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 (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 Illeto. Furrow reportedly confessed that he killed Illeto, a Filipino-American, as a “target of opportunity.”

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

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. The gun press and at least one other manufacturer have since appropriated the term. It describes small semiautomatic pistols in higher calibers (9mm and above), of which the Glock pistol was among the first. These easily concealed pistols have been a “hot” item in gun industry marketing

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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.
NEW! GLOCK 26/27
SMALL IN A BIG WAY

THE GLOCK ADVANTAGE
- TRAINING
- TESTFIRE REPORTS
- COMPETITION
- AMMO

THE GUNS BEHIND THE BADGE-
GLOCK ON DUTY
WITH LAW ENFORCEMENT!

1996 Glock Catalog
ever since.

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. 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.

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

<table>
<thead>
<tr>
<th>Manufacturer</th>
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<td><strong>Total</strong></td>
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<td><strong>4,275</strong></td>
<td><strong>6,909</strong></td>
<td><strong>13,681</strong></td>
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*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, 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. 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.

Figure Two: Firearm Deaths in the United States, 1978-1997

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).

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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 Spangenberger, "Pocket Autos for Defense and Fun!," Guns & Ammo

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. (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.

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* 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.
User Friendly Pocket Rocket
A New World Standard in Compact Firepower
Arrives At Select Wholesalers
March 1, 1999

- Micro Precision Accuracy
- Concealed Carry
- Sub-Compact
- Space Age Polymer Frame Design
- Lowest Feel Recoil On The Firing Line
- Lifetime Repair or Replace Warranty
- Polymer Frame
- All Steel Receiver and Slide
- Smallest 10+1 Subcompact 9mm/380 Available
- 13 Round Law Enforcement Available

Highest Dealer Profits
Lowest Retail Price

American Made By
STANDARD ARMS
OF NEVADA, INC.

702-853-3300
Fax 702-857-0541
www.standardgun.com
5585 Arroyo Drive Suite 212
Reno, NV 89511

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

Firepower is increasing. So is the killing potential as guns shrink in size and concealibility.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
Enter to win a Kahr K9 at SHOT Show Booth #8315.

© 1995, Kahr Arms

- Limited Lifetime Warranty
- Made In The USA
- Actual Size
- Smaller & thinner than other mini 9's
- Superior grip feel & controllability
- Proven more accurate than other mini 9's
- 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.28

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
KEL-TEC P-40
Caliber .40 S&W
Capacity* 9 + 1 + 1
Weight unloaded 15.8 oz
Length 6.04"
Barrel 3.27"

*With optional +1 extension as shown

Advertisement, American Rifleman, March 1999

ABSOLUTE CONCEALED POWER

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 Ileto, 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)

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<tr>
<td>CZ</td>
<td>Ceska Zbrojovka, a.s. Svatopluka Cecha 1283 Uhersky Brod 688 27 Czech Republic CZ-USA P.O. Box 171073 Kansas City, KS 66117-0073</td>
<td>CZ 100</td>
<td>9mm .40 S&amp;W</td>
</tr>
<tr>
<td>Glock</td>
<td>Glock GmbH P.O. Box 50 A-2232 Deutsch-Wagram Austria Glock, Inc. 6000 Highlands Parkway Smyrna, GA 30082</td>
<td>Model 26 Model 27 Model 29 Model 30 Model 33</td>
<td>9mm .40 S&amp;W 10mm .45 ACP .357 Auto</td>
</tr>
<tr>
<td>Heckler &amp; Koch</td>
<td>Heckler &amp; Koch GmbH P.O. Box 1329 78722 Oberndorf, Neckar Germany Heckler &amp; Koch, Inc. 21480 Pacific Boulevard Sterling, VA 20166-8903</td>
<td>P7M8 USP Compact USP 45 Compact</td>
<td>9mm 9mm .40 S&amp;W .45 ACP</td>
</tr>
<tr>
<td>Heritage</td>
<td>Heritage Manufacturing, Inc. 4600 NW 135th Street Opa Locka, FL 33054</td>
<td>Stealth (various model designations)</td>
<td>9mm .40 S&amp;W</td>
</tr>
<tr>
<td>Hi-Point</td>
<td>1015 Springmill Road Mansfield, OH 44906</td>
<td>Model 9mm Compact</td>
<td>9mm</td>
</tr>
<tr>
<td>Intratec (Navegar)</td>
<td>12405 SW 130th Street Miami, FL 33186</td>
<td>CAT 9 CAT 45</td>
<td>9mm .40 S&amp;W .45 ACP</td>
</tr>
<tr>
<td>Company</td>
<td>Address</td>
<td>Models</td>
<td>Calibers</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------------------------</td>
<td>-------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Kahr Arms</td>
<td>630 Route 303, Blauvelt, NY 10913</td>
<td>K9, K40, MK9 Micro-Compact</td>
<td>9mm, .40 S&amp;W</td>
</tr>
<tr>
<td>KEL-TEC</td>
<td>1485 Cox Road, Cocoa, FL 32926</td>
<td>P-11, P-40</td>
<td>9mm, .40 S&amp;W</td>
</tr>
<tr>
<td>Kimber</td>
<td>Kimber Manufacturing, Inc., 1 Lawton Street, Yonkers, NY 10705</td>
<td>Ultra Carry</td>
<td>.45 ACP, .40 S&amp;W</td>
</tr>
<tr>
<td>Lorcin</td>
<td>Lorcin Engineering Comp., Inc., 3830 Wacker Drive, Mira Loma, CA 91752</td>
<td>L9MM</td>
<td>9mm</td>
</tr>
<tr>
<td>Para-Ordnance</td>
<td>980 Tapscott Road, Scarborough, Ontario, M1X 1E7, Canada</td>
<td>P10-45, P10-40</td>
<td>.45 ACP, .40 S&amp;W</td>
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<tr>
<td>Republic Arms</td>
<td>Republic Arms, Inc., 15167 Sierra Bonita Lane, Chino, CA 91710</td>
<td>Republic Patriot</td>
<td>.45 ACP</td>
</tr>
<tr>
<td>SIG Arms</td>
<td>SIG Arms, Inc., Corporate Park, Exeter, NH 03833</td>
<td>SIG Sauer P239, Sauer P229</td>
<td>9mm, 9mm, .357 SIG, .40 S&amp;W</td>
</tr>
<tr>
<td>Smith &amp; Wesson</td>
<td>Smith &amp; Wesson, 2100 Roosevelt Avenue, P.O. Box 2208, Springfield, MA 01102</td>
<td>Sigma or SW9&lt;sup&gt;h&lt;/sup&gt;, Model 410, Model 457, Model 908, Model 3913, Model 3953, Model 4013, Model 4053, Model 4513, Model 4553, Model 6906, Model 6946</td>
<td>9mm, .40 S&amp;W, .45 ACP, 9mm, .40 S&amp;W, .45 ACP, 9mm, 9mm</td>
</tr>
</tbody>
</table>

<sup>h</sup> 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 49th Avenue  
Miami, FL 33014-6314 | Model PT-111 | 9mm |
Appendix B:
Firearm Deaths in the United States, 1978 to 1997

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

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


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 toted 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....”).


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).


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.


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.’”)


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.


