

XR-3 RIFLE - Continued

The XR-3 model is being deferred due to cost studies showing excessive costs for volume and prices proposed. However, the XR-4 autoloader will be continued in study on the basis of factory cost increases of 10-12% for addition of a clip, which would permit list price increases of 50% over the current Model 514 price.

It was the decision of the Committee that as soon as a shooting model of the XR-4 autoloader is in prototype form it will be turned over to the Market Development Department for analysis. The Sales Department will determine the desirability of the XR-4 autoloader, based on the Market Development Department analysis, and reactions of Field representatives to the concept.

NEW OPEN SIGHTS FOR MODEL 572A and MODEL 552A RIFLES

Assembly of Model 572A and 552A grade guns with the new front and rear sights was started the first part of June.

The warehouse stocks of guns with old style rear sights are expected to be exhausted by the end of July.

The Committee agreed that this item should be dropped from the agenda.

MODEL 552 LIGHT WEIGHT RIFLE

The Sales Department indicated that it is not in favor of this item. Comparison was drawn to the Model 572 Light Weight series. Sales pointed out that while advertising and promotion of the Model 572 had been adequate, sales were well below forecast. It was also pointed out that the forecast was accurate as to color distribution in the Model 572 Light Weight rifle offerings. The extent of the market for Light Weight Rim Fire rifles has apparently been over-emphasized.

After some discussion the Committee concurred in the Sales feeling that the Model 552 Light Weight is not a desirable item for addition to the line. Further work on the item will be terminated.

The item will be dropped from the agenda.

RIFLE WITH TELESCOPIC SIGHTS

The Research & Development Department reviewed the problems which are involved in selling our 22 caliber rifles with telescopic sights. It was pointed out that the telescopes and mounts available at low prices for 22 caliber rifles are

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