



FMG-INSIDE

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NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

GUNS Magazine Celebrates 55 Years

By Roxanne Smith



The first issue of GUNS rolled off the press in January 1955. GUNS Magazine's 649th edition celebrates 55 years of firearms features and freedom with the January 2010 issue.

GUNS Magazine is celebrating its 55th anniversary with the January 2010 issue!

GUNS made its debut in 1955 as the nation's first monthly shooting sports newsstand magazine, and has been attracting readers ever since — including some who came to work on the publication.

"As a kid, I remember reading GUNS Magazine at the local newsstand," said Roy Huntington, publisher of FMG's consumer publications. "The owner was kind enough to allow this 12-year-old gun nut to stand around, taking up space the buying customers should have been occupying! The images and articles worked their magic on that impressionable kid, eventually leading me into this great industry.

"Now, it's still hard to believe I'm the publisher of that very same magazine some 40-plus years later! While the quality of photos and articles have continued to improve over the decades, the original intent — to publish a high-quality gun magazine — remains the driving force."

To celebrate the occasion, editor Jeff

John has a captivating slate of articles lined up, starting with the cover gun, the 1911 .45 ACP STI Premier. Then, marking its own anniversary is the .40 Smith & Wesson, which has been setting new standards of stopping power for 20 years.

GUNS Magazine proves experience counts when it comes to leading the next generation to the shooting sports.

John Taffin is another young GUNS reader who has become a longtime member of the FMG family. In January's "Campfire Tales," John shares a letter he wrote at age 15 to then-GUNS editor, Vincent T. Tajiri.

"Someday, perhaps when I graduate, I will have a job and be able to buy my own guns. Until that time I will look forward to GUNS Magazine every month to keep me informed until I can actually buy my own

(Continued on page 3)

Last Chance To Take Advantage Of Free NRA Membership

FMG Publications is offering a free one-year NRA membership to gun-rights supporters who subscribe to *American Handgunner* and *GUNS Magazine* — but only through the end of this month.

Launched last September, this special subscription offer has added 4,830 members to the NRA's rosters, bolstering the strength of the shooting community's biggest fighter against anti-gun forces.

This is a great offer for your customers. To take advantage, visit www.gunsmagazine.com and www.americanhandgunner.com. One year of *Handgunner* plus an NRA membership is \$19.76, and 12 issues of *GUNS* and a yearlong NRA membership is \$19.55. Current NRA members can use the free membership to sign up a friend.

New Masters Video Now Playing

Check out highlights of the 2009 Shooting Industry Masters in a new video posted on the *Shooting Industry* Web site.

The 7th annual event was held in Hartford, Conn., this past July, and featured two days of competition by 200 shooters from throughout the industry. The event raised over \$25,000 for the National Shooting Sports Foundation's First Shots program, and — as the video clearly shows — participants had a blast doing it.

"We just have a great time. That's the whole attitude about this anyway — come and enjoy yourself. Let's just enjoy time with each other and let's see if we can learn a little bit about the sport while we're doing it," said **Ron Coburn, Savage Arms**.

"It doesn't happen anywhere else like it happens here," said **Lew Danielson, Crimson Trace**.

Be a part of the fun in 2010! The 8th annual Shooting Industry Masters will be held at the Heartland Public Shooting Park in Grand Island, Neb., July 23-24. The event is open to all industry-related organizations.

Visit www.shootingindustry.com/Pages/09SIMasters.html to view the video.



REP RAP

FMG insiders speak



Steve Evatt American Handgunner

I can't remember who said it, but someone said, "It's impossible for humans to strive for perfection since being humans, perfection can never be achieved. To strive for excellence is the better goal and one that really can be reached."

Here at FMG, God knows we're not perfect, but we are always "gunning" for excellence. We hope it shows.

Don't be shocked, but September 24 is the space reservation closing day for January 2010 *GUNS* and January/February 2010 *American Handgunner*. Both will hit the stands in mid-November, so both can be considered our holiday gift-buying issues. Many of you have heard from me in the past couple of weeks, and many more will hear from me soon as I plow ahead booking the 2010 issues of FMG publications.

