

CC: GAIL EVANS
JD CRAMMOND
DE MILLER } Ia
HJ HACKMAN } Turn
MH WALKER
JA ROBERTS }
WE LEEK-FILE }

AUG 7 1961

G. M. CALHOUN

MODEL 721 CARBINE

We have been discussing the above rifle further with M. H. Walker. At the June meeting of the Operations Committee this item was dropped. There had been several cost estimates prepared by the plant on the basis of the earlier proposals, however at the time Walker had not completed the work as intended, in order to get the model 700 job buttoned up.

"Mike" has now had a chance to review this again, and on basis of pricing in the \$5.00 range to compete with the Winchester Model 94, and with the idea of having this as a new item for 1961. He now feels that it will be possible to get a 15% project return, and because this might be accomplished with so little investment, it should be considered. The proposed carbine with the molded stock will not be available in time for an early introduction next year, and it would seem to me that Walker's proposal would also have the advantage of sampling this market, not to mention the added dollar sales which we need at this time.

I have asked that Walker go ahead and pull together this picture with the idea of first reviewing it with Gail Evans, after which, if considered favorable, may then be picked up by the Operations Committee.

SALT
S. M. ALVIS