



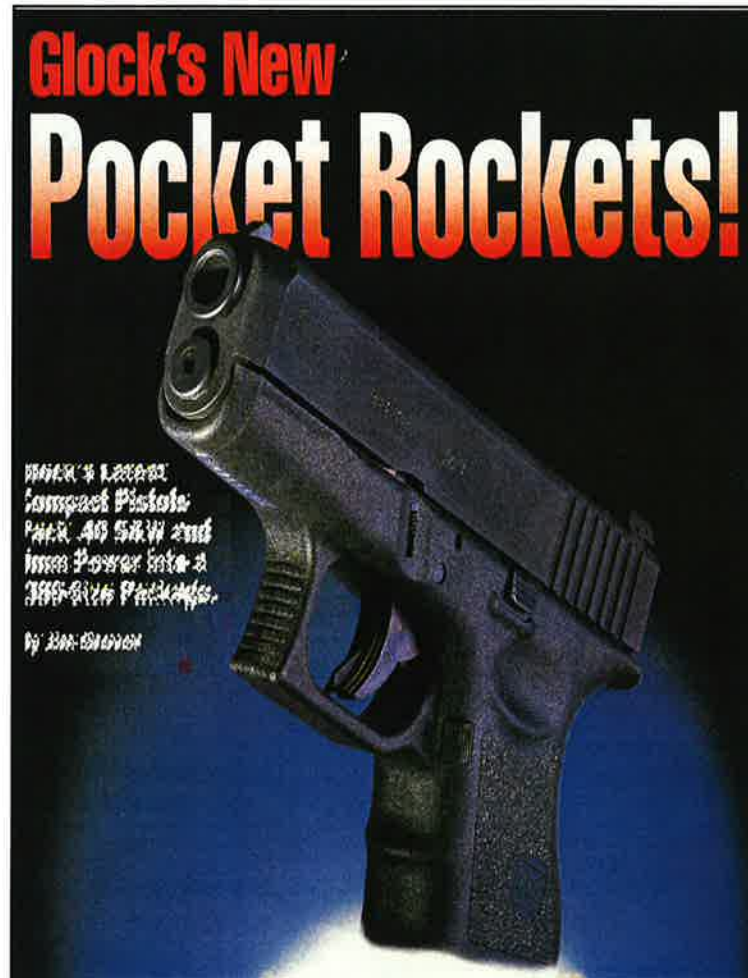
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POCKET ROCKETS

THE GUN INDUSTRY'S SALE OF INCREASED KILLING POWER



JULY 2000

The Violence Policy Center is a national non-profit educational organization that conducts research and public education on firearms violence and provides information and analysis to policymakers, journalists, grassroots advocates, and the general public. The Center examines the role of firearms in America, analyzes trends and patterns in firearms violence, and works to develop policies to reduce gun-related death and injury.

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- *Cease Fire: A Comprehensive Strategy to Reduce Firearms Violence* (Revised, October 1997)
- *Kids Shooting Kids: Stories From Across the Nation of Unintentional Shootings Among Children and Youth* (March 1997)

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Introduction

"If someone carries weapons concealed, he must really be *looking for* or *expecting* trouble instead of *avoiding* it (whether they were carried legally or not)."

—Jim Grover, "Don't Be a Victim!," *Guns & Ammo*¹ (emphasis in original)

On August 10, 1999, self-proclaimed white supremacist Buford O. Furrow, Jr., walked into the North Valley Jewish Community Center in Granada Hills, California, and started shooting. He wounded three children, a teenage counselor, and a receptionist. Shortly thereafter, he happened upon and killed postal employee Joseph Santos Iletto. Furrow reportedly confessed that he killed Iletto, a Filipino-American, as a "target of opportunity."²

