

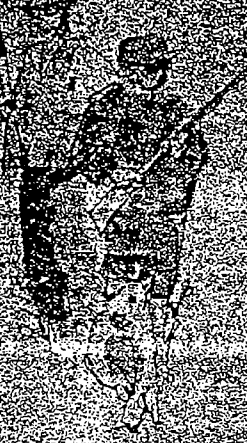
FIREARMS SAFETY
DEPENDS ON YOU MAKE NO
MISTAKE
ABOUT IT!

FIREARMS SAFETY DEPENDS ON YOU

RAKE
1105
MILES



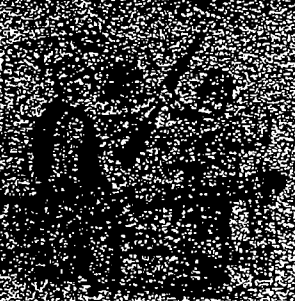
1 Don't rely on a gun's safety.
Treat every gun as if it
were loaded and ready to fire.



2 Watch your muzzle so the
other fellow doesn't
have to.



3 Always wear eye
protection.

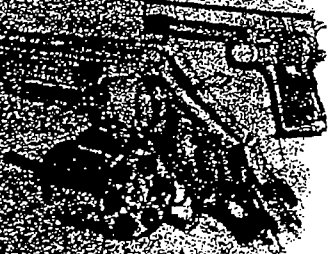


4 Never cross a fence, climb a
tree, or go over a wall with a
loaded gun.



WE'RE MAKING A SAFE SPORT SAFER:
Announcing a new series of shooting safety
ads, booklets, flyers and posters for clubs,
sportsmen, dealers and manufacturers.

5 Always be sure the barrel is
clear of obstructions. Only
load ammunition of the prop-
er size for the gun you are using.



WE'RE MAKING A SAFE SPORT SAFER

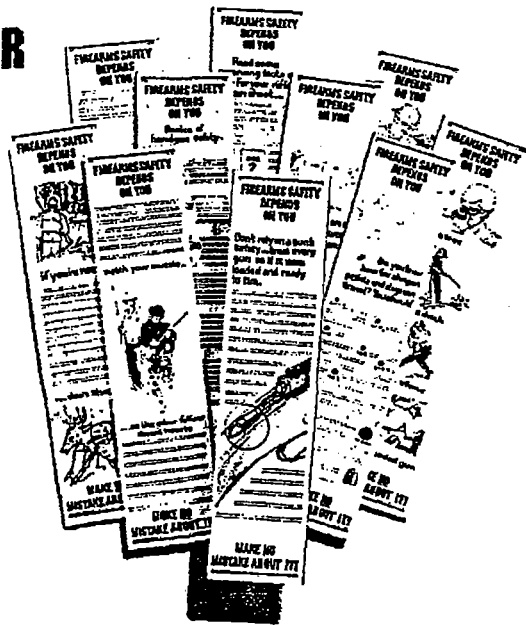
In an effort to emphasize the proper and safe manner of using, handling and storing firearms and ammunition, the Sporting Arms and Ammunition Manufacturers' Institute, in cooperation with the National Shooting Sports Foundation, has developed this comprehensive shooting safety campaign featuring totally new booklets, posters, ads, radio and television announcements and other supportive materials.

Based on the theme "Firearms Safety Depends On You—Make No Mistake About It," the campaign is intended to impress upon the individual shooter that he is the thinking part of an overall safety system and that firearms safety is his ultimate responsibility. Although statistics show that hunting and target shooting are among the safest of all participant sports, hunters and shooters nationwide are being asked to join with the firearms industry in an all-out campaign to make our sports even safer.

The campaign will feature a SAAMI-sponsored multi-media effort with messages carried in sporting magazines and newspapers, on radio and TV. Paid messages will run for a two-year period. It will be backed by collateral material consisting of booklets, posters, bumper stickers, mail tabs and an organized media news release program.

In keeping with the theme of "Firearms Safety Depends On You . . .," we are asking your help in the distribution of educational materials. We need your assistance in distributing these materials to your customers, clients, members, hunter safety classes, friends, etc.

Please help us make a safe sport safer.



S A A M I

SPORTING ARMS AND AMMUNITION MANUFACTURERS' INSTITUTE, INC.



SAFETY BOOKLET

One for every shooter . . .

This new 12-page booklet was designed and produced with the goal of placing one in the hands of every hunter and shooter in the nation.

