

SPORTSMAN-X-

Work on problems associated with the Sportsman-58 has delayed this program, and the appearance sample was not ready. Research and Development expects that it will be ready for the next meeting of the committee.

Since it may be desired at a future date to obsolete the Model 11-48, Research and Development was requested to consider the possibility of handling five shells in the Sportsman-X. They were also asked to consider the possibility of increasing the weight differential between the 12, 16 and 20 gauge guns.

MODEL 870

Research and Development believes that the introduction of 28 and 410 gauge guns is feasible in both the Sportsman-58 and the Model 870. However, the Ilion Plant reported that insufficient information was available to them to permit completing economic evaluation at this time. They pointed out that the high-spot estimate made in 1954 showed that the cost of introduction of the 28 and 410 gauge in the Model 870 might require an expenditure of \$300,000 to \$350,000, which would in turn require an annual sales volume of about 20,000 additional guns to obtain an adequate return. This is higher than the present Sales estimates, which are as follows:

28 and 410 Gauges
Estimated Sales - 7/10/56

<u>Model</u>	<u>Gauge</u>	<u>Retail Price</u>	<u>Normal Year Volume</u>	<u>1st Year Volume</u>
M/870	410	AP \$81.95)	7,500	10,000
		ADL \$93.65)		
M/870	28	AP \$81.95)	5,500	7,500
		ADL \$93.65)		
Sportsman-58	410		5,000	8,000
Sportsman-58	28		3,000	5,000

It was explained that the estimate was higher on the Model 870 than it is on the Sportsman-58 because of the lower list price. To permit evaluation of the course this program should take, N. F. Larsen was asked to provide economics on each of the following programs: