

R & D LONG RANGE PROGRAM REVIEW - contd.

## 4. contd.

Production has provided samples to Marketing on the range of gloss that can be provided with existing processes. The decision on wood finish for export is Marketings' responsibility.

MODEL 700 IMPROVEMENTS - Presented by M. H. Walker  
(Introduction 1974)

The order position on Model 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 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 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.