

Illion, New York
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MODEL 700 - CALIBER 7MM MAGNUM

You may want to investigate the report from M.H. Walker regarding opinions that the proposed designation of above caliber be reconsidered. Apparently Mike is aware of a certain negative response to the "mm" designation for ammunition in the rifle shooting circles. It is my understanding that the objection comes from the fact that the "mm" suggests European origin or caliber, whereas the American decimal system is preferred. This is somewhat new to me, especially considering European sports car appeal and the promotional use of the word import for suggesting a particular quality. Of course, rifle shooters are of a different breed, so guess will do no harm to make a check or take a few "soundings" before christening the new cartridge.

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