

There was some discussion of barrel marking, and it was agreed that the barrels would bear the mark, "For S, L, and LR," but the advertising material associated with this gun would emphasize that for reliable functioning only high-velocity Shorts should be used in this gun.

The Sales Department once again mentioned their concern about the numbering of this model. They fear that verbal reference to the Model 552 and the Model 550-2 will be confusing. They agreed, however, that in view of the difficulty of changing at this time and of the association with this model of the name, "Speedmaster," we should retain the model designation, Model 552.

Gallery Version

The Operations Committee had requested that endurance tests on gallery guns be carried to 50,000 rounds. Tests on the Model 552 gallery version have now been carried to 40,000 rounds, and will be completed by DED before a definite recommendation is made to the committee.

Colored Guns

J. D. Mitchell reported on a survey that was made among eighty people at the advertising agency, Mall Tool Company, a meeting of the District Managers, and Sales personnel in Building 93. As might be expected, opinions on various phases of the problem were widely scattered, and it was difficult to draw any clear-cut conclusions. The first choice for appearance was the lightweight black gun with blond wood, and the second choice was the brown gun with blond wood. With respect to sales potential of the gun, there was a wide difference of opinion, with 48 out of 76 rating the sales potential as excellent or good at a selling price of \$54.95. This fell off rapidly at higher prices. At \$59.95, only 20 out of 62 felt the sales potential was excellent or good, and at \$64.95, only 6 out of 61. It is significant perhaps that none of the District Managers rated the sales potential as excellent at the projected price of \$59.95.

Sales believes that authorization should be obtained for the necessary expenditures to prepare for introduction of the lightweight Models 552 and 572 in brown and black with blond wood. Sales will proceed to prepare a detailed forecast.