USEFUL ACCESSORIES FOR PRECISION RIFLE COMPETITION



















FEATURES

THE BEST GUN MOVIE EVER: WAR MOVIE BRACKET

In our November 2014 we dubbed Ronin the Best Gun Movie Ever in the modern crime drama category. Due to popular demand, our entertainment correspondent Peter Barrett decided to take a look at some of our favorite war movies to determine the best gun movie ever for that category.

14 FIRST LOOK: THE GLOCK 43

The long anticipated GLOCK 43 is here at last, and Editor Shelley Rae was able to get hands-on with GLOCK's new single stack 9mm down at their factory in Georgia. Find out what we like, what we don't like, and how GLOCK's latest entry into the concealed carry market stacks up against some of its competitors.

20 THREATS OF AN AMMO BAN: WHAT YOU NEED TO KNOW

If you are a firearms enthusiast and you've been online in the month of March, you have probably seen a lot of buzz about a proposed ammo ban from the ATF and everyone's reactions to it. It's been a confusing ride for a lot of gun owners, so we put together a timeline of events to help clarify what's really been going on.

ISSUE

24

APRIL

2015

IMPROVE YOUR GAME

RISE OF AN EMPIRE: THE GLOCK STORY

THE GREATEST GEAR

ALL IN THE DETAILS: ACCESSORIES FOR PRECISION RIFLE COMPETITION

THE LATEST

36

CLICK BAIT, THE GUN INDUSTRY, AND ONLNE CONTENT





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FROM THE EDITOR

It feels like SHOT Show just ended and we're already gearing up for the NRA Annual Meetings. The GLOCK 43 is just a sneak peek at what I think will be a really exciting Annual Meetings event.

The NRA Annual Meetings is, despite its similarities to SHOT Show, incredibly different. It's designed for the consumer rather than the dealer, so companies take different approach to their presence there.



It also means there are more fun events, more interesting classes, more seminars, more auctions. It's a crazy week where I have to be ready to go from heels to flats to running across the floor then back to heels in a moment flat.

Last year we had a really cool opportunity to see Alabama and Sara Evans in concert. I know not all my readers will be country music fans, but for me it was an awesome experience.

This year, the Annual Meetings are going to be held in Nashville, Tenn. Next year, it will be in Louisville, Ky. Because the Meetings change location each year, some day they could be near you. If you ever get the chance, indulge yourself: go.

If you do decide to go make sure to thoroughly research events ahead of time. There's a lot of cool stuff going on and you don't want to miss it. NRAAM.org has a listing of events and locations that can keep you plenty entertained, and then there's always the show floor.

If you happen to attend this year and you see me, please say "Hi." I always enjoy an opportunity to meet people who read the magazine.

Hope to see you there!



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Peter Barrett has been a street sweep, a dishwasher, an underpaid computer geek, and he even owned a video game store, but he has always been a shooter. Active in USPSA, IDPA, multigun and also a collector of curios and relics, he has yet to find a shooting discipline that wasn't interesting to him. He lives in central North Carolina with his wife, two children, an elderly retriever and an uppity cat.

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GUN SAFETY FOUR BASIC RULES

- (1) TREAT ALL GUNS AS IF THEY ARE LOADED.
- (2) KEEP YOUR FINGER OFF THE TRIGGER UNTIL YOUR SIGHTS ON THE TARGET.
- NEVER POINT A GUN AT ANYTHING YOU'RE NOT WILLING TO SHOOT.
- 4 ALWAYS BE AWARE OF YOUR TARGET AND WHAT IS BEYOND IT.

WE BELIEVE IN SAFETY FIRST.



WAR MOVIE BRACKET

BY PETER BARRETT www.papadeltabravo.com

the Dramatic Fiction formula:
Two parties, unable to reach a compromise peacefully, resort to attempting to violently impose their will on the other. This struggle is as timeless as society and dramatic fiction itself. Wars between our tribes have always been a fertile source for stories, not only for the obvious propaganda or entertainment value but also to help the population who didn't go and fight understand and appreciate the sacrifice of those who did.

After the release of *Saving Private Ryan* in 1998, war movies underwent a fundamental transformation in quality and accuracy. No longer filled with mindless schlock and action, the new wave of war flicks elevated the genre into genuine art.

As we mentioned in the November 2014 issue when we dubbed *Ronin* the Best Gun Movie Ever, in the interest of fairness we deliberately limited ourselves to modern crime dramas and avoided war movies and westerns. Well, after more than a little popular demand, here's the War Movie bracket for everyone to argue about. As before, I graded each

film artistry, storyline, dialog, and characterization. Also scored was how well the guns are used to help tell the story, or are they just there to go bang? And finally a bonus 10 point scale for re-watchability because in the final tally, despite a film's critical appeal, it must be fun and entertaining for the audience to appreciate those qualities.

Starting with a list of a dozen candidates, and after a lot of arguing and research and a few marathon movie nights, we narrowed it down to five. **Here we go!**





ENEMY AT THE GATES

The Eastern Front of the Second World War has been a mere footnote to American audiences due to our lack of participation, but by any

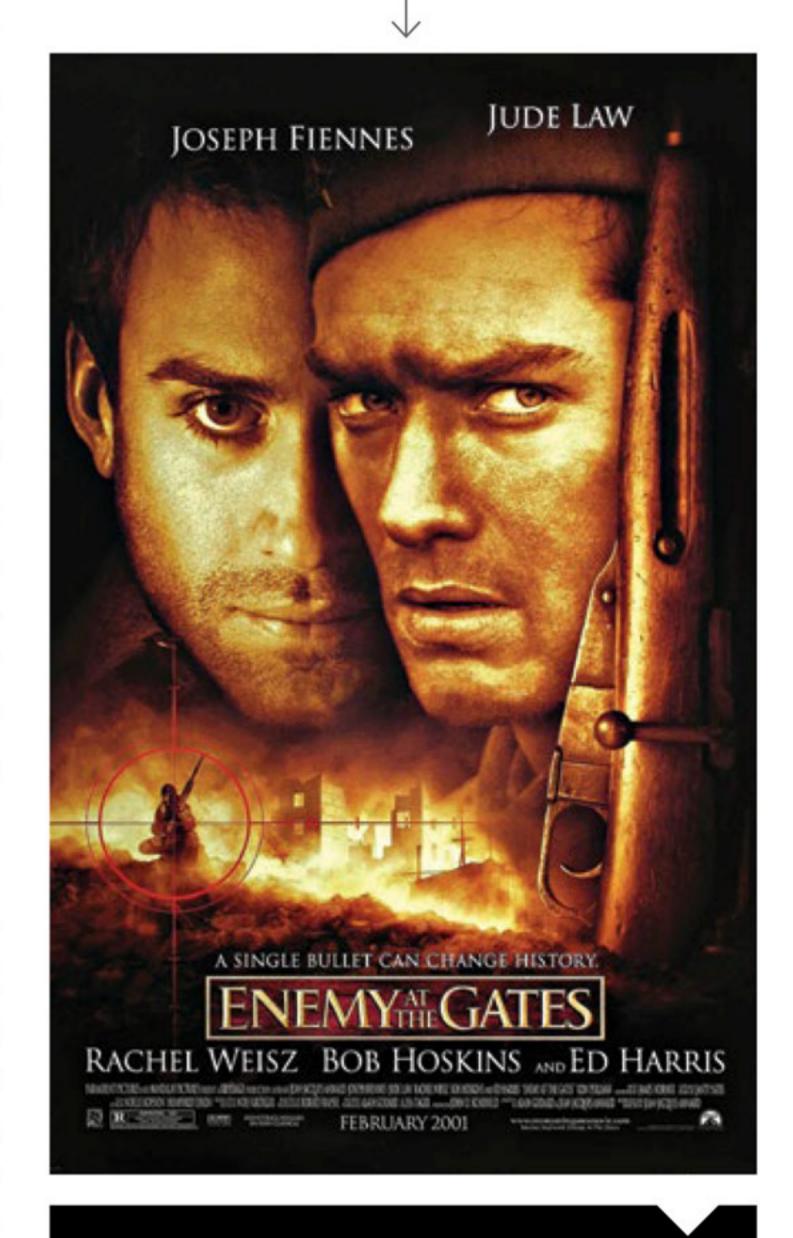
measure a whole lot of fighting went on between Operation Barbarossa in 1941 and the capture of the Reichstag in 1945. French director Jean-Jacques Annaud's 2001 Enemy At The Gates captures not only the titanic, inhuman enormity of the battle for Stalingrad, where somewhere close to two million people perished, but also found a small, human-scale story to tell, the largely apocryphal tale of farmboy hunter turned headhunting sniper Vasily Zaytsev (Jude Law). While Zaytsev was a real soldier in the battle, the details in the movie are generally fictional.

That said, despite the historical inaccuracies, the film portrays the truth of the awful plight of the ordinary soldier caught in the struggle between two terrible totalitarian regimes, and yet even in the cruel darkness, people can still find hope and joy and triumph. Annaud smoothly switches gears back and forth between the brutal chaos of large scale battle scenes and the slower paced but nerve wracking battle of wits between Zaytsev's small sniper unit and the elite head of the Nazi sniper school, Major Erwin König (Ed Harris). However, the early Computer Generated Imagery (CGI) is poor by modern standards and those effects stick out like a sore thumb.

Of course the Mosin-Nagant 91/30 with a 3.5 power scope and its German counterpart, the scoped Mauser M98k take center stage, but all the common Eastern Front small arms show up and are portrayed well in both appearance and use. A nice touch is during several point of view, through the scope shots, the different Russian and German scope reticles are generally correct.

The love triangle side story feels awkwardly tacked on, but it's hard to fault them for trying to add a little romance to what would otherwise be a uniformly gloomy movie. The performances are excellent, but in particular watching Bob Hoskins (Who Framed Roger Rabbit) as ruthless political officer Nikita Khrushchev is a delight. Ron Perlman as veteran sniper Kulikov is also a wonderful bit part. Another mark in its favor is a marvelous, soaring score by James Horner that manages to pastiche both the Red Army March and the Deutschlandlied.

For all of its faults, *Enemy At The Gates* remains in the running for being a thrilling and glorious reminder that even in an uncaring universe with colossal forces killing millions of men to accomplish their goals, one man with a rifle can make a difference.