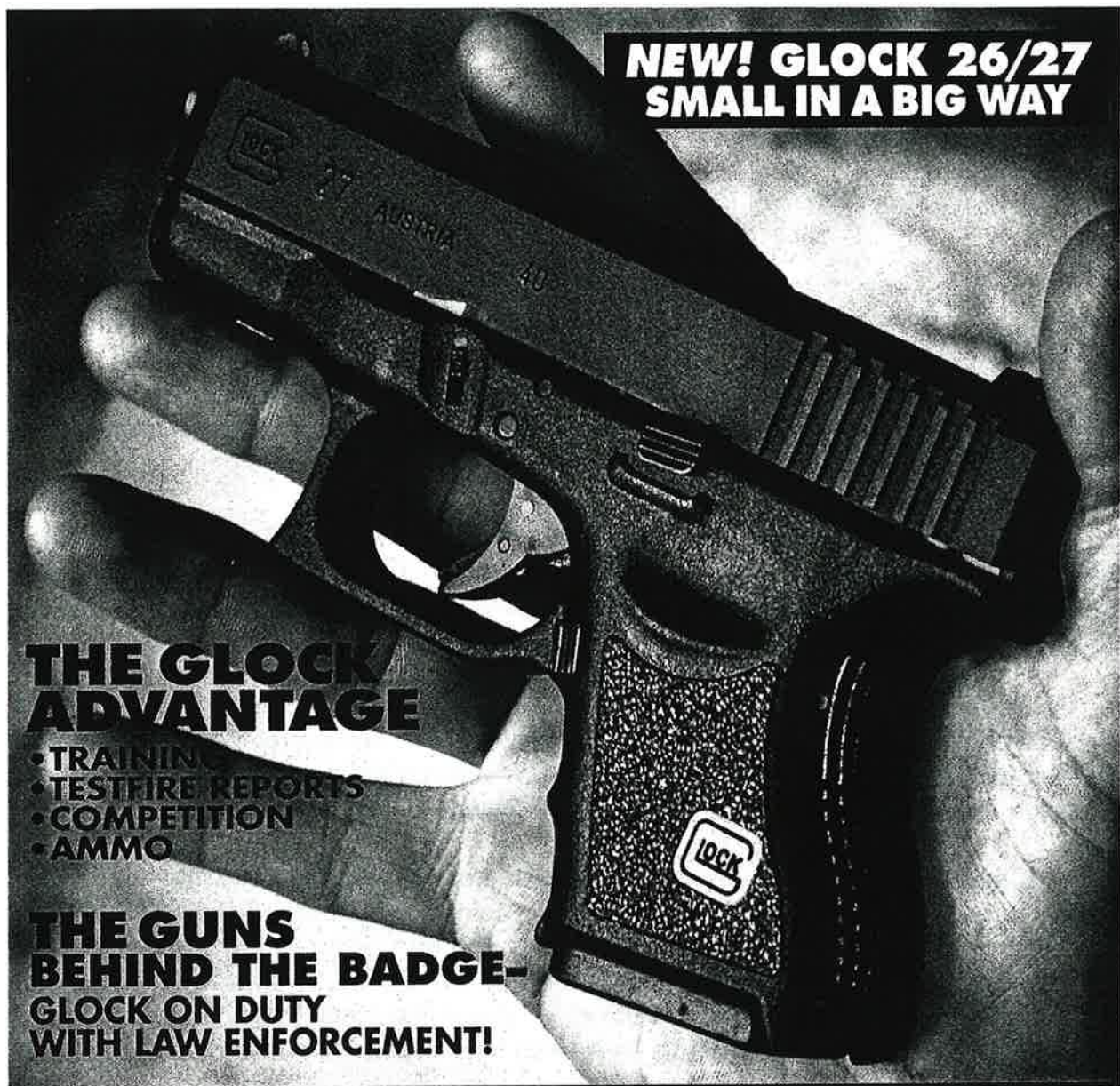
The carnage that Furrow wreaked that day reflects many facets of America's gun violence problem.^a This report addresses one of those aspects: his use in the Iletto murder of a Glock Model 26 9mm semiautomatic pistol—the premier "pocket rocket."³

Because pocket rockets are so easily hidden on the person, they are ideal tools for such criminal use against "targets of opportunity." Their portability also increases the risk for indiscriminate use by previously law-abiding citizens thrust into moments of anger, depression, or other emotional instability.

Glock—whose guns are manufactured in Austria and imported into the United States through facilities in Smyrna, Georgia—coined the term "pocket rocket" in a 1995 press release introducing its Model 26.⁴ The gun press and at least one other manufacturer have since appropriated the term.⁵ It describes small semiautomatic pistols in higher calibers (9mm and above), of which the Glock pistol was among the first.^b These easily concealed pistols have been a "hot" item in gun industry marketing

^a Furrow's case illustrates several problems in addition to that addressed in this report. They include: indiscriminate licensing of gun dealers, unregulated sales at gun shows, the ineffective federal "assault weapons ban," the inability of the current screening system to stop sales to mentally distressed persons, and the lack of restrictions on sales to persons convicted of violent misdemeanors (other than domestic violence cases).

^b Modern handguns are generally of two types: revolvers (often known as "six-shooters," "six-guns," or "wheel guns") and semiautomatic pistols. Revolvers carry ammunition, usually six rounds, in a cylinder that is rotated by a lever through pressure the trigger finger exerts in firing the gun. This rotation positions a fresh round of ammunition. Semiautomatic pistols carry as many as 15 rounds of ammunition in a clip or "magazine" inserted in the base or "grip" of the gun. Spent rounds are ejected and fresh rounds loaded from the magazine through a system that uses recoil forces and springs. Semiautomatic pistols can generally be fired and reloaded faster and more easily than revolvers.



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1996 Glock Catalog

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Pocket rockets are a dangerous new ingredient in America's firearms brew. Reports by the federal Bureau of Alcohol, Tobacco and Firearms (ATF) and others show that handguns move relatively quickly from the legal trade in firearms into the hands of criminals and youths. Predictably, crime gun tracing data show that as manufacturers have heavily marketed pocket rockets, these tiny but deadly pistols are moving into criminal use at a dramatically increasing rate. (See Figure One, p. 4.)

The industry has heavily promoted pocket rockets in connection with a wave of new or revised state laws that permit licensed persons to carry concealed firearms.⁶ Pocket rockets are a prime example of how the firearms industry has exploited increased lethality—greater killing power—over the last several decades to boost sales in its saturated markets.⁷

In those same decades, firearms, especially handguns, have inflicted a torrent of death and injury on Americans. (See Figure Two, p. 5.) In 1997 (the latest year for which complete data are available) 32,436 Americans died of firearm injuries.⁸ Suicides accounted for the majority of those deaths (17,566). Since 1978 suicide has been the largest category of firearms fatality. (The use of a firearm greatly increases the chance of success in a suicide attempt.) Homicides consistently rank second in firearm deaths and handguns consistently account for about 70 percent of firearm homicides in the United States.

