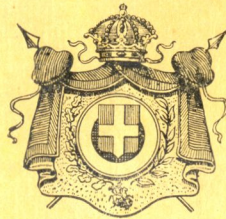


Голланд
ჰოლანდი
≈ 1933 წ.



Shooting Grounds,
Northwood, Middlesex.

BY APPOINTMENT TO



H.M. THE KING.



ESTABLISHED 1835.

HOLLAND & HOLLAND

LTD.

*GUN AND
RIFLE MAKERS*

98, New Bond Street,
LONDON, W.1.

HOLLAND & HOLLAND Ltd.,



INTERIOR OF SHOWROOMS AT 98, NEW BOND STREET, W.1.

Rocketing Pheasants.

Practice at Inanimate Birds.



HIGH TOWER FOR PRACTICE AT DRIVEN PHEASANTS OVER TREES.

Grouse Driving.

FROM A LINE OF GROUSE BUTTS AT FAST-APPROACHING AND PASSING BIRDS.



The line of substantially constructed Grouse Butts provides a good variety of shots, and the realistic manner in which the birds are thrown requires judgment and skill to account for a brace coming and going away ; and an excellent opportunity is offered for practice in changing guns.



Partridge Driving.



Inanimate Birds thrown singly and in coveys and travelling at the same speed as live birds, afford excellent practice for driven partridge shooting, the birds being thrown over high and low hedges to represent the natural flight of partridges.

Rough Cover.



Walking up inanimate birds, released singly and in coveys from numerous traps in rough cover, affords good practice, and enables the shooter to take his birds under the same conditions as shooting at game.

“Skeet” Shooting.



A form of clay bird shooting very popular abroad, especially in America. It enables the shooter, by moving a few yards to fixed positions on the arc of a circle, to practise a variety of shots coming from different angles.

BADMINTON SHOOTING GROUNDS, DUCK'S HILL, NORTHWOOD, MIDDLESEX.



Rifle Range and Velocity Testing Station.



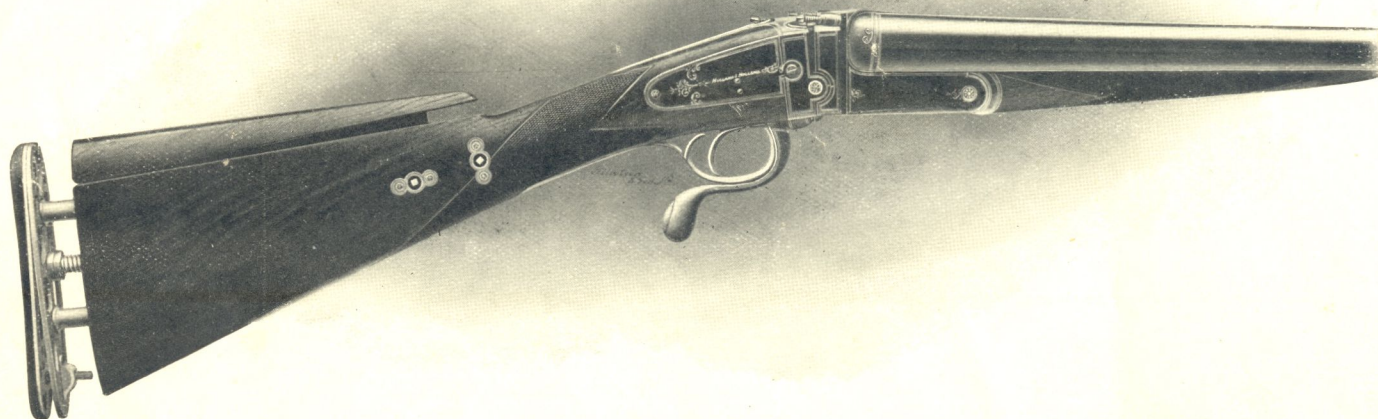
■ A 200 YARDS' RANGE, WHERE ALL RIFLES MADE BY US ARE REGULATED, AND THE SIGHTS ADJUSTED.

