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*Shooting Goods*  
**RETAILER**

SEPTEMBER, 1960



VOL. V, No 5-46

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SHOOTING GOODS RETAILER • SEPTEMBER, 1960

**NEW SALES**  
**PROMOTIONS**

**North Illinois Dealers, Attention!**

Illini Supply Co., PO Box 14, Highwood, Ill., is a family jobbing business owned and operated by Rog Hartman. Illini Supply jobs a good line of powders for reloading including Hodgdon's line, Hercules Red Dot, Bullseye, Unique, 2400, Hi-Vel No. 2, and Herco, and the IMR and pistol powders of DuPont's. For shotshell fans Hartman can supply the Alcan powders, and all CCI primers for every case. His list will be mailed upon request: phone CE 4-9376 for Hartman, or just:

(Circle No. 138 on Profit Info Card)

**A Boost For Browning**

New Browning rifles are causing considerable talk among the dealers. Departure from Browning tradition, the basic gun is a Mauser, not one of either J.M.B.'s or descendants' inventions. New bolt catch is logical, simple, as is side fore-and-aft safety, of modern Browning family innovation. But for shooters who "like the Mauser" this is one of the finest-finished arms of its class on the market. Price is a bit premium: \$164.50 list including short magnums (\$169.50 in long magnums). But to the high quality execution of the great Fabrique Nationale, has been added a "plus" demand for extra finish from the Browning side of that fine arms factory. The bolt ways are well polished, unlike some other Mausers offered by other makers, and the stock has exceptionally pleasing lines. The mid-barrel sight, too, while "Continental" in its styling, is practical, adjustable, for a field sight. Tapped for everything, of course. It's quite a gun: gives you a big game rifle to sell to your Browning O/U fans.

(Circle No. 139 on Profit Info Card)

**"Now READ This"**

Not enough poop in the daily press about shooting? Gun laws in your town squeezing you? Did that Great Shooting Range Project get laughed out of the Aldermen's council? Read on . . .

Winchester, who makes profits off what you sell, has inaugurated one of the most important steps to ensure that you continue to sell — and make profits. This step is the formation of the Winchester News Bureau, 460 Park Ave., New York 22, N. Y.

WNB releases reflecting news of interest in the shooting world from all over the shooting world. Release come to hand just now is coverage of the Lynnhaven, Va., 1960 National Skeet Shoot. SGR of course is a monthly, has lead time many weeks ahead of newspapers. So we can't use this release and "scoop" anyone. But your local newspaper can use it, free of charge. Get hold of your outdoor editor, tell him WNB will feed him hot copy all the year round, while it's hot ready for his use. WNB news will build you that sympathetic climate you need in your town, county, state. Put it to work today. Got a phone? Then call your outdoor editor right now, make a date for lunch, talk it over. He'll think you're doing him a favor. For more WNB data, just:

(Circle No. 140 on Profit Info Card)

**Hunter's Check List**

Trius Products, 214 Cherokee Ave., Sayler Park, Cincinnati 33, Ohio, has a neat little pocket folder, all printed up for you to give away to your prospective hunters. It tabulates "things to do" to avoid that last minute "Got away in time but forgot and left my head behind . . ." sort of confusion. Four check columns for four hunters, with most every item needed for a successful hunt. Naturally, Trius has a gimmick in this: their individual clay-bird traps. Your November Nimrod will need one in the early fall to help him get his shooting eye in shape . . . For Trius, just:

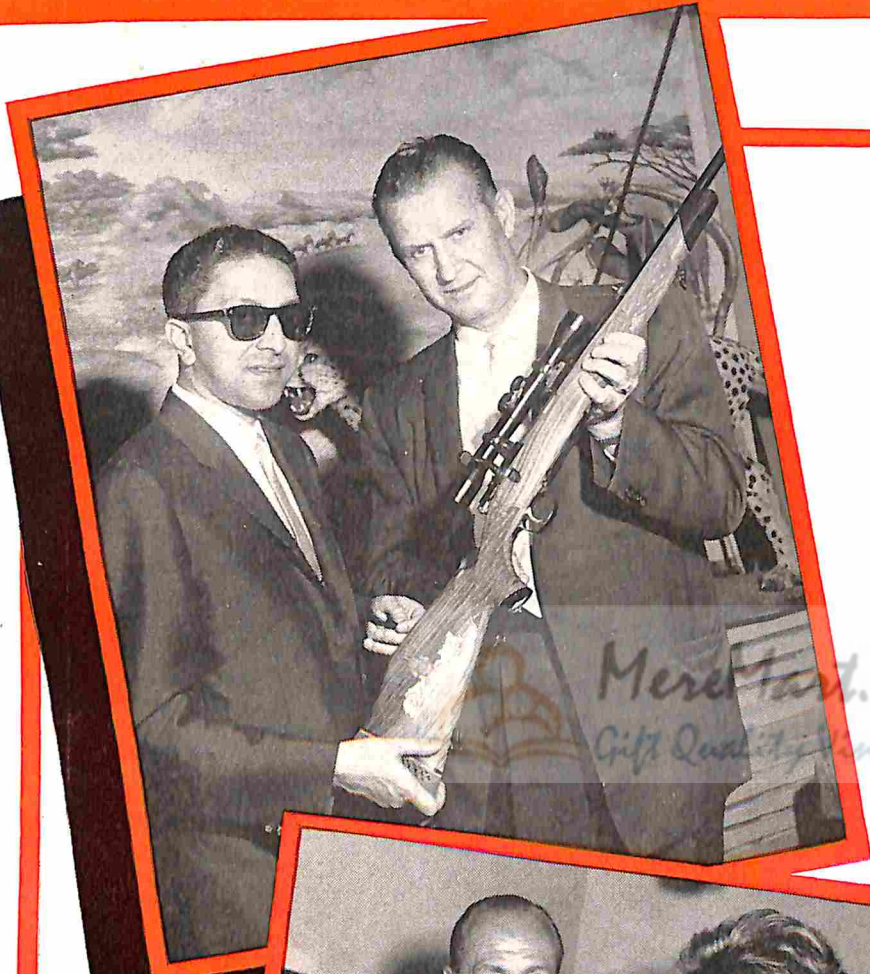
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SHOOTING GOODS RETAILER • SEPTEMBER, 1960

# Shooting Goods

# RETAILER



**HOME OF THE  
ALASKAN  
MAGNUM**

**350 YEARS OF  
GUN  
SALESMANSHIP**

**HOW TO  
HANDLE  
RUSH - HOUR  
CROWDS**

**NAMES  
IN  
THE NEWS**

**BEST SELLERS**

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**TO HELP YOU SELL**

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