



Violence Policy Center

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Young Guns

How the Gun Lobby Nurtures America's Youth Gun Culture

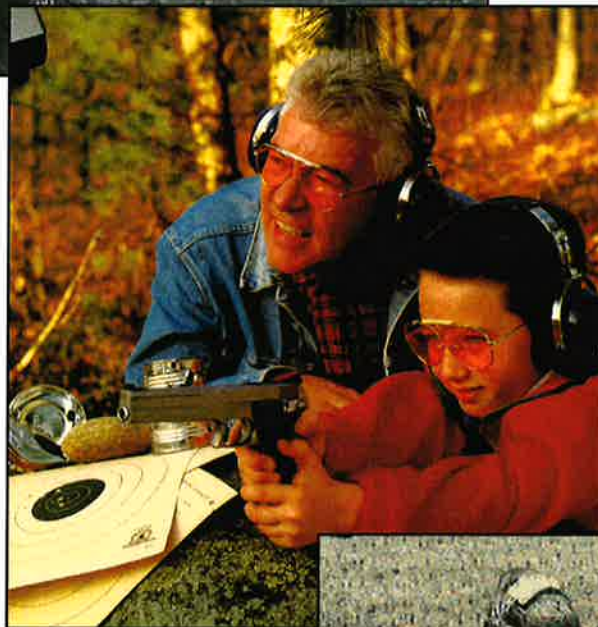


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The Violence Policy Center is a national non-profit educational organization that conducts research on violence in America and works to develop violence-reduction policies and proposals. The Center examines the role of firearms in America, conducts research on firearms violence, and works to reduce firearm-related death and injury.

For more information about this document set please contact VPC Director of Federal Policy Kristen Rand at 202-822-8200 x102 or VPC Executive Director Josh Sugarmann at 202-822-8200 x101.

Funding for this document set was provided by The George Gund Foundation, The Joyce Foundation, The John D. and Catherine T. MacArthur Foundation, and The Streisand Foundation.

Past studies released by the Violence Policy Center include: March 1998's *Target America: Can the Flood of Foreign Assault Weapons be Stopped?*; February 1998's *Where Did You Get That Statistic?—A Firearms and Firearms Violence Bibliography and Resource Guide for Advocates Working to Reduce Firearms Violence*; January 1998's *License to Kill: Arrests Involving Texas Concealed Handgun License Holders*; December 1997's *That Was Then, This is Now: The NRA and the Gun Industry Talk About Assault Weapons—From Both Sides of Their Mouths*; November 1997's *Joe Camel with Feathers: How the NRA with Gun and Tobacco Industry Dollars Uses its Eddie Eagle Program to Market Guns to Kids*; October 1997's *Cease Fire: A Comprehensive Strategy to Reduce Firearms Violence (Revised Edition)*; August 1997's *Who Dies?—A Look at Firearms Injury and Death in America*; March 1997's *Kids Shooting Kids: Stories From Across the Nation of Unintentional Shootings Among Children and Youth*; August 1996's *Concealing the Risk: Real-World Effects of Lax Concealed Weapons Laws*; July 1996's *Gun Shows in America: Tupperware Parties for Criminals and NRA Family Values: The Racism, Sexism, Legal Woes, and Gun Industry Ties of the National Rifle Association's Board of Directors*; March 1996's *Lawyers, Guns, and Money: The Impact of Tort Restrictions on Firearms Safety and Gun Control*; December 1995's *Firearms Production in America*; November 1995's *Concealed Carry: The Criminal's Companion*; December 1994's *Use the Schools: How Federal Tax Dollars are Spent to Market Guns to Kids and Female Persuasion: A Study of How the Firearms Industry Markets to Women and the Reality of Women and Guns*; and, December 1992's *More Gun Dealers Than Gas Stations: A Study of Federally Licensed Firearms Dealers in America*.

Section One: Photos



And it is one mean-looking dude, considered cool and Ramboish by the teenage crowd; to a man, they love the AP9 at first sight.

Take a look at one. And let your teen-age son tag along. Ask him what *he* thinks. And be sure to carry your checkbook.

The AP9 gave no problems with 115-grain full-jacketed bullets of round nose configuration and Federal Nyclad hollow points. The gun was also easy to control, even when fired as a pistol, and young shooters like Jeff Miller (right photo) had no difficulty in shooting and handling the AP9.

The North

Country

Shoot



by Dick Morin

Rich Schiedel helps a youngster shoot a 1919 Browning for the first time.



Jim Ballou teaches a youngster to shoot an MP5.

"The North Country Shoot," *Machine Gun News*, October 1996, p. 44

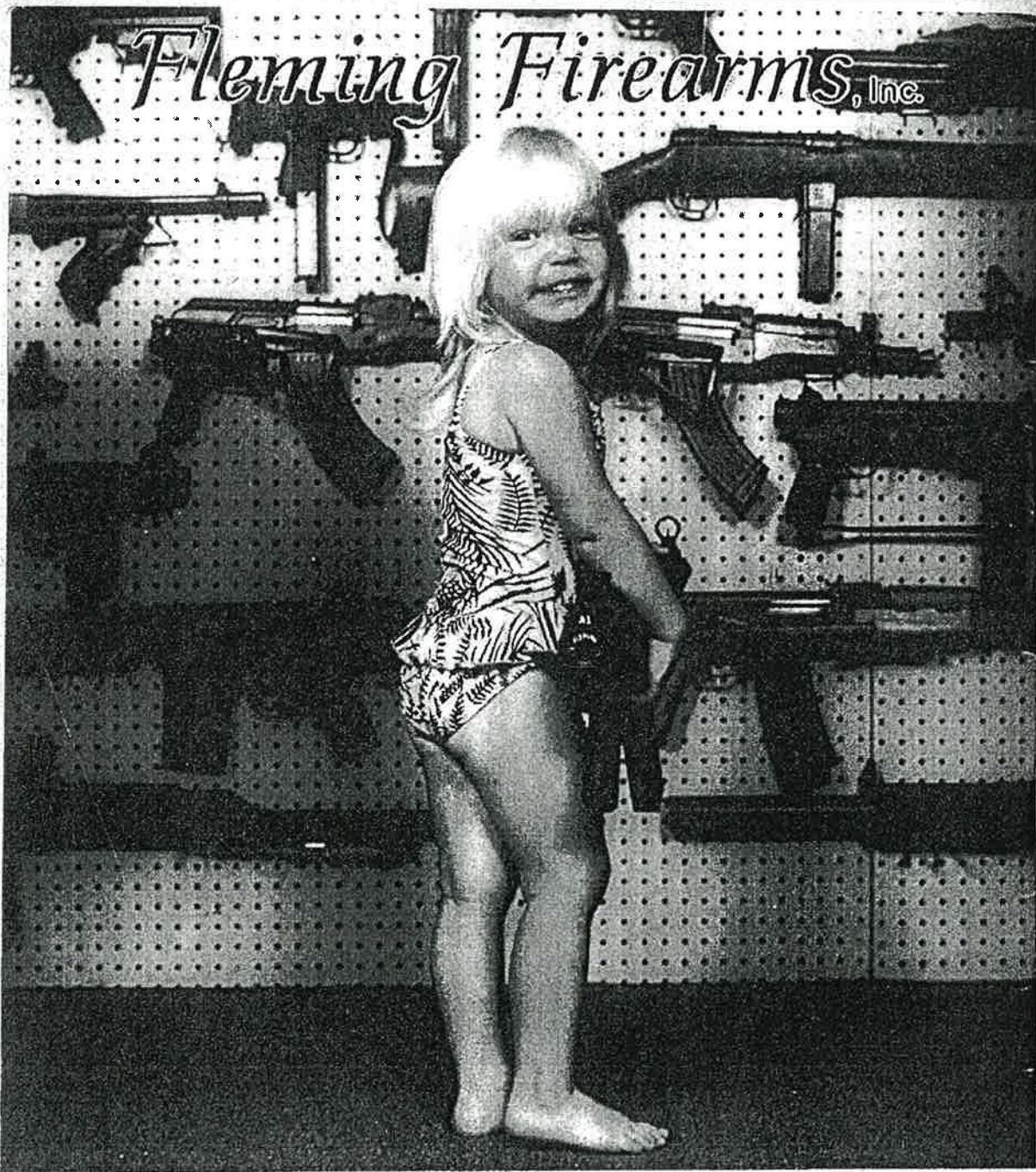


Seems like only yesterday that your father brought you here for the first time. Those sure were the good times—just you, Dad, and his Smith & Wesson.

Smith & Wesson Catalog, 1992, pp. 29, 30



Browning Catalog, 1997



Short BUTTS From FLEMING FIREARMS!!!

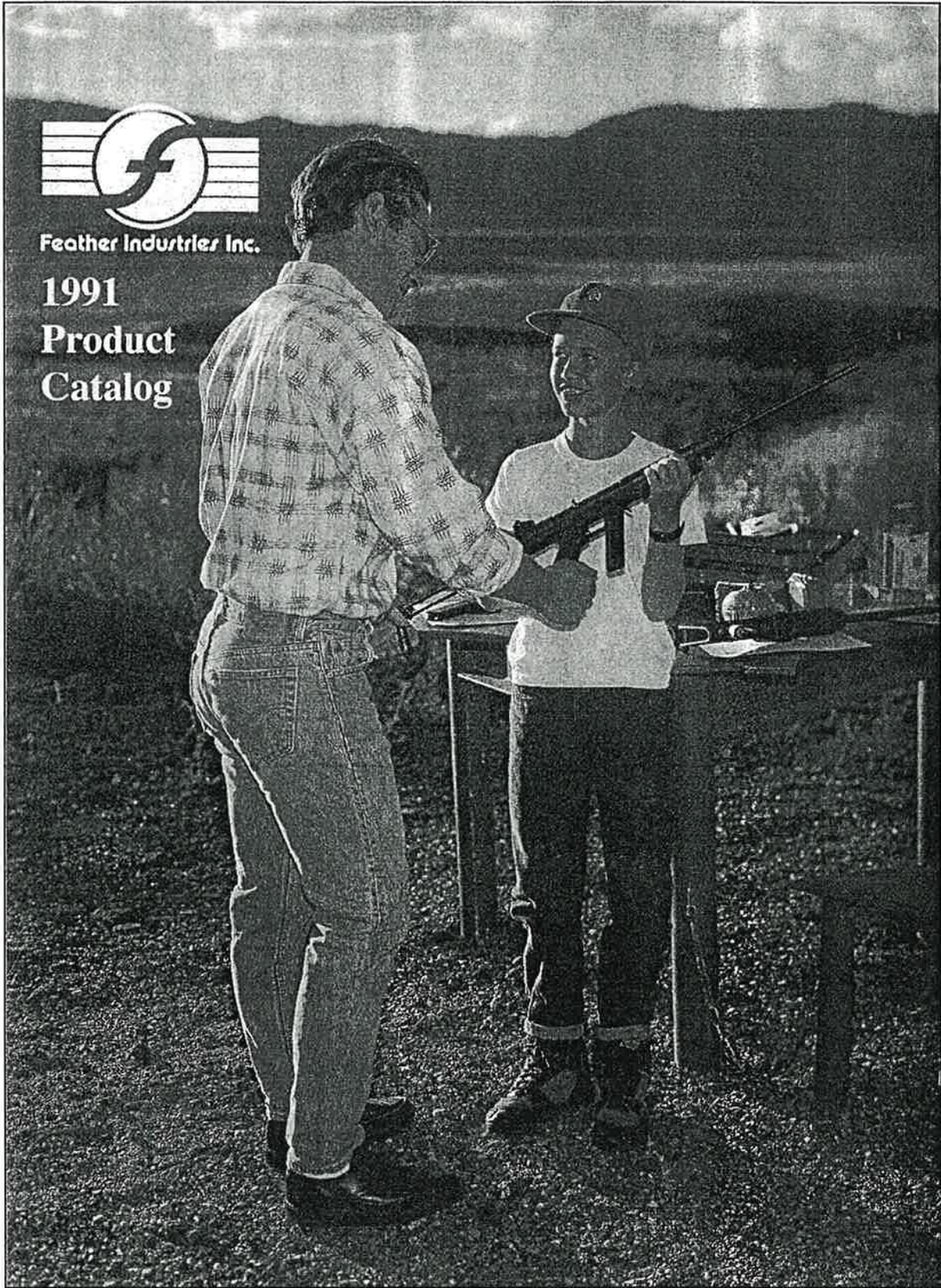
(A1 End caps fit on your HK94 or MP5 guns. Sugg. retail \$39.95)

Fleming Firearms

7720 E. 126 St. N.
Collinsville, OK 74021

Tel.# (918) 834-3624
FAX # (918) 835-1234

1835 N. 105 E. Ave.
Tulsa, OK 74116



Feather Industries Inc.

