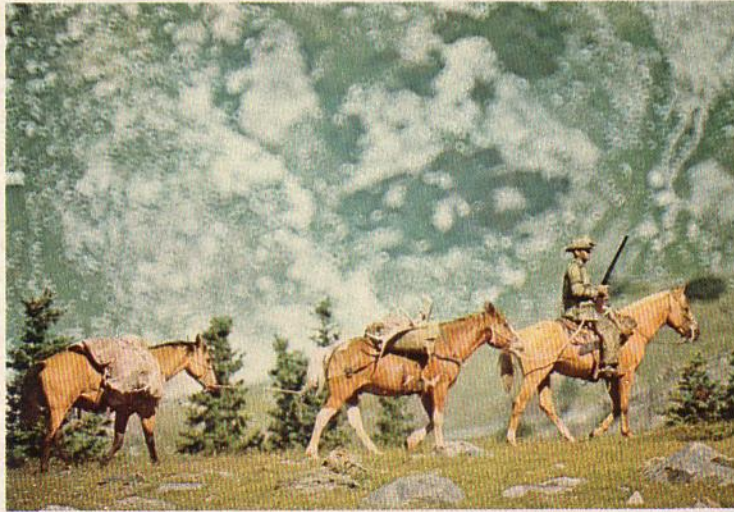


# WINCHESTER<sup>®</sup> Western.

## 1967 SPORTING ARMS and AMMUNITION



**Blazing  
new trails  
in  
Winchester  
Country**



**At least once in his lifetime the true Winchester Man cuts out for himself. Packs west. Hits the lonely, beautiful trails of his forebears. Goes to the Big Country. Gets the feel of rough trail under hoof and boot, hears the husky slap of leather 'gainst horsehide, fills his nostrils with clear, high air and pitch pine sunned to fragrance.**

**Wyoming and the West is this land. Big sky—plains to mountain meadows to peaks. Land of cold glacial lakes and snowcrested ranges running with game; and rolling valleys staked and claimed by the hot brands of the modern cowboy.**

**The past is carved into every bend and butte of the rugged trail. These were the hunting grounds of the Sioux. Great wagon trains cut indelible ruts along the rivers. Old frontier forts lie sunning in dust and time. Medicine Bow, Fort Laramie, The Tetons — names steeped with Western lore and myth.**

**Winchester Men pack west to the Big Country, for hunting is a mood, a time, a place, a personal adventure with the land. And hunting the Big Country is unforgettable.**

**Come along with Winchester. Ride and hunt the western trails. Pack up to the Big Country with Winchester-Western — the biggest name in firearms and ammunition.**

**CONTENTS:** Center fire rifles, pages 4-15; Rim fire rifles, pages 16-23; Barreled actions, pages 7 and 19; Shotguns, pages 24-33; Interchangeable barrels, page 30; Ammunition, pages 34-39.

Prices listed are suggested retail prices and include Federal Excise Tax. Prices and specifications are subject to change without notice. Weights and stock dimensions vary according to the individual firearm.

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Photographed on location in Wyoming by Sid Latham.



# CENTER FIRE RIFLES

## WINCHESTER 70 BOLT ACTIONS

**Big game bores for Big Country . . .  
six styles, now in twelve calibers!**

You've picked your terrain and your game. You know somewhere up there is the bull elk or bear or deer you've come to meet. From the Big Country of the Americas to the Big Country of every continent — right down to your favorite woodlot or plain — these are the stamping grounds for men and famous Winchester Model 70s.

Come to grips with the greatest bolt action rifles in the world. One look at the sleek profiles on this page, the magnificent and painstaking craftsmanship of the Winchester 70, tells the story. And big game hunters know it. The big names in big game hunting and shooting shoulder these guns.

For crushing power, astounding accuracy, dependability . . . for game you need to nail with one perfectly placed shot . . . there's exactly the style and caliber of 70 to bring back the prize you've come for.

Now, look closer. Winchester 70s stack up against custom-made rifles. Here are the strongest bolt actions turned out today in modern firearms. Here are all the features and appointments you could ask for: sling swivels, engine-turned bolts, masterful checkering, rich American walnut stocks with high-gloss finish, a flowing pistol grip perfect in design, unmatched for comfort. Plus swaged barrels and detachable front and rear sights. And here's the ruggedness you need for rough country and tough game: reinforcing bolts through the stock take all the shocks that the big calibers dish out. Winchester Proof Steel takes you back to the basics of quality metal — solid steel for a feel of I-beam rigidity. Walnut-and-metal. The best. Everything it takes to make the most of your natural hunting and shooting instincts.

**You're looking at the Big Six Winchester 70s.** Awesome. Powerful. As rock-solid as their mountain backdrop.

**A. African:** the right arm of big name, big game hunters.

**B. Standard:** the accepted standard in hunting.

**C. Magnum:** for the far-reaching effect you need to flatten big game.

**D. Target:** a record holder, and a record breaker, in big bore shooting.

**E. Varmint:** for fast, small game—a gun that beats them to the burrow.

**F. Deluxe:** the finest looking, finest shooting bolt action in the world.

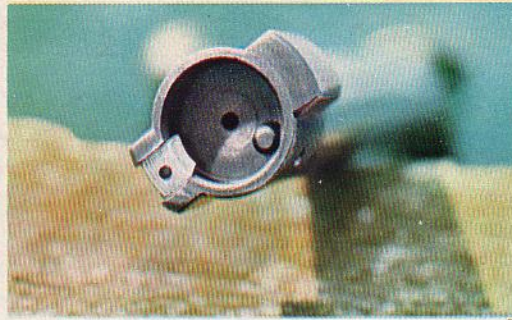




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**1. Twelve powerful good reasons for choosing a Winchester 70.** Twelve calibers: new 22-250 Rem., 225, 243, 270, 308 Winchester . . . 264, 300, 338, 458 Winchester Magnums, 30-06 Springfield, 7mm Rem. Magnum, 375 H&H Magnum.

**2. Recessed bolt face** totally encloses cartridge head for greater strength and safety.

**3. Classic Profile:** the 70's high comb and cheek piece literally walk away from your face, prevent bruising. American walnut, cleanly sculptured . . . designed by masters . . . a sleek, flowing pistol grip designed just for your hands. Rubber recoil pads on Magnum models. Wider, serrated trigger for better control, crisp let-off.

**4. Exclusive three-position safety** for quickest possible thumb release and maximum safety, plus a choice of settings. When *fully on* (left) safety is at rear. Both bolt and firing pin are locked. *Intermediate position* (center): firing pin is locked, but not bolt. Remove cartridges with complete safety. *Off position* (right): fully forward. Only now will the rifle fire. **Other features:** breech bolt sleeve cap — no gas blow-back. Red cocking indicator for added safety. Custom-like, engine-turned bolt.

**5. Hinged floor plate** allows easy removal of cartridges from bottom. Precision-forged steel receiver with flat bottom provides superior bedding. Metal pistol grip cap is a last quality touch to rifles with no peers in strength and distinction.

# Winchester 70s . . . get your hands on the world's strongest bolt action rifles.

Illustrated left to right on pages 4 and 5:

**A. Model 70 African—458 Winchester Magnum: \$324.95.**

From Alaskan tundra to the plains below Kilimanjaro—the African takes on all comers: elephant, bulldozing Cape buffalo, Kodiak bear—they'll all tumble under the crushing muzzle energy this rifle delivers—more than 2½ tons! Detachable sling swivels, carrying strap, forend tip, rubber recoil pad—custom touches that make this Winchester a safari trophy itself.

**B. Model 70 Standard: \$149.95.**

Now chambered for six calibers including a new 22-250 Rem.\*\*—the 70 is standard for game and varmints on all seven continents. Deep, positive checkering. Swaged barrel for greater accuracy. Sling swivels. Pick the exact power and punch you need in these versatile calibers: 225, 243, 270, 308 Winchester, 30-06 Springfield and the new 22-250 Rem.

**C. Model 70 Magnum: \$164.95.**

Hard-hitting, astoundingly accurate, with the far-off reach it takes to drop game at all hunting ranges. Sling swivels, rubber recoil pad. Five of the most powerful big bores ever made: 264, 300, 338 Winchester Magnums, 7mm Rem. Magnum and 375 H&H Magnum.

**D. Model 70 Target: \$199.95.**

Now brand new in 308 Winchester (7.62 NATO) and the classic 30-06 Springfield. This is the rifle that boasts more big bore target records than all others combined! High comb Marksman stock, full pistol grip, contoured solid aluminum hand stop, wide serrated rubber butt pad. Receiver bridge has a clip slot to speed reloading in rapid fire matches. Tapped for standard micrometer sights, equipped with blocks for target type scope mounts. Husky, heavy-weight, Winchester Proof Steel 24" barrel.

**E. Model 70 Varmint: \$164.95.**

Now in three calibers for 1967 including the new 22-250 Rem.\*\*; 225 and 243 Winchester. Even at 350 yards and more, this target type rifle drops prairie dogs. Imagine the accuracy of a rifle like this in your hands! With all the sleek Winchester touches to go with it: graceful, fluted comb, two fistfuls of positive checkering, a 24" barrel, sling swivels and blocks for target type scope mounts.

**F. Model 70 Deluxe: \$274.95.**

One eye-stopping look tells you the stopping power of this fine rifle. Every conceivable appointment in gun craftsmanship is tucked into the Winchester 70 Deluxe, Selected, semi-fancy American walnut stock . . . pure ebony pistol grip cap and forend tip with white spacers . . . Magnums have a rubber recoil pad—others a rubber rifle pad . . . detachable sling swivels . . . knurled bolt knob . . . special presentation checkering that'll make your fingers itch to grip it . . . plus a highly polished, blued receiver with special matted glare-proof top surface finish. This is a trophy-taker's showpiece. You'll be proud of its racy, rich good looks. Available in 225, 243 and 270 Winchester . . . 30-06 Springfield . . . and 300 Winchester Magnum.

**Model 70 Barreled Actions**—Standard: \$115.25; Magnum: \$126.50; Varmint: \$126.50; Target: \$160.35. For sportsmen who prefer custom-made stocks, Winchester provides Model 70 barreled actions. Receivers and barrels are drilled, tapped for sights and filled with removable screws. Standard available in 225, 243, 270 and 308 Winchester, 22-250 Rem.\*, 30-06 Springfield; Varmint in 225 and 243 Winchester, 22-250 Rem.\*; Magnum in 264, 300, 338 Winchester Magnums, 7mm Rem. Magnum; Target in 30-06 Springfield, 308 Winchester. (Note: specifications for barreled actions are the same as for equivalent Model 70s, except they are not furnished with sights or sight blocks.)

\*\*Available spring, 1967.

## MODEL 70 SPECIFICATIONS

Caliber	22-250 Rem.		225		243		264		7mm Rem.		30-06 Springfield		308		300†		338		375		458		
	Var-Rem.	mint	Var-Rem.	mint	Var-Rem.	mint	Var-Rem.	mint	Win.	Mag.	Spring-field	Target	Win.	Target	Win.	Mag.	Win.	Mag.	H & H	Mag.	Win.	Mag.	
Mag. Capacity(a)	5	5	5	5	5	5	3	5	3	5	5	5	5	5	3	3	3	3	3	3	3	3	
Overall Length	42½"	44½"	42½"	44½"	42½"	44½"	44½"	44½"	42½"	44½"	42½"	44½"	42½"	44½"	44½"	44½"	44½"	44½"	44½"	44½"	44½"	44½"	42½"
Barrel Length	22"	24"	22"	24"	22"	24"	24"	22"	24"	22"	24"	22"	24"	24"	24"	24"	24"	24"	24"	24"	24"	22"	
Length of Pull	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13¼"	13½"	13¼"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	
Drop at Comb	1¾"	*9/16"	1¾"	*9/16"	1¾"	*9/16"	1¾"	1¾"	1¾"	1¾"	1¾"	*1½"	1¾"	*1½"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	
Drop at Heel	2⅛"	*15/16"	2⅛"	*15/16"	2⅛"	*15/16"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	*7/8"	2⅛"	*7/8"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	
Drop at Monte Carlo	1½"	*3/8"	1½"	*3/8"	1½"	*3/8"	1½"	1½"	1½"	1½"	1½"	—	1½"	—	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1¾"	
Weight (lbs.)	7	9¾	7	9¾	7	9¾	7¼	7	7¼	7	10¼	7	10¼	7¼	7¼	7¼	8½	8½	8½	8½	8½	8½	
Rate of Twist (R.H.) 1 turn in	14"	14"	14"	14"	10"	10"	9"	10"	9½"	10"	10"	12"	12"	10"	10"	10"	12"	14"	14"	14"	14"	14"	

(a) Add one round for cartridge in chamber. †These specifications also apply to the Model 70 Deluxe. \*From center line of bore. All others from line of sight.





# WINCHESTER 670: BOLT ACTION RIFLE, CARBINE, MAGNUM

## Three big reasons to pack up to Big Country.

Workhorses. Guns that can take it. And dish it out. Rugged as timber. And yet the Winchester 670s make light work of heavy going. These are the hunting arms designed for deep timber near the skyline . . . for thick brush country . . . for tight, in-close stalking or for the long shot over the prairie. For the all-day waiting game you started at dawn — hunting for just the right size rack, for just the curl of bighorn sheep you want. And these are the guns that play-for-keeps with that king-sized rug you're after: a burly bear.

**A. Model 670 Magnum: \$134.95.** Now brand new in 7mm Rem. Magnum caliber\*, together with 264 and 300 Winchester Magnums. Pick your species: moose, bear, deer, pronghorns, elk. Go get them all with the long-distance knockdown punch of this Magnum. And feature after feature reflect the same dependable, strong bolt action properties of the famous Winchester 70. Recessed bolt face . . . high-strength, precision-forged receiver . . . Winchester Proof Steel barrel . . . strong reinforcing bolts through stock . . . latticed rubber recoil pad — all here in the most practical gun you can pack.

**B. Model 670 Rifle: \$119.95.** Five versatile calibers: 225, 243, 270 and 308 Winchester, 30-06 Springfield. Two-

position safety . . . wide serrated trigger . . . walnut finished American hardwood stock with high comb Monte Carlo . . . sleek pistol grip and forearm skillfully checkered for quick grips, quick moves, good rifle control. Detachable front and rear sights with plug screws to fill holes when sights are detached and scope is mounted. Swaged barrel provides perfect chamber-bore alignment for precision shooting.

**C. Model 670 Carbine: \$114.95.** The buy-of-the-year in bolt action firearms. A fast-swinging saddle and brush gun — the ideal carbine for the man who likes snub lines and the husky feel of quality wood-and-steel in his hands. Antelope, deer, bear — they're all game for this great carbine. In 243, 270 Winchester, 30-06 Springfield.

**1. Two-position safety** allows removal of cartridges from magazine in complete safety. When fully 'on' safety locks the trigger, but not the bolt.

**2. Both front and rear sights** detach easily when mounting scope; plug screws fill holes when sights are detached.

**3. Eight calibers** tell the 670 story in powerful language — 225, 243, 270, 308 Winchester, 30-06 Springfield, 264 and 300 Winchester Magnums, and new in 7mm Rem. Magnum.