Holland's Badminton Shooting School.



VIEW OF PAVILION AND PRIVATE ROAD LEADING FROM DUCK'S HILL ENTRANCE.

Adjustable Try Guns and Gun Fitting.



SIR R. PAYNE GALLWEY, BART., in "THE FIELD," says :—
"The very best contrivance ever devised for discovering the style of gun that is most suitable to a shooter."

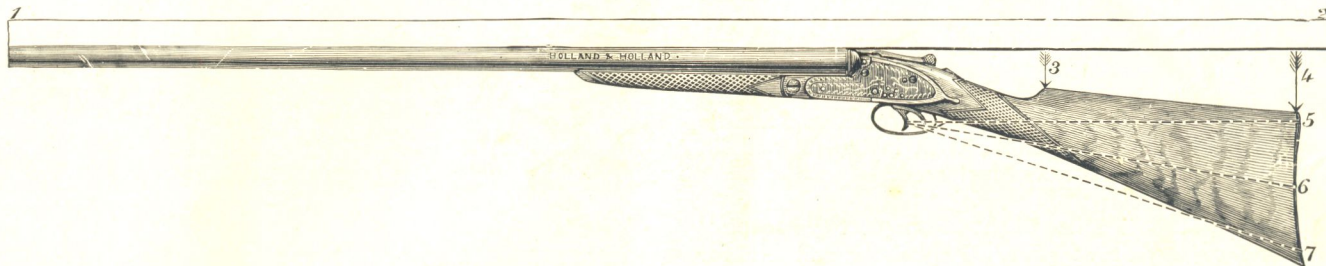
TRY GUNS, 12 AND 16 BORE, SINGLE OR DOUBLE TRIGGER, THE WEIGHT AND BALANCE OF AN ORDINARY GUN.

The great value of these adjustable guns for the purposes of obtaining from actual practice the precise form of stock required by the shooter is now fully recognised. They can be adjusted to any bend, cast-off, or length required, even to the extent of a fully cross-eyed gun, and from the model so obtained, the measurements necessary for the construction of a Perfectly Fitting Gun can be taken.

We contend that too much attention cannot well be given to the fit of a gun, and that each individual shooter should ascertain what his requirements are before having new guns built for him. •



Instructions for taking Measurements for Bend and Length of a Gun Stock.



Those of our customers ordering from abroad or the country, and having guns that fit them, will find the following method of measuring of great service.

Take a perfectly straight piece of wood about the length of the gun, and a quarter-of an-inch thick, place it on the edge along the groove of the rib, and secure it by tying it to the barrels, leaving one end to project to full length of the stock, and take the following dimensions accurately :—For bend take distance from points 3 and 4 to line of barrels 1 and 2 ; for length from centre of front trigger to points 5, 6 and 7.

Gun Fitting and Try Guns a speciality.

See pages 26 and 34.

ALTERATION OF STOCKS TO “TRY” GUN MEASUREMENTS.

Although every precaution is taken in setting stocks, we do not accept any responsibility as to breakages.

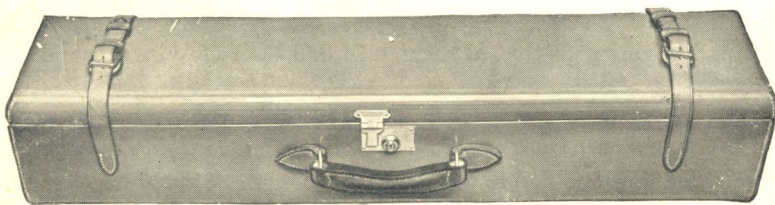
Gun and Rifle Cases.

HOLLAND & HOLLAND'S
SPECIAL PATTERN REGISTERED CASES.

We would draw attention to an improved Gun and Rifle Case which we have lately introduced, and have registered. It has a hinged flap or padded lid, which not only prevents dust and damp getting to the guns, but also prevents the guns and implements moving about in the case.

Best Oak and Leather Case, brass corners, double action spring lock, lined fine cloth, with inside padded lid (registered), as illustrated.

