 70 is capable of withstanding. Winchester has redesigned the Model 70 bolt to nearly copy the Model 700 and they claim their bolt will withstand pressures greater than 100,000 psi. Research feels Winchester has missed the one key design point and that the Model 700 can withstand substantially higher pressures than the Model 70. Research was asked to provide test data to support their argument and Sales will determine the use for best advantage.