

WESTERN CARTRIDGE COMPANY

Western

WORLD'S CHAMPION AMMUNITION

EAST ALTON, ILLINOIS

TO A BELIEVER IN GAME RESTORATION:

We are happy indeed to send you herewith the copy of our textbook, "Upland Game Restoration", which you have requested.

The very fact that you have requested a copy of this booklet indicates that you are a believer in game restoration. That is why we have addressed you as such in transmitting this little volume to you.

Western Cartridge Company and Winchester Repeating Arms Company have co-operated in developing the Western-Winchester Game Restoration Plan, of which this booklet is a part, because of thousands of requests from our friends and customers to DO SOMETHING to assist Nature in maintaining an adequate supply of upland game birds and small game animals.

We who appreciate our birthright of clean sport in the open best realize just how empty any such sport would be without the zest of hunting our favorite game. In this one little volume, we have attempted to show how we can take a reasonable number of game birds and animals in the course of our shooting, and yet leave an abundant supply for coming generations through future years. We believe Nature can accomplish this desirable result with a minimum of assistance on your part--just enough help from YOU to insure that your own favorite cover is not shot out, or that covers which formerly yielded birds and game animals will again be put into condition to harbor these furred and feathered denizens of the open land.

The Western-Winchester Game Restoration Plan is national in scope, and yet is based upon a single unit composed of two human factors and one tangible element--the sportsman and the farmer, to furnish the manpower, and the necessary element of a shooting area upon which to put into practice the principles of game restoration. If you and your friends desire to expand the Western-Winchester Plan in your own community, all you have to do is band together to contact more farmers and take in more acreage of potential hunting territory. Many hands make light work, in game restoration as in anything else. It is relatively just as easy to improve the shooting throughout an entire township or a whole county as to create a shooting surplus on a single tract of land.

In placing this booklet in your hands, we are showing you how to bring back shooting in your home territory, not only for yourself, but for your friends as well. Show them your copy of "Upland Game Restoration", and tell them that we have a copy waiting for them also. Then, with these little booklets as your guide, you will possess all the necessary knowledge to go out and do a real job of game restoration for your own benefit, as well as for the benefit of coming generations of American sportsmen.



If you are in a position to raise game birds as a hobby, ask for a copy of our booklet now in preparation, "Upland Game Propagation". This second booklet is intended as a complete guide to the propagation of game birds in back yards or on farms where introduction of breeding stock is considered absolutely essential to insure future shooting. If you are willing to undertake the breeding of game birds as a further assistance to Nature in increasing the breeding stock on your shooting grounds, we will be very glad to furnish you the necessary textbook.

Please enlist as a co-operator in game restoration under the Western-Winchester Plan and furnish us all the information requested on the coupon in order that we may send you from time to time such informative texts and other material which may be developed.

Assuring you of our deep appreciation of your interest in game restoration and trusting that the little volume we are placing in your hands will prove of value to you,

Very truly yours,

WESTERN CARTRIDGE COMPANY

By *Chas. H. Hopkins*

Chas. H. Hopkins/IMP

Western-Winchester:

Please enroll my name as a co-operator in Game Restoration under the Western-Winchester Plan.

Name _____ Address _____
I intend to apply the principles of Game Restoration to _____ acres
of land in _____ County _____ of which I _____
_____ (state whether owned, leased or free shooting).

Brief description of shooting area _____

Do ☐) send me a copy of your textbook on the rearing of game birds,
Do not) "Upland Game Propagation".