• 1871 The National Rifle

ed in New York with

U.S. Army General

Ambrose Burnside

as the organization's

first president.

Association is found-

• 1869 The transcontinental railroad is

completed, opening the American West

to settlement.

This westward

expansion will

uel decades of





FOR HUNTING. YOUR IMPROVED

William F. "Buffalo Bill" Cody in the 1875 Winchester catalog

**USE IT ALMOST** 

- Theodore Roosevelt on the

• 1875 Premium

quality Model

1873s are marked

"One of One Hun-

One Thousand."

among the most

sought after by

Winchester

patent for a

folded type

making them

dred" and "One of

Centennial Model 1876 lever-



Winchester introduces its first commercial smokeless centerfire cartridges including the 30-30 Winchester.

WHEN PAIRED WITH THE AMMO COMBINATION EVER

WINCHESTER INTRODUCES NEW RIVAL PRODUCTS

Shotshell Loaded shot- Factory

• "Buffalo Bill" Cody's favorite Winchester rifle for trick shots • 1898 The United



introduces shotshells.

The first Grand American Trapshooting

States goes to war

with Spain. Lt. Col.



Theodore Roosevelt during the attack.

1897 Winchester's first custom-en-

graving catalog "Highly Finished

begins using the famous W/P oval proof mark called the "Hallmark of Quality" and intro-

year-long African safari sponsored by the Smithsonian Institution.

1909 Theodore Roosevelt

and his son Kermit bring

15 CRATE

of brand new Winchester rifles,

ammunition and spare parts for a

## The assassination of Arch- Winchester produces of duke Franz Ferdinand of

is the first Winchester designed by John shotgun are Winchester Rim centerfire rifle handle modern shotgun on the for the Paris a detachable box pump-action shotgun.

886 The Model 1886 lever-action rifle is

introduced to handle the large cartridges

like the potent 45-70 Government.

T.G. Bennett of Win- 1887 lever-action Model 1890 Model 1894 le- Model 1895

bolt-action rifle. M. Browning. introduced. Fire cartridge. in U.S. history. pointed bullets. market.

World War I.

of Czar Nicholas II of Russia.

Winchester modifies the Enfield

Number 14 Pattern to handle the

US.-standard 30-06 Springfield

cartridge, and builds more than

J.S. Model 1917 Enfield rifles,

the widely used rifle by Ameri-

can troops during WWI.

Austria plunges Europe into Model 1918 Browning Automatic Rifles (BARs) during WWI. The Model

Winchester produces nearly 1897 pump-action shotgun is modified and nicknamed the "Trench Broom" by Enfield Pattern Number 14 American soldiers. bolt-action rifles to equip the Winchester engineers collaborate with John M. British Army in Europe and

Browning to develop the legendary .50 caliber machine gun cartridge. Over a half decade Winchester Model 1895 Muskets for the army supports the War Effort with over

single-shot .22 rimfire

rifle is introduced and

part of the Winchester

called the Third Mod-rights for a new 1887 pump-ac-troduced, along becoming the an internal box the best-selling 1894 in the Art fire rifle and the first lever-action centerfire rifle is in-production and new life into first of the Super a whole new genera-

unior Rifle Corps

becomes famous as

In June Allied forces invade Normand marking the start of the final liberation of Europe.

million such rifles.

der for the U.S. Military. During the war,

Winchester will build more than a half

Winchester's turnaround

time to develop a light mil-

DAYS and deliver to government

evaluators. Winchester builds more

than 800,000 of the six million M1

carbines made during the conflict.

itary carbine and cartridge

nd becomes one of the

el, is introduced and single-shot rifle tion repeating with the .22 best selling magazine to pump-action Nouveau style Winchester rifle with rifle and the Model 42 troduced. soon becomes the lever-ac- X automatic tion to the Winchester per X automatic duced, as well as is released, pairing leased, the first

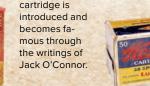
Quantity of the first MI Garand rifle or-

orld's most popular



1935 Western collaborates with Smith & Wesson to produce the 357 Magnum cartridge.

• 1921 Winchester intro- • 1925 The • 1927 Winchester flat-shooting introduces Lubaloy 270 Winchester copper-plated bullets.





