

LIMITED DISTRIBUTIONBridgeport, Connecticut
July 22, 1965

TO: OPERATIONS COMMITTEE - ILION DIVISION
FROM: DEVELOPMENT DEPARTMENT
SUBJECT: PELLET GUNS

We have now received a preliminary Dun & Bradstreet retail audit of the air and pellet gun business. The implications of this survey, taken together with the results of a study by J. D. Crammond of this department, lead us to the following tentative conclusions:

1. The over-all market appears to be divided into three distinct areas: (a) toy or BB guns for children; (b) more accurate air-, spring- and CO₂ gas-operated rifles which are bought for and by older children as a substitute for a .22; and (c) spring- or CO₂-operated handguns, which are largely bought by adult shooters to use in their basements or back yards.
2. The public does not distinguish between these three kinds of guns. Because of the nuisance created by children with BB guns and "air rifles," together with the almost automatic conviction of parents that BB guns are connected with some child losing an eye, there is rather extensive local prohibition against not only the sale, but in some cases the transportation, possession, and use of such guns. This has apparently occurred to the extent that they are more strictly prohibited and controlled than firearms. For example, such prohibitions are in force under state law in New Jersey.
3. The N.R.A. 15- and 25-foot programs, which are specifically for air rifles and pellet guns and directed largely towards training youngsters to shoot, have not grown impressively in spite of promotional effort by manufacturers. The combined number of