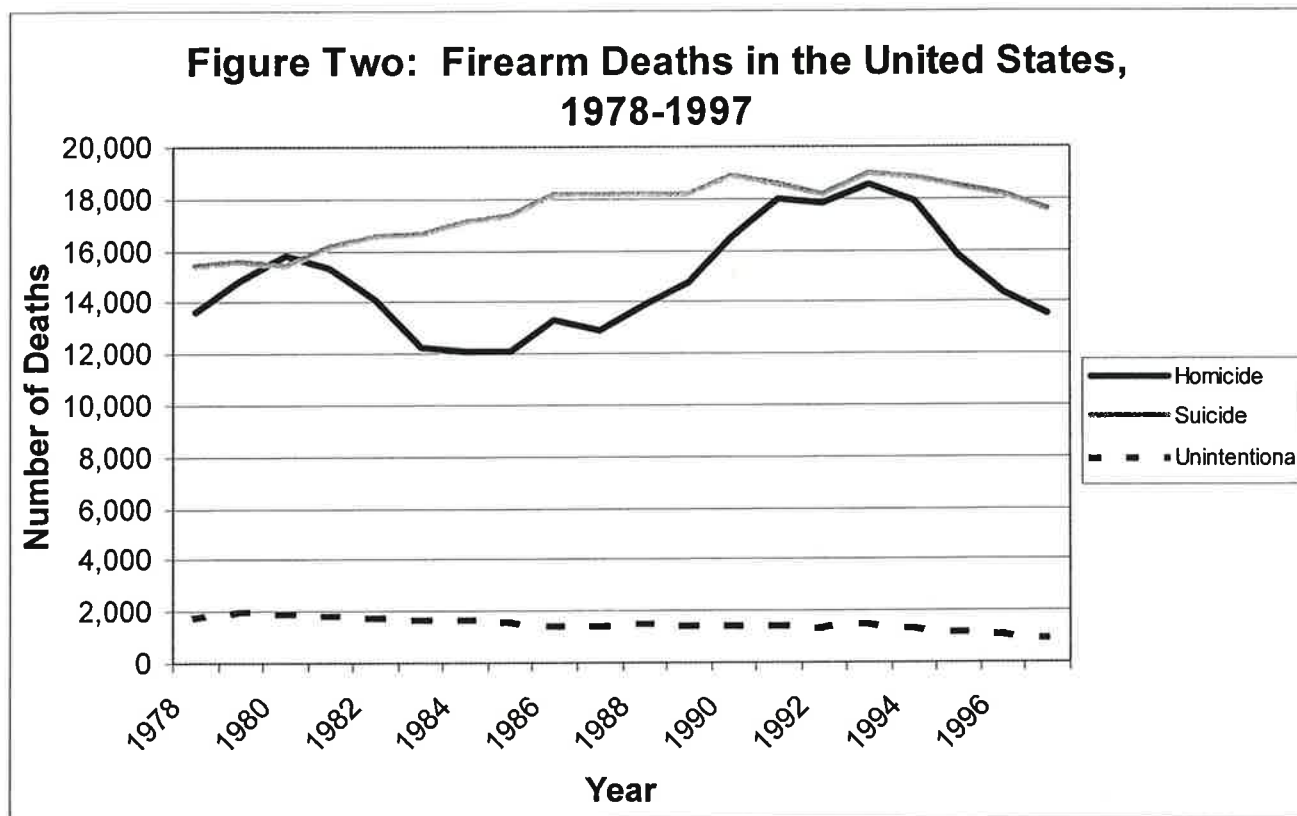
This carnage inflicts incalculable human anguish and imposes a substantial burden on the nation's health care system. On average, the medical cost of each gunshot injury is about \$17,000 and taxpayers end up paying for 49 percent of the lifetime costs of those injuries.⁹

Figure One: "Pocket Rockets" Traced to Crime Scenes by the Bureau of Alcohol, Tobacco and Firearms, 1995-1997

Manufacturer	1995	1996	1997	Total Traces
Bryco Arms	876	1,270	1,587	3,733
Hi-Point Firearms	701	1,036	1,689	3,426
Lorcin	363	819	1,309	2,491
Smith & Wesson	276	463	1,011	1,750
Glock	0	125	345	470
Colt's Manufacturing Corp. ^c	124	170	269	563
Kel-Tec	0	51	185	236
Intratec	17	84	177	278
Espana Astra	53	108	129	290
Heckler & Koch	54	76	90	220
Arcadia Machine & Tool (AMT)	12	49	63	124
Sigarms	21	13	33	67
Kahr Arms	0	11	21	32
Heritage Manufacturing	0	0	1	1
Total	2,497	4,275	6,909	13,681

^c It is not clear when Colt introduced its line of higher caliber "pocket rockets" (i.e., 9mm and above). The .380 pistols are therefore included only for comparative purposes.

In spite of this carnage and the cost it inflicts on the majority of Americans who neither own nor use guns,^d firearm manufacturers enjoy an almost uniquely privileged position in American commerce. Firearms and ammunition are the only products specifically excluded from the consumer's basic defense against unreasonably dangerous products, the federal Consumer Product Safety Act.¹⁰ As a result, the gun industry is free to ignore clearly foreseeable dangers to public health and safety when it designs and markets guns like pocket rockets.



Sources: National Center for Health Statistics, Mortality Data Tapes, and CDC Wonder at wonder.cdc.gov. (For data table used to create this graph, see Appendix B).

^d Only one quarter of adults own any kind of working firearm in the United States, and only about one in six owns a handgun. *Guns in America: Results of a Comprehensive National Survey on Firearms Ownership and Use* (Washington, DC: Police Foundation, 1996), pp. 32-33.

Section One: A Pocketful of Death

"Because such firearms are so portable and lightweight, it's extremely easy to wave them around indiscriminately—unintentionally placing yourself and others in possible danger. Remember, the smaller the handgun, the easier it is to point it in the wrong direction or place yourself in a potentially dangerous position."

