

Mr. Hank Burchard

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The problems you described in your letter reemphasize the need to remind hunters and shooters of the basic rules of safe gun handling. Of prime importance is to treat every gun as if it were loaded and ready to fire. Shooters should remember that the safety on any gun is a mechanical device that serves as part of a complete system of safe gun handling. It is not intended to serve, nor can it possibly serve, as a substitute for common sense or safe gun handling.

I am enclosing a copy of a new booklet on firearms safety which has just been published by the Sporting Arms and Ammunition Manufacturers' Institute which stresses this point along with nine other fundamental safety rules. We are now packing these booklets with all new guns we manufacture.

The booklet is the first step in a broad-based campaign being conducted by SAAMI on safe gun handling. It includes news releases, public service radio and TV spots and advertisements in major hunting, shooting and outdoor magazines.

Sincerely,

E. S. McCawley, Jr.
E. S. McCawley, Jr.
Manager, Public Relations

ESM/s
Encl.