

D. MARKETING (con't)Responsibility

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|---|---|
| ✓ 3. Advertising expenditures ^{pic} comparison | Sales Dept. (with
Comm. Dev. assistance) |
| 4. Advertising messages comparison | " " " |
| ✓ 5. Advertising media comparison | " " " |
| 6. Sales promotion comparison | " " " |

E. DISTRIBUTION

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| 1. Comparison of methods | " " " |
| 2. Dealer profit comparison | " " " |
| 3. Value of jobbers to dealers,
appraisal | " " " |
| 4. Analysis of size of jobber orders | " " " |

F. CONSUMER

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|---|-------|
| 1. Dealer attention, appraisal | " " " |
| 2. Dealer and consumer reactions
from dealer calls | " " " |
| 3. Gun use comparison in skeet and
trap shoots | " " " |

SPORTSMAN 68 AUTOLOADERFeaturesCheckering

Research and Development reported a recent decision of Sales to accept the checkering pattern now used on prototype Sportsman 68 shotguns as A Grade checkering on production guns. The Sales Department has requested that Research & Development prepare a more ornate checkering pattern for use on the ADL Grade of the Sportsman 68. Research & Development points out that preparation of a new pattern for the ADL Grade of this model had not been contemplated until very recently. Every effort will be made to complete an acceptable ADL checkering pattern.