Introducing the Ultimate in Versatility and Dependability in an Autoloading Shotgun:

Our new Model 11-87 combines the best that tradition and technology can produce. It retains the pointability, soft recoil, and good looks that made Remington autoloaders famous for 82 years, but adds true "multipurpose" versatility.

But don't be misled into thinking this is just a re-styled shotgun. The Model 11-87 is a completely NEW shotgun. Its patented Pressure Compensating (PC) gas system and 3" chambers allow hunters to shoot ALL 12-gauge loads interchangeably, from 3" heavy magnum to light 2¾" field loads. Combined with our heat-treated, seamless stainless steel "Rem" Choke tubes, this is the only shotgun most hunters will ever need.

In addition to the ultimate in versatility, several other new design features also significantly increase the durability and dependability of this new Model 11-87. The pressure valve in the new PC gas system is self-cleaning and NEVER has to be removed for maintenance. The larger extractor, improved feed latch, stainless steel magazine tube, heat-treated piston and piston seal increase dependability shot after shot, hunt after hunt. The receiver is milled from ordnance steel and, of course, it's proudly "Made in America" by American craftsmen from start to finish.

"Premier" grade Model 11-87 features include a distinctive, positive-cut checkering pattern on the satin-finished American walnut stock and fore-end. A historic Remington Arms insignia adorns the grip cap. A solid brown recoil pad cushions the already-soft recoil and prevents slipping. Bradley-type front and metal middle sights help the shooter get on target quicker.

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Remington Introduces 150 + New Products for '87. Get Ready for a Great Year!

New Products create new opportunities for sales and profits, and bring customers into your store. This year, we introduced more new products than ever before in Remington's history. For 1987, we are introducing even more!

Many new products, including—(1) the ultimate in versatility and dependability in autoloading shotguns; (2) five new synthetic-stocked rifles (25 specs) and a new "XP 100" caliber; (3) another Limited Edition "Classic" rifle and two new cartridges to go with it; (4) "Rem" Choke in 20-gauge shotguns; (5) four new trap and skeet guns; (6) twelve new Steel shot loads (12- and 20-gauge), including six MultiRange Duplex™ Steel specifications; (7) two new magnum "High Velocity" rilled slug loads; (8) four new centerfire rifle cartridges; (9) four new handgun cartridges; (10) new centerfire and shotgun components; (11) an expanded clothing line and (12) another "Bullet" knife for collectors. And there's more to come! You can learn more about most of these new products by turning the page.

99% Would Recommend Remington to a Friend.

For the past four years, Remington firearms owners have indicated very high satisfaction levels. In fact, 99% indicated they would recommend a Remington gun to a friend. Considering that reputation of the manufacturer and recommendation of a friend are the top two influences on a gun buyer's purchase decision, this is a very important statistic. It means customers coming through your door are pre-conditioned to buy Remington. And that helps to make your job of selling everything with the Remington name on it a lot easier.
Shotshell

New SP MultiRange Duplex™ Shotshell

The versatility of the “Duplex” loads should also appeal to the pheasant hunter, especially later in the season when roosters tend to get up a little further out.

But you’ll want to get your order in now for the spring turkey seasons. Serious turkey hunters will be looking for our attractive 50-round merchandiser on your counter as sure as a gobbler looks for a hen. Be ready!

By now you probably have heard all about this revolutionary new concept in shotshells. Introduced in the fall of 1986, SP MultiRange “Duplex” with “Copper-Loket” Lead loads generated a lot of enthusiasm (see the order form for reprint of article from Guns & Ammo magazine) and immediately “sold out.” Now we are ready to ship MultiRange “Duplex” loads in both Lead and Steel.

In our patterning tests on targets moving at 40 mph, we averaged 85% patterns inside a 30” circle from 40 yards, shooting the MRPL2S 2 x 6 (lead) load from a full choke Model 1100. The smaller shot “cloud” appears to stay closer behind the larger shot “cloud.” In this test, 100% of the 2’s were inside the circle. That’s impressive!

