

## First in Records and in the Hearts of Americans

Winchester Factory Loaded "Leader" and "Repeater" smokeless powder shotgun shells carried off substantially all the honors at the trap in 1903, as is shown by Sporting Life's Trap Shooting Review for the year. Gilbert, Crosby, Elliott, Spencer, Hirschy, Trimble, Hawkins, Faurote, Boa and many others who helped make 1903 memorable in a shooting way all used exclusively

## ICHEST

The constantly increasing sales of Winchester Factory Loaded "Leader" and "Repeater" shells show that not only trap shooters but disciples of the scatter gun generally throughout the country appreciate the superiority of the time-tried Winchester brand. No shells are so universally popular and none deserve to be; for none possess such reliability, evenness of pattern, and strong and regular shooting qualities. This is attested to by the unapproached winnings made with them

1900, 1901, 1902, 1003

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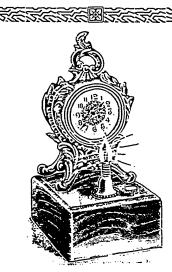
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it; take no chances.
(Illustrations one-half sise.)

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