#5: ENEMY AT THE GATES

"Man will always be man. There is no new man."
Year Released2001
DirectorJean-Jacques Annaud
ScreenplayJean-Jacques Annaud
Major Stars
Notable Firearms Mosin-Nagant 91/30 Nagant M1895 Revolver PPSh
Running Time131 Minutes
Metacritic Score53
Era WWII, Eastern Front

Production Budget \$68,000,000

Box Office \$97,000,000

FINAL SCORE:

Category
Quality and Variety of Gun Props6
Fidelity of Gun Handling and Tactics 5
Filmmaking Quality6
Storyline and Characters6
Dialog 6
"Let's Watch it Again!" 8
Total:

WE WERE SOLDIERS



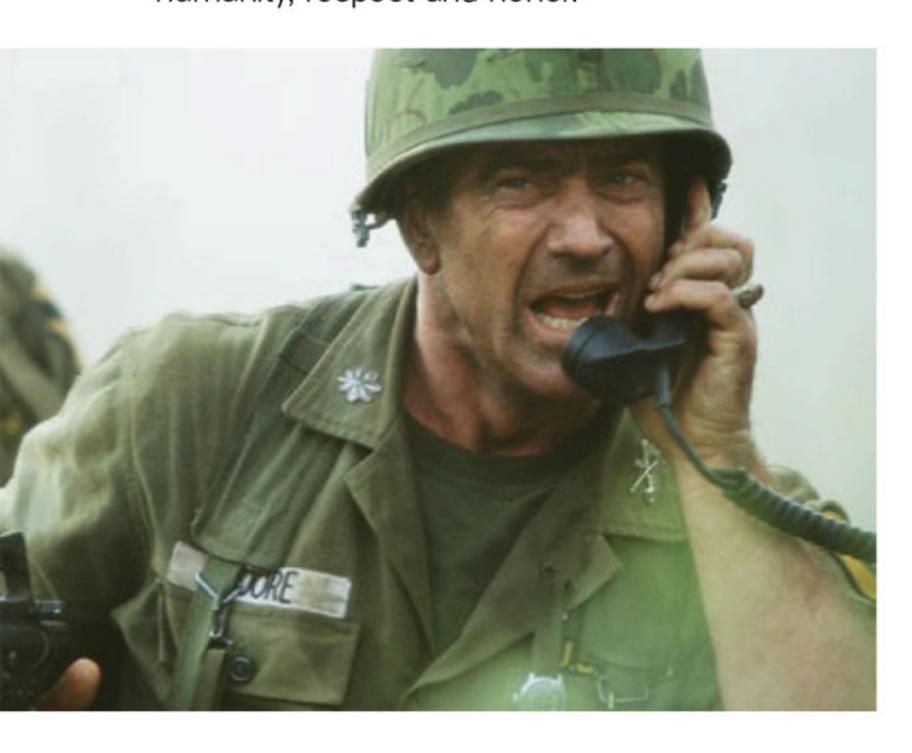
Randall Wallace's 2002 movie about the initial stages of the Battle of the la Drang valley has been criticized as clichéd, by-the-book

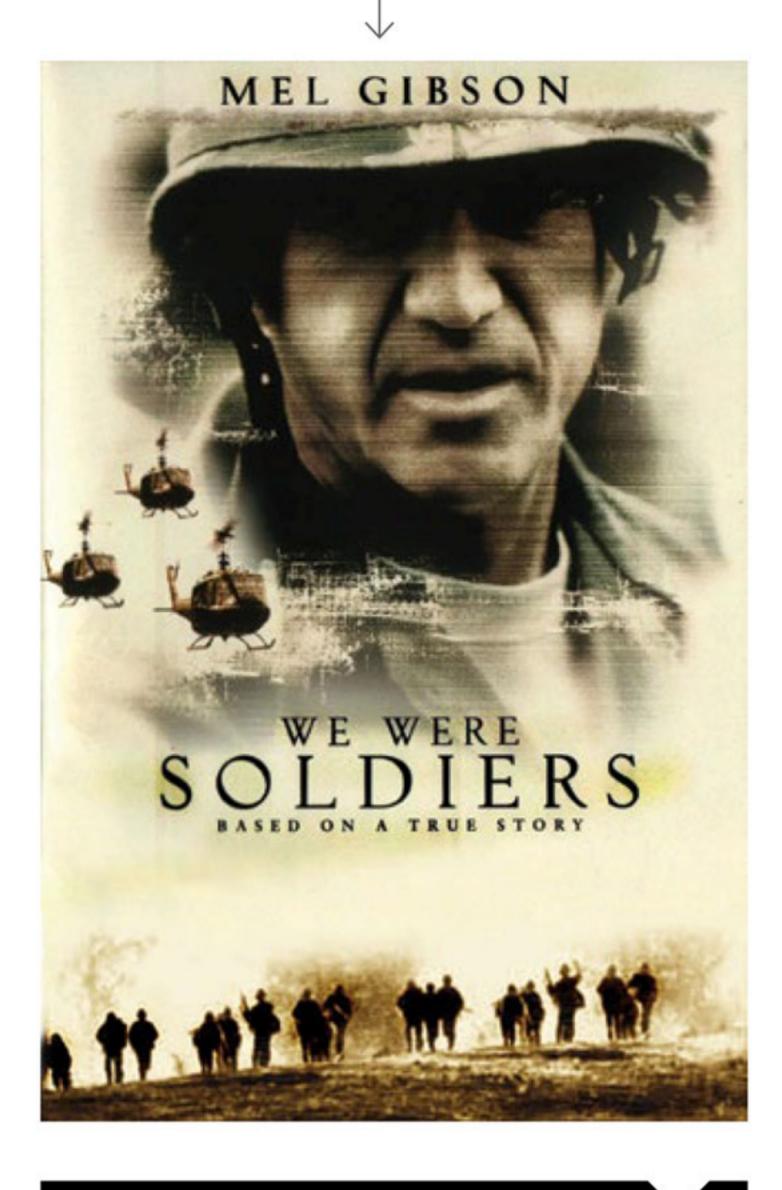
filmmaking, but it's superbly done by-the-book filmmaking, and the formula is a formula because it works, and clichés become clichés because of their inherent truth. We Were Soldiers commits the unforgivable critical sin of being too earnest and straightforward a Vietnam War movie, with a lack of nuance or moral ambiguity.

But if you're into that, and I am too, it's a finely crafted war flick with particular attention paid to the gun props. The movie opens with a French colonial army column ambushed by the nascent North Vietnamese Army, and the French soldiers are equipped with rarely seen on screen MAS-36 rifles and MAT-49 submachine guns. When the U.S. Army Air Cavalry arrives on the scene, we're treated to excellent reproductions of early Colt XM16E1s, M60 machine guns, and the evergreen M1911.

The acting is also above average. Mel Gibson turns in a pitch perfect, pre-meltdown performance as Lieutenant Colonel Hal Moore, Sam Elliott is clearly having a great time as Sergeant Major Plumley, and war movie veteran Barry Pepper shows up as combat photojournalist Joe Galloway. The movie frequently cuts back to the home front, and the methods with which the homebound Army wives handle their losses and themselves coalesce into a support unit is artfully handled and gives the movie more depth and heart than expected.

Unfortunately, Wallace has a lot of plates spinning at once, and the audience can have difficulty keeping track of the various detachments and what they're doing in the homogeneous jungle. Still, the film delivers satisfying and yet emotionally draining thrills, and even manages to treat the opposing NVA and Viet Cong soldiers with humanity, respect and honor.





#4: WE WERE SOLDIERS

#4: WE WERE SULUIERS "Dead or alive, we will all come home So help me God."	together.
Year Released	2002
ProducerRandall	Wallace
ScreenplayRandall	Wallace
	l Gibson m Elliott Kinnear
Notable Firearms M16A M1911, SK MAS-36,	S, AKM,
Running Time 138	Minutes
Metacritic Score	65
EraVietn	am War
Production Budget \$75,0	000,000
Box Office \$115,0	000,000
FINAL SCORE:	
Category	Score
Quality and Variety of Gun Props	8
Fidelity of Gun Handling and Tactics	88
Filmmaking Quality	7
Storyline and Characters	6
Dialog	6
"Let's Watch it Again!"	5
Total:	40

Total: 4U

BLACK HAWK DOWN



Producer Jerry Bruckheimer's 2002 motion picture based on the 1993 Battle of Mogadishu had every potential to be as much of a costly

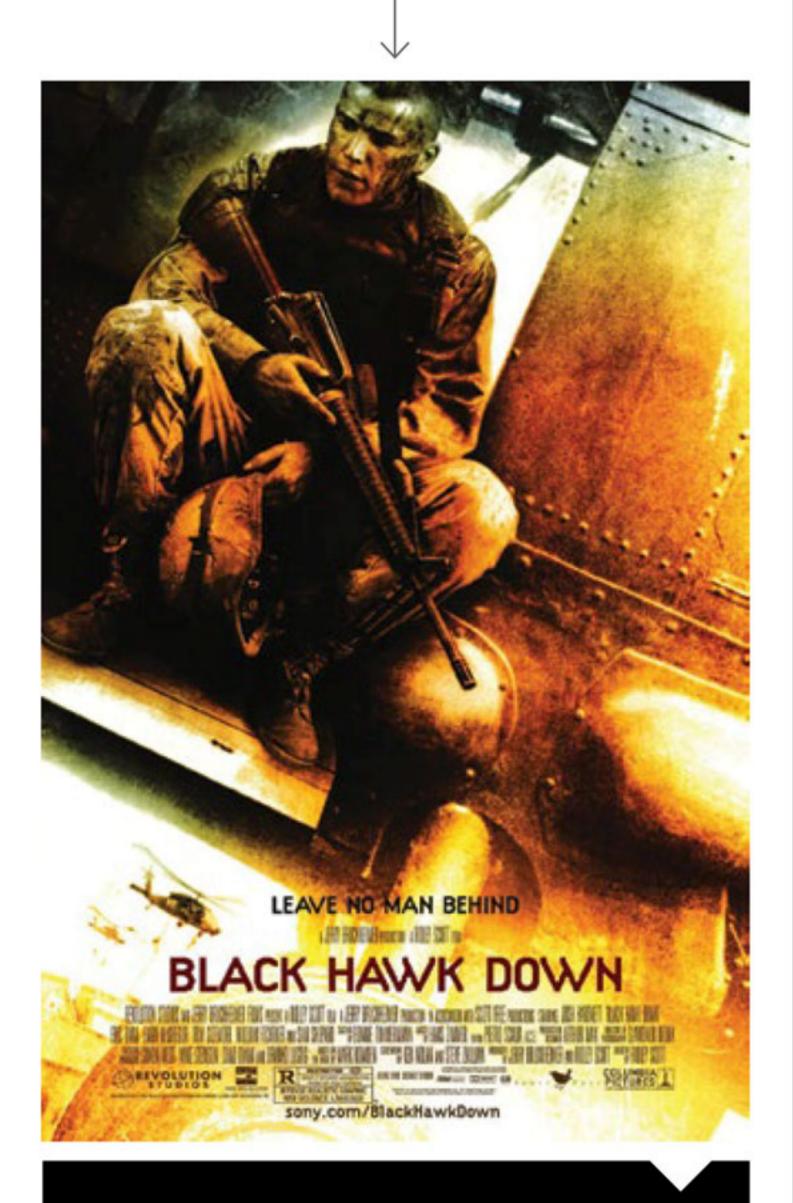
disaster as the actual Operation Gothic Serpent -- the ill-planned and poorly handled 1993 raid on Somali warlord Mohamed Farrah Aidid's head-quarters -- but for two things: Relentless rewrite after rewrite by ace screenplay doctor Ken Nolan, and the masterful direction of famed director Ridley Scott.

Black Hawk Down presents a slightly slimmed down, streamlined version of events, but what's remarkable is how Scott skillfully assembles the events of a confusing, nonlinear battle into an easily followed dramatic progression, despite rapidly jumping from location to location as the action ebbs and flows.

The gun props are great, especially to students of military small arms, for bridging the gap between iron-sighted issue rifles and today's ubiquitous flat-top M4s with Aimpoint red-dot sights and Surefire flashlights. A particularly nice touch is superb audio work that contrasts the slow, plodding cadence of the 7.62 NATO M60 with the 800rpm bark of the 5.56 NATO M249 SAW. The opposition shows up with the usual Russian AK variants, RPGs and other Eastern Bloc small arms, but the entire detritus of the seedy underground African arms trade is there is you look for it, from bolt action WWII surplus to H&K G3s to heavy machine guns.

Two drawbacks to the film: Despite the inauthentic detail of writing the soldier's names on their helmet covers, it's sometimes hard to tell the players apart. Similarly, the Somali militiamen quickly become a faceless and interchangeable foe devoid of individuality.

For me, the emotional and moral heart of the movie will always be Delta Force operators SFC Randy Shughart and MSG Gary Gordon demanding to be put down in the middle of a furious mob of Somali militia to defend downed pilot Michael Durant. Fully aware of the overwhelming odds and with every expectation that they would not survive, they unhesitatingly fast roped into the maelstrom for no other reason than because their honor demanded it. For all of the errors, mistakes, hubris and arrogance, what saved lives that day was an unflinching devotion to duty and comrades and an unconquerable spirit even when mortal bodies have failed. Black Hawk Down represents all that is good, and all that is bad, about the American fighting man, and I will always appreciate that.