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### MODEL 670 SPECIFICATIONS

Caliber	225 Win. Rifle	243 Win. Carbine	243 Win. Rifle	264 Win. Magnum	270 Win. Carbine	270 Win. Rifle	7mm Rem. Magnum	30-06 Spring- field Carbine	30-06 Spring- field Rifle	308 Win. Rifle	300 Win. Magnum
Magazine Capacity <sup>(a)</sup>	4	4	4	3	4	4	3	4	4	4	3
Overall Length	42½"	39½"	42½"	44½"	39½"	42½"	44½"	39½"	42½"	42½"	44½"
Barrel Length	22"	19"	22"	24"	19"	22"	24"	19"	22"	22"	24"
Length of Pull	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"
Drop at Comb	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"
Drop at Heel	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"
Drop at Monte Carlo	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"
Weight (lbs.)	7	6¾	7	7¼	6¾	7	7¼	6¾	7	7	7¼
Rate of Twist (Right Hand) One turn in	14"	10"	10"	9"	10"	10"	9½"	10"	10"	12"	10"

(a) Add one round for cartridge in chamber. \*Available spring, 1967.

## WINCHESTER 88 LEVER ACTION – 100 AUTOMATIC – NEW 100 CARBINE:



Peaks or plains, when the modern cowboy puts a thousand acres between himself and his homestead, the brand of gun he packs is Winchester. Here are three Winchester firearms with the spare, lean lines of the cowboy. Guns that brand you a Rough Rider when out after mulies or whitetails. Cowpuncher's guns, all three — in calibers with punch: 243, 284, 308 Winchester.

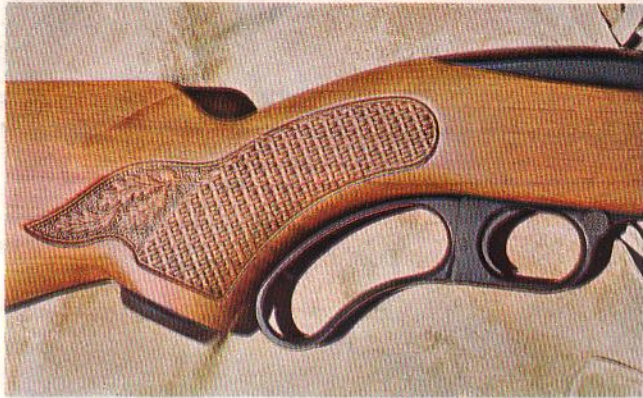
**A. Model 88 Lever Action: \$139.95.** Here's short stroke lever action so fast, so safe, you won't believe it. Your finger stays on the trigger, because the trigger moves with the lever — disconnects when the lever is open. Here's strength: a rotary, triple-lug, headlocking bolt — and translated from shoptalk to western lingo that means

ruggedness. Plus basket-weave checkering with oak leaf motif, walnut stock, fluted comb, sling swivels.

**B. Model 100 Automatic Rifle: \$157.95.** A trailblazer for speed, accuracy and power. The 100 evolved from Winchester's manufacture of the famous M-1 military rifle and features a triple-lug, front-locking rotating bolt for bolt action strength . . . perfect balance . . . low, low recoil. Smooth, self-metering, gas-operated action.

*Additional 88 and 100 features:* detachable, staggered, box-type magazine flush with the stock . . . securely double-latched. Heat-treated Winchester Proof Steel receiver tapped for most sights and mounts. Pistol grip stock of fine-grained walnut with basket-weave checkering, fluted comb, pistol grip cap and sling swivels.

Each one is your brand of gun. Fast, sleek, accurate.



1.



2.



3.

**C. New Model 100 Automatic Carbine: \$147.95.\*** Here's the fastest gun in the West. Sleek, taut, strong lines. Not a frill to intrude upon great design. Whips from a saddle scabbard in a split second. Fires just as fast. Fluted comb, sling swivels, classic barrel band.

**Extra magazines** for Models 88 and 100, only **\$3.90** each.

**1. Basket-weave checkering, oak leaf motif on the 88.** . . . pistol grip cap. Curved lever design for fast action.

**2. Three calibers** that make quick, one-round knockdowns on big game. 243, 284, 308 Winchester.

**3. Great Saddle Gun, the New 100 Carbine.** Snub, trim lines.

#### MODELS 88 AND 100 SPECIFICATIONS

Caliber	243 Win.	284 Win.	308 Win.
Magazine Capacity <sup>(a)</sup>	4	3	4
Overall Length: Rifles	42½"	42½"	42½"
100 Carbine	39½"	39½"	39½"
Barrel Length: Rifles	22"	22"	22"
100 Carbine	19"	19"	19"
Length of Pull	13¾"	13¾"	13¾"
Drop at Comb	1½"	1½"	1½"
Drop at Heel	2⅝"	2⅝"	2⅝"
Weight (lbs.): Rifles	7¼	7¼	7¼
100 Carbine	7	7	7
Rate of Twist (Right Hand) One Turn in	10"	10"	12"

\*Available spring, 1967.

<sup>(a)</sup> Add one round for cartridge in chamber.



## MODEL 94 WINCHESTER CLASSIC . . . A new modern classic in lever actions.

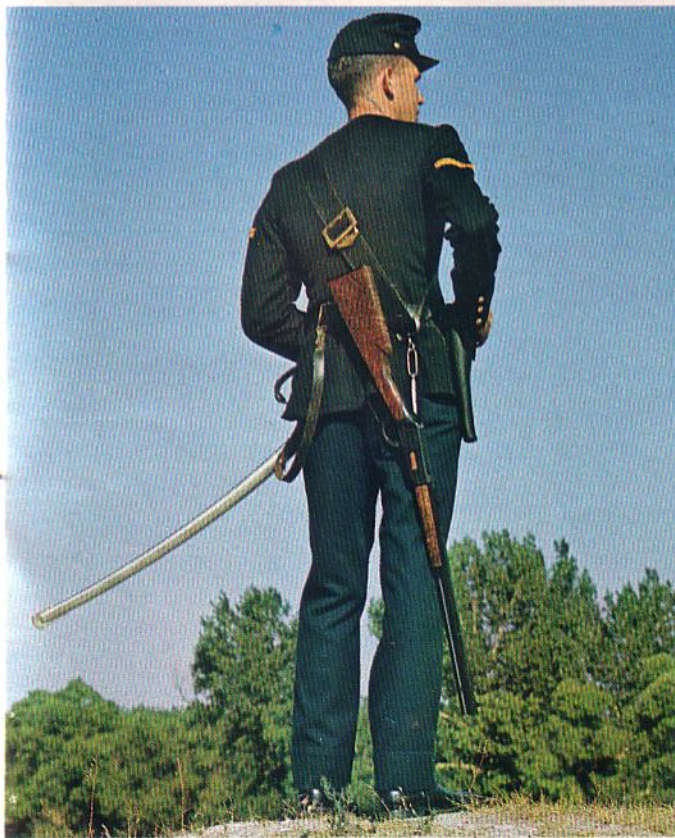
Winchester and Fort Laramie—names with a classic ring. Back when arrows took their quick, silent toll . . . when the first Winchesters let loose in volleys, and trappers, hunters, fur traders and pioneers sought safety within the walls of frontier forts . . . the forerunners of this new 94 were winning their stripes.

As a milestone in the manufacture of more than 3,000,000 Model 94s since 1894—Winchester introduces the true classic of them all. It lives up to the prophecies for the 94s near the turn-of-the-century: "Here's the dangdest deer-dropper of them all. The greatest deer gun ever made. Bound to be a classic."

**New Model 94 Winchester Classic Rifle and Carbine:** \$119.95.\* History repeats itself in the lines of this lever action repeater: here is the bold octagon barrel—revived for a look and feel that's all but vanished in modern firearms. And back for a reason: legendary accuracy, rifled the way it should be, the classic way: one turn in twelve

inches. Gold-plated loading gate, classic scrollwork on the receiver, semi-fancy, high-gloss American walnut stock and forearm with metal forearm tip. But look at the long, straight lines of the Classic. Straight as an arrow, toe to receiver. Walnut with grain and burl your fingers can almost feel. And features that go on and on. Adjustable, semi-buckhorn rear sights. Bead-post front sight. Superb wood-to-metal fit by Winchester past-masters at this art. Drilled and tapped for Western saddle ring, equipped with plug screw. Saddle ring supplied with gun. Updated and refined Winchester lever action—stronger, faster, more comfortable to operate than ever before . . . with a serrated hammer simple to thumb and half-cock safety. Every possible feature it takes to create a classic.

It's here, 3,000,000 Winchester 94s later. A beautiful new addition to a traditional line of sporting arms. And it's here to stay. For that's the mark of a Winchester Classic. 30-30 Winchester only. \*Available spring, 1967.



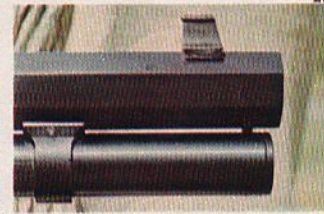
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**1. The long swinging lines of a cavalry carbine.** Beautifully shaped and fluted semi-fancy American walnut stock and forearm. A light-carrying carbine, sling-carried in the tradition of the western "horse soldiers."

**2. Special inscription on barrel.** The kind that reads: 'collector's item.'

**3. Classic western saddle ring with plug screw.** Receiver drilled and tapped for easy mounting.

**4. Accuracy of an octagon barrel with bead-post front sight.**

**5. Gold-plated loading gate . . . handsome, inscribed scrollwork . . . serrated hammer . . . hallmarks of a Classic.**



A.

B.

C.

# WINCHESTER 94 LEVER ACTION CARBINE: NEW IN 44 MAGNUM!

Long after frontier forts were reduced to rubble, these Winchester 94s carried the reputation of the greatest lever actions ever made. And 3,000,000 rifles and carbines later they're still the greatest deer guns in the world. But before you choose your 94, scout out the brand new 44 Magnum. Here's the big stick to carry quietly into your type of Big Country for black bear or cougar. Or into the Big Woods of Maine after deer.

**A. New Model 94 Lever Action Carbine in 44 Magnum: \$85.95.\*** A powerful new entry into any hunter's club. Takes you back to the western way of striking out for the woods. This new Magnum chambers the same ammunition as the 44 Magnum hand gun. And what hunter doesn't hanker to pack a hip iron when there's a cougar at close quarters? Dependable, fast lever action. Holds 11 Magnum cartridges, including one in chamber.

**B. Model 94 Lever Action Carbine: \$85.95.** The most famous 30-30 of them all. Trappers, guides, plaid-shirted huntsmen from Canada to Mexico depend yearly on this Winchester for venison. Long, straight-as-an-arrow stock line never varies. Straight grip, straight forearm — both point to game that's dropped by the 94's crafted-in accuracy. Carefully rifled and chambered. Winchester Proof Steel barrel with elevated sporting rear sight . . . hooded front sight. Calibers: 30-30 Winchester and 32 Winchester Special.

**C. Model 94 Antique: \$93.95.** The marbling of a case-hardened receiver . . . beautiful scrollwork . . . brass-plated saddle ring and loading gate — the 94 Antique fires as fancy as it looks. And the price is far from fancy. 30-30 Winchester only.

**1. New Winchester 94 lever action in 44 Magnum** — as tough as buffalo bone. And from the same great Winchester family of 1894. A powerful new voice in the deer-gun fraternity. Cartridges interchangeable with 44 Magnum hand guns.

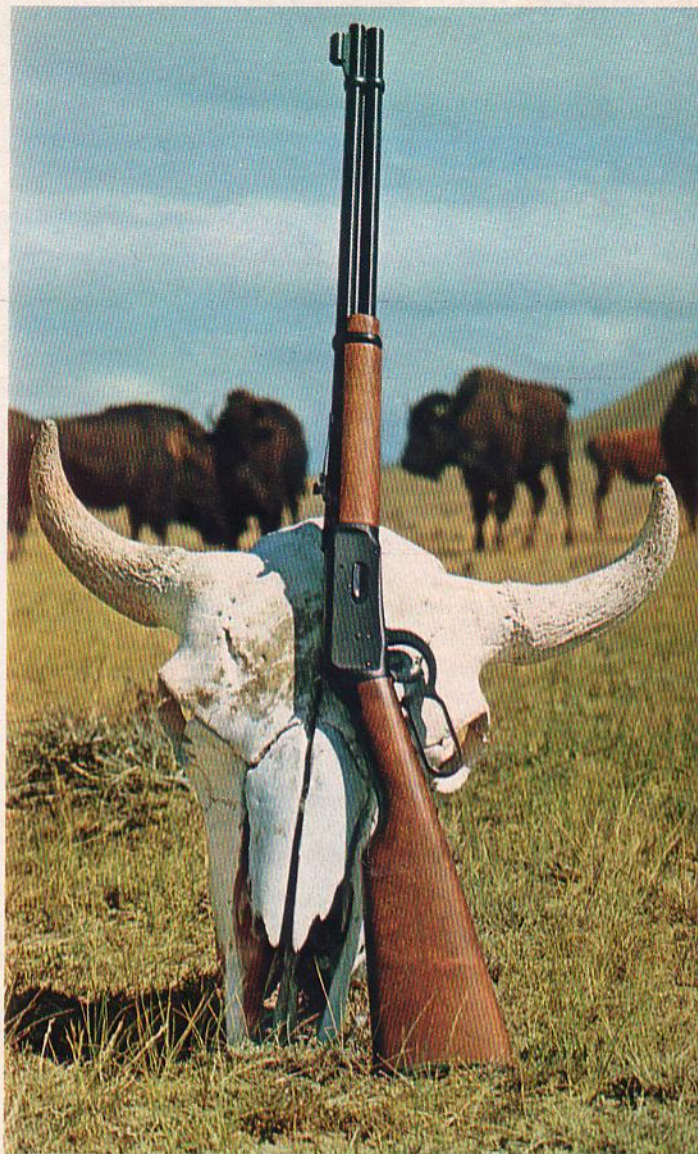
**2. Winchester 94s now in three calibers:** 30-30 Winchester, 32 Winchester Special and 44 Magnum. Enough power in any one of them to handle cougar or deer on-the-run.