The secret is in the “stratified payload” design in which the smaller shot is loaded behind the heavier and larger shot. If the shot is mixed or loaded the other way around, the concept doesn’t work.

Centerfire

New 338 Win. Mag. in 225-gr PSP and 250-gr PSP

To complement the 1987 limited edition Model 700 “Classic” chambered for 338 Win. Mag., we are introducing two new loads in 338 Win. Mag. The 225-gr Pointed Soft Point (R338W1) bullet provides superior downrange trajectory for hunting big, tough animals at long range. The protected point bullet and thicker jacket design provides consistent on-game performance. The heavier 250-gr PSP load (R338W2) is offered exclusively by Remington and provides superior core retention for positive penetration in heavy and/or dangerous game. This load is the choice of Alaska Professional Hunters for bear, but should also be popular with elk and moose hunters in the lower forty-eight. (Please Note: 338 Win. Mag. unpinned brass is also available. Order No. U338WIN)

More New Steel Shot Loads

In addition to the SP MultiRange “Duplex” loads in Steel, we are expanding our line of Steel Shot loads to include 2-1/4”, 12-gauge loads in 3, 4, and 6; and 20-gauge 3 1-oz Steel Shot loads in 2, 4 and 6. Muzzle velocities are 1275 fps and 1330 fps respectively. Both loads will be available in mid-1987. Remington’s broad line of Steel Shot now simplifies your customers’ buying decision. All they need to remember is Remington Steel. And look for more new loads to come in 1987!

New Magnum Rifled Slugs

“High Velocity” 23/4” (mid-1987) and 3” “Slugger” loads. For deer hunters who want more out of the woods than fresh air, the new “High-Velocity” Magnum “Slugger” loads should help them achieve their goals.

The 3”, Magnum, 453-grain (1 oz.) load is the fastest Foster-type rifled slug in America—MV = 1760 fps. And the 23/4” Short Magnum is not far behind at 1680 fps. To maintain optimum controlled expansion at these higher velocities, the Hollow Point cavity was eliminated in both loads. Their flatter trajectories provide more consistent shot placement and less wind drift. And you know that translates into improved ACCURACY.

New 257 Roberts 100-gr PSPGL

The only thing standard about this new load is the pressure. This loading modernizes the fine 257 Roberts by achieving an instrumental muzzle velocity of 2980 fps at standard (non + P) pressures. This means that it can be used in all guns originally chambered for the 257 Roberts. The high MV and Pointed Soft Point bullet shape provide improved downrange trajectory and energy compared to the 117-gr. load and makes it a better choice for hunting in open country. And, because its a “Copper-Loket” bullet, it knows how to perform when it gets there. (Order No. R257A)

New 45-70 Government 300-gr JHP

With its wider and deeper cavity, this new load gives superior mushrooming performance on big game. Muzzle velocity is 1800 fps (SAAMI specification), which is 35% faster than our 405-grain load. (Order No. R4570L)
New 357 Rem. Mag. 140-gr (R357M9) Semi-Jacketed Hollow Point

This 140-gr load is the optimum bullet weight for the 357 Mag. and broadens our already broad line. The scalloped "Power Petal" jacket design is tops for producing mushrooms. The scientifically placed cuts in the jacket focus expansion forces so that the jacket opens in a controlled manner. The exposed lead tip gives proper expansion at longer ranges (compared to harder, fuller jacketed designs).

The 140-gr fills the gap between the popular 125-gr and 158-gr bullets by providing increased energy and stopping power over the former, with flatter trajectory and reduced recoil compared to the latter.

New 45 Colt 225-gr SW (R45C1)

This is an improved hunting version of the popular Elmer Keith style, flat-shouldered semi-wadcutter bullet because it has no hollow-point. With its improved bullet design and higher velocity than competitive loads, it provides improved penetration on game, while maintaining its general purpose versatility.

