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AN UPDATE TO THE UPDATE

Clarification Please

A clarification is in order. The last Update (October 23, 1984) indicated that "the majority of Brens previously shipped were not 100% right", without any further explanation. I don't usually bother people with in-house details, however, to alleviate any possible misunderstanding, a bit more information on this topic is in order.

Over the last several years, I have observed a general decline in the overall quality of products being put out by the major (and not so major) firearms manufacturing companies. This condition has been observed by most firearms dealers and shooting enthusiasts, and I, like them, feel there is a significant need for improvement. In fact, I feel that we should not just be as good as the other manufacturers, but we should be even better. After all, we make a superior designed firearm, it should also be superior in application. Now, it's possible that my standards are too high, but I don't think so. It might be okay for the other guys to turn out guns with machining marks and blemishes, but its not okay for us. When I discovered that our General Manager was allowing our firearms out the door with only the kind of finish you might expect from the other guys, I became quite upset. Now granted it might not have been totally his fault. He had previously worked for several of the other major firearms manufacturers, and he naturally produced firearms to standards he had been used to. But for us, that simply is not good enough. Hence, he and several of his key assistants, were replaced. This restaffing of key personnel has resulted in Brens coming off the line which are, in my opinion, exquisite, and are the way they were originally intended to be. As long as my name is on them, that's the way it will stay. Anything less, I just won't accept. These cosmetic blemishes are the reason behind the upcoming recall, and have nothing whatsoever to do with the function of the Bren. I, in all good conscience, cannot allow a Bren to stay out there without the kind of obvious craftsmanship exuding from today's Brens. The recall is also an opportune time to incorporate the latest Bren features (trigger stop, improved firing pin block, improved rear sight adjustments). The recall itself will be in a well-structured and organized fashion, with a minimum of time and inconvenience to those involved. Adequate notification with explicit instructions will be forthcoming soon.

Taking A SWAT At The Bren

A cover photo and "test" report was recently published by SWAT Magazine. The article was written by Chuck Taylor and was most unflattering. Any



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knowledgeable shooter that read the "test report" came away from the article wondering if Mr. Taylor had even looked at the Bren, because of the gross inaccuracies. Example: He reported the Bren as having "a fixed, and illuminated rear sight," when in fact it has a fully adjustable, non-illuminated rear sight. He said the hammer was "bobbed." It isn't. He said the magazine function was "unsatisfactory." An odd thing to say, considering he didn't even have a magazine with it. The more one reads his article, the more apparent that his comments seem to be motivated by something other than his "objectivity," presumably having something to do with his prior run-in with Jeff Cooper, his previous boss. As it stands now, Mr. Taylor has been replaced as the Editor of SWAT. A full response to the Taylor article has been sent to the SWAT publisher, who has promised that a retraction, apology, and subsequent objective test report will appear in an upcoming edition of SWAT Magazine.

Give The Lady A Break

Our new Customer Service Department is going crazy, because of the volume of inquiries. It was established to assist customers with a specific problem. It was not established to answer routine questions that have already been answered in a previous Update. Example: "When will I get my gun?" is routine and was answered in the May 1, 1984 Update. (All dealers are sent a shipping notice approximately thirty days prior to shipping. And, as a courtesy until our backlog is current, all dealers are also notified by telephone when their order is actually shipped.) Or "Have the magazines come in yet?" is also routine. We are not going to keep it a secret when the magazines come in. We want them more than you do. Obviously, we will let you know when they are available. Enough said. (If you did not receive the Update, dated May 1, 1984, let us know and you will be sent a copy.)

Trying To Clamp Down On The Vice

Believe it or not, we have had a couple of people become indignant because "Miami Vice" uses a Bren on the program. They have suggested that because Miami Vice got a Bren, it somehow prevented them from getting their Bren. That isn't the way it works. Tom Dornaus personally made the Miami Vice guns (that's right, there are two), on his own time, from not-useable-for-production scrap parts. This, of course, has absolutely no effect in any manner on production Brens. Remember, movie guns shoot blanks, which have a different set of criteria than a firearm that shoots live ammo. In fact, if you shot live ammo in a movie gun, it would probably destroy it, not to mention what it might do to the person shooting it.

The Bren Single Shot

A few of the people who have Brens (but no magazines yet), and have been impatient to shoot the Bren, have been shooting it one round at a time. When

shooting a Bren, or any magazine-fed semi-automatic pistol, without a magazine, approximately 50% of the time the fired case will not completely extract. Without a magazine follower, or cartridge, supporting the under portion of the base of the chambered cartridge, the fired case is able to move down somewhat as it is being extracted. This prevents the fired case from striking the ejector at the proper angle, thus causing it to not completely extract. This only occurs without a magazine, and then only approximately 50% of the time, and occurs on all magazine-fed semi-automatic pistols when the magazine is not in place. Magazine-fed semi-automatic pistols are designed to be utilized with the magazine as an integral part of the functioning mechanism.

