



Volume 1 Issue 1
Spring 2004

The Smith & Wesson
Club 1852 Newsletter
for Members Only

Welcome to the Inaugural Issue of The Smith & Wesson Club 1852 Newsletter.

Since 1852, Smith & Wesson has built a reputation that is synonymous with innovation in the development of the modern pistol. Smith & Wesson has always been a part of American history and lore. Millions of Americans have carried their Smith & Wesson pistols while settling this country. Smith & Wessons fought on both sides of the Civil War and traveled as far away as Russia. People relied on their Smith & Wessons to protect their families and land, as much during this country's turbulent growth as they do today. Smith & Wessons are still the choice for law enforcement officers and private citizens for target shooting or personal protection.

Smith & Wesson has endured through the golden years as well as the tough times. Its endurance can be attributed to generations of loyal customers. Since the early days of Horace Smith and Daniel Wesson, Smith & Wesson has led the way in firearms innovation. As part of this continued effort and as a way to say thank you to all the steadfast Smith & Wesson customers over the years, I would like to present the formation of your club, the Smith & Wesson Club 1852.

The goal of the Smith & Wesson Club 1852 is to provide you, our most valuable resource, with a personal experience with Smith & Wesson. We want you to feel that this is a club you have created and you feel welcome in. The only prerequisite for membership is ownership. Whether you own one pistol or many, this will be the club where you can meet collectors, shooters, instructors, factory people, writers, and many, many new friends.

Please take a few minutes to read over the enclosed survey. This survey will help us to develop a program that will meet your needs and wants. A membership application is on the back of the survey. Join up now and start receiving the benefits that only a Smith & Wesson Club 1852 membership can provide.

And again, thank you for making Smith & Wesson your choice.

Roy Cuny
President and CEO
Smith & Wesson

Inside This Issue

- 1 From the President
- 2 History and Products
- 3 S&W Club 1852 Survey
- 4 S&W Club 1852 Membership Application

Contact Us

Smith & Wesson
1-800-331-0852
www.smith-wesson.com

**Smith & Wesson
Academy**
413-846-6461

**Shooting Sports
Center**
413-846-6404



Smith & Wesson pistols and training are available for all levels of skill.

Smith & Wesson Shooting Sports Center

Opened in 1997, the Smith & Wesson Shooting Sports Center and Retail Store provides classes for all skill levels. The Sports Center features state-of-the-art ranges and classrooms. Memberships to the Sports Center are available through the Retail Store. Want to try before you buy? The Sports Center offers a wide variety of Smith & Wesson pistols for rent and use on their range.

The Retail Store features an array of Smith & Wesson merchandise as well as holsters, knives, optics, and Smith & Wesson handguns.

Just inside the Retail Store is the Smith & Wesson exhibit area featuring classic and rarely before seen Smith & Wesson firearms.

For more information on civilian classes call Bill Brown at 413-846-6416 or log on to www.smith-wesson.com



Take the "How well do you know Smith & Wesson Quiz." Answers on the bottom.

What caliber was the S&W Model 1?

Where was the first S&W factory located?

S&W's first semi-auto pistol was chambered in what round?

The Sigma, S&W's polymer frame pistol, was introduced to the marketplace in what year?

Between 1970 and 1974, S&W manufactured their smallest semi-automatic pistol. What was the model name?

What S&W revolver was made famous by Clint Eastwood in the "Dirty Harry" movies?

The S&W Model 39 was the first American made large caliber semi-auto pistol. True or False?

Answers:
.22 Caliber; Norwich, CT;
.35 S&W; 1994; The Escort;
Model 29; True

The Early Years: Horace Smith & Daniel Wesson

In 1850 at the Robbins and Lawrence factory in Windsor, Vermont, two men met for the first time to work on a newly patented repeating rifle, the Jennings Repeater. Although the Jennings Repeater enjoyed limited success, the two men, Horace Smith and Daniel Wesson could hardly know that their fortuitous working relationship would develop into one of America's most enduring brands.

Smith and Wesson formed a partnership in 1852 and patented a new cartridge as well as produced two new pistols, affectionately called the Volcanic pistols after an article in Scientific American.

Unfortunately, the times were not kind to the new partnership and by 1855, Smith & Wesson were in financial trouble. An offer came from Oliver Winchester. The newly formed Volcanic Repeating Arms Company with Daniel Wesson as its general manager. Daniel Wesson then leaves Winchester's employ to develop a small cartridge revolver he had invented. Winchester continues to produce the lever action firearms using the Smith & Wesson patent.

A little over a year later, Wesson purchased the Rollin White (formerly of Colt) patent on the bore-through cylinder for a new revolver. Wesson and Smith reformed their partnership and the Smith & Wesson company was re-created in its present location of Springfield, Massachusetts.

The first pistol to roll off of the newly created assembly line was the Model 1, .22 caliber rimfire pistol. The Model 1 cartridge is known as the .22 Short. Although it had limited range, the Model 1 was very popular with one of the first "concealed carry" pistols.



Smith & Wesson Model No. 1
First Issue Revolver

The S&W 500 Receives the NRA's Golden Bullseye Award



During the National Rifle Association's Annual Convention in Pittsburgh, Pennsylvania, the Smith & Wesson Model 500 will receive a Golden Bullseye award from the NRA's prestigious publication *The American Rifleman*.

