

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

First Shots Raffle Offers Plenty Of Reasons To Buy In



Photo by Elizabeth O'Neill

Products from Aimpoint, Buck Knives, Bushnell, Springfield Armory, SureFire and Taurus are just a few of the incredible prizes available through the 2009 Shooting Industry Masters raffle which supports the NSSF First Shots program.

More than 200 shooters representing 50 industry teams are ready to "load and make ready" for the Seventh Annual Shooting Industry Masters July 24-25 at Hartford Gun Club in East Grandby, Conn. You can support the NSSF First Shots program from the comfort of your air-conditioned office without even firing a shot.

"Not shooting? No problem," said match coordinator Elizabeth O'Neill. "Purchasing a handful of raffle tickets gives you a chance to win incredible prizes. It's as easy as visiting <http://shootingindustry.com/09SIMstrs.html> and clicking on the 'Get Raffle Tickets' link on the page."

Featured prizes include guns from **Charter Arms, Ruger, Smith & Wesson, SIG SAUER, Springfield Armory, Taurus** and many more, plus products from the list of 2009 Shooting Industry Academy

of Excellence award nominees. Last year's ticket sales contributed \$16,500 to NSSF's Step Outside efforts to promote shooting and hunting activities. This year's ticket sales proceeds will help introduce new people to shooting through NSSF's First Shots program.

Even if you can't participate in this year's match, you can still support a worthy cause by aiming your dialing finger in the direction of O'Neill's raffle ticket hotline: (888) 315-3641. You can buy five Multi-Prize tickets for \$30 or five Big Buck Bonus prize tickets for \$50.

"I'd be happy to send you as many raffle tickets as you and your office mates can afford — all I need is a credit card number," added O'Neill.

Visit: <http://shootingindustry.com/09SIMstrs.html>

SNEAK PEEK: 2009 Shooting Industry Masters Raffle Prizes

Big Buck Bonus Prizes:

Purchase five Big Buck Bonus tickets for \$50* to be eligible for anyone of these incredible prizes.

- ✓ FNH Scar 16S Semi-Automatic
- ✓ Smith & Wesson Model 460VR
- ✓ Smith & Wesson I-Bolt Rifle in .270
- ✓ SIG 556 Classic Semi-Auto
- ✓ Springfield Armory XD (M) 9mm
- ✓ Taurus 3-inch Magnum Judge
- ✓ Mossberg 930 SPX 8 Shot Semi-Auto
- ✓ Kahr Arms KP3833
- ✓ Ruger LCR
- ✓ Smith & Wesson M&P15
- ✓ Trijicon Accupoint Scope
- ✓ Nikon Coyote Special Riflescope



Multi-Prize Packages

Buy five Multi-Prize tickets for \$30* for a chance to win a prize package like this:

- Charter Arms 995 Carbine 9mm
- Benchmade 1104-4 Tactical Pen
- BLACKHAWK BH Hunting Pack Black Gorge
- Buck Wear's "Red Neck Bailout" T-Shirt
- Bushnell Backtrack GPS
- ThermaCell Mosquito Repellent
- Bear & Son Cutlery 3" Yellow Comp Little C

* All proceeds from raffle ticket sales go to support the NSSF First Shots program.

NRA Membership Tracker

INSURE YOUR GUN RIGHTS
Get A FREE NRA Membership
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Number of new NRA members recruited by FMG Publications online offers from September 2008 to July 2009:

4,359

REP RAP

FMG insiders speak



Don't Be Left In The Cold This Summer

Steve Evatt American Handgunner

I know I say this every year, but it just can't be: here it is early July and I'm working on the November/December issue of *American Handgunner Magazine*. This one has a closing date for space reservation of July 30 and will hit the stands in mid-September.

To those few who broke the "cardinal rule" of advertising (which is "stay in the game no matter how bad the economy") and pulled back for a while to "save a few bucks," here's the news flash: YOU ARE BEING LEFT IN THE COLD! The Nov/Dec issue is a great opportunity for you to surface once again and let our readers know WHO you are and WHAT you have to offer! Here's just a portion of what will be included:

