

G-88

DON'T SAY IT—WRITE IT

To F. E. MORGAN

FROM S. M. ALVIS

J. D. Mitchell
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File

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I don't know what you would pay for a cover on Gun World Magazine, but up comes the Remington XP-100 Pistol again together with the feature article entitled "The Fabulous Fireball Revisited". It is the December 1972 issue.

In spite of little advertising support, this item continues along at pretty steady pace of 1,000 per year and with a factory operation return of approximately 25%. I expect we might well be able to pick up another segment of the market by offering as options some of the Fajen stocks for the XP-100. Interesting to note that after the author had restocked with the Fajen he proved to himself that his best groups were with the old nylon stock. Nonetheless, there are some advantages in restyling.

Incidentally, believe this is the 6th or 7th magazine cover that this model has garnered over the years.

SMA:T

TO BE SAFE, FIRST THINK YOU MIGHT NOT BE