**1991
Product
Catalog**

Feather Industries Catalog, 1991



KIDS
ARE THE FUTURE OF THE SPORTS WE ALL LOVE
CAN MAKE SHOOTING AND HUNTING COME ALIVE AGAIN

New England Firearms Catalog, 1998

While not an assault-type carbine, per se, the Ruger 10/22 has many aftermarket accessories like the Mitchell 50-round mag.

Mitchell offers a wide line of items to customize Ruger's 10/22, including folding stock, extended mag, sights.

Military-style .22s, like the AR-7 (right) and Mitchell "militarized" 10/22, are handy guns for youngsters.

notch rear, located on the receiver, is micrometer adjustable for windage via a knurled drum. An ambidextrous rotating safety lever is sited above and behind the trigger. A skeletonized steel stock unfolds from under the receiver to afford adequate shoulder support, increasing overall length by 6 inches, from 29.8 inches to 35.8. When fully loaded (one round at a time), the Calico M-100 weighs 5.7 pounds. The laser raygun look of the Calico M-100 disguises a thoroughly practical plinker and small game rifle.

Feather Enterprises of Boulder, Colorado, a company long noted for its fine assault rifle accessories, is currently concentrating upon making its new .22 Long Rifle blowback semi-automatic, "Advanced Technology," AT-22 Carbine, which resembles the .45-firing U.S. M3 "Grease Gun" of World War II fame. The AT-22 features a 17-inch ordnance steel barrel, slip-fit into the machined aluminum alloy tubular receiver, retained by a knurled nut. A ventilated handguard ahead of the receiver, but behind the barrel nut, supports a flat-bottomed nylon fore-end and a steel post front sight, protected by a husky steel ring. A simple peep sight, adjustable for windage and elevation, is mounted top/rear of the receiver between protective wings. An

HUNTING LORE: THE NEXT GENERATION

**“AND A LITTLE CHILD SHALL
COME TO LEAD THEM.”**

**The Holy Bible
King James Version
Isaiah II:6**

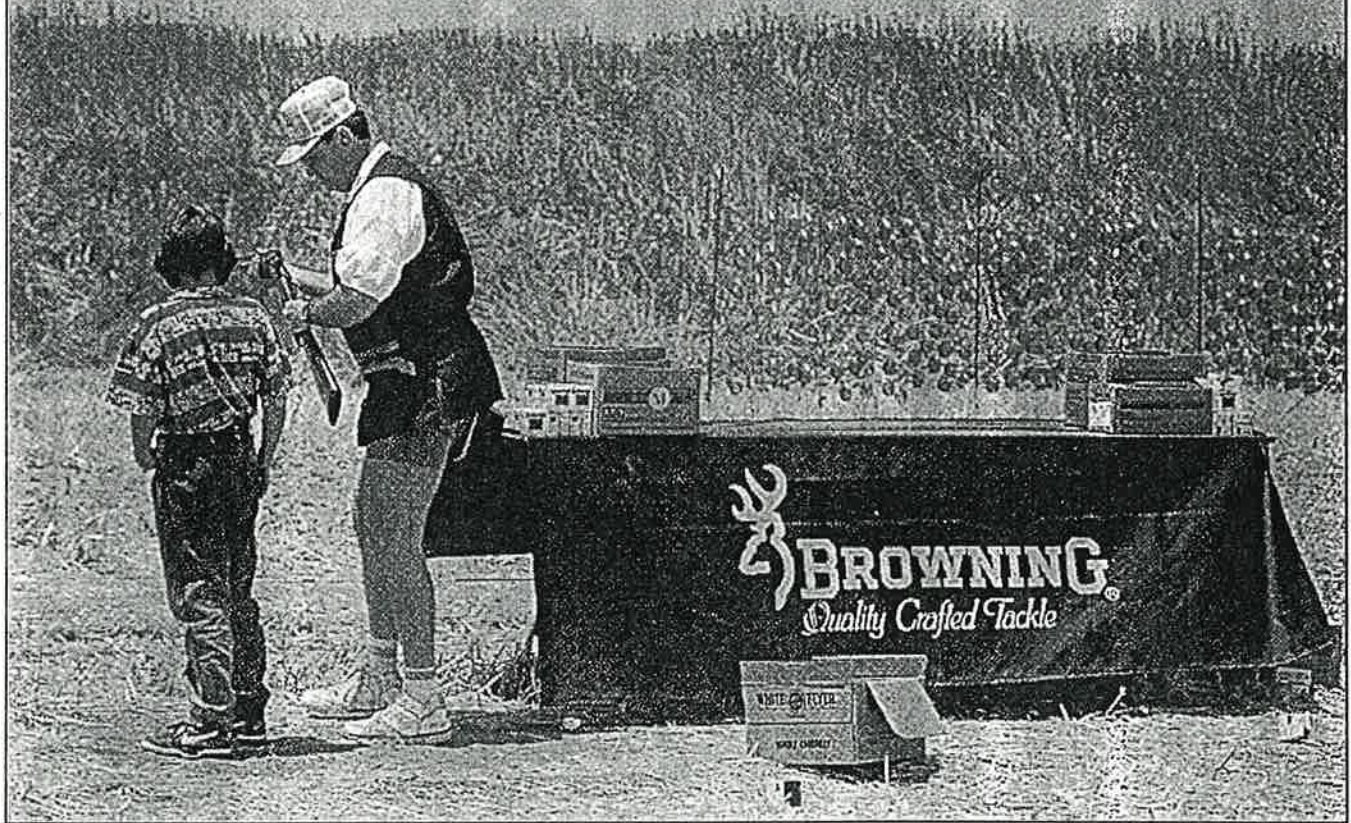
By J. Mitchell

T Tyler Kneuer looks and acts like most normal, healthy pre-kindergarten kids: almost. In the morning he sits in a little chair, eating cereal, watching cartoons on TV. However, if the family is eating burgers for dinner, he questions Angellica, his Momma, if the meat in the bun is venison and not beef. And no matter what he's doing in the house, if he hears his Daddy, Eddie, firing up the "Kneurmobil" (more on this vehicle later), get out of the way because he's through the house in a flash, zipping up his camo pants and yelling: "Dad, you aren't going out without me are you?" Fat chance. Make no mistake, these two aren't just father and son; They're hunting buddies and pals.



"Hunting Lore: The Next Generation," *Gun World*, December 1997, p. 33

Various companies in the industry go out of their way to help young shooters get excited about shooting in general and the various clays games in particular.



"Sporting Clays for the Next Millennium," *Gun World*, September 1997, p. 68



One of the most popular attractions at End Of Trail is the .45-70 Gatling Gun. For a buck-a-round, spectators can shoot this grand old gun as much as they want. Luckily for this youngster, his dad was picking up the tab.

"End of Trail '97," *Gun World*, October 1997, p. 23



NRA JUNIOR MEMBERS ARE A TIGHT GROUP!



You already belong to NRA. But what about your children? Did you know NRA offers a membership especially for them?

By signing up your son or daughter, you'll add strength to today's NRA—and ensure that our firearms rights are protected tomorrow. And as a junior member, your child will receive a subscription to *InSights*, NRA's monthly magazine featuring fun and instructional articles for young shooters, hunters, and competitors. Talk to your friends about signing up their children, too. It's as easy as filling out the form below.



Advertisement, NRA Junior Membership, *American Guardian*, August 1997

Camp

Shootout

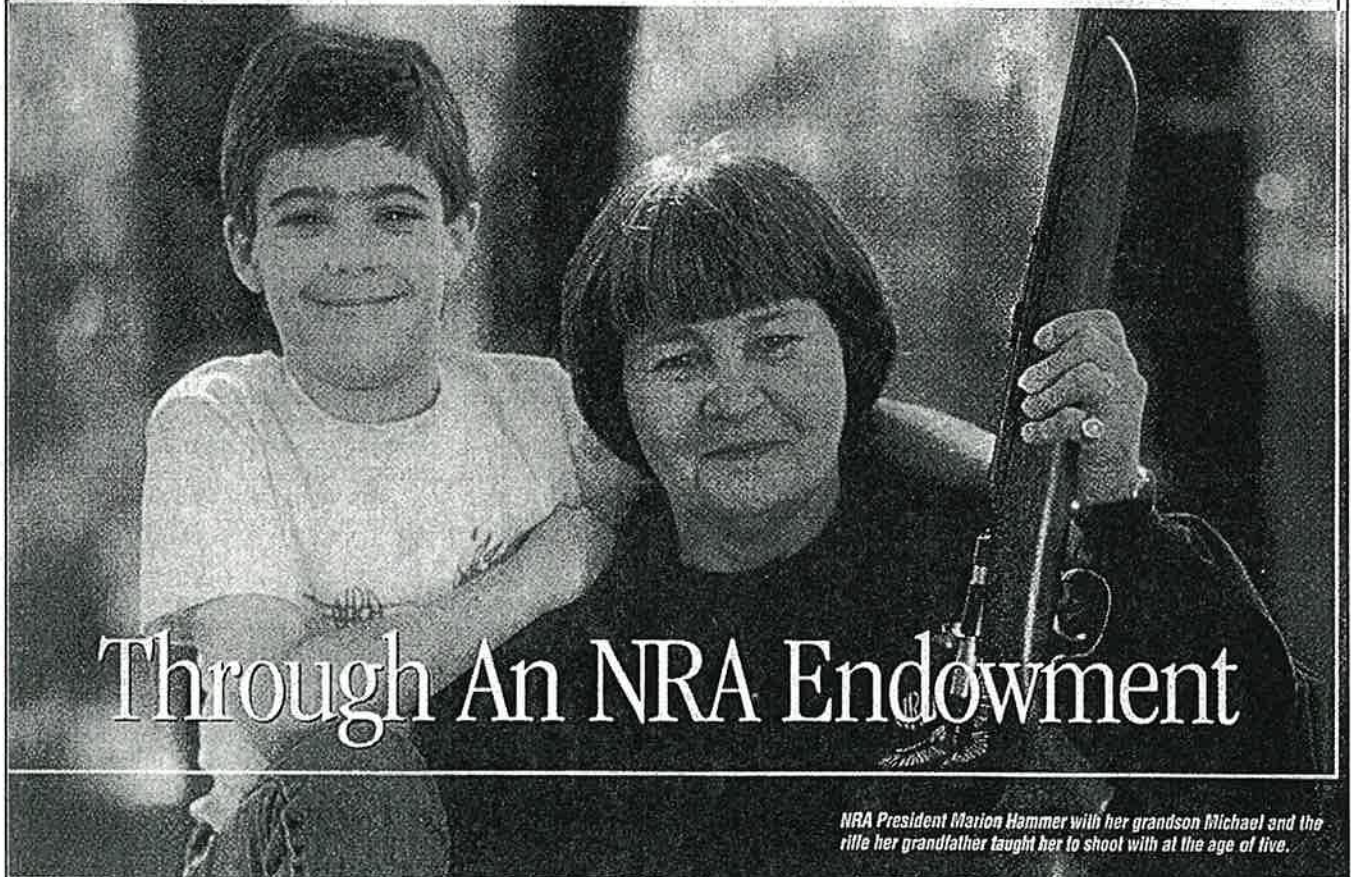
Established 1998

Camp Shootout is a joint venture between Clark/Miculek Family and USPSA . The idea was put forth by Kay early in 1997. At that point in time the Junior Program was young and creation of a junior shooting camp became a goal. Today that goal is a reality and the first USPSA junior shooting camp will take place in the summer of 1998.



