

cc: G.M. Calhoun
W.R. Leek
J.D. Mitchell

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S. M. ALVIS

MODELS 721 - 722 - 725 - 40X

As you know, I spent the last three days with Warren Page shooting, chuck hunting and just shooting the breeze. Warren shares my feelings on the above subject, and expects to make some very pointed remarks in his September column covering .243 - .244 and the rifle line.

Warren has suggested many times that we make the M/721, 722 and 725 a light rifle line with carbine barrel. We approach this in a way by using shorter barrels and the single line of varmint rifles now in existence. However, we have compromised somewhat since our varmint rifles and hunting rifles are made on the same frame.

It is suggested (and Warren concurs in this) that we go "whole hog", and make the M/721-722-725 a light carbine rifle with a new light weight cheekpiece stock with custom flare. The stock would use the same former, and the M/725 would be selected wood with checkering. If this is done, a true varmint rifle is required and can be easily introduced without adding tooling investment cost by using the M/40X standard weight converted to center fire. The introduction of such a model would require very little installation cost. The in-process inventory of barrels and receivers and the warehouse inventory would be the major capital required. My own estimate of the number that can be sold at a price near the M/40X, less sights, is 3,000 - 5,000 per year.

The M/721-722-725 line should increase its sales volume by 15-20% by going to a carbine type with a custom cheekpiece stock. Let's make it a true lightweight, however, and not another Win. 70 Feather Weight which is sold by hardly legitimate sales propaganda.

These suggestions are not all new, but have been proposed at various times without much thought being given to the actual accomplishment. Perhaps this letter will serve to place them in a little better perspective.

MEW:T

M. H. Walker, Supervisor
Industrial Design Section