## MODEL 94 SPECIFICATIONS

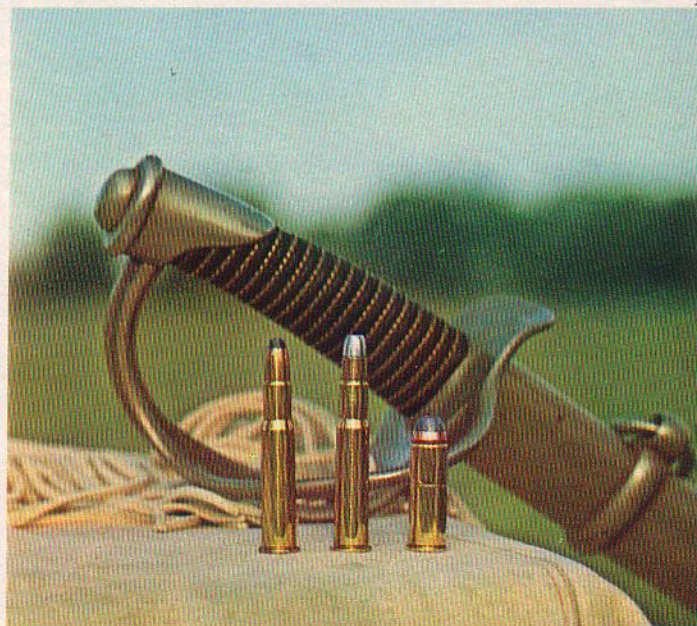
Caliber Style	32		44		30-30	
	30-30 Win. Regular	Win. Spec. Regular	30-30 Win. Antique	44 Mag. An- num	30-30 Win. Classic Rifle	30-30 Win. Classic Car- bine
Mag. Capacity <sup>(a)</sup>	6	6	6	10	8	6
Overall Length	37 <sup>3</sup> / <sub>4</sub> "	37 <sup>3</sup> / <sub>4</sub> "	37 <sup>3</sup> / <sub>4</sub> "	37 <sup>3</sup> / <sub>4</sub> "	43 <sup>3</sup> / <sub>4</sub> "	37 <sup>3</sup> / <sub>4</sub> "
Barrel Length	20"	20"	20"	20"	26"	20"
Length of Pull	13"	13"	13"	13"	13"	13"
Drop at Comb	1 <sup>3</sup> / <sub>4</sub> "	1 <sup>3</sup> / <sub>4</sub> "	1 <sup>3</sup> / <sub>4</sub> "	1 <sup>3</sup> / <sub>4</sub> "	1 <sup>3</sup> / <sub>4</sub> "	1 <sup>3</sup> / <sub>4</sub> "
Drop at Heel	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>1</sup> / <sub>2</sub> "
Weight (lbs.)	6 <sup>1</sup> / <sub>2</sub>	6 <sup>1</sup> / <sub>2</sub>	6 <sup>1</sup> / <sub>2</sub>	6 <sup>1</sup> / <sub>2</sub>	8	7
Rate of Twist						
(R.H.) 1 turn in	12"	16"	12"	38"	12"	12"

(a) Add one round for cartridge in chamber.

\*Available summer, 1967.



1.



2.

# RIM FIRE RIFLES

## NEW TRIBE OF BOLT ACTIONS

Single shot...clip...tube fed 22s.

From woodlots to wide open ranchlands where small game skitter . . . where squirrels, gophers, rabbits are plentiful . . . and right down to the backyard target and plinking pit—this is the wide habitat of these new Winchester bolt action 22s.

But put them to the test in the field. Remind you of something? Sure. The great feel and strong action of the famous bolt action 70s, including the strength of a front locking bolt. Here is bolt action dependability and safety you'd expect to pay much more for. Rifles that smack of the same craftsmanship that goes into Winchester 70s.

From the beginner's single shot rifle to advanced clip and tube design — these spanking new 22s take the shooter's age and size into consideration. And you don't have to pack a big wampum belt either.

There's a kitbag full of features packed into the bargain: walnut finished American hardwood stocks with modified Monte Carlo profiles and fluted combs on most models. Adjustable rear sights and special bead-post front sights. A fail-safe device on the 121s — a safety so



functional the bolt automatically sets it 'on' when it's opened. Twin extractors on the bolt . . . red cocking indicator . . . red safety indicator on most models . . . receiver grooved for tip-off scope mounts. And more.

They're brand new. Bolt actions. Safe. Accurate. Have a powwow about them right now.

### New Winchester Bolt Action 22s:

- A. Model 121 — Single Shot — Youth.
- B. Model 121 — Single Shot — Standard. (Scope not furnished.)
- C. Model 121 — Single Shot — Deluxe.
- D. Model 145 — Tube Magazine — Magnum.
- E. Model 141 — Tube Magazine — Standard.
- F. Model 135 — Clip Magazine — Magnum.
- G. Model 131 — Clip Magazine — Standard.







## HEAP 'BIG MEDICINE' FOR LITTLE BOYS.

... or big men. Or women and girls. Or anyone else who wants a crack at one of the most fun-filled sports of them all — plinking, targeteering, or varmint hunting.

**Illustrated left to right on pages 16-17:**

**A. Model 121 Bolt Action — Single Shot — Youth: \$23.95.\***

Five pounds of just plain fun. This new 22 was designed with one feature foremost in mind: safety. Ideal for the young beginner who's getting his basics in target shooting and hunting. Here's an exclusive safety that engages automatically when the bolt is lifted for loading. Styled for comfort, durability and simplicity, with the smaller-framed shooter in mind: length of pull is shorter. Shorter stock for cheek-to-shoulder snugness. Slim, smooth forearm for good gripping . . . modified Monte Carlo stock. Special bead-post front sight and adjustable rear sight. Fires Shorts, Longs and Long Rifles.

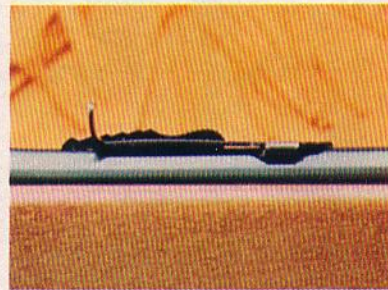
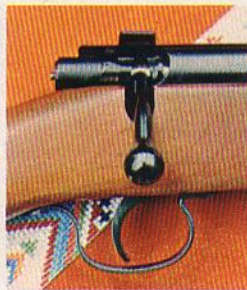
**B. Model 121 Bolt Action — Single Shot — Standard: \$23.95.\*** When fitted with telescopic sights (the receiver's

grooved for them) you can expect to place one round right where the first one scored, it's that accurate.

Here's the dead-center accuracy that makes each youngster the Buffalo Bill he yearns to be. Targets, cans, crows — this rifle is made for them. Bead-post front sight, adjustable rear sight. Fires Shorts, Longs and Long Rifles.

**C. Model 121 Bolt Action — Single Shot — Deluxe: \$27.95.\***

Every inch of this rifle is designed for better marksmanship, better gun handling. And it's just the 22 to take out after small game like western ground squirrel for the fastest bag of potpie you've ever taken. Or hasenpfeffer — for here's bolt action and rifle response that's jack-rabbit fast. And there's every feature here to bring the beginner along fast: bead-post front sight ramped and dovetailed for faster sighting, for accuracy when you're following the tricky moves of small game. Open rear sight is adjustable. Sturdy one-piece stock and forearm adds rigidity. Fluted comb and low Monte Carlo groom the youngster for bigger game. And importantly: here's the



**1. Here's the 'big medicine' we prescribe for small fry.** A Winchester 121 Bolt Action Single Shot. Outfit this one with a telescopic sight. It's a feather in anyone's cap for accuracy and safety. *Scope illustrated not factory furnished.*

**2. Two brand new ways to serve up 22s.** Both tube-fed and sleek clip magazine design are top features in this new line of bolt action 22s. Just a turn of a recessed wing knob and you're reloading by tube instantly. The extra clip along in your pocket snaps into place in seconds.

**3. Here's the safety we've been boasting!** The ultimate safety for youngsters. With a flip of the bolt upward, the safety *automatically goes on!* It's on all during loading, and hangs up there until you thumb it down. On three styles of 121.

**4. Adjustable open rear sight** on all new rim fire rifles.

**5. Get a close look at bolt action in 22s.** The looks and feel of famous Winchester 70 bolt actions. Strong, rugged, dependable action. Front locking bolts. Red cocking indicator on all models. Red safety marker on all models except 121s.

\* Available 1st quarter, 1967.

same 121 safety that's flicked on when the bolt is lifted and pulled back. Fires Short, Long and Long Rifle cartridges. A deluxe trigger mechanism gets them off crisply, surely. Complete with sling swivels.

**D. Model 145 Bolt Action — Tube — Magnum: \$45.95.\***

When the big hunt is through, when it's paid off in deer or bear or bighorns and you're out for a different brand of fun — here's the perfect rim fire saddle mate. Slim, fast lines and tube fed through the butt end of the stock for quick loading. Just the right amount of wood and steel has gone into this Winchester 22. Here's a Magnum that gets the bullet far enough out there to count on rabbits and chucks you'd otherwise lose. Nothing to get the youngster gun shy, either. Soft, low recoil despite the punch of a 22 Winchester Magnum Rimfire. Add in a bead-post ramp front sight, adjustable rear sight, red cocking indicator and specially marked red safety, plus Winchester Proof Steel barrel, a deluxe trigger mechanism, and you're in for a long run of 22 rim fire fun.

**E. Model 141 Bolt Action — Tube — Standard: \$41.95.\***

Just a twist of the wing knob recessed in the butt of this 22 loads it in a flash. This is a tin can riddler that'll take anyone a long way toward perfecting his shooting style while 'waiting out' the time it takes to handle a Winchester big bore. But, if you've got your eye on this one as a gift for a youngster — it's contagious. Makes you an Indian giver. You'll find it tough to put down once you're peppering a bull's-eye to pulp. Here are features that make sense and add up to safety. Red cocking indicator. Bead-post ramp front sight and adjustable rear sight. Sturdy, rugged, walnut finished American hardwood stock that shrugs off hard knocks. Fluted comb and contoured, modified Monte Carlo to nestle the tenderest cheek. Fires 19 Shorts, or 15 Longs, or 13 Long Rifles.

**F. Model 135 Bolt Action — Clip — Magnum: \$41.45.\***

Here's the sleek, he-man looks of the Model 70 made just miniature enough for fast rim fire handling. But it's clip fed. Simple to load, because the clip is carried pre-loaded in your pocket. Winchester offers extra clips that snap in fast. Each clip holds seven 22 Winchester Magnum Rimfire cartridges. And here's accuracy, fast handling, fast loading. A great sense of gunmanship created by its feel. Year after year of rim fire fun.

**G. Model 131 Bolt Action — Clip — Standard: \$38.45.\***

This clip-fed rim fire handles seven 22 Shorts or Longs or Long Rifles in a clip that looks like an integral part of the rifle. It's simple to load and unload — your finger opens the clip latch instantly, and with one move you've reloaded another. Handsome American hardwood stock with walnut finish. Durable, quality Winchester Proof Steel barrel — and this means high quality steel, like that used in the Winchester 70 big bores. Then the touches: fluted comb, red cocking indicator, red safety markings, bead-post ramp front sight, adjustable rear sight, sleek one-line muzzle-to-toe design.

**Extra magazines for Models 131 and 135 only \$1.95 each.**

## WINCHESTER 52D TARGET RIFLE

**It's a champ. Where do you stand?**

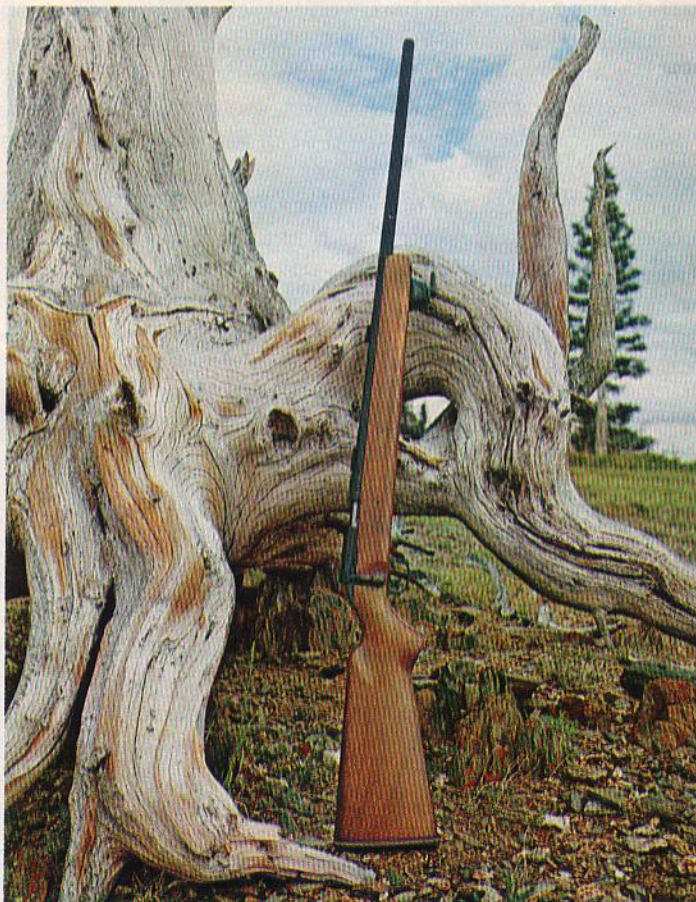
**Model 52D Standard and Heavyweight Barrels: \$154.95.**

Here's the target rifle that's racked up more trophies, and won more smallbore championships than any other 22. Let's look into this: the 52D has a *vibration-free, drag-free trigger*, for sensitivity that's rare in target rifles. A trigger with short movement, externally adjustable for individual pull preference down to one pound. Convenient, positive, side-lever safety.

**Free floating barrel** with adjustable bedding device, precision rifled, lead lapped, with squared, bright finish muzzle. Tapped for front sight bases.

**Specially proportioned Marksman Stocks** — crafted from choice walnut. Rubber butt pad. Accessory channel for sliding palm rest and adjustable hand stop.

**Solid receiver** has no magazine slot. Drilled and tapped for sights and scope bases.



**Winchester Speed Lock Action** — receiver, bolt, and firing pin on the 52D are all carburized for hardness, greater strength, and retention of head space.

**Model 52D Barreled Actions: \$119.35.** The precision and accuracy of the championship Model 52D with receiver and barrel drilled and tapped for both metallic sights or scope blocks. Standard and heavyweight barrels.

\* Available 1st quarter, 1967.

## WINCHESTER 200 SERIES RIM FIRE RIFLES: LEVER, SLIDE, AUTOMATIC

### Rifles that add shooting fun to any camp site.

Big Country spawned these Winchester rim fires. In the days when Winchesters were Winning the West . . . in the times of pitching stagecoaches when famous Winchester lever actions 'rode shotgun' for Wells Fargo — out of this same era came the prototypes of these fine rifles. And you can see it. In the lines and shapes of these 22s. In wood and metal with the West right in them. With the same Winchester gunsmithing that chambered the first Winchester 22 rim fire repeater back in 1884.

There's not another rim fire rifle in the world that can claim the heritage of these 22s. Not one that can equal them for perfect styling, accuracy, dependability . . . in rifle life you measure in thousands of rounds. In down-right bold claims to great features: Winchester Proof Steel barrels, swaged like the big bores . . . brand new metal bead-post ramp front sights . . . checkering that looks custom done — not overdone, nor underdone. Walnut finished American hardwood stocks and forearms on all standard models. Fluted combs, right down the line. Strong metal sights, high-strength receivers grooved for tip-off scopes, engine-turned bolts, adjustable rear sights, butts with white spacers. And each Deluxe model offers still more: semi-fancy American walnut stock and forearm. Monte Carlo and cheek piece. Sling swivels. Special basket-weave checkering with oak leaf motif. And the features don't stop there.

And there's just the type of Winchester 200 made for you. Standards that fire 21 Shorts, or 17 Longs, or 15 Long Rifle cartridges interchangeably. All popular actions — lever, slide action, automatic. Two models are chambered for the 22 Winchester Magnum Rimfire. And Deluxe models come in any style you please.

