

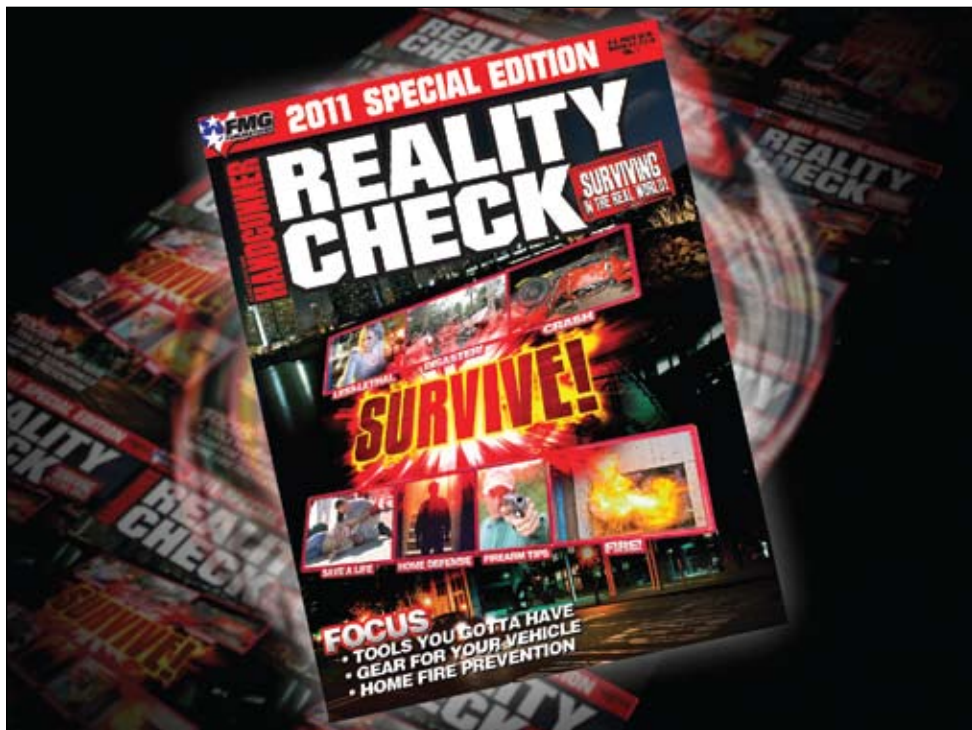


# NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

## **American Handgunner Reality Check Special Edition — Just What Readers Want!**

By Roxanne Smith



FMG's newest Special Editions title is almost here! The *American Handgunner Reality Check* Special Edition, which will be hitting newsstands in September, is exactly what our readers have been waiting for.

"Our *Personal Defense* Special Editions have been extremely popular and have sold strongly," said Roy Huntington, publisher of FMG's consumer and L.E. publications. "And since they don't concentrate solely on firearms as an only option for personal defense, their appeal has crossed many lines, with purchasers from all walks of life — including many with little or no firearm experience. Everyone is interested in how to be safe in today's often violent world. We took this concept and expanded it even further with our *Reality Check* Special Edition."

*Reality Check's* aim is to reach a wide-ranging audience.

"As the editor of FMG's Special Editions, it's important to me the content is reliable, up to date and makes sense in the real world," said Sammy Reese. "Our newest title, *Reality Check*, has been one of my favorites to work on. The topics are timely, important to everyone — not just gun owners — and give people skills they can apply in the real world — when reality sets in!

"But rest assured, we haven't ignored gun owners, and if firearms are a part of your family protection plan and personal survival arsenal of tools, *Reality Check* will give you hard facts about what works — and what doesn't — in hardware and training."

The advertising sales deadline for the *Reality Check* Special Edition is July 27. Contact Scott McGregor, advertising sales manager for the Special Editions, at 1-800-553-7780 or via e-mail at [scott@gunsmagazine.com](mailto:scott@gunsmagazine.com).

## **The Mouse Gun That Roared**

Shooting Industry's July issue is always hotly anticipated by members of the industry — and this year is no exception. The July issue features SI's annual report, the "U.S. Firearms Industry Today," which includes the latest manufacturers' production numbers from the ATF, background-check figures from the FBI and 2010 data. The latest production figures available from the ATF examine the year of 2008, the beginning of the buying surge instigated by the presidential election.

This year's review of the data presented editor Russ Thurman with an unusual opportunity. What follows is "The Mouse Gun That Roared," as seen in the July 2010 issue of *Shooting Industry*.

At every SHOT Show, numerous companies claim their newest, most innovative, revolutionary, historical, trendsetting product, is the "buzz" of the show. However, most of these new products fall significantly short of buzz, settling mostly into the soft-hum range, as in, "Hum, that's interesting."

Not so with the **Ruger LCP**.

Introduced at the 2008 SHOT Show, the Ruger .380 Light Compact Pistol rose above the buzz level, reaching roar status. Distributors, dealers and competitors rushed to the Ruger booth.

"It is absolutely the hit of the show. We listened to the market and the market said you really ought to get into self-protection. All of our dealers and distributors have been saying Ruger needs to be in that market. So, here it is. The LCP is the real buzz here," said **Steve Sanetti**, then-Ruger president.

No overstatement.

By the end of the second day of the show, rumors surged through the convention hall that Ruger was backordered tens of thousands of LCPs. More dealers, distributors and competitors converged on the Ruger booth.

