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## Iron Brigade Armory

# Newsletter

Edition V

November 2009

### Latest News

**IBA Congratulates Vice President  
Monthly Special  
Colonel's Corner**

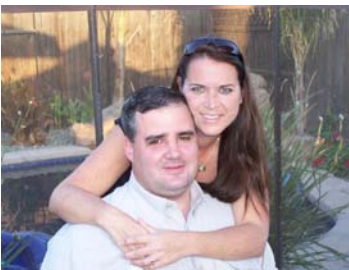
## November Monthly Special



With the holidays fast approaching we are giving you the opportunity to get your shopping done for your favorite sniper! This month get any Harris Swivel Bipod with a Pod Loc installed for \$115.00.

[Click Here](#) to order

## IBA Congratulates Vice President



IBA Staff and Family would like to Congratulate Norman A. Chandler III on his recent engagement to Kathryn Berg. We all wish them nothing but a long lifetime of happiness! Norm and Catherine will be married December 31, 2009 in Raleigh, North Carolina.

## Colonel's Corner

by Lt. Col. Norman A Chandler III, USMC Ret.



GREETINGS ONCE AGAIN TO ALL AMERICAN RIFLEMEN:  
Each month I ponder the ideas that should be discussed or brought to your attention. The following items

**Welcome to the family  
Kathryn!**

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**IBA Wishes Founder  
and President Happy  
Birthday!**

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**IBA Family and Staff  
would like to take the  
time to wish our  
Founder and President  
Norman A. Chandler II  
a very Happy Birthday  
this month on  
November 27!**

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### **Upcoming IBA Events:**

**November 10th:  
Happy 234th  
Birthday to the  
United States  
Marine Corps!  
Semper Fi**

**November 11th:  
Veteran's Day  
November 21st &  
22nd: Raleigh,  
North Carolina Gun  
Show ([LINK](#) to  
show info)**

**November 26th &  
27th: Thanksgiving  
Holiday (IBA**



may be of interest to you. My method of sorting information and then coming to a conclusion is archaic and not very scientific, however. Over the past years I've watched the 'slow to react tribe' and other ponderous souls miss

opportunities because they didn't have enough facts to suit them. Without repeating myself every month, the most important thing to do is ACT-take action-any action-just act. **OBSERVATIONS:**

1] Expensive, mainstream, commonly sought after[vanity type] guns are NOT selling. I put high-end upland game bird guns, engraved guns, exquisitely stocked and virtually unusable hunting rifles in this category. AR15's are not selling well-any version-low end or high end. Handguns are selling and almost anything under \$600 is selling-especially shotguns. This is common when folks run low on cash, they buy the next best thing they can afford. They are welcome to their purchases and I hope they enjoy what they bought because the bottom line is appreciation for each weapon purchased whether it's for collecting or duty use. How many knives do you think REALLY get used in any way. I have 15-20 in my desk drawer that will probably never be opened or used-ever. So, I guess guns can fall into the same category. So be it, but don't be short of what is needed versus what is wanted, versus what is a trinket. Make the distinction and take action. The previous described is what we've been witnessing at the gun shows. Folks come in with a shopping list and play scavenger hunt. All shows aren't created equal but usually a simple list can be remedied. At the last show in Richmond, VA two weeks ago, the rule was-- AMMO, cleaning gear, books, slings, bipods, more ammo and few good, but cheaper guns. Savage and Ruger sells well-they are decent quality at a lesser price. [we obviously don't market those brands but they are AMERICAN guns]. Small caliber rifles are selling very well--.22LR, .22 magnum and 17HMR. If you don't believe it, try to find ammo for those things and then try to not to fall down when you see the price.

2] AMMO-the topic of all gun conversations. I can't even go to my local Lowes lumber store without getting stopped in the aisle with gun and always ammo questions--amazing. The ammunition manufacturers have finally figured out there is a chronic shortage but there is little that can be done-all plants are maxed out. The current problems are two-fold. 1] type of ammo and 2] quality. With regards to the first area, there is a severe shortage of .45acp ammo-from anywhere -US made or foreign. There just isn't any. Good .308 ball ammo is tough to find in any quantity by any maker. This Fall, I predicted that hunting ammo would be available or at least somewhat available-I think I was correct. It seems most hunting calibers are on the shelf-the price is stunning with some types selling at \$60-\$80 a box, so the customer buys

Closed, no orders  
to be shipped)

November 27th:  
HAPPY BIRTHDAY  
TO NORMAN A.  
CHANDLER II

December 5th &  
6th: Richmond,  
Virginia Gun Show  
([LINK](#) to show info)

