



**FMG-INSIDE**

VOLUME 17 • NUMBER 9 SEPTEMBER 2007

# NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

## Collectable Cards Celebrate Classics From Five Decades



Classic American Handgunner and GUNS Magazine covers from the past five decades will be featured on collectible cards. Ruger's Security Six from the Nov/Dec 1976 issue is featured on Handgunner card no. 2. Cards featuring Marilyn Monroe (card no. 3) and John Wayne (card no. 8) are just two of the 12 cards from the GUNS collection.

FMG Publications promotion efforts will include a little something extra in the envelope to *American Handgunner* and *GUNS* advertisers in the months ahead — collectible cards featuring classic covers from the past five decades.

"We just want to remind everybody in the industry that our titles have been supporting the shooting sports for more than 50 years," explained FMG promotion director, Randy Molde. "These cards offer a way for us to promote the future by celebrating the past."

*GUNS Magazine* was the first monthly firearms magazine sold on the newsstand in 1955. In 1976 *American Handgunner* became the first all-handgun magazine to serve the interest of handgun enthusiasts.

A total of 12 cards will be issued for *GUNS Magazine* with six repre-

senting important milestones from *American Handgunner's* first 30 years. Noteworthy historical icons and celebrities are featured on the *GUNS* collection, including President Eisenhower; Hollywood legend Gary Cooper; plus covers featuring Clint Eastwood as *Dirty Harry* and Sylvester Stallone as *Rambo*. The *Handgunner* set includes tributes to the .44 Magnum, 1911 pistol designs and the pioneers who paved the way for the next generation of "handgunners."

Even though the collectible cards won't include a stale stick of bubblegum, each card does include a fascinating, "Did You Know" fact on the back.

The first card in each series was mailed in late August. Contact Steve Evatt or Jeff Morey at (800) 537-3006 if you haven't received your first card.



From the Editor:

Dave Douglas

### Political Third Rail

When it comes to politicians, the new political third rail seems to be immigration. Other LE magazine publishers would sooner lick a leper than have strong opinions on the subject appear on the lily-white pages of their management and administration-coddling tomes. It might spoil the vanilla taste. You see where I'm going with this? *American COP* rejoices in smacking the chiefs, administrators and other "suits" right between the eyes with a subject of critical importance to not only the nation but one threatening the lives of the street cops *American COP* is dedicated to serving. A case in point is this excerpt of an upcoming IACP column.

While licking a leper certainly isn't way up there on my things I want to do before I die, I also hate the taste of vanilla. Chew on *American COP* for a while and I can pretty much guarantee it won't leave you with that vanilla aftertaste.

(Continued on page 4)



From the Editor:

Russ Thurman

### Listen Up! Don't Miss This Deadline

Like most of the industry, we at FMG Publications are already preparing for the 2008 SHOT Show. In the December 2007 and January 2008 editions of *Shooting Industry*, we will present our expanded 2008 New Product Showcases.

Manufacturers and importers wishing to get their new products into the showcases must have their information to *Shooting Industry* no later than Nov. 1. For those of you who don't have complete new releases, send me a summary of your new offerings, along with images.

**Note:** The Nov. 1 deadline is firm, as in no-kidding-locked-in-inflexible firm. For those who need a bit more time, the deadline is Nov. 1. I know, I know,

(Continued on page 5)

# REP RAP

FMG insiders speak

Steve

American Handgunner



EVATT

## Holiday Gift Guide Issue Closes Soon

Geez, where does the time go? By the time you receive this edition of The FMG News, it will be about two weeks before we close the Jan/Feb 2008 issue of *American Handgunner* for advertising space reservation. Please don't forget that the Jan/Feb is going to be our Holiday Gift Buying issue and will hit the stands in early November. The closing date to reserve your space is September 27.

I can't tell you how many potential advertisers call me every year about mid-October trying to place a Christmas ad, only to find that the issue closed maybe a month before! It's frustrating for both of us, so why not just take care of it now? For more information on this important issue, please call me at (800) 533-7988 or e-mail: [steve@americanhandgunner.com](mailto:steve@americanhandgunner.com).

