

Remington.[®]

C O U N T R Y



1996

MEDIA KIT

M24 0181295 R 2198370

BARBER - M24 0181296

To our FRIENDS in the
**OUTDOOR
PRESS:**

The introduction section of the annual Media Kit is an opportunity to look back on the previous year, and ahead to the coming year.

Last season heralded our first full year under new management, and one of the most successful in Remington history. 1996 promises even more, with a great line of black powder products that reach back to our heritage, and help position Remington for the future.

As always, this Media Kit is designed to be your guide to the new products in firearms, ammunition, and accessories for the coming year.

The Media Kit also serves as a guide to the many services available to you through the Remington Press Program. Both of us hope you will take advantage of our assistance in the weeks and months ahead.

On behalf of all of the nearly 3,000 Remington employees worldwide, thanks for your interest and support!
Sincerely,

Mike Finé


Bill Wohl


**TABLE
of
CONTENTS**


INTRO AND PRESS PROGRAM	2 - 6
BLACK POWDER	7 - 9
FIREARMS	10 - 15
AMMUNITION	16 - 19
ACCESSORIES	20 - 23
PHOTO RESOURCES	24 - 29
SAFETY	30 - 31

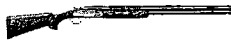



KEY NEW PRODUCTS 1996:

MODEL 700™ 
BLACK POWDER RIFLES
See page 7.


**REMINGTON
BLACK POWDER
AMMUNITION** 
See page 8.


**REMINGTON
BLACK POWDER
ACCESSORIES** 
See page 9.


MODEL 396™ O/U 
SHOTGUNS
See page 11.

MODEL 700™ LSS RIFLE 
See page 14.

**PREMIER® STS
TARGET LOADS** 
See page 16.

**NEW PISTOL AND REVOLVER
AMMUNITION** 
See page 19.

**NEW REMINGTON
GUN CLEANING
PRODUCTS** 
See page 20.

**NEW HUNTING AND
COLLECTABLE KNIVES** 
See pages 21 - 23.

CORPORATE NEWS



Home Office Relocates Shooting School Opens

REMINGTON RELOCATES CORPORATE OFFICES

Remington Arms will relocate its headquarters to Rockingham County, North Carolina in mid-1996.

The company announced that it would bring approximately 60 employees to the new site from Wilmington, Delaware, the current home office location. The new headquarters facility will employ nearly 150 people, with approximately 90 administrative, clerical, managerial, and professional positions being recruited from the local community in North Carolina.

"A combination of factors made North Carolina an especially attractive place to establish a new world headquarters—one that will help poise Remington for an even brighter future," said Thomas L. Millner, Remington's President and Chief Operating Officer. "The quality of the local work force, the pro-business environment, and an aggressive package of economic incentives helped us make this very important business decision."

Remington already has a presence in nearby Greensboro, where the company's Law Enforcement and Government Sales office is located. "We know that Greensboro is a great place to live and work, that it is strategically located to facilitate travel to our key customers, and that the state is in the middle of a sporting paradise—the kind of hunting, fishing and outdoor activities that characterize

what we know as 'Remington Country,'" said Millner.

Several potential sites are being considered in Rockingham County for the new Remington offices, which the company hopes to move into during the summer of 1996.

In addition to its current headquarters and Greensboro sales office, Remington also operates several other locations, including firearms manufacturing in Ilion, New York; ammunition manufacturing in Lonoke, Arkansas; clay target production in Findlay, Ohio and Ada, Oklahoma; a sales office in Bentonville, Arkansas; and a research and development center in Elizabethtown, Kentucky.

The company also markets fishing lines and accessories under the Stren® brand name. Remington employs nearly 3,000 people worldwide.



REMINGTON SHOOTING SCHOOL ESTABLISHED

Remington has opened a new shooting school conducted in Ilion, New York, the birthplace of the country's firearms industry.

The School holds 2½ day courses at the Ilion Fish & Game Club, near the

Remington Firearms Manufacturing Plant in Ilion, NY. The curriculum is designed to help students improve their shotgunning skills, with individualized instruction to help new shooters get started correctly, intermediate students improve, and advanced shooters to hone their abilities.

The Shooting School includes overviews on shooting safety, various shotgun designs, firearms maintenance, techniques of shooting /clay targets, and the mental and physical aspects of target shooting.

All instructors are certified by the National Sporting Clays Association. The curriculum was designed with the assistance of Robert Edwards, Chief Shotgunning Instructor of Sporting Clays Magazine, and Robert Wilson, Shotgun Program Manager of the National Rifle Association.

A number of specialty courses are planned each year, with some of the world's best shooters lending their assistance to the program, including Dan Bonillas, Wayne Mayes, and John Kruger, who will lead classes dedicated to trap, skeet and sporting clays.

Interested shooters may obtain more information about the Remington Shooting School by contacting the School directly at 315-895-3574. The Shooting School can also be reached through the Remington toll-free consumer phone center at 1-800-243-9700.

BLACK POWDER



Black Powder Overview *Muzzleloading Firearms*



REMINGTON INTRODUCES COMPLETE LINE OF BLACK POWDER PRODUCTS

In a move that reaches back to its beginnings, Remington will introduce a complete line of muzzleloading black powder products in 1996. This broad new line includes firearms, ammunition components, and related accessory products.

As America's oldest continuing firearms manufacturer, Remington's first guns, naturally, were loaded from the muzzle. Though reminiscent of that earlier time, these new products comprise the latest, state-of-the-art developments in design, quality, and materials of construction for black powder shooting.

As the foundation of the line, there will be two modern in-line muzzleloading rifles built on the action of the strongest, most successful bolt action rifle ever made — Remington's famous Model 700™.

Remington's Black Powder Ammunition components set new standards of manufacturing quality, materials

of construction and performance for muzzleloader shooting. They will include a complete line of sabot-encased, high performance jacketed hollow points; solid and hollow point lead conical bullets; a complete line of round balls, and of course, Remington's dependable No. 10 and No. 11 percussion caps.

Remington's Muzzleloading Accessories begin with a black powder starter kit, and include a complete line of premium loading, shooting, cleaning and maintenance items for traditional, percussion, and in-line black powder guns.

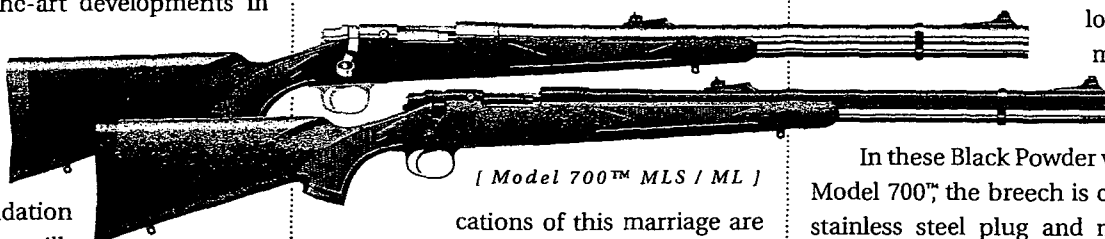
MUZZLELOADING RIFLES BUILT ON MODEL 700™ ACTIONS

In a unique combination of the past and the present, Remington is introducing two in-line muzzleloading rifles based on Model 700™ actions. The impli-

For black powder fanciers, the result is two, state-of-the-art in-line muzzleloaders — the first ever built on a well-known, totally proven modern action. Shooters will have the option of choosing from two versions: the Model 700™ ML with a carbon steel barreled action in .50 caliber, and the Model 700™ MLS, with barrel, receiver and bolt made of 416 stainless steel, and available in .50 and .54 calibers. Each will be set in a fiberglass-reinforced synthetic stock fitted with a Magnum-type rubber recoil pad. A solid aluminum ram rod is recessed into the fore-end, with a barrel band securing the rod's outer end.

Both these rifles have the same look, feel, balance and shape of a standard, short action Model 700™. Equally, both have the same bolt stroke and cocking motion as a standard Model 700™. The difference exists in a modified bolt and ignition system, and the fact that they are

loaded from the muzzle instead of the breech.



[Model 700™ MLS / ML]

cations of this marriage are significant. Remington built muzzleloaders from its beginning in 1816 to well into the latter part of the 19th century. Now it is taking this experience and matching it with the best-selling, most successful bolt action rifle design in American firearms history.

In these Black Powder versions of the Model 700™, the breech is closed off by a stainless steel plug and nipple. In the modified bolt, the normal firing pin striking mechanism is replaced with a large diameter cylindrical pin that is cocked much the same way as a centerfire firing pin, and released by the trigger pull to strike a No. 11 percussion cap. Lock time is an exceptionally fast 3.0 milliseconds —

BLACK POWDER

Muzzleloading Ammunition

Muzzleloading Accessories

the fastest ever available for a muzzle-loading rifle, even an in-line version.

Barrels have been rifled with 8 lands and grooves with a 1 in 28" twist, and will handle all types of round balls, conical bullets and sabot-encased bullets. The receivers of both rifles are drilled and tapped for short-action scope mounts, just as standard centerfire Model 700s. The Model 700™ ML carbon steel rifle has a non-reflective satin blued finish, while the barreled action of the Model 700™ MLS stainless steel version is unblued, with a non-reflective satin finish. All new Remington muzzleloaders are supplied with just about everything needed to get started in black powder hunting — including a cleaning tube, breech plug and nipple combo wrench, cleaning rod handle and extensions, and patch jag. Suggested retail prices for these unique new Model 700™ muzzleloaders are \$359.00 for the carbon steel Model 700™ ML, and \$452.00 for the stainless steel Model 700™ MLS.

NEW REMINGTON BLACK POWDER AMMUNITION

In 1996, Remington is introducing a complete line of muzzleloading ammunition products, including sabot assembly bullets, a selection of lead conical bullets, and high quality round balls.

CORE-LOKT® BULLETS WITH SABOTS

Remington's selection of four different bullet and sabot combinations brings muzzleloading hunters two significant advantages. Remington pioneered the development and introduction of the first sabot/bullet combinations for sporting use with the .30-06 Accelerator® back in 1977. Then, in 1993, Remington applied its sabot technology to the development of its highly accurate, game-stopping Copper Solid™ shotgun slugs. This adds up to more current experience in producing sabot-type ammunition than any other manufacturer. Designed specifically for black powder use, Remington muzzleloading sabots feature a stepped diameter that facilitates easier, faster insertion, and an integral locking lug that prevents sabot/bullet separation during handling.

In addition, Remington's black powder sabot assemblies utilize the best performing handgun bullet ever adapted to muzzleloader hunting — Remington's exclusive High Performance Jacket hollow point Core-Lokt® bullet. Core-Lokt® bullets are built with Remington's exclusive spiral nose cut design that provides a

highly effective combination of expansion, penetration and weight retention at the lower velocity levels of muzzleloaders. These new sabot-encased bullets will be available in .45, .50 and .54 caliber, with bullet weights ranging from 165 to 303 grains.

