

It is our opinion, based on this research, that the new product need not, and probably should not, be presented specifically as a "carbine," because of the connotations of that among hunters: While it is true a carbine is perceived as being a smaller and lighter weight rifle, it is also thought of as having shorter range capabilities and less accuracy. We feel this gun should be presented as being "the best of both worlds" -- that is, a smaller, lighter weight gun (as in many lever action offerings) that offers the better performance characteristics of a bolt action gun, (via higher velocity cartridges).

What the new offering should be called is properly a matter for advertising and other creative development. However, in keeping with the general idea of communicating "the best of both worlds," one possible direction (given here for illustrative purposes only) might be, say, "bolt action brush gun."

Because of the mixed reactions greeting various different combinations of functional and aesthetic features of the prototypes, we feel that a "composite" gun, combining different features of several of the guns, would be best.

This composite gun would have a rounded fore-end contour design similar to Model V, rather than a schnabel fore-end, and would accommodate studs, for which there is an overwhelming preference (vs. barrel bands). It would have the grip design of Model T; and because of an only slight consumer preference for a grip cap, probably should be offered without