#3: BLACK HAWK DOWN

"Gordy's gone, man. I'll be outside. Good luck."

Year Released2002
DirectorRidley Scott
Screenplay Ken Nolan
Major Stars
Notable FirearmsM4, M16A2, M249, M60, AKM, M14, MP5, M1911
Running Time 144 Minutes
Metacritic Score74

EraPre-Global War On Terror

Production Budget \$92,000,000

FINAL SCORE:
Category
Quality and Variety of Gun Props7
Fidelity of Gun Handling and Tactics 6
Filmmaking Quality7
Storyline and Characters7
Dialog 7
"Let's Watch it Again!" 7
Total:

LONE SURVIVOR

We covered Peter Berg's 2013 film in detail in the July 2014 issue, and even on multiple rewatchings it continues to hold up well. A faithful

adaptation of Marcus Luttrell's book of the same name, Lone Survivor is an intimate, wonderfully crafted tale of brotherhood, tragedy, perseverance and above all, faith.

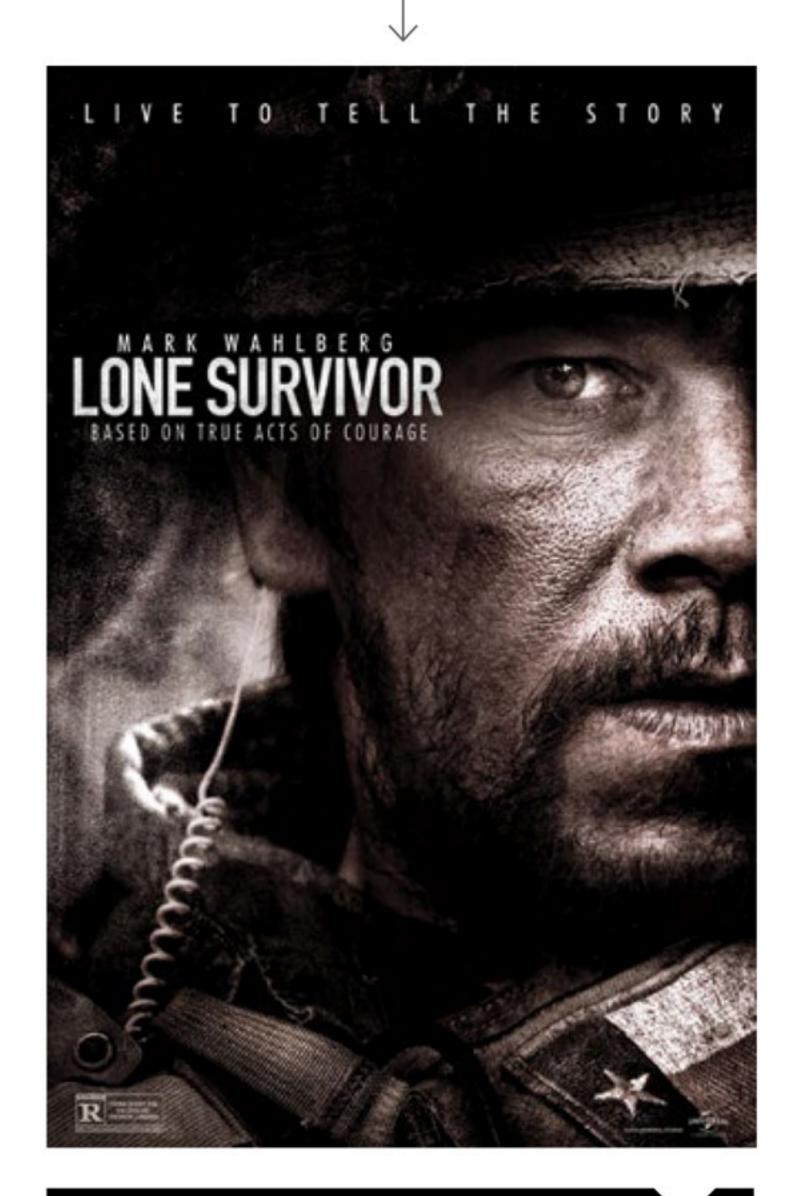
Lone Survivor begins with a seemingly simple mission to track and locate a vicious terrorist leader and his band of fighters in the unforgiving Hindu Kush, but as errors and mishaps multiply, the four man SEAL team is cut off, surrounded, outnumbered and eventually and brutally whittled down to a single survivor, Luttrell, who owes his life to the kindness and honor of the Afghan villagers who find him and protect him from the Taliban.

The writing is tight and flawless and characters and their relationships are built up with a bare minimum of war movie tropes. The small size of the team means we're able to get to know them better than in other larger unit movies. The performances are all superb, when Boston boy Wahlberg can convince me he's a Texan, there's magic going on. The deaths in battle of the SEALs and the helicopter rescue team hit the audience like sledgehammers, but it never feels cheap or emotionally manipulative. It's just wonderful filmmaking that happens to also be a fantastic shooter's movie.



There isn't a tremendous variety of firepower on display, but the props are true to life and well researched. Even the optics and sling setups are correct, and it's obvious the actors put a ton of work into rehearsing their weapons handling and tactics. The SEALs are armed with faithful reproductions of Mk11 Mod0 SPR marksman's rifles, and M4A1 carbines with underslung 40mm grenade launchers, with authentic looking field camouflage jobs and that well worn-in look from weapons that have been in the field as long as the men carrying them.

Cinema hasn't exactly been overwhelmed with great movies exploring the men and missions of the Global War On Terror, but if future efforts are as good as Lone Survivor, then we're in for a second golden age in war movies.



#2: LONE SURVIVOR "Never out of the fight." Year Released...... 2013 Director Peter Berg Screenplay Peter Berg Major Stars......Mark Wahlberg Taylor Kitsch Emile Hirsch Ben Foster Notable FirearmsMk12, M4A1, AKM, PKM, M9 Metacritic Score 60 Era..... Global War On Terror **Production Budget** \$40,000,000 Box Office \$149,000,000 FINAL SCORE: Category Score Quality and Variety of Gun Props............ 10 Fidelity of Gun Handling and Tactics 10 Filmmaking Quality......8

Storyline and Characters......5

Dialog 6

"Let's Watch it Again!" 5

BAND OF BROTHERS



#1

Now, hold on with the outraged emails and comments. Let me explain first! I'm perfectly aware that HBO's Band of Brothers is in

fact a ten part miniseries and not a movie. I also acknowledge that it's totally unfair to compare a near twelve hour historical documentary to cinema movies. But there's also no question that *Band of Brothers* is absolutely, hands down the finest dramatic examination of a small infantry unit that has ever been committed to film.

While some liberties were taken with events and characters to tidy things up for the audience, the experience, battles, and character relationships all remain authentic. The series follows Easy Company from inception in the hills of Georgia through the D-Day invasion jumps and subsequent battles all the way to German soil.

With a literal team of directors and writers working on the series in turn, the writing and dialog moves smoothly along, feeling genuine while deftly avoiding war movie cliché. The producers put a lot of effort into casting lesser known actors, favoring men who closely resembled their namesakes instead of selecting headlining stars.

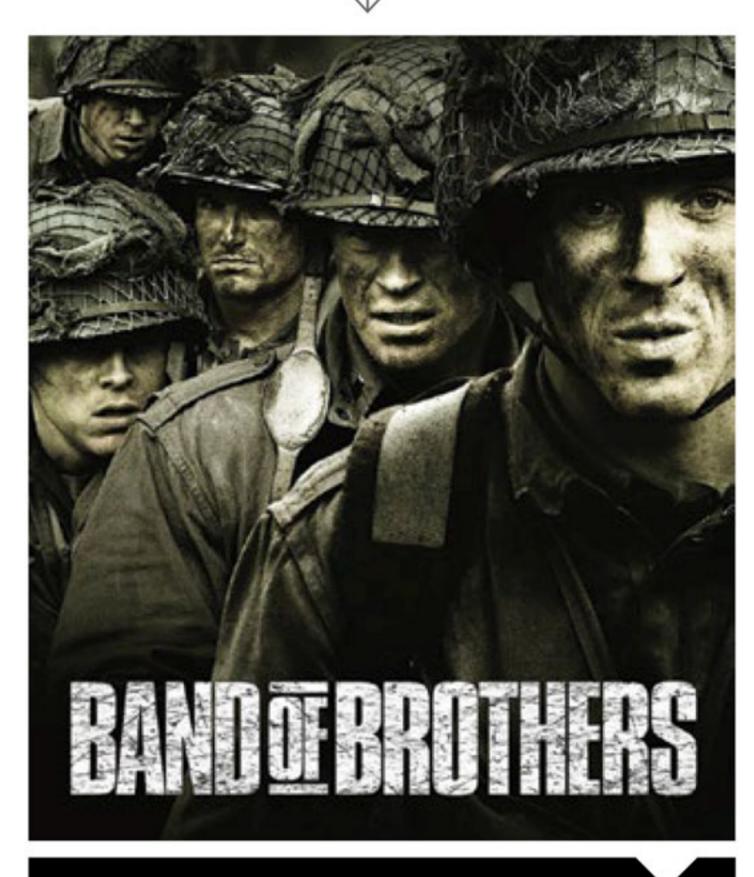
Similarly, the gun proposork is flawless, and even more important, the attention to detail in handling

and tactics is outstanding. If you're still on the fence and only have time for one episode, watch the second episode and fast forward to the assault on the Brecourt Manor Nazi artillery position. Outnumbered and deep behind enemy lines, the attack is a textbook piece of small unit tactics that continues to be taught in the U.S. Army infantry school. The filmmakers make the complicated maneuvers, flanking and coordinated attacks easy to understand and follow, maintaining that ever so tricky spatial positioning for the audience.

The entire WWII arsenal is on parade here: M1 Garands, BARs, M1911 pistols, M1A1 Carbines with folding stocks, M1919 Browning machine guns deployed with and without tripods. The German armory is similarly authentic and well-stocked, although naturally we don't get as good a look at the Mausers, MG34s and MG42s and submachine guns as we do the American pieces.

Almost 15 years after it was made, Band of Brothers holds up under scrutiny both on technical filmmaking and entertainment value. Even though I've seen it from start to finish a dozen times in the last decade, I can still pop in any episode and re-watch it in complete riveted attention. If that's not qualification for the Best War Movie Ever, I don't know what is.





#1: BAND OF BROTHERS

"We're paratroopers, Lieutenant. We're supposed to be surrounded."

John Orloff, E. Max Frye, Graham Yost, Bruce C. McKenna, Erik Bork

Notable Firearms M1 Garand, M1911, 1919 Browning, Browning BAR, Mauser 98k, M1928 Thompson, M1A1 Carbine

Running Time705 MinutesMetacritic Score86EraWWIIProduction Budget\$125,000,000Box Office\$NA

FINAL SCORE:

Category

Quality and Variety of Gun Props
Fidelity of Gun Handling and Tactics 10
Filmmaking Quality9
Storyline and Characters8
Dialog 8
"Let's Watch it Again!"9

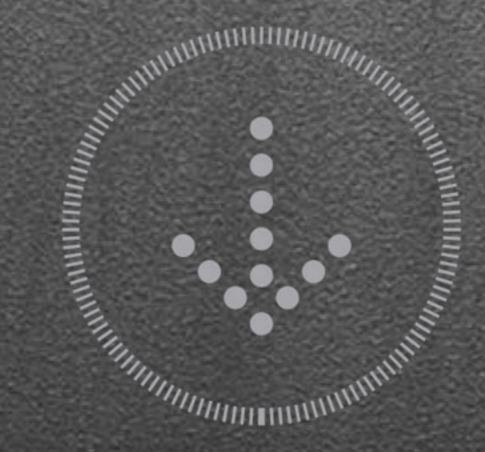
Score



GASTON J. GLOCK style LP 300 Lake Ridge Drive • Mailbox 1 • SMYRNA, GA 30082

IT FINALLY HAPPENED

GLOCK has released their single stack 9mm: the G43. A few weeks ago, I flew into Atlanta to visit GLOCK's factory in Smyrna, Georgia and was able to get my hands on the new gun for some basic testing.