In an April 2008 *Shooting Industry* online survey, dealers voted the LCP as the Best 2008 New Product. In July 2008, the Shooting Industry Academy of Excellence honored Ruger with the Handgun of the Year Award for the LCP.



(Continued on page 6)

# REP RAP

FMG insiders speak



**Steve Evatt** American Handgunner

## Looking To 2011 Already? Yup!

We're getting ready to put the November/December issue in the "finished" file in just three weeks, so please contact me to reserve space. The Nov./Dec. and the January/February issues are our traditional Holiday Gift Buying issues, since both come out before Christmas.

Coming up in the Nov./Dec., a pair of **Paras** grace the cover with an article by John Taffin. **Mag-Na-Port** works its magic on a Ruger SP101, Dave Anderson weighs in on the **Burris FastFire II Red-Dot Reflex Sight**, Taffin covers triple duty sixguns and Pat Covert reviews the knives of **Billy Helton**. The Nov./Dec. issue is also a Catalog Showcase issue, and the closing date for space reservation is July 27.

Now, here's a reminder that August is the month I start advanced booking for next year's issues. If you have an advertising schedule ready for the 2011 issues by the time I call, we can take care of the entire year in a very short period of time. Wouldn't it be nice to have that monkey off your back? Please remember that if you reserve space now and need to make changes at some point later on, we can accommodate your needs.

If you are ready to book now and don't want to wait for me to call, please feel free to contact me at 1-800-533-7988 or drop me a line at [steve@americanhandgunner.com](mailto:steve@americanhandgunner.com).

There will be a couple of new topics on the 2011 *American Handgunner* Editorial Calendar, which I will be e-mailing to you in July and August. The first is the addition of airsoft/airguns to the feature mix in the May/June issue, and the second is the inclusion of duty gear in the Nov./Dec. issue. If your products are complementary to these new topics, you'll want to add these issues to your schedule.

Finally, I will be seeing many of you shortly at the Shooting Industry Masters and Academy of Excellence Awards. It's

always a great time, and pity on those who have never had the experience.

'Til next time ...



**Andrew Oram** GUNS Magazine

## Blade Show Inspires New Column In GUNS

The 2010 Blade Show brought forth record attendance and the most creative custom knifemakers and cutting edge production knives in the business. Held at the Cobb Galleria Centre in Atlanta, Ga., during the first week of June, attendance surpassed 5,000. On display were the latest knives from industry superstars, including **Benchmade**, **Spyderco**, **5.11 Tactical**, **Al Mar Knives**, **TOPS Knives**, **A.G. Russell Knives** and **Kershaw Knives**, to name just a few.

**Wilson Tactical** had both their knife and recently introduced Para-Cord division on display. Most survival manuals recommend having at least several feet of rope on you for simple applications, including repairs, shelter building and even self-defense. Wilson ensures that you're always prepared with their tactical Para-Cord bracelets.

Speaking of survival, I had an opportunity to meet with **Jeff Randall of Esee Knives**, formerly RAT Cutlery Company. These guys run two survival schools, state-side in Alabama and their elite jungle training in Peru. Additionally, they manufacture some of the toughest fixed blade survival knives on the market. Their Izula line comes with a Paracord-wrapped handle, flint fire starter, several carrying options and even instructions for setting a snare. Perfect for shaping wooden spears and skinning, this is a great survival tool.

Upon return from this year's Blade Show, our editors and writers decided there are so many great knife manufacturers and custom makers out there that as of the January 2011 issue, *GUNS Magazine* will include a special monthly column featuring new knifemakers and products.



October's Gun of the Month package includes a **George Tichbourne Riverboat Classic Bowie**.

Additionally, we will be giving away at least one knife per month in each of our Gun of the Month giveaways!

Next up is October's Gun of the Month package, which includes a **George Tichbourne Riverboat Classic Bowie** with stag handles. This knife is gorgeous and is a \$600 value! It's accompanied by a **Kimber 84L** in .30-06 with a **Redfield Revolution 4-12x40mm** riflescope, **Firefly** wind detector and **Blue Line Gear's RESQ-PAK Hunter**. All you have to do is go to [www.gunsmagazine.com](http://www.gunsmagazine.com) and click on "You Can Win."

We're always excited to bring new products and services to our readers, and we know an overwhelming number of gun owners are knife owners, too. We anticipate our readers will appreciate the new column, and we look forward to attracting more knife companies to our publications. If you would like more information, please contact me at 1-866-903-1199 or [andrew@gunsmagazine.com](mailto:andrew@gunsmagazine.com).



**Delano Amaguin** Shooting Industry

## Sept. Issue — Academy Of Excellence

Congratulations to the final nominees of the 2010 Shooting Industry Academy of Excellence Awards. The 2010 award recipients will be announced in Grand Island, Neb., on July 23.

This year marks our 19th anniversary of celebrating exceptional product design and service to the industry. A wide variety of companies and products are represented in the 14 categories. The competition seems to grow stronger and fiercer with each passing year, and it's a real testament to the strength and competitive spirit of all the companies that are nominated. The winners of the 2010 Academy of Excellence awards will be featured in the September issue of *Shooting Industry*.

Hunters today are carrying more sophisticated high-tech products than ever before. You might find some of the more knowledgeable hunters carrying electronic wind detectors while sporting the latest scent-eliminating, moisture-wicking apparel. The September issue will show you how to fill your hunting customers' every need.

