

GENERAL - contd.NYLON 66 - MODEL 550-552-572 - contd.Model 550 - contd.

Due to the competitive price of the Model 550, Sales did not consider any changes to the present model would be advisable at the present time.

XR SERIES BOLT ACTION LINE

A letter from E. H. Bleckwell dated July 31, 1964 stated that after due consideration of significant factors, it has been decided to eliminate the low cost Bolt Action shotgun from the program.

A model of the Bolt Action single shot rim fire rifle and the action for the tubular gun was shown to the Operations Committee. It is expected that models of the magazine fed rim fire rifle and the first model of a center fire gun will be available for review at the October meeting.

The single shot rim fire model gun is ready for design test. The appearance does not provide any significant features over competitive guns. The advantages of the new rim fire line are therefore based on strength to handle magnum cartridges, ball bearing action, match fire control, Monte Carlo Stock and straight Bolt Handle.

It is planned to provide P E & C with rim fire rifle drawings September 17 for re-estimating the product cost. It was pointed out that the consideration of the new bolt action line was to provide guns which would be economically justified and consequently produce satisfactory profit. Market surveys indicate that Remington has 8.7% of the total rim fire Bolt Action market. While Winchester has discontinued the selling of the rim fire Bolt Action line, it is probable that new designs are being considered. Advertising of new models would have to be justified on the basis of profit and the saleable features.