BY SHELLEY RAE

GLOCK 43

GLOCK 43 | THE FACTS

There are a lot of single stack 9mms on the market; there's been a surge them over the past years as the concealed carry market grows. Some, such as the Kahr PM9 that's sitting on my nightstand as I type this, have been around for years. However, in the past few years we've seen the introduction of the Smith & Wesson M&P Shield (April 2012), the Springfield XDS-9 (January 2013), the Kimber Solo (January 2011), SIG Sauer P938 (January 2012), FNS 9 Compact (December 2014), and the list goes on. GLOCK is entering an arena with a lot of competition, but fortunately for them, they're GLOCK, and they've put a lot of time and effort into this hotly-anticipated little gun.

Let's take a look, from the basic standpoint of size and weight, how the GLOCK 43 stacks up against some of the single stack 9mm guns we've tested in the past:

		199 in 19		Plant Process	
	GLOCK 43	SMITH & WESSON M&P SHIELD	SIG SAUER P938	KAHR PM9	BERETTA NANO
Capacity	6+1	7+1 or 8+1	6+1 or 7+1	6+1 or 7+1	6+1 or 8+1
Barrel Length	3.39"	3.1"	3.0"	3.1"	3.1"
Overall Length	6.26"	6.1"	5.9"	5.4"	5.63"
Slide Width	0.87"	0.95"	0.85"	0.90"	0.95"
Overall Height	4.25"	4.6"	3.9"	4.0"	4.2"
Weight	16.19 oz.	19.0 oz.	16.0 oz.	14.0 oz.	20.0 oz.
Sight Radius	5.2"	5.3"	4.2"	4.6"	4.9"



GLOCK 43 WHAT WE LIKE -

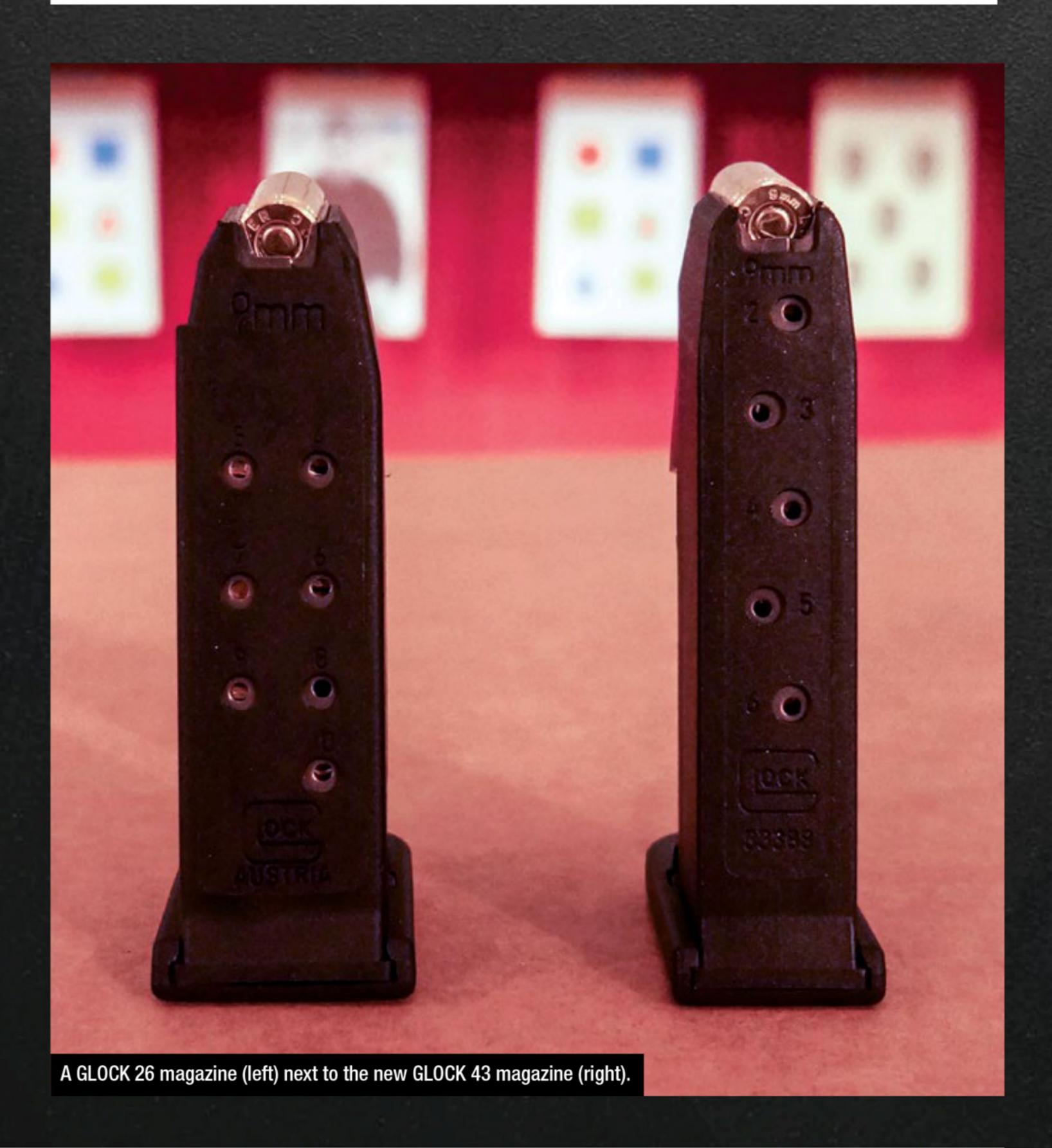
The GLOCK 43 is, first and foremost, a GLOCK, known for their reliability. While I only had the chance to put a maybe one hundred rounds through the little gun, I was able to test a couple things to see how it would manage in the hands of some of the newer shooters who are entering the concealed carry market.

While the recoil impulse is higher than that of the G42, GLOCK's .380 of approximately the same dimensions, it is not uncomfortable to shoot like some of its counterparts. Rather, the G43 asks you have a firm grip to get your sights back on target, but interestingly enough does not require it to function. I purposefully put a magazine through the gun limp-wristing it, holding my right (dominant) hand very low and taking an incredibly soft grip. To my surprise, the gun functioned through the entire magazine. The experience was an unpleasant one, so I opted not to continue this line of testing, satisfied that a magazine with the gun being held in such a fashion is more than a lot of firearms could accomplish.

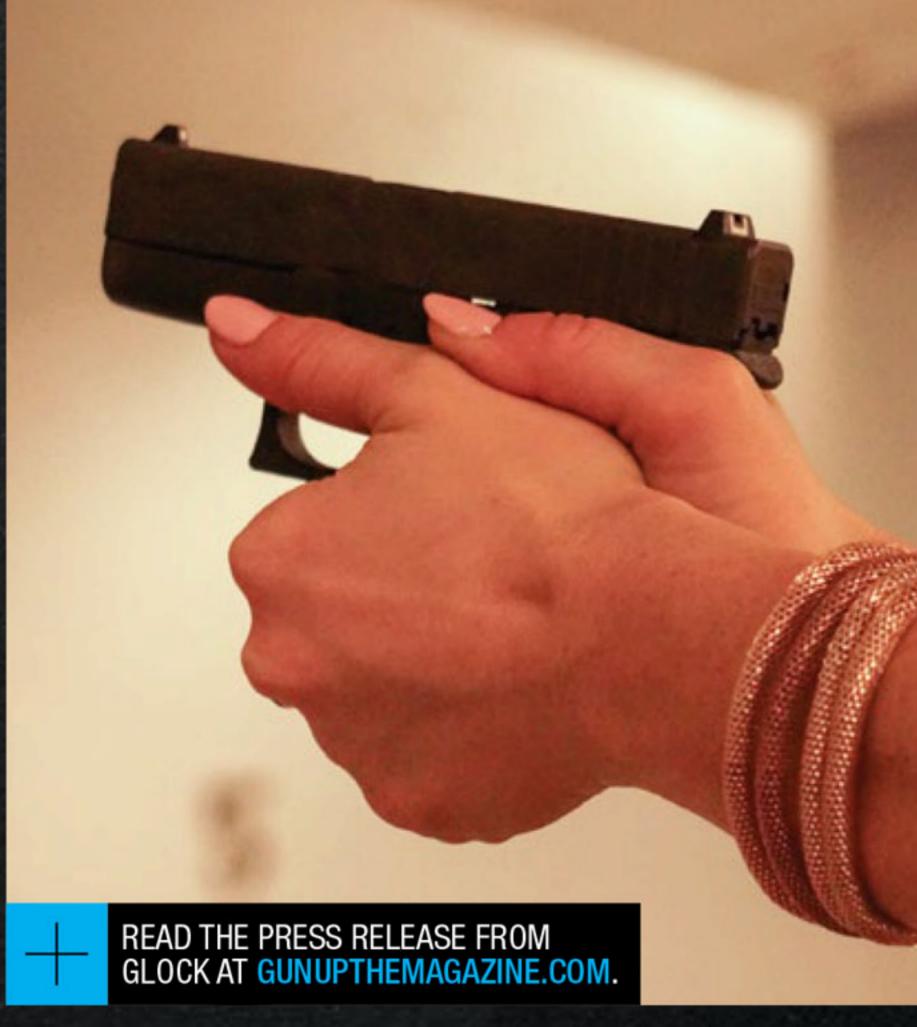
The profile of the GLOCK 43 is absolutely desirable for those who are looking for an easily-concealable firearm. It is smooth, small, and flat. It will work well in a pocket holster or on the belt and may provide an alternative for those who have found they have to use more unconventional methods of carry to successfully conceal the 43's larger counterparts.

Another item of note from my time behind the gun is that the trigger is a GLOCK trigger. It was, ultimately, utterly unremarkable, which is saying something when we're discussing single stack 9mms. Most of them have cumbersome triggers that make them more difficult for less experienced shooters (and some more experienced shooters) to handle. The GLOCK 43 doesn't have this problem.

	GLOCK 42	GLOCK 43	GLOCK 26 GEN. 4
Caliber	.380 ACP	9mm	9mm
Capacity	6	6	10
Overall Length	5.94"	6.26"	6.4"
Overall Width	0.94"	1.02"	1.18"
Overall Height	4.13"	4.25"	4.17"
Barrel Length	3.25"	3.39"	3.42"
Weight (unloaded)	13.76 oz.	16.19 oz.	21.71 oz.







GLOCK 43 WHAT WE DON'T LIKE

There is some criticism that the G43 doesn't have a space with the existence of the G26, GLOCK's compact double-stack 9mm, and the G42. A look at the differing specifications of the three can give you a good idea of the size difference.

Ultimately, the size difference between the G43 and the G26 seems pretty minimal. For those who are slender framed, though, it may be enough to make a difference. Especially since the G43 is lighter than the G26.

It's also disappointing that an extended magazine that adds one or two more rounds to the capacity isn't yet available. These magazines are standard

fare among single stack 9mms, and while GLOCK is working to develop one, for the time being those who are looking for an extra round or two are out of luck or purchasing a G26.

During the factory shoot there were some concerns from those present with larger hands. While I had no problem maintaining a grip on the G43, some of the other shooters found their grip slipping due to how small the gun was and how large their hands were. Such problems are always a matter of trying before you buy, and balancing how easy a gun is to conceal with how easy it is to shoot.