Not only is the Jan/Feb issue going to be a showcase for your Holiday gift ads, it's also stuffed with these features and more:

- A cover that features three stunning guns from **STI**.
- An article titled "Paint Your Gun" that looks at **Brownells** baked-on finishes.
- Duke Venturino plays with a **Taurus** Gaucho.
- All this and our regular outstanding columns to boot!

One final note is that the March/April 2008 issue, which closes on November

30, will be the one we hand out at the SHOT Show. **NOTE:** *This is different from 2007 so please take it into consideration as you prepare your budget.*

Next up on the travel schedule is a trip to the IDPA Nationals in Allentown, Pa., September 26-30. 'Til next time...

Jeff

GUNS Magazine



MOREY

## Has Anyone Been Counting Pages?

A copy of the October issue of *GUNS Magazine* was plopped down on my desk last week. When I lifed it up, I noticed something. It had heft. It felt substantial. It wasn't flimsy. It wasn't about to be carried away by the wayward wind. It was a real magazine and not some gussied up pamphlet masquerading as one. But...something seemed strange. Something was odd. So, I methodically retrieved a stack of competitive publications and started comparing. It took me a few moments to make sense of my perceptions. What I found was most interesting.

Let's focus on four gun periodicals: *Gun World*, *Shooting Times*, *Guns & Ammo*, and *GUNS Magazine*. How do these respective magazines stack up against each other relative to pages and weight?

*Gun World* exhibits 80 pages and weighs in at 4.7 ounces.

*Shooting Times* has 88 pages and weighs 5.2 ounces.

*Guns & Ammo* comes in at 112 pages and weighs 5.70 ounces.

Finally, *GUNS Magazine* offers readers a substantial 122 pages and tips the scales at a whopping 8.65 ounces.

That's what caught my attention! The tactile quality of *GUNS Magazine* was unlike the feel of any of the other publications. Obviously, 80 pages will be noticeably different than 122 pages. But, a magazine that is 112 pages shouldn't be a full 2.95 ounces lighter than one that is only 10 pages longer.

All avid readers appreciate the physical enjoyment offered by reading mate-

rials. How a book or magazine F-E-E-L-S really does matter.

Weight lends a sense of substance, gravity, reality and quality to a publication. Ideas may float about freely like bubbles in a breeze, but if they are important enough to put down on paper, they are also important enough to be put down on the kind of paper that reflects their worth.

What caught my attention when holding the most recent issue of *GUNS Magazine* was how it felt like a serious publication when so many others that cross my desk seem lightweight and insubstantial.

**Swatting bugs with a disposable throwaway is fine and proper. But .50 caliber articles shouldn't be printed on .22 caliber sheets of gossamer.**

At FMG Publications, we strive to make quality tangible on every page, in every issue. Hold our periodicals in your hand. Compare for yourself. Feel the difference. Then call me at (800) 426-4470 to reserve your space in the next issue of *GUNS Magazine*.

Brian

American COP



FRIESEN

## Great News, Great Goods

It's a boy! Congratulations to **Mike Neilson** from **Camlite** who, along with his wife, just welcomed their first child into the world. Cooper James Neilson was born happy and healthy and is very lucky to have such a great father and family!

If you don't know, Camlite makes a high-quality camera and flashlight combination that is a must for any patrol officer in the same way that you would want a camera on your **Taser!** If you haven't seen their products, make sure you check out their Web site at [www.camlite.com](http://www.camlite.com).

Right now we're working on the January/February SHOT Show issue of *American COP* which closes for space on October 29. So give me a call ASAP at (800) 553-7780 or send me an e-mail to [brian@americancopmagazine.com](mailto:brian@americancopmagazine.com) to reserve your space and the best possible rate and position!

Thanks for your time and have a great day!



Anita  
Shooting Industry

**CARSON**

## An Event So Big It Requires Two Editions

I've received a good many calls lately regarding the SHOT Show issues of *Shooting Industry* magazine. Due to the fact that the SHOT Show will not take place until early February, there have been questions regarding which issues constitute the Show editions.

