

**NSSF**

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*Shotguns Built Just for Women*  
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# SHOTBUSINESS

SHOOTING, HUNTING & OUTDOOR TRADE

## OPTICS 2016

**RIFLESCOPES GO LONG  
(OR SHORT), THE BETTER  
TO SUIT THE NEEDS OF  
EACH CUSTOMER** PG. 28

**PLUS**

### FIRING LINE

Savage's new A17 semi-auto and CCI's ammo are a great one-two punch PG. 24

### FYI

W.R. Case's dealer program aims to give its retailers a competitive edge PG. 22



# SHOTGUNS FOR WOMEN

WHETHER SPECIALLY DESIGNED OR CUT TO FIT, WOMAN - SIZED

SMOOTHBORES SHOULD BE PART OF YOUR INVENTORY BY PHIL BOURJAILY



ANNE MAURO, A COMPETITIVE SHOOTER AND SHOTGUN COACH, HELPED MAKE SURE THAT SYREN SHOTGUNS FIT WOMEN PROPERLY.

Syren shotgun vice president Anne Mauro, who is now a competitive sporting clays shooter and shotgun coach, says that when she started shooting as an adult, she didn't own a shotgun. "All the club's rental guns were too long for me," she says. "I had to take the recoil pads off to be able to shoot them." The flat wooden butt digging into her shoulder on every shot left Mauro beaten and bruised after each lesson, but she was hooked. "I would drive home icing my shoulder, but I couldn't wait to come back the next week to shoot again."

Not many women—or men, for that matter—would put up with a hobby that caused that much pain. Men don't have to, because shotguns are stocked to fit them comfortably. But women have trouble finding suitable guns. As more and more women try shotgun shooting, you, as a retailer, can help them find guns that fit and don't hurt.

**SYREN SHOTGUNS**



**SYREN IS THE FIRST COMPANY** in the industry to sell only guns with stocks designed specifically for women. A spinoff of Caesar Guerini and Fabarm USA, Syren takes guns from each line and gives them stocks designed to fit women.

The line of guns is made up of target and hunting semi-autos and O/Us. The Syren stock features a shorter length of pull to accommodate women's generally shorter stature; a Monte Carlo comb, because women's necks are longer than men's; more cast, and a toe that angles out to protect tender breast tissue; and a grip designed so smaller hands can reach the trigger.

The Syren waterfowler—a 3-inch 12-gauge camo semi-auto—makes a good choice as an all-around hunting gun and is especially well-suited to waterfowl,



dove, and turkey hunting. SRP: \$1,995. The ELOS O/U comes in both steel and lightweight alloy-framed versions in 20- or 28-gauge for upland hunting. The ELOS Venti Light, with an alloy receiver, weighs just 5¾ pounds and lists for \$2,995. (To see the rest of the line, go to [syrenusa.com](http://syrenusa.com).)

**OTHER OPTIONS**



**ALTHOUGH SYREN SHOTGUNS** are the only line with stocks completely designed for women, many manufacturers sell ladies/youth models that have shorter stocks that present a good option for some women. Many petite women find youth-model

20-gauges fit them fairly well. For those who would like to move up to a 12-gauge for waterfowl, turkeys, and targets, there is the Browning Micro Midas line, which consists of shorter-stocked pumps, semi-autos, and O/Us



**SYREN SHOTGUNS HAVE STOCKS WITH A SHORTER LENGTH OF PULL, MONTE CARLO COMBS, AND GRIPS THAT FIT SMALLER HANDS.**

in 12- and 20-gauge. Winchester's Super X3 comes in a "compact" model in 12- and 20-gauge, and Benelli offers a short-stocked 12-gauge version of its excellent M2.

**FITTING WOMEN**



**YOU CAN LEARN TO** take an off-the-shelf shotgun and fit it to a female customer. It doesn't require all the resources of a gunsmith

shop to cut stocks and fit pads—you just need to be handy with a saw and a grinder. Fitting a gun also gives you the chance to make secondary sales of recoil pads, spacers, and buttplates. Softer recoil pads, like the KickEez or Pachmayr Decelerator, are a great addition to any gun, and for women you'll want models without a sharp toe. You can also easily install angled spacers to change the gun's pitch—the angle of the butt in relation to the barrels—which can help a stock better fit a woman's chest. A lot of female shooters find an adjustable buttpad really helps make a gun more comfortable. Models like those made by Jones or Graco allow the shooter to lower the pad, which can help women with long necks comfortably cheek the stock. Those buttplates also rotate so you can turn the toe of the pad out to prevent it from digging into the shooter's breast. If you can take a gun off the rack and turn it into a woman's model, you'll win customers that will come back for ammunition, pouches, glasses, vests, and, someday, more guns.

**AMMUNITION**



**LOW-RECOILING** ammunition makes shooting enjoyable for newcomers—and that's not just for women. Many shops stock little

more than the standard 1½-ounce 12-gauge target loads or the fast 1,325 fps 1-ounce loads, either of which deliver too much kick and more than enough pattern density at close ranges. The 7⁄8-ounce 1,200 fps target loads offered in 12-gauge by Federal and Rio are good alternatives. Lighter still are Winchester Feathers, a quiet, subsonic load available in 12- and 20-gauge. Fiocchi's 20-gauge ¾-ounce Trainers are another great choice for beginners. With the exception of the 7⁄8-ounce Federal and Rio, all of this ammunition costs a little more than the cheapest target loads, so be prepared to explain why it's a good idea to pay a little more for less recoil.