If you are a manufacturer of any high-tech product, please call me to discuss whether your products can be featured in this issue.

As a bonus feature, we will also be taking a look at knives and current trends

in September. If you have read the latest issues of *GUNS* and *American Handgunner*, you've discovered we are featuring more cutlery advertising messages than ever before. We support the cutlery industry with strong editorial and competitive rates, and do our best to stay on top of current sales trends and new products.

The September issue of *Shooting Industry* has a sales deadline of August 2. Please contact me regarding your sales message and the inclusion of your products. Call me at 1-888-732-6461 or drop me an e-mail at delano@shootingindustry.com.



## Call Upon Your Business Partners

Anita Carson FMG Publications

Pericles once said, "Time is the only thief we can't get justice against." How true these words ...

The first half of this year has flown by, and we are left with a mere six months before we celebrate the arrival of a new year. In the magazine publishing world, however, it means the year, like a circus tent, has packed up and stolen away.

There is only one issue of *American Handgunner*, one issue of *American COP* and two issues of *GUNS* remaining for the year. Needless to say, we are finalizing our 2011 editorial calendars and production schedules, and we will have them completed and mailed to all of you before the end of July.

As you prepare for and plan your 2011 advertising schedule, please look to us as partners. We are here to assist you with your planning and strategizing, and can provide you with information that may simplify your new year's advertising campaign.

The true measure of a good partner is their ability to understand that when they gain, you should gain, as well. I'd like to think that all of us here on the FMG advertising team are your business partners and, like true partners, should be called upon for assistance, advice and really bad jokes. Actually, we tell pretty funny jokes ...

So as we wrap up another year in publishing, we will be reaching out to you to check on your needs and your 2011 ad plans. Let's start working on a successful advertising campaign by discussing your print and online advertising programs — even though you're thinking of barbecues and margaritas by the pool.

Remember what William Penn said: "Time is what we want most, but ... what we use worst."



## The Best Of Our Industry

Scott McGregor Special Editions

It's that time again, when you get to hear from your favorite FMG staffers!

I had some driving time last week as I was returning from the **MGM Ironman** three gun match in Idaho. (We'll get to the match in a minute.) I started to reflect on working with FMG Publications. Being someone who generally enjoys working with people, I thought of the folks I work with and their commitment to their positions as advertising executives for the FMG magazines.

My thoughts drifted to the industry we are fortunate enough to be a part of — this, of course, coming from a gun guy. Sure, on occasion when things become tedious, we can forget, but I've got friends who help bring back the proper perspective in a rather abrupt way.

Recently, at the **MGM Ironman** three gun match, I saw the best come out in many folks when they were tested, or in a position where they could use or give some help. The **Ironman** is a different kind of match. **Travis Gibson**, match director, makes a point of ensuring shooters are able to have a good time even when the gun gremlins have their way with your equipment. On more than one occasion, I saw folks with gun malfunctions — which looked more like train wrecks — grab one of the two or three guns offered up by other competitors, who were still on the clock, so they could finish the course of fire.

The **MGM Ironman** is one of the "3 Gun Nation" qualifying matches. Remember to look for "3 Gun Nation" on *Versus* in July, and you'll get to see what three gun competition is all about.

Here at FMG, Sammy Reese and I have just closed the 2011 *American COP* Special Edition. Once again, it's another great issue filled with the gear to help those who protect and serve, as well as those who know the police can't be everywhere all the time.

We've also got a new FMG Special Edition title, the 2011 *American Handgunner Reality Check* Special Edition. Judging from the track record of the FMG Special Editions, it will be another winner.

We're still running the *Website Showcase* for \$175 in every FMG Special Edition. Also, let us know how we may be able to help you publicize your new products. For our *New Product Spotlight*, we need a high-resolution photo and a 50- to 80-word description with your contact information.

If you have any questions, or are looking for an avenue for advertising that won't break an already strapped marketing/advertising budget, look to the FMG Special Editions. They're the best deal in town. Call me at 1-800-553-7780 or send an e-mail to scott@gunsmagazine.com. We'll find the best way to get the most for your advertising dollars.



## Miles Of Smiles At Police Security Expo

Denny Fallon American COP

Exhibitors and attendees alike shared smiles of satisfaction as the 24th annual **Police Security Expo** shined brilliantly at the Atlantic City Convention Center last month.

"These are the end users, the guys and gals who are on the street every day protecting us," noted **Gene DeSantis of DeSantis Holsters**, who, along with his wife, Helen, greeted law enforcement officers from throughout the Eastern Seaboard.

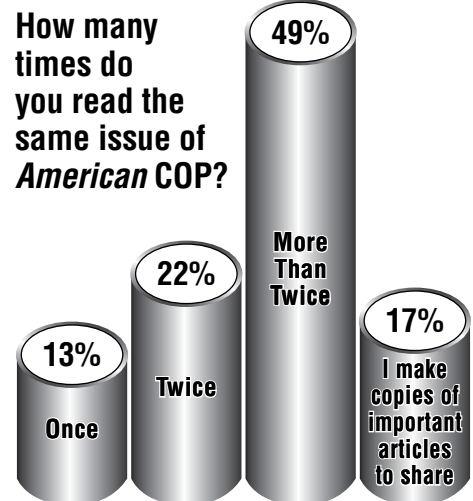
"Many of the visitors to our booth are our happy customers," DeSantis said. "It's great to see them and welcome new business, too."

