

**NOT ALL THE CELEBRITIES IN SOUTHERN CALIFORNIA LIVE IN HOLLYWOOD! BEHIND A NONDESCRIPT STOREFRONT IN AZUSA LIVE SOME OF THE MOST ENCHANTING STARS OF OUR TIME. WITH EXOTIC NAMES LIKE GRULLA, PERAZZI, BLASER AND BERETTA, THEY BECKON TO BE HELD AND FAWNED OVER.**

it from others is the personal service I offer. It goes farther than just making a sale." He went on to add, "I want to help the customer get the right shotgun or rifle the first time, not the fourth time."

He understands that buying a fine firearm is a major investment for most people. His background as a seven-time Open All American

prices with the widest selections. With a full service gunsmith next door, they can handle just about anything.

PSA sponsors two major events each year, The Pacific Sporting Arms Open (sporting clays) and The Pacific Sporting Arms Open (skeet). Additionally, Herkowitz told me that PSA supports many



**...More than just fine shotguns**

**SAYS BRAD GLUSTOFF**

These foreign beauties, along with the \$80,000 Krieghoff American Eagle and many other exotics, adorn the walls of Pacific Sporting Arms, one of the premier gun stores on the west coast. While many of them are indeed works of art, they were all built with just one purpose in mind, to be used.

John Herkowitz is the man behind PSA. In 1999 he had an idea to start a gun store that offered more than just fine rifles and shotguns. He wanted a gun store that offered personal service as well. When I spoke to Herkowitz about it, he proudly told me, "One thing about my store that separates

skeet shooter gives him a unique insight into what shooters want and need. He's even consulted with Perazzi, Blaser and others on making their shotguns for the American market. "As Americans, we're built different than most Europeans and need different features," he explains.

### ONE-STOP SHOP

With fine shotguns for all the clay target disciplines, as well as hunting guns, PSA really is a one-stop shotgun store. Being a factory direct dealer for all lines they carry ensures you get the best possible

smaller events throughout the year with donations of ammo, shooting apparel and miscellaneous other gun related items.

While primarily a skeet shooter, in the off-season Herkowitz can be found on some of Los Angeles' local sporting clays ranges. He's out shooting, talking to people and generally promoting the shooting sports. Next time you are in Southern California and you want to see stars, forget Hollywood and come down to Azusa. Pacific Sporting Arms can be reached at 626-633-1002 or visit them online at [www.pacificsportingarms.com](http://www.pacificsportingarms.com) ■