—Phil Spangenberg, "Pocket Autos for Defense and Fun!," *Guns & Ammo*¹¹

Because the term "pocket rocket" is an invention of gun industry marketing, there is no standard definition. However, advertising and articles in gun fan magazines regularly stress two salient points about this class of handgun:

- They are small enough to be easily concealed (often illustrated by a picture of a gun nestled in the palm of a hand).
- They feature higher caliber—and thus greater wounding power—than other pistols of comparable size.

The gun industry offers a staggering array of small semiautomatic pistols in many calibers. This study focuses on semiautomatic pistols that are no more than seven inches in overall length and that are chambered for ammunition in 9mm or larger.⁹ (See Appendix A for a representative sampling of such firearms.)

Killing Power—The Three Deadly C's

All guns can kill. But some guns kill better than others. This is because they incorporate one or more of the three deadly C's—concealability, capacity, and caliber. The essence of pocket rockets is the way in which these factors have been deliberately combined into one package.

⁹ There are no "standard" industry specifications for the overall length of pistols that are variously advertised as "compact," "subcompact," "carry," "concealed carry," and so forth. The seven-inch-length dimension used in this report was selected after inspection of a range of several manufacturers' advertising materials and is intended to fall on the conservative side of the vague line dividing compact handguns from "full-sized" pistols.

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9mm Compact



- 9mm or .380 Interchangeable Barrel (Optional)
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- 13 Round Capacity For Law Enforcement
- Non-exposed Hammer
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- Slide Lock
- Meets Or Exceeds All State And Federal Requirements
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SPECIFICATIONS

ACTION TYPE: D.A.
 CALIBER: 9mm or .380
 OVERALL HEIGHT: 4.3 inches
 OVERALL LENGTH: 6 inches
 BARREL LENGTH: 3.1 inches
 WEIGHT: 20 Ounces
 SIGHT: Adjustable
 GRIP: Contoured Finger
 FINISH: Polymer Frame to 4140 Steel Slide
 4140 Steel Frame
 MFG. CAPACITY: 10 or 13 Rounds

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Advertising flyer obtained at 1999 S.H.O.T. Show

Concealability. Guns that can be easily concealed are more likely to be carried on the person. They are convenient for use by criminals like Buford Furrow, and are more likely to be at hand in a moment of anger or emotional upset among "law-abiding citizens." The lethal potential of the availability of firearms was aptly captured in the following two sentences by public health authority Dr. Arthur L. Kellermann:

A lighted match can certainly start a fire, but the potential for serious injury or death is much greater if you toss in a bucket of gasoline. Likewise, violence can certainly cause harm, but the potential for serious injury or death is increased when a firearm is involved.¹²

Capacity. The greater ammunition capacity of firearms affects the outcome of armed encounters. Although most handgun shootings occur at close range, most bullets fired, even by trained law enforcement officers, miss their targets.¹³ For example, FBI agents are reported to have fired at least 70 rounds at two assailants in a fierce 1986 firefight in Miami, but only 18 rounds hit the criminals.¹⁴ The ratio of hits to rounds fired was not much better in the fatal shooting of an unarmed West African immigrant, Amadou Diallo, by New York City police in February 1999. In that case, four officers reportedly fired a total of 41 bullets, 19 of which hit Diallo, who was not shooting back. Two officers emptied their 16-round capacity semiautomatic pistols, one fired five times and one fired four times.¹ Therefore, the more rounds a gun can fire quickly, the more likely it is that a given shooting will result in multiple wounds. More wounds increase the likelihood of death or serious injury in a given incident.¹⁵

Caliber. Bigger bullets (higher caliber) inflict more serious wounds.¹⁶ The authors of a comparative study of police ammunition, for example, wrote in 1996 that "[o]f the bullets which attain desired penetration depth, those of larger diameter are the most effective, crushing more tissue."¹⁷ This fact is reflected in, among other practical applications, the military's specifications for handguns to be used by special operations forces.¹⁸ Trauma centers are seeing an increase in bullet caliber,¹⁹ and the fatality rate is higher for persons shot by large-caliber handguns than for those shot with small-caliber handguns.²⁰ This is especially true when the bullets are "defensive rounds," such as expanding hollow points, specially designed to inflict maximum trauma and cause incapacitating injury.²¹

American gun manufacturers have exploited these three deadly C's in gun design over the last 20 years as a general means of sparking consumer interest in saturated markets, thereby boosting sales. Bob Rogers, editor of *Shooting Sports Retailer*, a prominent firearms business magazine, summed up the resulting mix of gun

¹ "Officers in Bronx Fire 41 Shots, And an Unarmed Man Is Killed," *The New York Times*, February 5, 1999, p. A1.

products in 1997:

Firepower is increasing. So is the killing potential as guns shrink in size and concealability.²²

The Pocket Rocket Formula

The manufacturers of pocket rockets in particular—which include virtually all of the major handgun manufacturers and many smaller companies—have deliberately combined all three of the deadly C’s into a single palm-sized package. A handgun enthusiast magazine described the trend in these words last year:

At one time not so very long ago, you could cover the subject of...9mm Parabellum and more powerful autos, in a single sentence: “There aren’t any.” A few firms tried to reduce the guns of their era....But none of these firms came near to creating anything like the mini-powerhouses we have today. Today’s guns show a size/power ratio undreamed of 25 years ago.²³

What follows is a brief description of how pocket rockets achieve this “power/size ratio” and what it means for lethality.

