



THE GREEN TO GO ON

Profits grow on consistent repeat business... sales to pre-sold customers who want the best bullets money can buy — SIERRAS.

Sierra Advertising features the Sierra GREEN box. Let your customers know you are a Sierra Dealer. Display and feature the Sierra GREEN box and go on the GREEN for profit.

Write today for these FREE merchandising aids. Just tell us how many you need.

1. NEW POSTERS to tell your customers you sell the bullets in the GREEN box — Sierras.
2. BROCHURES "The 30-06 in AFRICA" describing how Sierras kill BIG GAME.

SIERRA BULLETS

600 W. Whittier Blvd., Whittier, Calif.
(Circle No. 31 on Inquiry Card)

Shooting Goods

RETAILER

AUGUST, 1960



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To Help You Sell

GUNS • GUN ACCESSORIES • AMMO
HUNTING • CAMPING EQUIPMENT

SHOOTING GOODS RETAILER • AUGUST, 1960

NEW SALES PROMOTIONS

Olin Mathieson's Goat (Duck) Feathers

Goat feathers, according to a searching FORTUNE analysis of the great O-M combine's flagging business prospects several years ago (quoting Ellis Parker Butler), "are the feathers a man picks and sticks all over his hide to make himself look like the village goat . . . (They) are the distractions, sidelines and deflections that take a man's attention from his own business and keep him from getting ahead . . ." This was true of even so financially great an enterprise as Olin Mathieson Chemical Corporation (40,000 employees, annual sales \$650,000,000 in light metals, chemicals, arms and ammunition) was rapidly and distressingly apparent to the Corporation's directors. They took steps to remedy the distractions, the frittering of efforts in one direction or the overlapping complex of duplications in the other. Emerged: a streamlined entity best defined by the British phrase "group of companies" in which all act as elements of a team. In the arms and ammunition field, Winchester-Western Division can draw upon Squibb Pharmaceutical for chemical assistance, or as in the case of lightweight shotguns such as the 59, on Olin Aluminum. The High Energy Fuels Division, at work mainly on rocket propellants, will inevitably find some of its research expressed in the future through the Winchester or Western ammunition facet. Though each Division retains its identity, it can and does draw upon the total resources of the whole Corporation. Winchester-Western, by reducing the number of slow-movers in arms and ammo, and then by gradually engineering and releasing new models aimed more directly at today's market, has made rapid strides in converting the "goat feathers" into "duck feathers". Why duck feathers? Because the one single activity this year that most expressed this new look, which has produced such gains as 33% percent increase in the first quarter of 1960's net earnings, over the same period last year, was the Winchester-Western Seminar where duck shooting was featured.

While the new test Model 59s cracked and duck feathers floated down as mallards dropped from the sky on Nilo Farms terrific and tricky "private" flyway this past January, it became obvious that drastic changes in outlook had occurred. A baker's dozen of the top gun writers in the country had been invited to break bread with key execs in the O-M outfit from New York, New Haven and East Alton. The roster was a Who's Who of the firearms sports today: Koller, Keith, Page, Ovington, Siatos, Amber, O'Conner, Edwards, Kuhlhoff, Brown. Hosting were Bill

Kelty, W-W sales director, Scott Healy, ad man, Ed Kozicky who is O-M Director of Conservation and incidentally a key man in the Industry when it comes to gun laws. Jim Rikhoff and John Dear seemed to be handling the proceedings generally with a three day shooting fest the like of which hadn't been heard in down-state Illinois since the Schutzenvereins primed for war in '61. New models were shown and shot. An action shooting film, for example, introduced Scott Healy (in technicolor) wielding the handsome Model 100 .308 autoloader while in the pursuit of antelope and deer. Heritor of Winchester's automatic rifle know-how, a savvy outlook on gun designing dating from Winchester's innovation of the world's first assault rifle (experimental) in 1917, the all-new Model 100 will empty your customers' pockets of shells fast. The whole manner of presenting the sale of this new gun is dramatic, and to us it seemed that it would make beaucoup cash for Winchester dealers come fall. Tom Henshaw, Bill Talley, Bill Dittmann, others of the Winchester PR and sales crowd, took us severally in tow and delivered short talks on the various models of guns, or were our shooting partners over Nilo Kennels' famous dogs on Nilo Farms.

Winchester called it a "seminar," an educational session where free discussion was the keynote. The gun writers each received handsome lighters with the firm's trademarks and the date, as mementos. But Winchester-Western got far more: the new ideas, the confirmation of their own ideas, the exchange of attitudes between men who do the making and selling, and the men who make the market in which the products are sold, was highly beneficial. Certainly the duck feathers popped loose by a fair hit of Western pellets in a new Winchester gun at Nilo Farms heralded profitable, aggressive and sensible replacements for the goat feathers which had preoccupied Winchester in years past. The men we gun writers met have gentle but firm hands on the reins that guide at least the Winchester-Western Division of Olin Mathieson's destinies. And, they are now all pulling in the same direction . . .

Wolf Is "A Bear" for Springs

Somewhere the expression "a bear" meaning strong, rugged, outstandingly durable, got started, and that, all puns aside, fits the Wolff Springs to a T. The W. C. Wolff Co., PO Box 232, Ardmore, Pa., makes springs for guns. They make long springs and short ones, coil and torsion and helical and elliptical and round and square. In fact, they make just about every darn spring except the one I sent them to fix. It was a dilly: repairing an antique "Fusil" (Continued on page 30)

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RETA

GM-127-P-19
F MARSHALL ROBBINS
3515 NORTON ROAD
DULUTH 3, MINN.



**HOW TO FIT CHOKES
ON GLASS BARRELS**

**HOW THEY DO IT
AT HERTERS**

**YOU DON'T HAVE
TO BE BIG...**

**HOW TO BE A
PROFESSIONAL
SALESMAN**

**IS
YOUR STORE
AN ASSET?**

TRADE TALK

**POINTERS FOR PROFIT . . . Elmer Keith
SELLING the SHOOTING SPORTS . . . Dick Miller
NEW SALES PROMOTIONS**

TO HELP YOU SELL

**GUNS • GUN ACCESSORIES • AMMO
HUNTING-CAMPING EQUIPMENT**