patents a method for making smokeless powder underwater in creates an instant

ern movie "Win-

After more than a half-decade of global

war, Allied armies are victorious. Some

rounds of Winchester ammunition were

delivered to American troops.

chester '73" is released, staring Jimmy Stewart. Winchester's wizard Herb Parsons fills in for Stewart during the film's

Patton, Jr. on the M1

Garand. Winchester

• 1952 NII O Farms is created

as part of Winchester's

product development.

game management.

field-testing and modern

builds a special M1

Winchester Magnum cartridge is

1919 The Model 52 rimfire bolt-action target rifle is

is introduced, designed to

champion King Buck, bred

and trained at NILO Farms

and only dog to appear on

the Federal Duck Stamp.

and Kennels, is the first

provide more rapid expansion on thin-skinned game.

introduces WinChoke

Jubilee. It remains among the

first of the Su-

known as the "Ri-tion rifle. shotguns. lever-action mystique. shotguns. the Model 23 side-a Model 1894 and a such firearm to

Winchester introduces the

1963 The 300 Winchester Magnum

important performance niche between

Winchester's 264 and 338 Magnums.

• 1965 While the "Horse & Rider"

brand since 1919,

the trademark

have been part of the Winchester

cartridge is introduced, filling an

clay target shooters.

• 1962 The Winchester legendary AA shotshell. Its

Mark 5 shot collar is in- durable one-piece compres-

troduced, enclosing the sion-formed hull is ideal for re-

improving patterning the "go-to" shell for millions of

shot column and greatly loading and quickly becomes

arest of the all Winchester

turing facility and begins production with the famous AA compression form shotshell.

The new world's one

day record, set by a

team of six trapshoot-

ers uses six Winchester

Super X Model 1 shot-

mark by 9,000 targets.

guns, crushing the old

100th Anniversary of

Winchester Repeating

Arms, a gold-tone plat-

the Model 66 Centen-

nial is introduced.

ed Model 1894 named

Geelong, Australia manufac-

System (BOSS) is introduced, combining

a barrel tuner and ported muzzle break

that allows the shooter to fine tune their

shotgun are intro- Winchester history carbine is re-

The Buffalo Bill Historic Center in Cody,

75 FIREARMS MUSEUM

chester Repeating Arms corporate gun collec-

cornerstone of the new Cody Firearms Museum.

BILLION

209 shotshell primers

and parachute recovery

systems on the Space

Shuttle's solid rocket

introduces the Super-X

BRI Sabot Slug, setting

a new standard for

shotgun accuracy and

booster engines.

Wyoming begins negotiations to secure the Win-

tion. Thousands of Winchester guns become the



the contract to operate the government's Lake City Army



Ammunition Plant in Indepen-

to initiate the separation as Supreme Fail Safe



brates its new rimfire manufacturing Winchester operations in Oxford, Mississippi, Pattern Board also home to one of the most state- App launches, a brand celebrates 150 years of-the-art facilities in the world for tool used to comcenterfire rifle and handgun ammupare shotshell

patterns using

**2015** The introduction of the XPR rifle marks the first new Winchester brand bolt action centerfire design

named "Bolt-Action loading shotgun is introduced Yellow Boy — th by Shooting Times. ing Active Valve gas system all 150 years ago

Winchester, Winche

offers a special Mo

1894 rifle and limited

edition collectible

in a short action

rifle. Additional

WSM calibers soon

2003 Building on the "shorter is

latest three-lever M.O.A.

Trigger System and an improved

better" concept, the Winchester Super In honor of the 200th

ort Magnums (WSSM) are unveiled. birthday of Oliver F.

the Global War on Terror, (Winchester Short Winchester will deliver over Magnum) cartridge is introduced. The ong Beard XR redefines turkey hunting ammunition 300 WSM offers and sets two new world records at the NWTF still tarlong action magget competition. SHOT LOK technology uses a liquid resin that hardens, keeping the shot perfectly round.