LEAD CONICAL BULLETS

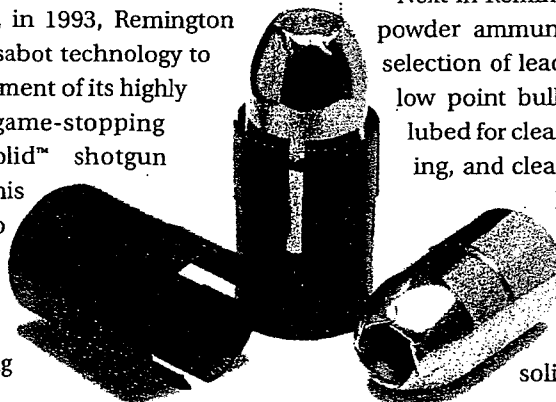
Next in Remington's new line of black powder ammunition components is a selection of lead conical solid and hollow point bullets that are precision-lubed for cleaner handling, easy loading, and cleaner firing with minimal

leading. Both bullet styles have a nose profile design that resists deformation when loading. The

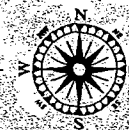
solid bullet is designed for maximum down range energy and deep penetration. The hollow point's mouth cavity has been optimized to promote controlled expansion at typical black powder shooting velocities. Remington conical bullets are sized for barrels of .45, .50, .54 and .58 caliber, with bullet weights ranging from 285 to 535 grains.

ROUND BALLS

Remington's new cold-forged round balls, in eight calibers from .31 through .58, are completely sprueless for highly uniform concentricity and roundness. Close tolerance production control also creates consistent uniformity in both size



[Core-Lokt® Bullets and Sabots]



and weight from ball to ball for dependable accuracy. In addition, all Remington round balls are brass plated for cleaner handling and reduced barrel leading, and contain 3/4 percent antimony, giving added strength for deep penetration and optimum expansion.

PERCUSSION CAPS

Finally, Remington percussion caps in No. 10 and 11 sizes have a long and well known reputation for reliable and consistent ignition, with no nipple hang-up after firing.

NEW REMINGTON BLACK POWDER ACCESSORIES

Supporting its 1996 re-entry into black powder shooting, Remington will offer a complete line of premium loading, shooting, cleaning and maintenance items for traditional, percussion, and in-line shooters.

BLACK POWDER STARTER KIT

For beginning black powder shooters, a Black Powder Starter Kit provides virtually everything needed to load and shoot a muzzleloading rifle. It includes a Short Starter with brass tips, brass powder measure, capper, brass ball puller, a supply of pre-lubed patches for .45 to .54 calibers, and a camouflaged belt bag to hold everything.

BLACK POWDER CYCLONE QUICK STARTER KIT

Another essential item in the line is Remington's new Cyclone Quick Starter Kit. This combines the Quick Starter plunger with components for three Cyclone Shells that allow shooters to assemble complete charges in advance for fast reloading.

BLACK POWDER CLEANING KIT

Equally useful is Remington's new Black Powder Cleaning kit. This includes a 33-inch brass cleaning rod with an aluminum, in-line handle that can also be used as a range ram rod. Other items include a .50-caliber bronze brush, a .50-caliber brass jag, bleached cotton cleaning patches, and a bottle of Brite Bore™ cleaner/lubricant.

BLACK POWDER FLUSH CLEANING SYSTEM

For serious periodic cleaning, a Black Out™ Flush Cleaning System provides thorough barrel cleaning from muzzle to percussion nipple. And a remarkable bullet lubricant and barrel corrosion protectant called Wonder Lube™ helps make loading easier and eliminates the need to clean the barrel after each shot. It is made of totally natural ingredients that also provide an effective, natural cover scent for both hunter and his equipment.

Completing Remington's black pow-

der accessories for loading and cleaning is a broad selection of dry and pre-lubed shooting patches, cleaning patches, swabs, bronze brushes, a brass powder measure, and many other accessories needed for the unique demands of black powder shooting.

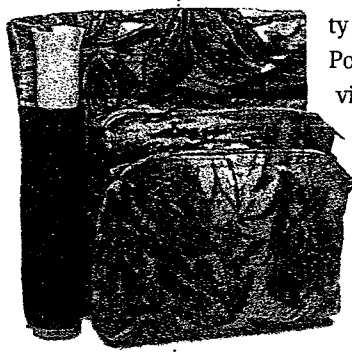
NEW FIELD BAGS FOR BLACK POWDER

In conjunction with its new black powder line, Remington has also developed two new bags for field transport of black powder accessories and ammunition components.

A new Cyclone Belt Bag has two zippered pouches to carry a variety of field loading and cleaning accessories, as well as a convenient, fast-release elastic holster for the Cyclone Quick Starter. It is constructed of exceptionally quiet fleece material in Advantage® camo.

Providing greater capacity is the new Remington Possibles Bag, with space for virtually every item black powder shooters might need to carry afield. Also constructed of quiet fleece in Advantage® camo, it has a weather-resistant interior membrane to protect contents from rain and moisture. A

buckle on the protective folding flap can be adjusted to the bulk of interior contents, and the shoulder strap is also fully adjustable.



[Cyclone Belt Bag]

FIREARMS

Fine-Line Engraving Process

Clay Target Guns Now

Part of Custom Shop

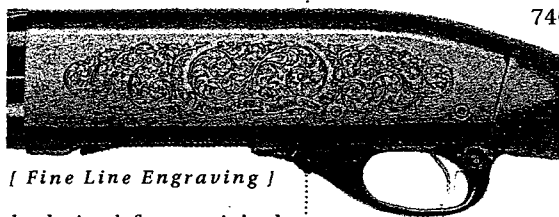
Model 396™ O/U

Model 1100™ 20- &

28-Ga. Target Guns

REMINGTON® ADDS NEW FINE-LINE ENGRAVING TO RIFLES AND SHOTGUNS

In 1996, a number of Remington production-grade shotguns and center-fire rifles have been upgraded and enhanced by a new process of exceptionally attractive fine-line engraving. This includes not only delicate scroll work, but beautifully detailed game scenes



[Fine Line Engraving]

and backgrounds derived from original Remington art. The quality of this new engraving process rivals that of expensive hand engraving, and has to be seen to be truly appreciated.

The new engraving appears on all Model 700™ BDL rifles including detachable magazine versions. It includes handsome, fine-line scrollwork on the front ring, rear bridge, and left (non-ejection) side of the receiver, as well as the floor plate.

Comparable engraving decorates the receiver areas of all Model 11-87™ Premier® and Model 870™ Wingmaster® field and target shotguns. In addition, the receiver panels of these models in Deer Gun versions are also enhanced with a finely-detailed whitetail deer.

On Model 7400™ autoloading center-fire rifles, engraving on the right receiver

side portrays two bull elk against a western background, while the left receiver panel depicts two mature rams in their mountain habitat.

Model 7600™ pump action rifles are engraved on the right receiver panel with two whitetail deer and a wooded background, the left panel has two grizzly bears set against a high country background. All game scenes on Model

7400™/7600™ are framed within additional scrollwork.

The detail, depth, and artistic quality produced by this unique process now brings to these standard-production guns the beauty of distinctive engraving once available only on expensive custom-engraved firearms.

REMINGTON® CUSTOM SHOP WILL PRODUCE ALL CLAY TARGET SHOTGUNS

Remington has announced that beginning in 1996, all of its clay target shotguns will be produced in the Remington Custom Shop. These include Model 11-87™ Premier™ Sporting Clays, Trap, and Skeet guns; the returned Model 870™ TC, and the re-introduced Model 1100™ target shotguns.

In addition, two new over and under

target-grade shotguns, the Model 396™ Skeet and Model 396™ Sporting, will also be made in the Custom Shop. This guarantees that Remington competition shotguns will receive the same careful production of individual parts, meticulous hand assembly, and vigilant inspection accorded to all Remington custom-made guns.

Remington has long held a worldwide reputation as one of the finest, most dependable sources of high-quality custom guns. In the Remington Custom Shop, all parts – lock, stock and barrel – are produced by Remington, on location. This guarantees total compatibility of all gun elements, and responsible support from one, individual gunmaker.



[Custom Shop Interior]

In addition, the Custom Shop also offers a complete service "menu" for existing target shotguns by the same skilled craftsmen who produce individual, custom-made guns.

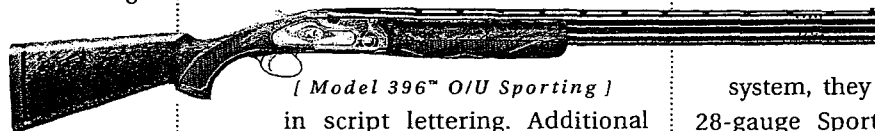


**NEW REMINGTON®
MODEL 396™
OVER AND UNDER
SHOTGUN FOR SKEET
AND SPORTING CLAYS**

1996 marks the return of a Remington over and under shotgun to clay target competition. The Model 396™ is produced in 12-gauge Skeet and Sporting Clays versions. The basic design utilizes Remington's proven, exceptionally strong, modified under-lock over and under action. Chrome-Moly barrels in both versions have lengthened forcing cones, are fitted with side ribs, and have a flat, 10 millimeter wide, parallel vent rib. Shooters can choose from barrel lengths of 28" or 30". All barrels are fitted for our interchangeable Rem™ Choke system. Remington will supply Skeet and Improved Skeet choke tubes for the Model 396™ Skeet, and four choke tubes in Skeet, Improved Skeet, Improved Cylinder and Modified constrictions for the Model 396™ Sporting. The Sporting Clays version also features factory porting on both barrels.

Barrels and side ribs are finished with highly polished, deep bluing. In attractive contrast, the receiver and side plates, trigger guard, top lever and fore-end metal are finished with tasteful gray nitride coloring.

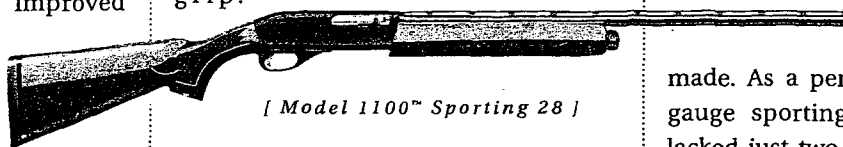
Metal decoration is a throw-back to the elegant but refined markings of the best 1920s era double guns. Extensive, graceful scroll work appears on the receiver, trigger guard, tang, hinge pins and fore-end metal. The side plates include handsome, detailed renditions of a pointer and setter on the left and right sides respectively. Identifying individual versions of the Model 396™ on both side plates are the words "Sporting" or "Skeet"



[Model 396™ O/U Sporting]

in script lettering. Additional scroll work, the Remington logo, and the model designation appear on the floor plate.

Stocks on both models are selected from fancy American walnut and given a soft satin finish. Several stock design features are specifically adapted to clay target shooting — including a wider, target-style fore-end, a comb with larger radius and a universal palm swell on the pistol grip.



[Model 1100™ Sporting 28]

Stock dimensions are 1½" drop at the comb, 2¼" drop at the heel and 14¾" length of pull. With an average weight of 8 pounds, the Model 396™ is ideal for skeet and sporting clays competition.

New Model 396™ Skeet and Sporting Clays shotguns are available at suggested

retail prices of \$2,526.00 and \$2,659.00 respectively.

**TOURNAMENT-GRADE
MODEL 1100™ BACK IN
20 - AND 28 - GAUGE**

Remington is proud to announce the return of two small-bore target-grade versions of its legendary Model 1100™ autoloading shotgun. Now upgraded with the added versatility of a Rem™ Choke

system, they include a Model 1100™ 28-gauge Sporting Clays gun and a Model 1100™ LT-20 Tournament Grade Skeet gun.

