

Incidentally . . .

Speaking of cryptic conversations . . . we were listening in the other day while the NRA's Public Relations Division (both of them) were 'at work'. The conversation sounded like something out of a Treasury Department report.

"If you can top two million four hundred and forty thousand it's yours."

"That's easy." Lights flashed in the smoke-filled air. "What do you say to two million seven hundred and ten? There it is."

"Well, to uphold the RA's prestige I'll have to beat that." He did too. He racked up a cool three million, plus four free games on the pinball machine at Washington's fabulous Pinball Club to make off with the twenty-five cents in stakes . . . and fifteen minutes of radio time to beat the drums for the month's National Convention and the International Championship shoot-offs. Seems there's more than one way of getting publicity. Sometimes a fine touch on a pinball plunger is a help.

We like to remember the time last winter on the day of the annual banquet for Board of Directors . . . when the Public

Relations boys threw a buffet luncheon for press and radio men of the city. It wound as an around-the-clock series of card games with just about every Washington

time or another. Seems that U. S. Naval Academy publicist Jerry Flynn had arrived in town to introduce new Navy football coach George Sauer to the press but, finding

the sports departments bare, had to drag Sauer to the hotel headquarters to meet the boys. The papers: "Sauer Reports in to NRA" which is as good, publicitywise, as any

n't always beer and skittles for NRA's umps. Sometimes they work . . . when there's a copy deadline for the papers: "Sauer Reports in to NRA" which is as good, publicitywise, as any

COVER

Robert P. Holland's fine study of a Kentucky Rifle shows an example of the famed American arm in the collection preserved at historic Fort McHenry, near Baltimore, Maryland. The old fort of 'Star Spangled Banner' fame, is now a mecca for visiting gun collectors, with its Berkeley Bowie collection of American firearms. Incidentally, this month marks the 168th anniversary of the Battle of King's Mountain (October 7, 1780), which stands yet as one of the classic examples of accurate rifle fire versus bayonets and inaccurate muskets. Like many another fine victory for America's first battles, King's Mountain was a victory for American rifles.



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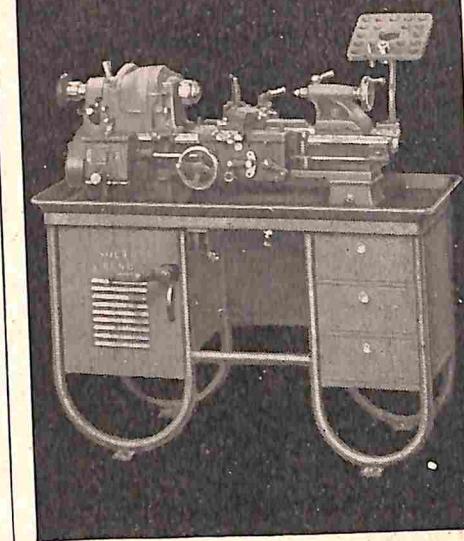
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VOLUME 96

NUMBER 10

SOUTH BEND

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Catalog No. 8187-YS-10"x 3'-1" collet capacity Bench Lathe with handwheel collet attachment; collet rack; taper attachment; micrometer carriage stop; thread dial; steel bench; three phase, sixty cycle, 220 volt motor; and \$1272.35 drum control switch—as illustrated.

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