

Center Fire Rifles

Center fire rifle volume has been affected by new competition as follows:

- 1952 - Higgins 50 Bolt Action
- 1953 - Savage 340 Bolt Action
- 1954 - BSA 222 Bolt Action
Marlin 322 Bolt Action
- 1955 - Marlin 336 SC Lever Action (219 Zipper)
Winchester 88 Lever Action
Schultz & Larsen 54J Bolt Action
Sako Hi Power Mauser Bolt Action
Husqvarna 4000-4100 Bolt Action
- 1956 - Higgins 52 (222) Bolt Action
BSA - Complete Line - Bolt Action
Marlin 455 Bolt Action
- 1957 - Colt 57 Bolt Action
- 1958 - Savage 110 Bolt Action
(See Chart #5 and #10)

There was a large drop in M/721-722 sales in 1954. (See Chart #5 and #10). The introduction of the M/760 in 1952, together with other competition, hurt the sales of the M/721-722 only slightly for 1952 and 1953. The introduction of two new calibers in the M/721-722 in 1955 increased its sales again for 1955 and 1956 and then it declined in 1957. (See Chart #5 and #10.) The biggest drop came in 1954, probably due to the M/760 and new competition (See Chart #5).

In 1955, when the M/740 was announced, the M/760 dropped in sales probably directly attributable to this announcement. (See Chart #5 and #11). The M/740 sales dropped off after one year in 1956 and is continuing to come down even though it has no competition from any other autoloading arm. (See Chart #5). The addition of two new calibers (.280 Remington and .244 Remington) in the M/740 in 1957 did not increase its total sales over the year 1956. (See Chart #12). The addition of two new calibers (.308 Win. and .222 Rem.) in the M/760 in 1957 did not increase its total sales over the year 1956. (See Chart #11).

Rim Fire Rifles

Rim fire rifle sales have been affected by new competition between 1951 and 1954. (See Chart #6).

- 1952 - Marlin 89C Clip Autoloader
- 1953 - Mossberg 142K Bolt Action
Higgins 31 Tubular Autoloader
Winchester 77 Clip Autoloader
Winchester 77 Tubular Autoloader