

magazines of national circulation.

The interest stimulated by our advertising is strengthened at the point-of-sale where our customers "meet" our product—in the retail hardware and sporting goods stores. To help persuade customers in dealers' stores to buy our products, we supply dealers with substantial amounts of attractive display material for use in windows and elsewhere in stores which show our products in action.

We have available a range of useful free literature for sportsmen including the famous Western Ammunition Handbook and the Winchester Ammunition Handbook, and we provide the Winchester Gun Salesman's Handbook as an aid to retail clerks in the sale of Winchester firearms.

Herb Parsons, America's foremost exhibition shooter demonstrates our products at gun clubs from coast to coast. Millions of persons see our motion pictures at sportsmen's clubs and other organizations and occasionally over TV.

SAFEGUARDING TOMORROW

To help maintain the supply of game upon which our business so largely depends, we have been active in game restoration and conservation for several decades. In 1952 on a 520-acre tract about nine miles north of East Alton, Illinois, we

launched two demonstration projects in wild life conservation.

Our Nilo Farm project is demonstrating a new way to increase the game supply to sportsmen by showing farmers how they can produce an additional annual cash crop through the release of pen-raised birds for controlled shooting on American farms.

The Nilo Kennels have been established to show how it is possible to increase the "take home" of wild fowl by encouraging the use of retrieving dogs.

NATIONAL DEFENSE

Western-Winchester have played important parts in arming America and her Allies during two world wars, and in the present emergency, the Arms and Ammunition Division is contributing to the national defense once again by producing military cartridges, gun parts, many types of fuses and armament components. The Division is also working on the development of improved military items in cooperation with the Research and Development Division of the Ordnance Department.

OUR REPUTATION IS BUILT IN THE FACTORIES

It is satisfying to know that Western-Winchester products are regarded as leaders in their field, but maintaining this leadership means maintaining the quality of our products, producing at a cost which enables us to price our goods competitively—and giving our customers value for their money.

Our scientists, researchers and designers have created outstanding products. Engineers have created remarkable machines on which to produce them, but the quality our customers demand must be built into the product in the factories. Even with all the help from our management, our scientists and our machines, our quality, and hence our reputation and future, depends on the men and women who turn out the product.

Our Western-Winchester brands have behind them the most capable production, sales, advertising, quality control and research staffs in the entire sporting arms and ammunition industry.



At left are shown many of the country's most popular sporting firearms. They are top to bottom:

- Model 70—Bolt Action Rifle*
- Model 94—Lever Action Rifle*
- Model 12—Slide Action Shotgun*
- Model 21—Double Barrel Shotgun*
- Model 52—Bolt Action Target Rifle*