

Customer Appeal

Personal satisfaction and price of accomplishment.

"Do It Yourself" era.

Savings to customer.

Remington Benefits

Giving the public what is wanted.

Something "new" from Remington.

Good publicity value for Remington.

Lower manufacturing cost.

"First" for Remington.

No competition.

Low capital investment.

(21) "Routledge" Type 22 R.F. Shot Shell RifleSpecifications

Light weight - aluminum alloys (receiver and barrel) type.

Combination 22 L.R. and shot shell.

Conventional rifle bore part way.

Last 12" smooth bore with choke for shot shell pattern.

Customer Appeal

22 R.F. Rifle that can be used to simulate shotgun shooting for much lower ammunition costs.

Much safer gun for "Junior" to start shooting with (relative safety of shot shell cartridges vs. standard R.F. ammunition.)

Remington Benefits

Something "new" from Remington.

Only competition is recent introduction of foreign Auschutz "Zephyr 22 cal. clay birder" at \$36.60.

Low investment cost.

New market - new customers.