

MODEL 721 RIFLES - CALIBERS 375 and 458

The Research & Development Department feels that the Model 721 rifle should be provided in Calibers 375 H&H Magnum, and 458 Winchester, inasmuch as competitive use of these calibers raises consumer questions as to the adequacy of the Model 721 action for such calibers. It is their feeling that availability of Model 721 rifles in these calibers, even as special order items, would raise the prestige of the Model 721.

The Sales Department questions the justification for 375 and 458 caliber rifles from the standpoint of prospective volume and the fact that we currently do not produce ammunition in these calibers.

As a counter proposal, the Sales Department recommends that we consider introduction of the Model 721 rifle in the recently announced 264 Winchester caliber. It is felt that current demand for 264 rifles exceeds our competitor's ability to supply. If a 264 Remington rifle was currently available, the Sales Department considers that 4,500 could be sold during the remainder of the year.

Discussion indicated that the minimum required time to provide a Model 721 in 264 caliber would be between six weeks and two months. On this basis, the Sales Department considers that development and production of this item should be scheduled to permit introduction of a Model 721 in Caliber 264 Winchester by January-1961.

COMMITTEE ACTION: Consideration of Model 721 rifle in Caliber 375 H&H or Caliber 458 Winchester, will be deferred.

The Research & Development Department will investigate provision of Model 721 rifles in Caliber 264 Winchester.

MODEL 760 CARBINE

The Sales Department recommends addition of the Winchester 308 Caliber in this rifle, with a basic new business forecast of 1,000 rifle in 1960. The Production Department reports that addition of this caliber can be made at nominal cost, including work in-process investment and new packaging labels. Since 308 barrels will be produced by the Plant in the immediate future, it will be possible to schedule immediate production of the Model 760 Carbine in 308 Winchester Caliber. The item can be warehoused by September 1, 1960.

COMMITTEE ACTION: The Operations Committee recommends Management approval for addition of Caliber 308 Winchester in Model 760 Carbine based on a 1960 Forecast of 1,000 rifles and a prospective warehouse date of September 1, 1960. Costs involved for addition of this item are nominal.