Both the December and January issues will be distributed at the Las Vegas SHOT Show and both issues will include information that will be extremely beneficial for the dealers preparing to journey to Las Vegas.

The December SHOT Show Preview edition will feature a comprehensive list of schedules, events, lectures and dealer specials. Also included in this December Preview issue is an updated industry directory called the Buyer's Guide. If you want to ensure your inclusion in this directory or simply want to update an existing listing, you may go to [www.shootingindustry.com](http://www.shootingindustry.com) and access the Buyer's Guide form.

The January issue will be our SHOT Show Extra edition and is the issue in which you will find a complete Exhibitor's Directory accompanied by booth numbers and a pull-out convention floor map. Also featured in this edition is a beautiful color display of 2008 new products.

As you can see, both issues are absolutely essential when planning your advertising program. Please call me regarding advertising closing dates and to reserve your advertising space in both SHOT Show editions.

Don't forget that the November issue is devoted to Safety & Storage items and Airguns and Paintball products. This issue will have a sales deadline of October 2.

Though you're still enjoying the last of the summer days, I'll be calling you soon to check on your SHOT Show edition advertising programs!



Delano  
American COP

**AMAGUIN**

## More Opportunities To Promote Your Business

Happy New Year! 2008 has begun — not really but it's starting to feel that way. We just closed the last 2007 issue of *American COP* and have begun working on the January/February SHOT Show issue. Don't forget to include the January/February issue of *American COP* in your ad budget. The LE section of the SHOT Show continues to grow like Jack's beanstalk.

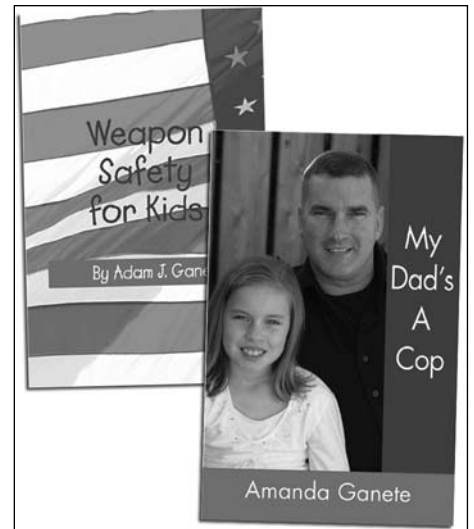
The size and scope of SHOT Show's law enforcement section surpasses most of the large cop/police shows. Take advantage of the extra distribution at SHOT Show by reserving your space in the January/February issue of *American COP* today.

Our 2008 *American COP* media kits are now available in electronic and hard copy format.

## Life Inside An LE Family

It's not easy for families to adjust to life with one or both parents working as a cop. The stress of shift work, sleep deprivation and managing finances take their toll. When **Tana Ganete's** husband decided to follow his dream of becoming a cop 10 years ago, she didn't know what to expect. Tana decided to help LE families (new and old) by sharing some of the challenges and ways to cope. Even her kids wrote about their experiences and how living with an LEO has affected them.

**Amanda Ganete** wrote *My Dad is a Cop*, her six-year-old brother, **Adam**, wrote *Weapon Safety for Kids*.



Other titles in the **Support Law Enforcement Line** include *Couples in Law Enforcement*, *Families in Law Enforcement and Financial Wellness: Special Focus on Law Enforcement*. For more information: [www.supportlawenforcement.com](http://www.supportlawenforcement.com).

## New Product Spotlight

Don't forget to support your advertising by taking advantage of our new product spotlights. I have started planning my new product spotlight schedule for 2008. If you have a new product you want to see in *American COP* or any of our Special Editions, feel free to contact me. Here is a great opportunity for free exposure in our publications. I will require a 50-80 word product description and a hi-res image. Space is limited so please call for consideration.