- ***Concealability.*** Advertisements for pocket rockets stress their small size. They are often illustrated by a picture of a gun resting in the palm of a hand. At least one manufacturer (Kahr Arms) has distributed palm-sized paper silhouettes to demonstrate the actual small size of its product.
- ***Capacity.*** Pocket rockets generally come with ammunition magazines that hold from five to 10 rounds of ammunition. Comparably small-sized revolvers hold from five to six rounds in their cylinders.²⁴ But pistols can be more quickly reloaded than revolvers, and high-capacity magazines holding as many as 15 to 16 rounds can be bought in the aftermarket and used in many pocket rockets.
- ***Caliber.*** The modern gun industry has always marketed small semiautomatic pistols, many of which have become known as “junk guns” or “Saturday Night Specials” because of their shoddy construction and frequent use in crime. In years past, however, these guns came in relatively low calibers, such as .22, .25, .32, and .380. In the last decade, however, gunmakers have combined the diminutive size of handguns with increasing caliber. Pocket rockets, which represent the state of the art in this deadly miniaturization, now routinely come in higher calibers like 9mm, .357 SIG, .40 Smith & Wesson, and .45 ACP. Ammunition manufacturers are also increasingly offering specialized “defensive” ammunition for such guns, thereby increasing their wounding potential.



The Kahr K9: The Perfect Pocket 9mm
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- Full Power 9mm
 - All Steel
 - "D/A Only"
 - 7+1 Rounds

Obtained at the 1999 S.H.O.T. Show

It is impossible to document how many pocket rockets have been manufactured and sold in America. Neither the Bureau of Alcohol, Tobacco and Firearms nor any other agency or private organization collects detailed information on production of handguns by each manufacturer's model or gun size. Thus, the most that one can say is that Smith & Wesson, for example, produced so many handguns in such-and-such caliber during a given year. But one cannot say how many of each product line was made nor, indeed, how many of the guns made were sold.

However, the writings of informed industry observers in the gun press, advertisements, and the appearance of new models in the catalogs of such companies as Smith & Wesson make clear that the manufacture and sale of pocket rockets have boomed over the last five years. Given their deadly potential, it is no wonder that pocket rockets are increasingly appearing as guns traced in crimes.

Why Pocket Rockets? Marketing Lethality

The gun industry did \$1.5 billion in wholesale trade of guns and ammunition in 1998. For some individuals it has been very profitable. For example, William Ruger, Sr., the president of Sturm, Ruger & Company, was reported in 1996 to be earning a salary of \$333,000. He and his son owned shares of the company (which the elder Ruger called a "little money-making machine") worth more than \$174 million. The so-called "Ring of Fire" companies—makers of "Saturday Night Specials," inexpensive, easily concealed handguns made from low-grade metals—have posted large profits for their owners. James Waldorf and Errol Brown, founders of Lorcin Engineering Company, paid themselves \$925,000 each in 1994. In 1996 Bruce Jennings of B.L. Jennings earned a salary of \$1.6 million, while Jimmy Davis of Davis Industries collected \$800,000 in pay.²⁵

But the industry has faced serious problems in the last 20 years or so. Foremost among these is the fact that the industry has increasingly faced saturated markets because guns are too durable—they simply last too long.²⁶ To compound these problems, fewer and fewer young people are growing up into the "traditional" hunting and sport-shooting markets. Other industry concerns include a decline in the number of country dwellers, who tend to have more space for shooting, and growing curbs on the discharge of lead.²⁷

Thus, the gun industry's chronic problem over the last several decades has been figuring out how to deal with markets in which "more and more guns [are] being purchased by fewer and fewer consumers."²⁸ To stimulate these markets, it has turned to "innovation" in product design. "Convincing people they need more guns is the job of innovation," a panel of industry experts reported in 1993. The role of

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Advertisement, *American Rifleman*, March 1999

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Advertisement, *American Rifleman*, April 1999

innovation was described in that same year by Andrew W. Molchan, publisher and editor of *American Firearms Industry*:

Without new models that have major technical changes, **you eventually exhaust your market.** You get to the point where 90% of the people who might want one **have one already.** This is the fundamental problem with the classic rifle and shotgun market.

Handguns during the last twenty years have sold better than long guns, mainly because of the innovation. A lot of 1993 handguns are very different from what was around in 1933. This innovation has driven the handgun market.²⁹ (Bold text in original.)

Pocket rockets are the latest in the line of “innovation” with which the gun industry has driven the handgun market.

Concealed Carry Laws

The success of pocket rockets has been tied closely to a wave of “concealed carry” laws, strongly pushed by the National Rifle Association, that allow growing numbers of Americans to legally carry firearms hidden on their persons.

These laws have been good for the gun business, as the NRA’s former chief lobbyist, Tanya Metaksa, noted in a 1996 interview with *The Wall Street Journal*:

The gun industry should send me a basket of fruit—our efforts have created a new market.³⁰

Concealed carry laws help sell handguns³¹ and gun dealer services, “turning into an economic windfall in both guns sales and in classes required to obtain CCW-permits.”³² The marketing vice president for Interarms, once America’s premier gun importer, called concealed carry laws “the most important star on the horizon.”³³ A gun industry magazine headline put the matter more bluntly: “More Gun Permits Equal More Gun Sales.”³⁴

But not all voices within the industry have been as enthusiastic about concealed carry as Ms. Metaksa. As *Guns & Ammo*’s “personal security” writer opined in July 1992:

If someone carries weapons concealed, he must really be *looking for* or *expecting* trouble instead of *avoiding* it (whether they were carried legally or not).³⁵

Nevertheless, the gun industry has enthusiastically followed up its legislative successes with dozens of new models of “pocket rockets” aimed at the concealed carry market—and at the thousands who, like Buford Furrow’s victim, Joseph Santos Iletto, will become “targets of opportunity” for these tiny killers.

