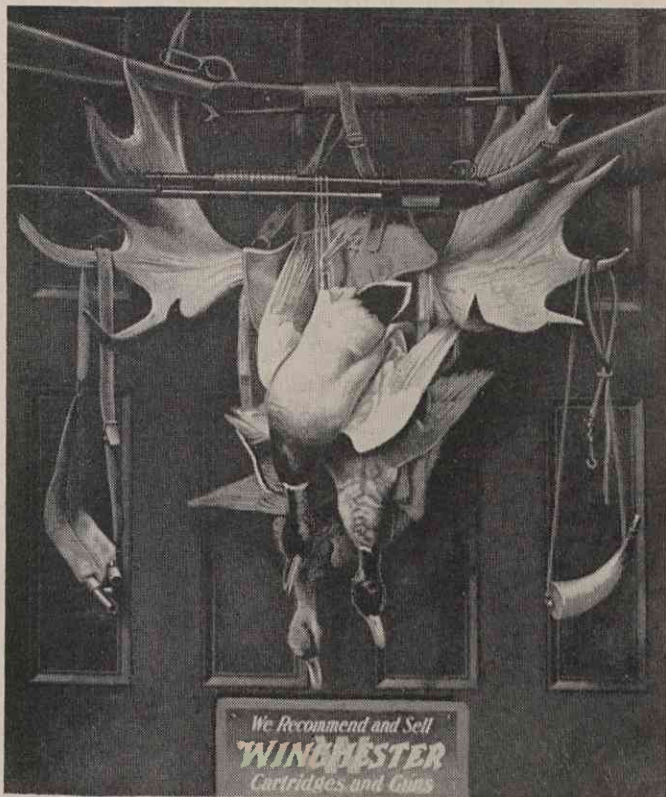




*Top, Left: How would you like to shoot a 4 gauge shotgun? Back in the days when this board was used to advertise Winchester cartridges, No. 4 paper and brass shot shells were available to sportsmen. The 4 gauge gun was used mostly by duck hunters.*

*Above: Dog and bagged game has been the subject of advertising media for Arms and Ammunition over the years. This picture was distributed by Winchester from about 1910 to 1920.*

*Right: This duck picture was issued from about 1915 to 1925. The two guns shown are a Model 1892 rifle and a Model 1912 shotgun.*



ern's "know how," Winchester's line of ammunition was revamped to conform to Western's own developments, and the entire list of Winchester shotguns and rifles was improved and many new models were introduced, including the famous

Model 70 big game bolt action rifle. Today Winchester has a complete line of sporting firearms for every conceivable use by sportsmen, and its brand name is universally respected as a symbol of quality.