Camp Shootout web site, <http://www.norwich.net/plumber/camp.html>

Invest In Freedom For Future Generations



NRA President Marion Hammer with her grandson Michael and the rifle her grandfather taught her to shoot with at the age of five.

“The future of the shooting sports and our Second Amendment will rest on the shoulders of our grandchildren — and theirs. That’s why, as NRA President, my major priorities are to reach out to America’s youth and to assure NRA’s mission continues beyond the next 125 years.

Advertisement, The NRA Foundation, *American Guardian*, April 1998

HARRINGTON & RICHARDSON®

929 SIDEKICK® REVOLVER

The need for a quality "First Time" 22 lr. revolver never went away' but somehow the product offerings did. If you have been looking for a clean, neat package to get off to a good start in handgun shooting, Harrington & Richardson® has done something to satisfy your demand.



THE RIGHT WAY TO GET STARTED IN HANDGUNNING

The 929 Sidekick® is a 9-shot swing-out cylinder 22 lr. revolver with fixed sights, a square butt frame, a transfer bar safety system and a high polish, hot blue finish. That's not a bad start but it also includes an Uncle Mikes® Sidekick® ballistic nylon holster, a lockable plastic storage case and a sample size of TETRA™ gun oil and grease. The grips are of laminated hardwood with a rich cinnamon finish and nickel H&R 1871 medallions.

high quality steels and select hardwoods. You don't have to worry about any die cast aluminum or pot metals failing under a lifetime of use. You'll also find an American-owned company standing right behind it, with a repair policy that will last as long as you own it, if the problem is a result of a defect in materials or workmanship.

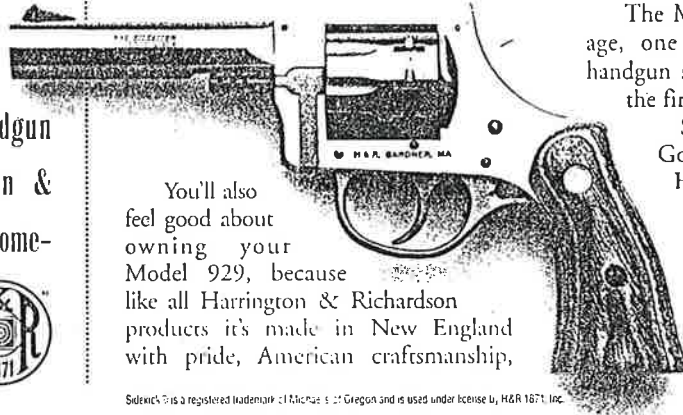


The Model 929 Sidekick is one package, one purchase that gets you into handgun shooting with all the right stuff, the first time.

See your Harrington & Richardson Gold Star Dealer to order the Harrington & Richardson Model 929 Sidekick®. Or write to us for more information:

**H&R 1871, Inc.,
Industrial Rowe,
Gardner, MA 01440**

You'll also feel good about owning your Model 929, because like all Harrington & Richardson products it's made in New England with pride, American craftsmanship,



Sidekick is a registered trademark of Harrington & Richardson and is used under license by H&R 1871, Inc.

Letters

*InSights wants to hear from you!
Send your comments to: Editor,
InSights, 11250 Waples Mill Rd.,
Fairfax, VA 22030-9400.*

PLANNING FOR PERRY

Dear Editor:

I am thinking about attending the National Matches at Camp Perry, Ohio, this year. It will be my first time. Can you send me information on entering? I am 14 and plan to shoot smallbore. Also, are the dates set yet?

*Marian Bonner
Toledo, OH*

Dear Marian:

Tentative dates are July 24-26 for smallbore three-position and July 27-August 1 for smallbore prone. Programs and entry cards will be available June 1. Write the NRA Competitions Division, 11250 Waples Mill Rd., Fairfax, VA 22030-9400 to request a copy of the 1997 National Rifle and Pistol Cham-

pionships program. Be sure to indicate the phase desired: pistol, smallbore rifle, or highpower rifle.



Photo by NRA Staff

WANTS TO COMPETE

Dear Editor:

I am 15 years old and an NRA junior member. I would like to start competing in highpower and smallbore matches. I own a Remington Model 788 chambered in .308 Win. This rifle has an 18-inch barrel. I also have an AK-type rifle with a 20-inch barrel, chambered in 7.62 mm. My .308 is equipped with a Bushnell 4X-12X scope. Please send me information about how I can enter these competitions.

*Aaron Neofotistos
Dracut, MA*

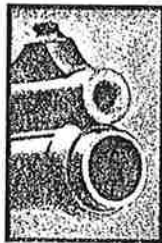
Dear Aaron:

We will send you a sample copy of Shooting Sports USA, which will help you find a match in your area. Call or write the contact name listed for that match to obtain

Continued on page 18

SAVAGE ARMS

24F "PREDATOR" GUN



Combination Gun features 20 or 12 gauge shotgun with choice of four popular rifle calibers.



MODEL 24F

SPECIFICATIONS		
Model	Caliber	Barrel Twist
24F-20Gauge	22 LR.	1 in 14"
24F-12Gauge	22 Hornet	1 in 14"
	223 Rem.	1 in 14"
	30-30 Win.	1 in 12"

BBL. Lge. 24" O/A Lge. 40-1/2" Approx. Wgt. 8 Lbs. Drilled and tapped for Scope Mounting. 12 Ga. not available in 22 LR.

MODEL 24F "PREDATOR" GUN

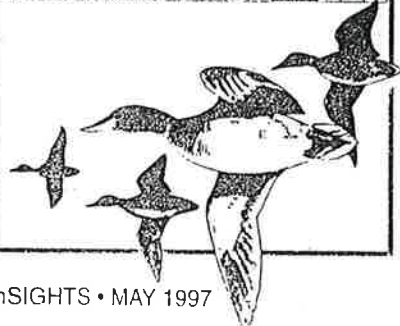
Ideal for hunters, campers or backpackers, the Model 24F is a practical combination gun that lets you match a 20 or 12 gauge shotgun with your choice of four popular rifle calibers making it perfect for varmint, turkey and upland bird hunting. The 24F features a two-way top opening lever providing convenient break-action for right or left hand shooters. All models have a single trigger, low rebounding hammer with a built-in "two-position" barrel selector and a crossbolt safety. The stocks are made of durable black composite material for all weather conditions. Chambered for 2 $\frac{1}{2}$ and 3 inch shells, the 12 gauge models come with Full, Modified and Improved Cylinder choke tubes while the 20 gauge sports a modified barrel. (12 gauge not available in 22 LR).



For information on Savage firearms or Savage's full line of shooting ranges and accessories, contact Savage Arms/Savage Range Systems Inc. 100 Springdale Road, Westfield, MA 01085

Crossword Puzzle

ANSWERS From Page 22



NEW NRA JUNIOR DISTINGUISHED EXPERTS

Marksmanship Qualification shooting is one of NRA's most popular programs. Shooters who are interested in developing their marksmanship skills attempt to achieve the scores that rank them a Pro-Marksman, Marksman, Marksman 1st Class, Sharpshooter or Expert. Special dedication and skill development are needed to obtain the pinnacle award ranking—Distinguished Expert.

Congratulations to these new junior Distinguished Experts.

Light Rifle

3-Position: Miles Dinstel, 18, Fairbanks, AK; Isaac J. Jackson, 13, Fairbanks, AK

Rifle:

4-Position Smallbore: Jacob Akers, 17, Fairfax, VA; Jason Amsbaugh, 14, Riverton, WY; Andrew H. Blum, 14,

Cheltenham, PA; Page Coleman, 17, Chehalis, WA; Morgen Dietrich, 19, Fargo, ND; Jason R. Dobbs, 16, Warren, ME; Christian A. Fortaleza, 16, Washington, DC; William Garrett, 19, Chehalis, WA; Jason A. Garwood, 20, Fairbanks, AK; Craig L. Grimes-Graeme, 15, Santa Ynez, CA; Sarah B. Holmes, 20, Fargo, ND; Timothy J. Loper, 17, Solvang, CA; Julio C. Lopez, 15, Commerce, CA; Fernando Ruiz, 17, Commerce, CA; Michael Sapione, 17, Milford, CT; Steve Simkins, 17, Galway, NY; Kevin Simon, 14, Stratford, CT; Nathan Smith, 16, Lander, WY; John F. Stellwag, Jr., 15, Mt. Laurel, NJ

Position Air Rifle: Joe Rousey, 17, Gilman, IL; John F. Stellwag, Jr., 15, Mt. Laurel, NJ; Matt Walsh, 16, Gilman, IL

Sport Shooting

Shotgun: John F. Stellwag, Jr., 15, Mt. Laurel, NJ

Shotgun

Skeet/Trap: Brian Jacoben, 15, Reedsport, OR

Section Two: Gun Lobby Quotes

- o In September 1997 the NRA launched a campaign targeting America's youth featuring NRA First Vice President Charlton Heston. The cover of that month's *American Rifleman* magazine features a grim Heston surrounded by a multi-ethnic array of children. The cover asks the question, "Are Gun Rights Lost on Our Kids?" In an accompanying article, Heston asks readers to "join me in the arena." States Heston:

I am back because I see a nation of children, a couple of entire generations, that have been brainwashed into believing that the Second Amendment is criminal in origin, rather than framed within the Constitution....I am back because I have a torch I hope to pass along... to my six-year-old grandson, Jack....

- o "You always have to bring young people into anything. New blood really helps. The NRA is...plowing new ground for this industry." [Ammunition and reloading component manufacturer Frank Brownell, "Industry's NRA Endowments = 'Foundation for the Future.'" *Fishing & Hunting News*, Dave Workman, Jan. 30-Feb. 13, 1997. The article has also been handed out as a promotional flyer by The NRA Foundation.]

- o In response to the question, "How old is old enough?" the National Shooting Sports Foundation pamphlet *When Your Youngster Wants a Gun...* responds:

Age is not the major yardstick. Some youngsters are ready to start at 10, others at 14. The only real measures are those of maturity and individual responsibility. Does your youngster follow directions well? Is he conscientious and reliable? Would you leave him alone in the house for two or three hours? Would you send him to the grocery store with a list and a \$20 bill? If the answer to these questions or similar ones are 'yes,' then the answer can also be 'yes' when your child asks for his first gun.

- o "Do you have guns in your heart...? [My friend]...said it made him sad and angry, because he knew the daily hostility *we* all face as adults now—for believing in the Second Amendment and the Bill of Rights—will grow even greater toward that youngster and all the others like him. `Why should a kid have to face that? Gun ownership is intrinsically good and intrinsically innocent...' my friend said." [NRA Executive Vice President Wayne LaPierre, "Standing Guard," *American Rifleman*, March 1998.]

- o The May 1997 issue of the NRA's *American Guardian* magazine detailed gun manufacturer Browning's new promotional partnership with rock singer and NRA board member Ted Nugent. In the article, Browning President Don Gobel stated, "We hope our affiliation with Ted will be a catalyst for our promotion of the hunting and shooting lifestyle to a younger audience....The youth of America must be educated to the wholesome and valued world of hunting and conservation."

- o "Kids can't buy guns, you say? Well, yes and no. It's true that most students from kindergarten through high school can't purchase firearms on their own. But it's also true that in many parts of the country, youngsters (from preteens on up) are shooting and hunting. Pop picks up the tab." ["Community Relations," *SHOT Business*, Grits Gresham, September/October 1993.]