- First off a **Nighthawk Custom** gun will prow! the cover
- Taffin answers Venturino's rant on the .44 Special
- Clint's "Reality Check" talks up the "Teeny Gun with the Big Sights"
- In "The Winning Edge" Dave Anderson examines the History of **FN Herstal**
- Knifemaker **Rick Hinderer** is profiled by Pat Covert
- Connor gives his insight on **Bright Lights and Beautiful Blades**
- Ayooob examines the aftermath of a shoot out in the "Ayooob Files"
- Alex Hamilton ruffles the feathers of a few custom gun makers
- Venturino talks about his worst nightmare while Taffin shows off the new "American" a 1911 by **Guncrafter Industries**

There is way more than I can cover here, so reserve your space by giving me a call at (800) 533-7988 or drop me a line at: steve@americanhandgunner.com

If you're traveling to Connecticut for the SI Masters and the Academy of Excellence later this month, I look forward to seeing you there. 'Til next time ...



If You Ain't First You're Last!

Andrew Oram GUNS Magazine

We all know the early bird gets the worm, that the most important thing in life is showing up, and as Ricky Bobby's dad would say, "If you ain't first you're last."

There is no such thing as easy money, at least for most people and those who do stumble upon a windfall more often than not end up squandering their good fortune. We get up five days a week, sometimes more, and dedicate the majority of our adult lives to work. Money won't make you happy. It's just that simple, but it sure makes things easier.

Lucky for us we are in an industry that is thriving right now. Industry growth continues, firearms sales are up, and our reader base continues to expand. Like all industry trends, this will not be the case forever! We have and will continue to experience growth and decline. Whether you're backordered for a year on your product or you have three shifts churning out product 24 hours a day, now is not the time to relax. Now is the time to zero in on your 2010 marketing plan to make sure you stay on top!

FMG Publications has poised itself to be your marketing partner. We offer you products that will improve business. When money is tight it should only be allocated to areas that help you make money. When money is good the same is true. Let's face it, nobody likes wasting money.

Here's the pitch: As we trudge through these dog days of summer take a look at your marketing plan and see where strengths and weaknesses lie. What market areas are your bread and butter, and what are you missing out on? Go to our websites and see who is advertising. Register for the Gun of the Month and read our opinion polls. They give you up-to-date marketing trends. Check out our New Product section. If you have a new product and you're not there, ask yourself why. It's free; you're already missing out on an opportunity!

Web-based marketing creates interest, drives business, and best of all it's an inexpensive addition to your marketing plan. If you ain't growing you're dying! We want to cultivate your business growth and we want to be your first marketing choice. Work hard, but not harder than you have to. Let us do that for you!

Contact me at (866) 903-1199 or andrew@gunsmagazine.com.



Cop-Tested And Approved By REAL Cops

Delano Amaguin American COP

The **Panasonic Toughbook 30** has been put through extreme weather conditions and drop tests galore. *Forbes Magazine* decided to give the renowned, rugged, and reliable computer a true "tough book" test. *Forbes's* testers used the Toughbook to crush soda cans, used the screen as a dartboard, ran over it with a Volkswagen, gave it to a tiger as a chew toy, had an elephant stomp on it multiple times, and then the to top it all off, shot it with a .22 pistol.

The only things that managed to do any lasting damage were the elephant and the gun; the elephant put two cracks in the case (purely cosmetic, however), and the gun did actually pierce the screen. The Toughbook 30 was still usable even after being shot! It never once ceased to boot and *Forbes* claims they were able to log into Windows even with a hole in the screen. Eventually a 1911 .45 ACP took it down, followed by a .44 Magnum and a 12-gauge slug for good measure.



The Panasonic Toughbook still roared to life even after substituting as a tiger chew toy. Cops may have a new tool for their duty belts.

We just celebrated the four year anniversary of *American COP Magazine*. Our publication is only getting bigger and better with new options on our Web Site and new columns in the magazine. *American COP Magazine* is reaching more readers and delivering more important information.

I've just started working on the November/December issue of *American COP*. It's guaranteed to be another hard-hitting, tell-it-like-it-is issue — and it's the perfect opportunity to reach cops as they're gearing up for a busy year-end schedule. The deadline for space reservation in the November/December issue of *American COP* is August 21. For more information or to reserve your space, please call Delano Amaguin at (888) 732-6461.



Hunting, High-Tech And Knives On Tap For Fall

Anita Carson Shooting Industry

All of us here at FMG Publications will be extremely proud to announce the winners of the 2009 Shooting Industry Academy of Excellence Awards during a special reception in Hartford, Connecticut on July 24. We offer a hearty congratulations to all the finalists in the various categories and we know what a feat it is to have made it this far. The competition seems to grow stronger and more fierce with each passing year and it's a real testament to the strength and competitive spirit of all companies who are nominated.

