



*Typical advertisements of the Arms and Ammunition Division which appear in the nation's magazines.*

customers know is built into our products.

We are known not only for our quality, but also for many of the most important developments in the field of sporting ammunition and firearms.

Western Super-X is the original long range shot shell (invented by our Chairman of the Board, John M. Olin). This shot shell was the first to use progressive burning powder. We introduced the Silvertip, the controlled expanding big game bullet. We were the first to develop the boattail bullet for long range match shooting. Our present shot shells, with the sealed gas chamber, along with our center fire and rim fire ammunition are the finest the entire industry has ever known. Olin Ball Powder has made possible the new, shorter, lighter weight .308 Winchester Cartridge. Space alone prevents listing many other sporting ammunition "Firsts".

A few important Winchester firearms highlights have been the lever action repeating rifle, pioneered and developed into the finest of the repeating big game rifles; the famous Model 21 double barrel shotgun; the equally famous and widely imitated Model 12 slide action shotgun; various 22 rifles

including the Model 52 which has won more championships than any other 22 target rifle ever made, and of course, the Model 70, the world's finest big game rifle and the Model 70 Featherweight in the new .308 Winchester caliber. Our newest is the Model 50 Semi-automatic shotgun.

Ours, like many others, is a highly competitive industry and we must constantly exert ourselves for our share of the existing business. We do this with an able sales force which is also active in stimulating the use of our products by sportsmen, law enforcement officers and by new shooters and at rifle and pistol ranges and at trap and skeet fields.

To reach our millions of customers we conduct an aggressive advertising and sales promotion program. We advertise in such outdoor magazines as "Field & Stream", "Outdoor Life" and "Sports Afield"; in such general magazines as "Time", "Holiday", "Pathfinder", "Business Week", "True", "Argosy" and "Collier's"; in farm publications like "Country Gentlemen" and "Farm Journal"; in juvenile magazines such as "Boys Life", "Open Road" and camping publications and in various other