

concealed carry quick-draw.

A slightly larger model of the belly pack contains not only the primary weapon but a small back-up gun, as well.

For the more fashionable female, **Galco** has a line of attractive purses with gun-appropriate side entry that was drawing lots of attention from women searching for chic CCW accessories. (www.galcoGUNleather.com)

Carrying a concealed handgun often has unintended consequences. Portions of the gun may be exposed depending on the clothing worn, or the gun may visually print under clothing in an unsatisfactory manner. Holster makers have struggled for years trying to come up with the perfect solution, most often without

egrated laser by Insight is included with both guns. Chambered for .380 ACP, the lightweight DA pistol features a high-strength polymer frame with a black, Melonite coated stainless steel slide and barrel. The new Bodyguard 380 is standard with a 2 3/4-inch barrel, which contributes to an overall length of 5 1/4-inches and an unloaded weight of only 11.85 ounces and carries a 6+1 round capacity.

The Bodyguard 38's hammerless design provides a snag-free presentation. The five-shot revolver features a short 1.9-inch barrel, which contributes to a compact overall length of 6.6 inches. Weighing in at 14.3 ounces, the revolver features a one-piece aluminum alloy up-

Continued on page 28



totally satisfactory results.

A company called **CCW Breakaways** has come up with the latest reincarnation of gun concealment, dress and casual pants that allow the carrier to avoid untucked shirts, long shirt-jacs, jackets or visible under-cover holster prints. Their pants have a built-in breakaway pocket that, according to company spokesman, Jay French, allows the carrier to avoid gun printing through the apparel, yet provides quick-draw capability.

While we haven't tried the pants, at least not yet, videos are available on their website that appear to offer a realistic solution to concealed carry while wearing either casual or business attire that preserves gun concealment. The accompanying pictures here provide what appears to be an honest sequence from fashionable fit menswear to formidable firepower. The breakaway function reveals two closures under a belt that immediately breakaway when the gun is drawn.

Good ideas are frequent. Really good ideas not so much. CCW Breakaways may be among the exceptions. Only testing in the field will tell.

(www.ccwbreakaways.com)

Smith & Wesson's (www.smith-wesson.com) new Bodyguard guns consist of a package of small handguns, a .380 pistol and a .38 Spcl +P revolver. Second in a trend of pairing such dual lightweight platforms for concealed carry—Ruger's .380 LCP and .38 cal. LCR debuted in 2008 and 2009, respectively—the S&W combo are created from the ground, up. An in-

Firearms Business Insurance

Wholesalers & Distributors

Retail Sales

Manufacturers & Importers

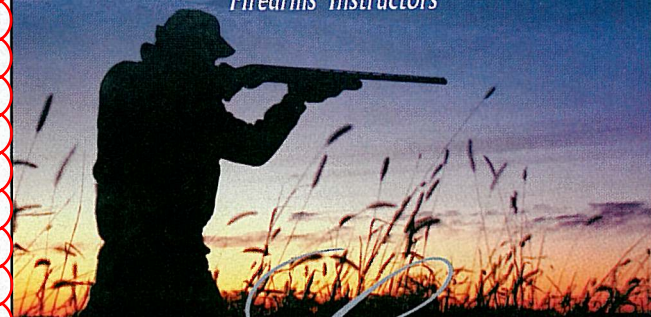
Ammunition & Bullet Manufacturers

Indoor & Outdoor Ranges

Trap, Skeet & Sporting Clay Fields

Gunsmiths

Firearms Instructors



JOSEPH CHIARELLO & CO., INC.
INSURANCE

Endorsed By



info@jcinsco.com
www.guninsurance.com
800.526.2199

Circle No. 012 on Reader Service Card

SHOOTING SPORTS RETAILER®

The voice of the independent retailer™

A400 Xplor
eXpect the uneXpected.

The New A400 Xplor
The only 12-gauge shotgun created for every type of hunting.

Shop at www.berettausa.com — Locate a dealer near you and find information on Beretta products.

 **BERETTA**
500 YEARS. ONE PASSION.

CIRCLE NO. 001 ON READER SERVICE CARD

Cover Advertiser: Beretta

SSR's ANNUAL BUYER'S GUIDE

INSIDE:

From the SHOT Show: SSR's 2010 New Products Blog
Those Hot Little Double Twos • How We Beat the Ammo Shortfall



The Sum of its Parts

The Best Damn Gun Show Blog, Period! — Our small army of SSR staffers rummage through the 2010 SHOT Show and come up with a whole truck load of guns and gear for retailers' shelf-stocking consideration.

Trying to Level a Crowded Playing Field

What is undoubtedly the world's largest market for firearms, ammunition, outdoor apparel, and far too many associated products to list here is a credit to the National Shooting Sports Foundation and all its SHOT Show-producing partners.

While the country—and most of the world—

suffers through difficult economic times, and trade conventions continue to fall short in attendance and enthusiasm, even in Las Vegas, this year's gun industry trade show is perhaps the biggest anomaly of all this country's commercial extravaganzas, the ball sports notwithstanding.

The Largest Display of Shooting Products Found Anywhere

2010 SHOT SHOW BLOG

SHOT means business. From what we all witnessed in mid-January, business was, uh, booming. New products, innovative products, must-have products... all were there, exposed to the second largest gathering of manufacturers, distributors, retailers and firearms media ever assembled for a trade market.

According to the NSSF, a record 31,280 buyers registered for the show. An all-time high of 1,804 professionals were issued media credentials. Overall attendance was 58,444, only a few hundred shy of the show's all-time record set at the 2008 SHOT Show, also held in Las Vegas.

Exhibiting companies numbered nearly 1,800, about 125 of them international, covering 700,000 net square

feet in the Sands Expo & Convention Center's halls and the Venetian Hotel's meeting rooms.

On the minus side, only the Sands Convention Center's massive facilities caught criticism from exhibitors, buyers and media, alike. Yet all were comforted by the fact that traffic was heavy within the vast complex all four days.

With that preamble, scroll down or browse through these pages for a quick peek at just a sampling of what we—a total of 11 SSR writers and editors—all saw. In a few words, (including one never before seen in Webster's dictionary) it was mind-boggling.

— Bob Rogers, Editor

Bob Rogers photo