MODEL 1100™ SPORTING 28

The rapid growth of small-bore sporting clays competition quickly revealed the scarcity of high-quality, 28-gauge target guns with the balance, fast-handling, and durability to meet this challenge. The 28-gauge tournament-grade Model 1100™ was the finest 28-gauge autoloading target gun ever made. As a perfect gun design for 28-gauge sporting clays competition, it lacked just two elements — a return to production availability, and the versatility of an interchangeable 28-gauge choke tube system. For 1996, Remington has met both these needs.

The 25" vent rib barrel will come with four interchangeable Rem™ Choke tubes in Skeet, Improved Cylinder, Light

FIREARMS

Expanded Custom Shop Services

Model 700™ Sendero SF

Model 700™ BDL SS DM-B

Modified, and Modified constrictions. The stock, of high-grade American walnut, duplicates the original style, with tournament grade checkering, a gloss finish and a sporting recoil pad. Of course, the choke tube system also creates two other options with this gun – it can also be used as the superb, 28-gauge skeet gun it always was, as well as a fast-handling, small-bird upland gun.

MODEL 1100™ LT-20

TOURNAMENT -GRADE SKEET

The famous Model 1100™ LT-20 autoloading skeet gun is once again available in its original tournament grade form — with a satin finished, high-grade American walnut stock and its extensive, fine-line, tournament-grade checkering pattern. The only difference from the original is that its 26", Chrome-Moly barrel will now include the versatility of the interchangeable Rem™ Choke system. The addition of Rem™ Choke to this gun also creates optional use for 20-gauge sporting clays and upland hunting.

Suggested retail prices will be \$725.00 for the Model 1100™ Sporting 28 and \$710.00 for the Model 1100™ LT-20 Tournament Skeet.

**REMINGTON® CUSTOM
SHOP SERVICES
AVAILABLE TO
ALL GUN OWNERS**

For those who desire high grade firearms, guns built to personal specifications, or who wish to upgrade existing guns, the Remington Custom Shop offers many advantages. It begins with a gun-making tradition that spans 180 years – the oldest in America. It provides a single, reliable source of all firearms components. And it builds its guns on actions that have been widely proven in terms of strength, durability and functional dependability.



[Custom Shop Stock Maker]



[Custom Hand Checkering]

There's virtually no limit to the degree of refinement or elegance available in a Remington Custom Shop gun. This includes custom stockmaking from the world's select woods; custom engraving in the tradition of the grand masters; and detailed, finely-sculpted gold inlay.

The Custom Shop also offers exceptionally wide latitude in meeting individual preferences for stock dimensions, barrel lengths, and degree and style of embellishment. Each customer has the opportunity to discuss his desires in advance with a Custom Shop craftsman before work begins.

Beyond building fine guns from scratch, the Remington Custom Shop also has complete capabilities for upgrading existing customer guns with newer, more recently-developed features and enhanced decoration.

The Remington Custom Shop has



been redesigned so visitors can watch its craftsmen at work. It is located next to the Remington Firearms Museum and Country Store — all located in Ilion, N.Y. Consumers interested in Remington Custom Shop services can contact the shop directly at 351-895-3200, or by calling the Remington Consumer Information Center at 800-243-9700.

NEW STAINLESS MODEL 700™ SENDERO WITH FLUTED BARREL

In 1996, Remington has taken the concept of its Model 700™ Sendero two steps further — creating a new, optional choice for hunters called the Model 700™ Sendero Stainless Fluted. This new version retains all the basic features of the standard Sendero, and adds two more — a stainless steel barrel, receiver and bolt, and a 26" barrel with six longitudinal flutes. The fluted design dramatically improves the heat-dissipating characteristics of the barrel, while actually reducing its weight by a half pound. Overall rifle weight is now 8½ pounds.

The barreled action is set in Remington's varmint-style, synthetic stock of fiberglass and graphite, reinforced with strong, stable, DuPont Kevlar®. Integral with the stock is a full-length aluminum bedding block that provides rigid bedding for the action but leaves the bar-

rel completely free-floating. The barrel is clean, without iron sights, and the receiver is drilled and tapped for scope mounts. Protecting the muzzle is Remington's new spherical, concave crown.

What this adds up to is a long-range, big game rifle with every accuracy and stability feature of a totally modern, state-of-the-art varmint rifle. New Model 700™ Sendero Stainless Fluted rifles will be available in a choice of three flat-shooting and hard-hitting big game calibers — .25-06 Remington, 7mm Remington Magnum and .300 Win. Mag.

Suggested retail price will be \$798.00 (\$845.00 in magnum calibers).

REMINGTON® ADDS MUZZLE BRAKES TO MODEL 700™ BDL SS DM MAGNUM RIFLES

In 1996, Remington will offer factory-installed muzzle brakes on four Magnum-caliber chamberings of its Model 700™ BDL Stainless Synthetic rifles with detachable magazines. These rifles have been designated as the Model 700™

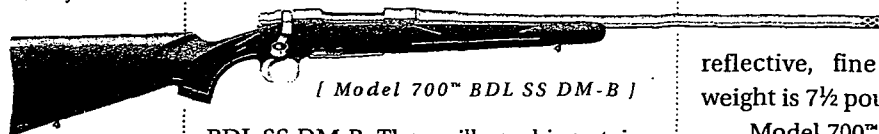
with symmetrical, pressure-relieving holes that is flush-fitted to the barrel.

Heavier magnum calibers are often the best or only answer to the need for the flatter trajectories, higher down-range velocities, and retained energy levels appropriate for hunting larger big game species. However, they also exact a penalty in greater recoil.

For years, the addition of muzzle brakes to reduce the punishing kick from big bore magnum cartridges was available only as a custom, add-on option. These new Model 700™ rifles now include them as standard in chamberings for the 7mm Remington Magnum, .300 Win. Mag., .300 Wby. Mag. and .338 Win. Mag. Barrels themselves have a magnum contour and are 25½" long including the muzzle brake. The brake protects the muzzle crown from any possible accuracy-reducing damage.

Adding further to recoil absorption is Remington's trim-line synthetic stock in Mountain Rifle style with straight comb and raised cheekpiece. Stocks are finished with a textured, non-reflective surface, and are extensively checkered on both pistol grip and fore-end. And all exposed metal surfaces have a non-reflective, fine satin finish. Average weight is 7½ pounds.

Model 700™ BDL SS DM-B rifles will be available at a suggested retail price of \$762.00.



[Model 700™ BDL SS DM-B]

BDL SS DM-B. They will combine stainless steel barreled actions, fiberglass-reinforced synthetic stocks, detachable magazines, and an integral muzzle brake

FIREARMS

Model 700™ ADL Synthetic

Model 1100™ 12- & 20-Ga. Synthetics

Model 870™ 28-Ga. & .410 Bore

Model 700™ LSS

Model 700™ Classic for 1996

MODEL 700™ LSS COMBINES STAINLESS STEEL WITH LAMINATED STOCK

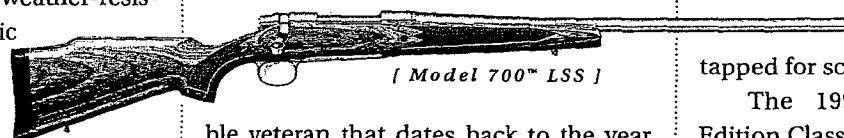
The new Remington® Model 700™ LSS is the ideal solution for serious hunters who want the strength and practicality of a rifle that is an all-weather workhorse, yet one that is still handsome in appearance. The LSS designation stands for Laminated Stock, Stainless, and combines a stainless steel barreled action with Remington's exceptionally strong, resin impregnated, laminated stock. It gives hunters the weather-resistant stability of a synthetic stock while retaining the eye-pleasing warmth of laminated wood. The alternating light and dark gray tones of Remington's layered pattern provide an eye-pleasing complement to the soft, non-reflective silver color of the unblued stainless metal. The bolt, floor plate, trigger guard and sling swivel studs have a stainless finish as well.

The result is a uniquely attractive rifle that is unaffected by variations in moisture and temperature, and one that will be equally at home in dry deserts and frigid northern mountain country. The stock and action combine Remington's popular BDL style with Monte Carlo comb and cheekpiece with a hinged floor plate. This rifle is chambered for two powerful and highly versa-

tile big game calibers — the 7mm Remington Magnum and the .300 Win. Mag. Barrels are clean, without sights, and at 24", deliver maximum ballistic performance from the magnum calibers. Suggested retail price for the Model 700™ LSS is \$676.00.

MODEL 700™ CLASSIC CHAMBERED FOR .375 H & H MAGNUM

For 1996, Remington is issuing its annual limited edition Model 700™ Classic in .375 H&H Magnum, a venera-



[Model 700™ LSS]

ble veteran that dates back to the year 1912. But beyond its age, the amazing thing about the "old 375" is how appropriate and effective it remains today for hunting extra large and sometimes dangerous big game species. It is a proven performer that has stood the test of time. In fact, many hunting experts still regard it as the single most versatile big game cartridge in existence.

This is the 16th version of America's most popular continuing collector series begun back in 1981. The list of one-year-only chamberings includes most of the 20th century's truly great, classic center-fire cartridges.

The availability of this great caliber in the Model 700™ Classic makes the

combination more than just a collectable. It is also a bona fide working tool for any of the world's most challenging big game, and certainly for North American elk, moose and grizzlies.

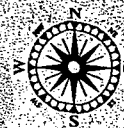
The 1996 Model 700™ Classic in .375 H&H Magnum will have the popular, straight-line stock style of previous versions — with straight comb, cheekpiece and a tasteful satin finish. And for a heavy caliber of this type, the stock will have a 1" magnum recoil pad. The 24", magnum contour barrel will be equipped with adjustable factory big game iron sights. Twist is the standard for this caliber of 1 in 12". The receiver is drilled and

tapped for scope mounts.

The 1996 Model 700™ Limited Edition Classic will be available at a suggested retail price of \$623.00.

PREVIOUS LIMITED EDITION MODEL 700™ CLASSICS

- 1981 7mm Mauser (7 x 57 mm)
- 1982 257 Roberts
- 1983 300 H&H Magnum
- 1984 250-3000 Savage
- 1985 350 Remington Magnum
- 1986 264 Win. Mag.
- 1987 338 Win. Mag.
- 1988 35 Whelen
- 1989 25-06 Remington
- 1990 300 Wby Mag.
- 1991 7mm Wby Mag.
- 1992 220 Swift
- 1993 222 Remington
- 1994 6.5 x 55mm Swedish
- 1995 300 Win. Mag.



REMINGTON® MODEL 700™ ADL NOW OFFERED WITH SYNTHETIC STOCK

As more and more shooters come to appreciate the unique advantages of synthetic stocks, Remington continues to expand the number of synthetic stock options in its firearms line. For 1996, the highly popular Model 700™ ADL is available with the toughness and all-weather stability of a Remington fiberglass-reinforced synthetic stock. For quick mounting and comfortable recoil absorption, the stock will feature Remington's classic styling, with straight comb and cheekpiece.

The stock has a non-reflective, black matte finish, and is fitted with a black rubber recoil pad. For sure handling and traditional appearance, it contains generous checkering on both its pistol grip and fore-end. Also helping hunters to blend into the background is a blued, non-glare matte finish on all exposed metal surfaces including the bolt. Like previous Model 700™ ADL rifles, it is fitted with adjustable factory iron sights, and the receiver will be drilled and tapped for scope mounts.

