

More, More, More from SHOT 2010

By Peggy Tartaro,
Contributing Editor

The annual Shooting, Hunting and Outdoor Trade (SHOT) Show is one part old home week, one part slapstick comedy and—most importantly, the first chance we get to assess where the firearms industry stands.

The slapstick usually comes from travel in the dead of winter (others may disagree, but I'm pretty sure there's no place in the continental US that is at its best in mid-January), finding and setting up your booth and then as the show progresses finding others in the two levels and miles of halls. The degree of either difficulty or slapstick wasn't helped by Las Vegas' rain during this year's SHOT—cabs disappeared, shoes got wet and favorite restaurants were closed on the day you wanted to visit them. Could things have been better organized at the Sands Convention Center? I think so, but the fact that SHOT will remain there for several years means, with luck, some of the kinks will be ironed out. The Second Amendment Foundation (parent of W&G) booth was on the top floor, toward the front (just past the first of many sections devoted to law enforcement).

As a veteran of SHOTs past, in a variety of locations, I made myself a list of who to see and where they were located. This year, the National Shooting Sports Foundation (NSSF), which owns SHOT, even had a nifty software feature on their website that let you map out the

show according to the booth numbers you plugged in. (I'm always meaning to take an orienteering class, and maybe someday I will get to, but for now, the map app was really a boon for the directionally challenged!) Even with maps (one for each floor) in hand and appointments set, it isn't always possible to see everything at SHOT—or even everything you planned to see.

The old home week part of SHOT is always fun. Even on set-up day, you run into old friends,

to see him- or herself, is running late. Sometimes the things you see or hear about “in between” are the most interesting or noteworthy. Taking a break for a snack or a breath of fresh (wet) air, you're apt to find as much information as you would inside the halls. I got a chance to sit down briefly with Diane Walls (whose SHOT Show piece in on Page 12) in our booth, but then managed to run into her once a day, gleaning a bit about new products (and a swell restaurant recommen-



The Limited Pro, part of EAA's Elite Witness series.

and every day it's someone you haven't seen in forever—or at least since the last SHOT Show. On your way to appointments, you all but crash into folks in the aisles and then realize—hey!—I know you! A quick chat makes you a tad late for your appointment, which is okay, because the person you were going

to see (and I know you were going to see her) is running late. Sheila Link appeared at the booth, always, until the last day, when I was elsewhere. We caught up a bit before she set out—in her typically indefatigable fashion—to check out a suggestion of mine and then head home.

As to where the industry stands, even seeing everyone and everything



At a press conference at the SHOT Show, the *McDonald v. Chicago* case was discussed by (left to right) SAF President Joseph Tartaro, ISRA Executive Vice President Richard Pearson, lead attorney Alan Gura, NSSF's Larry Keene and SAF founder Alan Gottlieb.

in one place doesn't tell the whole story, but it does give a glimpse at the past and future.

Riding high from the previous year's extraordinary sales, everyone was prepared for a bit of a downturn, even if sales in most categories will still be good—just not as good as last year.

Still selling like proverbial hotcakes, is ammunition. Everyone we talked to involved in that end of the business is selling just about everything they make and most of the ammo makers are running at capacity, with several adding shifts. Most don't see a slowdown in sales in the foreseeable future—all those guns bought last year are just so many hungry mouths to be fed.

It seemed as if most handgun manufacturers were offering .380s last year and there were still plenty in evidence on the show floor. Carabines, especially in AR .22 varieties, appeared to be the most popular new model.

And color was everywhere on firearms, as Diane has noted (and will be following up on in the months to come). In addition to adding options to tempt buyers, the color

parade is driven in part by the fact that modern manufacturing techniques make it both easier to "colorize" and allow for shorter production runs. Yes—pink, in several shades was front and center, but there was just about every other color imaginable as well.

On the political front, SAF hosted a press conference with Alan Gura, who will argue our (and the Illinois State Rifle Association and individual plaintiffs) case in *McDonald v. Chicago* before the Supreme Court, about the time this issue appears in mailboxes. Gura was joined by SAF founder Alan Gottlieb, ISRA Executive Vice President Richard Pearson and NSSF's Lawrence Keene. All were optimistic about victory in *McDonald*, and all stressed that the case—like *Heller* last year, which Gura also argued—was another in a series of positive steps for gunowners. Gura mentioned the number of *amicus*, or friend of the court, briefs filed in support of the *McDonald* plaintiffs, including some from surprising organizations and scholars.

