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Ellen, New York, October 8, 1948

TO: G. O. Clifford
FROM: S. M. Alvis
SUBJECT: ADVERTISING

For your information, we note that the November Issue of TRUE magazine includes an article by Lucian Gary on "Choosing Your Big Game Rifle". It is more or less dominated by discussions on the Model 721 all of which appears to be favorable. However, we did note one error in that he leaves the impression that the 300 Magnum Caliber may not be available, whereas all of our advertising matter has in the past included this caliber.

This brings to mind a point which was recently made by Warren Page, of FIELD & STREAM, when he stated that they receive very little information from Remington in connection with full details on arms development, whereas Winchester keeps them well supplied with "propaganda".

S. M. Alvis
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SM:LV