



REMINGTON ARMS COMPANY, INC.



MANUFACTURERS OF
SPORTING FIREARMS, AMMUNITION

ARMS AND INDUSTRIAL TOOL WORKS
ILION, N. Y.
AMMUNITION WORKS, BRIDGEPORT, CONN.
CABLE - HARTLEY, BRIDGEPORT - ALL CODES

TRAPS TARGETS
INDUSTRIAL TOOLS

BRIDGEPORT 2, CONN.

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

File
Adelbert June 30, 1955

TO OUR FIREARMS WHOLESALERS

ANNOUNCING

REMINGTON MODELS 721 AND 722 BOLT ACTION
HIGH POWER RIFLES NOW AVAILABLE IN 7 CALIBERS

Gentlemen:

With the addition of the 308 Winchester caliber cartridge to the Remington Model 722, we are proud to announce the following complete list of calibers for these models:

Model 721

30-06 Springfield
270 Winchester
300 H & H Magnum

Model 722

222 Remington
257 Roberts
300 Savage
308 Winchester

The Model 722 chambered for the 308 Winchester cartridge is now available for immediate shipment. Prices and specifications remain the same as in the Model 722 chambered for the 257 Roberts cartridge and listed in our current price catalog of February 1, 1955.

Terms and conditions outlined in our letter of January 21, 1955 will apply.

Sales history has proven that both the Model 721 and 722, with such outstanding features as their fine, smooth, rugged action and exceptional triggers, have been welcomed by big game and varmint rifle shooters everywhere. Now, with an additional caliber in the Model 722, it is time to place your orders for these rifles in all calibers and get set for the coming season.

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June 30, 1955

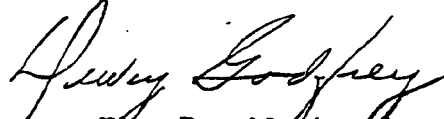
REMINGTON MODELS 721 AND 722 BOLT ACTION
HIGH POWER RIFLES AVAILABLE IN 7 CALIBERS

The attached catalog page tells the complete up-to-date sales story on both Model 721 and 722. Your regular supply of these catalog pages is now being sent to you in order to help you pass along this news to your salesmen and the trade.

We appreciate your help in establishing nationwide acceptance of the Model 721 and 722. The new caliber is a "natural" for the Model 722 rifle, which retails at \$82.80 for the standard grade and is equal to or surpasses many higher priced bolt action center fire rifles. So we suggest that you move in on this sales opportunity immediately by placing your orders now.

Very truly yours,

REMINGTON ARMS COMPANY, INC.



Vice President and
Director of Sales

Dewey Godfrey:hb
Attachment