Section Two: Ceasing Fire

The gun industry is driven by the impersonal forces of the marketplace—profit and innovation. Our society has long since learned that although these forces may produce an abundance of choice among products, they often do not adequately take into account subjective values such as life, safety, and health. For example, left to its own devices the automobile industry for decades created cars that sold well, but were unsafe. Automobile death and injury rates declined significantly once attention was focused on the design and marketing of motor vehicles.³⁶

In contrast, the gun industry is currently exempt from even the most basic consumer health and safety laws. It will therefore quite “naturally” continue to design and market new, more lethal products like pocket rockets until guns and ammunition are subjected to the same comparison of cost and benefit to which virtually every other consumer product sold in America is subject. But as the gun industry markets each new innovation with ever-increasing lethality, public policy typically responds on a reactive, piecemeal basis.

This must change if we are to keep up with the industry’s relentless ingenuity. To effectively respond to the public safety threat posed by weapons such as pocket rockets, the firearms industry must be subject to the same type of regulation that already applies to virtually every other industry in America.

Congress should act on legislation introduced by Senator Robert Torricelli (D-NJ) and Representative Patrick Kennedy (D-RI)—the Firearms Safety and Consumer Protection Act. The bill would vest the Department of the Treasury with strong consumer protection authority to regulate the design, manufacture, and distribution of firearms and ammunition. The agency would be empowered to take the steps necessary to protect the public from *unreasonable* risk of injury resulting from the use of firearms or firearm products. The agency would be able to set minimum safety standards for firearms and ammunition, issue recalls, mandate safety warnings, and, in some circumstances, ban certain models or classes of weapons.

This legislation would end the gun industry’s lethal immunity from regulation and permit the Department of the Treasury to respond immediately to new threats to public safety—such as pocket rockets.

**Appendix A:
Selected Pocket Rockets on the American Market
(1997-1999)⁹**

Manufacturer	Location	Model	Caliber
Accu-Tek	Accu-Tek 4510 Carter Court Chino, CA 91710	BL-9 XL-9 CP-9SS CP-40SS CP-45SS	9mm 9mm 9mm .40 S&W .45 ACP
AMT	Arcadia Machine & Tool 6226 Santos Diaz Street Irwindale, CA 91702	Backup	9mm .357 SIG .38 Super .40 S&W .400 Cor-bon .45 ACP
Astra	Astra Sport, S.A., Apartado 3 48300 Guernica Spain	A-70 A-75 "Firefox"	9mm .40 S&W 9mm .40 S&W .45 ACP
Beretta	Beretta S.P.A. Via Pietro Beretta, 18 25063 Gardone Val Trompia Brescia, Italia Beretta U.S.A. Corp. 17601 Beretta Drive Accokeek, MD 20607	Cougar Model 8000 Cougar Model 8040 Mini-Cougar 8000 Mini-Cougar 8040	9mm .40 S&W 9mm .40 S&W
Bryco	Bryco Arms, Inc. 380 Clinton Street Costa Mesa, CA 92626	Model 59	9mm

⁹ Sources: Where available, manufacturer literature in VPC files; otherwise, *Handguns '98* (DBI Books, 1997), *Gun Digest 1998* (DBI Books, 1997), *Gun Digest 2000* (Krause Publications, 1999), and G. Gangarosa, Jr., *Complete Guide to Compact Handguns* (Stoeger Publishing Co., 1997).

Colt	Colt's Manufacturing Co., Inc. 545 Newpark Avenue West Hartford, CT 06110	Pocket Nine Tac Nine Model 1991 A1 Compact Pistol Defender	9mm 9mm .45 ACP .40 S&W .45 ACP
CZ	Ceska Zbrojovka, a.s. Svatopluka Cecha 1283 Uhersky Brod 688 27 Czech Republic CZ-USA P.O. Box 171073 Kansas City, KS 66117-0073	CZ 100	9mm .40 S&W
Glock	Glock GmbH P.O. Box 50 A-2232 Deutsch-Wagram Austria Glock, Inc. 6000 Highlands Parkway Smyrna, GA 30082	Model 26 Model 27 Model 29 Model 30 Model 33	9mm .40 S&W 10mm .45 ACP .357 Auto
Heckler & Koch	Heckler & Koch GmbH P.O. Box 1329 78722 Oberndorf, Neckar Germany Heckler & Koch, Inc. 21480 Pacific Boulevard Sterling, VA 20166-8903	P7M8 USP Compact USP 45 Compact	9mm 9mm .40 S&W .45 ACP
Heritage	Heritage Manufacturing, Inc. 4600 NW 135 th Street Opa Locka, FL 33054	Stealth (various model designations)	9mm .40 S&W
Hi-Point	1015 Springmill Road Mansfield, OH 44906	Model 9mm Compact	9mm
Intratec (Navegar)	12405 SW 130 th Street Miami, FL 33186	CAT 9 CAT 45	9mm .40 S&W .45 ACP

