

INVESTIGATION OF SINGLE BARREL AND DOUBLE BARREL SHOTGUNS

The Sales Department reports that the CBC single barrel break-action shotgun has been compared to the Winchester Model 37 by 19 persons in the Sales Department. From the comparison results and from other analysis, the Sales Department feels that the CBC shotgun would not be competitive with the Winchester Model 37, at the same list price.

Analysis by the Sales Department indicates that the market for shotguns of the single shot type is not as large as originally projected. It is estimated that 30% of the United States market would total only 30,000 guns.

While a shotgun item having a potential of 30,000 units is not to be disregarded, it should be realized that unit profits on this type of shotgun are low. The major factor in the single barrel market is Savage-Stevens, whose low list price results from Puerto Rican production.

The Sales Department has not yet found a single barrel shotgun having a satisfactory combination of specifications and list price.

It was agreed that the Production Department will again review possibilities of making a satisfactory break action single barrel shotgun on Ilion equipment.

CENTER FIRE RIFLESMODEL 700 BOLT ACTION RIFLEScheduling

The semi-annual Development Schedule of March 6, 1962 establishes March 15, 1962 as the first warehouse date for this item. Warehouse dates for various calibers are as follows:

<u>Grade</u>	<u>Caliber</u>	<u>Initial Warehouse Date</u>
ADL	30-06; 222; 222 Mag.	March
BDL	30-06; 222; 222 Mag.	To be determined
ADL	7 MM Mag.; 243; 264; 270	April
BDL	7 MM Mag.; 243; 264; 270	To be determined
ADL	280; 308	May
BDL	280; 308	To be determined