

(22) Market Stripped Down M/721-722 Actions
(See Photo Plate XIV.)

Specifications

Current M/721-722 actions minus wood.

Customer Appeal

Availability of an excellent American action minus wood for the people who now must buy foreign actions simply because a good American bolt action is not readily available.

Remington Benefits

Extra profits to Remington from those people who buy only stripped down bolt actions for conversion jobs.

Cut into sales of foreign bolt actions.

Practically no capital investment.

New market to Remington - new customers.

c. Product Sales Stimulants

(1) New Improved Floating Vent Rib for Shotguns
(See Photo Plate XV)

Specifications

Floating rib, not affected by heat distortion of barrel.

Ultrasonically welded.

Wider sighting plane.

Lower manufacturing cost.

Customer Appeal

"Ultrasonically" welded.

Stronger more durable true vent rib.

Floating vent rib, not affected by heat distortions of barrel.

Wider sighting plane.

Lower potential retail cost.

Sstreamlined engineering appearance.

Lighter weight.