

# G&A Editors Gallery

## A Brief Look at the Men Behind the Magazine

**O**ver the past 500 issues of *Guns & Ammo* there have been but 10 editors, each with his own concept of how the magazine can best serve its readers. Personalities varied in the extreme, and a look at the issues under a particular regime often subtly reveals those ideas. Here's a quick glimpse at our succession of helmsmen.



### **KEN BAYLESS 1958-1959**

*Ken (right) began Guns & Ammo with publisher Robert E. Petersen (left) and got it started on its way to being the premier magazine of its type in the world. Early on, it was easy to see that G&A would be the magazine that would appeal to all shooting interests, and Ken set the tone.*



### **TOM SIATOS 1959-1964**

*Next to Robert E. Petersen, there is probably no person with a greater association to G&A than Tom Siatos. His foresight and widespread interests gave the magazine a new urbanity and sophistication—as well as a strong leaning towards irreverence and innovation. Eventually rising to the position of vice president of Petersen Publishing, Tom is still a special consultant to G&A and his influence is still being felt after more than 40 years. Our general agreement is that Tom was perhaps the best overall marksman of all the editors.*

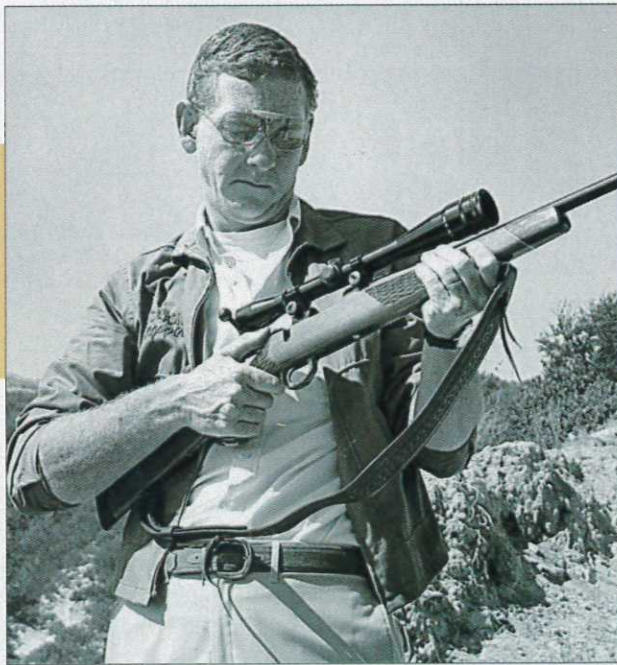


### **BUZZ FAWCETT 1964-65**

*Though Buzz had a short reign, his interest in current events relating to gun issues brought G&A into the forefront of the Second Amendment political arena. Too, Buzz continued the great editorial mix and amplified the coverage of sporting and competition events.*

### **MIKE KESSEE 1965-67**

*Like other G&A editors, Mike was an all-around shooter and avid sportsman, and this was reflected during his term. When looking over magazines for the years 1965-67, it is obvious that G&A's leaning toward hands-on, rather than theoretical shooting techniques and information, really solidified and gave the term "semi-technical" a new relevance.*



### **GEORGE MARTIN 1967-1974**

*George became editor during a crucial period. The GCA '68 firearms regulations had been enacted, and it was felt that G&A should amplify its role in the political arena. George was a great manager, superb raconteur, and highly competent sportsman. He was willing to try new, innovative things and this is reflected in the strong editorial and graphic look of the magazine.*

### **HOWARD FRENCH 1974-1985**

*Howard was editor for a longer stretch than any of his predecessors. Without question, he was the repository of more general firearms knowledge than anyone the authors have ever met. A fine shot, avid hunter and sporting book collector, Howard always went the extra mile to make sure G&A readers got more than their money's worth.*



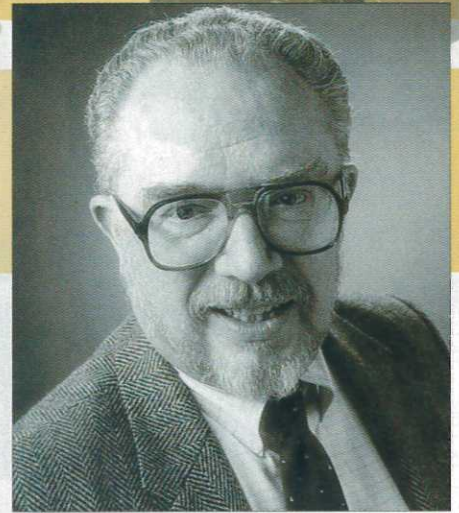
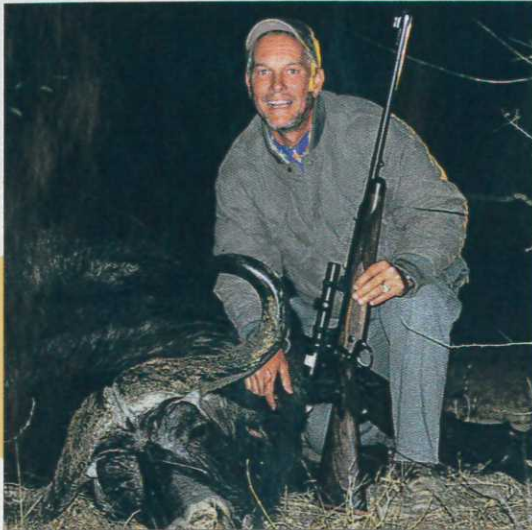
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## RED BELL 1985-1993

Red started out with G&A as an assistant managing editor in 1960 and quickly rose to the post of managing editor, a position he held until assuming the editorship a quarter of a century later. Certainly no one had a greater technical knowledge of the magazine business than Red, and this was matched by his firearms knowledge and superb shotgunning skills.



## KEVIN E. STEELE 1993-1997

Kevin became editor at one of the most crucial times in G&A's history. In 1996, the company had been sold by its founder, Robert E. Petersen, to an investment firm, and all were waiting to see just how things would turn out. Rather than taking the safe path, Kevin expanded the editorial package, initiated new columns and hired new consulting editors.

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## GARRY JAMES 1997-2001

Garry has always been a firearms history buff, and this was reflected in his editorship. Classic guns were given a new preeminence, though general firearms lore and new products were not slighted along the way. Faced with a new austerity in the magazine business, he added more color pages and got the magazine out with no drop in quality. Garry continues to maintain a strong liaison with the firearms industry and is still very much a part of G&A in his role as Editor-at-Large.



## LEE J. HOOTS 2001

Lee is an avid hunter, and it is expected that his passion will be reflected in the pages of Guns & Ammo. His ability to put together a high-class product was aptly demonstrated in Rifle Shooter magazine, the publication from which he matriculated. Lee has already instituted some subtle, positive changes in the magazine, a trend which will no doubt continue under his stewardship.

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