

1965 FIREARMS LINE (CONT'D.)Model 600 - Caliber 35 Remington Magnum (Cont'd.)

Research and Sales were questioned on the impact of a laminated stock possibly creating a demand for a laminated stocks on other models. Sales feels that this will not happen because it is too radical a change for an inherently conservative market.

Research and Sales were also questioned on the policy of introducing a low volume item (1,200 a year) in view of a previous policy to discontinue low volume items in this range. The Chairman pointed out there are very few new items planned for 1965 and some latitude is needed to continue our impact on the market for new items.

Balance to Complete

- . Complete design which involves mutual effort between Bridgeport and Ilion in the new caliber. Gun appearance to be resolved between Sales and Ilion Research.
- . Firm up production costs and economics - Ilion and Bridgeport.
- . Review firm economics and prototype for Committee approval - Ilion and Bridgeport.
- . Obtain General Management approval - Ilion and Bridgeport.

Model 700 High Grade

Sales and Research have proposed test marketing a Model 700 High Grade in 1964 prior to full scale marketing in 1965. Details of this are covered on Pages 4-5 of these Minutes.

Balance to Complete

- . Complete prototype for General Management approval.
- . Obtain General Management approval.
- . Begin test market.
- . Evaluate results of test market for decision.
- . Presuming successful test market, recommend full scale market for Committee and General Management approval.

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