Remington Sponsors U.S. Biathlon Team

We want to help the U.S. Biathlon Team win...and win with firearms and ammunition "Made in the U.S.A." That's why Remington has donated 30,000 rounds of Standard Velocity "Target" rimfire ammunition (Order #6122) to the U.S. Biathlon Team. In addition, the Team has purchased specially modified Model 540-XR rimfire target rifles from Remington to use in training.

This not only demonstrates Remington's commitment to the shooting sports, it also reflects our pride in quality, Made in America products.

Remington Re-established Suggested Retail Price Lists

Two price lists are printed by Remington: a Suggested Retail Price for consumers and a Manufacturers Selling Price for distributors and direct retail customers.

Dealers buying Remington products from their full-service Remington Distributor may receive dealer price information from them.

Now available: "Rem" Chokes in 20-Gauge.

"Rem" Chokes are now available in all 20-gauge Model 1100s and 870s (except deer guns). Like their bigger brothers, 20-gauge "Rem" Choke tubes are heat-treated, seamless stainless steel. Stronger than other factory choke tubes and able to withstand the stress of Steel Shot, "Rem" Choke tubes make these shotguns versatile, all-around performers. Like the ad says, "The Harder the Shot, the More You Need 'Rem' Chokes!"

Important Note: New 20-gauge "Rem" Choke barrels, because of their thicker taper, may NOT readily fit pre-1987 Model 1100 LT-20 shotguns. The fore-end may have to be modified by a gunsmith (barrel channel enlarged) and refinished in order for the "Rem" Choke barrel to fit pre-1987 Model 1100 LT-20 shotguns. This modification is NOT covered under Remington's Warranty Repair Policy.


If you are going to the SHOT Show, and we hope you are, please be sure to visit the Remington exhibit (Booth #12-9) first to pick up your free "Remington Country" literature bag. And while you are there, take a look at the newest ideas from the most experienced Company in the business.
New Synthetic-Stocked Rifles Deliver State-of-the-Art Experience.

Hi-tech composite fibers, such as DuPont’s KEVLAR® and RYNITE®, offer shooters a new world of opportunity for improved accuracy, lighter weight and rugged durability. Virtually immune to changes in atmosphere and temperature, synthetic-stocked rifles maintain their zero. They are also lighter than walnut stocked guns and virtually indestructible. Combined with the Remington Model 700 or Model Seven barrelled action, and “Core-Lokt” ammunition, a hunter has the strongest, most accurate out-of-the-box hunting system available.

New Model Seven FS (Fiberglass Stock) is offered in three right-hand calibers—243, 7mm-08 and 308. The hand laid-up, classic-style fiberglass stock is reinforced with KEVLAR for improved bedding and strength. It features a grey or grey camo textured finish and hinged floorplate. The tapered 18½” barrel includes a ramp front and adjustable rear sight. When hunters are given the opportunity to handle this 5½-lb rifle, they are impressed with its compactness and quick handling.

New Model 700 FS (Fiberglass Stock) also has a hard laid-up fiberglass stock reinforced with KEVLAR, a blind magazine (ADI, barrelled action) and comes in either grey or grey camo textured finish. The right-hand version is offered in 243 Win., 7mm Rem. Mag., and 308 Win. The left-hand version is available in 270 Win., 30-06 and 7mm Rem. Mag.

New Model 700 RS (RYNITE Stock) shares the sleek styling of our “Mountain Rifle” design, but uses DuPont RYNITE for increased strength and durability. The exclusive manufacturing process captures minute detail to be reproduced with great fidelity. Available in .270 Win., .280 Rem. and 30-06 in either grey or grey camo with a textured grip for control, but a smooth cheekpiece for comfort. Right-hand only. (Gun not shown.)