**A. Model 250 Lever Action: \$59.95; Deluxe: \$79.95.** Lever design at its most advanced — and Winchester has had 100 years to perfect it. Strikingly contoured lever follows graceful pistol grip design. Here's lever action that's split-second fast and smooth. Like the center fire Model 88, the trigger on this 22 disconnects when the lever is opened. You never lift your finger from the trigger, getting shot after shot away. Sleek, trim, butt to muzzle. Shoots 21 Shorts, or 17 Longs, or 15 Long Rifles.

**B. Model 255 Lever Action 22 Winchester Magnum Rimfire: \$63.95; Deluxe: \$83.95.** When your game is squirrel, or you're 'ratting' down by the river — shoot for keeps. Load 22 Winchester Magnum Rimfires into this rifle, level it on your target, and let loose. Some powerful good shooting starts when you've got this 22 in your hands.

**C. Model 270 Slide Action: \$59.95; Deluxe: \$79.95.** Getting into rocky country after varmints may be a chore, but once you're there, the effortless slide action of this rifle makes it up in game. And fast. It's smooth, flawless. The

action itself seems to do it all. Fires 21 Shorts, or 17 Longs, or 15 Long Rifles.

**D. Model 275 Slide Action 22 Winchester Magnum Rimfire: \$63.95; Deluxe: \$83.95.** Coyotes can't cope with the punch this Magnum delivers. Choose 40 grains with full metal case or jacketed hollow point and take to the plains and hills. Or go 'long range' and watch the 275 Magnum stop varmints 'way out there.' Superbly accurate at long distances. Devastating when you want to drop small game with one shot.

**E. Model 290 Automatic: \$55.95; Deluxe: \$75.95.** This is the self-loader to make tin cans jump and hop. Shot-after-shot, 21 of them in Shorts — all ripped off as fast as you can pull the trigger. And for still more plinking and small game hunting fill it with 17 Longs or 15 Long Rifles, and watch every bullet hit the mark.



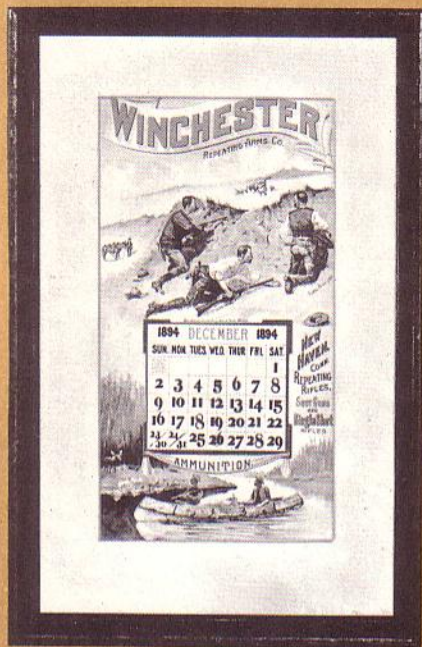
**Winchester 22 Short, Long, Long Rifle and Magnum.** Ammunition made to match great rim fire rifles. All the ammunition you need for years of plinking, hunting, shooting fun.

**F. 200 Series Deluxe 22s.** There are no richer looking rim fire rifles in the world than the Winchester 200 Series Deluxe models. Every one of them is turned out with the care it takes to create works-of-art in walnut and steel. And every inch is fussed over. And it shows. For Winchester thinks big when it comes to smallbores. They're treated like their big game brothers — the center fires. Winchester Proof Steel barrels — the strongest, most durable barrels you'll find anywhere in rim fires. High-strength receivers specially finished and grooved for tip-off scope mounts. High-gloss Monte Carlo, semi-fancy walnut stocks, fluted and sculptured with comfortable cheek pieces. Basket-weave checkering with oak leaf motif — so artfully done it looks hand-carved. Sling swivels, too, on all but the slide action models. Adjustable sporting rear sights. All of this in five Winchester Deluxe varieties: 250 Lever Action; 255 Lever Action Magnum; 270 Slide Action; 275 Slide Action Magnum and 290 Automatic.

# STOP HUNTING

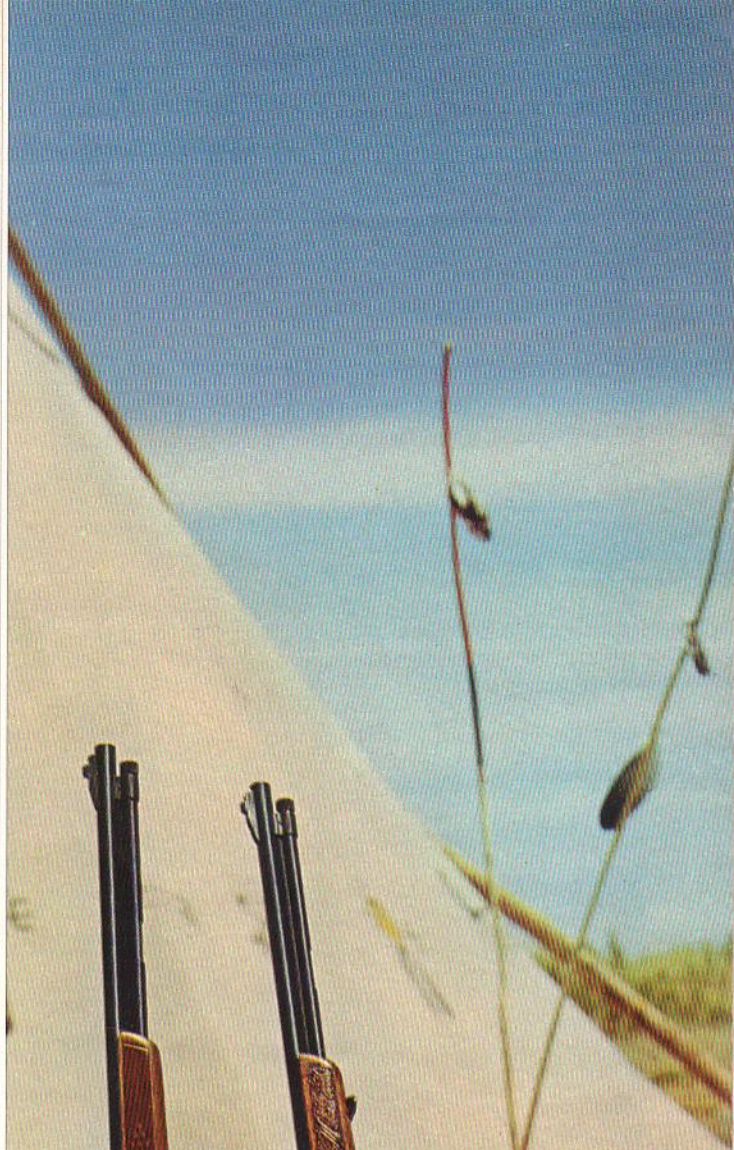
(for original early Winchester calendars)

For only \$1.00 you can own a set of 3 full-color reproductions of the much sought-after Winchester calendars painted by the famous masters of Western art A. B. Frost and Frederic Remington



1894... one of the magic years

1894... the year the Winchester Model 94 began earning its reputation as the world's greatest deer rifle. A print of this original is now available to decorate your home or office. And so are calendars of other magic years.



# Full Color Winchester Calendar Prints

Only \$1<sup>00</sup> per set of 3 ready for framing

## SET "A"



1894



1895

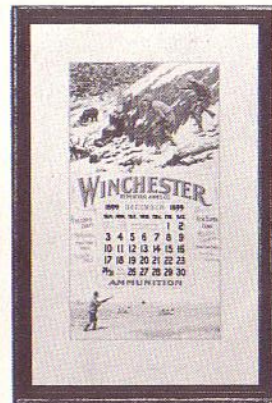


1896

## SET "B"



1898



1899



1900

Winchester Calendars preserved for posterity the nostalgic charm of the Old West and the thrill of the hunt captured by frontier artists A. B. Frost and Frederic Remington. Printed from massive lithograph stones, the original Winchester calendars became collector's items as soon as they were hung up in the gathering places of sportsmen.

These same scenes, which rekindled memories for old-timers and developed an itch for the outdoors among youngsters, are now available in full-color 10" x 17½" (about one-half original size) reproductions. Each set of three will add a bit of colorful Americana to your home or office. A one dollar investment for each set will earn you a million-dollar smile of thanks from your hunting partner, son, or nephew. Start 'em smiling. Order today.

USE ORDER FORM ON REVERSE SIDE



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## WINCHESTER 200 SERIES RIM Rifles that add sh

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## SIX GREAT GIFTS FOR YOUR FRIENDS, HUNTING BUDDIES, RELATIVES, AND YOURSELF

### WINCHESTER CALENDAR PRINTS — ORDER FORM

Please send me \_\_\_\_\_ set(s) of Winchester calendar prints suitable for framing at a cost of \$1.00 per set. I have indicated my choice below. Enclosed is my check (or money order) in the amount of \$ \_\_\_\_\_. I understand the \$1.00 per set price includes all handling and postage.

(Indicate in the box, how many of each set you are ordering)

**Set A:** Years 1894, 1895, 1896

**Set B:** Years 1898, 1899, 1900

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

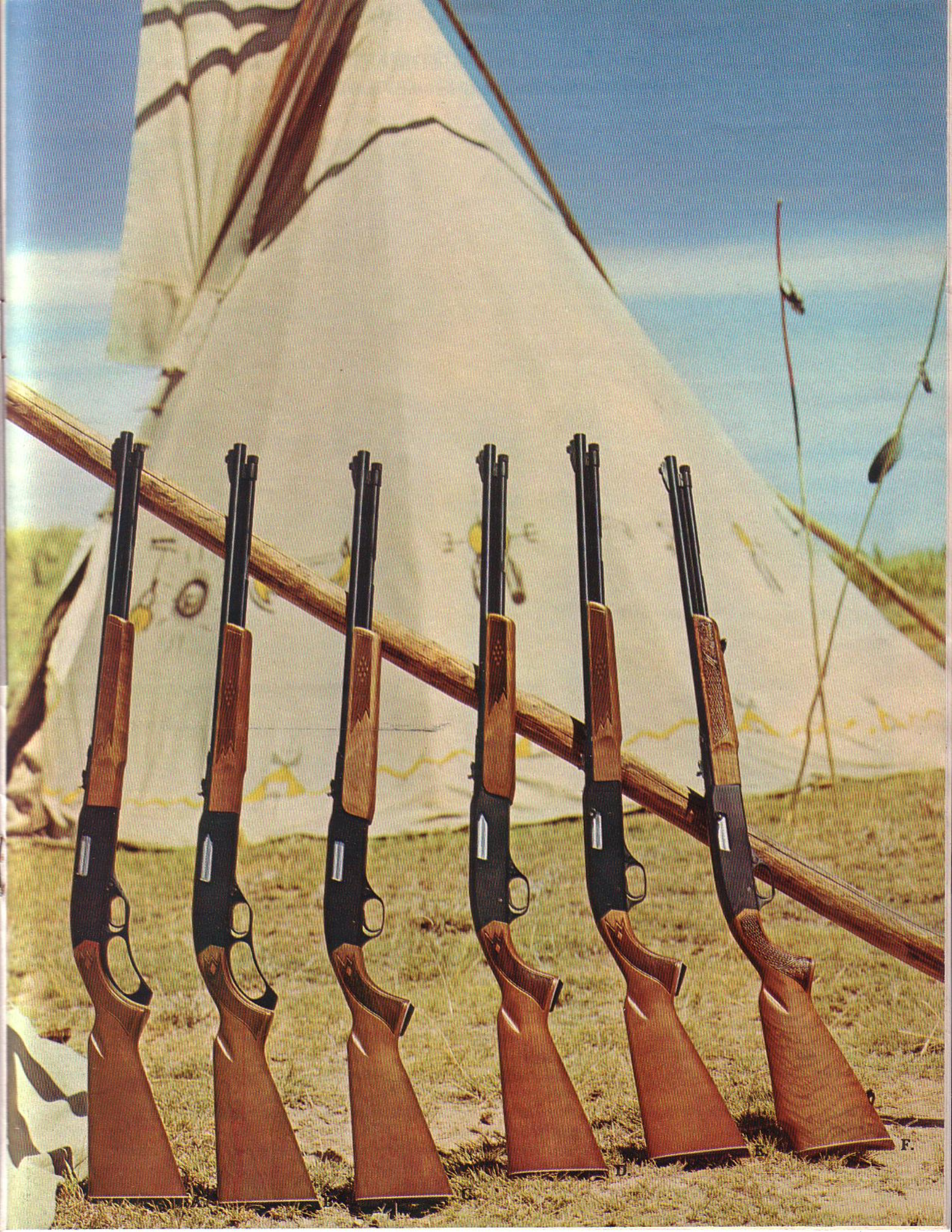
Make check or money order payable to WINCHESTER, mail to —

WINCHESTER CALENDARS, 275 Winchester Ave., New Haven, Conn. 06504



**Winchester 22 Short, Long, Long Rifle and Magnum.** Ammunition made to match great rim fire rifles. All the ammunition you need for years of plinking, hunting, shooting fun.

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F.



## NEW WINCHESTER 22 CARBINES: 190 AUTOMATIC AND 150 LEVER ACTION Fastest-shooting rim fires in the West.



Two brand new trailblazers. Two rim fires with the traditional lines of the West. Saddle carbines if you're going by horseback to hunt or plink. Brush guns, if you're scouting for varmints or tracking troublesome predators. Or great target carbines, if you're looking for fast, competitive action and steadfast accuracy.

**A. New Model 190 Automatic 22 Carbine: \$47.95.** Think of ripping off 21 shots as fast as your trigger finger will move. And watch every well-placed round hit on-target accurately. This is the sort of action you get from this new carbine. You can shoot just the cartridges you want, interchangeably: 21 Shorts, 17 Longs, or 15 Long Rifles. This is just the 22 to take where the crow flies. And for the added shots you need on elusive game — the new 190 gets off each round fast, crisply. But one look at the features tells you how far Winchester has taken this low-priced rim fire: barrel band, sling swivels, handsomely shaped walnut finished American hardwood stock with

a pistol grip carved for a firm and comfortable feel. Rust-proof, high-strength receiver grooved for tip-off scope mounts. Adjustable rear sight. Bead-post front sight for fast, clean sighting. A rough-and-ready rim fire that can take it tossed into a pick-up, or toted all day through thickets.

Available spring, 1967.

**B. New Model 150 Lever Action 22 Carbine: \$53.95.** The long line of Winchesters that carved their own history in the West inspired the straight, classic lines of this 22. One look at the clean, uninterrupted line, toe-to-receiver, tells you the West brought this gun into being. You can feel the West in the lever — borrowed from the famous lever lines of the '66, '73, '94 — the greatest lever actions of them all. Plus every feature to pack more fun into your plinking and hunting forays: adjustable rear sight, barrel band, sling swivels, bead-post front sight, grooved receiver for scope mounts. Shoots 21 Shorts, or 17 Longs, or 15 Long Rifles.

\*Available summer, 1967.

# WINCHESTER 190 AUTOMATIC RIM FIRE RIFLE

Most economical 22 automatic you can own.

