

CC: S. M. Alvis  
M. ~~W. Leek~~  
M. Walker  
C. S. Cummings  
W. H. Foster  
S. Carroll  
S. Lester

Bridgeport, Connecticut  
March 15, 1955

TO: J. D. MITCHELL  
FROM: E. J. GARRITY  
SUBJECT: MODEL 40X RIFLE SALES FEATURES

Attached are proposed sales features of Model 40X rifle, as discussed in your office on March 11th.

It is requested that all recipients of the features look them over carefully and return with comments, corrections and additions to this writer.

The scheduled announcement date for the rifle is May 1st. To meet preparations, printing, space advertising and publicity deadlines, we must have all comments not later than March 22nd.

*E. J. Garrity*  
Advertising Division

EJC/an  
Attach.