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Colonel's Corner

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Founder and CEO of IBA

USE IT UP-WEAR IT OUT-MAKE IT DO!

This has been an odd couple of months in American history. Rocky and I have looked back on our collective 146 years of walking on planet earth and I don't think we've seen anything like this or could have written a horror novel to match today's venue. UGH. But we aren't turning cynical here--nor should you. Charles Capps, an American Christian preacher, always pitched happiness and backed it up with Biblical scriptures. I can agree with him--I think one can be happy in daily work and still be serious. As the events of the Fort Hood disaster unfolded, my mind was swirling with thoughts of how bad this country is bitten by the Political Correctness venomous snake. Fox News may be the only one

seriously tracking that path but a host of the independent Talk Show folks will blast the PC culture concept for sure. What to do about it--that's a good question. We could legislate it to death and probably come out with something worse--seems big government does that part real well.

I was watching TV the other evening and I'm prone to watch the building/renovation shows--This Old House, Disaster House, Blog Cabin with Amy Matthews etc. Rocky does the same and sometimes, the shows are pretty good. Mostly, I let my mind drift and use the time for relaxing or solving some current or fictional problem. This particular night I had tuned in to some 'Green' show. I'm always wary of this type of program because there always seems to be a hidden agenda. The people on these shows seem to have good information but I still keep my eyes wide open. I'm sure some relative of theirs, [or maybe they] might have been demonstrating against the Vietnam War and other things in the 60's and early 70's--but anyway... I caught a catchy little phrase on recycling: Reuse--reduce --recycle. Neato, I thought, that sounds very similar to something my depression era Mother and Father used to say and it is captioned at the header of this newsletter. Seems odd to me though that folks are tearing out perfectly good bathrooms and kitchens to add

value to their home, supposedly. I wonder but never see any heavily stocked pantries or gun rooms displayed or mentioned. This past year has been hard on many people and next year may prove more so. What to do about the current state of the economy and how does it affect all of us? A good question and I won't pretend to examine a solution as I think it's bigger than all of us, but I'll tell you what I think I know.

An obscure friend of ours years ago had a philosophy of buying when other people weren't buying and selling when others weren't selling. This isn't a new idea, but Old Tom put it to practical use every day. He always had a brief case full of valuables, guns and cash. This might be the time to dust that idea off. With the Holidays coming up, this would be a good time to offer a few sales bargains to our devoted and consistent customers. This newsletter will have some specials in it, NOT generally available to the website surfers. If you also tune into the IBA website over the next 3-4 weeks, you will see some more things that may be of interest you. I'll leave that as a surprise. [Our reasoning for sale items offered is, we earnestly wish you to be prepared and do well through any future hard times].

OK-here's what is going on in the world of business as it is conducted in the US and around the world currently.

1] Our Central Bank will continue to inflate [print endless reams of dollar bills] diluting our buying power with our trading partners and giving us a grade of 'F' in economics.

2] Monetization is rampant-basically we are giving money to foreign countries and they are buying our T Bills-how long can this go on?

3] The money gurus writing the newsletters get some of the analysis right but one recently was condemning the 'War' and another was failing to say that no one will want the house crashing down on 'his' watch-so there will be no admitting to how bad this is until the roof actually caves in. There are some solutions but the American people are too soft, vaguely interested, and/or don't care. Basically we will have to have a total collapse before the fix can begin but rest assured, the American dollar will be in the sewer when that day comes.

4] We may be in a deflationary depression now, which will turn into an inflationary depression come early next Summer. The heroic efforts of the Fed and Fannie's are so far gone, it's a daily shell game aimed at confusing the average American and most of Congress. Do not believe the fairy tale that we are in an economic recovery.

5] Commercial property is dead, malls are dead and getting worse monthly. Look around-malls have stores that are selling at 50% off, trying to get rid of inventory for any amount offered making it harder for the legitimate business to stay in business. The next step is the banks will have to admit the commercial real estate losses-it's downhill then. More banks will crash and the FDIC is \$3 billion in the hole now and the national debt ceiling will prevent the asking for more money.

6] American Manufacturers are claiming strong bottom lines by counting money saved through closures, sell offs and firings. This will equate to less real product being produced [GDP-Gross Domestic Product] by less workers with the ultimate result of less things available to buyers and higher prices for all-hence ushering in the grand and double digit inflation, long predicted by many analysts.

7] Actual unemployment next Spring will be 20% plus-depending on how it is measured-U2, U3., etc. [It is 18.5%+ today by some measures]

WHAT SHOULD YOU DO NOW?

1] Evaluate your food, equipment and necessary supplies. Get while the getting is good. Remember, buying BEFORE a crisis is storing-buying DURING a crisis is hoarding.

2] Have cash on hand-small bills and change. At the first inclination of any perceived problem or crisis, ALL HANDS head to the nearest grocery store and buy anything and everything you can haul out.

3] Go home-and circle the wagons. Rig the boarding nets and standby to repel boarders.

Obviously I have been a doomsayer here but as in any society from ancient history to current, you should have thought through ALL the scenarios and have a family game plan-one that everyone is briefed on-even liberal members of your family who still believe it could never happen in AMERICA.

4] Your paper money won't be worth much but it's a start and some people will gloat on the high prices they charged for and received. Good, because the cash will become more worthless as the days go on. Our dollar may be in the same weakened category of early 1800's Colonial Script-printed by various cities, counties and states, until a Central Bank could be organized.

