

SHOTGUNS - contd.RIFLE SIGHT BARREL12 Gauge Shotgun (Deer Gun)

Marketing had requested Ilion to consider the addition of a deer gun to the line. Two model shotguns were shown to the Operations Committee. Each gun had a Stock with Recoil Pad. One gun had a 22" and the second a 24" Barrel.

Economics based on additional sales of 750 per year and at a price \$20 over the standard model were reviewed at the meeting. The figures are attached as Table 1. The return is satisfactory.

In the discussion, the need for the Recoil Pad on the Stock and resultant required increase in price was questioned. Also, Marketing desired to review the model guns before deciding on the Barrel length.

Committee Action

The model deer guns (Rifle Sight Barrel) are to be promptly reviewed by Marketing for a decision on Barrel length, need for the Recoil Pad and, based on the specifications, the selling price.

General Management approval to add the deer gun to the line is to be requested as soon as Marketing has decided on the specifications and selling price.

MODEL 11-48 AUTOLOADING SHOTGUN

Dealers and field representatives had indicated the sales of Model 11-48, 12, 16 and 20 gauge autoloading shotguns could be improved by having finger grooves on the Fore End. The Ilion plant had been requested to determine the added factory cost.