## Stretch Your Ad Dollars

If you want to stretch your advertising dollars as far as they can go, then here are three reasons why the *GUNS Combat Annual* is the magazine for you:

- The *GUNS Combat Annual* is the most popular Annual of the year.
- The shelf life of an Annual is six months, giving it the optimum amount of newsstand exposure.
- The *GUNS Combat Annual* includes the 2008 Buyer's Guide with the newly added flashlight and knife section.

Reserve your space in the *GUNS Combat Annual* before October 17. Call me to reserve your ad space at (888) 732-6461 or send your reservation request by e-mail to [delano@americancopmagazine.com](mailto:delano@americancopmagazine.com).

## AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

### Making Friends

There's a disturbing trend in the reader mail I get at *Handgunner* — the readers keep telling us how much they like our staff writers. Not a few letters, not a dozen, but hundreds over the past year. And they name names.

"First thing I read is John Taffin. His insight into big bore guns is without peer."

"That John Connor, I gotta tell you, he needs to run for president."

"I can't believe you got Mike "Duke" Venturino to come aboard. I always rely on Duke for insightful articles — with a sense of humor!"

"I always go right for Clint Smith's *Reality Check* column for a dose of, well ... reality, when it comes to guns, gear and tactics."

"If it moves, J.D. Jones hunts it. He got me going with *Contenders* and since then, I've added a S&W .500, a Taurus Raging Bull .458 and a new Ruger. And those are just the ones my wife knows about!"

"Since starting into handgun competition, I've found Dave Anderson's columns, *Winning Edge* and *Better Shooting*, to deliver just what they say: winning tips and ideas about equipment



and techniques to make me a better shooter. Imagine that."

"I get *Handgunner* after wearing a path in my carpet waiting for the mailman. First thing I do is check out the *Gunnysack* and *Spotlight* sections for new products, then I sit down and give it all a good read — especially the *Ayoob Files* and *Taffin Tests*. More please?"

"If anyone will stir the pot, Huntington will. His *Insider* column is always spot on the money, and his guest editorials are just as good. I don't know who cut him loose, but don't stop him now! And I always get a laugh as part of the deal."

The moral of the story? If you ask me, it's to work with us to get the word out about your products or services. *Handgunner's* readers are like a close-knit club of shooters. They read the magazine from front to back and are quick to tell us what's on their minds. And they feel our writers are friends — and friends always rely on friends for advice about things, especially when it comes to shooting-related products. Let us help you be a part of that friendship.

## AMERICAN COP

From the Editor:

Dave Douglas (Continued from cover)

### Political Third Rail

No one wants to talk about this issue. But cops' lives depend on getting this truth out — LEAA will talk about it. Convicted criminals — who we let back onto our streets — kill cops — and our elected officials lack the will to fix this problem.

Kenosha County Sheriff's Deputy Frank Fabiano, an 18-year veteran, was "allegedly" killed by the kind of criminal illegal alien who should not have been free to walk the streets of America. Lopez, in the country without the proper paperwork, was also a criminal. According to media reports, prior to the shooting death of this deputy, Lopez had charges in Utah for lewd and lascivious conduct. In Missouri he had charges of DUI; in Texas a gun-related charge and in Wisconsin, charges related to domestic battery, disorderly conduct, bail jumping and murder!

And when the criminal is known to American law enforcement, when they

are tried, convicted and deported, they can still come back to kill our police. Twelve-year veteran Houston Police Officer Rodney Johnson was brutally shot in the back of the head multiple times by an "alleged" criminal offender named Quintero who had been caught and deported back in 2004. By 2006 he was back in the states, free to allegedly murder Officer Johnson.

If what's happening to law enforcement isn't sufficient to cause change, remember — criminal illegal aliens are also killing and injuring more civilians than cops.

### Inaction = Dereliction

America hasn't secured its borders. Knowledge terrorists and drug traffickers are using this to gain access and the US hasn't provided the political resolve to finally secure the border. As US Border Patrol tries harder to secure the border, assaults against them are up more than 100 percent over last year.

While all this goes on, key police leaders and chiefs, local liberal politicians and congressional liberals want to do all they can to thwart plans to deal with criminal illegal aliens in this country, like long term prison sentences and forced deportation (with a secure border so they can't come back).