Save time, money through advance planning

Advanced ad placement is so easy and saves so much time as the year progresses that it just makes imminent sense. It's unfortunate that not everyone can be ready with their advertising budgets in September — and as a result some miss out on very important issues, like the Jan./Feb. gift-buying issue. Some even miss out on the March/April SHOT Show issue, but most of you are prepared and I thank you for that.

Whenever possible, I try to supply you with the latest 2010 production and editorial calendars for all of our publications here at FMG, but if I haven't sent them to you yet, please let me know and I'll get the info right out.

If you have any questions at all regarding the 2010 issues of any of our magazines, please don't hesitate to call me at (800) 533-7988 or e-mail steve@americanhandgunner.com.

'Til next time ...



Andrew Oram GUNS Magazine

Have A Gift-Buying Game Plan

As part of the January 2010 issue, *GUNS Magazine* will feature a gift-buying guide for the firearms enthusiast in your family. This strategic buying guide will tactically prepare you to survive the holiday season unscathed.

Let's review your Christmas past. If you're like me, you wait till the last minute before you even considering buying presents. Naively, you think one hour should be enough to cover your bases. Wrong.

Frustrated, you wander around aimlessly, delirious and dehydrated. Sweating, you panic, resorting to some lame holiday sweater that will be outdated the day after it's opened.

Why did you wait till the last minute again? You're just setting yourself up for disaster, my friend. Trust me — it's a yearly tradition for me, too.

But not this year! I'm putting my foot down and you should too! I'm getting my Christmas shopping done early and I'm doing it through *GUNS Magazine*.

Think about Christmas now?

Now I hear all you naysayers out there. "What is Andrew talking about? Who even thinks about Christmas now?" Go ahead and laugh. It's only September, and this is a January issue that comes out in November, so as far as I'm concerned nothing makes sense, but just humor me for a second.

Picture this: no lines, no blood, sweat or tears, no stress! The January issue of *GUNS*, with a deadline of September 24, is our holiday gift guide. This is your opportunity to check out what's hot for your family and friends, guys and gals. We're talking about products that are attractively priced to not blow your budget.

Get on their "good" list

If you have a product that doubles as a great gift idea, you need to be in this issue! Send me an e-mail or contact editor Jeff John at jeff@gunsmagazine.com. The market certainly has slowed, but let's face it — people spend money during the holiday season. Why not keep it in the family? Contact me at andrew@gunsmagazine.com.

Also, 2010 editorial calendars are available for all publications. Be sure to e-mail me if you need one or call (866) 903-1199.



Delano Amaguin American COP

Neighborhood Watch 2.0

When seconds count, the police are minutes away. Shrinking budgets and limited police resources are making neighborhoods rethink community safety. Neighbors across the country are using Twitter, blogs, e-mail and street patrols to help thwart crime.

More than 20,000 block watch groups are registered on the National Sheriffs' Association Web site, compared to about 5,000 just four years ago, says Chris Tutko, the association's director of neighborhood watch programs.

"There's a big push to learn how to do it and how to get people involved," said Tutko, who trains law enforcers in running watch groups.

In most cities, wannabe block-watch members must be trained by police in how to identify and respond to criminal behavior. The first step seems almost quaint: Talk to your neighbors, police say.

After a string of kidnappings and home invasions in Atlanta last year, indignant residents founded Safe Atlanta For Everyone, which coordinates a watch network on the city's east side. Their efforts took on new urgency when the financially strapped city ordered furloughs from December to July, forcing police and other municipal workers to take eight more hours off every week.

Block-watch members tweet a constant stream of crime alerts to a privacy-protected Twitter address. One tweet, posted by a resident last August: "Black male, dark glasses, blue cap, baggy jeans, yellow/black umbrella. Wrong address. Now in neighbor's yard."

Taking advantage of new technology is of the utmost importance when resources are limited. All of our FMG publications are now available on the web via our interactive online editions. Feel free to call to discuss our new web opportunities and how to take advantage of bonus web exposure.

I know it's only September, but now is the perfect time to gear up for your 2010 scheduling. The January/February issue of *American COP* will be our SHOT Show issue. Extra copies of *American COP* will be distributed at both of our booths in Las Vegas. More readers equal more exposure. More exposure at no extra cost — what a deal! Call now to reserve space at (888) 732-6461.



