

RIM FIRE RIFLES - contd.MOHAWK 77 CLIP MAGAZINE RIM FIRE
RIFLE TO REPLACE THE NYLON 77 - contd.

Nylon 77 has not met forecast sales. It is believed that by offering this rifle in the Mohawk brand, it can be discounted and retailed as a promotional item and significantly increase volume. A minimum case lot order basis would be established. A new model number other than 77 will be selected. The 10-shot magazine only would be offered and marking would be changed.

Economics were presented based on a retail price of \$49.95 - Exhibit 1. Marketing now plans to keep the \$54.95 retail price and the economics will be revised. It is now planned to change the Barrel marking which will increase the operations charges.

Marketing does not believe this will have a major effect on Nylon 66 sales.

Committee Action:

The Operations Committee accepted the recommendation to discontinue the Nylon 77 and introduce it in the Mohawk line - model number to be designated. General Management approval to discontinue the Nylon 77 and release the Mohawk version for production was recommended.

BENCH REST BULLETS

R & D reported that assembly and pointing of the run of good jackets from the Bridgeport brass material is now being completed. Shooting averages with our test rifles are all under .30". The average of all shooting is .255". Some 40X-BR rifles with 20X-BR scopes are averaging as low as .16". This is for three 5-shot groups at 100 yards from benchrest.

Packaging of bullets now being assembled should be completed before October 1. This will give us an inventory of 110M. Marketing is recommending introduction at the November writer's seminar.