DeSantis is developing a new retention security holster for law enforcement with the working name of *Enterprise*. It accommodates semiauto pistols that have been outfitted with laser lights or sights. The model was met with enthusiasm, and the prototype will be created before the end of the year.

"We're delighted with the new holster," DeSantis said. "It offers maximum security and an easy, smooth draw, whether it is worn on the duty belt or worn on the thigh or leg."

(Continued on page 6)

### Recent Survey from American COP



## AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

### We Love Our Grunts

'Tis the season!

Well, not really, but getting there — so I asked staffer John Connor to knock out what he thinks your favorite G.I. might need for Christmas. And since it takes, well, about forever to get things “over there,” we elected to get the ball rolling early this year. So give it a read, and spend some of your hard-earned cash to take care of those guys and gals, who are doing their own hard work keeping us safe. From knives and lights to goodies to keep 'em warm, Connor's “been there” so he knows what's good.

Ditto for “Lights and Knives,” where Connor keeps us up to speed on what's new and what's hot in those all-important categories. Steve Evatt, our ad sales guy, is just back from the Blade Show and told me, “Roy, all kinds of knife guys, from one-man shops to factory makers, said they get a bigger draw out of advertising in *Handgunner* than even in the dedicated knife publications.” So there you go — if you're not in *Handgunner*, you're not playing with the big dogs!

Check out Mike “Duke” Venturino's feature on “Odd But Good (Mostly) Revolvers.” I'm not sure where he found 'em, but Duke has amassed a litany of “What were they thinking?” sixguns. Read it and weep ... OK, and you'll laugh, too!

Steve Evatt may have already chatted to you about the cover guns — a “Pair of Paras” — and Taffin gives them a good run. Tune in and you'll see what he learns. Super



Spyderco's fixed-blade Jumpmaster is typical of the kind of gear our G.I.s need fighting in the sandbox. Take care of your own G.I.!

Hawg and PDA might just mean things you never thought!

If you're interested in seeing your own product or service featured in the pages of *American Handgunner*, drop me a note at [editor@americanhandgunner.com](mailto:editor@americanhandgunner.com) and I promise I'll answer. No, really!

## AMERICAN COP

From the Editor:

Suzi Huntington

### Only 50 Rounds?

Yup, at least that's what Clint Smith says in his “Another 50 Rounds: Minimalist Firearms Training” article.

Since ammo is expensive nowadays, and police department budgets are being slashed like Genghis Kahn rolling across the plains swinging his steel, cops and agencies are trying to keep their edge and save money. Sure, but how can you do that?

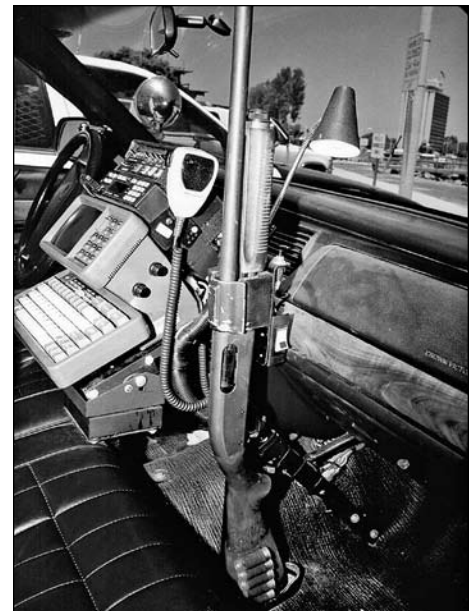
Clint comes to the rescue, bringing a “Part II” look at simple, 50-round courses of fire. Clint's original column dealt with handguns, but his latest deals with rifles. With AR platforms becoming more and more common in beat cars, and not everyone having the luxury of being on a full-time SWAT team, Clint's focused look at how you can keep current with your rifle using only 50 rounds is a must-read.

Beat cars today are increasingly complicated — and crowded. Jim Donahue, COP's “High Tech” editor, takes a hard look at differences between laptop computer mounts and mobile computer technology. The difference? Laptops usually slip or lock into steel mounts between the front seats, while mobile computers live in the trunk with a keyboard and screen mounted on the dash.

What's so important about all this? When a cop car comes to a screeching halt in a crash, what happens to the air bags? Do they deploy correctly around all that equipment? And do the laptops, screens and keyboards become secondary projectiles? Jim's investigation reveals some interesting ideas and will help manufacturers make sensible decision about mounting hardware.

Speaking of safety, the “Cars and Crashes” column takes on some officer safety myths about seat belts. Too many cops think that not wearing one can be a safer proposition than buckling up. So what's the real answer? Find out by reading this insightful article.

COP also would like to welcome a new addition to the masthead. Doug Sherman



Check out these circa 1991 jury-rigged mounts for the shotgun and mobile data terminal — sure to tear free in any kind of a crash. Read our take on today's technology. Has it made a cop's “office” safer?

is a 30-plus year veteran reserve officer, finally retiring as the commander of the Chula Vista (Calif.) Police Reserve Unit, among other accomplishments. Doug's extensive experience both in the field and serving as chairman on a state association for reserves will bring an in-depth perspective to how reserves and “regulars” interact. His first column takes on just what makes someone join this unusual breed of dedicated cops. “You do it for free?” they always ask. Mostly, but Doug explains why.