**Model 190 Automatic: \$43.95.** Take a bead with this rifle. Brand new a year ago, and racking up followers whenever it's seen, the 190 is back with new bead-post sight for even faster sighting on moving game. Here's a rim fire you can shoot all day — 21 rounds are let off just as fast as you can trigger it. Makes sieves out of cans in seconds . . . and peppers targets to pieces with accuracy you won't believe until you've got this rifle in your own hands, performing like the greatest 22 you've ever handled.

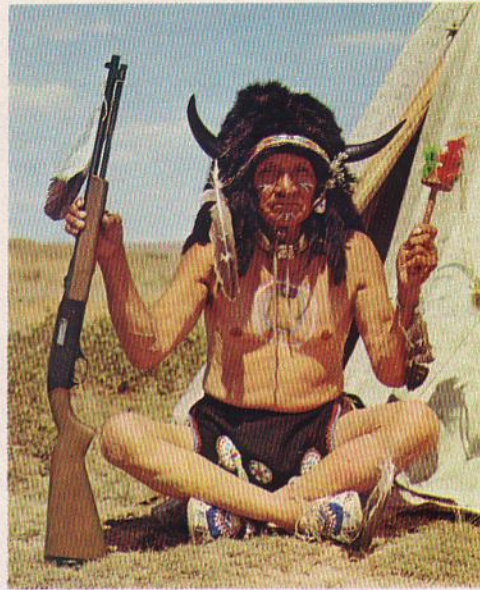
And it figures. Winchester has staked a 100 year reputation on rifles like this one. Rim fires crafted for years of use. An economically priced 22 that's full of surprises: high-strength aluminum alloy receiver that defies rusting and takes the kind of roughhouse treatment rim fires get in brush-and-rock country. The receiver's conveniently

grooved for tip-off scope mounts. Winchester Proof Steel barrel — the best steel possible in sporting arms — strong, sturdy, swaged like big bore rifles. Add in the craftsmanship of wood-and-metal mating — a quality feel evident

when you first pick it up. And performance that won't stop even after years of rough use. Take it into corn after crows. It whips up nimbly, sights fast. Pow! With one shot you've knocked off another pest.

Examine a rifle that's styled for your hands. Superbly comfortable pistol grip. Walnut finished American hardwood stock and forearm. Rugged butt plate. A cross bolt safety in front of the trigger where it should be for ultimate shooting safety and fast finger moves. Handles 21 Shorts, or 17 Longs, or 15 Long Rifles interchangeably.

It comes without the feather, but tuck one in your cap for this 22.



RIM FIRE RIFLE SPECIFICATIONS

Action Type	Model	Caliber	Magazine Capacity	Over-all Length	Barrel Length	Length of Pull	Drop at Comb	Drop at Heel	Drop at M.C.	Weight (lbs.)	Rate of Twist
Lever	150, 250 250 Deluxe	22 Rim Fire Short, Long, Long Rifle	21 Shorts, or 17 Longs, or 15 Long Rifles	39"	20½"	13⅝"	1¾"	2¾"	2¼"*	5	16"
	255 255 Deluxe	22 Win. Mag. Rimfire Only	11	39"	20½"	13⅝"	1¾"	2¾"	2¼"*	5	16"
Slide	270 270 Deluxe	22 Rim Fire Short, Long, Long Rifle	21 Shorts, or 17 Longs, or 15 Long Rifles	39"	20½"	13⅝"	1¾"	2¾"	2¼"*	5	16"
	275 275 Deluxe	22 Win. Mag. Rimfire Only	11	39"	20½"	13⅝"	1¾"	2¾"	2¼"*	5	16"
Auto	190 Carbine 190, 290 290 Deluxe	22 Rim Fire Short, Long, Long Rifle	21 Shorts, or 17 Longs, or 15 Long Rifles	39"	20½"	13⅝"	1¾"	2¾"	2¼"*	5	16"
Bolt	121 121 Deluxe 121 Youth	22 Rim Fire Short, Long, Long Rifle	Single Shot	40" (Youth 38¾")	20¾"	13½" (Youth 12¼")	1½"	2½" (Youth 2¼")	1¾"	5	16"
	131	22 Rim Fire Short, Long, Long Rifle	7 Shorts, or Longs, or Long Rifles	40"	20¾"	13½"	1½"	2½"	1¾"	5	16"
	135	22 Win. Mag. Rimfire Only	7	40"	20¾"	13½"	1½"	2½"	1¾"	5	16"
	141	22 Rim Fire Short, Long, Long Rifle	19 Shorts, or 15 Longs, or 13 Long Rifles	40"	20¾"	13½"	1½"	2½"	1¾"	5	16"
	145	22 Win. Mag. Rimfire Only	9	40"	20¾"	13½"	1½"	2½"	1¾"	5	16"
	52D Std. Wt.	22 Long Rifle Only	Single Shot	46"	28"	13⅝"	¼"†	¾"†	—	9¾	16"
	52D Hvy. Wt.	22 Long Rifle Only	Single Shot	46"	28"	13⅝"	¼"†	None	—	11	16"

\*Deluxe only. †Drop dimensions taken from center line of bore.



B.



C.



D.



E.



# SHOTGUNS

**Just the action you need . . .  
for just the action you want.**

Shotguns to match the mountains. Rugged. Beautiful. Shotguns that are more than a match for the game you're after — pheasant to geese to ducks to deer. And get set for the greatest round of skeet and trap you've yet shot. For here are five lines of the finest shotguns the sports of hunting and shooting have ever inspired. No less than eighty-five Winchester shotguns to choose from. Guns that 'rode shotgun' out of the West 'longside a gallery of other famous Winchesters. Shotguns loaded with tradition and history. Inbred with a century of Winchester technology in firearms.

But you're the hunter, trapshooter, skeetsman. Pick your station — your favorite marshy bottomland in a blind watching the low, gray sky. Or, get downwind and play the waiting game, slug-loaded for deer . . . or scatter-gunning for ring-necks. From the economical to the elite — Winchester makes the shotgun you're looking for.

Automatics, slide actions, over-and-unders, side-by-sides — they're all here. Winchester matches chokes, barrel lengths and a variety of gauges for the reach and shot pattern you cotton to. Here are interchangeable barrels to convert your shotgun in seconds to a duck, deer and upland game gun; trap to skeet gun or vice versa.

**A. Model 1400 Automatic**—fastest shotgun you can own, with 10% less recoil than any other automatic.

**B. Model 1200 Slide Action** — famous twin action slide bars for smooth, effortless action.

**C. Model 101 Over-and-Under** — the elite of field, trap and skeet with brand new 20 gauge models — all with single selective trigger and selective ejection.

**D. Model 12 Super Pigeon Grade Slide Action: \$825.00.** Stop here a second. Take a second look at a hand-finished shotgun crafted by Winchester masters-in-the-trade. Your choice of three distinctive receiver engravings. Full fancy American walnut stock *made to your personal measure* with or without Monte Carlo, cheek piece and offset as options. All working parts are hand-smoothed and fitted. Available in 12 gauge only; standard barrel lengths and chokes; and full-floating ventilated rib.

**E. Model 21 Double Barrel Shotguns — Custom Grade: \$1,000; Pigeon Grade: \$2,500; Grand American: \$3,500.** Few shotguns in the world can match the Winchester 21. We'll tell you this: nothing has been spared. Neither labor, nor material, nor time. There's just one word for this shotgun: magnificent. Custom made to your measurements and requirements. That's why we ask that you write for details.



## WINCHESTER 1400 AUTOMATIC SHOTGUNS

**Fast, sleek . . . with perfect fit, feel and balance . . . 10% less recoil than any other automatic!**

Here are five of the world's finest, strongest automatics . . . guns that give you a sixth sense when you tramp the fields and woodlands for game. Shotguns that nail the goose you would have lost. Shotguns crafted to fatten your bag of upland game: quail, doves, pheasant, partridge. Automatics that mold trap and skeet champions.

But more: there's a feel to these 1400s. It's the feel of brand new and refined checkering. It's the wood-to-metal fit that proud gunmakers boast about. It's the heft of quality. It's the inside features like the world's strongest locking system: an exclusive rotating bolthead that locks into

the barrel. And a unique self-compensating gas system. And sleekly contoured stock. Pistol grip with cap. Rubber recoil pad. Automatics with all popular gauges, chokes, barrel lengths. Plus interchangeable barrels!

But when your pick of the flock is suddenly banking across your sights — here's where your moment of truth with Winchester pays off.

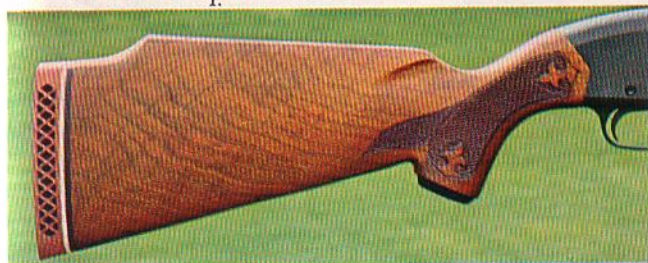
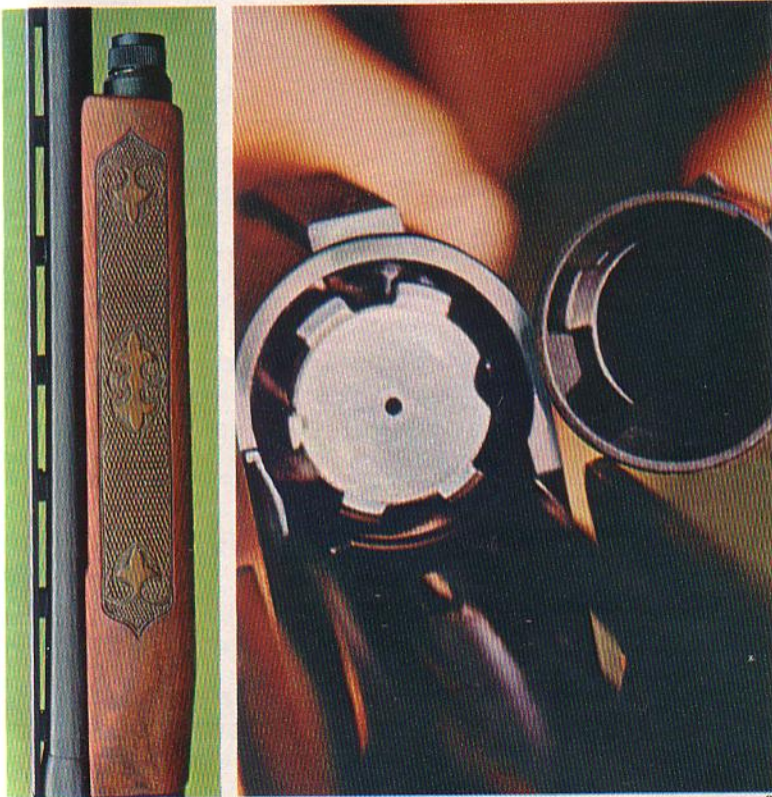
**A. Model 1400 Automatic Field Gun: \$144.95.** Up to 65% less recoil than fixed action shotguns . . . 10% less than any other automatic! Pound for pound, the lightest, fastest swinging of them all. Rust-proof aluminum receiver. Quick-loading, unique self-metering gas system handles 2<sup>3</sup>/<sub>4</sub>" Magnum and standard loads without adjustment!

**B. Model 1400 Automatic with Ventilated Rib: \$169.95.** Add a full-floating ventilated rib for new insight into accurate hunting and shooting. Eliminates canting, mirages and heat distortion. Get on to game faster down a flat, wide, single sighting plane.

**C. Model 1400 Automatic Deer Gun: \$154.95.** This model is a must where deer are dropped lawfully only by shotgun. A specially bored 22" barrel delivers rifled slug loads or Plastic/Mark 5 Super Buckshot loads. Ramp front sight. Adjustable sporting rear sight.

**D. Model 1400 Automatic Trap Gun: \$194.95; with Monte Carlo: \$204.95.** Try this trap gun for weight and balance. Perfect sighting, easy handling — you've got them. Special precision choke boring . . . action that doesn't falter . . . punishment that's delivered from the muzzle, not the butt. Available with exquisitely finished Monte Carlo — or regular stock — of semi-fancy walnut with fluted comb, pistol grip cap, rib extension on receiver and engine-turned bolt.

**E. Model 1400 Automatic Skeet Gun: \$194.95.** Nothing on the skeet field matches this one. Balance is built-in. Winchester test engineers got their hands on this 7<sup>1</sup>/<sub>2</sub> pound automatic and put it through its paces. Result: perfected skeet design. Gentle recoil, 200, 300, 400 shot shells a day, and you could still go more.



**1. New, deeply toned checkering . . .** rich, warm walnut gives the forearm of this Winchester 1400 the look of a custom made shotgun. On trap and skeet models.

**2. Exclusive front-locking rotating bolt:** the world's strongest locking system. Four locking lugs on an engine-turned, tempered steel bolt actually cam (twist) to lock directly into barrel. This means rigid barrel-to-bolt strength . . . tight breeching for safety, dependability, solidity you can feel in your hands.

**3. Here's a sculptured stock to nuzzle against your cheek.** Rich, burly walnut. Monte Carlo, fluted comb. Graceful pistol grip with new checkering, pistol grip cap, wood-to-metal mating found on custom guns. Rubber recoil pad. Exclusive cross-bolt safety in front of the trigger for faster finger moves!

**4. Unique self-compensating gas system** adjusts automatically for 2<sup>3</sup>/<sub>4</sub>" and Magnum loads. No dial fumbling. Valve cap diverts gas away from barrel . . . eliminates sight distortion.

## WINCHESTER 1200 SLIDE ACTION SHOTGUNS

**Exclusive front-locking rotating bolt . . . twin action slide bars . . . here are the six big wheels in Big Country hunting and shooting.**

Duck country. Marshland. Mallards periscoping in blue alpine ponds. Big Country mountains cup shallow lakes rippling with geese and ducks, and you're in a duck-stoop crouch of your own, ready for them. The real beauty of a Winchester 1200 is in the field. The grouse that doesn't get away. The deer that drops with a well-delivered, slug-loaded wallop. The clay that disintegrates in a puff! Here is action that slides like glass against glass. Sturdy, rugged guns that react instinctively to your hands, to your way with a gun. Shotguns with new distinctive checkering. Shotguns with every possible feature you could ask for.

**A. Model 1200 Field Gun: \$99.95.** Just the feel of this shotgun is an experience in handling, heft, balance. Scatter-gunners, waterfowlers — all take to its fast swing and unbelievably crisp, slick action. American walnut stock, fluted comb, pistol grip cap, rubber recoil pad. And an engine-turned bolt.

**B. 3" Magnum Model 1200 Field Gun: \$119.95; with Ventilated Rib: \$144.95.** Handles both 3" Magnum and all 2<sup>3</sup>/<sub>4</sub>" standard and Magnum shells. Plain barrel or sleek ventilated rib. A shotgun with reach . . . and within reach of every price-hunting shooter's budget. All-weather reliability. Finely machined rust-proof receiver.

