

Remington Benefits

Lower manufacturing cost making possible lower retail price to consumer for a vent rib shotgun, thereby increasing total shotgun volume. Our records show that popularity of vent rib guns is steadily increasing. Our sales of vent rib guns have increased from a 3.8% in 1950 to 13.6% in 1957 of total shotgun sales.

One of our competitive manufacturers makes available a vent rib shotgun for an additional \$5.00 retail. Our lowest cost vent rib (M/870) currently retails for an additional \$24.50, or 29% of the retail price of the basic gun.

Better competitive position.

Potential increase in total shotgun sales volume.

- (2) Consider further Promotion of Shotguns Fitted With Compensators as Standard to Remington Line (See Photo Plate XVI)

Discontinue to carry as a specialty item and make available at retail stores Remington guns equipped with a compensator. Availability of this accessory on a gun for "Mr. Average" consumer at the retail outlet should result in an increase in overall sales volume of our shotgun line.

- (3) Consider Further Promotion of Shotguns Fitted with Variable Choke Devices as Standard to Remington Line (See Photo Plate XVI)

Ditto comments made under item 2 above.

- (4) Market Rifles with Scopes Attached

Consider Remington's making available at retail outlets Remington rifles fitted with scopes attached.

Many average hunters and sportsmen would prefer to purchase a rifle with a good scope attached at retail outlet.

Many retail outlets have essentially no information on scopes and where best to get them mounted. The customer who really wants a scope then looks to competitive brands which provide this feature.

Remington Benefits

Increased Saleability of our product.

Increased volume.

Low capital investment.

Customer appeal.

Extra profits.