If you'd like to see your product or service featured in *American COP*, drop me a note at [suzi@americancopmagazine.com](mailto:suzi@americancopmagazine.com).

## SPECIAL EDITIONS

From the Editor:

Sammy Reese

### Special Editions Get Expanded Distribution

The summer of 2010 is a great time to be a reader of the Special Editions.

The article-packed *GUNS* Special Edition hit the newsstand on the first day of summer, and will be followed by the *Personal Defense* Fall Special Edition. The *American COP* Special Edition and the new *Reality Check* Special Edition are both dropping in early fall.

*American COP* and *Personal Defense* Fall are hitting the street at just the right time, as we are now going to be at more local newsstands. Sergio Jauregui, FMG's distribution manager, did his thing, and now the

Special Editions will join our other publications at even more retail outlets. This is a huge benefit to our readers and advertisers, and my thanks go out to Sergio.

Don't waste the chance this summer to introduce someone to the shooting sports. It doesn't matter what you like to do, sporting clays, pistol, rifle or archery. Dig into that Mt. Everest pile of stored ammo you have and go shoot. I'm sure you have a coworker who's shown some interest or a neighbor, perhaps. Every person I've introduced is still interested. Some have jumped in with both feet and are on their way to being a certified gun nut like the rest of us.

The Shooting Industry Masters and Academy of Excellence awards are almost upon us. I'm looking forward to seeing you all in Nebraska.

# GUNS®

From the Editor:

Jeff John

## Les Baer Goes Long

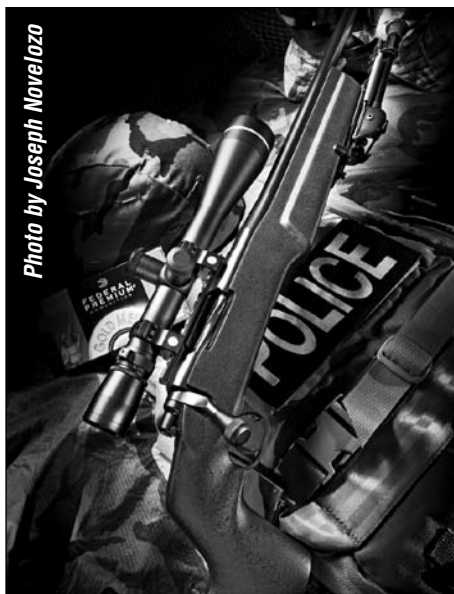
Long range, that is, with a new tactical bolt action rifle. Ours is chambered in .308 and was tested by Dave Anderson with **Federal** Gold Medal Match ammo, literally the gold standard of .308 loads.

On the pistol front, Mas Ayoob tests the new **SIG SAUER** 2Sum, which redefines the idea of modularity. You basically get a compact and a full-size pistol using only one serial number. Not as big an issue here as in other countries, but the concept has merit, especially in states with high registration fees and "one gun a month" schemes to inhibit gun ownership of the law-abiding public. Our test sample, a 9mm 2Sum, was tested with **Black Hills**, Federal and **Remington** ammunition.

Continuing the modularity theme, long-time scribe J.B. Wood tests the **Bond Arms** Derringer, which offers a variety of barrels for different applications, from snake defense with the .45 Colt/.410 combo to the easy-shooting .38 Special/.357 Magnum, plus a new set of barrels for the hot new .327 Federal.

November is the start of the Christmas season, and **GUNS** once again kicks it off with a "Christmas Gift Guide for the Serving Soldier" by John Connor. If you have a loved one serving, you'll find gear to make our combat soldiers a little safer and little more comfortable. If you don't know anyone "over there," we'll also tell you about a few select charities doing the most to help bring gifts and cheer.

It's hunting season, so who better to



The new Les Baer Tactical rifle in .308 Winchester topped with a **Leupold** scope is a super accurate precision rifle.

talk about gear and boots and such than John Barsness? He'll offer tips and advice on how to select the proper gear based on where you're hunting. New technology means there have been quite a few advances, so it's a perfect time to replace aging hunting gear with warmer, quieter clothes, boots and other essentials.

# SHOOTING INDUSTRY®

From the Editor:

Russ Thurman

## Making Connections, Increasing Sales

Manufacturers, distributors and dealers are increasingly using the Internet's social media features to connect with consumers. While a few companies and dealers in the industry tapped into the Internet in the past, the rise in the number of industry businesses using the Web to reach consumers is notable.

Remington has drawn consumers to its website using sweepstakes, promotions and "Share Your Moment" invitations to post photos. **Weatherby** has had significant success with its "Weatherby Nation" website. **Hornady** is attracting customers' interest with its YouTube videos. On its website, Ruger invites consumers to "Tell The CEO!" and "Ask Ruger," along with highlighting promotions.

Most companies in the industry have a Facebook presence and use Twitter and other social media to deliver their message to consumers.

"We are on all these social networks because, number one, they're free. They are also where our customers and potential customers are," said **Ryan Horsley**, general manager at **Red's Trading Post** in Twin Falls, Idaho. (Visit [www.redstradingpost.com](http://www.redstradingpost.com).)

**Swarovski** uses Facebook to reach out to consumers and its dealers.

"As good as our sales reps are, it's tough to get all information out to our huge dealer network," said **Dean Capuano**, Swarovski Optik's communications manager.

