

2. MODEL 524

The economics prepared by N. F. Larsen show that the gun will not show a profit at the proposed selling price. The committee compared the appearance of the proposed Model 524 with the Winchester Model 75, which has a retail selling price of \$72.30. Assuming comparable performance, the committee members could not feel that appearance differences would require our rifle to sell for \$22.35 less.

Models 513T and 521T are not now showing a profit. Regardless of price, the features of the Model 524 are believed to have excellent sales appeal. The Sales Department was therefore requested to prepare a revised forecast on the basis of selling prices of \$59.95 and \$64.95. With these, N. F. Larsen will prepare revised economics.

3. MODEL 572

a. DED Design

Research and Development reports that testing of the DED guns is continuing. In the meantime cost estimates are being prepared.

b. Gallery Version

Testing is continuing with two gallery guns. S.M. Alvis has no expectation that performance will differ markedly from that of the gallery version of the Model 572, which is not judged in the trade to be sufficiently rugged for its requirements. However, one gun has now been fired 11,000 rounds with no parts breakage and with satisfactory functioning.

4. MODEL 572

a. Colored Guns

Sales reported on an informal preliminary survey in which preference was quite uniformly distributed between the blue, green, and black guns. However, there was a distinct preference for the blond wood over the dark wood.