



REMINGTON ARMS COMPANY, INC.



MANUFACTURERS OF
SPORTING FIREARMS, AMMUNITION

ARMS AND INDUSTRIAL TOOL WORKS
ILION, N. Y.
AMMUNITION WORKS, BRIDGEPORT, CONN.
CABLE - HARTLEY, BRIDGEPORT - ALL CODES

TRAPS TARGETS
INDUSTRIAL TOOLS

BRIDGEPORT 2, CONN.

PETERS CARTRIDGE DIVISION
BRIDGEPORT, CONN.
TRAP AND TARGET WORKS
FINDLAY, OHIO

July 21, 1955

TO REMINGTON FIREARMS WHOLESALERS

Advertising

ANNOUNCING A REMARKABLE

EXTRA LONG RANGE VARMINT AND GAME SHOOTING RIFLE

THE REMINGTON MODEL 722 - CHAMBERED FOR

NEW 244 REM. CAL. CENTER FIRE CARTRIDGE

Gentlemen:

Shooters have asked for a new cartridge and rifle combination which would give them the same speed, accuracy and flat trajectory as the fast-selling 222 Remington medium range cartridge but in a larger, double-duty caliber ... for extra long range varmint and bigger game shooting.

Remington research has answered this demand with the Remington Model 722 rifle chambered and designed for the 244 Remington caliber extra long range center fire cartridge.

The new cartridge is available in two top performance bullet weights - 75 grain and 90 grain Pointed Soft Point. Ballistic figures prove that the 75 grain varmint weight Pointed Soft Point bullet really begins to show off at those "way out" ranges. At 500 yards it delivers 55% more bullet energy than the 220 Swift, and with phenomenal accuracy!

For larger game, such as deer and antelope, the 90 grain Pointed Soft Point bullet is remarkably effective for open long range shooting. Its tremendous speed and flat trajectory give the hunter a big advantage when squeezing off shots that have to cover long distances and still deliver knockdown wallop. The ballistic figures to prove it are attached.

-2-

July 21, 1955

The new rifle that will give this new cartridge the send-off it deserves is the Remington Model 722 in 244 Remington caliber, of course! From its crisp match trigger to its precision-bored, special weight 26" barrel, the Remington bolt-action high power Model 722 meets all requirements for an accurate long range varmint and game combination.

PRICES, SPECIFICATIONS AND TERMS

The Model 722 rifle in 244 Remington caliber has the same specifications as the Model 722 in 222 Remington caliber now shown in our price list effective February 1, 1955, except for the magazine capacity of 4 and precision-built special weight 26" barrel, chambered and designed for the new caliber. Retail price only \$89.95. Complete price sheet is attached.

ADVERTISING MATERIAL

An attractive catalog page featuring this new combination will be available shortly. It will be sent to you in quantities which you have previously specified for pages of this type. If you need additional copies we will be glad to send them to you.

Electrotypes of this new Remington rifle in sizes 2-5/8, 3-1/4, 4 and 6 inches will be furnished promptly upon request without charge.

DELIVERIES

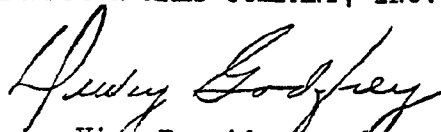
Delivery of the Model 722 rifle in this caliber will begin immediately upon receipt of your order.

We know that this excellent dual-purpose rifle will add to the enjoyment of shooters everywhere. But, what's more, it will increase your sales - just as many other Remington "firsts" in firearms have done in the past.

Place your orders now because now is the time to cash in on another fast-selling Remington rifle.

Sincerely yours,

REMINGTON ARMS COMPANY, INC.



Vice President and
Director of Sales

Dewey Godfrey:hb
Attachments

MODEL 722 - 244 REMINGTON CALIBERPRICES

	<u>Net to Jobbers</u>	<u>Wholesale</u>	<u>Retail</u>
No. 722A "Standard" Grade	\$52.77	\$67.45	\$89.95
No. 722ADL "DeLuxe" Grade with hand checkered stock and sling swivels	\$70.22	\$85.80	\$108.40
No. 722BDL "DeLuxe Special" Grade with hand checkered stock of selected wood and sling swivels	\$73.48	\$90.65	\$120.95
No. 722D "Peerless" Grade	\$347.25	\$407.25	\$494.45
No. 722F "Premier" Grade	\$657.26	\$770.50	\$907.45

The U. S. Excise Tax of 11% should be added to the net price, but this is included in the wholesale and retail prices.

The terms and conditions outlined in our letter of January 21, 1955 will apply. The above wholesale and retail prices are Fair Trade prices in those states having Fair Trade Laws.

244 REMINGTON BALLISTICS

<u>Bullet</u> <u>Wgt.</u>	<u>Style</u>	<u>Muzzle</u>	<u>100 yd</u>	<u>200 yd</u>	<u>300 yd</u>	<u>400 yd</u>	<u>500 yd</u>
<u>VELOCITY - Feet per Second</u>							
75	Pointed Soft Point	3500	3070	2660	2290	1960	1670
90	Pointed Soft Point	3200	2850	2530	2230	1960	1710
<u>ENERGY - Feet Pounds</u>							
75	Pointed Soft Point	2040	1570	1180	875	640	465
90	Pointed Soft Point	2050	1630	1280	995	765	584
<u>MID-RANGE TRAJECTORY - Inches</u>							
75	Pointed Soft Point		0.4	1.9	4.9	10.0	18.5
90	Pointed Soft Point		0.5	2.1	5.5	11.0	20.0