If you are an officer or care about law enforcement, the next time the issue of "politics as usual" rears its head, you must be willing to do your part and help fight. Register to vote. Get others to vote. Publicly express your outrage over the failed policies of those politicians who don't want to secure our borders and keep known criminals off our streets.

## GUNS®

From the Editor:

Jeff John

### Not Just Another 1911

Our cover gun for November is the S&W Performance Center's 945 .45 ACP pistol. The 945, having its 10th anniversary, survives as one of the few premium target pistols not based on a 1911 platform, although to the untrained eye it appears similar. Massad Ayoob runs the 945 through its paces.

### Pert Near Perfect

John Taffin shoots two new iterations

of Ruger's venerable Redhawk and new Super Redhawk Alaskan — both .44 Mag versions designed, as John would say, as "Pert near perfect packin' pistols." Not everyone can or wants to try and learn to shoot the .454 Casull Alaskan, but almost everyone can learn to shoot the .44 Magnum and these two pistols will be winners with woodsmen needing a heavy handgun for personal protection from beasts both two and four-legged.

John also writes our Handloading column this month with ways to tame the big .50 handgun rounds. Rounds such as the .500 S&W, .50 Wyoming Express, .500 Reeder and others are all wrist-busters in a prolonged shooting session with full-power loads, but are powerfully pleasant to shoot if they're backed off a tad. John shows how to put more pleasure into the boom.

## Soldier's Gift Guide

November is when *GUNS* traditionally runs a "Gift Guide for the Serving Soldier" and John Connor once again details the gear above and beyond useful for our boys and girls in harm's way. John also chronicles four charities doing yeoman duty for service members coming home wounded or just needing a link to after-service employment.



## Myth Busted

Some state fish and game agencies dictate the use of shotgun slugs only in certain areas under the assumption they are a short-range proposition only. Holt Bodinson explores the enduring myth busted by an Army test finding that in some cases the trajectory of a shotgun slug is greater than a .30-06's. This is sure to open up a discussion on whether or not some of these old time shibboleths should be revamped.

Other features rounding out our hunting themed issue are the **Lyman Great Plains Rifle**, now going on its 20th year or more of front-stuffing service. Our resident knife expert, Pat Covert, looks at affordable hunting knives from **Columbia River Knife & Tool**, better known today as CRKT.

# SHOOTING INDUSTRY MAG

From the Editor:

Russ Thurman (Continued from cover)

## It's SHOT Show Time!

the release on your new product that will revolutionize the industry won't be ready until Nov. 2. No problem, for you, the deadline is Nov. 1. Yes, you married my twin brother's sister on my Mom's side, we fought together with The Rough Riders and you just called Anita and signed up to take 600 pages of advertising in December's 170-page edition. Okay, for that, I'll extend the deadline to midnight, Nov. 1.

Actually, the Nov. 1 deadline is very generous. Get your new product information to us by Nov. 1 and it will be in the hands of dealers before the SHOT Show. That's great service!

You may e-mail me your news releases and images to: russ@shootingindustry.com.

For snail mail and direct delivery, send to: Shooting Industry Magazine, 12345 World Trade Dr., San Diego, CA 92128; (858) 605-0200.

Now, all together: The deadline is Nov. 1!

## FNH USA Launches Promotion

FNH USA is offering a free FN Shooter's Pack with any FNP-9 or FNP-40 handgun purchase through December 31, 2007. The promotion began Aug. 1.

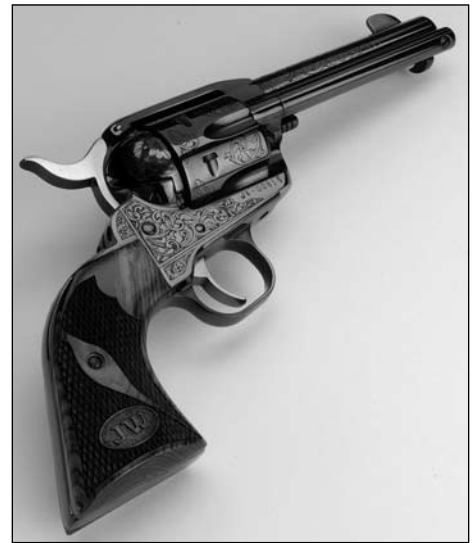
Valued at \$79, the FN Shooter's Pack includes the Blade-Tech molded polymer holster, a polymer double magazine pouch, and a polymer training barrel.