Kahr Arms	630 Route 303 Blauvelt, NY 10913	K9 K40 MK9 Micro-Compact	9mm .40 S&W 9mm
KEL-TEC	1485 Cox Road Cocoa, FL 32926	P-11 P-40	9mm .40 S&W
Kimber	Kimber Manufacturing, Inc. 1 Lawton Street Yonkers, NY 10705	Ultra Carry	.45 ACP .40 S&W
Lorcin	Lorcin Engineering Comp., Inc. 3830 Wacker Drive Mira Loma, CA 91752	L9MM	9mm
Para-Ordnance	980 Tapscott Road Scarborough, Ontario M1X 1E7 Canada	P10-45 P10-40	.45 ACP .40 S&W
Republic Arms	Republic Arms, Inc. 15167 Sierra Bonita Lane Chino, CA 91710	Republic Patriot	.45 ACP
SIG Arms	SIG Arms, Inc. Corporate Park Exeter, NH 03833	SIG Sauer P239 SIG Sauer P229	9mm 9mm .357 SIG .40 S&W
Smith & Wesson	Smith & Wesson 2100 Roosevelt Avenue P.O. Box 2208 Springfield, MA 01102	Sigma or SW9 ^h Model 410 Model 457 Model 908 Model 3913 Model 3953 Model 4013 Model 4053 Model 4513 Model 4553 Model 6906 Model 6946	9mm .40 S&W .45 ACP 9mm 9mm 9mm .40 S&W .40 S&W .45 ACP .45 ACP 9mm 9mm

^h More than one model designation, e.g. SW9C, SW9M, etc.

Springfield	Springfield Armory, Inc. 420 West Main Street Geneseo, IL 61254	V10 Ultra Compact Pistol	.45 ACP
Taurus	Taurus S.A. Forjas Avenida Do Forte 511 Porto Alegre RS Brazil 91360 Taurus International Manufacturing 16175 NW 49 th Avenue Miami, FL 33014-6314	Model PT-111	9mm

Appendix B: Firearm Deaths in the United States, 1978 to 1997

Year	Homicide	Suicide	Unintentional	Undetermined Intent	Total
1978	13,645	15,387	1,806	797	31,635
1979	14,832	15,543	2,004	640	33,019
1980	15,803	15,396	1,955	626	33,780
1981	15,361	16,139	1,871	679	34,050
1982	14,106	16,560	1,756	535	32,957
1983	12,297	16,600	1,695	507	31,099
1984	12,068	17,113	1,668	482	31,331
1985	12,078	17,363	1,649	476	31,566
1986	13,276	18,153	1,452	492	33,373
1987	12,914	18,136	1,440	405	32,895
1988	13,877	18,169	1,501	442	33,989
1989	14,769	18,178	1,489	340	34,776
1990	16,507	18,885	1,416	347	37,155
1991	17,986	18,526	1,441	364	38,317
1992	17,790	18,169	1,409	408	37,776
1993	18,571	18,940	1,521	563	39,595
1994	17,866	18,765	1,356	518	38,505
1995	15,835	18,503	1,225	394	35,957
1996	14,327	18,166	1,134	413	34,040
1997	13,522	17,566	981	367	32,436
Total	297,430	350,257	30,769	9,795	688,251

Sources: National Center for Health Statistics, Mortality Data Tapes, and CDC Wonder at wonder.cdc.gov.

Notes

1. Jim Grover, "Don't Be a Victim!," *Guns & Ammo* (July 1992), pp. 20-21.
2. "Alejandro Mayorkas Holds Briefing With Others on the Furrow Case," *FDCH Political Transcripts* (August 12, 1999).
3. "Man accused in Jewish center shootings pawned guns repeatedly," *The Associated Press State & Local Wire*, (August 16, 1999); "Investigators Trace Furrow Weapon to Spokane Gun Show," *Seattle Post-Intelligencer*, (August 14, 1999); "Pistol Had Many Owners Before Furrow," *Los Angeles Times*, (August 14, 1999); "Alejandro Mayorkas Holds Briefing With Others on the Furrow Case," *FDCH Political Transcripts* (August 12, 1999).
4. "Smaller Size Big Seller in New Era of Handgun," *The Plain Dealer* (December 14, 1995), p. 16A ("Glock...began selling two versions of a palm-sized pistol, boasting of it in a press release as a 'pocket rocket.'"). See also, "Laws trigger newfound market for small guns; Easy to conceal, they're being touted by more women," *The Atlanta Journal and Constitution* (December 16, 1995), p. 2F ("Tagged 'pocket rockets' and able to blast off 10 and 11 rapid-fire rounds, two new Glock compact semiautomatic pistols have become fast sellers....").
5. See, "Glock's New Pocket Rockets!," *Guns & Ammo* (January 1996), p. 36 and cover ("Pocket Rockets: Glock's New Breed"); advertising flier for "sub-compact" 9mm, distributed by Standard Arms of Nevada, Inc., at 1999 SHOT Show ("User Friendly Pocket Rocket").
6. See, e.g., "Glock's New Pocket Rockets!," *Guns & Ammo* (January 1996), pp. 36, 37. ("...all the top gun distributors nationwide had been invited to their own presentation. If it's any indication, they bought heavily. Although the gun market has been fairly flat, all the distributors could see with the increase of concealed-carry permits and the 10-round limit on magazines, the Glock 26 and 27 may be just the ticket for a lot of gun buyers.")
7. For other Violence Policy Center reports on gun industry marketing efforts, see *One Shot, One Kill: Civilian Sales of Military Sniper Rifles* (May 1999); *Start 'Em Young: Recruitment of Kids to the Gun Culture* (April 1999); *Joe Camel with Feathers: How the NRA with Gun and Tobacco Industry Dollars Uses Its Eddie Eagle Program to Market Guns to Kids* (November 1997); *Female Persuasion: A Study of How the Firearms Industry Markets to Women and the Reality of Women and Guns* (December 1994).
8. DL Hoyert et al., "Deaths: Final Data for 1997," *National Vital Statistics Reports*, 47, No. 19 (1999).
9. Philip Cook et al., "The Medical Costs of Gunshot Injuries in the United States," *Journal of the American Medical Association* 282:5 (1999): 447.
10. Consumer Product Safety Act, 15 U.S.C. § 2051 et seq.
11. Phil Spangenberger, "Pocket Autos for Defense and Fun!," *Guns & Ammo* (September 1993), p. 41.
12. Arthur Kellermann, "Do Guns Matter?," *The Western Journal of Medicine* 161:6 (1994): 614.
13. "The Internet Pathology Laboratory for Medical Education: Firearms Tutorial," Department of Pathology, University of Utah, downloaded from *University of Utah web site* on August 30, 1999.

