

cc: M.H. Walker



Wilm, New York
May 18, 1961

G. M. CALDWELL (2)
BRIDGEPORT

MODEL 700 - 725 AXL GRADE

Walker has suggested that we consider offering the above guns in the Calibers 375 and 458 by adding a leather carrying sling in combination with quick detachable sling swivels. Do not have the exact out-of-pocket cost on this but believe local purchases could be accomplished within a range of \$2.00.

Obviously we would not want to absorb this into the present selling price of the AXL in other calibers, but perhaps it should be considered in the future depending upon an estimate of the number of shooters who purchase these or other types of slings and swivels. Walker thinks they are about 75%; also points out it would add a desirable selling aid over competition. This may be true; however, there is also the question of choice of other styles of slings and swivels that shooters may have and prefer for accessories.

This would seem to be an appropriate item for Operations Committee and Sales to consider, but thought would pass along to you first with the idea that you refer it to Gail Evans if in agreement.

SMA:T

S. M. ALVIS
Ilion Research Division