New “Premier” Target Load

If the reception shooters gave our new “Premier” Target Load during its introduction at the Grand American Trapshoot any indication, we've got an instant winner here. The new Remington “Premier” Target Load is the best load that state-of-the-art technology and experience can provide because it delivers outstanding performance on first firing, and provides superior reloads. Yet it costs little more than regular competitive loads. That's the kind of built-in quality and value clay target shooters like!

New technology helped us develop a smooth, “hard body” hull with 20% greater tensile strength. Then we developed a new “Premier”-size primer with a covered flash hole and a new priming mixture additive that increases sensitivity for dependable, instantaneous ignition. An optimum blend of powders is used to deliver consistent velocities and pressures with this hull-wad-primer-load combination. The recoil may seem soft but it hits the target HARD! The new “Figure-8” wad is made from a low density polyethylene to make it lighter and give it better low temperature performance. Its gas seal design also prevents “cocking” inside the hull. And, finally, Remington's own hard, perfectly round shot tops off the load. There you have it: the anatomy of a perfect target load. Now, the only missing ingredient is your order.
New Model 40-XB “Custom” KS (KEVLAR Stock) “Varmint Special”—100% KEVLAR stock, black in color and with lightly textured finish. Stainless steel barrel. We should have called this the “Ultimate Varmint” rifle. Serious varmint shooters will.

Other Custom Shop additions include (a) expanded calibers in the Model 700 “Custom” KS “Mountain Rifle,” 8mm Rem Mag and 338 Win Mag in both right- and left-hand versions. (b) The “XP-100” Long Range “Custom” Pistol in 223 Rem. with Heavy Barrel contour. Custom Shop “XP-100” Pistols all have wooden stocks in either right-hand or left-hand versions. (See the enclosed order form to order Price Lists and/or Custom Shop Brochures or individual catalog pages on Custom Shop offerings.)

New Model 700 Gun Kit

For the first time, our Model 700 is available with a “do-it-yourself” stock. Now, craftsmen can have the satisfaction of owning the finest bolt action finished one-of-a-kind to their individual taste. Available in 243 Win., 270 Win., 7mm Rem. Mag, 308 Win., and 30-06. The “Gun Kit” includes iron sights, instruction manual, three checkering templates and swivel studs installed. All metal work is completely finished, polished and blued. The stock is fully inletted, but needs to be finished and checkered. A nice gift for the handyman or a less expensive way for a young hunter to start off with a quality rifle.


Following a successful tradition of annually introducing a Limited Edition of the Model 700 “Classic,” 1987’s offering will be in the potent 338 Win. Mag. caliber (Order No. 5899). Note: Although not shown in the photo, the 338 Win. Mag. “Classic” does come with open sights.) Complementing this firearms introduction are two new loads from the ammunition side. A 225-gr PSP (Order No. R335W1) and, exclusively from Remington, a 250-gr PSP load (Order No. R337W2). With a muzzle energy of 927 ft.lbs., this 250-gr load will stop even the largest, most dangerous game in North America.

From the 
Reloading Bench

New reloading data has been developed for the Remington 7mm BR (introduced mid-1986; Order #7 7mm BR), by our friends at DuPont Smokeless Powders. In his covering memo, Larry Werner indicated that “…IMR 4198 appears to be the only realistic powder to use.”

Case: Rem. New Factory Primer: Rem. BR 7½
Barrel Length: 15 inches

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New “XP-100” Silhouette in 35 Rem.
Handgun hunters and metallic silhouette shooters will welcome this new addition to our line of products for these growing sports. The “XP-100” features a ZYTEL® nylon stock with universal grip, 14½” barrel and a proven bolt-action design. (Order No. 5473)
Remington Outdoor Clothing Line
a Winner in Debut Year

The Remington Stillhunter jacket, new for 1987, is warm and quiet. It's offered in both Blaze Orange and Red Buffalo Plaid 100 percent DACRON® polyester Worsterlon® fabric.

