

**Collectible
Winchester
Firearms**

An Enjoyable Investment

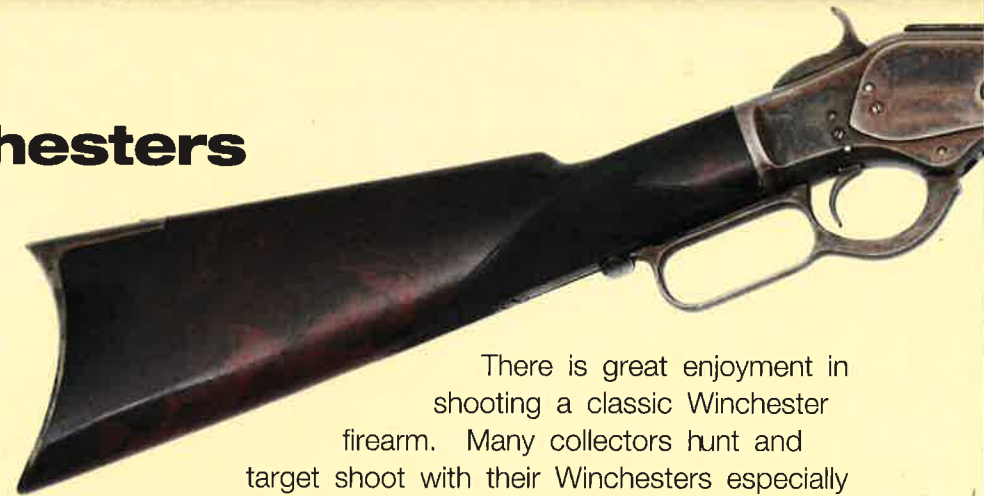
The Value of Collectible Winchesters

"Due to fire, theft, use and misuse, the limited pool of available collectible quality Winchesters decreases with every passing year. Winchesters also have an enduring connection to the early years, struggles and the growth of a young nation. When carefully handled and maintained, a collectible Winchester can still provide shooting pleasure and meat on the table while retaining all of its collectible value. And lastly, the market for fine Winchesters has been shown to be extremely stable and reliable. The rate of increase is somewhat dependent on the specific models and variations you choose to collect, but that is a personal choice you have control over."

*From: The Red Book of Winchester Values:
An Investment Opportunity*

How do you choose?

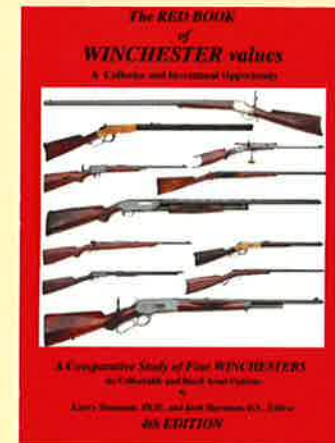
The value of collectible Winchesters is determined by many factors including rarity, condition, age and desirability. The great thing about Winchesters is these factors are present in many models; whether they are lever action, bolt action, break action, pump or semi-automatic. While the highest condition antique class firearms have shown large gains in the past, even modern class Winchesters in good original condition have historically appreciated in value. This also means there are collectible Winchesters for everyone and every budget.