FREQUENTLY ASKED QUESTIONS

Will holsters be immediately available for the GLOCK 43?

Yes. GLOCK has partnered with around seven different manufacturers to ensure that holsters will be available for the gun right out of the gate.

Will lasers be immediately available for the GLOCK 43?

No. We're willing to bet it won't take Crimson Trace long to cook something up though.

Does the GLOCK 43 come with an extended magazine?

Kind of. A magazine is available that adds more grip space to the gun, but at the time it doesn't add any capacity. GLOCK is hoping to have an extended magazine that adds capacity available eventually.

What kind of sights are on the GLOCK 43?

GLOCK night sights. We are expecting it won't be long before there are other options available from the different sight manufacturers.

What is the capacity of the GLOCK 43?

6. A relatively standard capacity among smaller single stack 9mm guns.

The new GLOCK 43 (left) next to the GLOCK 42 (right). ->



GLOCK 43 THE VERDICT

It really doesn't matter what I say here; GLOCK has finally released a single stack 9mm and it's going to sell like hot cakes. What should matter is that I'm happy with that. While they released their single stack 9mm well behind the curve, they've certainly done it right. Yes, you could buy a GLOCK 26 or a GLOCK 42, but let's be honest: single stack 9mms are easy to conceal, they are a caliber most people are comfortable with, and they make great daily carry guns. The GLOCK 43 is no exception. GLOCK has balanced form with function and packaged it all up as an easy to use, easy to conceal, incredibly reliable 9mm.

My verdict? I want one. I want to get one, and I want to carry it every day. I want to put some XS Big Dot sights on it and put it in Galco Tuk-N-Go holster and take it with me everywhere. I think everybody else will want one too.







THREATS OF AN

f you are a fireenthusiast and you've been online in the month of March, you have probably seen a lot of buzz about a proposed ammo ban from the ATF and everyone's reactions to it. It's been a confusing ride for a lot of gun owners. To help you make sense of what the past couple months have held, here's a timeline that will give you a detailed breakdown of what happened, from start to (hopefully) finish.

A LITTLE BACKGROUND

The Gun Control Act of 1968 imposed a wide variety of regulations on ammunition manufacturers, dealers, and purchasers. This law, however, leaves the definition of armor piercing ammunition up to the Law Enforcement Officers Protection Act of 1968 (LEOPA).

Had LEOPA been passed in its original form, ammunition that was designed for use in handguns but capable of penetrating body armor would have met the definition of armor piercing, but ammunition designed to be fired for rifles would not. However, these standards didn't make it into the final bills.

The final resulting definitions of armor piercing ammunition (as listed in U.S.C. 931(a)(17)(B)) refer to the composition of the ammunition, whether or not it could be used in or was designed for a hand-





gun, as well as some details about the weight and the jacket. This definition, unchanged since LEOPA was passed in 1986, allows exemptions to be made if the Attorney General determines that ammunition that falls within the definition as stated is "primarily intended to be used for sporting purposes."

The sporting purposes exemption is where the conversation becomes relevant to what is currently happening. The ATF exempted 5.56 (.223) SS109 and M855 "green tip" ammunition in 1986 following an exemption request.

In 2012, with the popularity of the .223 pistol on the rise, the ATF held meetings with representatives from the firearms industry, the ammunition industry, law enforcement agencies, and "non-governmental organizations" focusing on whether or not this specific exemption was still applicable under the definition of "sporting purposes."

FEBRUARY 14, 2015

The Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) released a document titled "ATF FRAMEWORK FOR DETERMIN-WHETHER CERTAIN PROJECTILES ING ARE 'PRIMARILY INTENDED FOR SPORTING PURPOSES' WITHIN THE MEANING OF 18 U.S.C. 921(a)(17)(C)" that specifically addresses the 1986 exemption and the definition of "sporting" purposes" as they pertain the exemption:

This document covers a lot of ground, discussing the 2012 meetings and concerns of both firearms industry professionals and law enforcement representatives and analyzing some of the language in LEOPA to determine whether or not 5.56 (.223) SS109 and M855 "green tip" ammunition should still fall under this exemption.

One of the more important arguments, based on our analysis of the text, differentiates between single shot handguns and revolvers or semi-automatics. It focuses on the ability to reload quickly and how easy it is to use the same caliber in multiple firearms. The document goes on to state that "it is not possible to conclude that revolvers and semi-automatic handguns as a class are 'primarily intended' for use in sporting purposes." Using this argument, the framework goes on to conclude that because revolvers and semi-automatic handguns are not primarily used for sporting purposes, the ammunition for them cannot be either. Ultimately, the ATF argues that because "5.56mm projectiles loaded into the SS109 and M855 cartridges are commonly used in both 'AR-

type' rifles and 'AR-type' handguns" which were not commercially available when the exemption was made in 1986 the exemption for "green tip" SS109 and M855 cartridges should be withdrawn.

The ATF gives one week for comments, stating that they will "carefully consider" all comments received before March 16, 2015.

The NRA-ILA reacted immediately, putting a post on their website explaining the proposal and providing directions on how to contact the ATF to comment.

Read the full document online at ATF.gov.

FEBRUARY 18, 2015

The NRA-ILA released an explanation of the framework and contact information for the ATF, further encouraging law-abiding gun owners to comment:



In the explanation, the NRA calls out some specific problems it saw in the ATF's framework:

The NRA is continuing its examination of the

framework and its implications and will be submitting detailed comments in opposition to it. As
before, gun owners and other affected members
of the public must act now to ensure BATFE does
not get away with this. While emotions are running high in response to this latest attempt by
BATFE to undercut the Second Amendment by
administrative fiat, submissions should refrain
from inappropriate language and calmly explain
the framework's errors. The following are just a
few suggested points that can be addressed in
comments to the proposed framework. This list is
merely a sampling of the many points that could
be raised against it.

M855 ammunition should not even be categorized as "armor piercing" in the first place, given that lead is the primary material beneath its copper jacket.

BATFE's framework does not clarify the "sporting purposes" exemption; it simply interprets it into irrelevance.

The framework overturns nearly 30 years of settled law and the good faith expectations of gun owners and industry members.

The framework is totally at odds with the intent of the law to ensure that restrictions on armor piercing handgun ammunition do not unduly restrict common rifle ammunition, most of which is capable of penetrating police body armor when used in a rifle as intended.

BATFE incorrectly insists that it is required to establish an "objective" standard based on handgun design, yet it fails even to do that with the very broad "discretion" it retains to deny the exemption to projectiles that meet its "objective" test.

The framework will suppress the development of non-lead rifle projectiles that offer increased performance for hunters, decreased lead exposure, and solutions for hunters in states that restrict the use of lead in hunting.

The framework will likewise deter handgun development, as new designs could trigger bans.

Coupled with increasing attempts to ban lead projectiles, the framework could drastically reduce the availability of lawful ammunition for sporting and other legitimate purposes.

M855 ammunition in AR pistols is not a common threat faced by law enforcement officers.

Read the original statement online at NRA-ILA.org.

FEBRUARY 20, 2015

The NSSF released a statement encouraging gun owners, target shooters, and industry employees to contact their member of Congress and the ATF to oppose the ban:



The NSSF's statement calls out the popularity of "green tip" ammunition's use in target shooting, arguing that the round is both primarily intended and regularly used for "sporting purposes." They leverage the same argument the industry groups used in the original 2012 meetings that the ATF hosted, which focuses on manufacturer's intended purpose of the ammunition.

The NSSF also addresses language used by the ATF in the framework which refers to criminals as a "consumer group" as if the industry purposefully sells firearm and ammunition, saying that the language is "misleading and echoes the shopworn charges of the gun control lobby."

The statement also calls out a ban in California, being phased in now, which prevents hunters from using traditional ammunition. The NSSF uses this law to show how a ban on "green tip" ammunition could have a detrimental effect on



hunting.

Read the full statement at NSSFblog.com.

FEBRUARY 25, 2015

The NRA-ILA put out a call for law-abiding gun owners to urge their U.S. Representatives to sign a Congressional Letter to the ATF regarding the proposed ammunition ban:

With the help of U.S. Representative Bob Goodlatte (R-Va.), Chairman of the House Judiciary Committee, the NRA-ILA drafted a letter to ATF director B. Todd Jones "expressing lawmakers' opposition to the proposed framework."

To give you an idea of what was in the letter, here's an excerpt:

The effects of these restrictive interpretations are untenable. For example, since 1986 ATF has considered the M855 5.56 x 45mm cartridge to be "exempt" under the sporting purposes test (although its core contains a substantial amount of lead, raising questions about its classification as "armor piercing" in the first place). ATF has now rescinded that exemption because repeating handguns that fire the M855 round are commercially available. Yet this round is amongst the most commonly used in the most popular rifle design in America, the AR-15. Millions upon millions of M855 rounds have been sold and used in the U.S., yet ATF has not even alleged – much less offered evidence – that even one such round has ever been fired from a handgun at a police officer. The idea that Congress intended LEOPA to ban one of the preeminent rifle cartridges in use by Americans for legitimate purposes is preposterous.

It ends with:

In order for Congress to more fully understand the rationale behind the "Framework" please respond to the following questions by March 13, 2015:

1) How does ATF determine what constitutes

the "core" of a projectile that has more than one discrete component or section beneath an outer jacket and upon what provision of law or other principle is that determination based?

2) Why did the ATF not publish the proposed "Framework" in the Federal Register as required by the APA?

3) Under the "Framework," what other rounds is the ATF considering regulating as armor piercing ammunition?

Thank you for your prompt attention to this request. If you have any questions, please contact Jason Cervenak, Senior Counsel, of the House Judiciary Committee at 202-225-3951.

The same statement from the NRA-ILA stated that the NRA would be commenting in further detail to the BATFE.

Read the original statement online at NRA-ILA.org.

MARCH 6, 2015

Katie Pavlich of Townhall.com reported that "green tip" ammunition was already banned in the ATF regulation guide:

The article compares the 2005 ATF Regulation guide, which specifically called out AR-15 "green tip" ammunition, to the 2014 ATF Regulation Guide that was released in January 2015 (one month before the ATF released the framework document). The 2014 ATF Regulation Guide had removed "green tip" from the exemptions.

Read the full article online at Townhall.com.

MARCH 7, 2015

ATF released a "NOTICE OF PUBLISHING ERROR":

This is where a lot of people started to get confused. The notice of error released by the ATF does not address the framework, but rather addresses the error in the 2014 ATF Regulation Guide:

Media reports have noted that the 2014 ATF Regulation Guide published online does not contain a listing of the exemptions for armor piercing ammunition, and conclude that the absence of this listing indicates these exemptions have been rescinded. This is not the case.

Please be advised that ATF has not rescinded any armor piercing ammunition exemption,







and the fact they are not listed in the 2014 online edition of the regulations was an error which has no legal impact on the validity of the exemptions. The existing exemptions for armor piercing ammunition, which apply to 5.56 mm (.223) SS 109 and M855 projectiles (identified by a green coating on the projectile tip), and the U.S .30-06 M2AP projectile (identified by a black coating on the projectile tip), remain in effect.

Read the full statement at ATF.gov.

MARCH 10, 2015

The ATF released a "NOTICE TO THOSE COMMENTING ON THE ARMOR PIERCING AMMUNITION EXEMPTION FRAMEWORK":

Thank you for your interest in ATF's proposed framework for determining whether certain projectiles are "primarily intended for sporting purposes" within the meaning of 18 U.S.C. 921(a) (17)(C). The informal comment period will close on Monday, March 16, 2015. ATF has already received more than 80,000 comments, which will be made publicly available as soon as practicable.

