

Challenges of the Outdoors Lure Hunters

Millions of Them Answer the Call Of the Hunt

What is it that makes a man leave his warm bed in the middle of a winter's night so that he can stand for hours knee deep in water while waiting patiently for a flock of mallards to come up over the horizon?

Why does he leave his comfortable suburban home and drive hundreds of miles into rugged country for a chance at a ten-point whitetail buck?

The answer is really simple. It's because he loves the outdoors and the unique challenge that only the sport of hunting can provide.

Each fall and winter, over 16 million Americans consistently relinquish their creature comforts and follow the lure of the hunt. And these aren't just craggy-faced outdoorsmen who were born into hunting because of geographic location. They come from all parts of the country — big cities, rural areas and suburbia. And they come from a variety of backgrounds. Over a million of them, in fact, are women — and that number is growing every year.

Even more significant is the fact that a growing number of young people are becoming interested in hunting. These are bright, aware youngsters who are genuinely concerned with ecology, conservation and everything that makes up



Hunting isn't just a man's sport any longer. More and more young girls are developing an interest in the outdoors and many enjoy getting into the sport by accompanying their fathers on their hunting outings.

the out of doors and who have brought a new dimension to one of the world's oldest sports.

Part of the interest among young people can be credited to the Winchester-Western Division of Olin Corporation which has instituted two programs geared to developing and

training more young shooters and hunters.

A few years ago, Winchester-Western initiated a series of "Father and Son Hunting Seminars," a program designed to give busy fathers the opportunity to spend a weekend in the outdoors with their youngsters, and to give the



Winchester-Western "Father and Son Hunting Seminars" enable busy dads to spend a happy hunting weekend with their offspring and to share a proud moment at the end of a successful upland bird hunt.

youngsters (girls are invited too) the opportunity to learn the proper way of handling a gun, field and range safety guidelines and practical hunting techniques from expert professional instructors.

Further information about the Winchester


"Father and Son Hunting Seminars" and the Winchester college program can be obtained from Mr. James B. Dee, manager of recreational shooting and marksmanship, Winchester-Western, 275 Winchester Ave., New Haven, Conn. 06504.

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