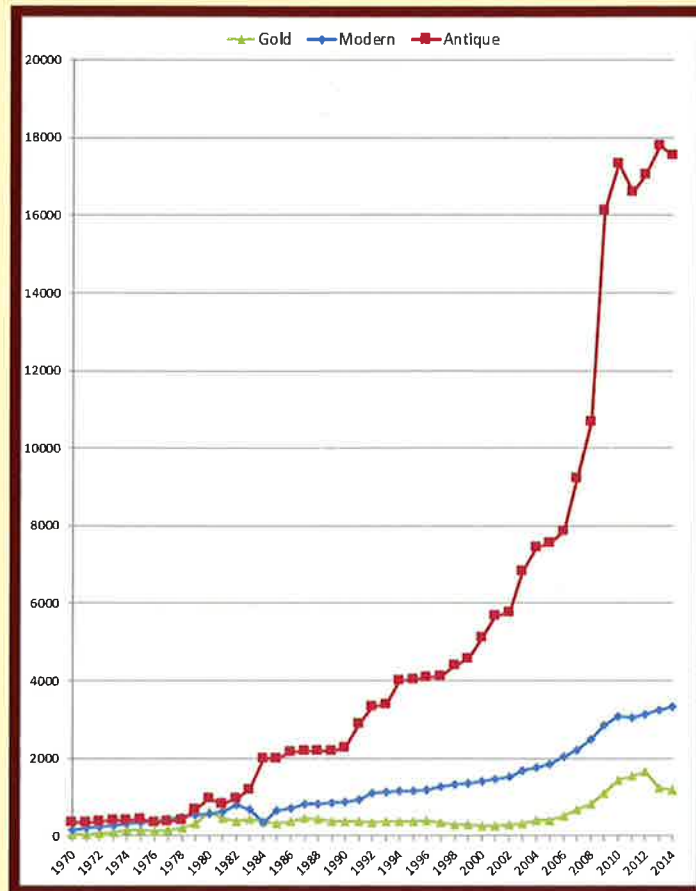
There is great enjoyment in shooting a classic Winchester firearm. Many collectors hunt and target shoot with their Winchesters especially since factory ammunition for great old Winchester calibers like 44-40 and 30-30 is readily available today. These firearms are very well made pieces of American shooting history and not only have monetary value but offer incredible enjoyment value as well.

Winchesters as an Investment

The chart at right is from The Red Book of Winchester Values: An Investment Opportunity by



Larry Shennum Ph.D. and Bert Hartman, B.S. The chart represents the rate of growth of gold, a sample collection of BATF "modern" (available in 1933) Winchesters in 90% original condition and a sample collection of antique (available 1862-1898) Winchesters in 90% original condition.



Gold, Modern and Antique Winchester

An examination of the data presented above clearly demonstrates that the investment in collectible Winchesters outperforms the investment returns for gold. The returns on investment capital for Antique Winchesters are nothing short of amazing!

In 1980, no doubt as a result of investments in gold during the recession at that time, gold hit a historical high value of \$613 an ounce. But interest in collectible Winchesters was just beginning to take hold. In 1981, Modern Winchesters outperformed gold values by more than 1.3 times and Antique Winchesters outperformed gold by nearly 1.8 times, and that was only the start. In subsequent years, gold remained a stagnant investment for nearly 27-years and it wasn't until 2007 that gold values finally surpassed the value of gold in 1980.

During this same period, Winchesters continued to score strong value superiority over gold. For example, in 1991, Modern Winchesters were 2.6 times stronger and Antique Winchesters were 7.9 times a stronger investment, based on the reported values of gold and the predicted values in the used gun journals, and in particular the values reported by The Bluebook of Gun Values. This trend continued and resulted in this final analysis:

- 1 **Gold = 1981 - \$460, 2014 - \$1184, = 2.6 times original investment**
- 2 **Modern Winchesters = 1981 - \$618, 2014 - \$3321, = 5.4 times original investment**
- 3 **Antique Winchesters = 1981 - \$819, 2014 - \$17544, = 21.4 times original investment**

The Red Book of Winchester Values: An Investment Opportunity by Larry Shennum Ph.D. and Bert Hartman, B.S., available at amazon.com, ebay.com, gunbroker.com and winchestercollector.org

So, how do you begin?

Some of us might start with one old lever action Winchester, maybe passed down to us from an older relative. We might begin to ask questions about the history of that model and its value. Or perhaps we have always wanted to purchase a collectible Winchester firearm but just don't know exactly what to look for to make sure "it is right". You might start by looking at a lot of Winchesters. You could begin reading some of the many reference works on the subject of Winchester firearms. There are also experienced collectors out there who are willing to answer your questions. All of these resources, along with much more, are available to you by joining the Winchester Arms Collectors Association.

Member benefits include the quarterly Winchester Collector magazine containing many thoroughly researched and well-written reference articles. WACA members have complete access to our website including the 40-year magazine archive and our internet forum to discuss Winchester topics with other knowledgeable collectors from around the world. WACA also holds collector shows around the country providing an opportunity to see a lot of great Winchesters while meeting fellow collectors face-to-face.

WACA is a not-for-profit tax-exempt corporation with a worldwide membership of over 2,000 individuals. WACA was organized in July of 1977, incorporated Feb. 21, 1978 in the state of Montana and has been NRA affiliated (#G8143) since 1978.



If you are interested in collecting Winchesters, please visit our website and join the Winchester Arms Collectors Association at winchestercollector.org

