

# The Arms Ammunition Division

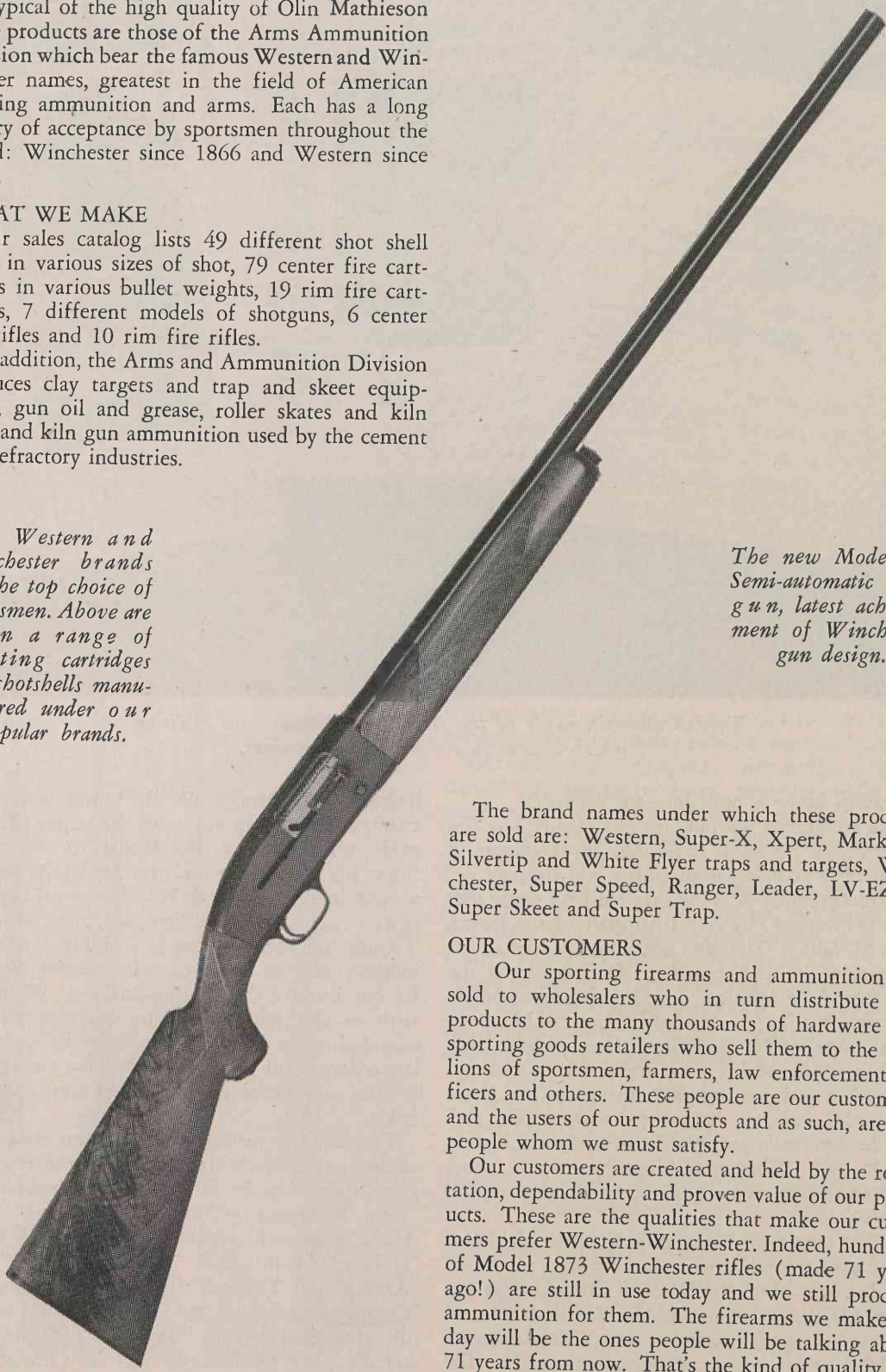
Typical of the high quality of Olin Mathieson made products are those of the Arms Ammunition Division which bear the famous Western and Winchester names, greatest in the field of American sporting ammunition and arms. Each has a long history of acceptance by sportsmen throughout the world: Winchester since 1866 and Western since 1898.

## WHAT WE MAKE

Our sales catalog lists 49 different shot shell loads in various sizes of shot, 79 center fire cartridges in various bullet weights, 19 rim fire cartridges, 7 different models of shotguns, 6 center fire rifles and 10 rim fire rifles.

In addition, the Arms and Ammunition Division produces clay targets and trap and skeet equipment, gun oil and grease, roller skates and kiln guns and kiln gun ammunition used by the cement and refractory industries.

*Left: Western and Winchester brands are the top choice of sportsmen. Above are shown a range of sporting cartridges and shotshells manufactured under our popular brands.*



*The new Model 50 Semi-automatic shotgun, latest achievement of Winchester gun design.*

The brand names under which these products are sold are: Western, Super-X, Xpert, Mark III, Silvertip and White Flyer traps and targets, Winchester, Super Speed, Ranger, Leader, LV-EZXS, Super Skeet and Super Trap.

## OUR CUSTOMERS

Our sporting firearms and ammunition are sold to wholesalers who in turn distribute our products to the many thousands of hardware and sporting goods retailers who sell them to the millions of sportsmen, farmers, law enforcement officers and others. These people are our customers, and the users of our products and as such, are the people whom we must satisfy.

Our customers are created and held by the reputation, dependability and proven value of our products. These are the qualities that make our customers prefer Western-Winchester. Indeed, hundreds of Model 1873 Winchester rifles (made 71 years ago!) are still in use today and we still produce ammunition for them. The firearms we make today will be the ones people will be talking about 71 years from now. That's the kind of quality our