**C. Model 1200 Field Gun with Ventilated Rib: \$124.95.** Sight along this one. See something? A pheasant breaking upward and off in a blur. But he's clearly yours. Canting and heat distortion disappear with the wide-rib, receiver-to-muzzle sighting plane of the ventilated rib. And it's light, for all-day comfort in the field.

**D. Model 1200 Deer Gun: \$109.95.** The snub lines of this shotgun talk a man's language. Power. Load it with slugs or buckshot. You're a big game hunter stalking the woods with this gun. The 22" barrel on this 1200 swings up and on-target instantly. Excellent in thicket and brush. And listen to this: the famous Winchester front-locking rotating

bolt provides a larger bearing surface at the breech than most high-powered, bolt action rifles!

**E. Model 1200 Skeet Gun: \$184.95.** Fast action, fast good looks, style that's inherent — that's a skeet champ. That's you with a dependable, trouble-free 1200. Here's where the Winchester twin action slide bars earn their keep. Effortless shucking . . . uniform patterning . . . a light, beautifully balanced gun for long-run accuracy.

**F. Model 1200 Trap Gun: \$184.95; with Monte Carlo: \$194.95.** Makes mincemeat out of clay birds. You're flirting with championship scores every time out with this shotgun. When you feel 'right' and your shotgun doesn't . . . when you feel 'hot' and your gun leaves you cold, turn to this one. Perfect balance and fit. An easy swinger with every built-in feature to make you a winner.

- 1. Winchester rubber recoil pad.** Standard on every 1200.
- 2. Exclusive cross-bolt safety** is standard on 1200s . . . positions the safety button *in front of the trigger!* In one motion your finger moves swiftly from safety to trigger — you're already blazing away at that fast-rising covey, not fiddling for the trigger!
- 3. Extended beavertail forearm . . . brand new checkering . . .** engine-turned bolt . . . rust-proof receiver — here are slide actions crafted for long life, big scores in trap and skeet and fatter game bags.
- 4. Here's the shell that goes where the wild goose goes.** And gets him. 3" Magnum adds more punch to the 1200 line.
- 5. Famous Winchester 1200 twin action slide bars:** two slide arms join the action slide handle to the breechblock. Fast, smooth action. Your second shot is ripped off before the first 'empty' hits the ground.
- 6. Exclusive front-locking, rotating bolt:** the world's strongest locking system. Four locking lugs on an engine-turned, tempered steel bolt cam (twist) to lock directly into the barrel.



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# WINCHESTER INTERCHANGEABLE BARRELS

## Hunt deer, ducks, upland game with one shotgun!

O.K., you're tired of trudging upland after grouse, and they're looking scarce. Besides, you've spotted marshlands swarming with ducks, and it's been ages since you've had roast duck with orange sauce. Well, put it on your menu. In seconds you're a quick-change artist with Winchester interchangeable barrels, blasting away at ducks you'd otherwise have had to forsake. You'd never think that one shotgun could hold so much promise, and bag such different species of game.

And you don't touch a gun tool! It's so simple to replace barrels in the field. Your own hands switch them in a flash. Deer gun . . . duck gun . . . grouse gun — these are just some of many lives your Winchester 1200 or 1400 shotgun can lead. And they'll lead you to a wider bag of game every time out. No longer do you limit yourself to one terrain, to one type of game each time out. With Winchester interchangeable barrels you're the most versatile hunter in the history of the sport.

But maybe you want a shotgun for skeet and trap both — one that's just as versatile in these sports as a field gun is at game

. . . well, Winchester makes interchangeable barrels to fit your trap or skeet gun. Now you can shoot both sports with one basic gun.

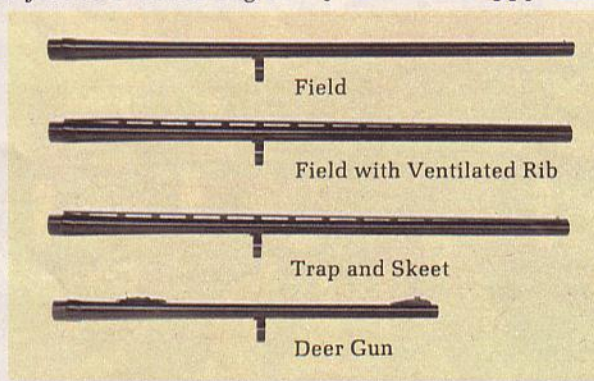
Prices? Here's where we come to another great advantage of Winchester interchangeable barrels. You can outfit yourself with shotguns for every conceivable type of shotgun game you want to hunt, for about one-third the cost. Imagine carrying a trim pack of barrels rather than an arsenal of shotguns. And imagine bagging game you never counted on during that trip to the Canadian wilds where geese and deer run neck-and-neck as popular game, and you're after both. Or in sandy south country where doves and quail require different chokes and you're not happy unless you've bagged them both.

And the examples for using these versatile interchangeable barrels go on and on.

**Model 1200 barrels:** Field, \$30.00; Field with Ventilated Rib, \$58.95; Deer Gun, \$40.00; Trap or Skeet, \$68.95.

Not available in 3" Magnum.

**Model 1400 barrels:** Field, \$32.00; Field with Ventilated Rib, \$60.95; Deer Gun, \$42.00; Trap or Skeet, \$70.95.



### MODELS 1400 AND 1200 SPECIFICATIONS

Type	Field	Magnum† Field	Field with V.R.	Magnum† Field with V.R.	Deer Gun	Trap Regular Stock	Trap Monte Carlo	Skeet		
Gauges	12-16-20	12-20	12-16-20	12-20	(12 Only)	(12 Only)	(12 Only)	12-20		
WRRS‡	(12 Only)	(12 Only)	(12 Only)	(12 Only)	—	—	(12 Only)	(12 Only)		
Magazine Capacity*										
Model 1400	2		2		2	2	2	2		
Model 1200	4**	4**	4**	4**	4**	4**	4**	4**		
Overall Length with 26" Barrel	46 <sup>5</sup> / <sub>8</sub> "	50 <sup>5</sup> / <sub>8</sub> "(3)	48 <sup>5</sup> / <sub>8</sub> "(1)	46 <sup>5</sup> / <sub>8</sub> "	50 <sup>5</sup> / <sub>8</sub> "(3)	48 <sup>5</sup> / <sub>8</sub> "(1)	42 <sup>5</sup> / <sub>8</sub> "(2)	51"(3)	51"(3)	46 <sup>5</sup> / <sub>8</sub> "
Length of Pull	14"	14"	14"	14"	14"	14"	14"	14 <sup>3</sup> / <sub>8</sub> "	14 <sup>3</sup> / <sub>8</sub> "	14"
Drop at Comb	1 <sup>3</sup> / <sub>8</sub> "	1 <sup>3</sup> / <sub>8</sub> "	1 <sup>3</sup> / <sub>8</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>3</sup> / <sub>8</sub> "	1 <sup>3</sup> / <sub>8</sub> "	1 <sup>1</sup> / <sub>2</sub> "
WRRS‡	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	—	1 <sup>3</sup> / <sub>4</sub> "	1 <sup>3</sup> / <sub>4</sub> "	—	—	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>3</sup> / <sub>4</sub> "	1 <sup>3</sup> / <sub>4</sub> "
Drop at Heel	2 <sup>3</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>8</sub> "	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>3</sup> / <sub>8</sub> "	1 <sup>7</sup> / <sub>8</sub> "	2 <sup>1</sup> / <sub>8</sub> "	2 <sup>1</sup> / <sub>2</sub> "
Drop at Monte Carlo	—	—	—	—	—	—	—	—	1 <sup>1</sup> / <sub>2</sub> "	—
Weight (lbs.)	6 <sup>1</sup> / <sub>4</sub> -7	7 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>2</sub> -7 <sup>1</sup> / <sub>4</sub>	7 <sup>7</sup> / <sub>8</sub>	7 <sup>5</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>2</sub>	8 <sup>1</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>4</sub>	7 <sup>1</sup> / <sub>4</sub> -7 <sup>1</sup> / <sub>2</sub>
WRRS‡	7-7 <sup>1</sup> / <sub>2</sub>	7 <sup>1</sup> / <sub>4</sub>	—	7 <sup>1</sup> / <sub>4</sub> -7 <sup>7</sup> / <sub>8</sub>	7 <sup>5</sup> / <sub>8</sub>	—	—	—	8	7 <sup>3</sup> / <sub>8</sub> -7 <sup>5</sup> / <sub>8</sub>
Sights	Metal Bead Front	Metal Bead Front	Metal Bead Front	Metal Bead Front	Metal Bead Front	Metal Bead Front	Rifle Type Front and Rear	Metal Middle, Red Front	Metal Middle, Red Front	Metal Middle, Red Front

\*Using Super-Seal Crimp Shells. Add one round for shell in chamber.

(1) 28" Barrel.

(2) 22" Barrel. (3) 30" Barrel.

\*\*Factory installed removable plug limits magazine capacity to 2.

†3" Magnum chamber offered in Model 1200 only.

‡WRRS — Winchester Recoil Reduction System.

## NEW WINCHESTER RECOIL REDUCTION SYSTEM

### For 1200 and 1400 shotguns . . . Reduces recoil up to 78%!

**Here it is, straight-from-the-shoulder:** Winchester took a long hard look at shotgun recoil and came up with the softest possible solution. This new Winchester Recoil Reduction System is the definitive one for 12 gauge shotguns. It puts far more kick into the fun of shooting, while it reduces recoil up to a whopping 78% — or about 50% less apparent recoil than a 20 gauge!

Old-timers, youngsters, women and girls can now enjoy the big gauge 12s. And that goes for the family he-man. Gone are the flinches that spoil even a veteran's score. The entire family can now step up a notch or two and comfortably handle fourteen world-famous Winchester 1200 and 1400 shotguns. For here are the world's most dependable shotguns outfitted with the world's most refined recoil reduction system.

Winchester design engineers have perfected this new Recoil Reduction System utilizing hydraulic fluid and powerful springs. This vastly improved system cushions your shoulder, reduces recoil to a nudge . . . and it's a boon to shotgun enthusiasts suffering from bursitis and other shock-sensitive ailments. These are the most comfortable shotguns ever developed. And they can aid accuracy too — beginners no longer need to shy away from the big-voiced 12s — they absorb the recoil that fledglings close their shooting eyes to. The result is a new approach — a comfortable step-up to trap and skeet shooting. And it shows in better trap and skeet scores.

Has Winchester gone soft? Definitely. And it's opened up a new concept in comfort for 12 gauge shotgun shooters and hunters.



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**1. There's a Winchester 1200 shotgun for every member of the family** outfitted with this vastly improved system of reducing recoil. Field guns. Trap and skeet guns. Light, comfortable.

#### Model 1200 with WRRS

3" Mag., 30" Full	\$139.95	2 <sup>3</sup> / <sub>4</sub> ", 28" Mod.	\$119.95
3" Mag., 30" Full, V.R.	164.95	2 <sup>3</sup> / <sub>4</sub> ", 28" Mod., V.R.	144.95
2 <sup>3</sup> / <sub>4</sub> ", 30" Full	119.95	30" Full, Trap M.C.	209.95
2 <sup>3</sup> / <sub>4</sub> ", 30" Full, V.R.	144.95	26" Skeet	199.95

**2. Forearm checkering on both 1200 and 1400 models** echoes the patterns and feel of actual wood. High luster and faithful wood-grain reproduction give lightweight Cyclocac a beauty that rivals walnut.

**3. Here are the handsome Cyclocac stocks** that house hydraulic fluid and powerful springs — the secret behind the Winchester Recoil Reduction System. Tough Cyclocac simulates the warmth and richness of walnut. In two 'wood' styles.

**4. Winchester 1400 shotguns** are equipped with the new Recoil Reduction System. Here are shotguns for waterfowl, upland game, trap and skeet — for far more fun and less recoil.

#### Model 1400 with WRRS

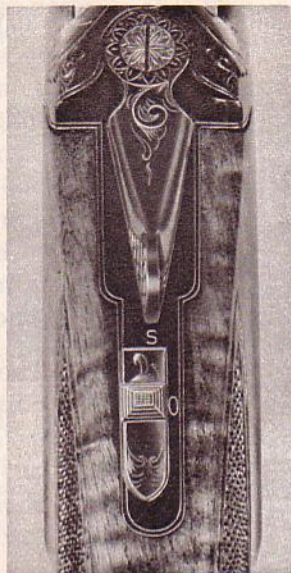
30" Full	\$164.95	28" Mod., V.R.	\$189.95
30" Full, V.R.	189.95	30" Full, Trap M.C.	219.95
28" Mod.	164.95	26" Skeet	209.95



# WINCHESTER 101 OVER-AND-UNDER SHOTGUNS

Step up to the elite in trap, skeet and hunting . . . new 20 gauge 101s.

Your gun is the heart of your sport. Get the rare feeling of 'one-ness' with a gun. The same feeling you get with the land you hunt. Winchester over-and-under shotguns are the new elite. Rock-solid shotguns with features of custom-made guns. Handsomely hand-checked French walnut. Hand-engraved receivers. Single selective trigger. Craftsmanship to match your skill as a shotgunner.



**A. Model 101 Trap Gun, Regular: \$298.95; with Monte Carlo: \$308.95.** Birds shattered, trap records threatened every time out! Monte Carlo version now available with a new full and improved modified choke combination. The ideal gun for singles, handicap and doubles events.

**B. Model 101 Field Gun — 12 Gauge: \$283.95, Magnum: \$293.95.** Unlike other over-and-unders, this shotgun fires even if you've forgotten to load one of the chambers. Just re-pull the trigger. The second barrel takes over. And you can mix your loads — fire either barrel first. But load either 3" Magnum or 2<sup>3</sup>/<sub>4</sub>" standard shells into the Magnum model and make 'duck soup' of high-tailing geese. Magnum comes with rubber recoil pad.

**C. New Model 101 Magnum Field Gun — 20 Gauge: \$283.95.** Handles 3" Magnum and 2<sup>3</sup>/<sub>4</sub>" shells. When you

need back-to-back blasts to stop a rocketing pheasant or grouse, or a bounding rabbit, or mallards you've got to reach for . . . when you want ventilated ribs . . . and old-world engraving . . . and features that read like custom-made shotguns—stop right here. This is the new gun you've waited for.

**D. New Model 101 Skeet Gun — 20 Gauge: \$283.95.** You're a skeet shooter. It's in your blood. There's something about the feel of solidity at your shoulder . . . the round let loose . . . the whizzing 'bird' suddenly shattered. Nothing touches this Winchester 101 for quality . . . for looks . . . for all-day endurance blasting clays.

**Not illustrated: Model 101 Skeet Gun—12 Gauge: \$283.95.** Stop a speeding 'bird' cold, before it puts precious yardage between you. Benefit from perfect balance — a center of gravity located where it counts in more dead 'birds' . . . in fast, easy handling. Shoot skeet like you owned the field. Confidently. Proudly. Every quality touch conceived for one purpose: to make you and this over-and-under Top Gun.

**1. 'One hundred and one' quality features** of these Winchester 101s begin with the fine art of narrow-border hand-checkering. This brand new forearm on the 20 gauge Magnum includes finger tip fluting for positive grip, better gun control.