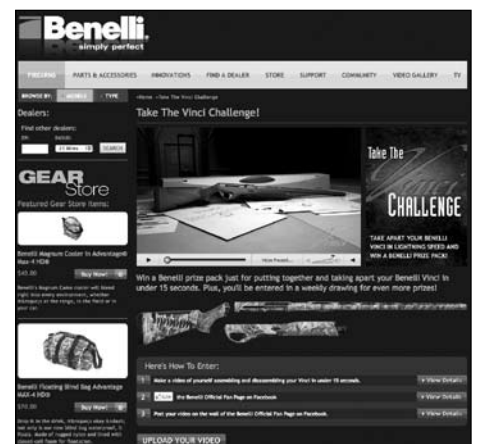
Within hours of the fire and explosion at the **Nosler** plant in Bend, Ore., on June 2, the company posted updates on its Facebook page. The effort reduced the inherent speculation that too often surrounds such events, and drew support and well wishes for a swift resumption of operations.

In June, Benelli invited consumers to "Take The Vinci Challenge" by posting videos on the company's Facebook fan page of how fast they can disassemble and assemble the Vinci shotgun. Those who can perform the feat in less than 15 seconds will win a Benelli Prize Pack. (Visit [www.benelliusa.com](http://www.benelliusa.com).)

With the rapid introduction of even newer technology that instantly connects companies with consumers, it will soon be rare that companies aren't using social media as a business tool. In *Shooting Industry* magazine, we will continue to report on ways companies can maximize the Internet and the ever-increasing number of social media.

Are you subscribing to our Internet-based, all-digital edition of *Shooting Industry*? If not, you should. It's free. You get your own copy — no more trying to locate the printed version. Plus, each month, you receive the all-digital edition before the printed version arrives. To subscribe, visit [www.shootingindustry.com](http://www.shootingindustry.com).

(Continued on page 7)



**Benelli** invited consumers to "Take The Vinci Challenge" on the company's Facebook fan page. How fast can consumers disassemble and assemble the Vinci shotgun?

Beyond being a palm-sized pistol with the Ruger name on it, the LCP had real innovative features and, just as important, an MSRP of \$330. This placed Ruger on solid footing in a segment of the market the company had ignored, and at a price-point that made the gun affordable.

The challenge for Ruger following the SHOT Show was making enough of the LCPs and making them quick enough to meet the demand.

“The only drawback is an extremely limited product supply. Hopefully, this will change soon,” wrote **Ted L. Gragg**, CEO of **Myrtle Beach Indoor Shooting Range**, in voting the LCP the top 2008 New Product in *Sf*s online survey.

Ruger had a long, well-deserved reputation for announcing products that would not be available for six months, often much, much longer. How did the company do with the LCP?

While Ruger isn't likely to reveal how many LCPs were ordered during 2008, we know how many they made. According to the ATF's 2008 Annual Firearms Manufacturing and Export Report, the latest report available, Ruger manufactured 83,161 firearms, as noted in the ATF's "To .380" category. Since Ruger had not previously made a .380, we can assume this number is LCPs, unless the company manufactured another .380 they didn't announce. Unlikely.

In one swift move, Ruger bypassed all other U.S. manufacturers in the "To .380" category. If Ruger had produced no other pistols in 2008, they still would have been ranked as the sixth-largest U.S. pistol manufacturer and the 15th largest U.S. firearms manufacturer.

The LCP production numbers also propelled Ruger to the top U.S. manufacturer

spot in 2008, a position it hadn't achieved since 2000.

Beyond Ruger, the LCP's roar was heard throughout the industry. Not surprisingly, clones emerged before the end of the year, and other manufacturers ramped up their .380 production, while others introduced models in the caliber. The result? There was a 101.4-percent increase in 2008 U.S. firearm production over 2007 in the "To .380" category, the largest increase of any caliber in the industry for the year.

***"In one swift move, Ruger bypassed all other U.S. manufacturers in the 'To .380' category."***

Yes, Ruger created a buzz.

The introduction of the LCP also sent the message that things are different at Ruger. Under the leadership of CEO **Mike Fifer**, the company has vigorously changed how it approaches the market, and the way it develops and manufactures products. The result? Ruger continues to post increased sales — and earnings for its shareholders.

In accepting the 2008 Shooting Industry Academy of Excellence Handgun of the Year award for the LCP, Fifer said, "This is quite a departure for Ruger. We hope to surprise you with a few more goodies in the future."

Along with the "goodies," expect more top U.S. manufacturing rankings for Ruger.

—“The Mouse Gun That Roared,” by Russ Thurman, *Shooting Industry* publisher and editor.

Visit [www.shootingindustry.com](http://www.shootingindustry.com) to view the July issue, with the complete "U.S. Firearms Industry Today" report.

The advance glimpse of new products is the hallmark of the Expo.

“Our exhibitors are here to provide the latest innovations, and the attendees are here to learn all about the newest products, gear and technology,” said **Miles Watkins**, the Expo's high-energy show manager. “After 24 years, all of us still share the same energy and excitement. You can feel it on the convention center floor. We're all so proud to be part of this important event.”

This refreshing brand of homespun enthusiasm was evident throughout the two-day show.

The husband and wife team of **Diane and Len Light** have been creating state-of-the-art armored vehicles since 1981. **Lenco's** vehicles have a magnetic effect, especially for the youngsters accompanying their law enforcement officer parents.