The Model 500 is the ultimate hunting handgun. The biggest S&W revolver to date, the Model 500 hold five rounds on an extra large revolver frame. With a weight of 72.5 ounces and total overall length of 15 inches, the S&W Model 500 is winning accolades throughout the firearms industry as well as with the public.

Other features of this award winning single action/double action gun include Hogue rubber grips and a stainless steel frame. The sights are adjustable with a Red Ramp front sight.

The Smith & Wesson Model 500 has won Best Handgun of 2003 by *Field & Stream* and was the 2003 Handgun of the Year by the Shooting Industry Academy of Excellence.

Built on the success of the S&W Model 500, Smith & Wesson has introduced two new cousins; the S&W Model 500 in a short barrel of 4 inches (3 inches plus one inch of compensator) and the ultimate in hunting handguns with a 10.5 inch barrel and glassbeaded finish. Equipped for a sling this monster boasts an 18 inch overall length and a solid 82 ounces.

The new Model 500's are all built on the same X-frame at the Springfield location.

Help Smith & Wesson Create YOUR S&W Club 1852

Fill out the questionnaire and send in with your attached application (page 4) for processing to:

Smith & Wesson
Dept: S&W Club 1852
2100 Roosevelt Avenue
PO Box 2208
Springfield, MA 01102-2208

Gender: Male _____ Female _____

Age: 18-25 _____ 26-35 _____ 36-45 _____ 46-55 _____ 56-65 _____ Over 65 _____

Handguns owned (please put number of handguns owned by brand):

S&W _____ SIG _____ Colt _____ Glock _____
Taurus _____ Kahr _____ Other _____

Do you participate in any of the below competitions or matches? Place Y for Yes or N for No.

IDPA _____ IPSC _____ SASS _____ Silhouette _____ NRA _____
USPSA _____ Other _____

Do you belong to a shooting club? Yes _____ No _____

If you belong to a shooting club, check off all the reasons you participate:

Place to meet friends _____ Place to meet new people _____
Practice for competition _____ Family time _____ Avoiding lawn work _____

Total days spent shooting per year:

1-5 days _____ 6-14 days _____ 15-25 days _____ Over 25 days _____

Check off all of the customer loyalty programs you belong to:

NRA _____ Harley Davidson _____ North American Hunting Club _____
BASS _____ National Golf Foundation _____ Other _____

Distance from your firearms retailer to your home:

1-5 miles _____ 6-15 miles _____ 16-25 miles _____ 26-50 miles _____ More than 50 miles _____

Times you visit your firearms retailer per year:

1-5 times _____ 6-15 times _____ More than 15 times _____

Do you attend your firearms retailer's special events? Yes _____ No _____

If you do attend your firearms retailer's special events, check off all of the reasons why:

Promotions _____ Chance to try new products _____ Meeting celebrities _____
Special Merchandise _____ Family time _____ Factory reps _____
Special pricing _____ Meeting friends _____

Would you attend a firearms retailer event specifically for Smith & Wesson Club 1852 members?

Yes _____ No _____ I don't know _____

What kinds of events would you like to see at a Smith & Wesson Club 1852 Event?

Shooting events _____ Celebrity shooters _____ Firearms writers _____
Factory Reps _____ Buy S&W Club 1852 merchandise _____ See new S&W products _____
Other _____

What other offerings would you like to see as part of a membership to the Smith & Wesson Club 1852?

Special Website area _____ Discounts and promotions on S&W products _____
Shooting events _____ Special Credit card program _____
Newsletter _____ Other _____

Smith & Wesson Club 1852 Membership Application

Please fill out this application to receive updates and exciting news about your membership in the Smith & Wesson Club 1852. All information is confidential and will not be sold or given to any third parties.

<i>Title</i>	<i>First Name</i>	<i>Middle Initial</i>	<i>Last Name</i>
<i>Address</i>			<i>Apt. No.</i>
<i>City</i>		<i>State</i>	<i>Zip</i>
<i>Phone</i>		<i>E-mail</i>	
<i>Model S&W Handgun</i>		<i>Serial Number</i>	

What were the most important factors that influenced your purchase of the S&W model?

S&W Performance _____ Prior experience _____ S&W Quality _____ Style/Appearance _____
Price/Value _____ Recommendation _____

Please indicate the primary intended use of this product:

Hunting _____ Law Enforcement _____ Personal Protection _____ Collector _____
Target/Competitive Shooting _____

When do you intend to purchase your next handgun?

Do not _____ Next 6 months _____ 6-12 months _____ 1-2 years _____
3-5 years _____ Unknown _____

Are you interested in receiving further information on:

S&W Apparel/Accessories _____ S&W Performance Center _____ S&W Training _____
S&W New Products _____ S&W Licensed Products _____

Date of Birth: ____/____/____
MM DD YY

Gender: Male _____ Female _____ Marital Status: Married _____ Single _____ Divorced _____

Gross Household Income:

< \$20,000 _____ \$20,000-\$29,000 _____ \$30,000- \$39,999 _____ \$40,000- \$49,999 _____
\$50,000- \$59,999 _____ \$60,000- \$69,999 _____ \$70,000- \$79,000 _____ \$80,000- \$89,999 _____
\$90,000- \$99,999 _____ \$100,000-\$125,000 _____ \$125,001-\$150,000 _____ \$150,001> _____

Level of Education:

Primary School _____ High School _____ College _____ Post Graduate _____

**Thank you very much for joining
The Smith & Wesson Club 1852!**