Line Expands for 1987

For years, Remington has enjoyed the distinction of being the only producer of both American-made guns and ammunition. The introduction of the Remington Outdoor Clothing line in 1986 further reinforced the Company's position as the leading supplier for recreational hunters.

Remington introduced the world's first system of layered clothing for waterfowl, big game and upland game hunters and both dealers and consumers immediately embraced the concept. The system for all three types of hunting begins with underwear of Du Pont THERMAX®-soil, warm garments that wick moisture away from the skin. The 1987 product line includes a new, heavier weight of THERMAX® underwear that will be offered in tan, navy and red.

The mid layer for big game and waterfowl hunting for 1987 features a new fabric, POLARPLUS™. These warm, lightweight tops and bottoms retain their good looks because POLARPLUS™ will not "pill." They allow perspiration moisture wicked from the skin by the THERMAX®

wear to pass on to the outer layer of the system. For upland hunters, shirts of Worsterlon® offer warmth and style in a variety of colors.

Although Remington's upland jackets, vests and pants remain unchanged for 1987, outer garments for big game and waterfowl hunting have been improved and a number of new items have been added to the line. For example, the big game parka now features a "zed" Gore-Tex® liner instead of a laminated Gore-Tex® membrane, so the garment remains waterproof and windproof while noise is reduced to an absolute minimum. Big game overpants feature the same type of lining.

The waterfowl 4-way parka boasts a new removable and reversible liner. Brown camo ambush cloth reverses to a smooth, tough 'den' green fabric. The liner is insulated with Du Pont THERMALITE® for lightweight warmth. Of course, both waterfowl and big game garments are "breathable," so hunters stay warm and dry in virtually any weather condition.

New products for 1987 include the innovative Stillhunter jacket with matching pants. The Stillhunter jacket features large shell pockets, hand-warmer pockets, a high stand-up collar and reinforced elbows in a garment constructed of a heavyweight 100 percent DACRON® polyester Worsterlon® fabric. The jacket is warmer, drier, tougher and more comfortable than wool, yet just as quiet.

A Special Purpose jacket and pants in Trebark® offers many features that will appeal to turkey hunters. The garments are loaded with pockets and the jacket features the now-famous Remington "climbing cut."

Other new offerings include a wader jacket and a full line of gloves, hats and socks for big game, waterfowl and upland hunting. Gore-Tex®, THERMALITE® insulation, tough CORDURA® nylon and THERMAX® are featured in many of these new products.

That's a brief look at the 1987 line of Remington Outdoor Clothing. Watch for the complete product story in the 1987 Remington catalog and in a special "workbook" that will make ordering fast and easy. As in 1986, the Remington Outdoor Clothing and luggage line will be offered only to Remington ProLine Centers.

*Du Pont certification mark for fabric and insulation meeting its quality standards.

The 1987 Remington Outdoor Clothing line features gloves designed especially for big game, waterfowl and upland hunting. Features include Gore-Tex®, tough CORDURA® and genuine leather.
"Premier" Trap and Skeet models are designed for optimum performance with 2½" target loads. Therefore, Model 11-87 trap and skeet barrels do not contain the PC valve. Interchangeable field barrels, however, turn these specialized guns into "multipurpose" guns. They do have special "Rem" Choke tubes. Three tubes in trap: Full, Extra Full and Super Full. Two tubes in skeet: Skeet 1 and Improved Skeet.

"Special Purpose" versions of the Model 11-87 shotgun feature the dull grey Parkerized finish on exterior metal surfaces, in addition to most of the features mentioned above. The hardwood stock and forearm have an improved, high quality, subdued protective finish that resists moisture penetration and gives the appearance of an oil finish. Rugged dependability for the serious hunter!

(Note: Model 11-87 SP Deer Barrel is not pressure compensated because of its 21" length and does not have "Rem" Choke tubes.)

