

TIMES, New York, N. Y.  
 WALL STREET JOURNAL, New York, N. Y.  
 HERALD TRIBUNE, New York, N. Y.  
 WORLD-TELEGRAM, New York, N. Y.  
 COURIER, Camden, N. J.  
 TIMES, Hartford, Connecticut  
 MAIL, Charleston, West Virginia  
 RECORD, Philadelphia, Pa.  
 TIMES-RECORDER, Zanesville, Ohio  
 EAGLE, Brooklyn, N. Y.  
 SENTINEL, Milwaukee, Wisconsin  
 PRESS, Pittsburgh, Pa.  
 NEWS-LEADER, Richmond, Virginia  
 GAZETTE, Bloomville, Ohio  
 TIMES, Detroit, Michigan  
 SUN, New York, N. Y.  
 WALL STREET JOURNAL, San Francisco, Calif.  
 CENSOR, Fredonia, N. Y.  
 PRESS, Cleveland, Ohio  
 HERALD, Bridgeport, Connecticut  
 POST, Camden, N. J.  
 HERALD, Boston, Mass.  
 FACTS, Redlands, Calif.  
 NEWS, Ironton, Ohio  
 OBSERVER-DISPATCH, Utica, N. Y.  
 SUN, Williamsport, Pa.  
 BERGEN RECORD, Hackensack, N. J.  
 TIMES, Martin's Ferry, Ohio  
 JOURNAL HERALD, Dayton, Ohio

Also, the following magazines:

SPORTING GOODS DEALER  
 HARDWARE RETAILER  
 HARDWARE TRADE

As the story appeared in the news columns, space in which is not for sale, there is no way in which to determine accurately the monetary value of the circulation received but space of this type is generally considered extremely effective from a propaganda standpoint. Correspondence and comments from sportsmen prove that the questionnaire and the attendant story did much to create additional prestige for Remington by demonstrating Remington's progressiveness and desires to produce sporting arms which meet the requirements and preferences of the consuming public.

FISmith:MR  
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