

the actual retail values set on sporting arms are, with the exception of the 300 Magnum bolt action rifle, lower than these arms cost the public before the war.

These data afford an insight into sportsmen's current ideas of retail value. At the time the questionnaires were filled out (January to April, 1945) the general level of employment and wage and salary payments were at a high level. This, coupled with the tenor of respondents' comments reflecting an expectancy of higher prices generally after the war, seems inconsistent with appraisals of retail gun values below pre-war levels.

This inconsistency can be explained two ways; first that respondents do not know what guns cost before the war, or second, that they feel that pre-war prices were too high. The first explanation is incompatible with the fact that the majority of sportsmen knew and reported the price that they paid for their favorite rifle or shotgun.

The actual "worth-to-me" prices are listed below. They should be looked upon in a relative rather than absolute sense because, obviously, general price levels, the retail prices of competing guns, conditions of employment, and other economic factors at the time sporting arms are again offered for sale will affect sportsmen's decisions as to price.

The findings for leading caliber-action combinations and with pre-war prices for comparison:

Bolt action center fire rifles:

	<u>Men</u>	<u>Boys</u>	<u>Pre-War Catalog Price (*)</u>
300 Magnum	\$20.47		\$78.45 (W)
270 Win.	71.90		78.45 (W and Rem.)
2R Lovell	69.50		88.45 (W-custom)
30-06	67.53		78.45 (W and Rem.)
250-3000	67.42		78.45 (W) \$60.25 (Sav.)
30-30	65.65		(1)
257 Roberts	63.12		78.45 (W and Rem.)
35 Rem.	60.55		78.45 (Rem.)
300 Savage	57.55		78.45 (Rem.) \$60.25 (Sav.)
22 Verminter	53.00		88.45 (W-custom)
22 Hornet	50.41		78.45 (W) \$42.50 (Sav.)
All center fire bolt	66.10	\$53.06	---
Rim fire bolt	32.02	25.28	---

(\*) Standard grade

(1) Not offered before the war