The company is driving sales to dealers with promotions on its Web site, advertising and in-store sales aids. Visit [www.fnhusa.com](http://www.fnhusa.com) for more details.

## Ruger Ships Wayne Vaquero

The first Limited Edition Ruger Vaqueros honoring the 100th Anniversary of John Wayne's birth were shipped to TALO wholesalers in August. The blue .45 Colt single-actions are beautifully engraved with the Duke's signature in 24kt gold on the barrel.

Fewer than 3,500 units will be



New Ruger Vaquero honors the 100th anniversary of John Wayne's birth.

produced and sold to stocking dealers exclusively by TALO Distributors. Further information is available at [www.taloinc.com](http://www.taloinc.com), or call Bob Coyle at (508) 872-9242.

## S&W Arms L.E.

Smith & Wesson continues to add to the number of law enforcement agencies selecting the M&P as their side-arm of choice.

On Aug. 1, Smith & Wesson announced it had received an order for 500 of its M&P45s from the Hartford (Conn.) Police Department. On Aug. 20, Smith & Wesson announced that it received another order for 500 M&P45s from the New Hampshire Department of Safety. The pistols will go to officers in the New Hampshire State Police and Highway Patrol divisions.

It appears S&W is regaining market share in the hot L.E. market with the M&P, which continues to gather honors. The most recent was the Handgun of the Year award from the Shooting Industry Academy of Excellence.



Smith & Wesson's award-winning M&P45 is gaining a foothold in the LE market.

inside this issue:

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- Rep Rap
- NEW Look Industry Wire

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**BACK BLAST**  
 & OTHER HOT GASES

**I Told You To Listen To Momma!**

Mommy told you that biting your nails is bad. And you really ought to bathe at least once a week, too. Two home-grown terrorists in Portland, Ore., apparently didn't listen to their mommas.

Employees of a Postal Annex intended to be completely cooperative when two nasty, dirty, sorta dangerous-lookin' dudes swaggered in and announced they were about to commit a serious, scary armed robbery. Their victims duly waited to be shown some guns. And they waited.

Finally, clearing his throat, Dipstick #1 urged Dipstick #2 to like, "Show 'em the knife, Larry." Dipstick #2 dutifully fumbled through his pockets and eventually came up with a rather smallish, unimpressive folding pocketknife. Then

the fun began.

Apparently this pocketknife was only equipped with "nail-nick" on the blade, which of course requires a thumbnail to operate properly. Dipstick #2 repeatedly tried his best to open the knife and swing that dang blade out, but he just couldn't do it with his grimy, chewed-to-the-quick fingernails.

After watching several unsuccessful attempts to open the knife, the employees couldn't take it anymore and busted out laughing at the Dangerous Duo. Blushing furiously and muttering under their breath, the suspects turned and

left, empty-handed. If your "weapon of choice" is a folding knife, then maybe, just maybe, you should be able to unfold it, right?

**Happy Ending**

Police investigators in Canton, Ohio, were pleased to report to a jewelry storeowner that "everything came out okay in the end." They kinda snickered when they said it, but he knew exactly what they meant. And, he was glad that was their "end of the job."

Following the jewelry store heist, Canton cops snatched up four suspects. They had enough probable cause to hold 'em for a while, but they needed more evidence to file charges. One of the four was suspected of swallowing a \$30,000 diamond ring, so all four were locked up solo and placed on "potty watch."

Sure enough, nature took her inevitable course, and the ring promptly showed up in a porcelain receptacle. There was even evidence that the guilty party was sorta rushed in his hurry to "hide the loot." The store's price tag, which was still readable, was securely attached to the ring.



Illustration by Nick Petrosino

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