If you're not yet a voting member of the Academy of Excellence I encourage you to visit www.shootingindustry.com and complete a membership application. This will allow you to cast your vote in this prestigious competition next year if your company is not already represented by two members. By the way, the winners of the 2009 Academy of Excellence awards will be featured in the September issue of *Shooting Industry*.

Shooting Industry is stream-rolling its way into the fall issues and we're already working on the September edition, which, in addition to featuring the Academy of Excellence winners, will also devote attention to helping the dealers sell hunting and high-tech products.

As you know, today's hunters are car-

rying more sophisticated and high-tech products than ever before. It's not unusual to find products such as satellite messengers, global positioning systems and night vision equipment in a hunter's backpack. If you are a manufacturer of any high-tech product please call me and let's discuss whether your products can be featured in this important feature article.

As a bonus feature in the September issue we will also look at knives and sales trends. If you've looked at the latest issues of *GUNS* and *American Handgunner* you've discovered that we are featuring more cutlery advertising messages than ever before. The reason is due to the fact that we support the cutlery industry with strong editorial, competitive rates and an ever-vigilant eye on the sales trends and new products.

The September issue of *Shooting Industry* has a sales deadline of July 31 so please contact me regarding your sales message and inclusion of your products. Call me at (866) 972-4545 or drop me an email to anita@shootingindustry.com.



Ready To Help You Explore More Ways To Market

Jeff Morey FMG Publications

I have returned! On April 27, I underwent surgery to replace a defective heart valve and to also receive a heart bypass. So, for the past two months, I have been on the mend and out of the office. Now, all that is in the past and I am feeling well and ready

for bear. To all of you who took the time to send get-well-wishes, I would like to extend my appreciation. When undergoing such an ordeal, it means the world to be remembered.

Andrew Oram has assumed the monthly management of ads in *GUNS Magazine*. He is a true professional and good man and I know he will excel in this position.

As for me, I now have multiple responsibilities including the Catalog Showcase and Web Site Showcase ads for all FMG publications. Everyone who has found the Catalog and Web Site Showcases an effective way of disseminating information about their product lines should jump at the opportunity to participate in FMG's online "Catalog Marketplace." This allows our website readers to instantly access our full catalog as a digital edition. Ultimately, we envision the "Catalog Marketplace" as being the definitive cyber-library of gun industry offerings.

I will also have responsibility for niche market advertisers such as cutlery, handloading and optic manufacturers and distributors, making sure we maximize our publication's effectiveness for these valued specialty concerns.

If you have anything new you want us to highlight, feel free to contact me and I will see that our readers learn about your new products. So, make the most out of the hunting and holiday seasons of 2009 by reaching out through the pages of FMG Publications to attract your target audience. When you decide that you want to run, contact me at: (800) 426-4470 or jeffm@gunsmagazine.com.



Shooting And Selling For Team FMG

Scott McGregor Special Editions

It's been a busy summer! I just had the privilege of shooting in the MGM Iron Man match held in Parma, Idaho. What a great match! Match Director **Travis Gibson** of **MGM Targets** has yet to disappoint anyone who shoots the match. DPMS, a long time and consistent supporter of three-gun matches, was the major match sponsor. There were many other companies who supported the match, but there's not enough room here to mention all of them. I was able to go and represent FMG Publications. I know, I know, tough job. Every stage was nearly 100 rounds and used each of the three guns with a few extra thrown in for good measure. If gear is going to fail, it'll

probably be at the Iron Man. All my guns and gear ran well and I had my best finish so far at a national-level match. As you would expect, the shooting community is a great bunch of folks to be around.

The Shooting Industry Masters is coming up July 24-25 in Hartford, Conn. The courses of fire are all set and the whole FMG staff is getting packed up to spend a week in Gun Valley. We look forward to seeing you there!

Thanks to everyone for helping make the 2010 *American COP* Special Edition a great issue — look for it on the newsstand August 17.

We've just opened our 2010 *American Handgunner Tactical* Special Edition and it looks to be another one of our most popular annual issues. If you've got new products you'd like to see in there, please let me know. I said it last month and I'll say it again, with the firearms and accessories market coming back down to

normal levels, now is the time to resume advertising or start a new advertising schedule. If you find yourself wondering if you should start putting some ads together, you're probably behind the curve!