5] If you have the guts and the cash, buy a pile of gold and silver now. Gold has soared because folks are

waking up and because it has a real storehouse value. Take possession of it and don't fret over how much you spent. I think the current price is still a bargain as compared to a year or two down the road. A careful prediction will show gold to be \$2500 and silver at \$50-60 an ounce by next summer. Absurd predictions go way higher but we are trying to preserve wealth here, NOT make a killing on the sale when it hits a comfortable high amount.

6] Do NOT buy collectibles-neat old guns with weird ammunition, bamboo fishing poles and ART work. Get yourself onto a wartime footing because this isn't about "IF" it happens-it's about WHEN it happens".

7] If you travel somewhere, have an alternate plan to get home. Know the way home and have a few things with you to aid the trip. Most of us have carried our field packs with us for years full of enough for 3 days out and items to build a fire, defend and keep warm. I am ridiculed sometimes when a person sees my old ALICE pack in the back seat of my truck, but I don't care.

8] Buy food-buy a lot of canned food. Canned food lasts way longer than the dates printed on the cans. [see previous newsletters] I just returned from Wal-Mart and they have most canned vegetables for \$0.50 each-can't beat that price anywhere-Green Giant brand to boot. Some of our customers report they are putting up a modest 90 day supply of basic chow-some are following the Mormon lead with a year plus.

Well-now that I've scared everyone, what's the good news? We are still alive, we have work and we have a mission. Our tough old forebears came to the New World and chiseled a society out of a virgin wilderness, often times with Indians to add zest to the situation. Their thoughts must have been similar. They were motivated and didn't have a lot of paperwork and taxes to contend with. There was no 'government' to interfere with helpful bureaucratic suggestions and oversight. Gee, I wonder how they survived? Maybe there's a hard core of American people that will see this through, pick up the pieces and put it back together. Regionally, there are chances things will just be terrible but the cities and urban areas will face the brunt and will collapse. How could it be any other way? It took the entire US Government to handle Katrina-the resources don't exist for the 100's of large cities that will require assistance-assistance that won't be there. Bill Clinton's administration got rid of all the Civil Defense stores-banished the concept, sold it off and replaced it with-NOTHING.

BOTTOM LINE-You are responsible for yourself and your family-no one else, so get cracking.

As I write this, we are packing for the Raleigh, NC Gun Show [21-22 Nov]. We also have Hampton Va. and Richmond Va. to attend before the end of the year. These are always good events and I particularly like seeing the many folks who come by and want to talk for a few minutes. I'll report on the issues brought up, next time.

Special Holiday Deals Just for You!

Enjoy all of the great specials that we are offering you this month for your favorite Sniper over the holidays. Please remember that even if your Sniper is overseas we are offering free shipping to APO/FPO addresses during the months of November and December!

Stocking Stuffers!



Gift Certificates



Not sure what to give the rifleman or woman in your life? Purchase a gift card of \$50.00 or more and we will

For Under the Tree!



Get a combination of 200 .30 caliber cleaning patches, 1 pack of 20 16" Pipe Cleaners, 1 pack of 20 6" Pipe Cleaners, 1 Pack of Sontara Wipes, and 1 pack of 100 Cotton Tipped Applicators for your favorite Sniper's stocking this Christmas for only \$15.00 + Shipping. [Click Here](#) to Order!

add an extra \$10.00 to your gift certificate. These gift certificates can be used for anything in our online store.

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If your rifleman or woman is a reader the they will love Song of Blue Moccasin by Roy F. Chandler. This book is part of the Frontier Series that we offer. Get it this month for only \$25.00+ Shipping. [Click Here](#) to Order!

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Meet Your IBA Family



This month our featured employee is our Vice President of Sales, Abby A. Chandler. Abby was born on March 3, 1980, the second Chandler child to arrive. When she came around IBA had already been up and running for a year. She was born in Jacksonville, North Carolina, the home base for IBA. Her father Norman A. Chandler II was still in the Marine Corps and stationed here. Abby grew up right in the middle of Iron Brigade Armory.

She recalls memories of running the business out of their family home and taking customer orders at the dinner table. Once an adult Abby decided that IBA wasn't going to be her home forever and ventured to East Carolina University. She returned home and back to Iron Brigade in July of 2005. She worked with her older brother Norm Jr. and her dad to continue to build the company and help it grow. In September of 2006 she attended Blackwater with the Col. to help him while he was teaching one of his very popular courses. It was here that she met Marty. A funny story that Abby recalls is when Marty bought a pistol from her brother so that she could have a couple of days off of work to spend some time with him. Little Addison came along on September 30, 2007. Abby has taken her brother's role at IBA as he has moved on and continues to build the company to grow and improve each day.

Dear Iron Brigade Armory,

It is hard to believe that another year has come and gone. The holidays are always a special time of year, a time for families and friends to spend time together and reminisce about the past year. The family and staff of Iron Brigade Armory would like to thank all of our dedicated and valued customers for another great year. We got to see many of you at the various gun shows that we attended throughout the year, we heard from others through phone calls, emails, and letters. We enjoy hearing what our customers have to say. We would also like to say "Welcome to the Family" to all of our new Chandler Sniper owners! We hope you love your rifles as much as we do!

To those of you that can not be home for the holidays please know that you are always in our thoughts as well as our hearts. We could never thank you enough for everything that you sacrifice and do for our country. We wish you and your families a very special Merry Christmas and a Happy and Safe New Year. The New Year is just around the corner and at IBA we are already thinking up new products and looking at new items to bring you in 2010.

So here is to a safe holiday season, whether you are here or overseas, and another wonderful year in 2010.

Merry Christmas, and Happy New Year,

Your Iron Brigade Armory Family

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