

The Sales Department discussed their advertising strategy for the three new items in the 1963 firearms line. Their goal is maximum advertising value for each with minimum competition between them. The Sales Department intends to divulge the Sportsman 68 to selected writers in October with their stories to be released in January. The writers will be shown the XP-100 pistol and Model 600 rifle in January. At that time, the Sales Department feels the writers will be committed to following through with their articles on Sportsman 68 and at the same time be committed to additional material on the pistol and rifle in order to avoid being "scooped" by other writers.

The Production Department will cooperate to the fullest extent with this strategy but pointed out that the schedule calls for pilot assembly of the Sportsman 68 to begin in November with the prospect that this may be a month later. It will be necessary to use shotguns assembled by Research and Development to carry out this strategy.

Functional Design and Testing

The Research and Development Department reported encouraging results from the completed testing of three model guns. Their endurance limits were 37,000, 35,000, and 24,000 rounds. This compares with a Sportsman 58 endurance of approximately 8,000 rounds, a Model 870 of 19,000 rounds, a Model 11-48 of 12,000, and a Model 11 (Browning) of 4,000 to 5,000 rounds. All three guns were identical, except the best of the three was the only one with the ejection port polished at the forward radius. The two lower endurance guns failed due to cracking in this area while the high endurance gun failed from a crack at the rear radius of the ejection port. An endurance in excess of 37,000 rounds should be obtainable by polishing all radii of the ejection port.

The average malfunction rate was 0.76%. Adjusted for causes correctable by modifications determined from testing, the average malfunction rate would be 0.35%.

Parts breakage was in general confined to small parts:

The tests were conducted with a screwed on rather than integral barrel extension, which was replaced each 10-15,000 rounds due to failure in the threaded section. It is felt that the integral barrel extension designed for production guns will be satisfactory. Tests with integral barrel extensions to confirm this will begin in July.

The interceptor latch failed at approximately 3,000 rounds. It has been redesigned and is still in test after 7,000 rounds.