

RUGER & HIS GUNS

A History of the Man, the Company and Their Firearms
R. L. Wilson

Author of *Steel Canvas*

Now Available!

Simon & Schuster has announced the release of the first-ever look at the history of the largest U.S. firearms manufacturer: Sturm, Ruger & Co., Inc., its dynamic founder William B. Ruger, and his highly-acclaimed firearms. The book takes readers beyond Mr. Ruger's gun world and into his many other diverse interests in life including an appreciation for art and a passion for vintage cars.

Ruger & His Guns is written by the country's preeminent firearms historian R.L. Wilson, joining his other classics: *Colt An American Legend*, *The Peacemakers*, *Winchester An American Legend*, and *Steel Canvas* --- a library of books that comprise an unsurpassed tribute to the art and craftsmanship, history, mechanics, performance, and romance unique to fine firearms.

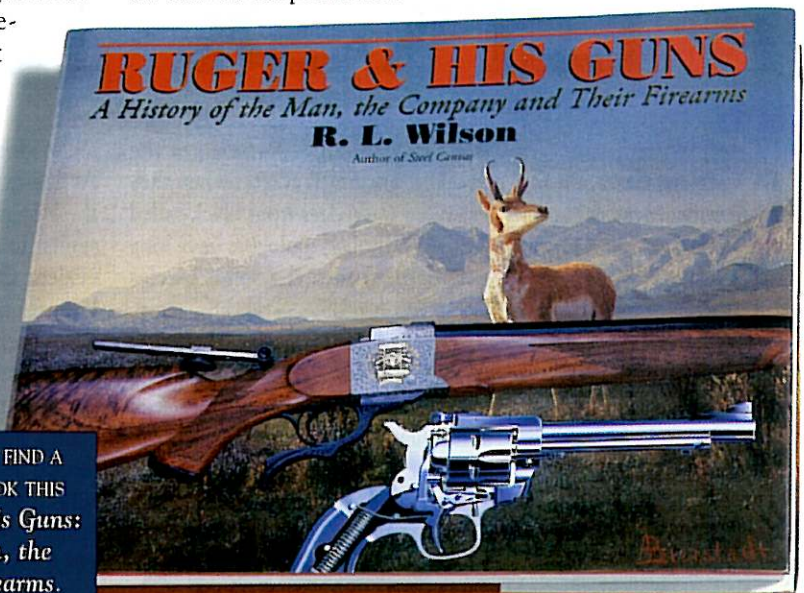
Part Henry Ford, part Sam Colt, part Enzo Ferrari - but 100 percent his own man - Bill Ruger's larger-than-life character is captured by Wilson in this lavishly-illustrated book. *Ruger & His Guns* takes readers on a journey from the company's early beginnings back in 1949 when a meager \$50,000 investment and the partnership of his friend Alexander Sturm started the business. Ruger's unflinching dedication to traditional yet innovative design, engineering and technology as well as manufacturing excellence, mushroomed the business into today's premier American firearms manufacturer.

Lauded by his industry as a legend in his own time, Ruger has had a hand in the original designs and time-honored styling of every gun his company has produced

and still today, at 80 years of age, continues to work on new creations. He has steered his business from "it can't be done" first-day remarks to a New York Stock Exchange corporation which last year produced more than 600,000 firearms for hunting, target shooting, collecting, self defense, law enforcement and, the armed forces.

The New York Times has referred to William B. Ruger as America's greatest gun designer since John Browning. To some, Ruger is the Hemingway of Firearms. To others around him, he is

maintained profitability at highly competitive prices by precision investment casting many components, rather than forging and machining them like the remaining old line competitors - all of which are now units of larger diversified corporations.



FANS OF FIREARMS WON'T FIND A MORE HANDSOME GUN BOOK THIS SEASON THAN *Ruger & His Guns*:

A History of the Man, the Company and the Firearms.

HERE, R.L. WILSON OFFERS THE DEFINITIVE HISTORY OF WILLIAM B.

RUGER AND OF THE COMPANY, STURM, RUGER & CO., THAT HE FASHIONED INTO THE WORLD'S PREMIER FIREARMS MANUFACTURER.

EVEN NON-GUN LOVERS MAY ADMIRE THE CRAFTSMANSHIP OF RUGER'S REVOLVERS AND OTHER GUNS, WHICH GLEAM AND GLISTEN IN THE NEARLY 300 ILLUSTRATIONS, 185 IN COLOR, THAT COMPLEMENT THE TEXT.

— PUBLISHERS WEEKLY

known as an avid collector of both American and European classic cars with an equal passion for western and early American art as well as an appreciation of the outdoor sportsman's life.

Sturm, Ruger & Company, which he continues to head, has

Ruger & His Guns is a 368-page 11" x 8-1/2" volume featuring more than 185 color and over 100 black-and-white illustrations, over 250,000 words of text with appendices, indexes and - for the first time - serial number tables for models by year of manufacture. In addition, rare photos and documents were compiled from company, family and magazine sources around the country.

"*Ruger & His Guns* blends the spirit, commitment to excellence and business entrepreneurial skills of a true All-American legend and is presented in a book designed to showcase the firearms as works of art," said author Larry Wilson.

IF YOU ARE INTERESTED IN ORDERING THIS BOOK, SEND A CHECK OR MONEY ORDER FOR \$65.00, PLUS \$4.00 FOR SHIPPING AND HANDLING TO:
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