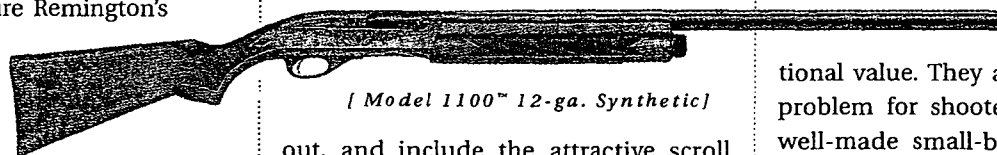
The Model 700™ ADL Synthetic will be available in five calibers including .243 Win., .270 Win., .30-06, and .308 Win., with 22" barrels, and in 7mm

Remington Magnum with a 24" barrel. Average weight is a fast-handling, easy carrying 7½ pounds. Suggested retail price is \$399.00 (\$425.00 magnum).

12 - AND 20 - GAUGE MODEL 1100™ SHOT- GUNS AVAILABLE WITH SYNTHETIC STOCKS

Model 1100™ autoloading shotguns are now available with synthetic stocks in both 12- and 20-gauge models.

Model 1100™ Synthetic shotguns have a black matte metal finish through-



[Model 1100™ 12-ga. Synthetic]

out, and include the attractive scroll work on receiver panels from previous Model 1100™ shotguns. The durable, black synthetic stocks and fore-ends have positive checkering and are equipped with black rubber recoil pads.

These shotguns have 2¾" chambers, with vent rib barrels that have front bead sights. Both 12- and 20-gauge models have Chrome-Moly Rem™ Choke barrels supplied with Modified choke tubes installed. The 12-gauge version has a 28" barrel; and the LT-20 a 26" barrel.

Remington Model 1100™ Synthetic shotguns have a suggested retail price of \$479.00.

MODEL 870™ EXPRESS® AVAILABLE IN 28 - GAUGE AND .410 BORE

In each of the last two years, Remington® offered a limited production run of the popular, utilitarian Model 870™ Express® in small-bore versions. In 1996 these shotguns, in 28-gauge and .410 bore options, will be added to Remington's standard cataloged Express® offerings.

Model 870™ Express® shotguns match the performance and reliability of the Model 870 Wingmaster® in a "no-frills" version that provides an excep-

tional value. They also solve a frequent problem for shooters looking for truly well-made small-bore repeating shotguns — and at an attractive price.

These shotguns have the standard Express® matte metal finish and flat, non-glare wood finish. Fixed chokes in the 25" vent rib barrels are full in .410 bore, and modified in 28-gauge.

Model 870™ Express® small-bore shotguns are available at a suggested retail price of \$307.00.

AMMUNITION

Premier® STS Target Loads
Express 3 1/2" Buckshot
Safari Grade Additions
Core Lokt® CF Rifle Additions

NEW PREMIER® STS SHELLS IMPROVE RELOADABILITY OF 12-GA. TARGET LOADS

In 1996, Remington® is introducing its new 12-gauge Premier® STS Target Load line, the best clay target shells it has ever made, and, the best commercially available in the world today. Improvements began last year with the introduction

of Remington's new Nitro 27™ Handicap Trap loads. These shells included a newly-developed mouth taper, providing a major advance in reloading ease, reload quality, and total reloads per hull. This process has now been incorporated in the new 12-gauge Premier® STS Target Load line.

Specific benefits to reloaders include smoother wad insertion, and easier, more responsive crimping with less tool pressure. The case mouths also have a much higher crimp memory, which helps to form perfect crimps time after time. And in actual shooting, the crimps offer significantly less opening resistance for the wad and shot column to overcome —

reducing potential shot column disruption, improving pattern distribution and density, and reducing felt recoil.

Remington's new line of Premier® STS 12-gauge target loads are available in trap, skeet and sporting clays specifications. Except for the 1-

ounce specification, all loads will contain 1 1/8 ounces of Remington's high antimony, target-grade shot. To help shooters differentiate between performance levels of individual loadings, muzzle velocities will now be added to the printed load lines on the boxes for all new 12-gauge Premier®

STS shells. A variety of

velocity levels are available to meet specific clay target challenges.

LOW RECOIL TARGET LOADS

Low Recoil Target Loads at 1100 fps, in shot sizes of No. 7 1/2, 8 and 9, provide extremely comfortable, 12-gauge performance designed to lessen shooter fatigue over long tournaments. They are ideal for use in fixed-action guns for standard skeet, 16-yard trap, and shorter-range sporting clays targets.

LIGHT TARGET LOADS

Light Target Loads at 1145 fps generate light recoil from the medium velocity

of traditional 2 3/4-dram equivalent loads. In a broad selection of 7 1/2, 8, 8 1/2 and 9 shot sizes, they deliver exceptionally well-balanced patterns and sufficient velocity for virtually all clay target events. Selectively, they are perfectly matched to first-bird doubles targets at both trap and skeet as well as most sporting clays targets.

LIGHT HANDICAP TRAP LOADS

Light Handicap Trap Loads, in Number 7 1/2 or 8 shot sizes, with a velocity of 1200 feet per second, now provide a specifically-tailored performance level for intermediate handicap yardages, and for the second bird of trap doubles.

HEAVY TARGET LOADS

Premier® Heavy Target Loads with No. 9 shot for skeet, also at a velocity of 1200 feet per second, provide a velocity advantage on second bird doubles targets in regular events, as well as in 12-gauge doubles competition and shoot-offs.

DUPLEX® SPORTING CLAYS LOADS

For sporting clays competition, these include a choice of Duplex® Light Sporting Clays loads at 1145 fps and Duplex® Heavy Sporting Clays loads at 1200 fps, both with No. 7 1/2 and No. 8 shot.

All new 12-gauge Premier® STS Target Loads include the reliable ignition of Remington's well-balanced 209 Premier® primer, its exclusive, non-cocking Figure 8™ wad for perfect sealing of powder gases and shot column protection, and hard, high-antimony shot. With



[Premier® STS]

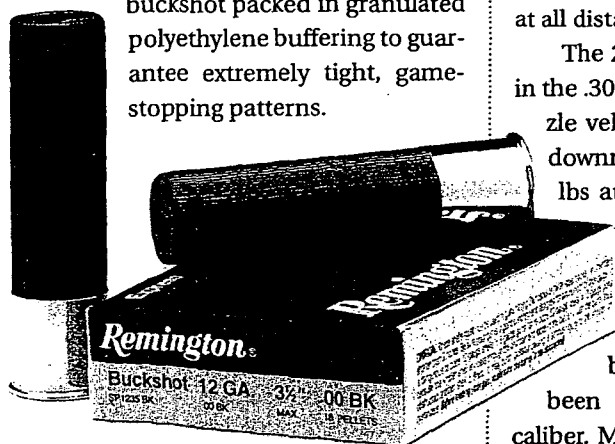


this across-the-board addition of the new tapered mouth feature to previously acclaimed Hardbody™ hulls, shell performance has never been better, and reloading has never been easier.

NEW EXPRESS® 3 1/2 IN. 00 BUCKSHOT LOAD

In 1996 Remington® has expanded its line of Express® buckshot offerings to include a 12-gauge, 3 1/2", 2.2-ounce buckshot loading containing 18 pellets of 00 buck. This is the heaviest 12-gauge buckshot payload available, and one that will allow owners of 12-gauge, 3 1/2" chambered shotguns to take advantage of the resulting higher pellet count and denser patterns for deer hunting.

Like other Express® buckshot specifications, these new super-heavy loads include Remington's specially-hardened buckshot packed in granulated polyethylene buffering to guarantee extremely tight, game-stopping patterns.



[3 1/2" Buckshot]

This heavy loading addresses the growing need for a wider selection of buckshot options matched to the variety of shotgun gauges and chamber lengths being used by hunters.

TWO POWERFUL CALIBERS ADDED TO REMINGTON® SAFARI GRADE AMMUNITION

Remington has announced the addition of two highly regarded big game calibers to its Safari Grade ammunition line — the flat-shooting .300 Wby. Mag. and the powerful .458 Win. Mag. — both utilizing world-famous Swift A-Frame™, dual-core bullets. The higher ballistic coefficients of these bullets, in weights not previously available in either caliber, retain higher down-range velocities and consequently, greater remaining energy at all distances.

The 200-grain Swift A-Frame™ bullet in the .300 Wby. Mag. is loaded to a muzzle velocity of 2925 feet/second with downrange energy exceeding 2,050 ft-lbs at 350 yards. The new 450-grain loading for the .458 Win. Mag. is the first time an expanding bullet with the tough, core-retention capabilities of a Swift A-Frame™ has been commercially-available in this caliber. Muzzle velocity is 2150 feet/second, with an impressive 3609 ft-lbs of energy at 100 yards.

In the unique design of Swift A-Frame™ bullets, the progressively-thickening jacket is hot-soldered to the lead core. This causes the bullet to perform like an expanding solid, combining deep penetration with virtually 100 percent weight retention, even at close ranges and correspondingly high terminal velocities.

In keeping with the critical end use of Safari Grade ammunition, all rounds are produced under extremely strict and vigilant quality control. All primers are pre-inspected five times for the highest degree of ignition reliability, and each round is individually receiver gauged to guarantee smooth chambering. In addition, all Remington Safari Grade cases are nickel-plated for reliable feeding and extraction, and resistance to corrosion in adverse climactic conditions.

CORE-LOKT® BULLETS ADDED TO SEVEN RIFLE CALIBERS

In 1996, Remington is expanding the number of Core-Lokt® loadings in its centerfire line with a new, 28-caliber 140-grain pointed, soft point bullet for the 7mm Mauser, 7 x 64mm, 7mm-08 Remington, .280 Remington and 7mm Remington Magnum. Also, for the first time, it has added both 225-grain and 250-grain Core-Lokt® bullets to standard .338 Win. Mag. loadings.

Extensive field experience over the

AMMUNITION

Golden Saber™ Additions

LeadLess™ Additions

Standard P&R Additions

UMC® Additions

years has led to strong hunter appreciation of the superb ballistic balance and efficiency of 28-caliber rounds — and Remington offers more individual choices in this caliber than any other manufacturer. Many experts also agree that the 140-grain bullet weight is the most ballistically-efficient choice in 28-caliber cartridges for medium-sized game. Use of a 140-grain Core-Lokt® bullet now brings to these rounds an ideal combination of high velocity and flat trajectory with reliable, game-dropping performance.

One of the most powerful long-range big game calibers, the .338 Win. Mag. is a favorite of many hunters for larger, tougher North American game such as elk and bear. Availability of Core-Lokt® pointed soft points in this caliber now gives hunters the bullet toughness required for such species without paying a premium in price.

.45 AUTO 185-GR. (+P) LOADING FOR GOLDEN SABER™

In 1996, Remington® is expanding its Golden Saber™ Pistol & Revolver offerings with a .45 Auto, 185-grain (+P) loading. Muzzle velocity will be 1140 feet/second. This combines the increased energy of (+P) velocity with the improved accuracy and exceptional bullet performance of the Golden Saber™ design. Like all previous Golden Saber™ introductions, it will have nickel plated cases for reliable feeding and

extraction, primers pre-inspected five times, and primer and case mouth waterproofing against the effects of weather and long-term storage.