In no particular order, here are a few things we got to see at the 2010 SHOT Show.

European American Arms (EAA) announced the addition of two new pistols to the Witness Elite Series—the Stock 2 and the Limited Pro. The Witness Elite Series, produced by renowned Italian gunmaker Tanfoglio, is already recognized for both quality and value by competitive shooters and firearms enthusiasts. The two new pistols add to that value.

The Witness Elite Limited Pro is a professionalized version of the popular Elite Limited. The Limited Pro meets all production class requirements out of the box and carries a straight line competition barrel. This maximizes accuracy over longer ranges. Standard features include: DA/SA trigger; blue controls and a competition frame. Limited Pro is available in 9mm, .38 Super, .40 S&W, .45 ACP and 10mm. The MSRP is \$977.

When handguns travel, they don't require fancy seats or refreshments. They need first-class protection from thieves and thoughtless baggage handlers. Collectors, sportsmen and



Universal Gun Case from Case Cruiser holds five handguns securely for travel.

women, and law enforcement professionals can now hit the skyways and byways fully armed and completely at ease. CaseCruzer has them covered with the GunCruzer Universal 5-Pack Gun Case.

Government and military law enforcers who respect excellence will appreciate the Universal 5-Pack Gun Case. The base and top are soft on the inside, hard as nails on the outside. Polyethylene foam absorbs the blows of rough roads and turbulent air flights. When closed, the lid secures handguns with convo-



Burris' new SixX Series premium rifle scopes are now available in two models.

luted, egg-crate style foam. Civilians who travel to shooting ranges and gun shows will be equally pleased; prized collections can now

brands: Colt, Sig Sauer, Smith & Wesson, Glock, H&K, XD, and STI International. Caliber sizes include: 9mm (or .380mm), 10mm, .40, .45, .38 Special, .357 Magnum and .44 Magnum. Foam plugs keep smaller handguns snug. The waterproof case is buoyant up to 69.9 lbs. It is also dust and sand proof, and also comes with an airline safe ATA 300 rating.

Its unconditional lifetime guarantee always comes along for the ride and it has an MSRP of \$185.

Burris Company has established its SixX Series of premium riflescopes with two outstanding models. SixX Series scopes have strong 30mm main tubes with generous objective lenses and a variable magnification range yielding six times the power of the lowest setting. This optical design, with a magnification factor of 6X, offers an unprecedented combination of light transmission, eye relief, clarity and versatility.

Inaugural models of the SixX Se-

Burris Company has long been known for. Both new models are available in matte finish.

A new feature in the SixX Series is Fast Diopter Adjustment, which focuses a shooter's diopter adjustment approximately five times faster than earlier scopes. Both initial models also offer generous eye relief of 4.0" to 4.5". Fully multicoated and index-matched lenses are finished with StormCoat™ to shed moisture in damp conditions by reducing surface tension on exterior lenses. Flip-up scope covers are included with SixX Series models to further protect the scope from harsh conditions.

A rubber power ring allows for fast and convenient magnification changes. Burris believes its SixX Series scopes will exceed expectations in virtually all hunting conditions, and will perform especially well in low light. MSRP on the SixX models is \$800 to \$900. All Burris SixX Series riflescopes are waterproof, shockproof, fogproof, meticulously crafted in the USA and warranted forever.

US Sporting Goods has brought the Zastava Z98 rifle to the US market. The Mauser 98 set the standard for bolt action rifle actions a long



US Sporting Goods is now importing the Zastava Z98 rifle to the US.

be locked down in an indestructible yet lightweight vault. It's only 11.9 lbs. when empty.

This field-tested carrying case can store up to five handguns and 10 magazines in custom-cut Polyethylene foam cavities. The gun cavity dimensions are 9.23"L x 4.75"H and welcome a wide range of name-

ries for 2010 are the 2X-12X 40mm, and the 2X-12X 50mm. Each is available with either the German 3P#4 Illuminated or the legendary Burris Ballistic Plex™ Illuminated reticle. These compact profile scopes represent the latest in optical refinement and technology, while delivering the features and optical value

time ago. Zastava took this military-style bolt action and put it into the perfect hunting rifle. For a long time, the only way to get the Mauser action in a quality hunting rifle was to build one yourself, or have it custom built. The Z98 is all of that and more right out of the box. The Z98 features control round feed to en-



Antonio Zoli is offering a trade-in allowance on their Z Sport competition shotguns.

sure proper cartridge seating and ejection every time. Standard features include solid steel floor plate, forged and machined steel trigger guard, bolt and receiver, hammer forged steel barrel, forged and machined steel bolt handle, superior strength, smooth reliable cartridge feed for accuracy, large claw extractor, positive thumb safety and a non-glare finish. The Z98 is drilled and tapped for most popular scope mounts.

