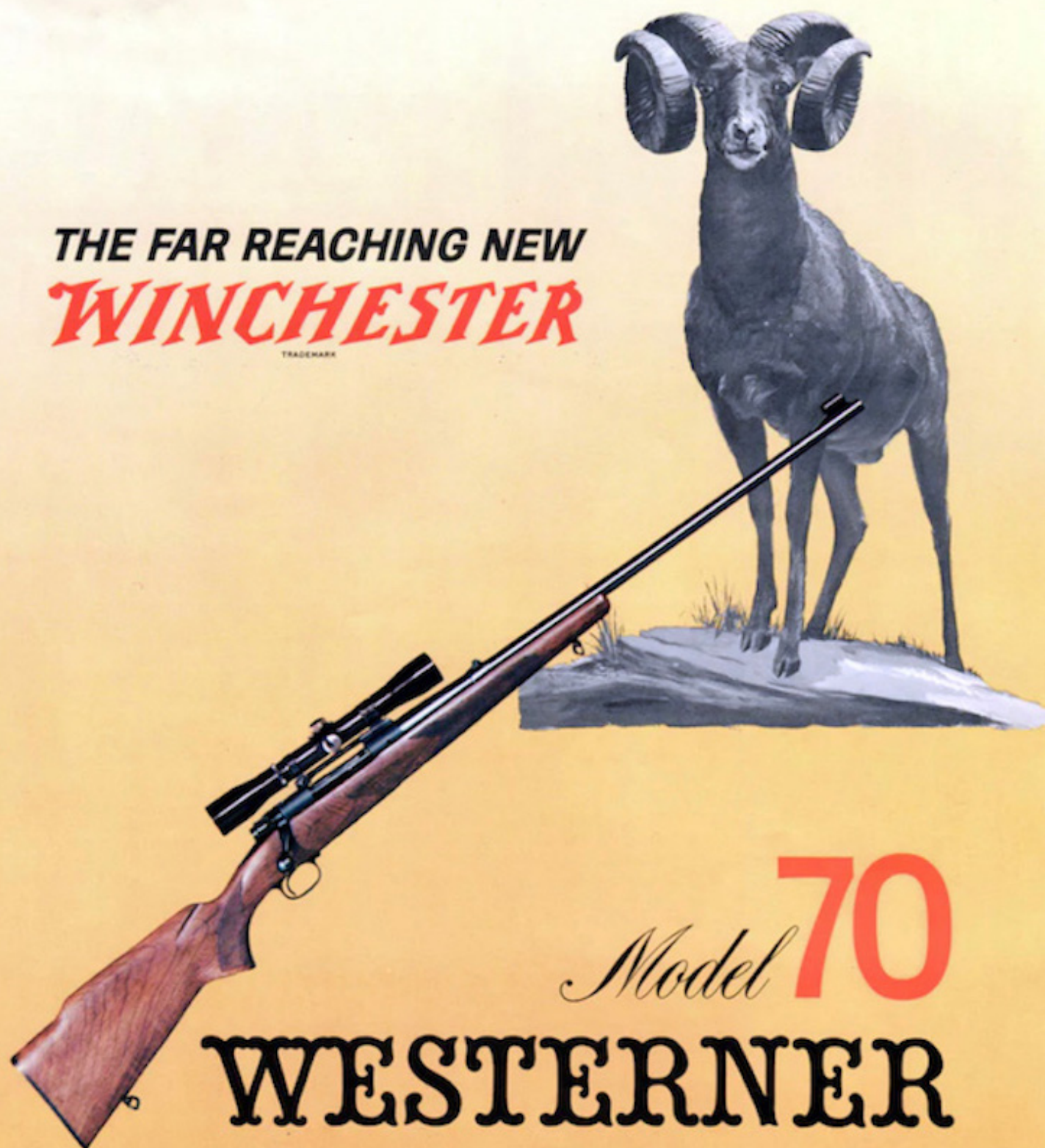


THE FAR REACHING NEW
WINCHESTER

TRADEMARK



Model **70**
WESTERNER

WITH A TON AND A HALF OF ULTRA LONG RANGE PUNCH!

Winchester's proudest achievement in the modern day concept of high velocity and long range effectiveness . . . the supremely accurate Model 70 Winchester, chambered for the fast-stepping, hard-hitting 264 Winchester Magnum cartridge. With a choice of two bullet weights — 100 grain Soft Point and 140 grain Power-Point — it's an ideal combination of peak velocity and smashing energy, with proven performance on all North American thin skinned game, up to and including Elk.



THE WINCHESTER FAMILY..

... the answer to big game hunting throughout the world, from the most dangerous armor-plated African game to mile-a-minute Wyoming antelope. These are three **great** rifles, each designed for a specific type of hunting ... each with an impressive blend of speed and energy capable of one shot kills.



model **70** **WINCHESTER** **WESTERNER**

The latest in the line of special purpose Model 70s, the new **Westerner 264 Winchester Magnum** was specifically designed for ultra long range shooting where high residual energy is a **must**. Extremely flat shooting, the **Westerner** is just the ticket for mountain and plains hunting ... where distances are extreme and range estimation difficult ... where the success or failure of a hard-earned hunting trip often depends on one vital shot.

The 140 grain Power-Point bullet, moving out of the Westerner's stainless steel barrel at 3200 feet per second, gives you **plus** power for those **long, long** shots ... packs a wallop that will anchor game 'way out at 500 yards and beyond. And as a prairie game, varmint or predator load, the distance-shrinking 100 grain Soft Point bullet gets out there **fast** ... with almost three times more explosive punch at 500 yards than the reliable 220 Swift! It's the ideal **all-around** rifle ... just right for weekend varmint shooting ... a reliable, potent companion for Fall big game hunting! Suggested retail selling price — only **\$144.95**.

SPECIFICATIONS

BARREL: 26" round, tapered Winchester Proof Stainless Steel, medium weight barrel, crowned at muzzle.

STOCK: American walnut, Monte Carlo style with standard butt plate and sling swivels; sporting type pistol grip; checkered fore-end and pistol grip.

Approximate dimensions: length of pull 13½"; drop at comb 1¼"; drop at heel 2¼"; drop at Monte Carlo 1¼".

ACTION: Upright, pull-back type bolt cocks on opening lift. Instantly removable. Three position safety. Winchester speed lock. Positive, semi-straight line feed.

MAGAZINE: Staggered, box-type with hinged floor plate for convenience in emptying and cleaning. Holds 3 cartridges, plus 1 in chamber.

SIGHTS: Bead front sight on ramp base with removable sight cover. Folding leaf rear sight, tapped for most scope mounts and receiver sights.

OVERALL LENGTH: 46¼".

WEIGHT: 8 lbs., 4 ounces, approximately.

Ballistics FOR THE 264 WINCHESTER MAGNUM



100 grain Soft Point

Winchester-Western's superior long range cartridge ... tackhole accuracy, extremely flat trajectory and conclusive "end of the hunt" power.

RANGE	VELOCITY ft. per sec.	ENERGY ft. pounds
Muzzle	3700	3040
100 yards	3260	2360
200 yards	2880	1840
300 yards	2550	1440
400 yards	2270	1140
500 yards	2030	915



140 grain Power-Point

New, improved soft point bullet with minimum lead loss, freedom from mushroom collapse and better than double diameter retained expansion.

RANGE	VELOCITY ft. per sec.	ENERGY ft. pounds
Muzzle	3200	3180
100 yards	2940	2690
200 yards	2700	2270
300 yards	2480	1910
400 yards	2280	1620
500 yards	2100	1370