An outstanding development in handgun ammunition design, Remington's Golden Saber™ High Performance Jacket (HPJ) pistol and revolver rounds combine four highly desirable elements of handgun bullet performance: match-type accuracy, deep penetration, maximum expansion, and virtually 100% weight retention. Earlier bullet designs could often provide one or two of these performance characteristics, but never all four.

Features that make this possible include:

- The bullet's integral Driving Band™ mechanically locks the jacket to the lead core for maximum weight retention.
- Rapid mushrooming even at lower velocity levels from the proprietary Golden Saber™ nose cut design.
- Deep penetration from the high percentage of lead core retention, despite extensive mushrooming to over 1½ times original bullet diameter.
- Exceptional accuracy from reduced bullet nose diameter that allows the bullet to be perfectly aligned in the bore before the driving band engages the rifling.

[Golden Saber™]

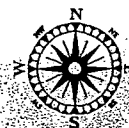


• Greater velocity and flatter trajectory from reduced jacket-to-barrel friction. Remington Golden Saber™ HPJ ammunition is also available in two standard velocity .45 Auto loadings of 185- and 230-grains, as well as in .357 Magnum, 9mm Auto, .380 Auto, .38 Special, and .40 S&W calibers.

FOUR NEW LOADINGS OF LEADLESS™ HAND- GUN AMMUNITION

Remington® has announced the addition of four new loadings to its unique line of LeadLess™ pistol and revolver ammunition. The latest specifications include 9mm Auto 124-grain, .357 Magnum 158-grain, .38 Special 158-grain, and .380 Auto 95-grain, all utilizing Remington's Lead-Lokt™ bullets.

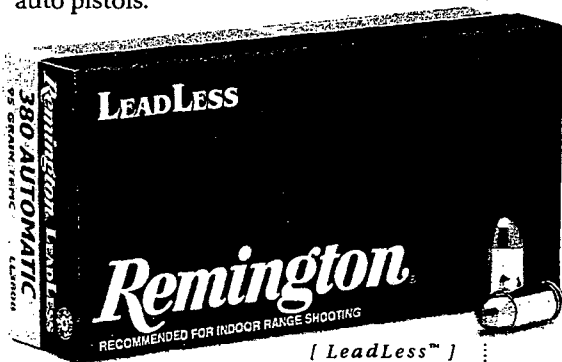
Developed specifically for indoor range shooting, Remington LeadLess™ ammunition substantially reduces the amount of lead-based residue that can be transferred to the atmosphere. Yet it provides the same performance in terms of trajectories and point of impact as comparable standard ammunition. This is particularly useful for law enforcement officers who need to make the transition from training rounds to duty rounds with no



distinguishable differences.

The two key components of this new line of LeadLess™ handgun ammunition are the primers and the actual bullets. Utilizing Remington's new lead-free primer mix, the primers duplicate both the sensitivity and ballistic performance of comparable lead-based primers.

Remington's proprietary new Lead-Lokt™ bullet is the second critical ingredient. The lead core of these bullets is completely enclosed in gilding metal, including a closure disc at the heel of the bullet that prevents lead vaporization during firing. Also, the metal case bullet guarantees extremely reliable feeding in semi-auto pistols.



[LeadLess™]

TWO HEAVY DUTY LOADINGS ADDED TO REMINGTON® P&R LINE

Remington® will add two new pistol and revolver loadings to its standard handgun ammunition line in 1996. These include the .357 SIG with a 125-grain jacketed hollow point bullet, and a .45 Auto specification with a newly-designed

230-grain jacketed hollow point bullet.

.357 SIG, 125-GR. JHP

The .357 SIG provides performance comparable to the .357 Magnum, but in a semi-auto pistol configuration, with the benefits of increased cartridge capacity, lower felt recoil, and improved gun control. Loaded to a muzzle velocity of 1350 feet/second with Remington's 125-grain JHP bullet, it delivers uniform expansion and controlled penetration at higher velocities, and is well adapted to both law enforcement and handgun hunting applications.

.45 AUTO 230-GR. JHP

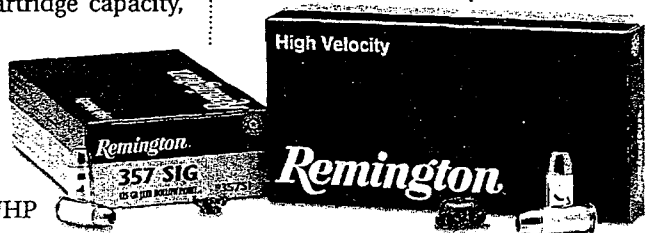
This 1996 .45 Auto loading utilizes Remington's new, heavy-weight, 230-grain jacketed hollow point design to provide maximum penetration, expansion and energy transfer. In keeping with a traditional policy of maintaining the broadest line of centerfire ammunition in the industry, Remington now offers a choice of nine different specifications for this veteran high-performance caliber.

FIVE NEW LOADINGS ADDED TO UMC® CENTERFIRE LINE

In 1996, Remington has added three

pistol and revolver, and two centerfire rifle loadings to the UMC® line. In rifle ammunition, these include a .303 British 174-grain MC with a muzzle velocity of 2475 feet/second, and a 30-06 150-grain

[P&R Additions]



MC round with a muzzle velocity of 2910 feet/second.

In pistol and revolver ammunition, the additions include a 32 ACP 71-grain MC at a muzzle velocity of 905 feet/second, a .357 SIG 125-Grain MC at 1350 feet/second, and a 10mm 180-grain MC loaded to a muzzle velocity of 1150 feet/second. The metal case bullets in all these loads provide highly reliable feeding and functioning in all actions.

As Remington's oldest ammunition brand, UMC® continues to provide a well matched and highly economical answer to casual and practice shooting. And, because they deliver comparable ballistic performance, these loadings permit easy transfer to high performance ammunition for hunting or competitive use. As an added bonus, UMC® ammunition also brings to shooters the excellent reloadability of high quality Remington brass.

ACCESSORIES

Firearm Cleaning Kits

New Safe Options

1996 Collectable Knives

Knife Line Additions

NEW FIREARM CLEANING KITS

Remington® has introduced a broad new line of Sportsman™ Firearm Cleaning Kits and individual cleaning accessories that is designed to provide shooters with a high-quality source of gun-cleaning equipment at very economical prices.

The new Sportsman™ firearms maintenance line is built around four basic kits — one each for rifle, pistol, shotgun and universal use. The rifle, shotgun and universal kits are all supplied with three-piece, 33" rods and appropriate tips for calibers from .22 to .45, as well as .410-bore to 12-gauge shotgun sizes.

The pistol kit comes with a one-

piece, 6" rod. Each kit also includes small bottles of Rem™ Oil and Brite Bore™ solvent cleaner, and assorted poly-spun cleaning patches. The kits are housed in transparent, compartmented clam packs designed for easy storage, transportation and protection.

Supporting the kits and adding versatility for individual cleaning needs will be a wide selection of separately-packaged cleaning patches, phosphor-bronze bore brushes, and bore swabs in a variety of rifle and shotgun bore sizes, plus extra aluminum slotted tips and utility brushes. The line also includes a brass muzzle guard that fits all cleaning rods for use with firearms that must be cleaned from the muzzle end.

Remington strongly recommends

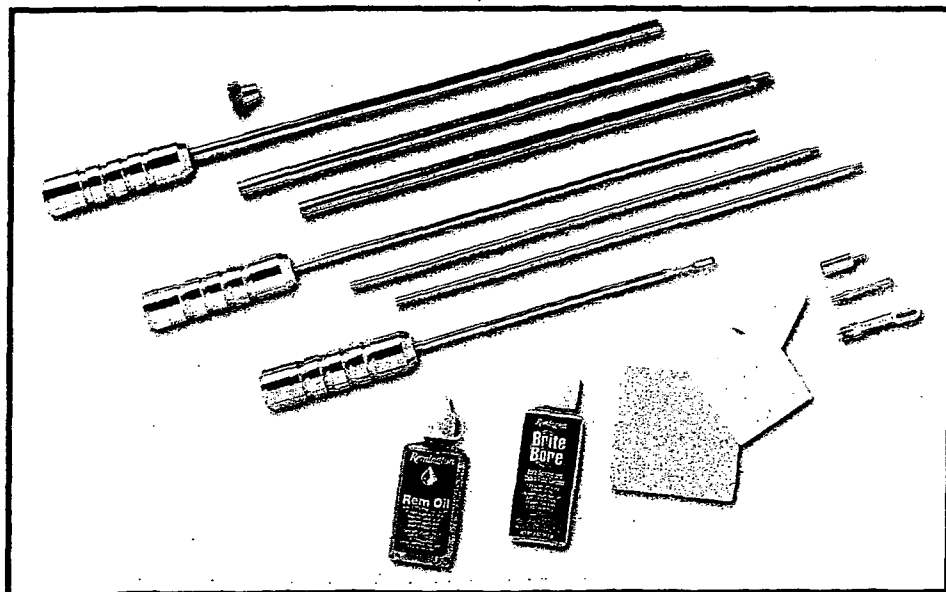
routine cleaning and maintenance of firearms to preserve their performance, longevity and safety. This new line of Sportsman™ Cleaning Kits and accessories now provides shooters with a readily-available, affordable means of doing just that.

NEW REMINGTON® SAFE OPTIONS

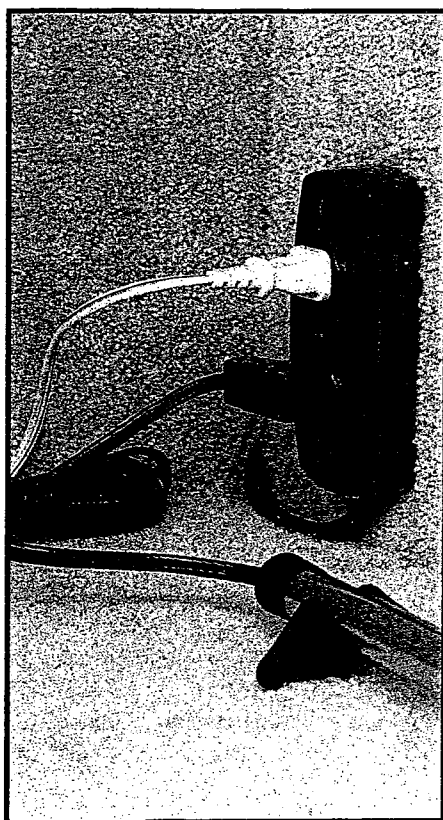
Introduced last year, the Remington series of home security safes earned instant acceptance by sportsmen for their combination of overall quality, protective features, cost-value, and variety of options. The three basic models — Premier™, Classic™ and Sportsman™ — continue for 1996. However, Remington has added several improvements and additional options.

All fire-rated models are now equipped with a newly-designed and more protective Palusol® fire seal gasket. Abnormally increasing temperatures activate this unique sealant, which expands into and completely seals off all areas of the door jamb from damaging heat and smoke. This new fire protection system meets the fire-rating certification of Omega Point Laboratories for protection of fire sensitive paper such as valuable stock certificates and other records.

In addition, special bolt guides for quiet movement and easy retraction are now standard on all models including the



[Firearms Cleaning Kits and Accessories]



[Optional In-Safe Outlet]

Sportsman™. Remington has also added a shelf support for the "Universal" and "Easy Out" interiors of Sportsman™-25 models.