Remington Introduces Special 22 Gift Set
Just in Time for Christmas

For Christmas and other special occasions, this attractive new Gift Set will help build your traffic and profits throughout the year. The Gift Set consists of one very collectable antiqued tin containing 200 rounds of "High-Velocity" 22 Long Rifle cartridges, and two decks of playing cards—all in an attractive package. Order this extra-value Gift Set from your Remington ammunition distributor now. (Order #20998—10 sets per case)

New Sales Aids
Catalog Helps
Create Excitement
in Your Store.

Model 11-87 Autoloading Shotguns (12-gauge only)

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Often, sales opportunities are missed because dealers don't have the right "tools" to help them transfer the right information to the customer at the right time. Although Remington has a wide selection of quality sales aids, premiums and display materials to help dealers, many don't know what's available.

Well, that's our fault. And to correct this situation, we are producing a folder that illustrates and describes most of the items available to Remington dealers either free or at our cost. Many of them have consumer appeal as well, so you can re-sell them profitably. (Use the order form to request a copy.)
1987 Remington Wildlife Calendar Dedicated to 50th Anniversary of Pittman-Robertson Act

In 1937, the Federal Aid in Wildlife Restoration Act, better known as the Pittman-Robertson Act after its principal sponsors, was passed and signed into law September 2nd by President Franklin D. Roosevelt.

As you know, the “P-R” program provides money to states for wildlife restoration and hunter education from the 11 percent Federal Excise Tax on sporting firearms, ammunition and archery equipment, plus a 10 percent Excise Tax on handguns.

Our 1987 calendar salutes the founders of the “P-R” Act for their long-range vision and explains how, for the past 50 years, the products you sell have helped maintain and enhance America’s wildlife—game and non-game alike—for the benefit of all who enjoy the outdoors.

The Remington Calendar, imprinted with your store name, address, phone number and/or tag line is an excellent and cost-effective way to keep your name in front of customers year-round. And, although your cost per imprinted calendar is small, you don’t have to give it away. Many dealers resell it profitably or at actual cost to their preferred customers at less than the established single copy retail price of $6.50 and/or use it as a premium (free with the purchase of two or more boxes of Remington ammunition, for example).

If you’d like more information on the Remington Calendar program, contact Calendar Promotions, 1010 Ninth Street, Washington, Iowa. Phone (319) 653-6535.

1987 Remington Catalog Will Be Available in January.
56-pages filled with facts and beautiful photographic will excite and inform your hunting and shooting customers about Remington’s complete line of firearms, ammunition, outdoor clothing and accessories. Use the enclosed order form to order your initial supply.

Remington to Acquire New Patents

As you probably already know, Remington has agreed to purchase certain patent rights, drawings and equipment from the Citizens’ Savings Bank and the Economic Development Administration located in Ithaca, New York, for $1 million. This purchase will enable Remington to introduce a new 10-gauge autoloading shotgun, probably within two years.

Remington Trivia

Pennsylvania born inventor, Christopher Sholes, (1839-1890) was a printer’s apprentice at 14, then served as a journalist, pressroom foreman and editor. He patented the first typewriter in 1868 and sold the rights to Remington Co. for only $12,000.

Timely Quotes: “Time”

Time is the stuff life is made of. Once past, it never returns. How it’s spent determines the satisfaction of life.

So, this year, spend more of it in Remington Country… and take along a trusted friend.

1987 “Bullet” Knife: The Fisherman

The “Fisherman” was first produced by Remington over 50 years ago. Made in America, this authentic reproduction is practical as well as collectible. The 4¾“ Turkish clip blade is double honed of 440 stainless steel. The toothpick-shaped handle is shinbone-bone textured DELKIN® resin for durability. Bolsters and the “Bullet” shield are nickel silver. Liners are rustproof bness. Closed length is 5½”. Suggested retail is $44.95. Your dealer cost is $25.50. Please use the enclosed order card. Available mid-January.