

CENTER FIRE RIFLESMODEL 7400-7600 - Contd.

The Model Four Limited Edition is being prepared now for transmittal to Production. Completed artwork will be ready for review the week of September 22. Sample guns will be ready by mid-October for product acceptance.

Marketing continues to work with the Planning and Advertising Departments to ensure the proper product mix and adequate theme presentations

MODEL 700 BDL 7MM-08 REM  
(1981 Introduction)

Marketing reported that combined orders for the restyled Model 788 and Model 700 BDL Varmint Special Silhouette Rifles in 7mm-08 REM total 6,745 units. Ammunition orders have totaled over 630,000 rounds. The new caliber and rifles have enjoyed very favorable publicity by the outdoor writers. With the popularity of this new caliber, Marketing believes incremental center fire rifle volume can be obtained by adding a Model 700 BDL, 7mm-08 REM to the line. The rifle will have a standard weight 22" Barrel. First year sales are forecast at 3,000 units.

As with the Model 870 Limited, Marketing would prefer to promote the gun in the full line catalog. However, due to present circumstances, they plan to announce the gun after a successful trial and pilot in early spring.

Both Research and Production reported no foreseeable problems in getting this gun into production. However, a minimal trial and pilot will be conducted, to provide guns for Research test, prior to production startup.

The Chairman asked about accuracy expectations for this gun. Production and Research both responded they expect accuracy to be good.

Committee Action

The Committee approved this item for addition to the product line in 1981.

PROCESS DEVELOPMENTBARREL DRILLING

Research reported that the Auto-Drill line is under power, and fully automatic operation is scheduled for trial October 10. The saw and south lathe have been cycled automatically. Final adjustments and lube modifications are in progress. Installation of the smoke system duct work is nearly complete.

During initial checkout of the system, some problems were identified with non-lubricated bearings. The vendor has agreed to install lubricated bearings where required for reliable system operation. Revisions will be made by the vendor during the week of September 29. All work is scheduled for completion by October 10.