New options include interior electrical outlets for all models, and pistol shelf racks for four or eight guns. Finally, the burgundy color option has been replaced by a truly attractive metallic burgundy.

1996 REMINGTON® COLLECTABLE KNIVES

"TRAILHAND" BULLET™ KNIFE

The Remington® Bullet™ Knife series, begun in 1982, returns each year with a limited edition, reproduction of an original Remington® Bullet™ knife.

Re-issued for 1996 is the R3843 "Trailhand," a little-known example of the famous series. It is distinguished from other examples by its round "UMC" shield rather than the more common cartridge shield. The "Trailhand" has a utilitarian complement of six blades including a 2¼" spear blade with an etched Remington logo, a 1½" pen clip blade, a corkscrew, punch, one-piece can opener, and combination cap lifter with screwdriver. Like its predecessors, the "Trailhand" also includes high quality construction of 440A stainless steel blades, nickel-silver bolsters and pins and solid brass liners. Handles of exceptionally strong and durable Delrin® duplicate the look and texture of original jigged bone.

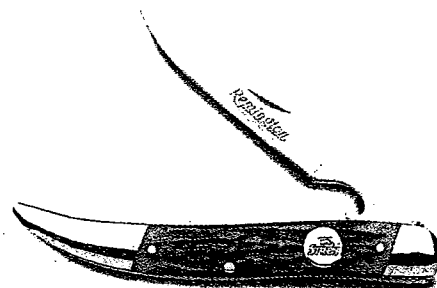
"TRAILHAND" POSTER

Issued simultaneously as a companion piece to the "Trailhand" is a limited edition collector's poster titled "Knot in the Plan," in the unique, nostalgic style of artist Larry Duke. These collector posters have become a popular and valuable addition to the walls of sportsmen's dens and family rooms.

SECOND STREN® ANGLER'S SERIES COMMEMORATIVE KNIFE AND POSTER

In 1995, Remington® instituted a new limited edition companion to its famous collector series of fine knives – the Stren® Angler's Knife. This year, the second member of the series is called the Stren® "Fisherman's Luck" Angler – a single blade, tickler-style, folding jack knife with the slender, serpentine shape of that design, but in the classic fishing knife version. The stainless steel clip blade is five inches long with fish-scaling serrations on top and a bottle cap lifter on the bottom just ahead of the tang. The pointed bolster end is slotted to create a hook remover.

The blade is etched with the Remington logo and with the words "Limited Edition, One of 5,000" on the other. It also has the original Remington-UMC tang stamp. Handles are made of durable Delrin®, replicating brown stag, with a nickel-silver Stren® shield on one side. Like all Remington collector knives, construction includes brass liners and nickel-silver bolsters. The "Fisherman's



[Stren® Angler's Knife]

ACCESSORIES

New Shooting Accessories

Luck" Angler is packed in a distinctive, four-color box with a certificate of authenticity and Remington warranty.

Included with the purchase of each of these knives will be a handsome, collectible poster by artist Chuck Pyle, depicting a classic fishing situation.

REMINGTON® KNIFE LINE ADDITIONS

Remington is adding a variety of new items to its already broad line in sizes, shapes, styles, and blade types for a wide variety of uses. In total, eleven new knives have been added.

STOCKMAN POCKET KNIFE

A new three-bladed stockman-style pocket knife includes clip, spey and sheepfoot blades in a 3 $\frac{3}{8}$ " closed length. It is available with a choice of Delrin® or multi-color laminated wood handles.

CONGRESS POCKET KNIVES

Two new compact Congress-pattern pocket knives have been added, with two or four blades, in 3" and 3 $\frac{3}{8}$ " closed lengths respectively. They have either one each or two each sheepfoot and pen blades, and both come with our multi-color, resin-impregnated wood handles. Construction of all these knives includes blades of 440A stainless steel with Scotchbrite finish, nickel-silver bolsters and a nickel-silver, circular Remington shield on the handle. The master blade on each is etched with the Remington

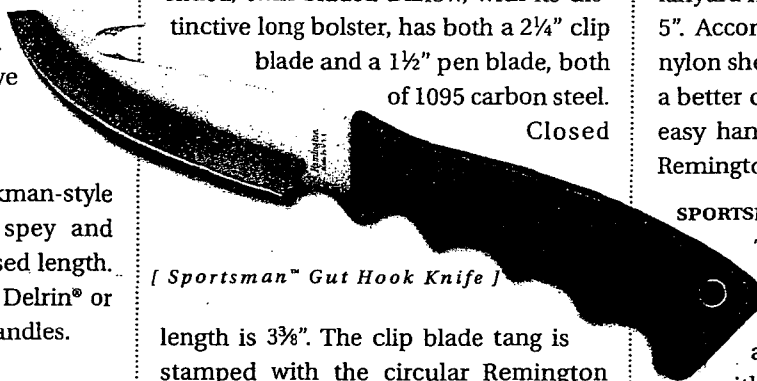
logo and has the circular Remington marking on the tang stamp.

CARBON STEEL 9500™ KNIVES

Sportsmen responded enthusiastically to last year's introduction by Remington of high quality folding knives with the quick-sharpening convenience of traditional carbon steel blades. Now, two more models have been added to the carbon steel 9500™ line.

First is a new version of a classic old knife style — the Barlow. This new, single-ended, twin-bladed Barlow, with its distinctive long bolster, has both a 2 $\frac{1}{4}$ " clip blade and a 1 $\frac{1}{2}$ " pen blade, both of 1095 carbon steel.

Closed



[Sportsman™ Gut Hook Knife]

length is 3 $\frac{3}{8}$ ". The clip blade tang is stamped with the circular Remington logo on one side and the model number on the other. Handles are made of sawcut Delrin® in attractive, green over yellow coloring, and include the Remington script logo on one side.

A second addition to the carbon steel line is a twin-bladed, folding skinning knife with opposite end 2 $\frac{3}{4}$ " Turkish clip and 2 $\frac{1}{2}$ " spey blades. Closed length is 3 $\frac{3}{8}$ ". One blade tang is stamped with the round Remington logo and model number. This knife includes nickel-silver bolsters and green over yellow sawcut

Delrin® handles with the Remington script shield on one side.

GRIZZLY™ LOCKBACK WITH GUT HOOK

Added to Remington's Grizzly™ series for 1996 is a new, single-blade Grizzly™ with a versatile, 3 $\frac{1}{2}$ -inch drop point blade that includes a gut hook on the blade top. The hollow-ground blade is made of 440A stainless steel with a Scotchbrite finish and is held open securely with a positive lockback design. Handles are made of durable, sure-gripping Kraton® with a lanyard hole in one end. Closed length is 5". Accompanying each knife is a black nylon sheath. It's hard to find knives with a better combination of rugged strength, easy handling and full-length size than Remington's Grizzly™ lockbacks.

SPORTSMAN™ KNIFE WITH GUT HOOK

The newest addition to the Sportsman™ series of fixed blade sheath knives combines a sturdy, 4 $\frac{5}{8}$ " drop point blade with the convenience of a gut hook on the top edge. Overall length is 9 $\frac{3}{16}$ ". Like all those in this fixed blade series, the blade is hollow ground of 440A stainless steel, and includes a Remington tang stamp. The black Kraton® handle has scalloped finger grips, a lanyard hole, and a Remington logo inset on one side. The accompanying sheath is made of long-wearing, top grain black leather.

GIFT LINE ADDITIONS

Designed for both formal and casual use, the Remington knife gift line has



three attractive additions for 1996.

Two new compact twin-bladed pocket knives with handsome, mother-of-pearl handles combine distinctive appearance and all-around utility, for everyday use in everything from a pair of jeans to a tuxedo. One, in a 3" closed length Congress pattern, has a 1 $\frac{7}{8}$ " sheepfoot and 1 $\frac{1}{16}$ " pen blade. The other is a standard, 3 $\frac{1}{4}$ " pen knife with 1 $\frac{3}{8}$ " pen and 1 $\frac{3}{4}$ " spear blades. All blades are 440A stainless steel with a Scotchbrite finish. Bolsters of both knives are nickel-silver, and one handle side contains an oval nickel-silver shield with the Remington logo.

Another good looking addition to the gift line is a 9 $\frac{1}{2}$ " long letter opener with a 5 $\frac{1}{2}$ ", stainless steel blade containing the Remington logo etching. The handle is an elegant combination of mother-of-pearl and malachite, with a nickel-silver bolster. It is packaged in a two-piece Remington gift box.

STREN® FOLDING FILLET KNIFE

For fishermen, Remington has added a single-blade, folding lockback Stren® Fillet knife. From its open length of 12 $\frac{1}{2}$ ", this highly practical knife closes down to a compact 7 $\frac{1}{4}$ " that will store easily in any tackle box. The 5 $\frac{1}{4}$ " flex-type stainless steel blade has a Scotchbrite finish and includes a Stren® logo blade etch-

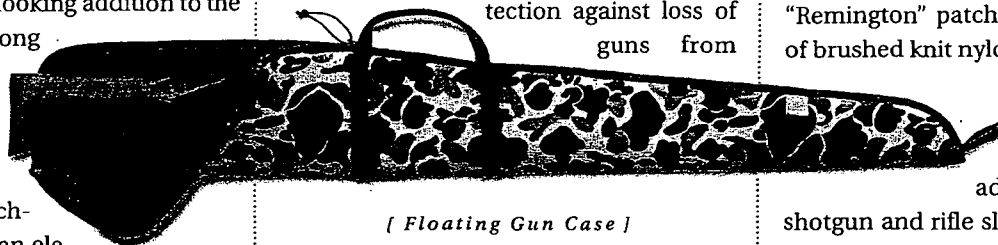
ing. Even wet hands will be able to maintain a firm hold on its black, checkered Zytel® nylon handle. Extra corrosion resistance is provided by nickel-silver pins and a brass liner for the lanyard hole.

NEW SHOOTING ACCESSORIES

Two highly practical new designs and additional options in camo patterns and colors have been added to the Remington shooting accessories line for 1996.

FLOATING GUN CASE

A new Floating Gun Case offers protection against loss of guns from



[Floating Gun Case]

being accidentally dropped in the water. The new, zipper-closed case sandwiches a layer of closed-cell foam between an inner layer of tricot nylon and outer layer of Propex nylon. It has sufficient buoyancy to remain afloat with any shotgun inside and comes in 48" and 52" lengths. Matched to its obvious advantages for waterfowling, the outer fabric is printed in versatile brown camo.

GUN CLUB SHELL BAG

Another truly handy convenience feature is designed into Remington's new

Gun Club Shell Bag. This has the standard twin pouches for loaded shells and empties, but the empties pouch has a U-shaped zipper that allows shooters to drop out the empty hulls without unbuckling the bag or turning it upside down. It has built-in belt loops and is constructed of tough Propex nylon in Remington green with tan trim.

GUN CASES WITH ADVANTAGE® CAMO

The popular and versatile Advantage® camo pattern is now available as an option in Remington's selection of gun cases. Offered in 46" and 52" lengths, these cases include an outer fabric of canvas twill with a leather "Remington" patch, and an inner fabric of brushed knit nylon.

A new option of Advantage® camo has also been added to Remington

shotgun and rifle slings. These slings are constructed of long-wearing Cordura®, reinforced with nylon stitching and have a non-slip inside surface. Padded sections are 2 $\frac{1}{2}$ " wide by 16" long, with adjustable, one-inch nylon straps.