**2. Quality chrome-plating extends through chambers and bores.** No rusting, leading or corrosion. Fired shells eject automatically when gun is opened. Unfired shells are elevated for easy hand removal.

**3. Best 'break' in the business:** the 101 breech is precisely machined for strength and fast breaking action. All visible external surfaces are engine-turned. Receivers carefully, masterfully hand-engraved.

**4. Handsome profile:** hand-engraved receivers and trigger guard . . . pistol grip with cap . . . fluted comb.

**5. Barrel selector** gives instant option to fire either round first. One convenient button serves as safety and barrel selector.

## MODEL 101 SPECIFICATIONS

	Field	Magnum Field	Skeet	Trap Reg. Stock	Trap Monte Carlo Stock
Gauge	12-20*	12-20*	12-20*	12 only	12 only
Overall Length	42 <sup>3</sup> / <sub>4</sub> " (26" barrels)	46 <sup>3</sup> / <sub>4</sub> "	42 <sup>3</sup> / <sub>4</sub> "***	47 <sup>1</sup> / <sub>8</sub> "	47 <sup>1</sup> / <sub>8</sub> "
Length of Pull	14"	14"	14"	14 <sup>3</sup> / <sub>8</sub> "	14 <sup>3</sup> / <sub>8</sub> "
Drop at Comb	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>3</sup> / <sub>8</sub> "	1 <sup>3</sup> / <sub>8</sub> "
Drop at Heel	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>1</sup> / <sub>2</sub> "	2 <sup>1</sup> / <sub>2</sub> "	1 <sup>7</sup> / <sub>8</sub> "	2 <sup>1</sup> / <sub>8</sub> "
Drop at Monte Carlo	—	—	—	—	1 <sup>3</sup> / <sub>8</sub> "
Pitch Down	2"	2"	2"	1 <sup>1</sup> / <sub>4</sub> "	1 <sup>1</sup> / <sub>4</sub> "
Recoil Pad	None	Yes♦	None	Yes	Yes
Weight (lbs.)	6 <sup>1</sup> / <sub>4</sub> -7 <sup>3</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>2</sub> -7 <sup>3</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>4</sub> -7 <sup>1</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>4</sub>
Sights	Metal Bead Front	Metal Bead Front	Metal Bead Front and Middle	Metal Bead Front and Middle	Metal Bead Front and Middle

\*Chambered for both 2<sup>3</sup>/<sub>4</sub>" and 3" shells. ♦No Recoil Pad on 20 Gauge. \*\*20 ga 43<sup>1</sup>/<sub>4</sub>"

# AMMUNITION

## WINCHESTER AND WESTERN SHOT SHELLS Mark 5 — the finest all-range hunting loads ever made.

When a pheasant rockets upward and off, blurred one-with-the woodland . . . when mallards skim wave-top going sixty, you can depend on Winchester or Western Plastic/Mark 5s. For perfect patterns and harder hits . . . for effective game-dropping loads under all possible hunting conditions, these shot shells are unexcelled.



**Western Super-X and Winchester Super-Speed Compression-Formed Plastic/Mark 5 Shot Shells** are the strongest ever made . . . resist tube splitting, with a laboratory tensile strength up to 35,000 p.s.i. to prove it. It's got the strength to stand up under the most demanding firing conditions even without its high brass head! It's built for

long range loads, with one-piece construction — head . . . base wad . . . case wall. Gas leaks and 'shoot-offs' are eliminated since the compression-formed hull has but two openings — where the primer goes in — and where the shot goes out.

The slick, scuff-proof surface of the compression-formed shell is self-lubricating for faster feeding, faster chambering, faster ejection. And the shell won't swell when wet . . . won't lose important power in heat or cold . . . won't rust at the base either, because of its solid brass head. This is the shot shell that's a boon for reloaders — because it stands up under repeated use for reload after reload. It contains every feature in the hand-loader's book for fast, simple reloading, for shot shells that come as close to perfection as possible. And the field results prove it.

### **Western Xpert and Winchester Ranger Poly-Formed Plastic/Mark 5.**

For upland game like quail and pheasant, these are the low-brass shells built with tremendous material strength — more than enough to do the job — Winchester Ranger and Western Xpert Plastic/Mark 5s match the premium loads of other manufacturers at regular prices!

They're available in standard field loads with both a plastic outer hull and shot-protecting collar. And there's a sealed gas chamber that keeps the powder gases where they belong for more power — behind the shot column. And that means shot rocketing faster towards the game.

Outside, these poly-formed Plastic/Mark 5s have hard, slick plastic surfaces that won't scuff or swell. You get faster feeding and chambering . . . jam-free extraction shot after shot. The tough weatherproof hull provides consistent shooting performance in any weather.

And add in molded fiber wads, uniform polished shot, original Super-Seal Crimp, noncorrosive priming and progressive burning powder. You couldn't possibly get more going for you in any low brass game load at any price!

The Mark 5's performance secret is simply this: a unique protective collar that houses the shot in the hull. This collar protects the pellets from pattern-destroying deformation when a round is fired. The shot is cushioned as it travels through the barrel — the collar takes all the punishment, not the pellets. And the shot stays round for truer, faster flight.

You can expect up to 10% denser patterns — not smaller patterns, but patterns with up to 10% more shot in them. And you get more shot with more punch! There's a greater concentration of shot in the target area where you need it. A powerful cluster of hard shot 'targets-in' on the game with 10% shorter shot strings — more lead in the payload!

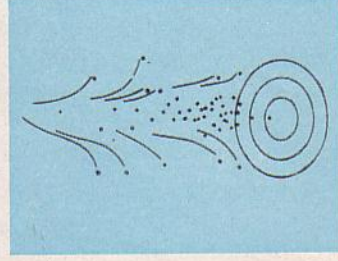
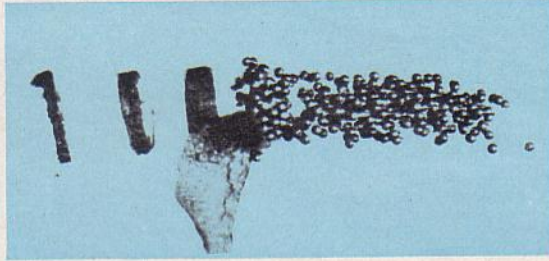
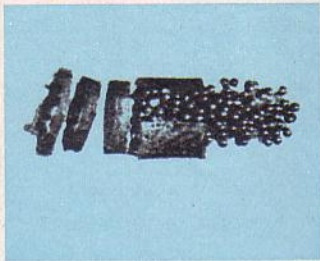
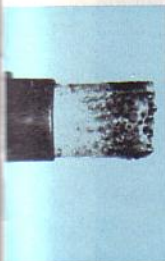
Whether you've been hunting all your life, or just getting the great feel of high-flying waterfowl for the first time . . . or out after dodging rabbits . . . for old-timer and beginner both, Winchester and Western Mark 5 shot shells bring home bigger game bags. And that's because they're made with you in mind — your field needs as a hunter.



**Plastic/Mark 5 Performance** is unmatched by any other game load on the market. See this unique protective collar? It's snugly wrapped around the shot inside the Mark 5's rugged plastic hull.

It protects the pellets as they're rushing through the barrel. They don't get scarred or battered — the kind of beating that destroys the pellet pattern. This shot is cushioned all the way down the barrel — the shot stays

round . . . more shot remains in the pattern . . . and more shot gets right to the target. With 10% shorter shot strings besides! Mark 5 shot isn't strung out after the target has passed — it goes where you want it, when you need it. And you can expect this kind of performance at all ranges, long or short. It adds up to magnum performance with no increase in recoil — the effect of up to an extra 1/4 ounce of shot. And it's that extra Mark 5 performance that adds up to more pheasant, ducks, quail, and cottontails.



**Here's what happens:** Shot is on its way — completely wrapped in its plastic collar . . . wads and collar drop away as the shot rushes forward on its own to become a denser, more concentrated pattern — because the collar had the important protec-

tive role the pellets needed from the moment of ignition. Here's the dense pattern you need . . . a cluster of hard shot with up to 10% more pellets in the pattern. And that's what spells the difference in more game.

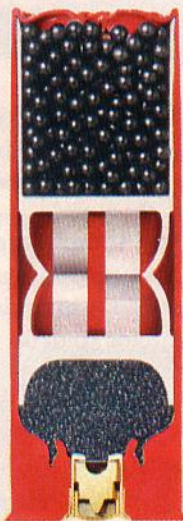
## WINCHESTER AND WESTERN DOUBLE A SHOT SHELLS

### By far the most perfected trap and skeet loads.

Get a load of the Double A wad. Look closely. It's specially designed with hinged posts. It uniformly cushions the shot against powder blast . . . carries the load straight and true from moment of ignition. And the wad cup protects the shot as it rushes through the barrel. Each becomes part of the most perfect shot pattern possible. And think about that. More pellets performing for you with each shot. Up to 10% more!

A special process makes the mouth of the Double A hull open wide when fired. Prevents powder and gas blowback . . . gives you a spanking clean shell. 50% more reloads than any other plastic shell. A staggering 300% more than paper shells! The Double A's hull is the strongest of all shot shells. It's compression-formed, with tensile strength of more than 35,000 p.s.i. But in case you think it makes crimping difficult — Double As come with a specially processed mouth that folds without a crimp starting tool — and crimps easier than a paper shell!

Go back to the Double A wad for a second. See how snugly it hugs the hull wall? No gas leaks to ruin the shot pattern. This wad holds the hardest shot in the game. It makes your shot simple. Pellets that travel faster, farther,



straighter and hit harder. Improving your skeet and trap score is their target.

And at the bottom of it all, you've got the strongest primer pocket in the trade. And progressive burning powder that ignites uniformly for maximum power. Plus solid head unitized construction that eliminates a base wad and provides superior gas sealing. Powder is close to primer for superior ignition.

Add it up. Then add in shot shells that minimize friction for faster, easier feeding, chambering and ejection. Whether you're at the bottom and working up . . . or at the top and want to stay there — your rating's at stake with every shot. Start with Double A. Stay with Double A. That's the name of the game.

## NEW TRACER SHOT SHELL.

**For clay target shooting.** Now you can shoot in an all new light. Here are bright tracer loads that can be seen in broad daylight. Let's say you're a whisker rusty, or your 'form' is just a trifle off. Load up with these new Winchester-Western tracer loads. They're all-important corrective loads for trap and skeet instruction. They get your shooting eye right back on target, pronto! And you can use them day or night effectively, for they practically point out why you've been missing the birds. Available in 12 gauge only.

## WINCHESTER AND WESTERN CENTER FIRE CARTRIDGES

Get the fine points of hunting . . . for all game at all ranges.



Your moment of truth is here. You've hunted far and wide in the Big Country you like best for these precious seconds, and right there smack on your cross-hairs is a trophy head far bigger than you'd dare dream . . . and he's almost yours.

*Crrrack!*

You've just released a small streamlined projectile rocketing far above supersonic speed. Only if this bullet flies true, and packs sufficient energy for the knockdown — and that means *controlled expenditure* of energy — only then will your rifle accuracy and marksmanship as a hunter pay off in downed game.

Winchester-Western prepared for your moment of truth. It pioneered, developed and improved cartridges and bullets famous for high accuracy, controlled mushrooming, high residual energy. And the result of these advanced designs and dogged determination to produce nothing but the best, has led to a full line of the world's most outstanding center fire ammunition. Only the best ingredients go into these cartridges. Top-quality brass and lead . . . primers and propellant that are tested endlessly, round after round, on Winchester-Western test ranges.

Here are bullets scientifically engineered to load the hunting odds in your favor. They're products of a full century of experience in ammunition and firearms.

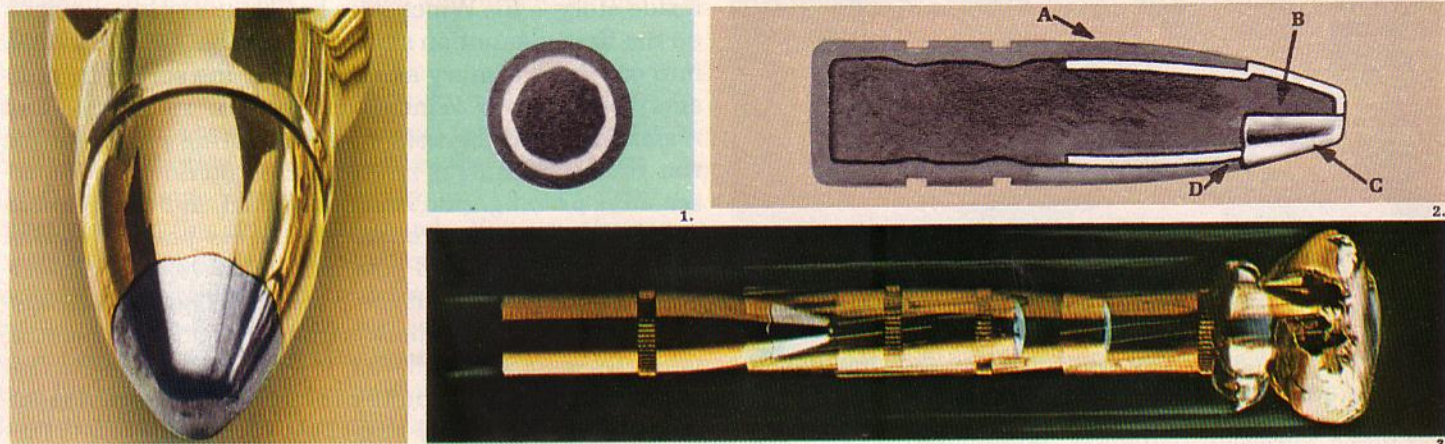
And there's every conceivable type of center fire among them. For rifles, pistols, revolvers, all. Varmint loads — and that includes coyote, fox, woodchuck. Big game cartridges to drop a brush-crushing Cape buffalo or a black-hearted rhino. There's just the load you're after for long range accuracy, flat trajectory and ultra-high velocity. And a wide choice of bullet types: Soft Point . . . Pointed Soft Point . . . Hollow Point . . . Full Metal Case . . . Lead . . . Metal Piercing . . . Lubaloy . . . and more.

Here's the point: Winchester-Western makes them all. Including world-renowned Power-Point and Silvertip, probably the most popular and most effective center fire ammunition ever developed for the modern hunter. They're the giants in the center fire field, just made for the trophy you've spotted out there on the plain. And there's a Magnum in either Power-Point or Silvertip to stop a grizzly like he's run into granite. For the finer points of hunting and shooting choose any of Winchester-Western's center fire ammunition. They're available in a wide range of calibers and bullet weights — Western Super-X and Winchester Super-Speed.

## SILVERTIP . . . a classic in bullet perfection.

This is Winchester-Western's powerhouse. It's designed to plow deep into big game and drop the dangerous ones for good. A thin jacket of aluminum alloy covering the lead core permits the bullet to penetrate hair, hide and tough outer layers of animal tissue with a minimum loss of velocity and energy. After initial penetration, Silvertip's jacket tip ruptures and the bullet mushrooms fast — expending its energy quickly, deep in vital areas.