About The Updates

I guess there are people who just need to have something to complain about. Believe it or not, we have had a couple of people complain about the concept of the periodic Updates we send out. Obviously, the Updates are not intended to supplant the Bren they have ordered, that's silly. Nor is it intended to be an excuse for delayed shipment. What it is intended to be, is nothing more than information for the sake of information. It has been designed as a relaxed, informal approach to maintain contact with each and every Bren Ten customer. Unfortunately, as a firearms manufacturing company grows, it, by its very size, becomes more difficult to maintain a close personal contact with its most valuable natural resource, you the customer. When is the last time you have received anything personal from Colt or Smith & Wesson? We made a commitment some time ago, that we would stay in touch with all our family. Yes, our family! That is how we think of it, because you are a unique breed: You have had the foresight, faith and conviction uncommonly seen in today's man. As such you have formed part of the growing movement towards answering the real needs of the real American shooters. (Remember, we are shooters too.) With your support, we will continue, not only to provide you with the very best quality product available anywhere in the world and at any price, but with the full range of support, including information through the Updates. We are the only major firearms manufacturing company in the world that thinks enough of their customers to provide this kind of informational support.

The "Man" Speaks

Jeff Cooper recently wrote us a letter detailing his thoughts and experiences test shooting the Bren. After shooting several hundred rounds of 10mm Auto ammo, the following are direct, exact quotes from that letter:

"I have been shooting Bren #60 (his old race car number) now for several weeks - allowing students to use it enough to form an opinion. The outstanding features of the pistol are built-in while its weak spots are correctable.

"The new sight lock holds up very well. I have not had occasion to tighten it after preliminary zero.

"I have been using the monogrammed stocks and I find that they shoot loose. This is not serious but the fitting could be tighter." (We recommend the rugged Hogue Combat Grips for extensive combat shooting.)

"The butt shape is admired by all as the most comfortable so far seen. The butt is, however, too big for people with small hands . . . so I preach that people with small hands should look forward to the Pocket Model which will enable them to enjoy the major features of the weapon . . . People with normal sized hands have no difficulty at all.

"Recoil is naturally a subjective matter, but I do not find any sensitivity to the weapon. I have especially tried the pistol on small women and girls, and I can say that there is no general objection to the recoil.

"The practical accuracy and useful range of the piece are astonishing. There is probably no real usefulness in a pistol with this reach, but it is wonderful fun nonetheless. Its 200-yard capacity is fully up to a full house magnum revolver.

"I have discovered, somewhat to my surprise, that the cross-bolt in the slide has rather grown on me. As a means of secretly locking the piece when it is not carried on the person, it is really quite attractive.

"Both the pistol and the cartridge are terrific (his emphasis) and should in truth be the final successor to the Colt .45:

"Finally!
The successor to the 1911 pistol!
The world's finest fighting sidearm!

"I have tentative plans to take a black bear with #60 in the Alaska Panhandle next April. Naturally I will take all the necessary photos with the object of making a publicity splurge on this occasion.

"I am carrying the pistol on a daily basis now..."

It is very gratifying to hear these kinds of things said about the Bren, especially since, in this case, they are coming from the most knowledgeable man alive today in the area of combat pistolcraft. Anybody that knows Jeff Cooper, knows that: His praise is not given lightly, he has the knowledge and experience with which to support his opinions, and the man simply cannot be bought. His comments stand on their own.

A Parting Shot With An Historical Note

Why do some people work seven days a week, 14 to 18 hours a day and on some of those days, all day long, all that night, and then all the next day (try that sometime), and not just for a few weeks or even a few months, but for a full five years come December 1984? Lesser companies that seemingly started off great, have dropped by the wayside (have you tried to contact Randall lately?). Why would anybody do that? What keeps people like this going? There is only one thing. We know that what we are doing is a real significant contribution to the shooting fraternity of the world, much in the manner and fashion of Samuel Colt and the great John M. Browning. We know that what we are doing is so important that we will have contributed a lasting page in the history of the development of firearms. Not many people see history as it is happening, and there are probably not a lot of people that can fully understand what I am expressing. In fact, there is only one man alive today, that is in the firearms industry, that has lived it and knows fully of which I speak. That man is, today, the head of a large independent, high quality firearms manufacturing company; he has my full respect and admiration, because he has been through the same thing, successfully. That man is Bill Ruger, Sr. Anybody that knows anything about firearms will undoubtedly agree.

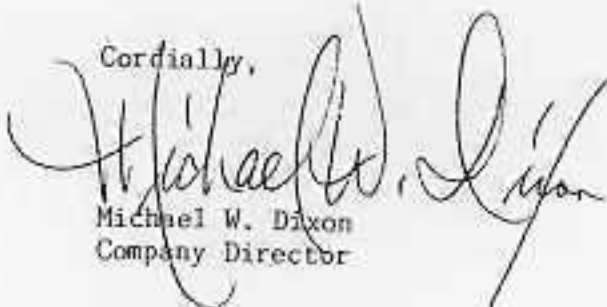
You, as a Bren Ten customer are an integral part of the overall Bren Ten project and as such have contributed to that which we, together, are historically creating.

Remember, with your patience, perseverance, and understanding, we will all benefit. Thank you.

And now, I really do have to stop writing and get back to work, and get you your Bren (with magazines!).

Thank you for your time.

Cordially,

A large, stylized handwritten signature in black ink, appearing to read "Michael W. Dixon". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Michael W. Dixon
Company Director