NEW SPORTSMAN™ GUN CASE OPTION

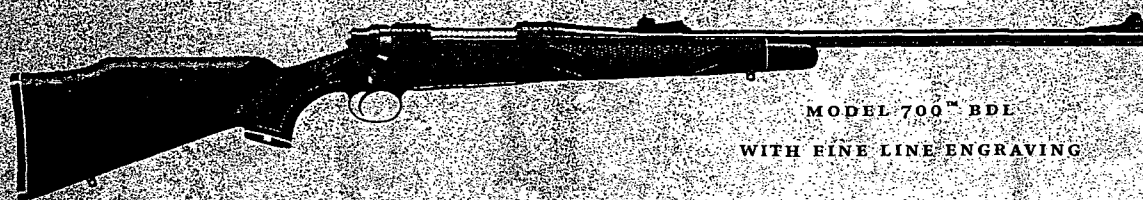
Remington's Sportsman™ gun case is now available in an additional color combination of black and tan. The outer surface consists of black cotton canvas with leather-grain tan vinyl trim, and carries a distinctive Remington logo patch. The interior is made of brushed knit nylon.

PHOTO RESOURCES

Firearms

1996 PRODUCT PHOTOS

The Remington photo library includes hundreds of product images. In addition to photography of all new 1996 products, of which a **PARTIAL** sampling is shown here, our library also contains black & white and color photos of products from past years. Images can also be specially ordered on floppy disk, SyQuest®, and CD formats. Call our Press Office, and we'll be happy to provide you with images to support your stories.



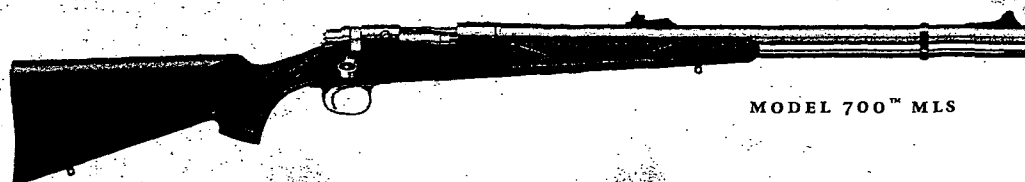
MODEL 700™ BDL
WITH FINE LINE ENGRAVING



MODEL 700™
ENGRAVING DETAIL



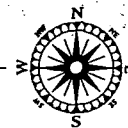
MODEL 700™ ML



MODEL 700™ MLS



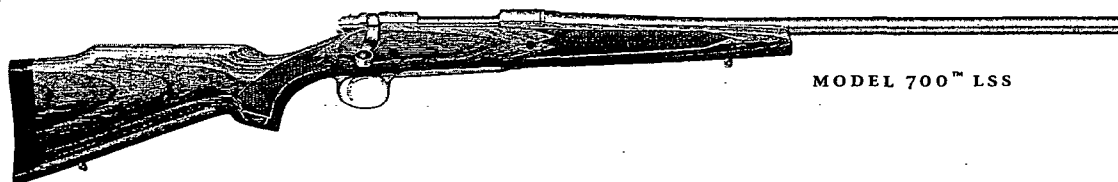
MODEL 700™ SENDERO SF



MODEL 7400™
WITH FINE LINE ENGRAVING



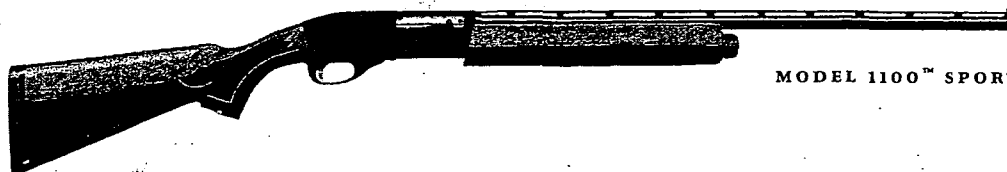
MODEL 7400™
ENGRAVING DETAIL



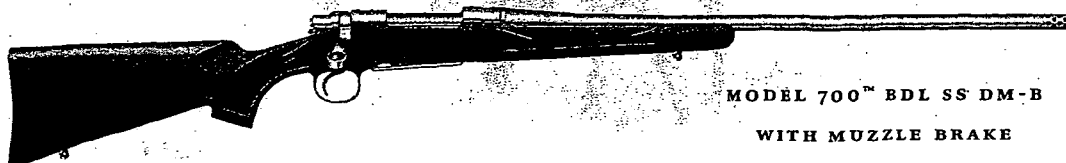
MODEL 700™ LSS



MODEL 396™ SPORTING



MODEL 1100™ SPORTING 28



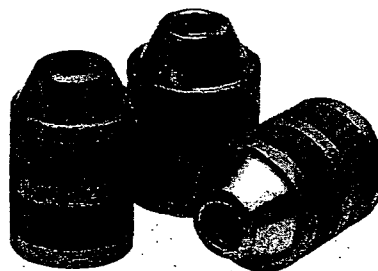
MODEL 700™ BDL SS DM-B
WITH MUZZLE BRAKE

PHOTO RESOURCES

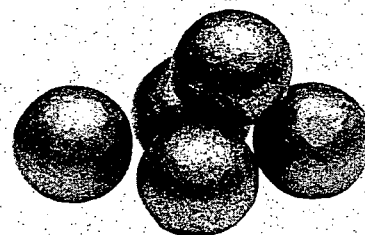
Ammunition



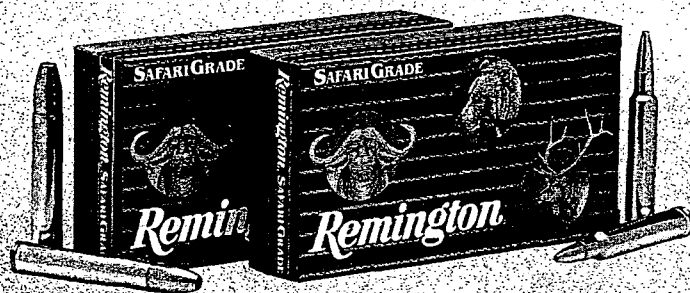
BLACK POWDER
SABOT ASSEMBLYS



BLACK POWDER
LEAD CONICAL BULLETS



BLACK POWDER
ROUND BALLS



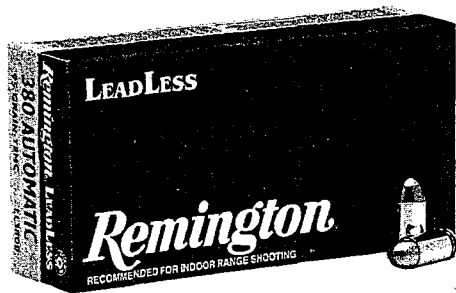
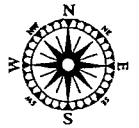
SAFARI GRADE ADDITIONS



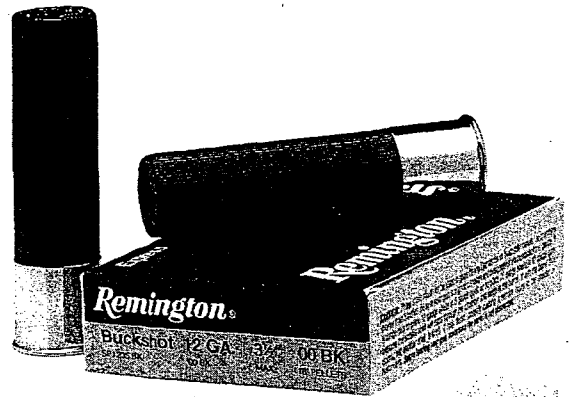
GOLDEN SABER ADDITION



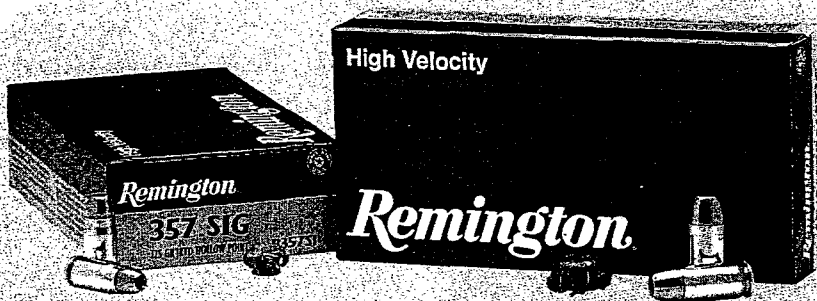
PREMIER STS
TARGET LOADS



LEADLESS™ ADDITIONS



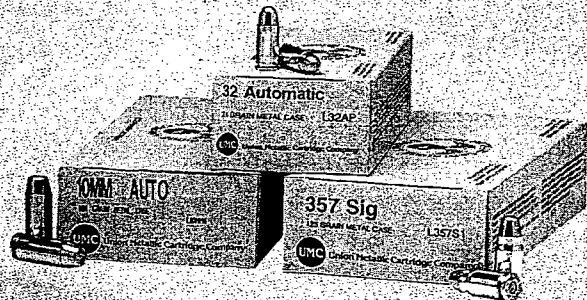
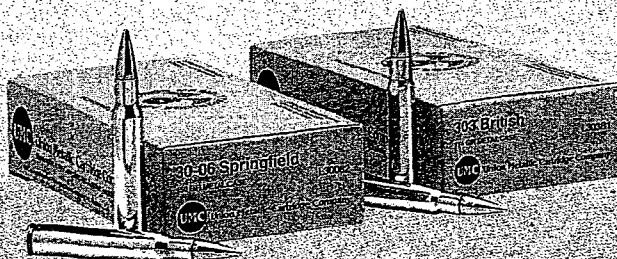
EXPRESS® 3 1/2" BUCKSHOT



