

722
August 3, 1959

TO: J.D. MITCHELL
FROM: J.D. CRAWFORD & W.J. WEEKS
SUBJECT: SALES ESTIMATES - CENTER FIR RIFLES

Pursuant to your request, the undersigned submit sales estimates of Model 722 in .243 and .244 Calibers, and Model 760 in regular and carbine versions.

After reviewing past sales records and trends, our opinions are:

	<u>Model 722</u>	<u>1960 1st Year</u>	<u>1962 3rd Year</u>
I.			
1) J.D. Crawford	.243 alone	1,800	800
	.243 with .244	1,600 400	800 250
	.244 alone	500	250
2) W.J. Weeks	.243 alone	3,000	1,000
	.243 with .244	2,500 200	1,000 150
	.244 alone	450	200
II.			
1) J.D. Crawford	760 A Carbine	7,000	12,000
	760 A Rifle	13,000	8,000
2) W.J. Weeks	760 A Carbine	6,000	10,000
	760 A Rifle	14,000	10,000

Based on some 20,000 units both years at \$112.45 list for either offering.

J.D. Crawford

W.J. Weeks