



# The Gunning of America: Business and the Making of American Gun Culture

*Pamela Haag*

Download now

[Click here](#) if your download doesn't start automatically

# The Gunning of America: Business and the Making of American Gun Culture

*Pamela Haag*

## **The Gunning of America: Business and the Making of American Gun Culture** Pamela Haag

Americans have always loved guns. This special bond was forged during the American Revolution and sanctified by the Second Amendment. It is because of this exceptional relationship that American civilians are more heavily armed than the citizens of any other nation.

Or so we're told.

In *The Gunning of America*, historian Pamela Haag overturns this conventional wisdom. American gun culture, she argues, developed not because the gun was exceptional, but precisely because it was not: guns proliferated in America because throughout most of the nation's history, they were perceived as an unexceptional commodity, no different than buttons or typewriters.

Focusing on the history of the Winchester Repeating Arms Company, one of the most iconic arms manufacturers in America, Haag challenges many basic assumptions of how and when America became a gun culture. Under the leadership of Oliver Winchester and his heirs, the company used aggressive, sometimes ingenious sales and marketing techniques to create new markets for their product. Guns have never "sold themselves"; rather, through advertising and innovative distribution campaigns, the gun industry did. Through the meticulous examination of gun industry archives, Haag challenges the myth of a primal bond between Americans and their firearms.

Over the course of its 150 year history, the Winchester Repeating Arms Company sold over 8 million guns. But Oliver Winchester—a shirtmaker in his previous career—had no apparent qualms about a life spent arming America. His daughter-in-law Sarah Winchester was a different story. Legend holds that Sarah was haunted by what she considered a vast blood fortune, and became convinced that the ghosts of rifle victims were haunting her. She channeled much of her inheritance, and her conflicted conscience, into a monstrous estate now known as the Winchester Mystery House, where she sought refuge from this ever-expanding army of phantoms.

In this provocative and deeply-researched work of narrative history, Haag fundamentally revises the history of arms in America, and in so doing explodes the clichés that have created and sustained our lethal gun culture.

 [Download The Gunning of America: Business and the Making of ...pdf](#)

 [Read Online The Gunning of America: Business and the Making ...pdf](#)

## **Download and Read Free Online The Gunning of America: Business and the Making of American Gun Culture Pamela Haag**

---

### **From reader reviews:**

#### **Donna Clark:**

The book *The Gunning of America: Business and the Making of American Gun Culture* can give more knowledge and also the precise product information about everything you want. Exactly why must we leave the good thing like a book *The Gunning of America: Business and the Making of American Gun Culture*? Some of you have a different opinion about book. But one aim in which book can give many info for us. It is absolutely appropriate. Right now, try to closer together with your book. Knowledge or info that you take for that, you could give for each other; you can share all of these. Book *The Gunning of America: Business and the Making of American Gun Culture* has simple shape however, you know: it has great and massive function for you. You can seem the enormous world by start and read a e-book. So it is very wonderful.

#### **Jeffrey Haller:**

A lot of people always spent all their free time to vacation or even go to the outside with them household or their friend. Do you realize? Many a lot of people spent many people free time just watching TV, or playing video games all day long. In order to try to find a new activity that's look different you can read some sort of book. It is really fun in your case. If you enjoy the book that you read you can spent 24 hours a day to reading a book. The book *The Gunning of America: Business and the Making of American Gun Culture* it doesn't matter what good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. If you did not have enough space to create this book you can buy often the e-book. You can m0ore effortlessly to read this book from a smart phone. The price is not too costly but this book possesses high quality.

#### **David Conte:**

Many people spending their time frame by playing outside having friends, fun activity having family or just watching TV the entire day. You can have new activity to spend your whole day by reading a book. Ugh, do you consider reading a book really can hard because you have to bring the book everywhere? It fine you can have the e-book, taking everywhere you want in your Cell phone. Like *The Gunning of America: Business and the Making of American Gun Culture* which is keeping the e-book version. So , try out this book? Let's observe.

#### **Kevin Blais:**

Guide is one of source of know-how. We can add our information from it. Not only for students but in addition native or citizen will need book to know the revise information of year to year. As we know those ebooks have many advantages. Beside all of us add our knowledge, can also bring us to around the world. By the book *The Gunning of America: Business and the Making of American Gun Culture* we can acquire more advantage. Don't one to be creative people? To become creative person must love to read a book. Only choose the best book that appropriate with your aim. Don't possibly be doubt to change your life with that

book *The Gunning of America: Business and the Making of American Gun Culture*. You can more pleasing than now.

**Download and Read Online *The Gunning of America: Business and the Making of American Gun Culture* Pamela Haag  
#16J9GFBUTPX**

## **Read The Gunning of America: Business and the Making of American Gun Culture by Pamela Haag for online ebook**

The Gunning of America: Business and the Making of American Gun Culture by Pamela Haag Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Gunning of America: Business and the Making of American Gun Culture by Pamela Haag books to read online.

### **Online The Gunning of America: Business and the Making of American Gun Culture by Pamela Haag ebook PDF download**

### **The Gunning of America: Business and the Making of American Gun Culture by Pamela Haag Doc**

**The Gunning of America: Business and the Making of American Gun Culture by Pamela Haag Mobipocket**

**The Gunning of America: Business and the Making of American Gun Culture by Pamela Haag EPub**