

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington



cc: F. E. Morgan
L. J. Boyle
S. M. Alvis
J. H. Sweeney ✓

Bridgeport, Connecticut
November 17, 1972

TO: E. SPARRE
FROM: H. D. ALBAUGH
SUBJECT: REQUEST FOR DEVELOPMENT OF ECONOMICS FOR
TWO 1973 SPECIAL PROMOTIONS

In reviewing Winchester's 1973 promotional program, two appear to have the potential to adversely affect our business. With this in mind, we are asking Ilion to develop economics for two promotions for introduction at the sales meeting on December 4. The promotions to be considered are:

- 1) A Nylon 66 MB with Universal 4X 3/4" tube scope included in the carton. We forecast sales of 10,000 units of which 5,000 would be additional business. Present consideration of retail price is \$64.95 for the combination. I understand Ilion Purchasing has determined cost of scopes.
- 2) Present M/700 ADL 30-06 with Universal 4X scope (same as that used with M/788) with appropriate rings and mounts included in the carton. Estimate sales of 7,000 units of which 3,500 would be additional business. Present consideration of retail price is \$159.95 for the combination. I have ordered rings and mounts from Universal for testing by R & D. Costs have not been determined.

HDA/bc