

721 19,500
722 645

CC: B. E. Strader
W. U. Reisinger
E. R. Warden
S. O. Clifford
W. L. Clay

Bridgeport, Conn.
January 15, 1948

TO: PRODUCTS COMMITTEE MEMBERS

E. C. Hadley
H. A. Brown
H. K. Faulkner
R. D. Jack
C. B. Wells

FROM: G. E. Pinckney

It is expected that there will be approximately 3,100 Model 721 rifles in the warehouse by the end of January and that 1,700 will be produced during February - a total of 4,800.

It is our plan to include this model in 1948 allotments and in new price lists to be issued shortly and to announce it to jobbers at that time.

To be on the safe side, the announcement will state that deliveries are to start in March (see catalog page attached), but if sufficient rifles are available as anticipated and if it appears that latest production schedules can be met without interruption, shipments will be started in February, as reflected in No. 1 forecast.

The proposed sales prices are as follows:

	<u>M/721A</u>	<u>M/722A</u>
Retail including tax	\$79.95	\$74.95
Wholesale including tax	60.00	56.25
Jobber's cost without tax and with 5% year end discount and 2% cash discount deducted	43.70	40.97
Factory cost - mid-1948 (Warden's letter 12/11/47 to Strader)	36.70	36.70

For the reasons stated, approval by Products Committee is requested for the announcement and shipping plans as indicated. Moreover, it is desired that Products Committee approval be passed on to management promptly for its consideration and approval.

GEP:RHL
Attach.

[Signature]
Arms Sales Manager