It is pocket-sized and includes straight-forward chapters and illustration emphasizing the key elements of safe firearms handling, including proper use of a safety, when to load and unload, range and danger distance, eye and ear protection, storage in the home, handgun safety, and more. This booklet goes beyond the simple "do's and don'ts" to include specific "why's and why not's." Manufacturers are asked to pack the booklet with their products and dealers are urged to hand them out to customers and hunting license buyers.

They are priced inexpensively enough that clubs can order one for every member and hunter safety instructors can provide one to every student.

Safety Booklet

10 booklets	\$1.00
100 booklets	\$5.00
1000 booklets	\$25.00

**SHOOTERS!
EYES AND EARS
ARE NOT
RENEWABLE
RESOURCES**



PROTECT THEM!

Poster No. 1

**FIREARMS SAFETY
DEPENDS ON YOU**

**DON'T
TRUST A SAFETY!**

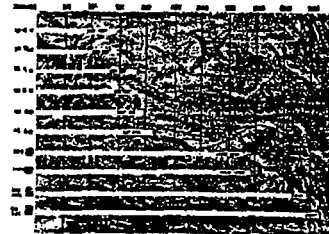


MAKE NO MISTAKE ABOUT IT!

Poster No. 2

**FIREARMS SAFETY
DEPENDS ON YOU**

How far can your shotgun shoot?
Know what lies beyond your target!

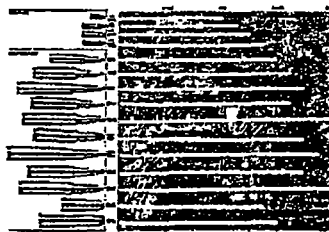


MAKE NO MISTAKE ABOUT IT!

Poster No. 3

**FIREARMS SAFETY
DEPENDS ON YOU**

How far can your rifle shoot?
Know what lies beyond your target!



MAKE NO MISTAKE ABOUT IT!

Poster No. 4

POSTER SERIES

This series of four eye-catching posters was designed for display at dealers, gun clubs, trap and skeet fields, indoor ranges, anywhere shooters congregate. They are excellent for use in hunter safety classes. Dealing with the subjects of eye and ear protection, range and danger distance for rifles and shotguns and the proper use of safeties, the posters can be purchased in sets or individually. All posters are printed in three colors and are 17" x 22" in size.

Poster Set Prices

1 set	\$1.00 per set
2-15 sets	75¢ per set
16-more sets	65¢ per set

Individual Poster Prices

5 posters	20¢ each
10-100	15¢ each
105-more	12¢ each

ENVELOPE STICKERS

Help make a safe sport safer by using these 1" x 3" mail stickers on all correspondence, invoices, packages, etc.

**FIREARMS SAFETY
DEPENDS ON YOU** **MAKE NO
MISTAKE
ABOUT IT!**

Envelope Stickers

100 stickers	\$1.00
1,000 stickers	\$4.00

10-POINT POSTER

Incorporating all of the safety messages featured in our safety booklets and advertisements, this large and colorful poster should be displayed in every gun club and firearms safety class in the nation. Because of its large size (22" x 34") and simple, eye-catching format, this poster will serve continually to remind all shooters of the basics involved in making a safe sport safer.

10-Point Poster Prices

2 posters	\$1.00
3-25 posters	40¢ each
26 or more	35¢ each



ORDER FORM

Item	Quantity Ordered	Individual Price	Total
Sample Packet—1 copy of all materials plus 100 mail stickers		@ \$3.00	
Safety Booklet		@ \$1.00 for 10	
		@ \$5.00 per 100	
		@ \$25.00 per 1,000	
Poster Set		@ \$1.00 for 1 set	
		@ 75¢ per set (2-15)	
		@ 65¢ per set (16 or more)	
Individual Posters:		@ 20¢ each for 5	
Poster No. _____		@ 15¢ each for 10-100	
		@ 12¢ each for 105 or more	
10-Point Poster		@ \$1.00 for 2 posters	
		@ 40¢ each (3-25)	
		@ 35¢ each (26 or more)	
Envelope Stickers		@ \$1.00 per 100	
		@ \$4.00 per 1,000	
Postage and Handling:			\$1.50
Total:			

☐ Enclosed is our check or money order for \$ _____ ☐ Please bill us.

Name _____ Title: _____

Club/Organization: _____

Address: _____

(Large orders require street address)

State: _____ Zip: _____ Phone: _____

Order from: Firearms Safety Series, 1075 Post Road • Riverside, CT 06878 (203) 637-3618