

Benefits to Remington

Practically no capital investment.

Remington "First".

Better competitive position.

Increased Earnings.

Increases sales.

Additional ammunition sales.

- (10) As a Sales Stimulant Consider Making Available a Shotgun with Extra Barrel at Extra Cost but Part of a Package Deal - One Barrel 30" Full Choke and a 26" Improved Cylinder Barrel

Customer Appeal

Essentially two shotguns in one at a lower cost for those who would never put out the money for two separate shotguns.

- (11) Free Targets in Form of Animal Cutouts - Squirrels, Woodchucks, etc.; Package a few with Gun. Include instruction and price list for re-order of same.

Customer Appeal

Increase interest in 22 R.F. and regular rifle shooting, something that simulates actual game. Observation of animal target will reveal if shooter has hit vital zone for clean kill, etc.

Benefits to Remington

Remington provides shooters with realistic targets.

Low cost advertisement.

Better competitive position.

Remington brand name - build for future customers.

Low capital investment.

Increased sales.

Increased earnings.

Additional sales stimulants; guns and ammunition.