

CC: B.S.Feete  
H.P.Davis

Elion, New York, November 16, 1948

TO: G. G. Clifford

FROM: S. H. Alvis

SUBJECT: ADVERTISING - ARTICLE FOR "PRODUCT ENGINEERING"

Reference is made to our letter of September 14th in regard to the article for Product Engineering magazine on Design of the Model 721 Rifle.

Attached hereto are two copies of a draft which has been prepared in line with the suggestions in your letter of August 27th. This has been subjected to a brief review and editing by both H. A. Brown and the writer, however, in our opinion it can no doubt be improved by the type of treatment which can be given by H. P. Davis.

It is our opinion that in view of the nature of material usually featured by Product Engineering magazine, some kind of a story will be desired as to the processing problems involved in the manufacture of a product of this kind. If you agree that some reference to processing may be desirable, that portion may be picked up by Mr. Davis, possibly through making a trip to the Plant, including informal discussions with H. J. Hackman and some of his process engineers. Also, should you recall any other features that we may have omitted, please advise.

S. H. Alvis  
Arms Technical Division

SHA:LJ