

SUPPLEMENTARY TRADE REPORT

(To be used in all cases for which other specific forms are not provided)

Firm **MORLEY-MURPHY COMPANY** Written By **L.W. JOHNSON RPT. 16**
 Town and State **ESCANABA, MICHIGAN** Date of Call **1/21/58** Rec'd **1/27/58 D/vs**

| PERSONS INTERVIEWED | PLEASE CHECK | STATUS OF ACCOUNT AT TIME OF CALL COMPARED WITH LAST YEAR TO DATE | | | | | |
|-----------------------------------|--------------|-------------------------------------------------------------------|-------|-------|--------|-------|-------|
| | | REMINGTON | | | PETERS | | |
| | | Same | Above | Below | Same | Above | Below |
| Pres. | Shot Shells | | X | | | | |
| Vice Pres. | R. F. Ciges. | | X | | | | |
| Treas. | C. F. Ciges. | | X | | | | |
| Sales Mgr. John H. Fawcett | Shotguns | | | X | XXXX | XXXX | XXXX |
| Asst. Sales Mgr. | R. F. Rifles | | X | | XXXX | XXXX | XXXX |
| Buyer | C. F. Rifles | | X | | XXXX | XXXX | XXXX |
| Asst. Buyer | Targets | | X | | XXXX | XXXX | XXXX |

I contacted Mr. Fawcett to try to get him to increase an order of 25,600 lbs. of ammunition that he had sent to Morley-Murphy Company, Green Bay Wisconsin for approval and to be supplemented by the Green Bay house to make a full car. It was turned down by Green Bay officials and orders were issued by management in Green Bay to buy ammunition for the next three months on an LCL basis to take care of requirements.

Mr. Fawcett promised to give me a carload order on or about May 1, also a truck of targets. Mr. Fawcett sent in an order for rim fire and center fire cartridges to take care of immediate requirements. He also sent in orders for 35 guns for immediate delivery.

Mr. Fawcett is very disturbed about what he calls "dumping" of excess guns by wholesale distributors. He claims it has been going on since last October and has definitely affected his business adversely. He showed me large lists of guns from "Liberty" and others and some prices according to Mr. Fawcett were demoralizing to sound wholesale gun distribution. He insisted he would not carry guns if the wholesale level was not protected.

I discussed the matter of a sales meeting and he said he could not set a definite date at this time due to the fact that a board of directors meeting was coming up soon and nothing could be done until after the meeting. I also discussed a product information school for his salesmen. He stated he wanted to have such a meeting later on, probably in May.

I checked out the gun and ammunition stock and it is below average. Mr. Fawcett said that is the way he wants to keep it under present economic conditions.

Mr. Fawcett has the Model 572 light weight out with his salesmen. Results of sales so far show the Crow-Wing black selling about 8 to one over Buckskin Tan. I showed the Model 725ADL to Mr. Fawcett and he stated frankly that he didn't think it would be competition with the Model 70. He pointed out that the safety did not have a definite center position and would slide into firing position much too easily, also a very sharp burr was around the muzzle of the gun and the checking looked too much of machine checking for a deluxe gun.

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| CC: DEWEY GODFREY | F. E. MORGAN | M. D. BERKELEY | J. J. CALLAHAN |
| GAIL EVANS | W. H. FOSTER, JR. | J. V. ELIOT, JR. | D. S. REYNOLDS |
| J. D. MITCHELL | J. H. FENTON | L. W. JOHNSON | E. J. GARRITY |
| | G. A. SCHNEIDER | | S. R. HUTCHINSON |
| | H. K. FAULKNER | | A. A. RIEHL |
| | D. E. MILLER | | J. D. BEAUMONT |
| | G. M. CALHOUN | | J. D. HUNTER |
| | S. M. ALVIS | | |