

(2) M/740 Carbine

Specifications, customer appeal and benefits to Remington are about the same as the M/760 but should probably be introduced at a later date than the M/760.

(3) Colored M/740 and M/760 (See Photo Plate II)

Specifications

Buckskin Tan.

Blond Wood.

Matching sights, chrome box magazine and fore end cap.

Checkering and grip cap.

Customer Appeal

Pleasing appearance.

Harmonious colors.

Basically new - quality Deluxe.

Remington Benefits

Opens new market. Has already been asked for by consumers.

Product obsolescence - color cheapest way to change product.

Minimum capital investment.

Beneficial free advertising for Remington.

(4) M/721-722 with Sporter Stock (Bishop West.Sporter Type) (See Photo Plate III)

Specifications

Regular stock replaced by Bishop type Western sporter stock.

Customer Appeal

With new stock to dress up this gun it should have no equal at this retail price, for looks, high power and strength.

Remington Benefits

Recapture some of the lost sales volume with this excellent gun.

Minimum capital outlay required.