

C-81

DON'T SAY IT—WRITE IT

To J. FOX *J.S.A.*
 FROM S. M. ALVIS

DATE May 26, 1971

MODEL 700 - BDL

Pete Morgan wants to try to neutralize competition's efforts to cut in on our volume before it can happen, so has asked for any appearance improvements we might consider for 1972. This is also needed because of relatively meager other new items next year.

Several in Marketing have suggested we might want to consider changing the fore end tip and perhaps even to try some of the new "rosewood" molded material which is coming in for the M/541S. Mike is not sure it will be desirable but perhaps we should look at it, and you can arrange for Kelly to try some when he has material. Am not certain, but would this be so involved in the way of contaminating the mold that it would be actually cheaper to make one from a blank?

You may also want to consider changing the style or shape of the rear end of the fore end tip. Right now it is square cut and several in Marketing have suggested to give it a slant. This would still be further copy of Weatherby. Leon Johnson thinks the shape we have for the new M/541S is worth considering and he thinks easy to install. Walker thinks the slanted fore end like Weatherby would require having to move the fore end checkering and perhaps this would not be the case if we use the styling like the M/541S.

Obviously we do not have much time, but we should have any suggestions or "objections" as quickly as possible, and should not necessarily be limited to the styling of the grip cap and fore end.

SMA:T

cc: M. H. Walker
 W. E. Leek
 F. E. Morgan

TO BE SAFE, FIRST THINK YOU MIGHT NOT BE