

SHOTGUNSMODEL 1100 DUCKS UNLIMITED - Contd.

Marketing has been working with Ducks Unlimited to secure their business for the next four years. A comprehensive program was developed that includes two commemorative dinner guns per year plus a trade gun. A theme was selected which recognizes the four waterfowl fly-ways. Each year the primary commemorative dinner gun and the trade gun will be named after one of the fly-ways. The secondary commemorative dinner gun will be called the Ducks Unlimited Special. It will be the Model 1100 and be offered in a different gauge each year.

Considerable work has already been done to finalize Receiver art work for all of the guns in the four year series. Two sample guns were made up to demonstrate the application of the fly-way theme. This material was presented to Ducks Unlimited and was accepted. Ducks Unlimited agreed to a four year program with an option for the fifth year. The four year series totals 20-25,000 commemorative dinner guns and 25-35,000 trade guns.

Following the meeting with Ducks Unlimited, final design requirements were given to Research. To meet first year requirements, the first two commemorative guns must meet a July, 1981 warehouse date.

Production commented that in order to meet a July, 1981 warehouse date, the design must be transmitted in October 1980. Research indicated they could meet that requirement.

In response to a question from the Chairman, Marketing outlined the following specifications for the primary commemorative dinner gun.

- o Model 1100 - 12 Ga. Magnum with a 30" ventilated rib full choke Barrel.
- o B-grade wood with cut checkering and a brown recoil pad on the Stock.
- o Ducks Unlimited roll marking on both sides of the Receiver, and a shield on the left side.
- o Special 9-character serial numbers.
- o Gold plated trigger and ivory bead front sight.