

1. Leaf - Info -

Bridgeport, Connecticut
July 24, 1968

TO: J. W. STONE

FROM: F. E. MORGAN

SUBJECT: MODEL 700 - 9mm REMINGTON MAGNUM RIFLE

This confirms my verbal reply to your letter of July 8 regarding our producing the subject rifle to tie in with the Smith Remington magnum cartridge.

I would like to review your letter proposal to L. J. Scott in the order of the outline.

First, may I comment on the estimated sales of the .338 caliber rifle that Browning, Savage and Winchester market, as you indicate that the 9mm is in the .338 class. Frankly, I am estimating that the total sales figures for the three companies are very high, but as you say, Bud Weeks is rechecking this for you.

You also indicate that the .338 would have been in even greater demand if the Model 700 had been chambered for it. This is questionable, as I believe we would have only shared in this limited market.

The .333 bullet weights of 200, 250 and 300 grains certainly limit the use of the cartridge for anything but Alaskan brown bear, elk, moose and African big game. Your proposal further mentions five bullet weights between 200-300 grain for the Sam which would likewise limit the market as indicated for the .333. The guns and cartridges that we sell in volume are used on much smaller game.

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The Model 700 - 7mm-175 grain cartridge is also used on heavy game. On the other hand, the combination is adaptable for smaller game with a 125 and 150 grain bullet. The 7mm is mentioned for comparative evaluation only, and of course, there are others that fall in the same category.

Your proposal next suggests that we drop the Model 700-.264 Winchester magnum to make room for the 9mm. I would like to point out that the .264 cartridges are available in two bullet weights, 100 grain and 140 grain, which puts them in a different class than the 9mm or .338. Furthermore, orders for the Model 700-.264 caliber rifles through July 22 totaled 1191 units. To discontinue this caliber would turn most of the business back to Winchester and Savage. The initial reason for marketing the .264 was to curtail competitive sales, and it has done just that, for the volume we are presently enjoying is at the expense of Winchester and Savage.

The proposal indicates next that we should not announce the Model 700-.350 Remington magnum in 1969. The reason for the announcement is shooter demand and Marketing believes it will strengthen our position for the Remington .350 magnum caliber, now only in the Model 660. Orders received through July 22 for Model 660-.350 magnum totals 1348 units.

In conclusion, it would appear that further study must be made before we get too deeply involved in the proposal and development of the 9mm gun and ammunition combination.

The proposal for the .17 caliber referred to in a separate letter has appeal. Ilion, as you know, has been working on this development, but under a low priority, as barrel life accuracy is alarmingly short.

The Government as you know, has obtained from some private source guns chambered for the .17 caliber, and I understand they have encountered accuracy and barrel life problems too.

Ilion is in the process of making test barrels for the .17 caliber, and our R&D groups at both plants will have to give us more encouraging news before we make a judgment.

FEM/bc