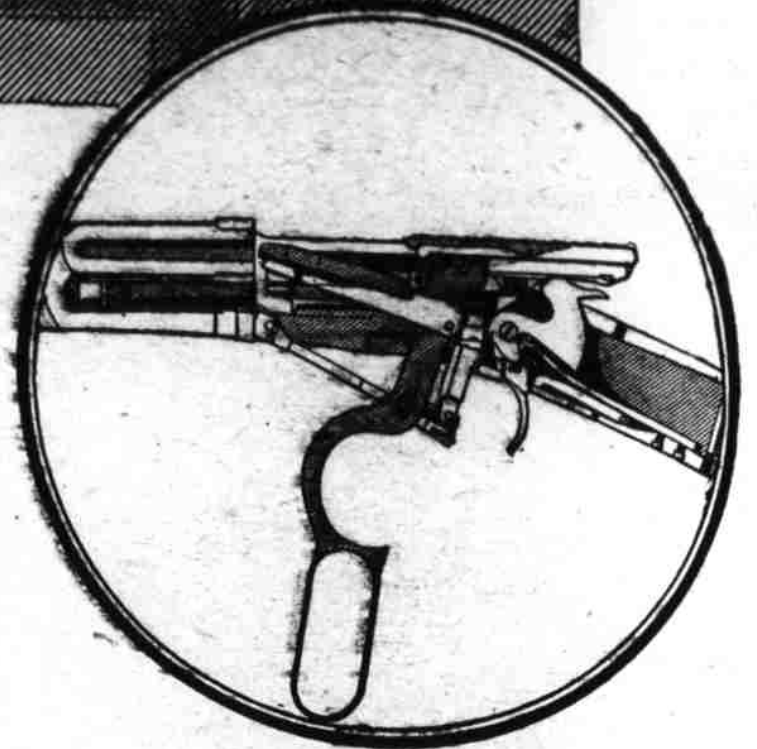


Winchester Model 94

Why Sportsmen choose the "94"



Strong, smooth action, few working parts of the Model 94

The Winchester Model 94 repeating rifle is chosen by more sportsmen than any other because of its wide variety of uses.

The Model 94, as nearly as any rifle on the market, is an all-round rifle.

Deer hunters choose it because it is a sure game-getter within the range that most shots at deer come.

Campers and canoe hunters take it because it is accurate even for birds, makes very little noise, and will stand all sorts of rough handling.

New shooters prefer it because of its lightness and very slight recoil.

Farmers demand it because they can get it in the exact caliber they need, at a low price, and can buy the ammunition for it anywhere that firearms are sold.

Because of this wide adaptability the Winchester Model 94 is the gun for the one-gun hunter; but for the same reason it is also a great favorite with sportsmen who own many guns.

The Winchester Model 94 is furnished in a great variety of styles, in five different popular calibers, (.25-35 and .30 Winchester, .32 Winchester Special, .32-40 and .38-55 cartridges), and in an extra light-weight model (weight about 7½ lbs.). For the high power cartridges this rifle is fitted with a nickel steel barrel.

The barrel is the gun

Men who know guns realize that the accuracy and durability of a

rifle lie in the barrel. On the quality of the barrel depends the quality of the gun. There is absolutely no difference in the standard of quality of the barrels on the highest and lowest priced Winchester guns. With Winchester the barrel is the gun and the single standard of quality has been attained only by the most unremitting attention to the boring, finishing and testing of the barrel.

The Winchester barrel

The barrel of the Winchester Model 94 has been bored to micrometer measurements for the cartridge it is meant to shoot. In rifling the barrel, the exact twist that is necessary to produce the best results with a given cartridge has been mathematically calculated and is verified by exhaustive practical tests before leaving the factory.

A bullet fired from a Winchester barrel spins point on with unerring accuracy to the limit of its range. The Bennett Process, used exclusively by Winchester, gives the Winchester barrel a distinctive blue finish that, with proper care, will last a lifetime.

What  means

This mark on the barrel means *Viewed and Proved Winchester*. This stamp stands for Winchester's guarantee of quality, with 50 years

of the best gun-making reputation behind it.