Safety Sells Year Round

Anita Carson Shooting Industry

Although accidental gun deaths tragically claim children's lives each year, they are fortunately much rarer than most people think. When compared to the loss of children each year due to car accidents, drowning and residential fires, the accidents involving guns are remarkably low.

With over 90 million adults owning a gun and almost 40 million children under the age of 10, it is obvious the overwhelming majority of gun owners must be extremely careful or gun accidents would be much more frequent. Certainly, the many safety and security products available today are largely due to the low accident rate involving guns. Education and training, of course, has been equally important.

Shooting Industry's November issue will help retailers choose safety products.

Shooting Industry is profiling the many safety items available in today's market and will provide retailers with invaluable stocking and selling tips in the upcoming November issue. Among the products reviewed are gunlocks, lockboxes and personal and commercial safes. These items

are not seasonal, making them great year-round selling items. Gun retailers need to be aware of not only the newly introduced security products, but also that these products have a remarkable selling record.

Also scheduled for the November issue is a look at eye and ear protection. Again, shooting glasses and hearing protection are items that are of interest to customers year-round, and we'll provide an in-depth look at what products dealers should sell and how to sell them.

Lastly, we'll scrutinize the airgun and paintball market, a segment that continues to add dollars to dealers' bottom lines. Understanding the airgun, airsoft and paintball markets produces higher and more consistent revenues for the retailer — and *Shooting Industry* will show the way.

If you manufacture any of the aforementioned products, your advertising sales message should be appearing in the November issue. This is the issue dealers turn to for information and selling tips on safety and security products and airgun and paintball items.

The November issue of *Shooting Industry* has a sales deadline of October 1. Call me at (866) 972-4545 and together we can make this a profitable fall.



GunVault's BreechVault was a 2009 Safety Product of the Year nominee.

GUNS Magazine Celebrates 55 years

(Continued from cover)

guns," John wrote.

GUNS seems to have a 55-year-long history of being a part of young, budding shooters' lives — and remaining their go-to shooting sports publication as they become more seasoned shooters. To see our early issues, visit www.gunsmagazine.com. And, to make your advertising sales message a part of this milestone, contact Andrew Oram at andrew@gunsmagazine.com or call (866) 903-1199. The January issue has an ad deadline of September 24.

NRA Membership Tracker



PREPARE FOR THE STORM IN 2009

Insure Your Gun Rights
Get A FREE NRA Membership

Number of new NRA members recruited by FMG Publications online offers from September 2008 through August 2009:

47830



GUNS Combat Looks At "Tacti-Cool"

Scott McGregor Special Editions

The kids are going back to school this week, a few of the leaves on the trees have changed and pickups packed with hunters in camouflage gear are heading towards the mountains. September is here.

I just returned from the DPMS Tri-Gun Challenge in St. Cloud, Minn. Over the last seven years it has been held, the Tri-Gun Challenge has grown into one of the top three-gun matches in the country. This year, 226 shooters made their way to the Del Tone/Luth Gun Club near the DPMS factory.

The competitors ranged from seasoned professionals to first-time three-gunners. I can tell you one thing — once someone shoots a three-gun match, they want to do it again! You should see the gear folks buy to

shoot three gun — guns, ammo, magazines, optics, holsters, belts, pouches of all kinds. One of the best parts is the accessibility to the sport's top shooters and their willingness to share knowledge, about technique and equipment.

I find the top matches help me gauge where I'm at and what I need to practice. As for my performance at this year's match, let's just call it a "learning experience." At least I wasn't golfing. I'll be ready for next year!

We've recently closed the 2010 *American Handgunner Tactical* Special Edition. Thank you to all of our advertisers. With your help, this issue has been a great success and will hit the newsstands on October 12th. Look for it!

Our next issue is the always-popular 2010 *GUNS Combat* Special Edition. This is one of my personal favorites because it includes a selection of tactical weapons. I'm a black-gun guy! Rifle, shotgun, pistol, anything "tacti-cool" is of interest to

me. If you have products for any of the new black-gun owners or any of us who've had them for a while, this is the issue for you!