Contact me with your new products information or ad questions and I'll help you make the most of your advertising budget through FMG Special Editions!

Contact Scott McGregor at (800) 553-7780 or scott@gunsmagazine.com.



Scott scatters lead at the 2009 MGM Iron three-gun match representing FMG Publications.

Selecting A 1911

It's a constant reader question: "I'm thinking of buying a 1911. Which one should I buy?" And it's about impossible to answer. There are, literally, hundreds of choices out there in the 1911 market, and while many mirror one another, there are enough with significant differences to warrant a careful look. I tell readers it's like buying software for your computer. Decide what the job is you need to do (accounting, spreadsheets, photo work, etc.) and then pick the software that does that job. Oddly enough, it's the same for a handgun — even a 1911.

Are you small-framed, skinny and have small hands? Then a lightweight, Commander- or Officer's-sized 1911 might be best. Target shooting? Maybe one of **Les Baer's** target models would work for you. Need a basic shooter, something to bang away with, toss in the truck and knock around in the field? Check out a basic model from **Springfield Armory, Colt, Taurus, Kimber** or the new G.I. Expert from **Para**. Need a no-holds barred, top-quality rig, a "money is no object" dream gun? Think custom or high-end models from some "factory" makers. But mostly, read *American Handgunner* since we keep up on the "what's new" when it comes to 1911s — and anything else you can shoot with one hand!



Nighthawk Custom's 1911s will be featured on the cover of Nov/Dec American Handgunner.

And in that quest to keep readers informed, our Nov/Dec 2009 issue features **Nighthawk Custom's** 1911 designs, Mike Venturino takes on the .30 Carbine — in handguns, John Taffin tells Mike why he was wrong to poke fun at the .44 Special in the Sept/Oct issue, and we take a hard look at the custom designs of knifemaker **Rick Hinderer**. Find out what Clint Smith thinks about sights on sixguns, and check out the custom speedloader for an eight-shot revolver in his "Reality Check" column. And I know you'll enjoy John Taffin's "letter" to me at *Handgunner*, dated April 3, 1936! How's that again?

That — and lots more in the Nov/Dec issue of *American Handgunner*! Want to see your product in the world's most well-read handgun magazine? Write to me anytime at: editor@americanhandgunner.com.

AMERICAN COP
From the Editor:
Suzi Huntington

No Camo Christmas Trees

The Nov/Dec issue of COP is, of course, the holiday issue — but there'll be no articles telling the virtues of Christmas tree camouflaged SWAT gear. Nope, we're taking a look at the new NIJ body armor standards — what agencies need to know — and why the big change? No snow-jobs here, just a hard-core look at the new standards and the general state of the technology. This is another one of those times where *American COP* will tell it exactly like it is.

We're also going to show cops what's involved in kitting up a K-9 officer. It's not as glamorous as you might think. Can you say dog slobber? How about all the dog hair — on everything and everywhere? Cops will learn what it takes and what it doesn't take to manage a snarling, stinky dog-breath partner — and no, we're not talking about a trainee.

These really are strange times — when old, standby **Ruger** comes out with not only a polymer-framed revolver, but also an AR-type rifle! I'll bet old **Bill Ruger** is spinning like a gyro in his grave. Dave Douglas takes a shooting-type look at Ruger's SR 556 Rifle: Does Ruger do the platform proud? Cops will find out by reading the Nov/Dec issue of *American COP*.

Finally, is it just me, or does anybody else think the "police chase" on Jesse James' "reality" TV show was the epitome of stupidity? Here, you've got a real California police agency playing chase with James. It's bad enough police are constantly slapped



Ruger's new SR 556 AR-type rifle will be featured in the Nov/Dec issue of American COP.

around for endangering the lives of citizens during real pursuits, but now we've got them participating in one for sport! What were they thinking? It's wrong at so many levels it makes my head spin. Let's hope they don't get involved in a pursuit of an imitator and have that one blow up in their faces — literally. What about damaging any of the real cop cars during this stunt — they're paid for by taxpayer dollars. And then would any injuries sustained to an officer have been covered under the agency's work comp insurance? I'm going to flame out on it in my next "Insider" column in the Nov/Dec issue.

What do you think? Email me at suzi@americancopmagazine.com and tell me.



Cops will get a look at new NIJ body armor standards in the Nov/Dec issue.