- o At the NRA's 1996 Annual Meeting in Dallas, Texas, Marion Hammer introduced her 10-year-old grandson Michael, stating, "I know that when NRA reaches out and takes the hand of a child, we are touching America's future." Hammer also outlined the NRA's agenda to "invest" in America's youth, win their "hearts and minds," and ensure the organization's longevity:

I pledge to you to dedicate my term in office to two demanding missions. One is building an NRA bridge to America's youth. The other is being fiscally far-sighted to provide for bold new programs that will teach America's children values to last a lifetime. It will be an old-fashioned wrestling match for the hearts and minds of our children, and we'd better engage our adversaries with no holds barred....If we do not successfully reach out to the next generation, then the freedom and liberty that we've lived for—and that many of our ancestors have died for—will not live beyond us. [Full text not included in document set, available from VPC.]

- o "Youth handgun violence? Always remember, it is already illegal for criminals to possess and use guns. Just like their adult counterparts, juvenile convicted felons cannot even touch guns without committing Federal felonies. Under Federal law, commerce in handguns with juveniles is a Federal crime. In its use of symbols, this [Clinton] administration wants non-gun-owning Americans to fear any kid with a gun—a nice kid, a peaceable kid, your kid. At stake in all of this is nothing less than our kids' futures." [NRA Executive Vice President Wayne LaPierre, "Standing Guard," *American Rifleman*, January 1998.]

- o "I just have to wonder how many schoolchildren go to school and worry about getting shot. If there are some rotten kids who are carrying a gun, that can't happen very often. But it gets a lot of play with the press." [Bill Ruger, head of gun manufacturer Sturm, Ruger & Co., "Gun Designer Defends 'American Tradition,'" *Los Angeles Times*, David Moore, September 11, 1994. Full article not included in document set, available from VPC.]

- o "The problem is not the guns....These people that they call children, in my mind, are little criminals and ought to be held accountable." [Ed Shultz, head of handgun manufacturer Smith & Wesson, "Smith & Wesson Survives New Age," *The Sunday Gazette Mail*, May 28, 1995. Full article not included in document set, available from VPC.]

American Rifleman



U.S.
CANADA

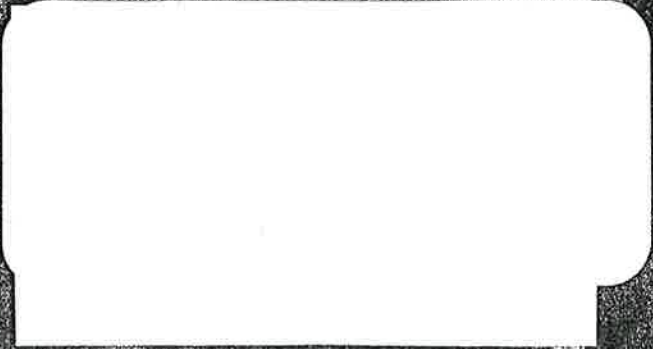
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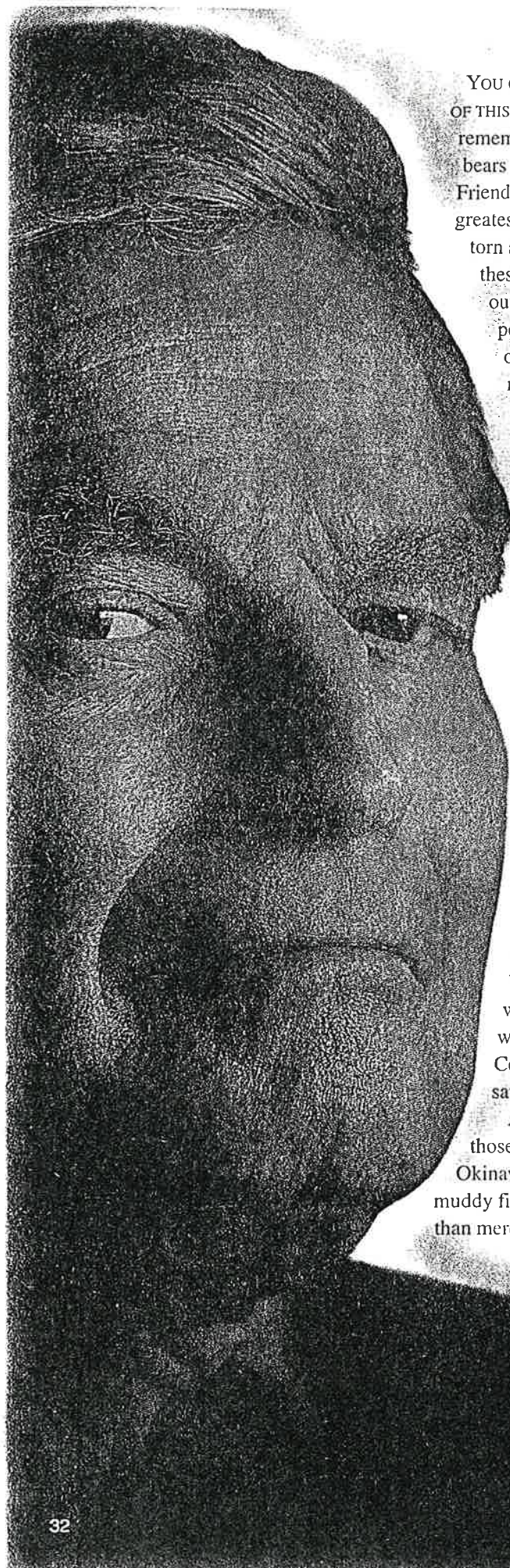
NATIONAL RIFLE ASSOCIATION OF AMERICA

SEPTEMBER 1997

Are Gun Rights Lost On Our Kids?

Charlton Heston's Crusade To Save The Second Amendment - See Pg. 30





YOU CANNOT EVOKE THE SPIRIT OF THIS SACRED TEXT without remembering that the script bears deep, deep scars. Friendships, families, even the greatest of nations have been torn apart over the principles these words so carefully spell out. Young and old, rich and poor, men and women of all races, creeds and religions all over the earth have stood tall — or sunk lifeless to the ground — embracing the weight of these simple truths.

So what is it about the Bill of Rights, and the Second Amendment in particular, that could start the muskets chattering at Concord Bridge, send brave men rushing towards bloody agony at Gettysburg or sustain courage in the trenches beneath the poisoned skies of France?

The answer lies in something inherently special about our nation. We will not be herded, we will not be humbled, we will not be ruled. Our Constitution's architects saw to that.

Americans waded up those blood-red beaches at Okinawa and fought in the muddy fields of Vietnam for more than mere words.

It may be easy to debate the Bill of Rights, but it remains damned difficult to live up to them. True freedom is much more gut-level than the polite platitudes of public discourse. Real liberty demands action based on conviction. And that is why, at 72 years of age, I am returning to the arena one more time.

JOIN ME IN THE ARENA

I am back because I see a nation of children, a couple of entire generations, that have been brainwashed into believing that the Second Amendment is criminal in origin, rather than framed within the Constitution.

I am back because I believe the Second Amendment is America's First Freedom, the one right that protects all the others. Among freedom of speech, of the press, of religion, of assembly, of redress of grievances, it is the first among equals. The right to keep and bear arms is the one right that allows "rights" to exist at all. I believe the doorway to all freedoms is framed with muskets.

“WE WILL NOT BE HERDED, WE WILL NOT BE HUMBLLED, WE WILL NOT BE RULED. OUR CONSTITUTION'S ARCHITECTS SAW TO THAT.”

I am back because I have a torch I hope to pass along...to my six-year-old grandson, Jack. It's a very special torch, with a flame burning for over 200 years now, bright as the birth of a nation in the way it illuminates all the basic values the Bill of Rights represents.

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“THE RIGHT TO KEEP AND BEAR ARMS IS THE ONE RIGHT THAT ALLOWS ‘RIGHTS’ TO EXIST AT ALL. I BELIEVE THE DOORWAY TO ALL FREEDOMS IS FRAMED WITH MUSKETS.”

I hope that someday Jack will grasp this legacy of freedom and add his own life span to its extended years, and maybe give some part of himself in its defense.

I also hope that he'll have a chance to hunt and shoot and explore the great outdoors as other generations have done. This is important for a boy, I believe. But more than that, I pray that he will always remain free — free to question, free to choose, free to travel at will, free to take risks for what he believes in, free to enjoy, defend and renew the rights that you and I and others down through history have struggled to preserve for him.

I hope that someday, when Jack delights at the heft of a fine shotgun or places a self-defense pistol by his bed at night, he'll have a real sense of what you and I, and his forebears, will have accomplished on his behalf. I hope the firm feel of a well-crafted rifle reminds him that on a day three years before the dawn of the twenty-first century, his grandfather and millions of other patriotic Americans made a



The NRA's leadership team of seasoned political activists, left to right: executive director of general operations Craig Sandler, second vice president Kayne Robinson, president Marion Hammer, executive vice president Wayne LaPierre, ILA executive director Tanya Metaksa, first vice president Charlton Heston.

vow that would not be broken nor left to rust in careless neglect.

I hope he will recall with pride that we came together, millions strong, to build a bridge of real substance, not hyperbole and shady politics.

I promise you, Jack, that from our three-year mission I expect to see a pro-Second Amendment President in the White House, a pro-Second Amendment Congress still in place to serve the people and maybe most of all, a pro-Second Amendment generation of young people ready and willing to accept liberty's torch.

THE NEED IS REAL... AND IT'S NOW

As I write these words, plans are already in place to abolish the right to keep and bear arms. It will not happen through the democratic process or open and honest discourse. Instead they'll drum the Second Amendment out of existence through whitewashing, blacklisting, disgracing and endless creation of non-problems that demand non-solutions.

It's not about "waiting periods," "Saturday night specials," "one gun a month" or any other smoke screen stalking-horse the anti-gunners prop up. This isn't about this gun or that bullet or any other secondary issue. It's about the right to *have* guns, plain and simple.

Continued Next Page

THE COST OF A CAUSE: \$100,000,000 IN THREE YEARS

Why must we raise a hundred million dollars? To tell freedom's most important story.

After starring in well over 100 stage and screen productions, Charlton Heston knows the truth about the cost of modern communications warfare. To counter a Clinton gun ban sound bite, a 30-second segment of anti-gun "news," or even a 15-second "public service announcement" blaming guns and gun owners for crime — you'd need hundreds of thousands of dollars.

And while the media, the White House and the anti-gun "charities" all get their airtime for free, the NRA pays a premium when we can buy airtime at all. Calculate the net value of all the anti-gun bias that floods our airwaves and newsstands every day and you'll see why Charlton Heston sees a need for \$100 million — and what we stand to lose if we fail to stem that tide.

It would be a sin against everything this nation stands for to let the cornerstone of our Constitution erode away out of simple neglect. I, for one, cannot stand by and let that happen, and if you still believe in America, neither will you. This is why I'm urging our NRA membership to reunite and rededicate itself to a monumental struggle — the tallest mountain we will ever climb.

WHAT WE MUST DO

If you don't care much about the preservation of our firearm freedoms down deep in your heart, then step aside. Let others who are passionate in their beliefs carry the flame forward.

We must assemble an active, growing membership capable of flexing great muscle as the next millennium commences. At the same time, we must build a huge war chest, one that would be the envy of Democrats and

Republicans alike, to back up our words as we drive our message home.

