

<u>D. MARKETING (con't)</u>	<u>Responsibility</u>
✓ 3. Advertising expenditures <sup>pic</sup> comparison	Sales Dept. (with Comm. Dev. assistance)
4. Advertising messages comparison	" " "
✓ 5. Advertising media comparison	" " "
6. Sales promotion comparison	" " "
<u>E. DISTRIBUTION</u>	
1. Comparison of methods	" " "
2. Dealer profit comparison	" " "
3. Value of jobbers to dealers, appraisal	" " "
4. Analysis of size of jobber orders	" " "
<u>F. CONSUMER</u>	
1. Dealer attention, appraisal	" " "
2. Dealer and consumer reactions from dealer calls	" " "
3. Gun use comparison in skeet and trap shoots	" " "

SPORTSMAN 68 AUTOLOADERFeaturesCheckering

Research and Development reported a recent decision of Sales to accept the checkering pattern now used on prototype Sportsman 68 shotguns as A Grade checkering on production guns. The Sales Department has requested that Research & Development prepare a more ornate checkering pattern for use on the ADL Grade of the Sportsman 68. Research & Development points out that preparation of a new pattern for the ADL Grade of this model had not been contemplated until very recently. Every effort will be made to complete an acceptable ADL checkering pattern.