Diane Light beamed as the little ones crawled through the doors, pressed their noses against the bullet-resistant windows and popped their faces out of the gun turret.

“We think it's great that law enforcement families can see and touch and get to know our trucks,” said Diane. “We just don't want any skinned knees or bruised foreheads. Ours is a family business, and we treat our police officer families like they are part of our family, too. It's a wonderful relationship we have developed over all these years of working together.”

Working together has special meaning for **Kahr Arms**, which finalized its addition of **Magnum Research** into its growing and successful family. Kahr Arms will retain the assembly facility in Minnesota, and accelerate the promotion of Magnum Research's unique line of semiauto pistols and hunting rifles.

“We are fired up to have Magnum Research as a new addition Kahr Arms,” said **Frank Harris**, the vice president of sales and marketing. “Magnum is an iconic brand with a loyal customer base and so much upside potential.”

Kahr Arms invigorated the historic Thompson machine gun line, and Harris and staff envision a similar path for Magnum Research.

**Peter Gill** represents the fourth generation of a family business that has thrived since his great grandfather, **James Gill**, founded **Peerless Handcuff Company** in 1914 in Springfield, Mass.

The current Peerless catalog spotlights its new, brightly colored plated handcuffs, an innovation that allows officers to easily identify and track property during arrests

**PISTOL PRODUCTION BY U.S. MANUFACTURERS 2008**

Manufacturer	To .22	To .25	To .32	To .380	To 9mm	To .50	Total
Smith & Wesson	24,165		608	17,946	118,065	143,050	303,834
<b>Sturm, Ruger &amp; Co.</b>	88,066			<b>83,161</b>	53,772	14,500	239,499
SIG SAUER				69,863	6,847	47,046	123,756
Kel-Tec CNC	6,138		20,105	47,979	43,363		117,585
Beretta U.S.A.	22,603		11,808		50,410		84,821
Beemiller				22,900	59,760		82,660
Glock					24,990	45,542	70,532
Kimber Mfg.	691				3,715	58,197	62,603
Cobra Ent. Of Utah	3,434	3,428	3,511	19,014	12,223	179	41,789
Saeilo Inc.				66	15,383	13,069	28,518
Arms Technology	26,273						26,273
Jimenez Arms	181	1,946		10,543	10,676		23,346
Colt's Mfg.				3,195		19,983	23,178
Total	195,771	14,222	40,484	278,945	421,719	411,163	1,362,304

Total includes all U.S. manufacturers. An extended chart is available at [www.shootingindustry.com](http://www.shootingindustry.com).

ATF data from 2008 indicates precisely how many Ruger LCPs were manufactured that year, as seen in the "To .380" category.

and prisoner transportation, as well as offer an instantly recognizable threat level with the color of the restraints.

"When officers first see these hot pink, red and yellow handcuffs, their eyes pop wide open," Gill said merrily. "They wonder if we have gone Hollywood on them. When we explain the color coding aspect, they all love it!"

**"We treat our police officer families like they are part of our family."**

Watkins, slowing his pace on the convention floor to a trot, echoed the same theme.

"The Police Security Expo is our own kind of love fest. As in loving all the great new products and gear and high-tech wonders serving law enforcement," Watkins said.

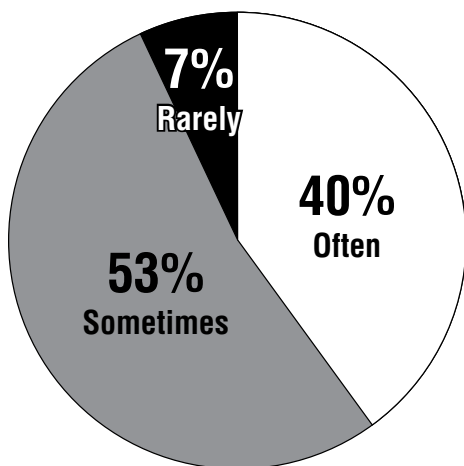
## Nov./Dec. — Highlighting Officer Survival

The crucial topic of law enforcement officer survival is the primary focus of the November/December edition of *American COP Magazine*. Other features will focus on the latest developments in guns and gear, plus items that will appear on many holiday gift wish lists.

The deadline to reserve advertising space is August 24. To reserve your ad or for more information on the Nov./Dec. issue, contact me at 1-800-426-4470 or by e-mail at [denny@americancopmagazine.com](mailto:denny@americancopmagazine.com).

### Recent Survey from *American COP*

**Does the coverage or advertising of products assist you in making purchasing decisions or recommendations?**



## SI

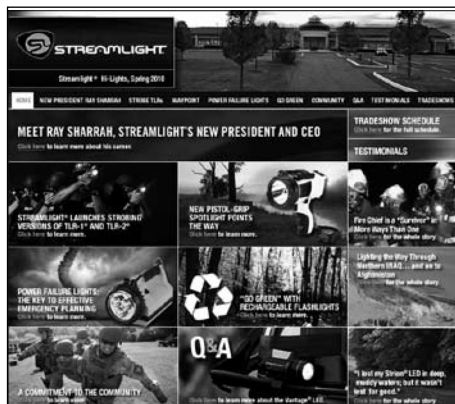
(Continued from page 5)

### Top Manufacturer, Top-Selling Guns

What are the top-selling firearms in the U.S.? Who is the top U.S. firearms manufacturer? What increases and decreases has the industry experienced in the past 24 months?