Available in calibers .243Win, .270Win, .308Win, .30-06Spr, 7mm Rem, .300Win, .375H&H and .458Win, the rifles have an MSRP of between \$522 and \$715.

In an announcement sure to make everyone a winner, Zoli unveiled the ZAP (Zoli Assistance Program) at the 2010 SHOT Show in Las Vegas. And, unlike most things in Vegas, everyone wins with ZAP.

Antonio Zoli, NA is offering a unique trade-in program for their world famous Z Sport clays competition shotguns. Consumers can bring in any standard brand firearm for trade to any licensed dealer in the US and get \$1000 off the price of a new Z Sport. There are no qualifications or restrictions beyond federal, state and local law.

The Z Sport has racked up an impressive record in competition worldwide, including Ashleigh Hafleigh's unprecedented sweep of the 2009 US Open, US Nationals and World Championship. Z Sport by Zoli offers all of the features found in those far more expensive competition shotguns at a reasonable price and with no required annual service.

Any FFL holder can participate in ZAP and any working firearm will be accepted regardless of make, model, year or condition. Zoli will ship to any FFL holder in the United States. Customers need only place their order with Zoli North America through their local dealer.

Standard list price for the Zoli Z Sport is \$5,350. With the trade-in allowance, the cost to the customer is \$4,350, not including shipping charges. Dealers should contact Zoli

ballistic protective eyewear for military and law enforcement forces worldwide, introduces the Wolfspider Goggle System. Precision engineered for performance, the Revision Wolfspider Goggle streamlines size, weight and design for superior comfort and equipment compatibility. It provides an uncompromised field-of-view, best-in-class ballistic protection and dual-material frame technology for comfortable, extended wearability.



Revision Wolfspider Goggle System.

North America directly for dealer pricing and considerations.

The Z Sport is available in 12, 20 and 28 gauge with barrel lengths of 29.5 or 32 inches. Zoli also offers a variety of stock options to fit any shooter. A full list of options is available on request.

This special offer is a limited time promotion. Orders will be shipped on a first come- first served basis.

Revision, leading developer of

The Revision Wolfspider Goggle System features flawless optics, OcuMax® coated interchangeable lenses for fog-free vision, and is 100% UV protective for military, tactical and recreational performance. The three-lens Deluxe Kit hits stores in early 2010 and retails for \$179.99.

The new Dupleks 12 ga., 2¾" shotgun slugs are available in four loads, from DKG Trading. The slugs



DKG Trading is now offering Dupleks 12 ga. shotshells in four loads.

are not traditional lead—rather lathed steel with a galvanized coating (to avoid corrosion) assuring uniformity and resisting deformation. The slug has been lathed into a distinctive hour-glass shape. This stabilizes the slug aerodynamically and reduces possible ricochet and deflection dramatically. Further, the slug body has been corseted with a polymer, applied under pressure. This results in slug loads that are



Pachmayr's Grip Gloves fit a variety of handguns, including the S&W Sigma shown here.

highly accurate, with lubricity that enhances velocity, defeats fouling, and can be shot through smooth or rifled barrels of any choke size.

Dupleks' Monolit 28 1 oz. load powers a 435 gr. slug at 1460 fps. The flat nose punches a clean, circular entrance hole. The Monolit 32 carries a 495 gr. payload. Dupleks' Dupo 28 expands to 1.2"

upon impact with a 6 point starburst forming. Velocity is 1460 fps. To learn more about the new dynamic Dupleks shotgun slugs, visit dkgtrading.com or ddupleks.lv (click on the "English" flag). They are now available at your local DKG Trading shooting sports retailer.

Pachmayr, a Lyman brand, has added three new models to their very popular line of slip-on Tactical Grip Gloves. These "Stretchtofit" Grip Gloves are custom molded for each top-selling pistol and are ideal for the popular polymer frame models which have no replacement grips available.

In addition to superior fit, Pachmayr's Decelerator material delivers recoil reduction and enhanced control. The proprietary material also provides the right flexibility to make installation a snap. No trimming, tearing or hard work is needed for a perfect fit. Finally, the distinctive ventilated side panels and finger grooves deliver faster and more instinctive gun orientation, enhanced control and a more professional look than the old, one-size-fits-all rubber band styles.

