



THE SUREFIRE STANDARD

Volume 1, Number 1

May, 2005

Copyright © 2005 Surefire, Inc.

Howdy Folks!

Welcome to the inaugural issue of the **SUREFIRE STANDARD**, the monthly newsletter from SUREFIRE Inc., makers of the world's finest 12 shot (or more) rubber band gun shooters. You are receiving this email because you either signed up for it on our website or were chosen to receive this first mailing because of your interest in our products at a trade show or through our online ordering system. If you no longer wish to receive the newsletter or if you prefer that we use a different email address, please email us at subscribers@surefireproducts.com and we'll make the appropriate changes.

In the future, be on the lookout for exciting announcements concerning special promotions, group activities, stories from our users and many other exciting offers from SUREFIRE Inc. via this newsletter. Feel free to forward the newsletter to all of your online buddies and invite them to sign up for our newsletter as well. We want everyone to have a "shot" at some great prizes and special deals on guns, ammo, targets and kits. The only way to win is to be on our subscriber or customer list, so make sure you add our email source to your online address books today. SUREFIRE Inc. will never sell or use your email address for any purpose other than our own promotions--you have our word on that!

Surefire, Incorporated



SureFire, Inc. began 25 years ago as Mims Manufacturing. In the 1980's, Don Mims produced all kinds of wood products for companies in and around Fort Worth, Texas. Among those products was a crude rubber band shooter. Never one satisfied with mediocrity, Don took it upon himself to design and build the "World's Finest" rubber band shooter. Shortly thereafter, Patent #4949494 was awarded to SureFire, Inc. and with it came the rubber band shot heard 'round the world! SureFire, Inc. now produces the **"World's Finest 12 Shot"** rubber band shooters, targets and accessories and has built a worldwide audience of hobbyists, users and fans unequalled by any other line of rubber band guns made.

A Short History of Rubber Bands

It is believed that the history of rubber bands began with the ancient Mayans in Central America. The Mayans collected natural rubber tree sap, a sticky latex substance that hardens when exposed to heat. Combining this sap with juice from other native plants, the Mayans developed a latex-like substance that was more durable, elastic and much less brittle than pure rubber. They eventually discovered that this substance was a great way to secure axe heads to wooden handles, waterproof ceramics, and when rolled into a large mass, made a terrific sphere for a game something like soccer--eventually replacing the human heads they had previously used as a "ball" for the game.

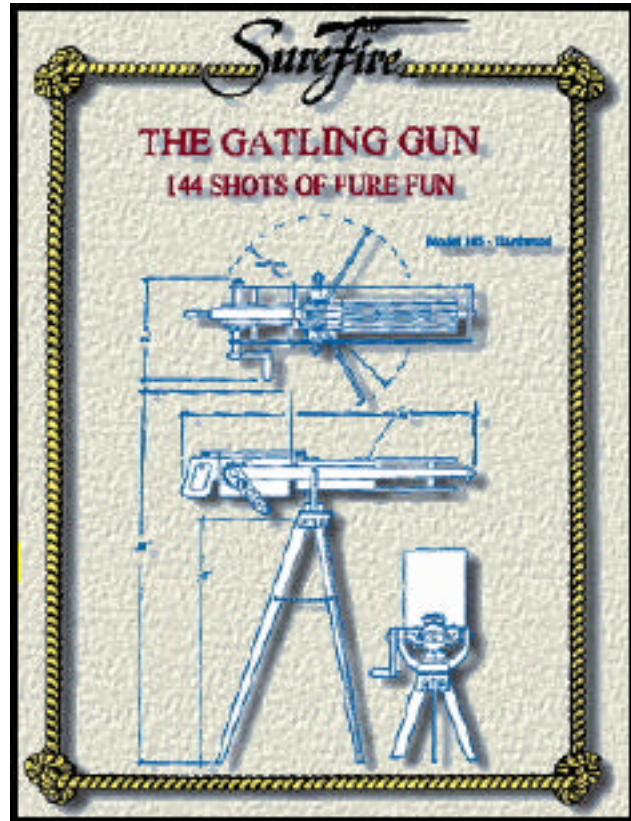
By the time of the European conquests, Central American natives were creating all sorts of things from rubber, including bottles and even clothing. British ships took some of these items back to England more as curiosities than treasures. But in 1820, Thomas Hancock realized that variations of rubber would make fabulous elastic straps for gloves, shoes, stockings, and suspenders. In 1839, Charles Goodyear developed and patented *vulcanized* rubber, which proved to last far longer and hold up better under wear and tear than plain rubber.

Then in 1845, Stephen Perry patented the first true rubber band made of vulcanized rubber. Today over half the rubber products in the world are created from synthetic rubber while most rubber bands are still made, at least in part,

from natural materials.

The high quality rubber bands of today, plus exceptional designs and workmanship are what make SureFire, Inc.'s guns simply the best rubber band shooters ever made. This includes the magnificent, 144 shot gear-driven Gatling Gun shown here--a unique, Surefire only product available in kit form or fully assembled.

Do you think the Mayans had something like this in mind when they first began milking rubber trees? Well, probably not, but we certainly owe them gratitude for their contribution to one of the most useful, yet least heralded inventions known to mankind--the lowly rubber band. And now, you know the rest of the story!



Featured Shooter of the Month



#136, the Junior Carbine

Don't let the "Junior" part fool you! This little beauty delivers exceptional firepower and distance. It features a unique curved stock to make reaching the trigger easier for small hands. Order today and mention this newsletter for a special subscriber's-only price. And don't forget the ammo!

Featured *Shootist of the Month*

Jon Baxley lives in the hill country of south Texas. He has been a Surefire Shootist for over ten years and swears that his first Surefire gun is still in tip-top working order, providing just the right amount of non-lethal firepower for the job at hand.

What does he use it for? Well, it seems that he has a large deck at the front of his house, ringed by bird feeders. Some pesky critters called cowbirds frequent the feeders, scaring off the more desirable birds in the area. Jon's long rifle provides an excellent deterrent for these black-winged seed bandits. He adds, "After all this time, it's still a hoot to bring out the 12-shooters when the kids are here. It's a great way to introduce them to handgun safety and the rudiments of target shooting. Plus, they get a kick out of shooing away those cowbirds!"

Our hats go off to Jon Baxley, Surefire's *Shootist of the Month* for May. If you have a similar story and would like to share it with our readers, email us your tale at shootist@surefireproducts.com. If we use your story in an upcoming newsletter, you'll get a FREE 12 shooter for your troubles!

The Business End of Things

Thanks for listening, folks! We hope you've enjoyed reading **THE SUREFIRE STANDARD** as much as we have enjoyed preparing it for you. We appreciate your cards, letters and email, so keep 'em coming. After all, YOU are the ones who have made Surefire's products the STANDARD in the industry.



Find us on the web at: www.surefireproducts.com
Order Line: 1-800-583-3010