Holland's New Lightweight Compact "Motor" Case, for one or a pair of guns. Especially suitable for conveyance of guns by motor car.



London-made Cartridge Bags.

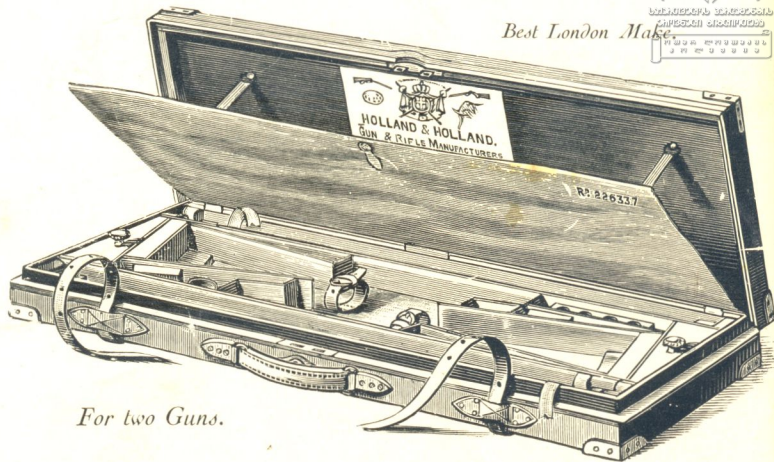


Best hand-sewn pigskin leather, with leather or web sling, as desired.

Made to the pattern as recommended by SIR RALPH PAYNE-GALLWEY, BART.

Made to hold 50, 75, 100, 150.

These Bags are the most convenient and the strongest made, and have the carrying strap extended round the bag, and are specially lined with waterproof twill.



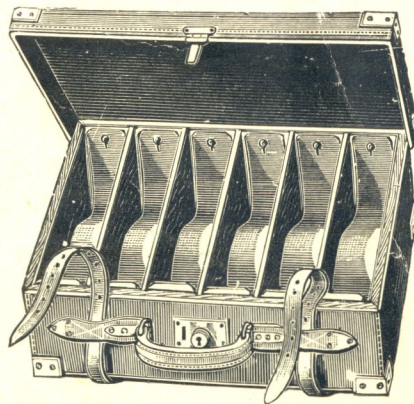
For two Guns.

Hurlingham or Pigeon Gun Cases.

Best quality, hand-sewn solid leather, lined chamois leather, fitted with double-action spring lock, sling and outside pocket, as illustrated.

Cartridge Magazines.

London made.
Best quality only.



Best solid leather or oak and leather, double-action spring lock, brass corners, leather luggage straps, loose divisions, handle, etc., as illustrated

Made in the following sizes:—

No. 1	...	To hold	200
No. 2	...	„	300
No. 3	...	„	400
No. 4	...	„	500



INTRODUCTION.

IN submitting our New Catalogue to Sportsmen, we take this opportunity of thanking our customers for the continued and increased support and patronage we have received since our last catalogue was published.

We would draw particular attention to a few of the special features contained in the following pages.

Factory.

These works are probably the largest and most complete in the Kingdom for the manufacture of high-grade Sporting Guns and Rifles. WE ARE ONE OF THE FEW LONDON FIRMS WHO MAKE THEIR BEST GUNS FROM START TO FINISH IN THEIR OWN FACTORY. Customers are invited to inspect these works and view a best gun in all its stages.

Badminton Shooting School and Rifle Range, Northwood, Middlesex, pages 24 to 33.

This School is fitted with complete arrangements for gun-fitting, practice, coaching, rifle sighting, etc. It consists of 100 acres of natural shooting ground.

Model de Luxe Guns, page 3.

This gun was chosen (as well as a "Holland" Cordite Double Rifle) at the Paris Exhibition, 1900, by the Committee of the Museum and School of Arms, Liege, as representing the highest and best type of the gun-making art, and to be used in the Museum and Schools attached thereto as a model for workmanship, construction and finish.

