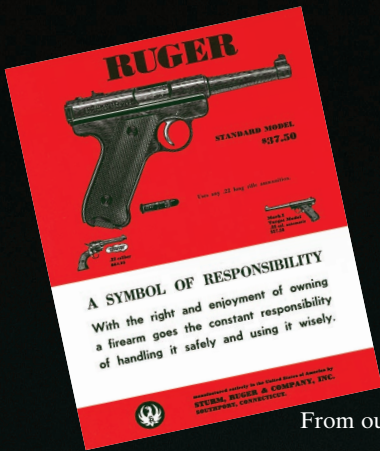


A CONTINUING SYMBOL OF RESPONSIBILITY

We Said it 45 Years Ago...and It's Still True Today.



From our 1955 ad series.



It remains one of the verities of a democracy that a constitution honoring its citizens' right to own firearms bespeaks an extraordinary amount of trust in the citizens' exercise of that freedom.

As Sturm, Ruger and Company celebrates its 50th anniversary of manufacturing quality firearms, we'd like to remind you that every right carries some serious responsibilities.

Ultimately the only person responsible for gun safety is the owner/user of the firearm. You cannot delegate firearms responsibility.

The right to own firearms is under attack as never before. The best way to counter these irresponsible attacks on lawful firearm ownership is to demonstrate, at all times, your responsibility as a firearm user.

If we, the responsible majority, lose any of our rights, it will be due to the actions of the irresponsible few. We owe it to ourselves to be responsible in exercising our right to bear arms.

Sturm, Ruger & Company, Inc.
Southport, Connecticut 06490
www.ruger-firearms.com

.22 Mark II Competition Model KMK-678GC

Free instruction manuals for all Ruger firearms are available on request.



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