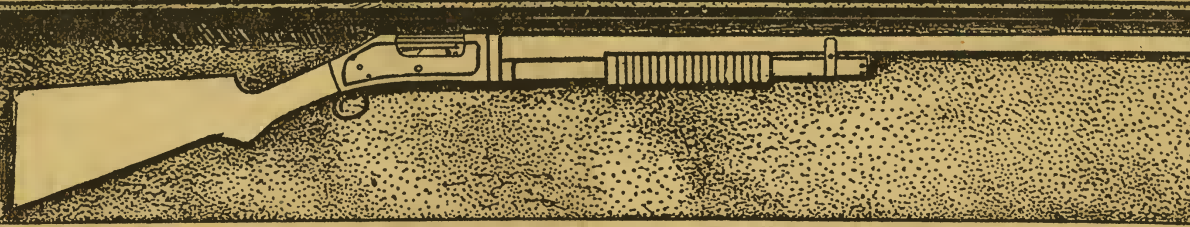


97.20%



SEASON'S AVERAGE -- 1909
 SEASON'S AVERAGE -- 1908
 SEASON'S AVERAGE -- 1907
 SEASON'S AVERAGE -- 1905
 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