

MODEL 722 in 243 WINCHESTER CALIBER

The desirability of offering the Model 722 rifle in 243 Winchester caliber was discussed. The Sales Department pointed out that the Model 722 in 244 Remington caliber has not sold well, and sales of the 300 Savage and 257 Roberts calibers have been poor in recent years. The 300 Savage caliber has been dropped in our Center Fire rifle offerings, and the 257 Roberts offerings are scheduled for obsolescence. The Sales Department proposes that the 243 Winchester caliber be offered in Model 722 rifles to provide a varmint and deer rifle replacing the 257 Roberts.

The introduction of new calibers is considered to be an important factor in merchandising our rifle line. Of equal importance is the removal of those caliber offerings which do not produce sales. It is the Sales Department intention to drop other caliber offerings which show poor sales figures, such as the 35 Remington caliber in the Model 760 rifle. The Committee is in agreement as to this concept.

The question of offering both 244 Remington and 243 Winchester calibers in Model 722 rifles was raised by the Research & Development Department. It was pointed out that a recent Sales Department forecast relative to the Model 722 in 243 Winchester caliber did not define obsolescence of the 244 Remington in this model. The Plant emphasized that orders for the Model 722 in 244 Remington caliber have declined.

The Committee generally discussed advisability of retaining both caliber offerings in the Model 722 rifle. The further question of offering the 243 Winchester in Model 725 rifles was raised, and the Plant indicated that on basis of volume, addition of this caliber to the Model 722 appeared more desirable.

It was agreed that the Sales Department would supply the Committee with a forecast defining the model or models in which the 243 Winchester caliber is desired, together with economics relating thereto. It was further agreed that the Research & Development Department will prepare a Model 722 rifle in 243 Winchester caliber for evaluation.

In discussion of possible problems involved in adapting our rifles to the 243 Winchester caliber, the Plant indicated that feeding of the cartridge appears to be the unresolved question. In discussion of costs, it was estimated that engineering for the 243 Winchester cartridge would total \$7000. Other costs have not yet been prepared, but will be supplied for the Committee evaluation of this item.