New Royal Self-Opening Ejector Gun, pages 4 and 7.

Messrs. Holland & Holland beg to introduce to the notice of Sportsmen their new PATENT SELF-OPENING GUN, which they have every confidence in recommending as the best and simplest type of self-opening mechanism yet introduced.

Holland & Holland guns obtained the "Grand Prix" at the Paris Exhibition, 1900, and at the St. Louis Exhibition, 1904, and Vienna Exhibition, 1910.



Single Trigger Guns.

We claim for our Single Trigger Gun, with the improvements made since its first introduction, that it has the simplest and strongest form of mechanism of this type yet made.

The advantages claimed for Single Trigger Guns are that they can be fired more rapidly than guns with two triggers, and that the right hand not being shifted in the firing of the two barrels, more accurate shooting can be made.

"Paradox" Guns, page 13.

We still continue to manufacture this well-known and widely used weapon. As a ball and shot gun it stands *facile princeps*.

It is hardly possible to overrate the value of this weapon for general use in any part of the world.

Big Game Rifles, pages 14, 15 and 16.

We have for many years been most successful in the construction and regulating of double rifles and would draw attention to the fact that our double rifles won all the competitions in "The Field" Rifle Trials. Most of the large sporting expeditions to Africa and other parts of the world have been fitted out with our Rifles and "Paradox" Guns.

High Velocity Rifles, pages 14 to 22.

After most exhaustive trials and experiments, we have been successful in perfecting a series of Sporting Rifles, shooting Nitro powders and various forms of bullets, suitable for game of every description. The reports we have received from sportsmen, both at home and abroad, are of the most favourable character.

Guns and Rifles taken in Exchange.

Secondhand guns and rifles of our own make are always on sale at moderate prices, and guaranteed in good serviceable condition.

Terms.

The prices quoted in this List are strictly *net cash*. Credit prices are 10 per cent. higher. All orders from strangers to our firm, or from abroad, should be accompanied by a remittance. Cheques should be crossed "WESTMINSTER BANK LTD.," Marylebone Branch.

HOLLAND & HOLLAND LTD.

Gun and Rifle Makers to His Majesty King George V.

98, NEW BOND STREET - LONDON, W. 1.

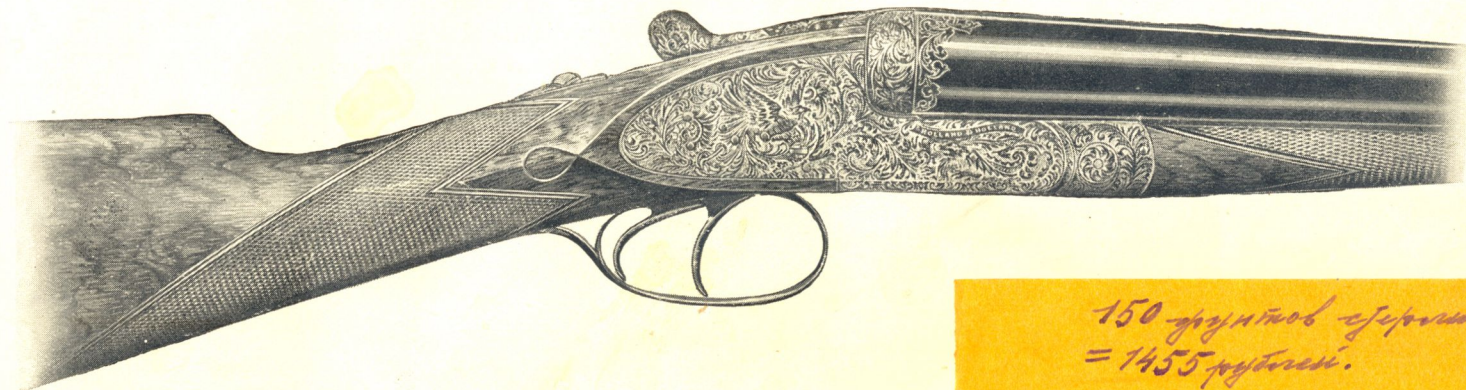


Hammerless Ejector Gun.

