



REMINGTON ARMS COMPANY, INC.

MANUFACTURERS OF
SPORTING FIREARMS, AMMUNITION

TRAPS TARGETS

ARMS WORKS, ILION, N. Y.
AMMUNITION WORKS, BRIDGEPORT, CONN.
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BRIDGEPORT 2, CONN.

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

January 21, 1948

ANNOUNCING

THE NEW REMINGTON

HIGH POWER BOLT ACTION REPEATING RIFLES

MODEL 721 IN .30-06 SPFLD., .270 WIN. AND .300 MAG. CALIBERS

MODEL 722 IN .300 SAV. AND .257 ROBERTS CALIBERS

MR. S. W. ROSE
ILION, N. Y.

COPY OF LETTER SENT TO JOBBERS

Gentlemen:

Now we proudly offer a new high power bolt action rifle that will win immediate consumer acceptance.

This rifle is completely new - the greatest improvement ever made in basic bolt action design - a creation of the finest engineering skill - a product of advanced manufacturing techniques and a triumph of modern gunsmithing.

This rifle speaks for itself. Its quality and value are self-evident. Its appearance, strength, accuracy, dependability, safety, balance, handling qualities and smoothness of operation are outstanding.

The light weight will make a strong appeal. The Model 721 weighs approximately 7-1/4 pounds, and the Model 722 approximately 7 pounds.

As evidence of careful designing by master craftsmen, two sizes of action are provided - each designed especially to accommodate the different lengths of cartridges -

The Model 721 for the .30-06 Spfld., .270 Win. and
.300 Mag. cartridges

and

The Model 722 with shorter action for the .300 Sav.
and .257 Roberts cartridges

Some of its features are:

- *THE STRONGEST BOLT ACTION SPORTING RIFLE EVER BUILT.
- *ENCASED BOLT HEAD. FITS IN RECESS OF BREECH. COMPLETELY SUPPORTS AND ENCLOSES THE CARTRIDGE CASE FOR UTMOST SAFETY AND ACCURACY. NO EXTRACTOR CUTS IN THE BARREL.
- *SOLID, DOUBLE LOCKING LUGS HAVE GREATER LOCKING AREA FOR MAXIMUM STRENGTH AND SAFETY. NO METAL REMOVED FOR EXTRACTOR OR EJECTOR.
- *NEW STYLE EXTRACTOR (PATENT PENDING) FOR GREATER GRIPPING POWER AND POSITIVE EXTRACTION - AND MAXIMUM STRENGTH OF BOLT.
- *UNEXCELLED MATCH-RIFLE, TRIGGER MECHANISM. SMOOTH, SHARP, CRISP, LIGHTNING FAST LET-OFF. NO BACK LASH. NO DRAG OR CREEP. EASILY ADJUSTED TO WEIGHT OF PULL AND "BACK LASH" DESIRED.
- *NEW SPECIAL BOLT STOP. CONVENIENTLY LOCATED IN FRONT OF TRIGGER. EASILY RELEASED FOR REMOVAL OF THE BOLT.
- *NEW STREAMLINED SPORTING STOCK, BEAUTIFULLY PROPORTIONED FOR SMART, RACY APPEARANCE, EASY CARRYING AND STEADY HOLDING.
- *LIGHT WEIGHT - PERFECTLY BALANCED. THE BARREL, RECEIVER AND STOCK ARE PROPERLY PROPORTIONED FOR EVEN DISTRIBUTION OF WEIGHT AND FAST, ACCURATE SHOOTING.
- *ATTRACTIVE APPEARANCE. THE GRACEFULLY TAPERED BARREL, STREAM-LINED STOCK AND SMOOTH, FLOWING LINES OF THE RECEIVER MAKE THIS A RIFLE OF STRIKING BEAUTY.