SPECIAL EDITIONS
From the Editor:
Sammy Reese

Celebrate Freedom

I just did a double take when I saw it's July 4th and I have to get my newsletter copy turned in or someone will come looking for me. Luckily, I have a fresh batch of wild hog sausage in the freezer to throw on the barbie.

I hope you took a second while enjoying your BBQs and parties to remember why Independence Day, the 4th of July 1776, is such a special day, and tell your friends and kids about what an important day it is in the history of this great nation.

Times are very tough for some of us right now. For some tougher than others. Layoffs, homes being foreclosed, prices going up and paychecks going down.

Remember, tough times never last but tough people do. Americans are tough. We have proved it since the inception of this great country.

Switching gears to the upcoming Industry Masters. We here at FMG are full speed ahead. This is the biggest event we have ever put together. Two full days of shooting, with the Academy on Friday night and a bigger and better (no bugs and there will be booze) banquet on Saturday. If you are a new shooter there will be a class on Friday to get familiarized with the types of guns you will be using.

I know some of you won't be able to make it this year, but you can still be there in spirit by donating prizes for the raffle. We here at FMG really appreciate your support. Semper-Fi.

GUNS®

Jeff John

From the Editor:

GUNS Goes Custom

Our cover gun this month shows off the exceptional versatility of the **Springfield Armory Custom Shop** headed up by Dave Williams. Massad Ayoub and Dave worked over the parameters of a budget-conscious XD(M) in 9mm Luger. The idea is to upgrade the standard XD just a bit to make it more competitive in the shooting sports or give the defensive pistol practitioner a needed edge.

At \$1,295, this gun isn't a budget buster, but has desired upgrades such as a Dawson adjustable fiber optic sight, a tuned and lightened trigger pull, an extended mag release and Springfield Armory custom match barrel.

Another hot gun sure to be a hit with shooters and the aftermarket boys is **Ruger's** long anticipated SR556 self-loading rifle. An AR-15 type rifle, it comes with a few twists including a gas piston mechanism instead of the AR's direct gas



Springfield Armory's XD(M) 9mm is given a subtle, affordable upgrade by the firm's custom shop headed by Dave Williams.

impingement. Another advantage is the rifle is chambered in 5.56mm NATO, rather than .223, giving the shooter the ability to use all ammunition factory and surplus he may find in the market.

Another great idea is the rifle uses a lot of commonly found AR-15 parts and, indeed, Ruger uses some of the better ones rather than reinventing the wheel. For one, **Troy Industries'** folding BattleSights are included as well as the firm's Quad Rail Handguard providing ample room for mounting sights, optics and accessories. The handguard is made exclusively for Ruger and is pinned to the upper receiver giving the piston-driven transfer rod a rigid platform. Three **Magpul** 30-round magazines were provided.

It's hunting season, too, and John Barsness went pheasant hunting, shooting a variety of guns and loads. Guns included a **Stoeger** 28-gauge side-by-side to a 20-gauge **Franchi** over-under and a 12-gauge **Benelli** pump. Loads from **Fiocchi**, **Federal** and **Ballistics Products** were used, too.

John Taffin shoots the new **North American Arms** Earl, a 4"-barreled revolver in .22 Magnum with an accessory cylinder in .22 LR. In a classic vein, John also tests the reborn **S&W** K-38 Masterpiece in .38 Special and K-22 .22 Long Rifle.

SHOOTING INDUSTRY

From the Editor:

Russ Thurman

Shooting Sports Summit Sets Course

The two-day NSSF Shooting Sports Summit held in early June in Florida had a challenging goal: "To develop strategies to increase participation in hunting and the shooting sports by 20 percent over the next five years."

Attendees — manufacturers, distributors, retailers, shooting ranges, sportsmen and conservation groups, media and nearly 40 state and federal wildlife agencies — rolled up their sleeves and hammered out hundreds of ideas. Taking part in the breakout session, I was impressed with the number and diversity of the recommendations.

"NSSF would like to thank the more than 150 stakeholders who came together to share ideas, provide feedback and voice their concerns at this year's summit," said **Steve**

Sanetti, NSSF president. "Now the real work begins. The results of the breakout sessions are being collected and reviewed and will serve as the basis for action plans as we move forward in meeting our goal of 20-percent growth over the next five years."

Web casts of the Summit may be viewed at www.nssf.org/summit.

