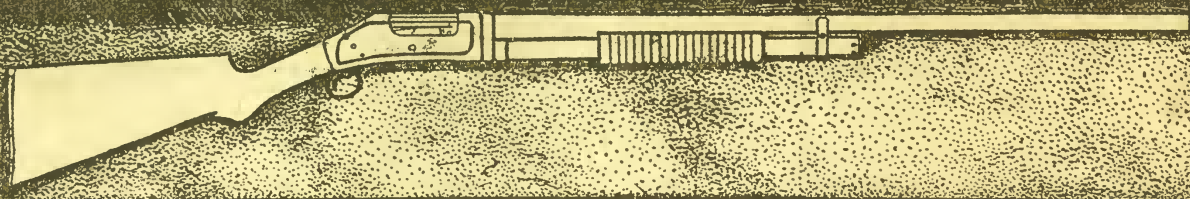


97.20%



SEASON'S AVERAGE ... 1909
 SEASON'S AVERAGE ... 1908
 SEASON'S AVERAGE ... 1907
 SEASON'S AVERAGE ... 1906
 SEASON'S AVERAGE ... 1904
 SEASON'S AVERAGE ... 1903
 SEASON'S AVERAGE ... 1902
 SEASON'S AVERAGE ... 1901
 SEASON'S AVERAGE ... 1900



WINCHESTER

REPEATING SHOTGUNS AND SHELLS

WIN

The Official Season's Average for 1909

97.20%

FOR 8325 TARGETS

This average, the highest ever made, was won by Charles G. Spencer, with a *standard grade* Winchester Repeating Shotgun, and Winchester "Leader" and "Repeater" Shells—*regular stock loads*—the kind anyone can buy anywhere. Nine out of the ten Season's Average contests have been won with Winchester—Red W—Goods, and with each succeeding year they have shown greater excellence. This long and consistent record of superiority, coupled with Mr. Spencer's near-perfect average for so many shots, warrants the conviction entertained by a great majority of shooters that Winchester Guns and Shells are

BETTER THAN EVER—BETTER THAN ALL OTHERS

SHOOT W GOODS THE NINE-TIME WINNERS