PISTOL & REVOLVER ADDITIONS



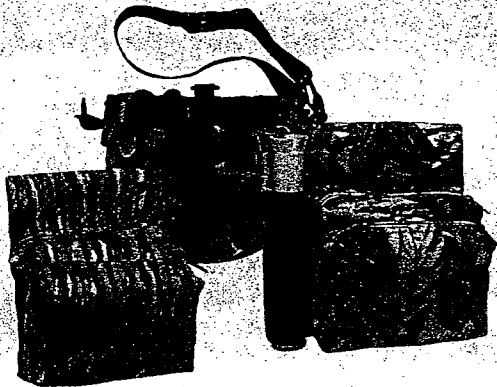
CORE-LOKT®
BULLET ADDITIONS



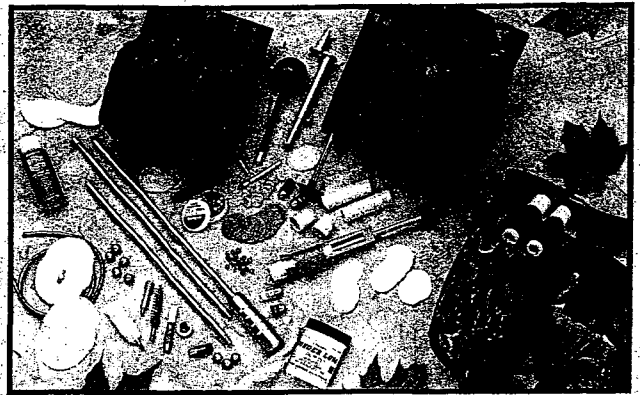
UMC® ADDITIONS

PHOTO RESOURCES

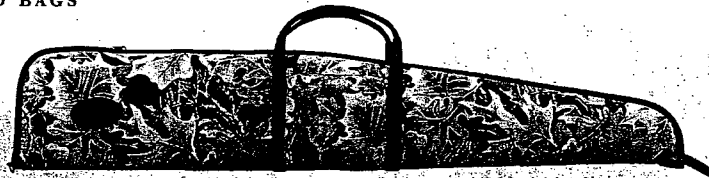
Accessories



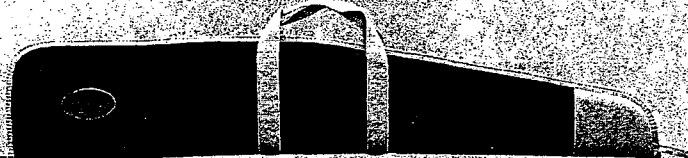
BLACK POWDER FIELD BAGS



BLACK POWDER SHOOTING ACCESSORIES



ADVANTAGE® GUN CASE



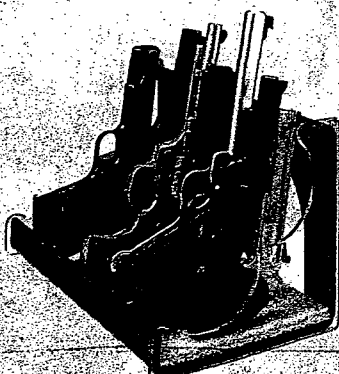
BLACK & TAN SPORTSMAN™ GUN CASE



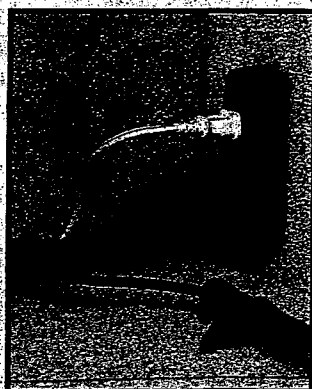
FLOATING GUN CASE



SHOOTER'S BAG



SAFE OPTIONS & ACCESSORIES ITEMS



CLEANING KITS

A FEW WORDS ABOUT SAFETY

Corporate Safety Initiatives

10 Commandments of Safety

SAAMI Programs

Supported Organizations

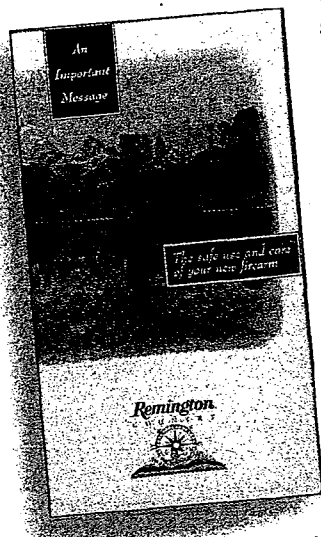
REMINGTON SAFETY INITIATIVES

Remington has a long standing commitment to communicating firearms safety messages to consumers. The company's safety program, costing more than \$1.0 million annually, will continue in 1996.

Remington will again provide a free, 34-minute safety video with most new rifles and shotguns sold in the United States. The \$750,000 program, begun last year, permits the delivery of strong safety messages to consumers.

"As America's oldest firearms manufacturer, we have a responsibility and a role to play in helping to assure that sporting firearms are used safely by our customers and sportsmen everywhere," said Thomas L. Millner, President & Chief Operating Officer. "The hunting and shooting sports have an excellent record of safety, and Remington is committed to doing more to assure that firearms-related accidents continue to fall, toward our ultimate goal of no firearms-related accidents."

"While Remington has a role to play, so too, does the sportsman," said Millner,



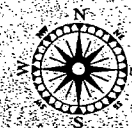
who explained that many of Remington's safety messages will communicate the notion of personal responsibility to firearms users. "We believe that the safest firearm is one that is being handled by a safety-conscious sportsman, so we'll be working hard to assure that hunters and shooters understand the critical role they play in protecting the safety of themselves and those around them," he said.

In addition to the free safety video supplied with each firearm, Remington will also continue to place safety-related advertisements in industry magazines, covering topics like reloading, gun handling, maintenance, and personal responsibility.

The company continues to support a number of on-going youth and firearms "safety" related programs run by important industry organizations, like the National Rifle Association, the Hunter Education Association, the National Wild Turkey Federation, the Southeastern Outdoor Press Association, the Association of Great Lakes Outdoors Writers, the Sporting Arms and Ammunition Manufacturers Institute, Pheasants Forever, 4H and many others.

REMINGTON'S 10 COMMANDMENTS OF SAFETY

1.
ALWAYS KEEP THE MUZZLE
POINTED IN A SAFE DIRECTION.
2.
FIREARMS SHOULD BE
UNLOADED WHEN NOT ACTUALLY
IN USE.
3.
DON'T RELY ON YOUR
GUN'S "SAFETY".
4.
BE SURE OF YOUR TARGET AND
WHAT'S BEYOND IT.
5.
USE CORRECT AMMUNITION.
6.
IF YOUR GUN FAILS TO FIRE
WHEN THE TRIGGER IS PULLED,
HANDLE WITH CARE!
7.
ALWAYS WEAR EYE AND EAR
PROTECTION WHEN SHOOTING.
8.
BE SURE THE BARREL IS CLEAR
OF OBSTRUCTIONS BEFORE
SHOOTING.
9.
DON'T ALTER OR MODIFY YOUR
GUN, AND HAVE GUNS SERVICED
REGULARLY.
10.
LEARN THE MECHANICAL AND
HANDLING CHARACTERISTICS OF
THE FIREARM YOU ARE USING.



SAAMI

Remington plays a key role as a member of SAAMI, the Sporting Arms and Ammunition Manufacturers Institute, and its sister organization NSSF, the National Shooting Sports Foundation.

For many years, SAAMI has played a critical role in assuring technical standards for major manufacturers of firearms and

ammunition. NSSF promotes the hunting and shooting sports, helping to assure a positive future for our industry.

Together, they represent a tremendous source of information for the outdoor press about the role of the industry, about the state of the firearms

industry today, and about a variety of specialty subjects that, as a representative of industry, they are best positioned to report upon.

Recently, SAAMI and NSSF have published a series of informative brochures that define the industry's position on a number of key issues of public interest. Those brochures, which are available to the out-

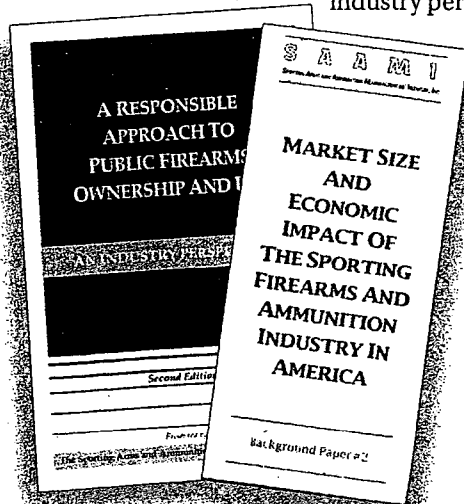
door press, cover subjects like absolute liability, gun safety and proper gun storage, and, perhaps most importantly, information on the economic impact of the hunting and shooting industry on America's economy.

SAAMI

SPORTING ARMS AND AMMUNITION MANUFACTURERS' INSTITUTE, INC.

The Remington Press Office is happy to assist the outdoor press in researching industry related stories, with the assistance and cooperation of the SAAMI/NSSF press office. We can assist you by providing introductions to key industry personnel; we'd be glad to

order background materials for you, and we'd be glad to work closely with you and SAAMI/NSSF on industry stories. Our industry associations can be a great resource, particularly for trade-related articles. Please call us in the Remington Press Office if we can provide assistance.



REMINGTON SUPPORTS THE FOLLOWING OUTDOOR WRITER'S ORGANIZATIONS



OUTDOOR WRITERS OF CANADA
FLORIDA OUTDOOR WRITERS
GEORGIA OUTDOOR WRITERS
HOOSIER OUTDOOR WRITERS
LOUISIANA OUTDOOR WRITERS
MASON-DIXON OUTDOOR WRITERS
MICHIGAN OUTDOOR WRITERS
MISSOURI OUTDOOR COMM.
NY STATE OUTDOOR WRITERS
FLORIDA OUTDOOR WRITERS ASSOC.
NORTHWEST OUTDOOR WRITERS
OUTDOOR WRITERS OF OHIO
PENNSYLVANIA OUTDOOR WRITERS
ROCKY MOUNTAIN OUTDOOR PRESS
SOUTH CAROLINA OUTDOOR PRESS
TENNESSEE OUTDOOR WRITERS
TEXAS OUTDOOR WRITERS



IMPORTANT CONTACT INFORMATION

for MEMBERS OF THE PRESS

The Remington Press Office maintains dedicated telephone lines for working press only, including a toll-free phone service. To insure that these dedicated lines are available to writers, we ask that they **NEVER BE PUBLISHED** for consumer use. This will assure the best level of service for consumers and for the outdoor press.

Consumers may contact Remington by calling 1-800-243-9700, or by writing to: Consumer Affairs, Remington Arms Company, Inc., Delle Donne Corporate Center, 1011 Centre Road, Wilmington, DE 19805-1270.

Working press may contact the Remington Press Office using the following, dedicated **PRESS ONLY** lines:

BILL WOHL
MANAGER OF PRESS RELATIONS
FOR FIREARMS AND AMMUNITION
302-993-8577

MIKE FINÉ
MANAGER OF PRESS RELATIONS
FOR ACCESSORIES
AND STREN® FISHING LINES
302-993-8546

REMINGTON PRESS OFFICE
800-537-2278 (PRESS ONLY)
FAX LINE:
302-993-8606 (PRESS ONLY)

Accelerator, Core-Lokt, Duplex, Express, Kleanbore, Premier, Remington, Sportsman, UMC, and Wingmaster are trademarks registered in the U.S. Patent & Trademark Office by Remington Arms Company, Inc. 9500, Brite Bore, Bullet, Copper Solid, Driving Band, Figure 8, Golden Saber, Grizzly, Hardbody, Leadless, Lead-Lokt, Model 11-87, Model 700, Model 870, Model 1100, Model 7400, Model 7600, Sportsman, and Rem are trademarks of Remington Arms Company, Inc., Wilmington, DE 19805. Black Out and Wonder Lube are trademarks of Ox-Yoke Originals, Inc. A-Frame is a trademark of Swift Bullet Company. Advantage is a trademark of Spartan-Realtree Products, Inc. Cordura, Delrin, Kevlar and Zytel are trademarks registered in the U.S. Patent & Trademark Office by E.I. DuPont de Nemours & Company (Inc.). Weights, stock dimensions, checkering pattern and wood grain may vary according to the individual firearm. Remington reserves the right to change or modify its products without notice. Pricing may vary by model, specification, color, size and availability. Follow the safety rules printed in firearms instruction books and on ammunition boxes. If you do not have an instruction book for your Remington firearm write Remington Arms Company, Inc., Ilion, New York 13357, for a free copy. Please specify the model and serial number. The firearms herein have been photographed with their actions closed to properly showcase their features. In actual practice, any firearm not in use must be left with ammunition removed, action open, and safety on.

Remington®

Printed in U.S.A.

24 0181323 R 2198398