

HELPING TO CREATE A BETTER SHOT

If you've worked behind a gun counter for any length of time, it's a safe bet that you've had a customer approach you and ask for advice on how he can become a more accurate shot. There's one answer that's much cheaper than getting a new gun, but which can dramatically boost accuracy.

"Before I started working here, I had no idea how much changing a trigger could improve your accuracy," says Kevin Dee, a technician at Timney Trigger. "The first time I put my finger on that trigger, though, I was amazed by what a drastic difference it made."

That was the basic concept that led gunsmith Allen Timney to form Timney Triggers in 1946, after returning from World War II. Dee says that Timney wanted to help make his customers' rifles more

says. "When you put your finger on the trigger you've set at 3 pounds, you know that when you put 3 pounds of pressure on it, it's going to go off every time. It's consistent. And that makes all the difference."

Typically, the difference is most noticeable in older rifles—the rifles that many of us don't want to give up, either because we can't afford to or because we've grown too attached to them.

"As hard as the economy is today, if you can put a new trigger on an old rifle and shrink your groups by half, you have an opportunity to reinvent the gun you have," Dee says. "With this one simple step, you can take a gun that has been handed down to you or bought second-hand and turn it into an incredibly accurate rifle."

And when you consider the fact that the vast majority of Timney triggers have an

You can help upgrade a customer's rifle without forcing him to pay a king's ransom to do so. The secret? Installing aftermarket triggers such as those manufactured by Timney.



accurate, but by working on each trigger individually, he was limited by the number of rifles he could improve in any given day. To overcome that obstacle, Timney came up with the concept of building a trigger that had the same specifications as the ones he was upgrading his customers' rifles to, then preassembling it to make it easy for people across the country to change out their factory triggers with a Timney and significantly improve the accuracy of their rifles.

Sixty-seven years later, the concept hasn't changed.

"The key to accuracy is consistency," Dee

SRP of less than \$130, with many—especially for older bolt-action rifles—under \$100, it makes the accuracy results they deliver even more impressive. Combine that with the ease of installation (Dee says that nearly anyone can install a Timney trigger in 10 to 15 minutes), and the sale becomes a no-brainer.

"The bottom line is that if you can help your customers improve the accuracy of their rifles, they're going to be able to make better shots and take game more humanely," Dee says. "And at the end of the day, that's what it's all about." (866-484-6639; timneytriggers.com)

LEICA'S GAME-CHANGER

"We believe this to be a game-changer," says Terry Moore, vice president of Leica Sports Optics, of the Geovid HD-B laser range-finder, which it introduced at the 2013 SHOT Show. "When you hold it in your hands, you know it's something special."

You first notice the unusual profile, but its easy-on-the-hands feel will make for comfortable viewing, particularly for hunters who spend hours scanning for big game.

But Moore really wants users to focus on the newly developed ballistic function ABC (Advanced Ballistic Compensation) system, which provides the proper aim point. He says the Geovid HD-B's processor instantly gathers and analyzes ballistic

information with one touch of a button, giving accurate information for the correct hold over, turret adjustment, or drop-down reticle aiming point. In calculating the trajectory, distance to the target and angle are taken into account, as are temperature and air pressure.

The Geovid is programmed to use 12 ballistic curves, representing most of the trajectories of modern hunting cartridges. In addition, a micro SD card slot, located inside the battery housing, lets hunters program and save personal ballistic data.

The Geovid HD-B will be available in two models—an 8x42 (\$2,945) and a 10x42 (\$2,995). (800-222-0118; leica-sportoptics.com)

—Slaton L. White



Leica's new Geovid HD-B laser range-finding binocular, which ships to retailers this spring, will be available in 8x42 and 10x42 configurations.