"MODELE DE LUXE."

Specially suitable as presentation guns.

Awarded the Grand Prix, Paris, 1900.



*150 граммов зарядов
= 1455 патронов.*

This gun was chosen (as well as a "Holland" Cordite Double Rifle) at the Paris Exhibition, 1900, by the Committee of the Museum and School of Arms, Liege, as representing the highest and best type of the gun-making art, and to be used in the Museum and Schools attached thereto as a model for workmanship, construction, and finish.

These weapons, whilst containing all the points of our very best guns, have specially-selected stocks, and in addition are finished in an exceedingly artistic manner, combining a best gun with a work of art. Selected workmen of great skill are employed on these guns, and extra time is spent on them in every department in order to secure the desired effects.

Our "Modèle de Luxe" Guns with new self opening action represent the highest standard of modern gun-making yet reached in this or any other country.

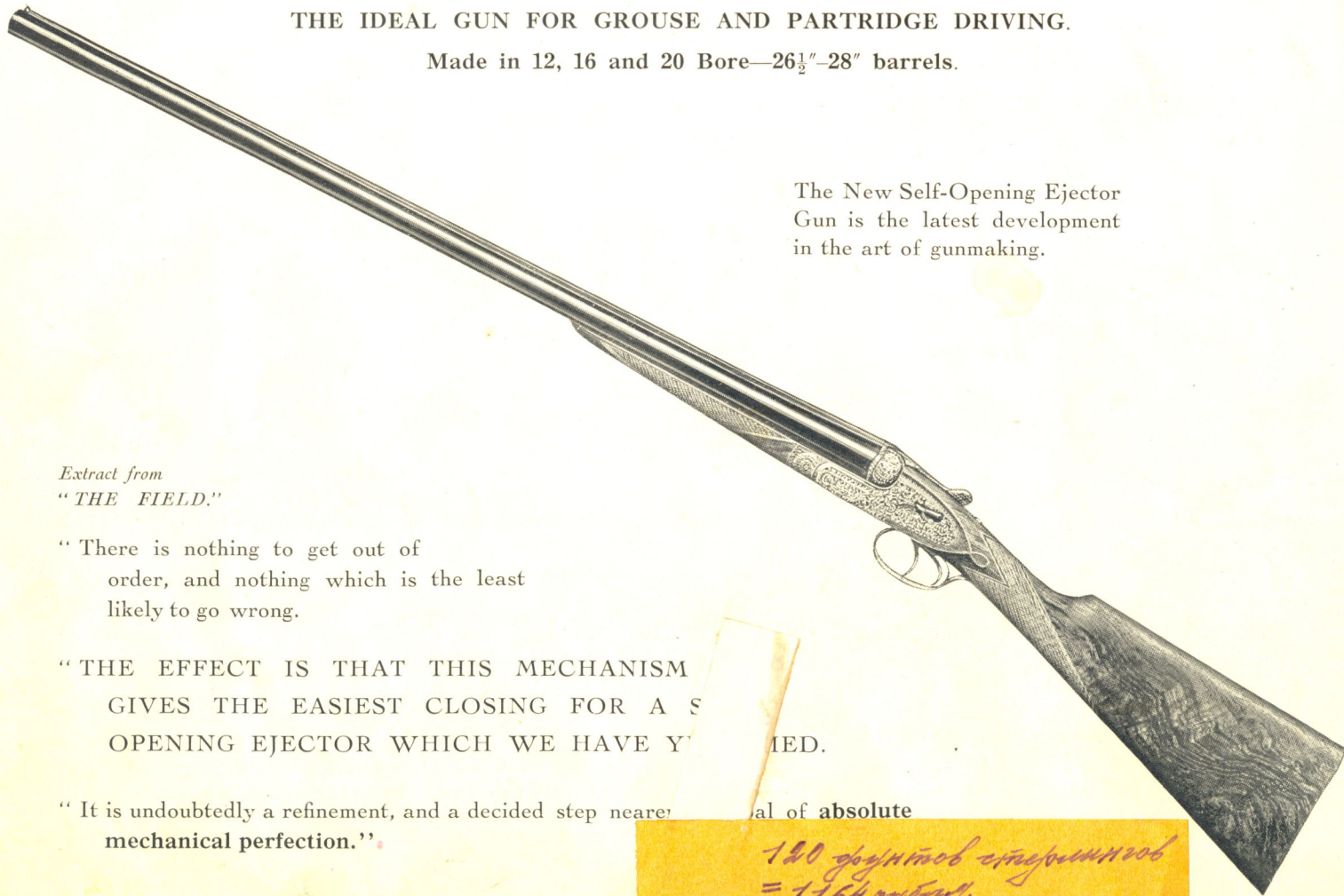
Holland & Holland's "Royal Brevis" Gun



THE IDEAL GUN FOR GROUSE AND PARTRIDGE DRIVING.

Made in 12, 16 and 20 Bore—26½"–28" barrels.

The New Self-Opening Ejector Gun is the latest development in the art of gunmaking.



Extract from

"THE FIELD."

"There is nothing to get out of order, and nothing which is the least likely to go wrong.

"THE EFFECT IS THAT THIS MECHANISM GIVES THE EASIEST CLOSING FOR A SELF-OPENING EJECTOR WHICH WE HAVE YET PRODUCED."

"It is undoubtedly a refinement, and a decided step nearer to the goal of absolute mechanical perfection."

120 фунтов серебра
= 1764 рубль.



Extracts from some Testimonials

regarding the Short-barrelled Gun.

