

RC: J.G.W. I.S.A.
J.P.G. M.S.W.
E.J.G. E.S.M.

cc: J.E. Preiser

FD-44 REV. 4-74

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington

EXHIBIT "B"

May 5, 1981

TO: J.C. CALLAHAN
FROM: E.J. GARRITY
SUBJECT: RECALL ADVERTISING...R38S12

As we discussed, I feel we can do quite a good job of reaching the most likely purchasers of this ammunition in the following publications:

American Rifleman
American Handgunner
The Handloader
Law & Order
The Police Chief
Police Marksman

In addition, Guns & Ammo has a law enforcement section at a special low rate in their September edition. If we hurry, we can make it.

I recommend a 1/4 page black and white ad — which will dominate the page on which it appears.*

If this sounds good to you, I'll get you circulations and costs.

EJG:jt

* suggest smaller ad such as 1/2 column.

WIL06824