

Committee Action

The Committee approved the changeover of the bolt action rim fire rifles from 20 inch to 24 inch barrels with shipments to begin as soon as product is available, and present short barrel inventory is exhausted. The Chairman indicated no additional approval other than the Committee's is required.

GENERALCUSTOM CHECKERING

The Production Department displayed samples of the single grade, Custom Checkered Models 742, 760 and 11-48. The Sales Department indicated the checkering depth on the fore ends was insufficient. New production samples correcting this will be ready for approval at the October meeting. 83

1964 FIREARMS LINE

Sales reviewed their plans for the 1964 firearms line shown in Table 4, attached. The table displays the present 1963 line, changes being made for 1964, and the resultant 1964 line. Table 3 attached indicates the approximate additional operative earnings expected from the 1964 line. The earnings are after the additional costs such as RK-W on Model 700 and Custom Checkering on Models 742, 760, and 11-48.

Sales reviewed their strategy to successfully bring off price increases for models not being improved in 1964 such as the Model 1100 and Model 870. They feel competition as well as Remington is being hurt by higher costs. In order to provide means for competition to follow Remington's lead of increasing prices, Sales intends to distribute 1964 firearms price lists the first week of December. Consequently, the 1964 line must be firmly established and approved by October 15 to meet price list and catalogue page printing deadlines on new models, calibers and gauges for early December distribution.

A summary of changes to the line are:

Model 1100	Introduce 16 and 20 gauges and increase price \$5 for all gauges.
Model 870	Increase price \$5.
Model 11-48	Custom Checkered. No change in price.
Model 700	Add RK-W finish and increase price \$5.
Model 742	Custom Checkered. Increase price \$5.
Model 760	Custom Checkered. No change in price.