Remington Acquires Dakota Arms

Thanks to **Remington**, Americans will be able to continue buying **Dakota Arms'** fine rifles. On June 5, Remington acquired certain assets of Dakota Arms LLC, including the Dakota, **Miller Arms**, **Dan Walter** and **Nesika Bay Precision** brands. Headquartered in Sturgis, S.D., Dakota Arms employs 35 people.

"Dakota Arms is an icon within the industry and its fine products exemplify quality, craftsmanship and attention to detail. We look forward to continuing to develop and expand the Dakota brand and thank all its employees for their continued dedication and success of Dakota Arms," said **Ted Torbeck**, CEO Remington Arms Co. and **Freedom Group Inc.**



New Winchester ammo packaging salutes USA Shooting Team medalists.

Winchester Salutes USA Shooting

Winchester Ammunition is offering a commemorative **USA Shooting** Shotgun Team Value Pack. The Value Pack consists of four, 25-round boxes of 12-gauge AA in Light Target, Super-Handicap and Sporting Clays loads.

Patriotic packaging highlights Winchester as the official ammunition of the USA Shooting Shotgun Team and features the four 2008 U.S. Olympic shotgun medalists. They used Winchester Ammo to capture their medals.

"This is an excellent opportunity to recognize these talented athletes and allow our customers to stock their shelves with the famous AA Target Loads," said **Dick Hammett**, president of Winchester Ammunition.

To learn how you can support USA Shooting, visit www.usashooting.org.



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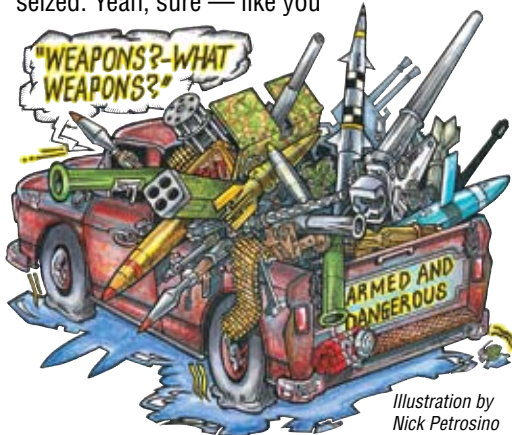
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BACK BLAST

& OTHER HOT GASES

Huh? Run That By Me Again?

You've seen it on the news: All this hogwash from the administration about how guns sold in American shops are destabilizing the government of Mexico. Then, both American and Mexican politicians go on to list items like select-fire rifles, RPGs and hand grenades as examples of the weapons seized. Yeah, sure — like you



can stroll into a gun shop in the Southwest and buy 106mm recoilless rifles on lay-away, hand grenades at \$5.99 a pop or \$30 for a six pack, with an RPG thrown in as a deal-sweetener, right?

Here's the latest. The day before President Obama's April visit to Mexico, federal police there found and seized what was described as a truck-mounted, crew-served, anti-aircraft machine gun capable of firing 800 rounds per minute and accurately hitting targets 1,500 meters away. Yup, more evidence of American deer hunters' weapons arming Mexico's violent drug cartels.

Sure sounds like a Ma Deuce .50 BMG to me. I've always thought that was just too much gun for whitetails.

Meanwhile, the real thugs — the drug lords south of the border — are laughing their full-auto heads off at the irony: The heavily regulated, microscopically inspected gun dealer gets the blame, and they sight in their full-auto weaponry on their fellow citizens.

Fighting Back Against Nuns

Police in Campania, Italy, are investigating a sorta sensitive and ticklish crime:

an alleged assault and battery where the suspects are a middle-aged priest and two 83-year-old nuns.

Restaurant owner Aniello Esposito told officers he arrived at his business to find the priest and two elderly nuns smashing plates, glassware and furniture. When he tried to stop them, he said, the priest walloped him with a chair, and the sisters began kicking him viciously while he was on the ground. He suffered bruises to his neck and abdomen, and was taken to a hospital.

He also suffered from a severe conflict of ethics: When your attackers are "holy persons" among a devoutly religious population, ummm, can you fight back?

The physical conflict arose, it seems, from a dispute over Esposito's use of the property. The mother superior of the convent said the nuns were removing furniture because Esposito was "in illegal possession" of the property. Esposito said he leased the space from the convent, but problems began when they learned he was issuing receipts to his customers and keeping records of sales — and, he said, they wanted the business operated "under the table."

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