



"I believe if guns are outlawed, murderers and thieves will have control of our lives and property. We will have no defense."

General Maxwell Rich, Ret.
Executive Vice President
Natl. Rifle Assn. of America

Dear Friend,

The above statement is from a recent letter seeking additional members for the most powerful gun lobby in the world.

Already the National Rifle Association has one million members who finance a massive education program to convince young and old that a free flow of handguns is essential to their freedom and safety.

Congress, because of N.R.A. pressure, refuses to enact meaningful handgun control laws.

Until now the public has seen only one side of the gun control debate... mainly through emotional, distorted N.R.A. propaganda. For example, the N.R.A. pamphlet Gun Laws Don't Reduce Crime states that most murders are committed by criminals. Yet the F.B.I. reports that 73% of the murders in 1972 were between spouses, lovers, families and acquaintances.

The facts are clearly on the side of handgun control.

There are over 40 million handguns in the United States. One is sold every 13 seconds. Over 25,000 people are shot to death each year, 69 each day. The majority are killed with handguns. One out of every 100 deaths, including those from disease and natural causes, is due to gun homicide, suicide or accident.

THE NATIONAL GUN CONTROL CENTER
1201 CONNECTICUT AVENUE, N.W. - WASHINGTON, D.C. 20036

Only guns can kill with such certainty.

During heated arguments, a person is more likely to kill someone when a handgun is within reach than when there is no gun handy. A firearm is tempting: a person can put it to use in a temporary rage, and regret his act a moment later.

Friends are killing friends with handguns. In only one-fourth of all homicides are offenders strangers to their victims.

Strict handgun control laws save lives. In Britain, where a police certificate of need is required to own a handgun, there are fewer than 500 handguns per 100,000 people. In the U.S., there are 12,000 per 100,000. The yearly handgun deaths in England and Wales, with over 50 million people, are less than 50. Houston, Texas, had 213 such deaths in 1974.

Guns purchased for protection actually cause innocent deaths.

Friends are mistaken for prowlers and shot down. Over 3,000 die accidentally each year from guns bought to "save lives." About 10,000 commit suicide annually with guns.

Ownership of handguns will be eliminated only after a massive educational campaign alerting the American public to the dangerous and appalling realities resulting from private possession of handguns.

The National Gun Control Center is seeking one million members to fund a national educational program to tell the complete handgun story.

The NGCC will do the following:

1. Become a visible public gun control force with "STOP HANDGUN" decals on millions of auto windows.
2. Prepare regular "Gun Control Facts" commercials for public interest television and radio placement.
3. Issue monthly "Public Gun Reports" (like the National Safety Council does for auto death projections) giving the number of handgun deaths, handgun purchases and handgun injuries.
4. Establish a "National Handgun Turn-In Arsenal" supervised by the trust department of a major bank to store handguns awaiting a federal gun control law redeeming all handguns.
5. Provide "Gun Debate Facts" to those presenting the gun control arguments on TV talk shows, letters-to-the-editor, public debates and speeches.
6. Develop and distribute free films, slide programs, booklets, cassettes, and other gun control educational material to all

schools, churches, civic and social clubs, union halls, and public meetings presenting the honest facts about handgun deaths and injuries.

Many good groups like the Natl. Council to Control Handguns, and the U.S. Conference of Mayors are lobbying for gun control laws.

But the pressing need now is for public education to present the true facts and counter distorted N.R.A. materials. The National Gun Control Center will concentrate on mass public education and not on lobbying.

Congress will act on effective handgun control legislation only when they believe the voters are ready.

When a Senator sees more "Stop Handgun" decals than N.R.A. emblems; gets news clippings of 4-H Club pro gun control debate winners; hears monthly news broadcasts of gun deaths; sees our thirty-minute handgun documentary at a PTA meeting back home... then and only then will handgun control legislation be taken seriously.

The handgun lobby is pulling out all stops making their public case for the free flow of handguns.

G. Gordon Liddy, writing in the April, 1975 issue of Guns and Ammo, stated:

"There is a profound sense of security felt by some forty-five million firearms-owning citizens in the knowledge that they have in their homes a gun.

"Years ago someone engraved on the barrel of a Colt revolver: 'Be not afraid of any man, no matter what his size. When danger threatens, call on me. I will equalize.'"

You can equalize the gun control debate by helping insure that misleading N.R.A. claims are countered at every level with true facts.

You can start the long, hard effort that may some day save the life of a future Robert Kennedy, Martin Luther King, or your next-door neighbor.

Please accept my invitation and become a charter member of the National Gun Control Center. Your membership decals are enclosed.

In less than a year, the NGCC educational programs listed in my letter and explained in the enclosed brochure will be in full swing.

In the ancient wisdom of Ecclesiastes, "To everything there is a season, and a time to every purpose under the heavens." I believe the time has come to disarm, the time to cast away personal weapons of death, the time to reduce the level of violence and carnage with handguns.

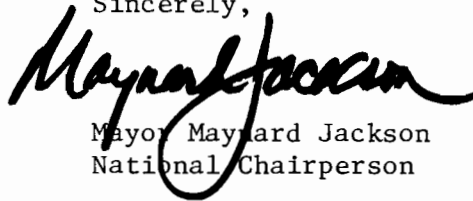
In my work as mayor of one of America's largest cities and in my activities with the U.S. Conference of Mayors' handgun control project, I have become acutely aware of the threat posed by uncontrolled handguns.

That is why I feel a deep commitment to the National Gun Control Center's work and purpose. I hope you will share that commitment with me.

Please use the enclosed membership envelope to join the National Gun Control Center and become one of the one million Americans being asked to contribute an average of \$25 or more.

It's important to do all you can to help today... it could mean the difference between our success or failure.

Sincerely,



Mayor Maynard Jackson
National Chairperson

MJ:dc

P.S. When we receive your contribution, I will send you a packet of eight stop-gun decals for your friends. Beginning in September, you will receive Gun Control News, our bi-monthly newspaper, as part of your membership.

P.P.S. Please do me a personal favor by displaying your free stop-gun decals today. This is an important first step in our national movement.

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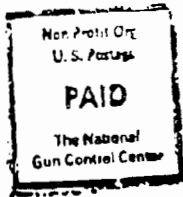
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Attorney, Author

Representative Andrew Young
United States Congress

Please display this peel-off decal

**NOW THE
NATIONAL RIFLE ASSOC.
HAS COMPETITION!**

Handwritten scribble



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-COLLECTION
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