Once again, we'll be running our Web Site Showcase for \$175 per Special Edition. Just like the rest of the ad rates for the Special Editions, that's a smokin' deal to get your home page or ad in front of 40,000-plus dedicated firearms enthusiasts. Please e-mail me at scott@gunsmagazine.com or call (800) 553-7780 and we'll figure out what works the best for your product and budget.



Scott McGregor shoots at the DPMS Tri-Gun Challenge in St. Cloud, Minn.

AMERICAN HANDGUNNER®

Roy Huntington

From the Editor:

Buying Frenzy Slows

Reports from dealers and manufacturers show the buying frenzy is definitely on the wane. My own observations around the Joplin, Mo., area show AR-style rifles and concealable handguns for sale on the shelves. Ammunition is beginning to appear, although some prices are still high.

Still, dealers report to me that while sales are slowing, they are not stopping abruptly like they did in the early 1990s during the Clinton-era frenzy. Then, once everyone spent their savings, it was like someone turned off the light switch — click — and business stopped.

Today, dealers have told me their regular customers (the ones who shopped in their stores before President Obama was elected) are still coming in, still purchasing at their usual levels and seem, in many instances, to have *not* participated in the general frenzy. Perhaps most lived through the last one and didn't want to repeat history.

Many dealers I've spoken with said up to 30 percent of their sales in the past six months have been to new customers or people they haven't seen in years.

"I think it may be a 'I'd better get mine now' mentality," said Brandon, of Brandon's Guns, in Joplin.

Many, if not most, of these buyers are not really shooters or hunters, but simply wanted to make sure they had "theirs" if the Democrats got their way in the gun-grabbing arena. But, on the positive side, there are also tens of thousands (millions?) of new gun owners in our industry now.



Para's new G.I. Expert is one of the latest offerings in the "basic fighting pistol" arena.

It's important we make sure to welcome them at the range if we see them, and help them if they are struggling with new equipment, sighting in or simply want to be a part of the shooting community. Maybe the big downturn in our industry predicted by many won't be nearly as bad as anticipated.

In the Jan/Feb 2010 issue of *Handgunner*, Mike "Duke" Venturino visits that ever-popular P-35 Hi-Power, miracle-designer **John Browning's** "other" famous auto! And make sure to check out the new **Para Ordnance** G.I. Expert 1911, a basic working 1911 — but with some details that make it more compelling than you might think.

AMERICAN COP

Suzi Huntington

From the Editor:

Technology Helping Cops

We're a little gear heavy in the upcoming Nov./Dec. 2009 issue of *American COP*. Santa Claus needs to know what goodies to bring cops for Christmas, so we're doing our part to help out. We've highlighted products, covering everything from **Stark Equipment Company's** AR grips and **XS Sight System's** GAT (Glass Assault Tool) to **5.11 Tactical's** Large Plate Carrier — plus what could become Dad's favorite undies from **BLACKHAWK!**

Brian Dawe's column on Corrections gives us an overview on the state of prison gangs. He reports how over one-third of all violent incidents in prisons and jails are gang related, and gangsters still manage to conduct their criminal enterprises while in prison.

In his High Tech column, Jim Donahue addresses the nightmare agencies face when buying new or upgrading mobile-computer systems. The only problem with the explosion in new technology is it just makes it that much tougher when you go out to buy it — which is where we come in. Our writers can help cut through the bull to guide cops through the minefields.

A \$40,000 police car — are you kidding? No, we're not. Check out the new, zoot-deluxe cop car designed specifically for cops. It's from **Carbon Motor Company** and looks like something out of *Blade Runner*. But the key here is it's been designed from the bottom up to *be* a police car. It's not a cobbled-together parts pile like most cop cars.

That initial purchase price comes with a list of features and benefits sure to get any administrator's attention — not to mention make a working cop's life safer and more

productive. From ergonomically designed seats custom made to help accommodate a duty belt, to faired-in light bars and built-in com systems, the Carbon simply *looks* the part of a cop car. They figure it can outlast two "normal" cop cars (the Carbon uses a high-performance diesel engine), and has the speed and handling to keep up with just about anything you can throw at it. Stunning technology and solid engineering, done the American way.