“ I promised I would let you know how I got on with my new 26½-inch barrel guns. They handle every bit as quickly as my 16's and I think are ideal for driving where one must shoot quickly. My loader, too, finds the Self-Opening Action a great convenience. They certainly kill well, too, and I see every advantage in the short barrels and no disadvantages, and I only wish I had had them a few years ago.—H.C.H.”

On Saturday I shot remarkably well with the new pair of 26½-inch barrel guns. I killed the last nine pheasants with nine shots. All were killed as they should have been. I find the short barrels make shooting for me very much easier, and it is very seldom it is necessary to swing, only in the case of a fast bird.—J.B.W.”

“ I find the new 26½-inch barrel guns you built for me thoroughly satisfactory in every way. I confess I was very doubtful at first as to whether they would perform as well as your old 30-inch guns, but I find they shoot just as hard, and they are certainly much handier, especially for overhead birds.—M.H.”

“ I am pleased with the guns and I like the short barrels. The guns come up very nicely, and I find that the killing range is not impaired by the shortness of the barrels.—S.B.”

“ Delighted with my new pair of 26½-inch barrel guns. They have improved my shooting immensely, and it is astounding the way they kill grouse at long ranges.—V.H.”

“ I am sending you my new gun to-day, to be finished. I am more than pleased with it in every way. It suits me well as regards fit, and I find I can get on to the object quicker with the short barrels, and, of course, it has the advantage of lightness.—J.H.C.”

“ I am very pleased indeed with the 26½-inch guns. They seem to have improved my shooting a great deal—since I have had them I have had very few misses and no wounded birds, all those hit were killed, no legs or wings down.—J.P.H.”