Although ATF endeavored to create a proposal that reflected a good faith interpretation of the law and balanced the interests of law enforcement, industry, and sportsmen, the vast majority of the comments received to date are critical of the framework, and include issues that deserve fur-

ther study. Accordingly, ATF will not at this time seek to issue a final framework. After the close of the comment period, ATF will process the comments received, further evaluate the issues raised therein, and provide additional open and transparent process (for example, through additional proposals and opportunities for comment) before proceeding with any framework.

The original is available online at ATF.gov.

MARCH 13, 2015

The NRA-ILA released an official statement on the proposed framework in the form of a letter to the ATF from NRA-ILA Executive Director Chris Cox:

The letter, which is nearly as long as the framework document itself, addresses in detail every aspect of the document, as well as some legal issues that would prevent the ban from going through.

The letter argues that the framework is void because it was not properly put into effect under the Administrative Procedures Act (APA). The APA, enacted in 1946, applies to both independent agencies and federal executive departments, and dictates how they establish regulations.

The letter itself is nicely summed up in its conclusion:

The National Rifle Association appreciates the

legitimate concerns that arise from the potential criminal misuse of specially-designed "armor piercing" handgun ammunition. A reasonable interpretation of LEOPA, including the one ATF took in the early days of the law, can be responsive to this concern without trenching on the Second Amendment rights of lawabiding Americans. Unfortunately, ATF's proposed Framework is not only unreasonable, it ignores the APA, effectively rewrites LEOPA, and extends the law far beyond its congressional intent. The Framework therefore must be withdrawn. Any further attempts to enact a rule of this sort should be undertaken in compliance with the APA and with honest recognition of LEOPA's limited scope and the importance those limitation play in protecting the rights of law-abiding Americans. Should that happen, the NRA will remain available to assist.

Read the full letter online at NRA-ILA.org.

SO WHAT NOW?

Where do we stand now? There is a chance that the ATF will reintroduce an altered framework, but between the actions of the NRA-ILA, concerned gun owners, and 239 members of the U.S. House of Representatives who signed Rep. Goodlatte's letter we will probably see some major alterations to the original document, if we see it again at all.





VIDEO PROGRAMMING JUST FOR YOU



NRA Women, presented by Smith & Wesson, is designed for female gun enthusiasts. It's a resource for news, education, events and more. And, we're telling more stories of empowered women like you. Come explore, connect, celebrate and unite — with the women of NRA.

Visit www.NRAWomen.TV to watch our latest releases.



RISEOFAN TO CONTRACT TO THE PROPERTY OF AN INTERPOLATION OF AN INT

ince the GLOCK pistol first appeared in the U.S. in the 1980s the polymer pistol's innovation, reliability, and ease of use have made it the standard by which other pistols are judged.

In the public eye the GLOCK design has been demonized in the press, praised by shooters, and turned into a pop-culture icon.

The GLOCK story begins in 1980 when Gaston Glock entered the competition to provide a new pistol for the Austrian military. His small company had already been providing the military with field knives, practice grenade bodies, and machine-gun belt links, but this would be the largest contract yet. Because Herr Glock had never designed a firearm he started with a clean paper. His submission combined his extensive knowledge of polymer manufacturing processes with the desire to create the most simple and efficient pistol possible.

The result was a polymer framed, striker fired pistol with only 34 total parts. The design incorporated the common short recoil, locked breech system used in most modern autopistols with GLOCK's proprietary "Safe Action" mechanism. When the pistol is loaded the action of the slide puts the striker in the half-cocked position. Three safeties, including a firing pin safety, drop safety and external safety on the trigger face, keep the pistol from firing unless the trigger is pulled to first fully cock and then release the striker.

The Austrian government awarded the contract to GLOCK in 1982 and the first

THE GLOCK STORY

BY ROB REED EXAMINER.COM/FIREARMS-IN-DETROIT/ROB-REED





30,000 9mm GLOCK 17 pistols were delivered the next year. A contract with the Norwegian Army followed in 1984. Although European military sales were important the United States domestic market was where the money was and GLOCK jumped in big time with the establishment of a U.S. subsidiary in 1985.

The mid-80s was the era of the "Wondernine." The craze for these double-action, high capacity 9mm pistols started when the U.S. military picked the Beretta 92 to replace the venerable Model 1911A1 in 1982. In police service the .38 Special revolver had ruled for decades but, whether true or not, the perception was that cops armed with six-shot wheelguns were outgunned by criminals armed with superior firepower. Both the real life "Florida Cocaine Wars" and fictional entertainment like "Miami Vice" reinforced this belief.



The GLOCK 17 offered several advantages over pistols like the Beretta 92, SIG SAU-ER 226, and the various Smith & Wesson 2nd and 3rd Generation automatics. The polymer framed GLOCK was lighter than its steel and aluminum framed competitors. More importantly the GLOCK was easier to use, especially for officers transitioning from a revolver. The absence of any external safety lever or decocker was one less thing to worry about and, unlike a traditional DA/SA trigger, the GLOCK's Safe Action

trigger required the same short and relatively light trigger pull for every shot. The 17-round magazine capacity was a bonus as it offered at least two more rounds over any competing pistol. The low parts count made the pistol more reliable, as there were fewer parts that could break, and made it easier for department armorers to maintain their issue fleets.

The company knew that if they could succeed in the police market civilian sales would follow as private citizens would emulate the example set by the police. To make this work

GLOCK aggressively courted police departments and offered trade in deals on their old guns that in many cases made the new GLOCK pistols almost free. This strategy, along with the pure quality of the product, played a role in the GLOCK pistol's dominate position in the law enforcement market. According to GLOCK company literature approximately 65% of U.S. police agencies issue some model of a GLOCK handgun.

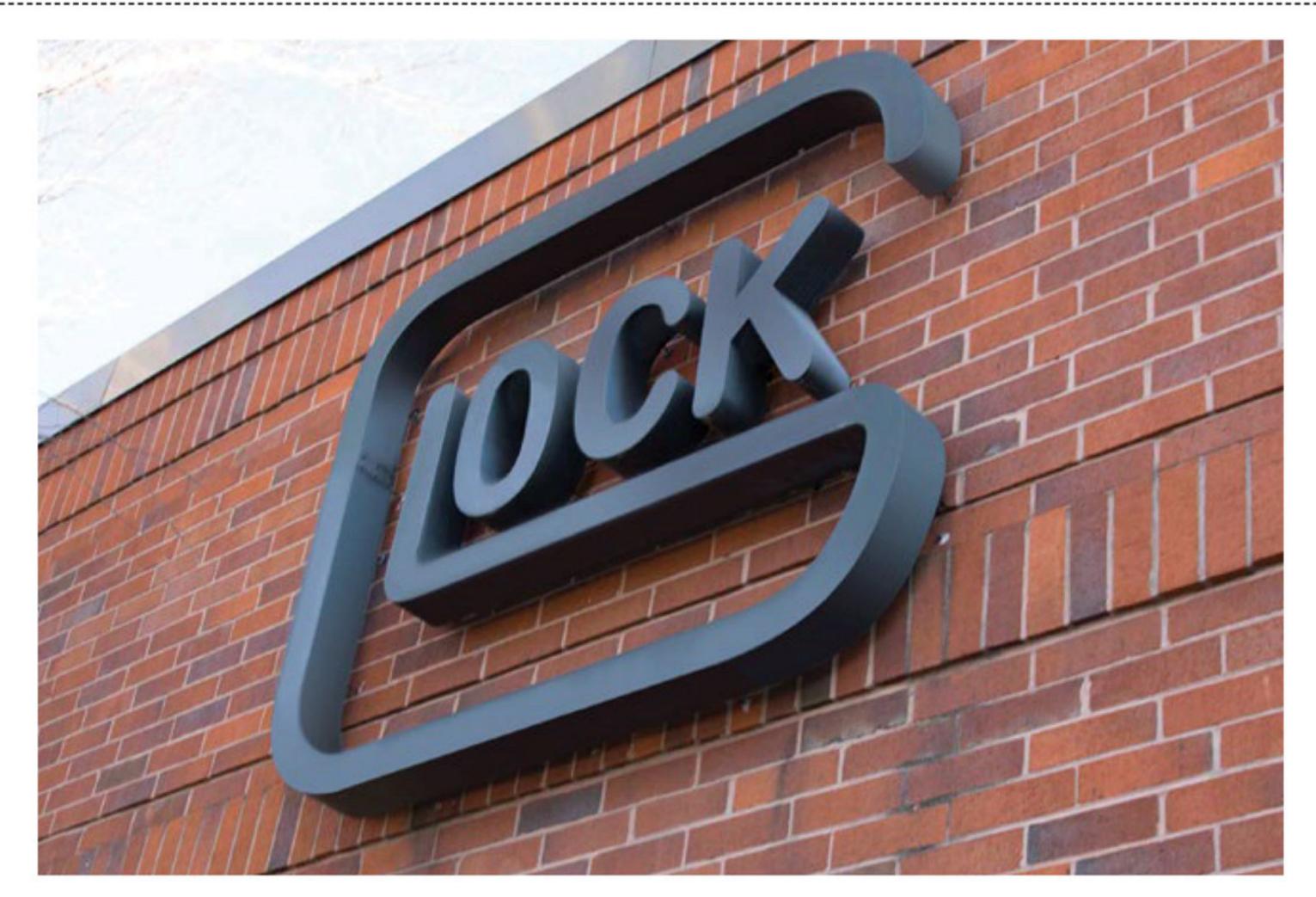
All was not smooth at first however: The GLOCK 17's polymer frame led to unexpect-





ed controversy. When the gun was first imported anti-gun activists claimed that this "plastic pistol" was undetectable to x-rays or metal detectors and that terrorists would smuggle the guns past airport security. Several anti-gun politicians jumped on the bandwagon to hold hearings and the national media ran with the story. At one point the press was so bad that the State of New York banned the pistol by name. Fortunately, the truth won out after multiple demonstrations showed that not only would the metal of the slide set off a metal detector and appear on an X-ray, the polymer receiver itself could





also be clearly seen in airport scanning machines. Although the Heckler & Koch VP 70, first manufactured in 1970, was actually the first polymer handgun design, it had not been noticed by the media and the newer GLOCK was singled out for this smear campaign.

This myth was picked up in one of the GLOCK's first big, and most infamous, pop culture references. In 1990's *Die Hard 2* Bruce Willis as Detective John McClane said, "That punk pulled a Glock 7 on me. You know what that is? It's a porcelain gun made in Germany. It doesn't show up on your airport x-ray machines here and it costs more than what you make in a month!"

The handgun received a better mention in 1998's *U.S. Marshalls* when experienced Marshall Sam Gerard (Tommy Lee Jones) takes a look at neophyte John Royce's (Robert Downey Jr.) Taurus PT 945 and told him, "Get yourself a GLOCK and lose that nickel plated sissy pistol."

The original GLOCK 17 was joined by other models starting in 1987. The first, the full-auto G18 "machine pistol" is rare in the United States due to its restriction to law enforcement and military sales only. The pistol introduced the following year has proven to be one of the most popular in the line however. The GLOCK 19 is often considered to be the perfect balance of size, conceability, and firepower. The pistol is essentially a slightly chopped G17 with a 4.01-inch barrel instead of the G17's 4.48-inch barrel and with a shortened grip that holds a 15-round magazine instead of the 17-round

magazine of the GLOCK 17. An even smaller variant, the GLOCK 26, appeared a few years later. This CCW-oriented pistol has a 3.42-inch barrel and 10-round magazine.

The company has kept up with advances in the field. When the FBI and Smith & Wesson developed the .40 S&W cartridge to replace the Bureau's 10mm pistols GLOCK stole a march on Smith & Wesson by getting their pistol to

market before the Smith gun was available. Not only was GLOCK the first to get a .40 S&W pistol released they later developed the .45 GAP cartridge in an effort to provide the ballistics of the .45 ACP cartridge in a smaller envelope. Outside of some police sales though this cartridge has not proven to be popular with shooters. GLOCK pistols are also offered in .357 SIG, 10mm, and .380 ACP. The latest 10mm versions recently released are set up from the factory to accept red dot optic sights and are designed for hunting and competition.

