

for: J. E. Kinzer
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Ilion, New York
May 19, 1958

R. M. CALHOUN
BRIDGEPORT

MASTER PROJECT 81-00000
BOLT ACTION SPORTER STOCK - MODEL 3 721-722
TT-58750

Amount Requested 1958 Budget (Class III) \$ 2,000

Sales volume of the M/721-722 has steadily declined since 1954. There have been many competitive introductions in bolt action center fire rifles which may have accounted in large part for this decline; however, almost all new introductions have retailed at substantially higher prices than our M/721-722. It is recognized that our M/721-722 action is perhaps the strongest, has a very pleasing appearance and is among the most reliable in the industry today. The one shortcoming which is the most often criticized is the "blue-line" appearance of the current stock.

As part of the recent Firearms Survey it was recommended that a new sporter type stock be fitted for our M/721-722. This should be done with no increase in retail price of current gun. This one basic improvement should then make the M/721-722 an outstanding value in styling, retail price, strength and durability.

Favorable reaction to the proposal resulted in it being included on the Operations Committee Agenda (5/5/58) for further analysis and study.

Additional work proposed under this project includes the following:

1. As a basis for cost comparison and Management decision secure the following:
 - a. Current factory cost of present M/721-722 stock.
 - b. Estimated factory cost and capital investment for the manufacture of a sporter type stock at Ilion.
 - c. Quotation for the cost of a sporter type stock made by an outside vendor.

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2. Investigate redesign for a lower cost trigger guard.
3. Prepare and submit specifications for Methods & Standards economic evaluation.
4. Present model and economics for Sales and Operations Committee review.

The design investigation is being done by the Ilion Development Engineering Group.

Your approval of this letter is requested as authorization of these funds under the Research & Development Budget.

HLR:JAR:SMART

R. M. Alvis, Manager
Ilion Research Division

H. A. Hamelster

Date

Approved

Date