

cc: Gail Evans
F. E. Morgan

Bridgeport, Conn.
April 23, 1958

TO: J. D. MITCHELL
FROM: W. H. FOSTER
SUBJECT: M/721-722 BARRELED ACTIONS

We continue to receive numerous requests from the trade for barreled actions in the above model center fire rifles. Up to the present time, we have decided against selling them. However, in view of curtailed production at Ilion, we would recommend that we again consider the sales of these barreled actions.

Reasons for selling are as follows:

1. Each barreled action represents the sale of an additional M/721-722 rifle since it is a complete firearm except for wood.
2. Earnings to the Company should be more than for complete firearm. Recommended prices are arrived at by deducting half the price of the wood from the price of the complete firearm.
3. Sale of barreled action should enhance the prestige of the Company since they are usually fitted with custom built stocks.

M/721-722 BARRELED ACTIONS

April 23, 1958

Proposed Annual Forecast

First and Average Year - 250

Proposed Prices

| | <u>Net**</u> | <u>Dealer**</u> | <u>Retail**</u> |
|-------------------------|--------------|-----------------|-----------------|
| M/721 - 30/06 - 270 | \$46.76 | \$62.90 | \$83.85 |
| " - 300 H & H | 52.01 | 70.00 | 93.35 |
| M/722 - 257 - 308 | 43.72 | 58.80 | 78.40 |
| " - 222 - 222 Mag - 244 | 46.76 | 62.90 | 83.85 |

*U.S. Excise Tax of 11% to be added
 **Includes U.S. Excise Tax of 11%.

Competitive Prices

| | <u>Retail</u> |
|---------------------------------|---------------|
| Sako - 243, 244, 308 | \$89.50 |
| F.N.Mauser - 243, 244, 308 etc. | 84.50 |
| F.N.Mauser - 300 Mauser | 93.00 |
| Krico - 222 - 22 Hornet | 98.00 |

WLF:lk
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