The original Gen 1 pistols were replaced with Gen 2 versions with an improved texture. These were, in turn, replaced with Gen 3 versions that added finger grooves to the grip and an accessory rail under the dustcover. The current Gen 4 version features a redesigned recoil spring setup and adjust grip inserts to custom fit the pistol to the owner's hands.

The GLOCK pistols have also proven popular with competition shooters with the company producing different competition oriented variants over the years. In addition to the sponsored TEAM GLOCK shooters the Glock Sport Shooting Foundation gives GLOCK owners a chance to compete on an equal basis with other GLOCK owners.



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ACCESSORIES FOR PRECISION RIFLE COMPETITION



BY ANETTE WACHTER www.30calgal.com

recision Rifle competition has become so popular in the last few years that matches sell out in minutes. I love this sport for its combination of long distance precision shooting, wind reading, range finding, and the excitement of performing it all in a time limit. Think of bearded tactical sniper guy in a gaming format. Although beards are not required, having the right equipment will give you that extra edge. Your rifle choice and caliber is the obvious first priority but it is the accessories that can help a competitor to excel.

I started in Precision Rifle with just the rifle and a backpack. That quickly changed after the first match and from watching the seasoned shooters. Then it became a game of trial and error to find what extra accessories were worth the effort and the money. Accessories range in price from \$10 to \$10,000 or more. Yes, I have introduced you to another hobby that will cost you all of your hard earned money, but who does not like to buy more gadgets? From bipod feet to pillows we have you covered in the latest and greatest gadgets for the precision rifle sport. And what is even better is the fact that most of these products are by small, locally owned manufacturers and are 100% U.S. made.







I never really thought much about bi-pod feet until I tried a replacement kit for my Harris bi-pod. Doug Glorfield of Northwest Precision in St. John, Wash. has a kit of very sharp spiked feet you can replace the rubber feet of your Harris bi-pod with. They will fit the bench rest and spring retractable models.

The original rubber feet of the Harris are good until you try the spiked ones; to say they are sharp is an understatement. I have a couple of scratch scars to prove it. The feet dig in to any surface and truly stay put, and I never had an issue on a hard slick surface either.

The kit is set up so that you can slip the rubber feet back on anytime if you wish. The spikes have an aluminum body with a steel replaceable insert, and the main body has been anodized black and the insert can be sharpened. They sell extra ones so if they wear out you can feel safe knowing there are replacements available. NWP will also make custom leg extensions as long as you wish for those steep angled shots, price upon request.

The complete spiked feet kit includes a threaded adapter that pins to bipod leg, two-inch extension, extra roll pins, spiked feet and an adapter that goes into original feet and allows them to be simply screwed back on. The main kit setup with spikes adds four inches of height.

Available from \$89.99 at nwprecisioncustoms.com.

+ WIEBAD STEADY REST BAGS

Before I tried one out, I thought that Wiebad was a strange name to go with a strange product, but these rest bags or "Pump Pillows" are a big advantage. Yes you have to carry a pillow with you throughout a match but you will use it any time you have to shoot from a position other than prone off of a bipod. You can attach it to the outside of your pack with a grimloc and it is super light in weight. If you find yourself in a seated or kneeling position you can slide the Pump Pillow through the straps on to your strong side elbow. It fills in any gaps so you have a stable place to rest your arm on a leg or knee. It makes a world of difference in stability and I now see every shooter using one or two of these. You can use it as a pillow to rest your rifle on when shooting off of a hard ledge as well.

Available for \$106.00 at wiebad.com.







THE HOG SADDLE

There is a bit of gaming that happens in this sport. When you approach a stage and there are no rules specified then really anything goes. If the stage is to be fired in the offhand position, but does not specify that it be unsupported, you can pull out your tri-pod to support your "offhand" position. The newest gadget to put on the tripod is the Hog Saddle platform designed by a Marine Scout Sniper and an OIF Veteran. Used by hunters as well, the Hog is omnipresent in competition and is used to steady the rifle in most any unstable position. It is a rugged and stable platform you rest your rifle on. It has adjustable sides that tighten around the stock or chassis. Your rifle is rock solid in the saddle and it makes shooting awkward positions much steadier. There is the Pig, which is a lighter, smaller and less expensive version of the Hog.

The Pig is available for \$135.00 and The Hog is available for \$309.00 at hogsaddle.com.





TACTICAL WRIST COACH

I call it an Arm Caddy. A valuable data-holding accessory made by Scott Marquez of Sunrise Tactical Gear, the wrist coach allows you to hold range data cards under a waterproof cover. The outside plastic cover can be used to write stage plans with a grease pen or dry erase marker. A quick swipe from a cloth or your hand and you have a clean slate for the next stage.

I position my caddy on my left arm near my wrist so I can quickly glance at it during a stage. They use a 20 MIL Clear Vinyl which has outstanding cold weather performance down to -40° F. It is U.V. resistant with a high tear and abrasion resistance. They are available in Coyote Brown, Multi-Cam, Ranger Green and Kryptek Highlander.

The Tactical Wrist Coach is available for \$39.99 at sunrisetacticalgear.com.

for dust and water to accumulate. Enter the Rifle Tote, another product from Sunrise Tactical Gear. The tote wraps around the action and the scope and has a carry handle, which is ideal when hiking from stage to stage. It is padded and has enough room to allow the bolt to remain open as required. It also has an attached muzzle cover that is adjustable for multiple barrel lengths. They will have bigger sizes if you have a suppressor. This tote is a great way to protect your expensive assets.

The Rifle Tote is available for \$129.99 atsunrisetacticalgear.com.



+ RANGE FINDERS

Save your pennies. You can only mooch off of your squad mates or shooting buddies for so long. Range finders are a must in this game; most matches are shot at unknown distances. Depending on the match, you get time individu-

ing Binoculars for \$23,000. You can easily avoid spending this much if you do not need your binoculars to be undetectable to night vision.

Two of my favorites and among the most popular with competitors are the Leica and Vectronix brands.

LEICA GEOVID 10X42 HD-B

Binoculars and a Rangefinder all in one! I love these because not only will they range for you but it has a built in ballistics program with most standard calibers. It gives you environmental information, angles of targets and barometric pressure. If your target is 600 yards away but up a steep incline it will give you the true distance with the angle. You can also upload your own specific parameters for hand-loaded or special ammunition from a microSD memory card. The glass is excellent and the laser works well and is effective to 2,000 yards. I have found sometimes that the illuminated reticle on the glass is too big for really small targets far away or within trees. It may read the trees or ground in front or behind target instead. Unlike the Terrapins, below, with a much smaller illuminated reticle that seems to find every target no matter its location. However, having the ballistics system built in like it is on the Leica is very helpful. Because these are binoculars they are heavier and bulkier than just a range finder component.

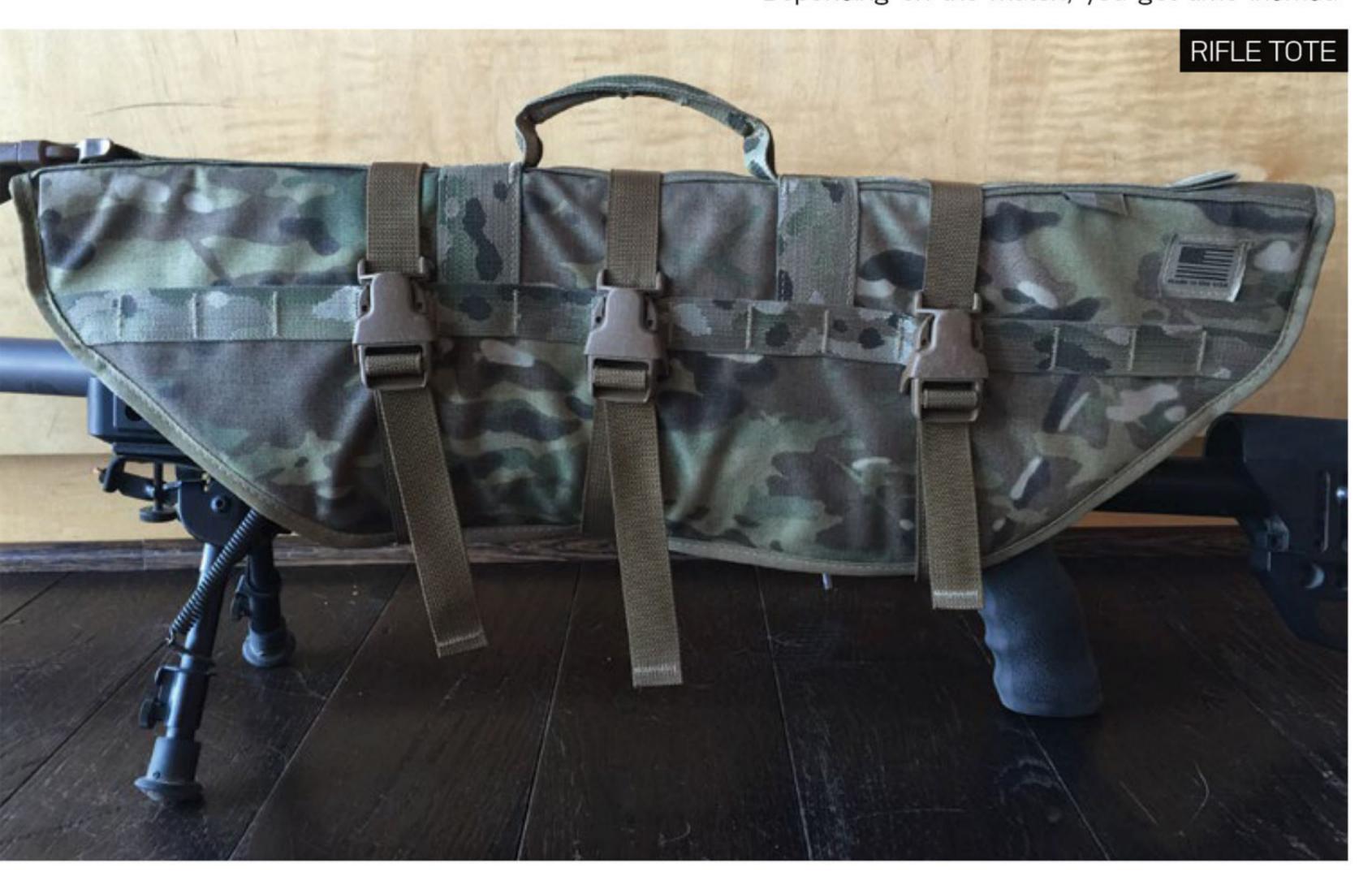
Features include: ABC™ ballistic system, rapid reticle adjustment, ability to input your specific ballistic parameters, and an LED display with automatic adjustment to ambient lighting conditions.

The Leica Geovid 10x42 HD-B is available for \$2999.00 at amazon.com.

VECTRONIX TERRAPIN

The Terrapin is a small, lightweight range finder and I love how crazy accurate its readings are. It is still not the most expensive one out there yet its overall approval rating is very high. The tiny circle reticle makes ranging small targets far away or in trees much easier. It ranges small targets out to one mile in bright, midday light, and hillsides to almost 5,000 yards in ideal conditions. The glass is very bright and crisp. It has a built in tripod adapter. I always seem to stand next to someone with a Terrapin to compare notes with readings from my own range finders when targets are difficult to range. It does not have any ballistics programs built in but you can use a Kestrel for that information if needed. The only complaints are that for such great ranging capabilities it only has a 5X magnification and it only has a one year warranty.

The Vectronix Terrapin is available for \$1995.95 at europtics.com.



