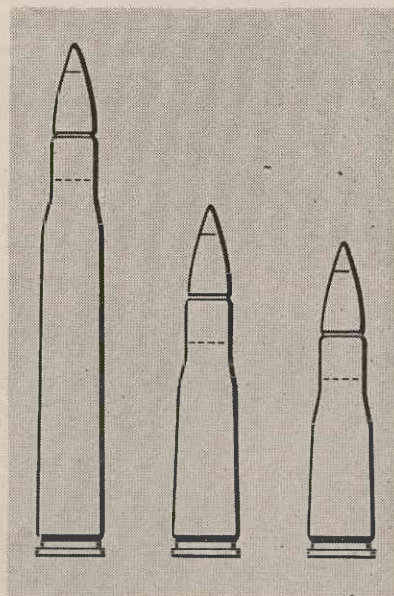
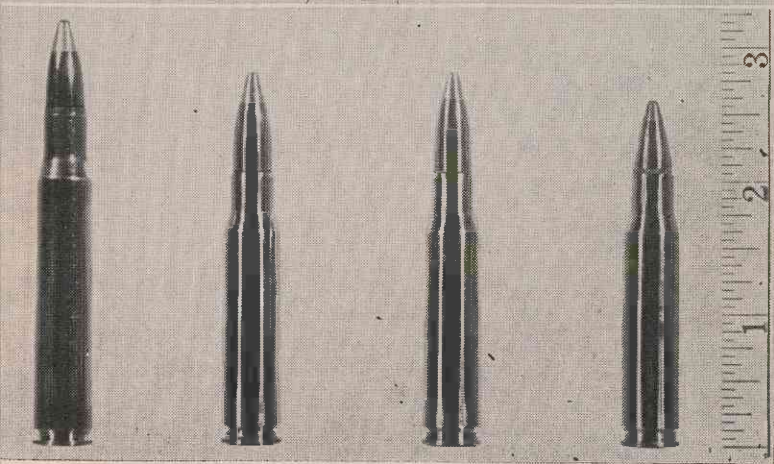


WINCHESTER BEGINNING NEW TREND IN CARTRIDGES AND RIFLES



Above: Relative size of cartridge cases required to give identical ballistic characteristics to same bullet when propelled by (left) black powder, (center) conventional smokeless powder, and (right) spherically grained Olin Ball Powder.

Left: New Winchester Model 70 Featherweight Bolt Action Rifle. Lower left: Comparison of 30-06 cartridge with the new 308 Winchester short sporting cartridges.

The beginning of a new trend to satisfy the sportsman's need for short, lighter, high-powered hunting cartridges and lighter-weight rifles, was recently announced by Winchester.

The 308 Winchester, first of a new family of short sporting cartridges made possible by the use of spherically grained Olin smokeless "Ball Powder", and a companion rifle, the Featherweight version of the famous Winchester Model 70 bolt action rifle, were announced by W. C. Schade, General Manager of the Arms and Ammunition Division of Olin Industries.

A full half inch shorter than the standard 30-06 cartridge, the new 308 Winchester cartridge has higher velocities and energies than any other hunting cartridge of similar size and weight.

Because the country's defense needs have curtailed civilian manufacturing, only limited quantities of the new cartridge and its companion rifle

can be produced this year. Larger quantities should be available for the 1953 hunting season.

The re-engineered Winchester M/70 bolt action rifle has been reduced in weight to 6½ pounds. This has been accomplished without sacrifice of the M/70's superb accuracy, and has resulted in a faster handling, easier pointing rifle. Weight reduction has been achieved by a new 22" barrel contour, and by redesign of the stock. The Featherweight M/70 features a free floating barrel which assists in maintaining constant zero even during drastic weather changes. The heat treated alloy steel barrel has a rifling twist of one turn in twelve inches, which produces full stability in the three bullet weights of the new 308 cartridge.

The shooter has the option of either standard stock for regular open sights or the increasingly popular high comb stock for use with telescope sights. On special order the Model 70 Featherweight may be obtained with a 24" barrel.