We're always anxious to showcase the best for our cops, so if your company offers products, technology or training cops can use, drop me a line at suzi@americancopmagazine.com so we can assign a writer and get the word out!



New from Carbon Motor Company, this car was designed from the bottom up to be a police car.

SPECIAL EDITIONS

Sammy Reese

From the Editor:

Two Guys In The Woods

So much for the lazy days of summer. Summer still flies by like it did when we were kids and had summer break. My kids went back to school on August 10th. I thought there was a typo on the calendar. So what if they get out in May? Back to school before Labor Day is crazy!

To me, the end of summer means hunting season is getting closer. My dreams of getting back in the woods will soon be a reality. My 7-year-old son told me he is ready to do some scouting and asked if he could carry his own pack this year.

Our scouting trips are more like a nature walk in the woods with a sack lunch. We actually don't get much scouting in, but sometimes we get lucky and spot some deer. The best part is getting to spend quality time together with no distractions — no cell phone, no TV and no video games. It's just two guys walking in the woods talking about life and experiencing all of nature's beauty. I believe the time we spend doing guy stuff, even if he doesn't develop the hunting addiction I have, will plant the seed in his head of just how special time spent outdoors really is.

The message here is simple: pass it on.

It doesn't have to be just your children. I meet people all the time who tell me they always wanted to learn how to shoot or go hunting. Or they used to hunt or shoot and want to get back into it. Don't miss out on these opportunities. Take them, teach them, welcome them and support them.

I love to share my passion, and by doing so it helps everyone in our industry. Think about all the gear a new hunter or shooter purchases after the bug has bitten them. Then they share their passion with someone else and so it goes. It's a win-win as I see it.

Turn off the TV, iPod and computer and get outside. You will enjoy the view.

GUNS®

From the Editor:

Jeff John

Happy Anniversary To GUNS!

It's our 55th year of publishing and quite an anniversary it is. What better way to kick off our little milestone than with a 1911, one of the most enduringly popular guns with readers and shooters. This one is an **STI Premier 1911**, a hard chrome-finished, single-stack with plenty of standard features you normally have to pay extra for, like the included eight-shot **Wilson** magazines.

Another milestone is the 20th anniversary of the **.40 Smith & Wesson**, a cartridge setting new parameters of stopping power for law enforcement, home defense and target shooting. Mas Ayoob reviews its history and development from the S&W 4006 and **Glock 22** to today's **Springfield Armory XD**.

John Taffin explores the vast world of rimfire conversions in a two-part series covering the vast cornucopia of .22 Long Rifle top ends for the 1911, adding immeasurably to the versatility of Ol' Slabslides. In Part I, John covers the top ends from **Bob Marvel**, **Advantage Arms**, **J.A. Ciener**, **Kimber**, **Marvel Precision** and **Tactical Solutions**. Many proved extremely accurate, giving shooters a less expensive way to practice or plink. It's also a good way to teach a new shooter the ins and outs of the 1911.

John also muses on the past 55 years of **GUNS** in his column "Campfire Tales." No one could do it better because John was one of our original readers long before he became one of our most popular writers.

It may seem strange to run a Christmas Gift Guide in the January issue, but this issue hits the newsstands in early November, and it's sure to be left out on the coffee table by shooters hinting to their mates about nifty gifty things with which to fill their stockings. John Connor sniffs

out the best ideas in a wide variety of price ranges for every budget.



A 1911 .45 ACP STI Premier heads up an all-star lineup for the 55th anniversary issue of GUNS Magazine.

SHOOTING INDUSTRY®

M A G

From the Editor:

Russ Thurman

Honoring The Best

Salutes once more to all those receiving Shooting Industry Academy of Excellence awards this year. We present an in-depth look at the awards ceremony in this month's issue of *Shooting Industry*. In the story, in addition to learning about who received awards, check out the photo of the 12 FMG Publications staff members who presented the awards. Why are we dressed so formally? It's our way of honoring the industry and those voted by the Academy as the "best of the best."

Also in the September issue, read how dealers can "Cash In On High-Tech Sales." Our research shows that many dealers aren't maximizing their sales in this category, citing not having the time to learn about how the products work — this despite a wealth of information available from manufacturers. Perhaps some reemphasis is needed here.