These new Tactical Grip Gloves for the Springfield XD, Glock Compact Series, and S&W M&P Models join the existing models for Beretta 92 FS and M9, CZ 75/85, Glock 17, 20, 21, 22, 31, 34, 35 and 37, S&W Sigma, and Sig 220, 226, 228, 229, and the MSRP is \$13.98.

Pachmayr Tactical Grip Gloves, as

Sources Page 56

well as all Lyman products and brands, are available nationally through firearms and sporting goods dealers and mail order companies. Pachmayr, TacStar, Trius Traps, AZoom Precision Snap Caps, Butch's Gun Care, UniDot and Targdots are all Lyman brands.

New for Spring 2010 is the Women's Moleskin Shooting Jacket from Filson. Made in the US, it features 100% cotton moleskin fabric, shooting patches on both shoulders, action back, snap flap collar, adjustable snap cuffs and side venting at hem. The MSRP is \$245 and the Shooting Jacket is machine washable and available in sizes S-



Filson's classy Women's Moleskin Shooting Jacket takes "investment dressing" to another level.

XL. I'm a big fan of Filson's durable, wearable clothing. Filson has a couple of very nice sales each year—if you don't live near one of their Northwest stores, check the web or request a catalog.

W&G

From the Editor

Every day, including set-up and take down, during the 2010 SHOT Show, I would pass the statue pictured right, outside a restaurant that we finally got to visit on the last day of the show. Trendy and pricy, but the food was good and so was the company.

In the many years since I've been going to SHOT, the industry's premier trade event, we have tried to get our "crew" together for at least one meal—usually on the last day of the show. There have been some memorable ones, for good and bad, including one in Dallas in the early 90s in which we were all pretty well convinced we had stepped into a reenactment of an episode of "Fawlty Towers."

But back to the Egg Man and eggs in general. I was explaining the restaurant to a friend after I returned and she said, "But you don't like eggs!"

"True," I said. Or at least—truthful. I've always been a fan of Mr. H. Dumpty. And, while I've never liked eggs that you can tell are two distinct parts (say, hard boiled, soft boil, or—shudder—coddled), I don't mind eggs in other things and have a fondness for my mother's frittata and the occasional dish of (very dry) scrambled eggs with a side (of very burnt) bacon.

Humpty, though, has always been a favorite. So I was glad to sit down next to him after dinner and rub his brass head. I didn't even mind that my friend Joe Waldron snapped the picture, even if it had been a long, long day in a long, long week. When Joe sent the picture, the message line read "Humpty Peggy."

Humpty Dumpty, it turns out, has been around for centuries. It's likely that he began life as a nasty-sounding cocktail—a mixture of boiled brandy and ale, which sounds really, really bad. Then he became a synonym for a small, clumsy person. He eventually morphed into a nursery rhyme, possibly as a riddle, in which, without the now familiar likeness, the child was to guess what couldn't be put back together again after a great fall.

With the nursery rhyme's reference to "all the king's horses and all the king's men," it wasn't long before Humpty Dumpty became a convenient political metaphor. Countless hapless politicians—from crowned heads to elected officials to appointed "czars"—have all been depicted as Humpty over the years. Robert Penn Warren's Pulitzer Prize winning novel, *All the King's Men*, is perhaps the best known example.

Lewis Carroll also appropriated Humpty, who appears in *Through the Looking Glass*, lecturing and hectoring Alice over the meaning of words. "When I use a word," Humpty Dumpty said in rather a scornful tone, "it means just what I choose it to mean—neither more nor less," he tells her.

As we begin a bumpy ride to this year's mid-term elections, it's a good idea to keep these versions of Humpty in mind—the nursery



The Egg and I.

rhyme's hapless, unfixable accident victim, the political cartoon's more sinister "king's men," and Carroll's semantic twisting bully.

When Scott Brown upended Massachusetts' political world, putting the Democratic Party into a tizzy, if not an outright fall from the wall, it was seen as a signal that the "king" and his "men" were in trouble. So, too, have the recent announcements by a number of long-time office holders that they will retire this year rather than seek reelection in a shaky political landscape—a clutch of Humpties not so much falling, as leaping from the wall.

But it's wise to remember that the egg—like Humpty himself—is a pretty durable symbol and an even more durable and versatile staple. It takes, as the cliché goes, a lot of eggs to make an omelet.

Peggy

**Peggy Tartaro,
Executive Editor**