



Trade **W** Mark

REG. IN U. S. PAT. OFF. AND THROUGHOUT THE WORLD

*THE MARK OF SHELLS AND CARTRIDGES
OF KNOWN REPUTATION AND QUALITY*

When you buy loaded shells or cartridges you want them to be sure-fire and accurate, and to have the proper speed and penetration--qualities which are all essential for good shooting. There is nothing in the appearance of a shell or a cartridge that indicates whether it does or does not possess these qualities, for the elements that make them cannot be seen. Therefore when buying you have to rely upon reputation.

WINCHESTER
Loaded Shells and Cartridges

enjoy the highest reputation the world over for quality and reliability. When you buy, if you will insist upon having Winchester make you can feel confident of getting loaded shells and cartridges which are sure to give the fullest measure of shooting satisfaction.

All Winchester Loaded Shells and Cartridges are made at the works of the Winchester Repeating Arms Co., New Haven, Conn., U. S. A., under the same skillful management and by the same up-to-date and careful system of manufacture which have made Winchester Rifles the best and most generally used sporting arms in the world.

Winchester - the **W** brand of loaded shells and cartridges may cost a few cents more over the counter, but any difference in price is more than made up by their superior quality and general dependability. When you go to your dealer's, do not ask for "some" shells or cartridges, but specify Winchester make. The results will repay you. They are

**MADE BY THE MAKERS OF THE FAMOUS
WINCHESTER GUNS. SOLD EVERYWHERE**