

July 11, 1972

Operations Committee Presentation

MODEL 700 IMPROVEMENTS

The order position on 700 rifles certainly indicates that changes need to be made in both design and manufacture in order to retrieve what we have grown to feel is normal volume. Some of the reasons for the drop in volume are evident. They involve competitors' activities. The appearance and workmanship on the Ruger 77, as well as its price, certainly must have cut into our sales on 700's. The rumored improvements to the Winchester M/70, although not yet evidenced in production quantity, must have affected our orders to some degree. Other, less obvious reasons, have been stated by some.

Whatever the reasons, we know how to improve our sales position. Although it is easier said than done, improvements in features and quality to a cut above the competition is generally effective in improving sales. This is exactly what we had two years ago and the sales volume reflected this position. In order to achieve the "cut above the competition" position again the following changes are proposed:

1. New rear sight to go into effect as soon as available.
2. New solid steel follower as soon as available.
3. New lower cost improved appearance non-vented recoil pad for magnums as soon as available.
4. Improved metal finish as soon as available.
5. New 1/8" forward bolt handle when available.

All of these items are interchangeable and would not affect field service in any way.

M/700 Improvements

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The following changes will require special treatment in order to accommodate field service requirements and are recommended for 1974 introduction.

1. New stock with wider fore-end adapted to rolled on checkering or cut checkering and with new tip and grip cap.
2. New receiver and bolt with anti-bind device added.
3. New lighter firing pin with full shroud over firing pin head.
4. Other appearance changes to be agreed on such as photo engraved floor plate, new butt plate such as presently used on 541 Sporter.

An appearance sample is ready for review.

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