SPECIFICATIONS

No. 721A "Standard" Grade - chambered for .30-06 Spfld. or .270 Win. cartridge with 24" barrel; or for .300 Mag. cartridge with 26" barrel. Carefully bored and rifled for extreme accuracy. New style sporting stock of genuine American walnut. Properly shaped pistol grip. Long, full, well rounded fore-end of semi-beavertail type. Shotgun style metal butt plate, checkered to prevent slipping. Rifle cocks on opening movement of bolt. Sensational new adjustable trigger without back lash - lightning fast let-off. Side-placed thumb operated safety. Polished bolt and action. Special bolt stop. Magazine holds 4 cartridges which with one in chamber gives a capacity of 5 shots, except .300 Mag. caliber which holds 3 in the magazine plus one in the chamber. White metal bead front sight mounted on matted ramp. Step adjustable sporting rear sight. Receiver drilled and tapped for adaptable scope mounts and standard micrometer receiver sights. Weight about 7-1/4 pounds. Length over-all 44-1/4", except .300 Mag. caliber - 46-1/4".

No. 722A "Standard" Grade - same as No. 721A except with shorter action and chambered for .300 Sav. or .257 Roberts cartridge, 24" barrel. Weight about 7 pounds. Length over-all 43-1/4".

PRICES

	<u>Net to Jobber</u>	<u>Wholesale</u>	<u>Retail</u>
No. 721A (.30-06 Spfld., .270 Win. and .300 Magnum calibers)	\$46.95	59.95	79.95
No. 722A (.300 Sav. and .257 Roberts calibers)	44.00	56.25	74.95
1" Leather Sling Strap, Whelen type, with swivel loops, extra	3.07	3.50	4.00
1" Leather Sling Strap, Whelen type, with quick release swivels, extra	5.14	5.85	6.70

(Furnished only in regular specifications during 1948)

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

THE WHOLESALE AND RETAIL PRICES MENTIONED HEREIN HAVE BEEN ESTABLISHED AS MINIMUM FAIR TRADE PRICES IN ALL STATES HAVING FAIR TRADE LAWS.

The terms and conditons outlined in our letter of January 21, 1948 will also apply. On or before December 31, 1948 we will allow you a discount of 5% from the net prices on all Remington firearms purchased by you, direct from us, between January 21, 1948 and October 31, 1948 inclusive. Thereafter payment of this 5% discount will be made on a fiscal year basis for the period ending October 31 of each year.

The Models 721 and 722 will be packed 5 in a case. Weight per case, about 50 pounds.

ADVERTISING MATERIAL

An attractive jobber's catalog page featuring these new rifles is attached. If you will let us know on the enclosed order blank how many you will require, they will be sent to you promptly.

An attractive descriptive folder will be ready in a short time, and a supply will be sent to you upon request.

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

DELIVERIES

The demand will greatly exceed productive capacity, so to assure every jobber of his proportionate share, these rifles will be distributed on an allotment basis. Your share of our anticipated production is included in your general allotment for 1948.

MODELS 721 & 722

-4-

January 21, 1948

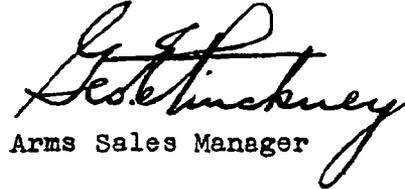
Deliveries will be started as follows:

Model 721 - .30-06 cal. - in March
Model 721 - .270 Win. - in July
Model 721 - .300 Mag. - in September
Model 722 - .300 Sav. - in May
Model 722 - .257 Roberts - in July

If possible, further shipments will be made at a uniform rate per month thereafter with due consideration to the opening dates of hunting seasons.

Yours very truly,

REMINGTON ARMS COMPANY, INC.


Arms Sales Manager

GEP:RHL
Encs.

R2501229

Remington Arms Company, Inc.

Bridgeport, Conn.

Gentlemen:

Please send us, without charge, the following literature featuring the New Remington Models 721 and 722 High Power Bolt Action Repeating Rifles:

Catalog Pages _____

Descriptive Folders _____

These should be marked for the attention of

_____.

Yours very truly,