14. "The Miami Shootout: What Really Happened!" *Handguns* (August 1999), pp. 66, 80.
15. Garen Wintemute, "The Relationship Between Firearm Design and Firearm Violence," *Journal of the American Medical Association* 275:22 (12 June 1996): 1749 ("Reports from major cities document a contemporaneous increase in the overall severity of firearm-related injuries. The transition from revolvers to pistols is considered a key factor by many observers."); MD McGonigal et al., "Urban Firearm Deaths: A Five-Year Perspective," *The Journal of Trauma* 35:4 (October 1993): 532 ("Changes in handgun usage [from predominance of revolvers and lower caliber pistols to predominance of higher powered pistols] had a marked effect on survival" in Philadelphia).
16. Garen Wintemute, "The Relationship Between Firearm Design and Firearm Violence," *Journal of the American Medical Association* 275:22 (12 June 1996): 1749, 1750 ("higher wounding potential of their more powerful ammunition;" see also table on p. 1751); for a comprehensive review of the elements that contribute to the wounding potential of various types of ammunition and firearms, see ML Fackler, "Gunshot Wound Review," *Annals of Emergency Medicine* 28:2 (August 1996): 194-203.
17. DB Dahlstrom et al., "Comparative Performance of 9mm Parabellum, .38 Special and .40 Smith & Wesson Ammunition in Ballistic Gelatin," *Wound Ballistics Review* 2:3 (1996): 9.
18. "USSOCOM calls for .45-cal 'offensive handgun,'" *Jane's International Defense Review* (December 1, 1990), p. 1401. ("Simply put, this equates to 'the bigger the bullet, the bigger the hole, the more rapid the incapacitation due to circulatory collapse.'")
19. See, RP Caruso et al., "Gunshot Wounds: Bullet Caliber is Increasing," *The Journal of Trauma: Injury, Infection, and Critical Care* 46:3 (March 1999): 462 (trend to larger caliber bullets used in unintentional shootings, suicides, and homicides over 16-year period of 1981 through 1997).
20. Arthur Kellermann, "Do Guns Matter?," *The Western Journal of Medicine* 161:6 (December 1994): 614, citing Franklin Zimring, "The medium is the message: Firearm calibre as a determinant of death from assault," *J. Legal Studies* 1972; 1: 97-124.
21. "The Internet Pathology Laboratory for Medical Education: Firearms Tutorial," Department of Pathology, University of Utah, downloaded from *University of Utah web site* on August 30, 1999 ("Tissue destruction can be increased at any caliber by use of hollowpoint expanding bullets."); ML Fackler, "Gunshot Wound Review," *Annals of Emergency Medicine* 28:2 (August 1996): 194 ("Wounding potential is also determined to a great extent by a bullet's physical characteristics....For example, an expanding soft-point or hollow-point bullet causes more tissue disruption than a similar but nonexpanding one..."), GM McCormick et al., "Wounding Effects of the Winchester Black Talon Bullet," *The American Journal of Forensic Medicine and Pathology* 17:2 (1996): 124-129.
22. Bob Rogers, "Headache Cure #2000," *Shooting Sports Retailer* (January 1997), p. 6.
23. "Giant Buyer's Guide to Pocket Guns," *Handguns* (March 1999), pp. 41-42.
24. *Guns & Ammo* writer Jim Grover highlighted the deadly difference between traditional small revolvers and the new small pistols in an article describing the introduction of Glock's new pocket rockets. Grover wrote that "I believe I'll retire" a six-shot Smith & Wesson revolver in favor of the Glock pocket rocket which was "no larger" and featured "five additional rounds—five. Hmmmmmm." "Glock's New Pocket Rockets!" *Guns & Ammo* (January 1996), pp. 36, 39.

25. "The Cheapest Handgun Was Loaded With Profit; For Pistol Firm, Heavy Sales, Then Bankruptcy Protection," *The Washington Post* (August 26, 1999), p. A1.
26. "Ailing Gun Industry Confronts Outrage Over Glut of Violence," *The New York Times*, (March 8, 1992), p. 1A.
27. "The Four-gun Family in Their Sights: US Gunmakers Are on the Offensive," *Financial Times* (March 12, 1996), p. 7.
28. "Doing Business in the Golden Age of the Consumer," *Shooting Industry* (February 1997), p. 29.
29. "Industry Insights," *American Firearms Industry* (February 1993), p. 74.
30. "Tinier, Deadlier Pocket Pistols Are in Vogue," *The Wall Street Journal*, (September 12, 1996), p. 1B.
31. Massad Ayooob, "The Defensive Market Today," *Shooting Industry* (February 1997), p. 20.
32. "CCW bills positive direction for industry," *Firearms Business* (June 15, 1995), p. 1.
33. "Companies Eye Gun Carry Laws," *Firearms Business* (April 15, 1995), p. 7.
34. "More Gun Permits Equal More Gun Sales," *Shooting Industry* (February 1997).
35. Jim Grover, "Don't Be a Victim," *Guns & Ammo* (July 1992), pp. 20-21 (italics in original).
36. Garen Wintemute, "The Relationship Between Firearm Design and Firearm Violence," *Journal of the American Medical Association* 275:22 (12 June 1996): 1749 and sources cited therein.