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**Iron Brigade Armory  
Customers,  
Thank you again for  
another wonderful  
month, we continue to  
receive great feedback  
on our products and  
customer service. We  
appreciate the  
feedback, it validates  
all that we do!  
In the month of  
November we  
remember and give  
our thanks to all of the  
armed forces on  
Veteran's Day. The  
staff and family at IBA  
ask our committed and  
valued customers to  
take a moment and  
remember all of the  
men and women that  
have served, are  
currently serving, and  
those that have made  
the ultimate sacrifice  
in the United States  
military. We can never  
Thank You enough for  
all that you do and the  
daily sacrifices that**

two boxes and heads home-end of shopping. Gives a man a good reason to take up reloading. On that subject, a friend of ours has a Class 6 license and reloads for himself and interested others. He calls around the US daily trying to get enough components for the next order. Fortunately, here in the SE, the gunshows draw enough good dealers so many reloading items can be picked up--cash and carry-a good old American habit common in the last century. On to QUALITY. There are two categories of quality. One is blaster ammo made from decent components that make the gun go bang without malfunctions or stoppages. Ammo that isn't 'mildly' corrosive [what does that mean?] or have Berdan primers which means you can't feasibly reload the cases-an aspect entertained and rationalized by buyers willing to store for possible future use. The second category of quality is accuracy related. 'Match' ammunition is under our microscope because it is not only in chronic short supply but the accuracy may have dropped off-across the board with all manufacturers. A possible reason is powder quality [burn rate] which varies lot to lot, and ammo makers are using ALL lots-not rejecting any lots. This is our theory and it's reminiscent from the early 1990's when it was discovered that Federal Gold Medal Match was better because their powder burn rate was scrutinized more closely. Back then Lake City Special ball [Sniper ammo] some lots could shoot around corners, it was so bad. This gave rise to the Black Hills brand who saw a niche and filled it with the best of the best. We're seeing some of these old signs again. The bean counters must be pleased that anything that resembles quality is selling at record retail prices. Not a bad financial equation until people figure it out and stop buying that line item. Precision ammunition is a 'niche' market anyway, so if the fewer number of buyers flee your product line, you have a dramatic sales loss with that particular SKU. This detail immediately hits Corporate headlines with the CFO and related sales and marketing weenies and pressure is applied to drop the line item and be 'more profitable' doing your 'core competency'. Thoughts and actions like this make my blood boil! America didn't get here today with this poor, and narrow minded and defective attitude. If anything, big ammunition makers should build all types of ammo and have it on the shelf because they can. Ammo companies want loyalty from the consumer but it appears the street is ONE-WAY. Companies that don't think in this manner will still be profitable but they won't serve their customers well by NOT having the product when the customer is ready or able to buy it. These type companies are what I call 'shell' companies. They have nicely mowed front yards, trimmed bushes, but lack personality, character, and SERVICE. They reek of corporate glint and tend to be faceless and out of touch. Sorry for the rant, but the buyer should feel some sort of kindred spirit relationship to be a continuing dedicated customer-at least that's how I view it. Anyway, now you can see how product lines can get perverted and why you have to shop hard, and ask a lot of questions.

**you make for our  
country. Iron Brigade  
Armory will never  
forget!**

**We wish you a  
wonderful and safe  
month, wherever you  
may be!**

**Your Iron Brigade  
Armory Family**

**3] NEW PRODUCTS-this is a can of worms. The 'new' marketing strategy seems to be focused on a type of shell game of 'where's the pea'. Apparently all you have to do is paint a barrel or a stock a different color and change a design on the stock and instantly every customer and wholesaler is supposed to be dazzled with your efforts to deceive and amazed at the depth of gun culture knowledge displayed-BARF! I think it's safe to say there are no new products of serious merit and there aren't likely to be any with the current mindset. Oh ....occasionally something leaks out but it's what I call 'accidental manufacturing'. It just happened to happen or it easily happened-kind of like the Mexicans making beer. The discovery of Corona was an accident but I hope they keep doing it. When is the last time an American gun manufacturer really and truly turned out a new and unique mainstream gun product? I know there has to be an example but I need help with that question. Maybe the CT1105 shotgun Remington developed, fits the equation as it is truly a unique gun. Who else??? I think the list is mighty short-my point being, the American gun buyer is buying cheaper, useful, proven guns and I'm happy to say the lower end M700's are in that mix as they have always been. An anomaly would be the unprecedented continuing nostalgic purchasing mania with the M1A/M14 rifle-Springfield Armory is backordered on top of backorder. I hope they make a fortune because they deserve to.**

**Each month when I write this, I try to write as I would speak. I try to give you a thumbnail clip of what we see and where I think we are headed. You still have a window of time to obtain necessary items on the NEED list. We'll keep building good infantry and hunting rifles and we thank you for your loyalty and support.**

**Semper Fi,  
Lt Col NA Chandler USMC Ret  
President-IBA**

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