

## Forgett Debuts Midland Single-Shot Line

Val Forgett, president of Navy Arms, Old Western Scrounger and Gibbs Rifle Co., has launched a new brand, Midland Arms Co. Featuring single-shot firearms imported from Turkey, the line is designed for young shooters.

“We see an opportunity in the single-shot market with updated features that appeal to younger shooters like adjustable lengths-of-pull, inserts for different team colors, interchangeable barrels and screw-in chocks. We want a brand themed back to earlier times, to Americana. Our ads look like they came out of *Saturday Evening Post* in 1958,” Forgett said.

While Midland’s ads have a retro look, the firearms reflect a modern design.

“Youth today want guns that are modern and look like what they’re playing in video games. We’re using blued finishes and black stocks, so it has an AR platform look — which appeals to a younger shooter. However, the advertising is a throwback to the ’50s and ’60s, to appeal to the older person who is making the purchase decision,” Forgett said.

Initially, Forgett is offering five shotguns in 12- and 20-ga. and .410 bore, with varied barrel lengths and an MSRP of \$149.95. Separate, interchangeable shotgun barrels are also available. During the first half of 2018, separate, interchangeable rimfire barrels will be available, followed by centerfire barrels by the end of 2018. These barrels

represent a major selling point.

“With Midland, the consumer can buy a shotgun to start and then purchase interchangeable rimfire and centerfire barrels. So, as a son or daughter grows, and if they want a .22 for plinking or a .243 for taking their first deer, they can do all of it on the Midland platform for about \$400 retail,” he shared.

The Midland line is being offered by RSR, Zanders and Bill Hicks, with more distributors likely to be added in the coming months.

“To support the distributor and dealer, our stocking dealer program is very aggressive. If a dealer buys any six Midlands from any distributor or mix of distributors, we will give the dealer for free a seventh gun for their inventory. We will do it on an annualized basis as a way to find very good dealers, who are willing to make the investment, and not just in dollars, but also in terms of shelf space for our product. We want them to see what a value Midland is for them; it’s a brand that will make them money



Val Forgett debuts the Midland line at the NASGW Expo in Oct.

Photo credit: Jade Moldae

and won’t come back with headaches,” Forgett said.

If you are attending SHOT Show 2018, you can meet Forgett and examine the Midland line at booth #11946.

Visit [www.shootmidland.com](http://www.shootmidland.com)



Tom Ables takes his station aboard the USS Alabama in 1946 (left) and during a visit to the ship in 2012.

## Salutes To Tom Ables

I have the privilege of knowing a lot of fine people in the industry. Among the finest was Tom Ables. In October, the industry lost one of its foremost gentlemen when Tom passed away at age 91. He was the president of Venture, a marketing and communications firm in San Diego.

Tom was someone you truly liked being around. He was a genuine all-around nice person, who had a special passion for life. He loved this country and the industry.

During World War II, he served aboard the *USS Alabama*, and in 2012 took his old station while visiting the ship, which is a museum in Mobile, Ala. It would have been an honor to have served alongside him. Salutes to you, my friend. 🇺🇸