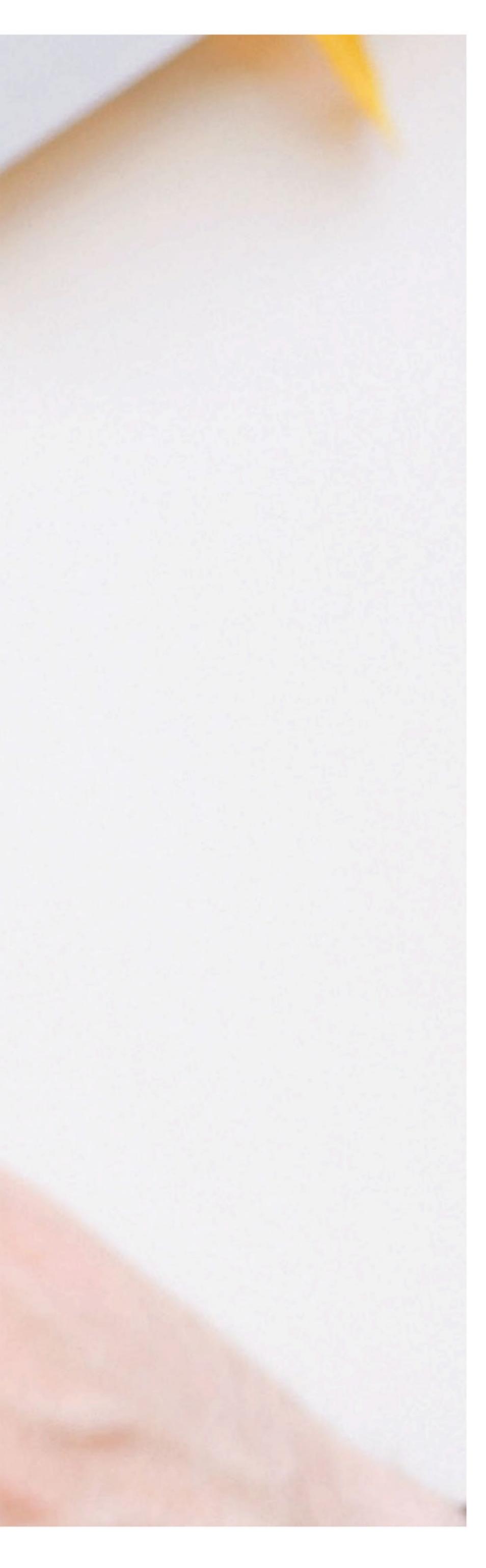
+ RIFLE TOTE

Precision rifle matches never seem to have the perfect weather. You are either in dusty desert environments or it is raining sideways on you. There is a lot of down time where your rifle sits on the ground as you wait to shoot. Bolts need to be open for safety and that leaves too much room

ally or as a squad to range the targets before you start the stages. The match program may provide the distances but I have found in some cases they were as far as 100 yards off what we ranged ourselves. You can find range finders for as low as \$150 but you will mostly see them in the price range of \$3,000. If you really want to splurge you can purchase the Vectronix Vector 23 Rangefind-







have been involved in the online and print publishing space in the firearms industry for nearly a decade, and I track trends in mainstream publishing as well. You'd have to be blind to not have noticed an increasing trend in how web articles are titled; just open up your Facebook newsfeed and you'll see a plethora of articles with similar titles to this: "Five Amazing Secrets for a good marriage, Num-

ber Three will make you weep." Those are commonly referred to as clickbait, where they use a provocative headline that grabs the reader's attention to entice that person to click the article. The fact that content-based websites such as

blogs and forums are generally dependent on advertising revenue is why clickbait rules the roost and good content frequently dies, unread by all but the most passionate enthusiasts.

I'm not just talking about the gun space here, either. Look no further than the recent ruckus around Jeremy Clarkson. A car blog that no one has ever heard of, which I won't mention be-

cause it's awful, wrote a clickbaity headline that says "Jeremy Clarkson quits Top Gear, Show Cancelled for Good." Of course, that headline was an outright lie, and twisted about three lines of a column by Clarkson wildly out of context.

In my industry, it's the same phenomenon that causes articles like "the 5 Best guns for concealed carry" to go viral, while thoughtful discussions on the value of self-defense training and situational awareness die a cold death, alone in the dark. We write clickbait because it works, and clicks mean pageviews, and pageviews

mean dollars. So long as pageviews directly correlate to fatty checks, clickbait will always be a part of the online content play.

The problem is that there's no real way out of this world of clickbait, either. Making money off online content is difficult. The Internet consumer is notoriously resistant to paywalls, believing that everything online should be free, and stealing things that aren't. Sponsored content, otherwise known as advertorial, is a great way to actually make money, but will inevitably generate reader complaints because "u sold out man" - leading us back to traditional advertising. Changing pricing models doesn't really help either. Most web

> advertising is sold on a "cost per views" basis, and while you can sell it on a cost per click model, that just incentivizes the content creator to get even more pageviews, in order to increase the likelihood that a reader will click on an advertiser's ad.

> Sites like Patreon and other crowd-funding offers a solution in many ways, because

allowing fans and consumers to help fund the content creator allows the publishers or creators to create the content they want to create without having to worry about clickbait to drive traffic. However, those crowdfunding communities are largely closed off to the firearms industry because guns are icky and scary. Further, every attempt I've seen to create a firearms specific space that mirrors the function of an existing social media platform has failed miserably. If I had, oh I don't know, \$500 for every "Facebook for Gunnies" I saw rise and fall in the past five



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years, I'd have enough money to buy a Barrett .50 BMG.

I read an article on Gawker a week ago that nearly made my head explode; the quick summary was that Gawker, king of clickbait head-

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lines, was calling out Daily Mail for their shoddy journalism practices. The Daily Mail's journalism is shoddy, to the point of barely qualifying as journalism, but to read a scathing article about it on Gawker was the most "physician, heal thyself" moment I've ever seen. But that's where we are. No one

really wants to write clickbait, because it's awful and soul crushing. I want to write articles about the intersection of video game and gun culture, and how FNH should be holding joint launch events with *Call of Duty* games. But the audience for that is a lot smaller than the audience for "5 guns that suck," so guess which one I'm more likely to write.

In the nearly 10 years I've been in the online publishing game, the clickbait has only gotten

worse. It's not showing any signs of stopping either. While the funds earned by garbage time articles may provide the resources to do good journalism, is that really what we want as media consumers? To be constantly bombarded by

"You won't believe these 5 simple tricks for concealed carry, #3 will blow your literal mind!"

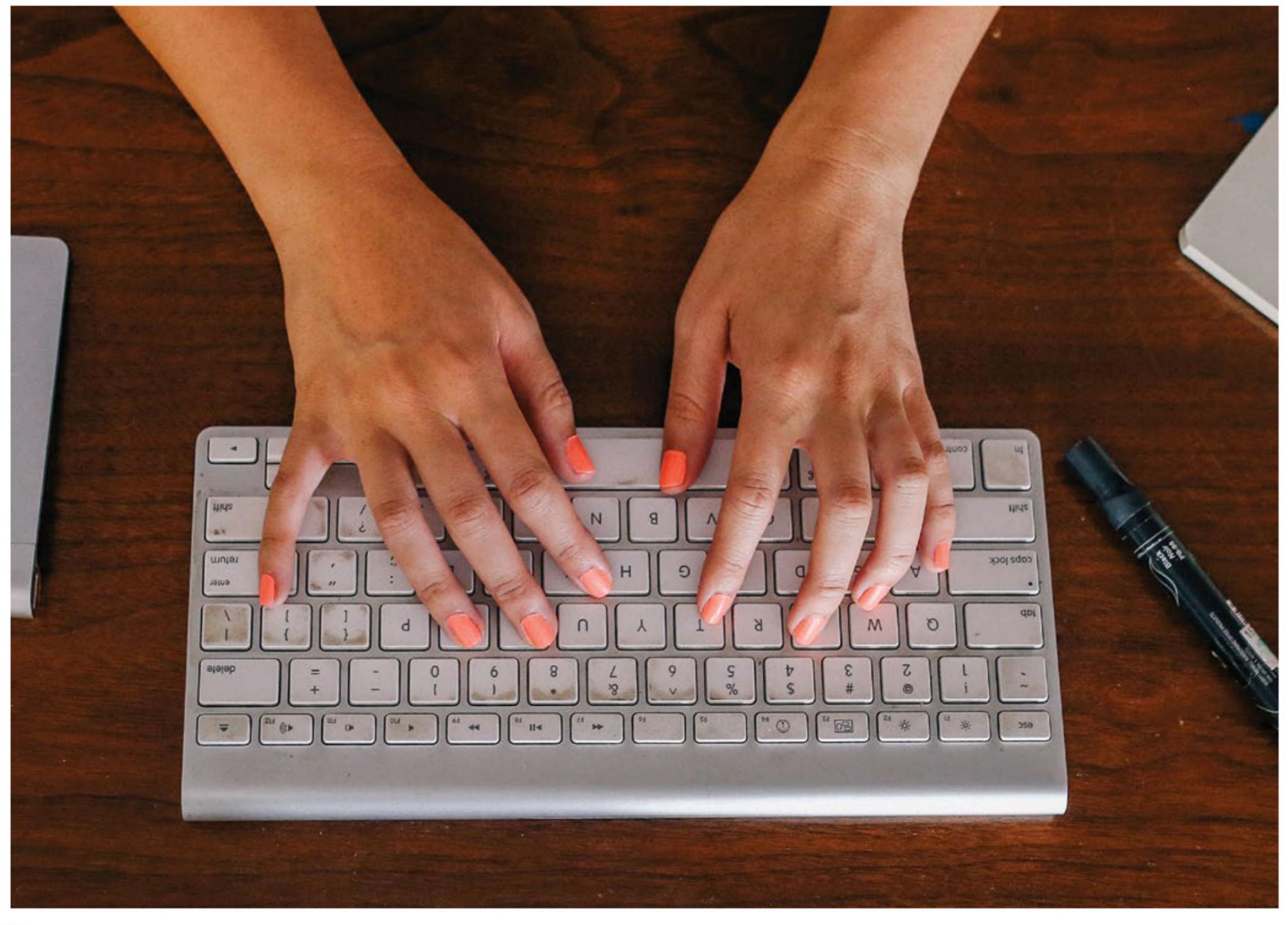
It's not all bad news, however. Yes, clickbait articles are terrible, and yet everyone's written one at one time or another. But the readers are starting to catch on. Niches are starting to develop where sites and publications

say, as the great Jeremy Piven once said "we're not gonna protest" – but in this case, replace "protest" with clickbait. Another approach that I'm starting to see is to use a provocative title, but the actual post content is solid, quality stuff. These are good ways to fight the trend of dumbing down content. Make no mistake, that's what clickbait really is: it's just dumbing down content. In a way, sites that write those kind of articles are really sneering at their readership, saying "you're"

too dumb for good content, so here are 23 pictures of women in bikinis with machine guns."

Sure, there will always be a market for that. Especially the "chicks with guns" but that's another article. But just because there's a market for it doesn't mean we as consumers or we as producers have to be a part of it. In this issue you've read about the best war movies ever, which is a fun, entertaining article. You've read about the Glock 43, still practically warm from the factory. I believe it is possible to make fun, engaging content that speaks to modern, web savvy readers without resorting to the kind of pandering you see from Buzzfeed or its gun industry equivalents.

For years, when people asked me how to become a successful blogger, I'd always say "write good content." That's still true, because being a successful blogger doesn't necessarily mean you're going to make a ton of money. That's not to say there isn't money out there, because there is. But remember that once you set out to run any sort of online content site with the goal of making money, you'll eventually reach a point where you have to choose what's more important to you: bigger paychecks, or better content.



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