It's imperative that we have at least

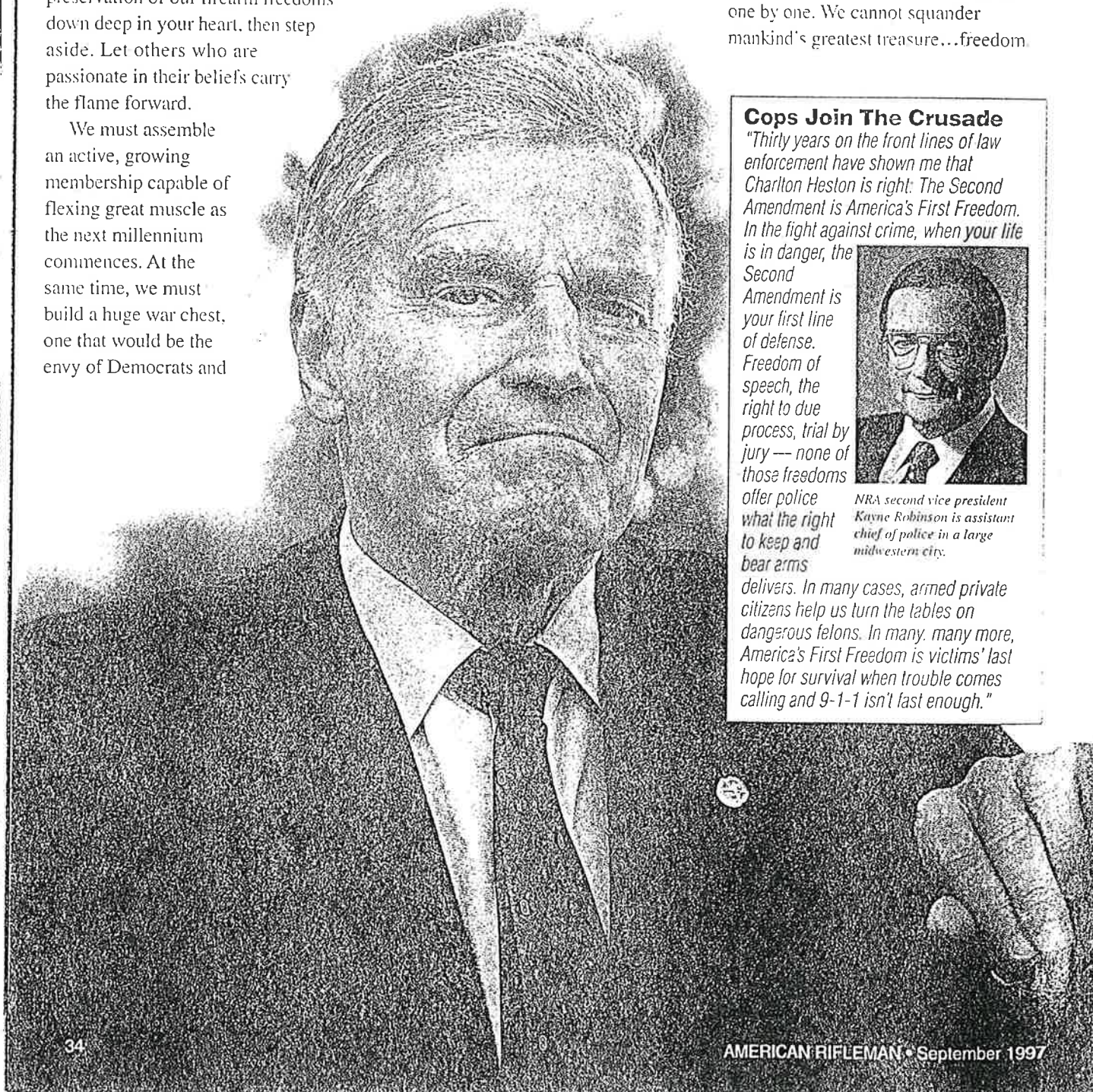
"WILL YOU MARCH WITH ME"?

one hundred million dollars in place, with half to be invested for education programs that will bring the Bill of Rights back into focus for our children. The old constitutional convictions we take for granted have been lost on this generation. Instead they've been injected with the politically opportune

message of the minute, and they're buying it lock, stock and barrel.

So now we move. Understand up front that there is no room in the middle. You must either stand aside or step forward with us in this partnership to save the Second Amendment.

Will you walk with me? Together we can change the tide of human events. Or we can watch an entire generation of American youth drift off course and into disaster, while the freedoms they would have cherished — had they known them — erode away, one by one. We cannot squander mankind's greatest treasure...freedom.



Cops Join The Crusade

"Thirty years on the front lines of law enforcement have shown me that Charlton Heston is right: The Second Amendment is America's First Freedom. In the fight against crime, when your life is in danger, the Second Amendment is your first line of defense. Freedom of speech, the right to due process, trial by jury — none of those freedoms offer police what the right to keep and bear arms delivers. In many cases, armed private citizens help us turn the tables on dangerous felons. In many, many more, America's First Freedom is victims' last hope for survival when trouble comes calling and 9-1-1 isn't fast enough."



NRA second vice president Kayne Robinson is assistant chief of police in a large midwestern city.

Reprint of page one article in
Fishing & Hunting News' Jan. 30,
1997 SHOT Show Special Edition!



Industry's NRA endowments 'Foundation for the Future'

by Dave Workman, Senior Editor

FAIRFAX, Va. — When the National Shooting Sports Foundation last year organized the first-ever National Shooting Sports Summit in Florida to set strategies for the future, one participating organization had already been hard at work for five years, building the financial groundwork to fund its goals for generations to come.

The NRA Foundation, created in 1990 by the National Rifle Association's Board of Directors, is the cornerstone of that group's effort to maintain and enhance shooting and hunting opportunities for generations to come. It's getting some major league support from several giants in the industry. Bob Hodgdon, CEO at Hodgdon Powder, Frank Brownell, head of Brownell's Inc., Larry Potterfield at Midway, legendary gun maker Bill Ruger, Marlin CEO Frank Kenna and others are stalwart supporters of the Foundation.

"The industry is an indirect beneficiary of this program," said Wayne Sheets, NRA Foundation executive director. The Foundation is a mechanism by which the firearms industry can promote shooting sports education, cultivating the next generation of shooters. Translate that to future customers.

The NRA Foundation's work seems the perfect match for NSSF's plans to become more aggressive in shooting range development.

Noted NSSF President Bob Delfay, "I think (range development) is going to have a significant impact. Obviously, you don't build a shooting range overnight. We're going

to build a whole new generation of customer-friendly shooting facilities."

Likewise, one doesn't "build" a new generation of shooters to utilize such facilities overnight. They must be recruited, instructed, nurtured and encouraged. All of that takes time, and more importantly, it takes money. That's where the NRA Foundation may have the pivotal role.

"Every major institution that is having success in this country," Sheets observed, "is

the donation to support a shooting program for youth in Wichita, Kan., they could set it up that way.

This is accomplished via an Endowment Gift Agreement, a binding legal document signed by the donor and the Foundation that guarantees a contribution is used according to the donor's wishes.

The best part about all of this is the Foundation's 501(c)3 status. Contributions qualify for a charitable deduction for federal income tax purposes.

Anybody, an individual or even a corporation, can contribute to the Foundation's endowment program. An endowment can be named in honor, or memory, of someone. An example is a fund recently established in memory of Wisconsinite John W. O'Donnell, a highly-respected NRA director who passed away in December after a valiant battle against cancer.

Sheets, the Foundation's executive director, has committed all his energies to making this program work. So far, his efforts have paid off, in every sense. In 1994, he recalled, the NRA Foundation award-

ed over \$2.8 million in grants, and in 1995, the figure climbed to over \$3.7 million.

Where did the money go? Here are some examples: The Southern Arizona Firearms Educators received \$10,500 for a shooting program in the Phoenix-area high schools. A Salvation Army/Boy's Club shooting team in Maryland got \$3,200 to purchase equipment. The Snoqualmie Valley Rifle Club east of Seattle, Wash. got \$2,000 to support its junior shooting program. The Valley Forge Boy Scout shooting range in Philadelphia, Pa.



ENDOWMENTS to the NRA Foundation fund shooting sports education programs for such groups as the Vernon County, Mo. 4-H group. Shown with the 4-Hers are Larry Potterfield (far left, rear) and Bob Hodgdon (center, rear). (Photo courtesy Charlie Johnson, N.E.W. Vernon Record, Tweten and Co. © 1996)

recognizing this. They all have enormous endowments. As such, their future is guaranteed. All qualified programs we have at the NRA, they ought to be endowed, period. Then you don't have to worry about fluctuating budgets, fluctuating income or other demands that force the organization to shift funds. These programs will be stabilized in perpetuity."

Key to the NRA Foundation program, Sheets noted, is that donors can actually earmark the program they want their contributions to benefit. If, for example, someone wanted to contribute \$5,000, and they wanted

CONTINUED...

Industry's NRA endowments = 'Foundation for the Future'

received another \$10,000, helping it remain open to the general public.

In terms of Foundation supporters, Potterfield is one of the staunchest. An NRA Life Member since 1972, he created Midway's "NRA Roundup" a program that generated funds from mail order purchases to support NRA's efforts to defend the rights of firearms owners.

His efforts didn't stop there. He met with Sheets in 1992, during the NRA's Salt Lake City convention. That meeting laid the groundwork for what has become the "Friends of NRA" fund raisers.

His support for NRA programs continued to grow, resulting in another program he called "Invest In NRA."

"These programs we helped set up," Potterfield said, "it's because we believe in the industry, and we want to leave something here for it, for your kids and my kids. I think one of the things I regret is that I'm busy running a business. I don't have the time to be the Foundation fund raiser I'd like to be. My first responsibility is to my family, my second is to my business and my third is to the industry."

Presently, the strongest support seems to be coming from the reloading segment of the industry. Hodgdon Powder, Brownell's, Sierra, Blount, MEC, Hornady, Nosler, Midway; Potterfield estimates as many as 20 companies, or their CEOs, may be somehow involved in the Foundation's fund-raising effort.

Brownell is one of those who is totally involved. Indeed, there's a Brownell family foundation that endows the NRA Foundation.

"I particularly like the endowment contributions," Brownell said, "because that means...they've got to invest it and use the income from the investment. It means we are truly building for the future."

Brownell's family endowment is specified for youth training, to get subsequent generations involved in the shooting sports. His philosophy about this is simple: **"You always have to bring young people into anything. New blood really helps.** For that reason, I think the (Foundation's) endowment program

is going to be very important to the future of the industry."

Brownell also noted that the NRA "is still the strongest, biggest, widest membership base, the one that is going to still be there in the future."

With Bob Hodgdon, supporting the NRA



Frank Brownell

Foundation seems only natural. A member of the NRA Board of Directors, Hodgdon confessed to *F&H News* that he spends a lot of time "out of the office" working on NRA-related projects, and he's proud to do so.

His family made a gift to the Foundation in the form of land that provides funding to a handloading course for youth. This effort is supported by the National Reloading Manufacturers Association.

Hodgdon acknowledged that others who might be willing to contribute have been hesitant to do so, because of reports that the NRA is in tough financial shape.

"The big problem," said Hodgdon, who sits on the NRA's Finance Committee, "is that the press has distorted the financial position of NRA for its own devious (reasons) and a whole lot of the public believes it. Therefore, some of our staunchest backers are hesitant to give money...The NRA is not in dire financial straits. How can you be in dire financial straits when you've got \$43 million in the bank?"

His advice to everyone in the industry is to "look at their business the way I do mine. Our company has always looked to the future and we have made today's decisions on the fact

that we intend to be in business for a long time. The businesses in our industry owe it to themselves to endow the NRA Foundation, which is the only viable nationwide firearms organization that both serves the shooter and hunter, and maintains our freedoms."

Added Brownell: "The NRA is...plowing new ground for this industry. For the NRA to recognize the need for building funding for the future...is landmark."

There are a couple of different approaches to endowments to the Foundation. The specific endowment is directed toward a chosen purpose by the donor. A general endowment is one that leaves the funding decisions to the Foundation's Board of Trustees.

