

CENTER FIRE RIFLES - contd.MODEL 742-760 DE LUXE CENTER FIRE RIFLES - contd.

The Regional Managers questioned the added selling price, having two grades in the line and suggested deferring announcement until 1966. After review, Sales Management recommended continuing the proposed program of a mid-year 1965 announcement for the added grade. Customer acceptance can thus be obtained as a guide for the 1966 cataloging.

R & D is to complete the prototype Model 760 Slide Action Rifle as promptly as possible for Management approval.

Economics based on a reduction of 2500 regular rifle sales and an addition of 5000 for the de luxe grade are shown on the attached Table 5. Based on the satisfactory return, a project to authorize the funds has been circulated for Management approval.

Previous authorization was received to purchase standard machines and fabricate the Fore End custom checkering machine. Orders have been placed for the three standard machines (Richardson copy lathe, "Z" arm router, dual head hand mill.) The design of the custom checkering machine has been completed and released to Works Engineering for fabrication.

The Ilion plant indicated production to the warehouse should start in June 1965.

Committee Action

The Committee approved and recommends General Management approve the addition of a de luxe grade Model 742-760 for mid-year 1965 announcement.