Thin at the tip, thicker at the base, this alloy jacket of gilding metal allows easy initial expansion, but checks excessive expansion. Bullets won't shatter on impact nor lose effectiveness. That's the heart of Silvertip's perfected design: controlled expansion — with exactly the right composition of alloy. And Silvertip's thin nose jacket of aluminum protects it from damage while in the magazine and during chambering.



1. Octagonal bullet jacket mouth gives uniform peel-back.

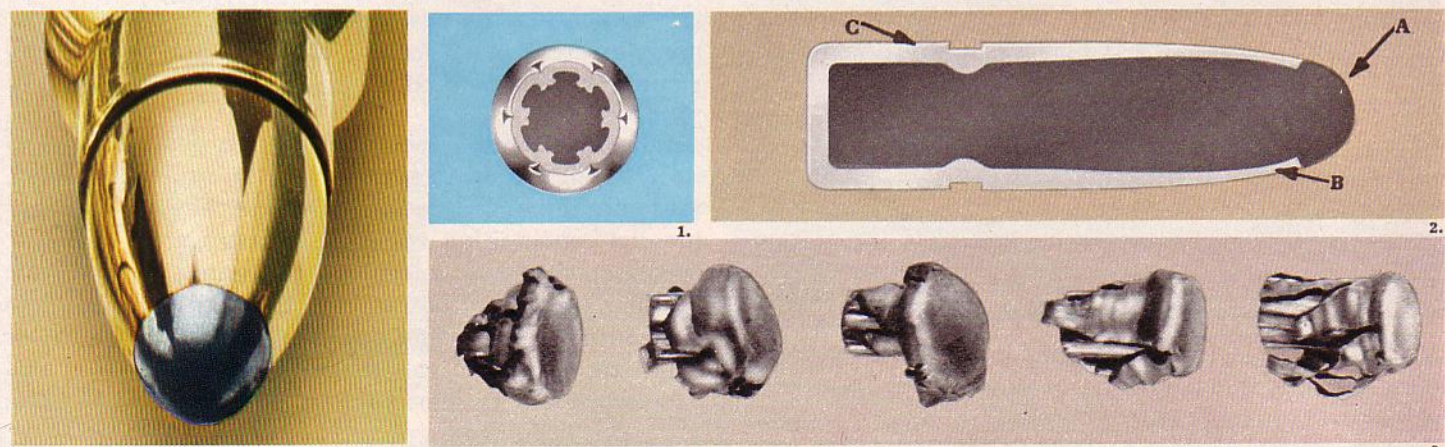
2. Exclusive Silvertip Features: **A.** Tough outer jacket encases core and tip jacket. **B.** Lead core tip protected by thin jacket of alloy. **C.** Expansion of bullet delayed; tip jacket remains intact. **D.** Rapid expansion after jacket bursts.

3. **Controlled Expansion:** upon entering game, jacket starts to rupture along sides — mushroom starts evenly on all sides. Going deeper, Silvertip expands fully, begins rupture of heavy base jacket; mushroom is even, controlled. WHAM! Double caliber mushroom plows right in, releasing tremendous energy right in the vital area where it's needed most.

## POWER-POINT . . . greatest soft-point bullet ever chambered.

No soft-nose bullet equals the punch of this Winchester-Western express-train. Power-Point gives tremendous shock effect with one-third the lead loss . . . no mushroom collapse . . . better than double diameter controlled expansion. The secret's in the structure of the jacket, mouth and core. Power-Point's got six scientifically determined notches in the bullet jacket to control expansion

from moment of impact to deep internal penetration. No matter what yardage you like between you and your game, Power-Point makes up for it in perfectly controlled expansion. You can almost 'custom-hunt' with this great soft-nose bullet. It gets there. With wallop. Delivering more than double caliber at the other end. And that's what the hunt's all about.



1. Here's Power-Point's inner secret: six scientifically determined notches for controlled expansion.

2. **Unique Profile:** **A.** Lead soft-nose for fast initial expansion. **B.** Special gilding metal jacket, thinned at the front per-

mits just the right amount of initial mushrooming. **C.** Thicker jacket metal to control expansion perfectly.

3. **Power-Point is designed to mushroom at all ranges: 100 . . . 200 . . . 300 . . . 400 and 500 yards.**



## WINCHESTER AND WESTERN RIM FIRE CARTRIDGES

Standard . . . high velocity . . . hollow points.



Winchester-Western has pioneered the development of rim fire ammunition for more than 100 years. And this experience shows up in every round you squeeze off at targets . . . in every small game animal you bag . . . and the pride of plinking with the dead-eye ability of an old hand at the sport. From smallbore rifle and pistol champions to youngsters on their way up to the top—Winchester and Western rim fires are a must.

These are the best 22 cartridges in the world for this reason: they're manufactured with the same quality control of center fire and shot shell ammunition. Sure, they're small in size. But they're no small potatoes to Winchester-

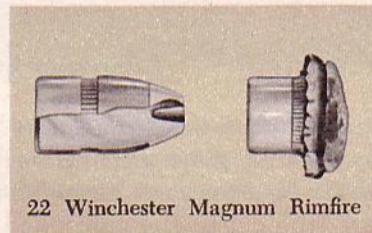


Western. We treat rim fire ammunition as if it had just been invented. We innovate and perfect in the fashion of center fires and shot shells. Experiment, improve, range-test, improve some more. We want every round perfect. Unexcelled. And that's why we're boasting the best rim fire ammunition produced anywhere in the world today. Standard or high velocity . . . 22 Short . . . 22 Long . . . 22 Long Rifle . . . special match ammunition . . . or the potent

22 Winchester Magnum Rimfire — every round is packed with superior shooting qualities. Backed by 100 years of Winchester experience and technology in quality rim fire ammunition.

And as far as rim fire features are concerned, here's the inside story — for Winchester has been writing the book on rim fire ammunition since the time the .44 Henry came into our line a century ago. These are the sort of ingredients that go into Winchester-Western rim fires — and remember them the next time your firing pin dents the rim of the cartridge: noncorrosive, nonfouling, super-sensitive priming. And that means fast, uniform ignition every time, in every round. Smokeless powder — clean burning, power-packed powder for the velocity and energy you need whether you're tackling varmints or targets. Precision-made bullets with weight and contour perfectly matched for flatter, truer flight . . . bullets that reach what you're shooting at even when the wind is up. And add in Winchester-Western's special lubricants that guarantee cleaner handling, for greater barrel protection.

For maximum impact after penetration, try Western Super-X Lubaloy and Winchester Super-Speed Kopperklad bullets. Here are rim fires that mushroom like big game bullets, blast their way into the vital areas of small



22 Winchester Magnum Rimfire

game with devastating power. They've got special outer coatings of copper alloy for greatly reduced leading.

Western Super-X and Winchester Super-Speed 22 Hollow Points provide extra knockdown power and maximum bullet upset. You can call them smaller versions of Power-Point and Silvertip. Because they perform much like big bore ammunition — providing maximum expansion for instant stopping power on small game from rabbits to large varmints.

And load up with Winchester-Western standard velocity 22s. For indoor target shooting or outdoor plinking, these are the best cartridges possible. They're standard practice ammunition wherever you try your skill . . . prone . . . sitting . . . kneeling . . . standing. But try them on your own. Find out what it's like to rack up great scores on the firing line or in the backyard with these standard loads. We call them Winchester Leader and Western Xpert for good reasons. You can become both.

Winchester-Western rim fire ammunition utilizes top-quality cases manufactured to the closest tolerances possible. And that extends through every cartridge in the line: Super-X and Super-Speed, standard velocity Xpert and Leader and match-winning Super-Match and EZXS.

## WINCHESTER-WESTERN COMPONENTS

The world's best, right across the board.

You're probably the breed of guy who likes his own personal touch in everything he does. Like getting your hands on Winchester-Western ball powder, cartridge cases, bullets and shot shells — to do-it-yourself. And you're probably the kind of guy who's never satisfied. You experiment and perfect, until you've come up with the exact load you want to match your brand of hunting and shooting.

It makes sense. Shooting sense. Savings sense. But you're in the act all the way. With your own two hands, you turn out handloads that are *the best in the world*. Item for item, Winchester-Western manufactures components no other ammunition maker can match. You use the same components that go into Power-Point and Silvertip — the world's finest center fire cartridges. And you're in the league with shot shells that are, wad-for-wad, shot-for-shot, the best. Winchester-Western components take you that big step to custom ammunition. The exact ammunition you have in mind for big game, small game, target shooting and plinking, game birds and clays. For rifles, shotguns, pistols and revolvers.

**Center Fire Jacketed and Lead Bullets:** tailored to your game. Power-Point and Silvertip. Hollow Point. Soft Point. Full Metal Case. Pointed Soft Point. Match. Ninety-nine bullets in all.

**Center Fire Rifle Cartridge Cases:** the same high-strength brass that Winchester-Western uses in standard big game loads. Primed or unprimed. From 22 caliber to the walloping 458 Winchester Magnum.

**Pistol and Revolver Cartridge Cases:** packed 50 per box, and packed with savings.

**Primers:** new Magnum primers and standards; noncorrosive . . . hot, fast ignition . . . all-weather dependability.

**Double A Wads:** now in both 12 and new 20 gauge.

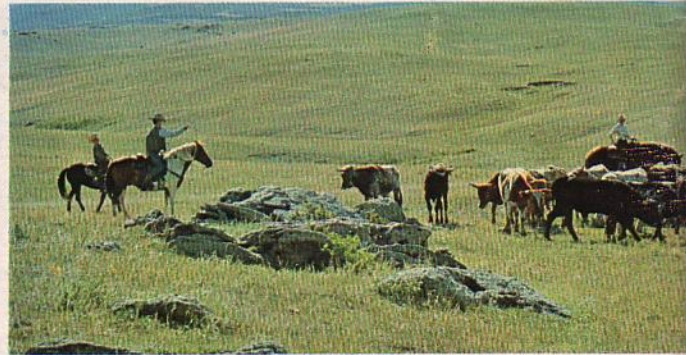
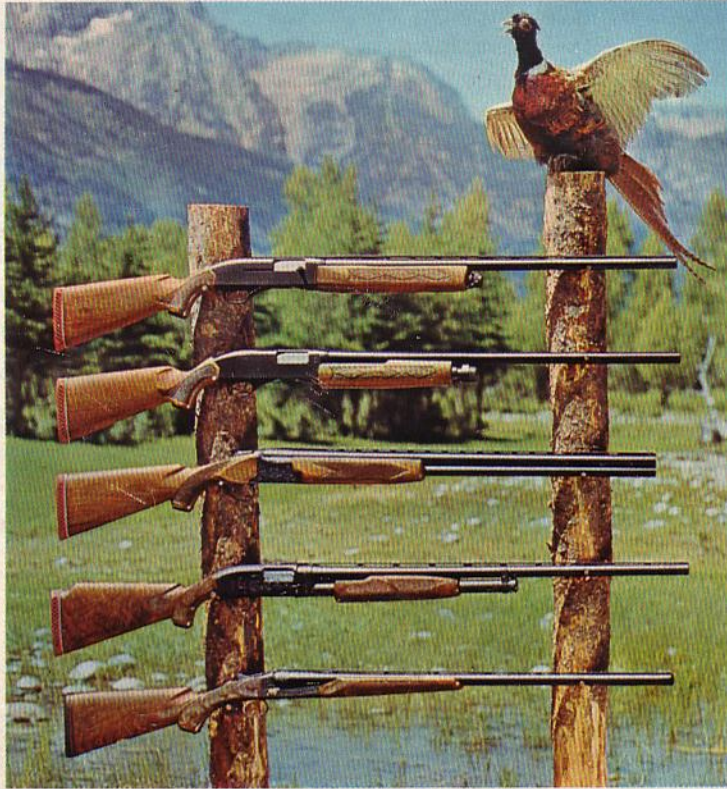
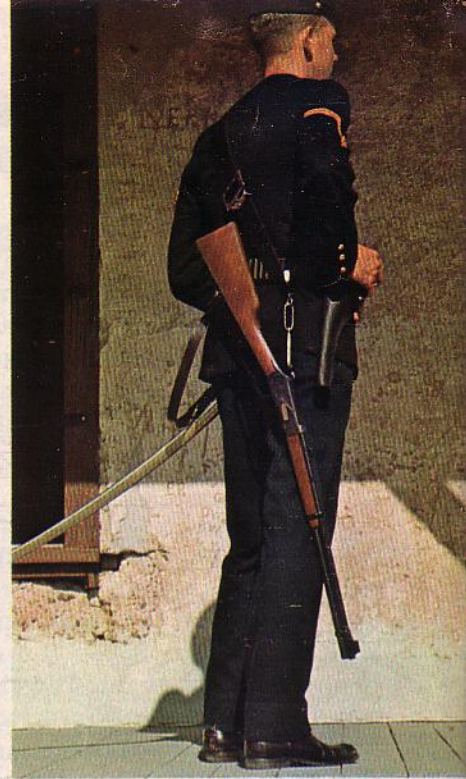
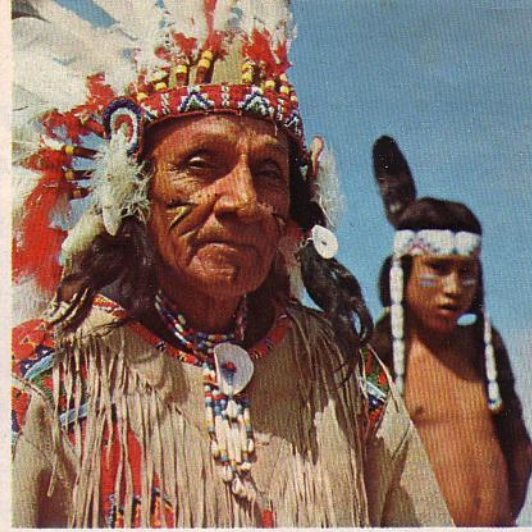
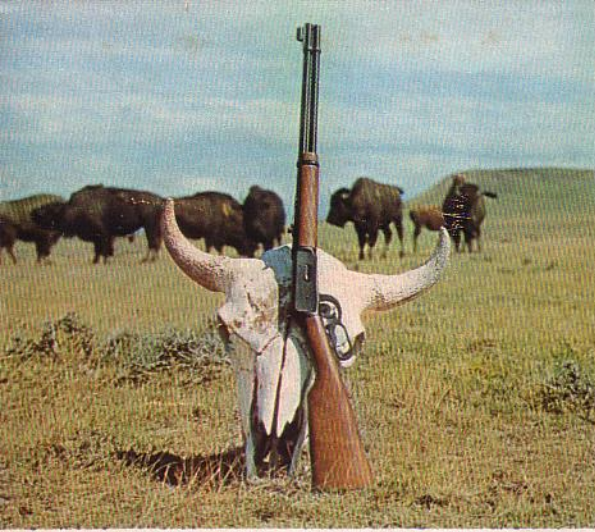
**Molded Fiber Wads:** edge lubricated for clean shooting.

**Winchester-Western Shot:** hard, uniform shot from No. 12 to No. 00 Buck.

**Ball Powder:** smokeless, progressive burning, fast ignition. Smooth, round grains graphited for easier loading.

**Write for free Components Price List.**





**WINCHESTER-*Western***

NEW HAVEN, CONNECTICUT 06504  
EAST ALTON, ILLINOIS 62024