We work the numbers in our annual "U.S. Firearms Industry Today" report in the July issue of *Shooting Industry*.

### Targeting Trends For Sales



*Streamlight provides dealers with vast amounts of information in its Hi-Lights e-mail newsletter.*

In the August issue of *SI*, we ask, "Are You Smarter Than Your Flashlight Customers?" Today, consumers have access to vast amounts of product information. It can be challenging for dealers to stay ahead of the knowledge curve. We explore how they can do that in "Becoming Brilliant."

Also in the August issue, we look at a number of trends that are driving the long-gun market. We explore surveys that reveal interesting data that will help dealers increase their long-gun sales.

The data also smashes some myths about where the market is and who is making purchases — all vital information for manufacturers and distributors, who often struggle to determine who are their most likely consumers and what message they need to send to stimulate sales.

Tips on how to "Make Hunting Season Count" will help dealers prepare for the vital fall buying time. Dealers offer suggestions on what brands and products sell, even in a down economy.

**E-mail the Editor**  
[russ@shootingindustry.com](mailto:russ@shootingindustry.com)

## Back Blast (Continued from back cover)

The cigarette maker quickly and quietly picked up Andy's medical tab and laid a cash settlement on him. Officially, they say the cause of the "incident" remains unknown. While they're investigating, you might avoid smokin' Clas Mild cigarettes made by PT Nojorono Tobacco Company. But if you do, then get it on video for YouTube, OK?

### Shockingly True Police Reports!

From time to time, readers of our sister magazine, *American COP*, send me excerpts from their agency's crime logs. Despite their terrifying, grisly and gruesome nature, I've carelessly decided to share a few with you gentle souls — and here they are! (Names and locations have been excised to protect the innocent.)

Two backyard thefts reported within minutes of each other — one of a clothesline and one of a badminton net — were solved when the investigating officer spotted a four-point whitetail buck heading out of the residential development and back into the woods carrying the loot strung rather loosely on his rack. The suspect failed to halt when verbally challenged by the deputy.

A fisherman returned his boat to a launch area on ##### Lake and reported that in his absence, his truck and trailer had been stolen. Interview of the victim was problematic due to his discernible state of intoxication. It was finally determined that he had landed miles from where he had launched, and his truck and trailer were still there. He refused a ride home, insisting he was "fine to drive." He wasn't. And his truck and trailer were blocking the launch ramp. All three were "impounded." His boat was tied up to the floating dock.

A man walking on the roadside of Highway ## was reported to be shouting suicidal statements. It turned out he wasn't really suicidal. He was on his way home to dinner and not looking forward to it because his wife is a lousy cook. *Really* lousy, he emphasized. He was asked to "tone it down," and he replied he always does, as he gets closer to home.

A new resident in ##### reported that her neighbor had apparently starved a horse or mule so badly that it "looks shrunken — near death." The responding deputy found the animal actually to be a very well cared for and healthy little donkey — a species the new-to-nature neighbor was unfamiliar with.

inside this issue:

- Reality Check Special Edition — Just What Readers Want!
- The Mouse Gun That Roared
- Looking To 2011 Already? Yup!
- Miles Of Smiles At Police Security Expo
- We Love Our Grunts

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**BACK BLAST**  
 & OTHER HOT GASES

**No Brains In His Santa Bag**

Parents and kiddies in line to chat with Southlake Mall's on-duty Santa in suburban Atlanta must have thought Santa had a pretty weird elf assisting him. His costume looked authentic enough, but he looked like an elf who had been out on the streets for too long, with wild, hand grenade-arranged hair, a scraggly moustache and goatee, and the eyes of a psychotic drunk. Also, what would an elf be doing waiting in line to see Santa like the kids? Don't elves have kind of a front-of-the-line pass? Not this one.

The self-made elf, 45-year-old William C. Caldwell III, fidgeted and fizzled until it was his turn on Santa's lap, and then told Father Christmas that he didn't have toys in his bag — he had a bomb instead.

His stay on Saint Nick's lap was brief and ended badly.

Police later said Caldwell wanted to have his photo taken with Santa Claus, but they knew of no motive for his threat to detonate a load of dynamite he said he was packin'. He possessed no real explosives except perhaps the ones in his head. If found mentally competent to stand trial, he will be charged with possession of hoax devices and making terrorist threats.

Tsk, tsk — has he no elf-respect?



Illustration: Nick Petrosino

**An Effective Way To Stop Smoking**

Andy Susanto, a 31-year-old security guard, told a reporter for the *Jakarta Post* in Indonesia that he'd been smoking cigarettes since he was a schoolboy — the same brand most of that time — and he had never had a "problem" with them before. His statement was sorta slow and garbled, due to blast damage to his mouth and the sudden loss of six teeth.

He had just lit up a smoke from a fresh, sealed pack a' butts when it exploded, scattering bits of enamel, tongue tissue, lip-chunks and his self-confidence over an extended gaudy area. The "impact zone" was extended 'cause he was riding his motorcycle at the time.

Indonesia is one of the world's richest markets for tobacco products, and it's estimated that about 60 percent of Indonesian males are smokers. There's gonna be one less now, Andy told the *Post*. More may join him, as it seems his was not a singular incident. Can we all smell "sabotage" in the breeze?

(Continued on page 7)

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