The NRA Foundation has several options for endowments, Sheets noted. A donor can make a one-time gift (money, property, stocks, bonds and even life insurance policies), it might be through a series of pledged donations over time, and it may also be a deferred gift. The latter could be a bequest or trust. In short, Sheets explained, a donor can literally tailor a gift to meet his or her needs, and the needs of the organization.

Observed Hodgdon: "You're planting the seeds for the future when you get into this thing."

"I am delighted to be able to do it," Brownell added. "I consider it a privilege to be able to help support the people in our industry who are helping to make it possible for me to feed my kids, and I feel an obligation to support the industry because it has been good to us."

Perhaps NRA Executive Vice President Wayne LaPierre summed it best about the NRA Foundation, and what it means to the industry: "It means gun safety, Eddie Eagle, hunter safety; those day-to-day educational programs that all of us as gun owners want in our cities and towns. Training facilities where people can be safe and responsible and enjoy firearms freedoms, that's the way to fund them. It protects the future of the shooting sports by insuring that young people, and women, and men who may not be in the sports today will be in tomorrow."

**For More Information on
Preserving Our Shooting Heritage
Call 1-800-672-4521.**

When your youngster wants a gun...

far less likely to have an accident than youngsters who have had no such instruction. Unless you are personally competent to handle the instruction, an approved safety course should be prerequisite to your youngster's owning a gun.

Why do youngsters want to shoot?

Quite simply, most youngsters are interested in shooting for the same reasons they want to play football, baseball or basketball. Shooting is a challenging, enjoyable sport with deep roots in American tradition.

Competitive shooting or informal target practice are exciting and rewarding sports which can be enjoyed 12 months a year, indoors or out, individually or as part of an organized team. Shooting helps develop a youngster's self-confidence, coordination, and personal discipline.

For many youngsters, the shooting sports are particularly appealing because they do not require superior physical prowess as do so many sports. A boy or girl lacking the physical requirements to make the varsity basketball team, for example, may find himself competing shoulder to shoulder in state or national shooting championships—perhaps even the Olympics.

How old is old enough?

Age is not the major yardstick. Some youngsters are ready to start at 10, others at 14. The only real measures are those of maturity and individual responsibility. Does your youngster follow directions well? Is he conscientious and reliable? Would you leave him alone in the house for two or three hours? Would you send him to the grocery store with a list and a \$20 bill? If the answer to these questions or similar ones are "yes," then the answer can also be "yes" when your child asks for his first gun.

STANDING GUARD

BY WAYNE LaPIERRE
EXECUTIVE VICE PRESIDENT

DURING hunting season, a friend of mine who lives on a farm in central Pennsylvania was cleaning his shotgun after a long, happy day of grouse hunting. He was watched intently by his nephew, who was visiting from Los Angeles, California.

As my friend put away the old Model 97 Winchester, the boy asked, "Uncle, when you were young, did you have guns in your heart?" My friend thought about it and replied, "I did, James. And you?" The boy smiled and nodded.

My friend is an older fellow—from a generation whose youngsters were not subjected to the kind of anti-gun, anti-hunting enmity that marks mass communication today in the media, education and entertainment. He grew up when major publishers regularly printed books on shooting and hunting, when newsreels, radio and television featured shooting and hunting as the normal, wholesome interests they are. It was a time when the Second Amendment possessed a clarity of meaning to an overwhelming majority of Americans. It was a time when U.S. Presidents were proud NRA Life Members.

My friend asked his nephew about school and what he learned about guns there. The boy replied that he didn't talk about guns there because his teachers wouldn't understand. His teachers taught that hunting was a bad thing, but he knew better.

Do you have guns in your heart? The question touched my friend to the core. When he told me about it recently, it touched me as well. It is such a straightforward, simple notion that speaks to our heritage, our beliefs and our love for something uniquely American—our liberty.

He said it made him sad and angry, because he knew the daily hostility we all face as adults now—for believing in the Second Amendment and the Bill of Rights—will grow even greater toward that youngster and all the others like him.

"Why should a kid have to face that? Gun ownership is intrinsically good and intrinsically innocent. It should be just the same for him as it was for us," my friend said.

But it isn't. And the forces at work would warp and twist what this boy cares for into something bad.

My friend said that only the National Rifle Association and NRA members stand between those forces and future generations of Americans who would exercise their liberty as free people. He is right.

Together, we are a body of people who have what's right in our hearts. Our common beliefs are our strength. To remain vigilant and prepared, we must continue to declare our unity and our solidarity. We must be of a single, clarion voice.

To that end, this past year, the NRA has proven its worth and its strength in that partnership. You have overwhelmingly supported our programs—for safety, competitive shooting, training, research and for tough action on the legislative and political fronts. You have given generously of your time and funds. You have made your individual voices heard when it counts, where it counts.



Through your abiding commitment and your strong voice, you have made attainable the vision for the preservation of the Second Amendment into the millennium. And you have my heartfelt thanks.

As a partnership, we won one of the most significant battles ever—the referendum fight in Washington State. Had we lost, similar gun bans would have spread like wildfire to other states. Our enemies couched their arguments in the fuzzy-sounding language of "child safety." But it was a lie.

The gun banners' version of "safety"—the black letter of the law they proposed—demanded that anyone who wished to own or wanted to *continue to own* a handgun had to be licensed, tested and approved by government officials. Failure to apply for a license simply to continue to own a handgun already in a person's possession would be a criminal act and the gun would be confiscated. In applying for the required license, gun owners automatically granted the release of their medical records to the government. You helped bring that truth to the voters in Washington, and the ballot question went down by a 71 to 21 percent vote. You proved the national pundits wrong by exposing the truth to the people who voted.

In the United States Supreme Court, the sections of the Brady Law that commandeered the service of your local law enforcement under Bill Clinton's Federal government were declared unconstitutional and struck down. That landmark decision was made possible through your long-standing support of constitutional scholarship and aggressive legal action. The partnership worked. The solidarity has been unshakable.

The NRA succeeds because of the unique bond between you, your Board of Directors, the Officers and staff. Each is critical to the success of the others—and to the success of the whole. Weaken that relationship, shake that partnership, and the NRA loses effectiveness.

And that brings me full circle—back to my friend in Pennsylvania.

After we talked about "guns in your heart," he bought his nephew and niece Junior Memberships in the NRA. What better thing to do? Our fight will soon be their fight. As Marion Hammer has said, "We want our good past to be their good future."

NRA's future, my friend's future and those youngsters' future are inseparable.

If we fail in our strength, in our solidarity now, that honest, decent, innocent kid will have no future to pursue what he naturally, instinctively and with utter goodness feels in his heart.

Guns in your heart. The love of liberty.

What we believe, what's in our hearts, that's the very essence of what we are about. That's what will keep America free and proud and our Second Amendment rights intact.



SNAP SHOTS

For College-Bound Shooters

The NRA Collegiate Shooting Sports Directory describes the shooting programs, scholarships, range facilities, coaching staffs, and academic aspects of nearly 300 colleges and universities. It is an invaluable resource for young people who want to shoot while attending college.

To order, send a check or money order for \$5 to NRA Collegiate Shooting Programs Dept., 11250 Waples Mill Rd., Fairfax, VA 22030-9400.

New Browning Spokesman

"At a time when we are relentlessly attacked by those who would take away rights, we as a company must also be on the offensive." So said Browning President Don Gobel of his company's new partnership with noted rock musician and NRA Director Ted Nugent. "We hope our affiliation with Ted will be a catalyst for our promotion of the hunting and shooting lifestyle to a younger audience," added Gobel. "The youth of America must be edu-



Entertainer and NRA Director Ted Nugent will spice his 1997 concert tour with appearances to promote shooting among young people.

cated to the wholesome and valued world of hunting and conservation."

Nugent will make a number of

appearances to promote the shooting sports on behalf of the Morgan, Utah-based company that will coincide with his 1997 concert tour.

"Ted and Browning," Gobel said, "share many values—family, a reverence for nature, abstinence from drugs, and support for the Second Amendment."

Targeting Scouting's Roots

Staffers of the NRA Institute for Legislative Action recently hosted 12 Scouts and Webelos from Baltimore-based Boy Scout Troops 126 and 603, and Cub Pack 846. The Scouts learned about firearms safety and marksmanship and had some fun, too, trying the state-of-the-art shooting range at NRA Headquarters in Fairfax, Virginia.

The three groups are part of a Boy Scouts of America-authorized program called "Roots of Scouting". Its goal is to reach out to African-American youth with a special focus on the African-American experience and its contributions to Scouting.



Photo by J. Cava

Scout leader Beverly Jackson and Webelos Scout Tommy Jackson learn firearms safety and marksmanship at the NRA Headquarters indoor range.

For more information about this program, write: Roots of Scouting, 3712 Downey Dale Dr., Randallstown, MD 21133.

On-Line with NRA

A world of information on firearms and related subjects is available on the World Wide Web page of the NRA Institute for Legislative Action. You can retrieve press

Continued on p. 62

NRA Names Cop of the Year

Sheriff Kevin Beary of Orange County, Florida, has been named the NRA's 1996 Law Enforcement Officer of the Year. The award is to be presented in early May at the NRA Annual Meetings and Exhibits in Seattle, Washington.



An NRA Life Member, Beary commands one of the nation's largest sheriff's departments. His career has been characterized by close cooperation with local community leaders to develop innovative programs aimed at preventing crime. Among them are a Felony Squad that targets career criminals; a Children's Safety Village to help youngsters learn about safety in a wide variety of situations; and units focusing on gang violence, protecting women and families, and holding criminals responsible for the cost of investigating their crimes. Beary has placed more than 100 new deputies on the streets of Orange County.

Beary is a strong believer in citizens' rights to protect their homes and families, and is a leading supporter of "shall-issue" concealed-carry permits for civilians.

"He is a shining example of what can be achieved when the NRA, law enforcement, the business community, and ordinary citizens all work together," said NRA President Marion P. Hammer.

COMMUNITY RELATIONS



The school children of today are the leaders of tomorrow...and your future customers. These suggestions may help them develop an interest in our industry. By Grits Gresham

Customers. If you don't have them you won't be in business very long. If you don't keep them, same thing. And, although it's a bit down the road, if you don't have a supply of replacement customers coming along, that road will begin to get rough.

There's a way to help ensure that new faces and pocketbooks will continue to patronize your business: Use the schools. This is where most of your potential, down-the-line shooters and hunters now are.

Kids can't buy guns, you say? Well, yes and no. It's true that most students from kindergarten through high school can't purchase firearms on their own. But it's also true that in many parts of the country, youngsters (from preteens on up) are shooting and hunting. Pop



It is vital for the long-term survival of your business that you do everything possible to get youngsters interested in the shooting sports. These volunteers (above and top right) are doing their part.

picks up the tab. Whether they continue to shoot and hunt depends, to a great degree, on whether or not the desire is there. That's where you come in.

Every decade there is a whole new crop of shining young faces taking their place in society as adults. They will quickly become the movers and shakers. Many of them can vote before leaving high school, whether they do or not. You can help see that they do.

Will it be for or against a local ordinance proposal to ban those bad semi-autos, the Model 1100? Will they vote for or against even allowing a "gun store" in town.

Are you in for the long haul? If so, it's time to make your pitch for young minds, as well as for the adult ones. Unless you and I, and all who want a good climate for shooting and hunting, impart our positions in the minds of those future leaders, we're in trouble.

We must serve as a counterpoint to the ceaseless flood of anti-gun and anti-hunting disinformation to which children—and their teachers—are now exposed.

Schools should not be a problem as far as your business is concerned. In fact, they can be a huge asset. Think about it. Schools collect, at one point, a large

number of minds and bodies that are important to your future well-being. How else would you get these potential customers and future leaders together, to receive your message about guns and hunting, without the help of the schools. How much effort and expense would be involved? Schools are

an opportunity. Grasp it.

Count The Ways

What can you do to take advantage of this opportunity? Let's take a look.

✓ Get to know the principals of your area schools, and the coaches. Get them on your side. Impress upon them that

you'd like to help with the education of children and teachers in the outdoor fields.