> shooter, Winchester's W Train & Defend ammunition is matched for range training

Winchester Blind Side Steel ammu-17 Winchester Super Magnum nition, with its 'hex' shape shot and debuts, making it the fastest

diamond cut wad, is named ammo product of the year by Outdoor Life and NRA American Hunter.

2007 The award-winning Winchester Legends television series debuts

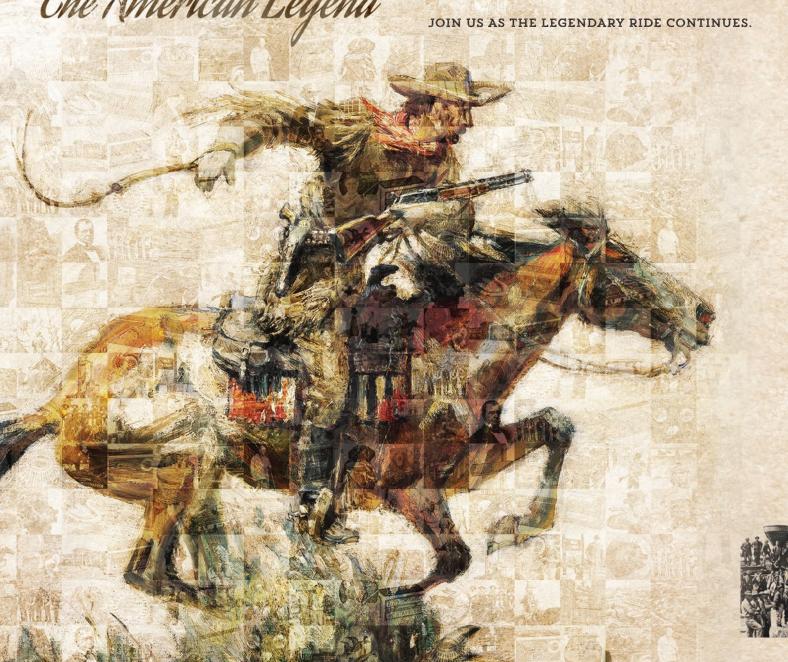
2009 Based on technology developed for the FBI, Winchester introduces PDX1 Defender personal defense

handgun ammunition.

designed for

Winchester product specifically

actual data from timeline and mo



The iconic Winchester brand celebrates 150 years of legendary excellence in 2016—a historic milestone representing a steadfast commitment to the hunting and shooting sports traditions and future generations of sportsmen. Thank you to our loyal customers who've trusted us in the great outdoors, at the range, on patrol and in combat. A world leader in delivering innovative products, Winchester is The American

Legend, a brand built on integrity, hard work and a deep focus on its most loyal customers.

would soon feature Annie Oakley.

components shells in 10, loaded for reloaders 12, 14, 16 and shotshells 20 gauge



Championship marks the beginning of more than a century of Winchester support for the annual event.



in his "Wild West Show." The show launched in 1883 and

latest thing in ammunition - smokeless

becomes a national hero leading his "Rough Rider" volunteer unit at San Juan Heights, Roosevelt reportedly loans his personal Winchester Model 1895 rifle to another soldier

duces Nublack brand

semi-auto centerfire

rifle is introduced

along with the new

.351 Winchester Self

Loading smokeless

shooters Ad and

Plinky Topperwein

dazzle visitors at

the Worlds Fair in



**1866** With its polished brass receiver the Model

is introduced in 44-40 WCF. Known as

the "Gun That Won the West," more than

1866 "Yellow Boy" lever-action rifle is the first

gun to bear the Winchester name.

• 1907 The Model 1907 • 1911 Winchester starts loading Lesmok

powder in centerfire cartridges.



Goodwin creates an

illustration that soon becomes the trademark for Winchester.

duces the legendary

Super-X brand shotshell.

small spherical grains. The new Ball Powder competitive advantage for Winchester's ammunition operation.

changeable choke

tube systems offered

one of the first inter-

dence, Missouri. Over the next

with host Ron Spomer.

AMERICA'S

mance, water-resis-

tant Super-X Drylok

Super Steel Water-

fowl shotshells are

introduced, as well

rifle ammunition.