Every rifle that bears the name "Winchester" and that is marked with the Winchester Viewed and Proved stamp has been fired many times for accuracy and smooth action, and with excess loads for strength. At every stage of Winchester manufacture, machine production is supplemented by human craftsmanship. It is a *test and adjustment process*.

It is this thoughtful care in manufacturing that has produced in the Model 94 a rifle of unsurpassed game-getting qualities and that has made it the favorite with hunters the world over.

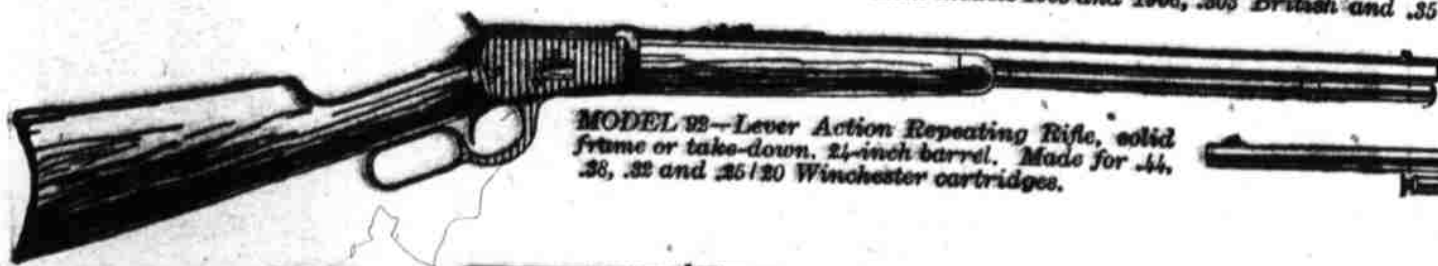
Write for details of Winchester rifles, shotguns and ammunition

The Winchester catalog is an encyclopedia on rifles, shotguns and ammunition. Every hunter should have one. It gives detailed specifications of the Model 94 and describes at length the principles on which every one of the world famous Winchester rifles and shotguns is built. Write today. We will mail you a copy free, postpaid.

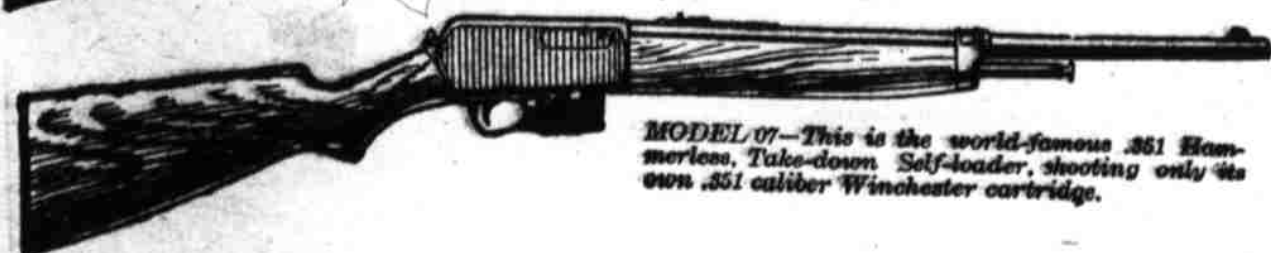
WINCHESTER REPEATING ARMS CO.
Dept. WL-3 New Haven, Conn.



MODEL 95—Lever Action Repeating Rifle, solid frame or take-down. The first box magazine lever action gun ever put on the market and still the standard of its type. Shoots heavy cartridges and delivers a bullet with tremendous force at long range. Calibers .30 Army, .30 Government models 1905 and 1906, .303 British and .35 and .405 Winchester.



MODEL 93—Lever Action Repeating Rifle, solid frame or take-down, 24-inch barrel. Made for .44, .38, .32 and .25/20 Winchester cartridges.



MODEL 07—This is the world-famous .351 Hammerless, Take-down Self-loader, shooting only its own .351 caliber Winchester cartridge.



MODEL 10—Hammerless Take-down Self-loading rifle. Shoots only its own Winchester .401 caliber cartridge. No rifle made equals the Model 10 for delivering five as powerful blows in as few seconds.

WINCHESTER

World Standard Guns and Ammunition