In the beginning, select one thing you'd like to do and concentrate on that.

✓ Give books on the outdoors to school libraries, most of whom are short on funds these days. Concentrate on

Bringing Back the Profits in Muzzleloading Hornady Muzzleloading

With the introduction of modern design muzzleloading rifles and equipment, and expanding hunting seasons, centerfire hunters are turning into second-season muzzleloaders in large numbers.

You as a dealer may not be as familiar with muzzleloading products as you are with centerfire products. New products are coming to market seemingly every day, and new customers are hungry for information. To further complicate matters, each state has its own rules and regulations regarding hunting seasons, allowable firearms and projectiles.

Hornady leads the way in consistent quality, technical innovation and variety with our precision-swaged round balls, Great Plains™ conical bullets, and Sabots loaded with XTP™ jacketed pistol bullets. Using the same engineering and manufacturing expertise as with our famous centerfire bullets, we bring you the most affordable, best performing muzzleloading bullets to increase your profits.

Your customers come into your store already knowing about our products through our extensive national and regional advertisements and through our sponsorships of hunting and shooting organizations. Once inside your store, our attractive and colorful packaging (which includes loading data) helps you easily collect the sale. And, we offer an informational brochure you can give to your customers that helps explain the differences and uses of the various muzzleloading bullet styles available.

It all adds up to educated and informed customers—and repeat business for you as they rely upon the same Hornady quality in muzzleloading that they've always expected from our centerfire products.

Here's what makes our muzzleloading bullets so special:

Round Balls

Hornady round balls are cold formed (swaged) from pure lead with the same precision as in our match-grade centerfire rifle bullets. Consistent roundness, weight and size, regardless of how many shots you fire, Hornady round balls are the choice for shooters who depend on their tack-driving accuracy. They are fired in practice and competition by members of the U.S. Muzzleloading Team, and are widely used for hunting in states allowing only round ball projectiles. Available in virtually every hunting and shooting diameter for rifles and pistols.

Great Plains™

Created especially for hunting, Great Plains™ bullets feature an innovative three-diameter bearing surface that makes them easy to load yet assures a good tight seal in the bore. This self-adjusting design makes the Great Plains bullet more accurate in more types of muzzleloaders, and one of our deadliest bullets.

Hollow and solid point versions let your customers match bullet weight and style to the game they plan to hunt. Available in 45, 50, 54 and 58 caliber, they come packaged with color-coded labels for each caliber which match up with each corresponding caliber of our Sabots with XTP bullets packaging, and include loading and ballistics data.

To make them even easier to use, our pre-lubed Great Plains bullets are now available coated with our newly developed all-natural lubrication, which greatly reduces fouling and increases the number of shots which can be fired between

bore cleanings. Great Plains Lube™ is a specially blended, all-natural lube designed by Hornady engineers—giving your customers greater shooting convenience than ever before.

Sabots with XTP™ Bullets

Hornady XTP™ pistol bullets are becoming synonymous with sabots in muzzleloading. Hunters can achieve flatter trajectory, deeper penetration and controlled expansion at muzzleloading velocities and ranges. Hornady Sabots with XTP bullets are fast to load, need no additional lubes or patches and are available in 45, 50, 54 and 58 caliber. They come packaged with color-coded labels which match the color of sabot, and include loading and ballistics data.

Muzzleloading Kits

Newly introduced in 1993, this is the most convenient package yet, which combines Hornady Great Plains bullets with Hodgdon Pyrodex™ and Remington® rifle caps with loading and ballistics data. Soon to be available with Sabots and XTP bullets.

Hornady Manufacturing is committed to supporting the efforts of dealers to make a profit. Our

innovative muzzleloading products are an example of this commitment. Contact your distributor to order round balls, Great Plains bullets and Sabots with XTP bullets for your customers and watch your profits grow. Call us at 1-800-338-3220 for a display box filled with our brochures: *Everything you need to know about muzzleloading bullets.*

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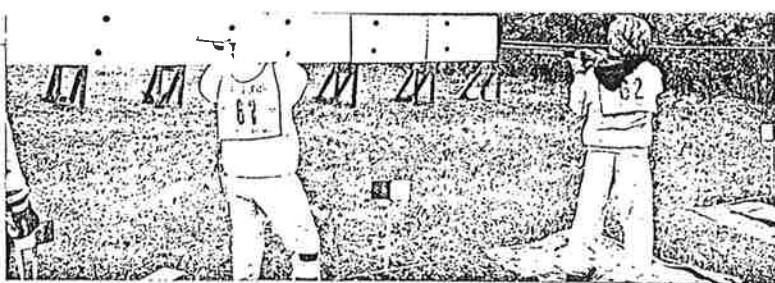
CIRCLE NO. 143 ON READER SERVICE CARD

such subjects as wildlife management, hunting, recreational shooting, and books on game birds and game animals. It isn't necessary to ruin your budget. Just donating a carefully selected volume or two at intervals can do wonders. Start a movement among other groups in town to do the same thing. Enlist the help of such groups as the local chapter of the Audubon Society, civic clubs, the local affiliate of the National Wildlife Federation or Izak Walton League, and your local shooting range club.

✓ Offer to teach a firearms familiarization class to schools in your area. For example, instructors from Jensen's Custom Ammunition in Tucson, Arizona, are requested by several school systems

in their city to give such a course for each class through eighth grade, according to General Manager Mike Jensen. (See *SHOT BUSINESS*, January/February, 1993, page 38.) "By giving this course, we are doing a valuable community service, and we also are getting a head start in getting potential new customers," he says.

✓ Try to reach teachers as well. Today's teachers are bombarded with media blitzes about guns in the schools, and should know something about



If you own a range, or know someone who does, see that youngsters can use it a few hours a week.

them. Most teachers are curious about a variety of subjects, and should find this interesting. You aren't necessarily inviting them to shoot a gun, but just to listen to explanations of what the various guns are: air rifle, 22 rifle, shotguns and big game rifles, and handguns. In addition to giving information on the various guns and their operation, focus on how they are used in recreation, and self-defense.

✓ Don't limit your seminars to just school classrooms. Offer to talk to members of the Future Farmers of America, or to a 4H group, on outdoor subjects. And don't limit your topics to just guns; there are many outdoor-related subjects that youngsters are interested in. When possible, take along someone from the state wildlife department as a co-speaker. You might bring a top-ranked, local competitive shooter or a successful local hunter who loves the sport. And don't forget the female hunter.

✓ Make sure that teachers and school libraries have a listing of sources for information about the subjects we hold dear. Tell them about the NRA's "Eddie the Eagle" gun safety program for school children ("Stop, Don't Touch, Leave the Area, Tell an Adult"), and how they can bring it into their classes. Give them the addresses and phone numbers of the National Shooting Sports Foundation and the National Rifle Association, along with a list of the wildlife and firearms safety brochures available from each.

✓ Consider sponsoring a youth shooting team, in cooperation with your local shooting club or range. The gun club can provide instructors and range time, and most of them will. Building shooting interest among young people is that club's investment in the future, just as it is yours. This youth shooting team might also be an air rifle team, such as those in the Daisy programs, which can operate inside the school gym with safety. These BB ranges are easy to erect and take down. You might consider the pellet gun programs sponsored by Crossman, or perhaps something more advanced for older boys and girls.

No, you won't be able to do all of the things included in this list. And I realize that not all are practical for every part of the country. But it is important that you make a beginning. Doing just one thing is the first step.

Here's another thought that may be of value: If you know a teacher in any grade from kindergarten to high school, talk to him or her about what you have in mind before approaching principals, teachers, or other school administrators. A friendly teacher can help you present

your proposals in a manner that will be best received by educators.

Sell The Outdoors

Remember that what you're really doing is selling the outdoors, the benefits and delights of all aspects of outdoor recreation. Hunting and guns and shooting are just parts of it. Most of the information about "hunters" that the public is exposed to is the negative kind—who got caught hunting at night or poaching in a park. Help sell the true story that those people aren't sportsmen; they're criminals.

If you feel that you aren't capable of public speaking, remember that you are the authority on the subjects in question when compared to the students who will be your audience. You don't have to be the ultimate expert. You know so much more about the outdoors and guns and hunting that you can talk to these youngsters. That's what it really is. You're just talking to them about what you know. You can do it.

Grits Gresham is the shooting editor for Sports Afield magazine. He has hosted several television programs on various outdoors subjects, and is the author of seven books.

Ask, Ask, Ask

While researching this column, I spoke to sporting arms and ammunition retailers in several states. I found a curious, eye-opening similarity to their views.

"I've never been asked," said many of these very successful entrepreneurs.

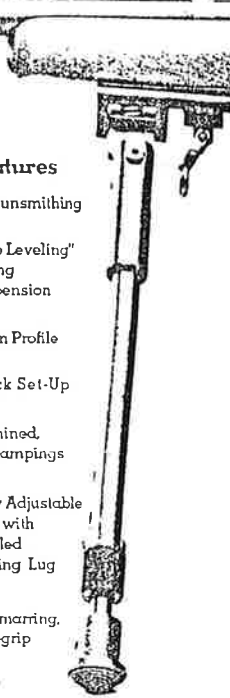
Hey, that's putting the cart before the horse. Getting the right messages about firearms, shooting and hunting across to youngsters should be your goal. Teachers and principals are overworked, underpaid, and—in many cases—discouraged by the professional obstacles they face. We can't expect them to come to us. Go to them. Offer them some free help in an area that sorely needs it.

I heard another comment, too: "I never thought of that. What a great idea."

Jerry Lorants, of Lorants Sporting Goods in Shreveport, Louisiana, thought so. "Say, I have a good friend who's an elementary school teacher. She'll really go for this. I'll give her a call."

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CIRCLE NO. 131 ON READER SERVICE CARD

STANDING GUARD

BY WAYNE LaPIERRE
EXECUTIVE VICE PRESIDENT

THE United States Department of Justice is in the cloning business. Bill Clinton's Federal law enforcement arm is using our tax dollars to replicate private organizations founded to destroy our Second Amendment rights.

If you've been wondering about the proliferation of new, aggressive anti-gun groups across the nation—and the increased power of older anti-gun groups—the explanation is found in a Justice Department paper called, "Reducing Youth Gun Violence: An Overview of Programs and Initiatives."

It is nothing short of a manifesto—a declaration of war against peaceable Americans who wish only to pursue their freedom. It is published and disseminated by the "Office of Juvenile Justice and Delinquency Prevention"—a government unit with a deceptively lofty title.

Youth violence? There surely is a problem with juvenile criminal predators, especially in the nation's cities, but the Clinton Administration would have peaceable gun owners pay the price. "Youth violence" is simply another excuse for the creation of a massive new Federal political bureaucracy and massive negative Federal presence in the lives of the law abiding. It is an excuse to press for an attack on the Second Amendment.

To the Clinton Administration, an under-age criminal predator is merely a symbol for violence for which we are supposed to pay a debt to society by giving up *our* rights.

A major section of the Department of Justice report is dedicated to widely broadcasting details about "organizations working to get guns out of the hands of young people, contact information, and descriptions of current activities."

Note: they don't say "criminals" or "criminal young people," they say merely "young people." The administration would create an evil image of good kids having any interest in firearms.

But let the language of the report describe its purpose: "The directory includes names of *individuals who can provide advice, resources, or additional contacts to readers interested in establishing or expanding youth gun violence prevention programs in their communities.*" [emphasis added] Youth gun violence programs equal lobbying for gun control.

Cloning. Replication. It's political cell division.

But what kind of "youth gun violence prevention" are they talking about?

Look at just the first three groups on the U.S. Department of Justice list:

At the top is The Advocacy Institute, which the U.S. Department of Justice touts as "working to build an infrastructure for the movement against gun violence, including a computer network (Safety Net) to link advocates fighting gun violence.