We also present tips on how dealers can sell "Everything For The Hunter," examine "Hot Knives And How To Sell 'Em" and look at "**Benchmade's** Glory Knife."

If you can't find your printed version of the magazine, remember it is always available via www.shootingindustry.com. On the home page, click on the page-turning ver-



sion of the magazine. While you're viewing the magazine, sign up for a free monthly digital subscription.

"Fun" Is Mandatory

In October's issue of *Shooting Industry* check out all those smiling faces in the story on this year's Shooting Industry Masters. While safety is our number one goal at the event, having fun shooting is number two. Given the number of comments about how enjoyable the event is, you'd think we made having fun mandatory for all participants.

Perhaps that has some merit: "All shooters will handle firearms safely at all times. They will wear eye and ear protection. And they will have fun. Violators of not having fun will be required to continue shooting until at least a grin appears on their face."

Visit www.shootingindustry.com and click on "Shooting Industry Masters Raises \$25,000 For First Shots" to learn more about this year's event and to see videos on the match. Note those smiling faces.

To ensure you get one of those smiles, join us at the 2010 Shooting Industry Masters at the Heartland Public Shooting Park, Grand Island, Neb., July 23-24.

Weatherby Creates Nation

Question: How would you like 25,000 consumers talking about your products via the Internet on a regular basis? Right, we'll take some of that, too. Well, that's exactly what's happening on **Weatherby Nation**. The company announced its online community for hunters and shooters, begun in 2007, recently passed the 25,000-member milestone.

"It's a place where passionate hunters and shooters can gather to swap stories and photos, discuss past and future hunts, show off their trophies and give and receive input on firearms and related equipment," said **Brad Ruddell**, Weatherby's vice president of sales and marketing.

Now raise your hand if you think Ruddell and his crew are also pleased with the sales that are generated and motivated through Weatherby Nation.

And to think there are still companies in our industry who disregard the Internet as a viable tool in reaching consumers, based on the notion that the firearm industry's demographic is "too old and not Web savvy." Yes, that made my head hurt, too.

On Weatherby Nation, through June 2009, more than 150 forums with just under 22,000 posts on nearly 2,500 topics were active in Spike Camp forums.

Hmmmm. I wonder if Weatherby's onto something here?



INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

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BACK BLAST & OTHER HOT GASES

Civic Literacy And Elected Officials? What?

In a nationwide test of "civic knowledge," elected officials not only failed, but failed an average of five points lower than ordinary citizens.

The test, put together and administered by scholars of the Intercollegiate Studies Institute, was sort of a "civic literacy" examination, covering how laws are made, American history, economics and the balance of power according to the U.S. Constitution. Elected public officials averaged correct answers only 44 percent of the time, while members of the general public averaged 49 percent.

"How," asked Josiah Bunting, chairman of the National Civic Literacy Board at ISI, "can political leaders make informed decisions if they don't understand the American

experience?"

Hmmm. Are they *supposed* to make informed decisions?

One of the questions posed to the 2,500 participants asked them to "name two countries that were our enemies during World War II." Among the commonly incorrect answers were Canada, Britain, Mexico and Spain.

Playin' Dumb?

When Louisiana state auditors discovered over \$200,000 in cash was missing

from the New Orleans Police Department's evidence and property room, they gently brought it up to PD officials — who said something like, "Sure! That money? Oh, yeah, we knew it was missing. What about it?"

A report from the auditor's office released to the public said New Orleans Police Superintendent Warren Riley "didn't know" that state law required him to notify the auditor and the district attorney about missing public funds. For his part, Superintendent Riley said he was asking the state attorney general's office if that audit law applies to money confiscated by police — or maybe, only to, well, umm, "other money."

Knowing something about New Orleans' history, we're sure the state attorney general will confirm that dang law don't apply to confiscated monies, which comes under the time-honored "Finder Keepers & Sometimes Losers Keepers Too" doctrine.

The audit report also modestly suggested NOPD could improve their safekeeping and cash-tracking systems, which, for some people, seem to be workin' just fine.



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