"Its objective is to build a unified voice and alliance that can *challenge and surpass the influence of the National Rifle Association and its allies in the arena of public policy and values.*" [emphasis added]

Our tax dollars paid for the writing and distribution of this guide to help a group lobbying against our very values! They are talking about our beliefs.

Next on the alphabetical list is the American Academy of Pediatrics which the U.S. Department of Justice describes as pushing for measures demanding "removing handguns from the environment in which children live and play, reducing the destructive power of ammunition, and reducing the romanticization of gun use in the popular media."

Third is the American Bar Association which the U.S. Department of Justice puffs as "engaged in a range of activities to reduce gun violence in our Nation.

"The ABA 'Legal Solutions to Gun Violence' helps cities, counties, and states draft and enact ordinances and laws to regulate firearms, including legislation to ban the manufacture, sale and possession of all assault weapons." [The definition has expanded to include pistols with over 10 round magazine capacities].

"Additionally, ABA is working with a broad coalition of law enforcement, medical and public health, victim advocacy, and community and locally based organizations in *public education efforts related to the Constitution's Second Amendment*" [emphasis added]

Bill Clinton and Al Gore are using our tax dollars to replicate this effort to ridicule and shred the Second Amendment.

Here are some more U.S. Department of Justice descriptions of organizations designed to clone their political operation.

The report lists Sarah Brady's Center to Prevent Handgun Violence (CPHV) which the U.S. Department of Justice describes as "a national, nonprofit organization created to help America understand the realities of handgun violence and the dangers posed by loaded, easily available handguns. CPHV educates the public about ways to reduce gun violence through partnerships with experts in medicine and public health, law, education, law enforcement, community groups, the media, and the entertainment industry."



Remember Bill and Hillary Clinton's ties to Hollywood? The Department of Justice report says, "CPHV's Entertainment Resources Department staff work with individuals in the entertainment industry to ensure that their portrayal of gun violence is realistic and accurate. A recent collaboration with Disney Educational Productions produced a gun violence prevention video, *Under the Gun*, that challenges the glamorization of guns and the notion that guns make us safe." This is the same Disney Corporation which is under a widespread boycott for its violence in films.

Our tax dollars paid for the writing and dissemination of this information. The Clinton Administration wants this effort copied and spread.

Then there is the description of The Coalition to Stop Gun Violence (formerly the National Coalition to Ban Handguns):

"The Coalition to Stop Gun Violence (CSGV) was founded in 1974, and is one of the Nation's oldest anti-gun lobbies. A coalition of citizens groups and religious, professional, labor, medical, and educational associations ... The goal of the Coalition is to eliminate most handguns and assault weapons in the U.S. through bans on importation, manufacture, sale, transfer, ownership, possession, and use by the general public.

"Reducing weapons use would be accomplished by limiting the availability of gun dealers' licenses, increasing gun dealers' license fees, licensing gun users, increasing handgun ammunition taxes to offset health care costs, enforcing strict liability for gun manufacturers and dealers, and enacting a national one-handgun-a-month law. Exceptions would be made for police, military, security officers, and gun clubs.

"To accomplish these goals, CSGV vigorously lobbies Congress, counteracts the National Rifle Association, maintains an active legal program, initiates and assists litigation cases against manufacturers and dealers, conducts public education and awareness campaigns, and coordinates a network of grassroots activists across the country."

Handgun Control, Inc., is described as "the lobbying branch of the Center to Prevent Handgun Violence." In truth, the relationship is the other way around. Its purpose as touted by the Department of Justice is to enact "comprehensive legislation to regulate every level of the gun industry."

In addition, the report describes HCI as pressing for Federal power to require "a license to buy a handgun, mandate fingerprint checks and safety training for license applicants, include a mandatory seven-day cooling off period, and require the registration of handgun transfers."

Let's not forget Josh Sugarmann. His Violence Policy Center, which is the principal proponent of confiscatory firearms law in America, is advertised by the U.S. Department of Justice as merely "a national nonprofit edu-

cational foundation that conducts research on firearms violence in America."

Sugarmann is the major author of the notion of making gun control a public health issue, just like the government did in Australia when it banned all sporting pump and semi-auto shotguns and all self-loading rifles!

On that score, the U.S. Department of Justice describes

The Pacific Center for Violence Prevention "as the policy branch of the California Wellness Foundation's \$30 million, Five-year Violence Prevention Initiative. The Pacific Center links leading organizations with a history of advocating for social change by blending science, community action, and politics into sound public health policy. The Center's goals include shifting society's definition of youth violence from a law enforcement model to a public health model."

Who actually produced the report and its cloning lists? Besides the staff of the Office of

Juvenile Justice and Delinquency Prevention, the report specifically mentions the assistance and contribution of a number of private groups including: the Center to Prevent Handgun Violence, the Center for the Study and Prevention of Violence, the Pacific Center for Violence Prevention, and the Violence Policy Center.

So, it is a circular effort. The Department of Justice gave anti-gun organizations that were puffed in the report the vehicle to help themselves become more powerful—using taxpayer funds.

Our tax dollars have been used to directly boost the agendas of groups dedicated to the destruction of the Second Amendment! It's an outrage.

Maybe cloning is the wrong word. Perhaps a better description of what is happening with our tax dollars in the Clinton Administration is metastasizing.

Youth handgun violence? Always remember, it is already illegal for criminals to possess and use guns. Just like their adult counterparts, juvenile convicted felons cannot even touch guns without committing Federal felonies. Under Federal law, commerce in handguns with juveniles is a Federal crime.

In its use of symbols, this administration wants non-gun-owning Americans to fear any kid with a gun—a nice kid, a peaceable kid, your kid. At stake in all of this is nothing less than our kids' futures.

We are fighting on Capitol Hill to force the administration out of the cloning business, but the fruits of its efforts are already growing. We need total solidarity among firearms owners to win against the Clintons and the Gores. You, as a member of the NRA, are in a unique position to make your voice heard. Sign up a member. Convince one person of the importance of getting into this fight as a member of the NRA.

NRA

"Our tax dollars have been used to directly boost the agendas of groups dedicated to the destruction of the Second Amendment!"

Section Three: Statistics



Violence Policy Center

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Suite 825
Washington, DC 20036

202.822.8200 voice
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Arkansas Firearm Laws¹

- No licensing or registration requirements related to purchase or possession.
- "Shall-issue" concealed carry law that allows individuals to apply for licenses to carry handguns concealed on their person without local discretionary limitations.
- State firearms preemption law that restricts localities from enacting gun laws that conflict with state gun laws.
- No CAP (child access prevention) law. Such legislation subjects adults to criminal penalties if they fail to store their firearm in a manner reasonably designed to prevent access by children and death or injury results.

Firearm-Related Death in Arkansas versus U.S.

- In 1995 the rate of firearm-related death among children and youth less than 18 years old was nearly twice as high in Arkansas (8.7 per 100,000) than the rate among all U.S. children and youth less than 18 years old (4.4 per 100,000). In 1995 the rate of firearm-related homicide among children and youth less than 18 years old was 77 percent higher in Arkansas (4.6 per 100,000) than the rate among all U.S. children and youth less than 18 years old (2.6 per 100,000).²
- In 1995 the rate of firearm-related death among children and youth less than 15 years old was more than three times as high in Arkansas (4.8 per 100,000) than the rate among all U.S. children and youth less than 15 years old (1.5 per 100,000). In 1995 the rate of firearm-related homicide among children and youth less than 15 years old was three times higher in Arkansas (2.4 per 100,000) than the rate among all U.S. children and youth less than 15 years old (0.8 per 100,000).³
- In 1995 the firearm-related homicide offender rate among juveniles less than 18 years old was nearly twice as high in Arkansas (3.5 per 100,000) than the rate among all U.S. juveniles less than 18 years old (1.8 per 100,000).⁴

¹ Taken from the National Rifle Association's (NRA) *1997 Compendium of State Laws Governing Firearms* from the NRA web site at www.nra.org. Arkansas prohibits carrying a firearm "with a purpose to employ it as a weapon against a person."

² Data from the National Center for Health Statistics, unpublished data from the National Vital Statistics System. Population estimates for rates from the U.S. Census Bureau web site at www.census.gov. Rates were compiled by the Violence Policy Center.

³ National Center for Health Statistics Compressed Mortality File 1995, accessed through the *CDC Wonder* system from the Centers for Disease Control and Prevention web site at wonder.cdc.gov.

⁴ Unpublished data from the Federal Bureau of Investigation's 1995 Supplemental Homicide Report. Population estimates for rates from the U.S. Census Bureau web site at www.census.gov. Rates were compiled by the Violence Policy Center.

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www.vpc.org web**U.S. Firearm-Related Deaths and Death Rates Among Children and Youth Less Than 18 Years Old, 1995¹**

State	Number of Firearm Homicides	Number of Firearm Suicides	Number of Unintentional Firearm Deaths	Number of Undetermined/ Other Firearm Deaths	Total Number of Firearm Deaths	Total Rate of Firearm Deaths per 100,000
Alabama	35	27	13	2	77	7.1
Alaska	2	4	4	0	10	5.4
Arizona	53	23	7	3	86	7.6
Arkansas	30	19	3	5	57	8.7
California	365	77	39	6	487	5.6
Colorado	16	13	7	3	39	4.0
Connecticut	13	2	1	0	16	2.0
Delaware	6	2	0	0	8	4.5
District of Columbia	34	0	0	0	34	30.1
Florida	86	29	11	2	128	3.8
Georgia	43	27	9	1	80	4.2
Hawaii	2	1	0	0	3	1.0
Idaho	3	11	7	1	22	6.4
Illinois	153	31	10	3	197	6.3
Indiana	28	24	14	3	69	4.6
Iowa	5	11	1	0	17	2.4
Kansas	16	8	4	0	28	4.1
Kentucky	8	18	9	0	35	3.6
Louisiana	55	21	13	3	92	7.5
Maine	0	4	1	0	5	1.7
Maryland	54	13	1	3	71	5.6

¹ Data from the National Center for Health Statistics, unpublished data from the National Vital Statistics System. Population estimates for rates from the U.S. Census Bureau web site at www.census.gov. Rates were compiled by the Violence Policy Center.

State	Number of Firearm Homicides	Number of Firearm Suicides	Number of Unintentional Firearm Deaths	Number of Undetermined/ Other Firearm Deaths	Total Number of Firearm Deaths	Total Rate of Firearm Deaths per 100,000
Massachusetts	13	4	0	0	17	1.2
Michigan	65	23	8	6	102	4.0
Minnesota	10	19	8	0	37	3.0
Mississippi	34	15	13	2	64	8.4
Missouri	47	19	10	2	78	5.6
Montana	4	10	2	0	16	6.9
Nebraska	8	3	2	0	13	2.9
Nevada	10	14	2	1	27	6.8
New Hampshire	1	6	1	0	8	2.7
New Jersey	21	8	0	2	31	1.6
New Mexico	12	10	0	0	22	4.4
New York	83	25	11	3	122	2.7
North Carolina	33	28	10	1	72	4.0
North Dakota	1	7	1	0	9	5.3
Ohio	36	22	15	4	77	2.7
Oklahoma	17	15	6	2	40	4.6
Oregon	12	17	7	2	38	4.8
Pennsylvania	44	29	6	2	81	2.8
Rhode Island	2	0	0	0	2	0.9
South Carolina	15	13	11	2	41	4.4
South Dakota	1	6	1	0	8	3.9
Tennessee	42	26	12	4	84	6.4
Texas	171	72	23	8	274	5.1
Utah	10	19	2	1	32	4.7
Vermont	0	4	0	0	4	2.7
Virginia	28	15	9	1	53	3.3
Washington	26	11	6	2	45	3.2
West Virginia	4	7	3	0	14	3.3
Wisconsin	14	19	4	8	45	3.4
Wyoming	1	5	3	0	9	6.7
TOTAL U.S.	1772	836	330	88	3026	4.4