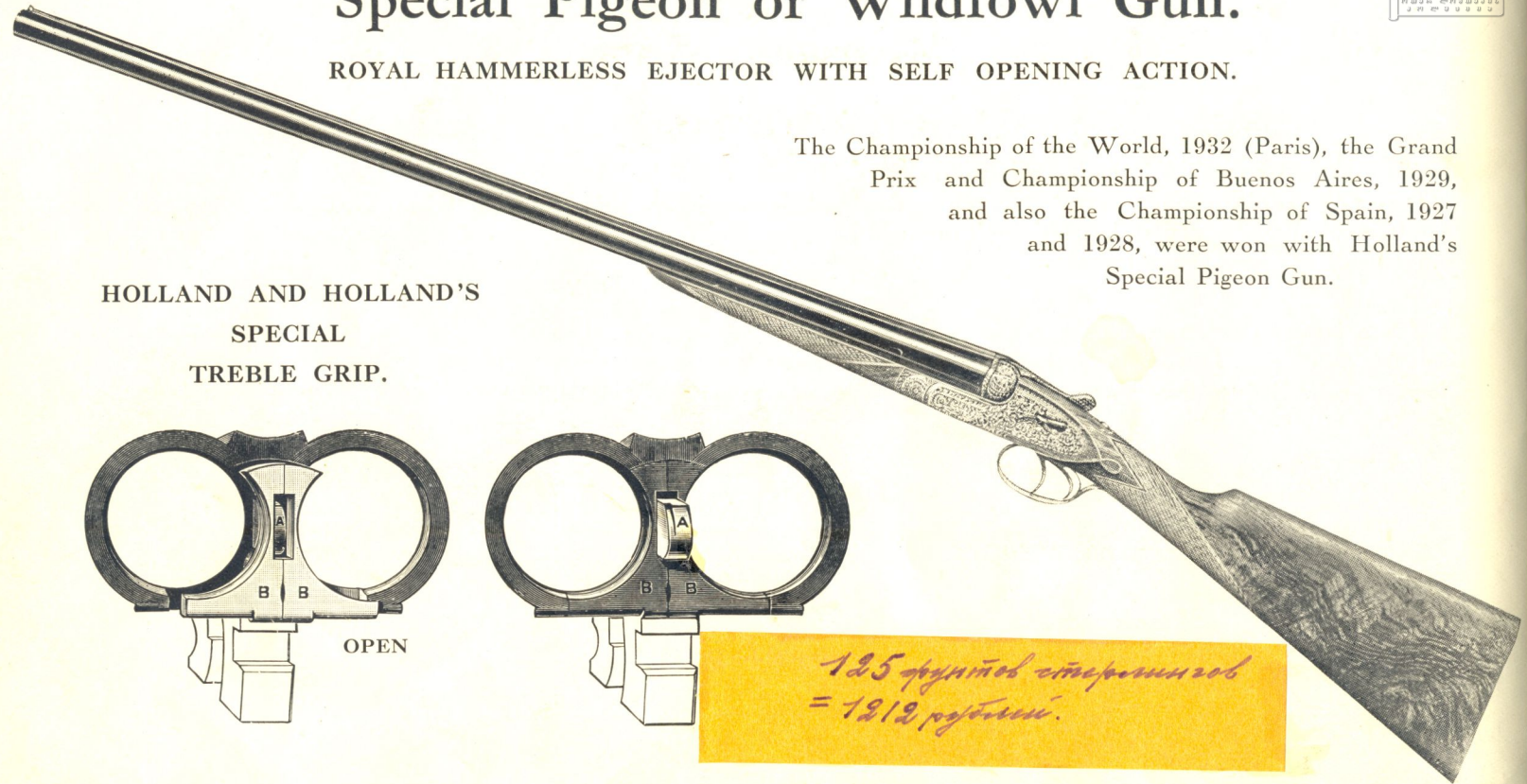


Special Pigeon or Wildfowl Gun.

ROYAL HAMMERLESS EJECTOR WITH SELF OPENING ACTION.

The Championship of the World, 1932 (Paris), the Grand Prix and Championship of Buenos Aires, 1929, and also the Championship of Spain, 1927 and 1928, were won with Holland's Special Pigeon Gun.

HOLLAND AND HOLLAND'S
SPECIAL
TREBLE GRIP.



The special feature of this is its great strength, the extension and the barrels being made in one piece, thus making it impossible for the extension to become loose. We strongly recommend it for pigeon and wild fowl guns firing heavy charges of nitro-powders. Fitting as it does into a recess in the action, instead of in a slot at the top, it does away with the possibility of dirt or wet getting into the action and preventing its working smoothly. Another advantage is that when the weapon is open the extension (A) is covered by the extractors (BB) and enables one to load quickly and without fear of cutting the fingers.

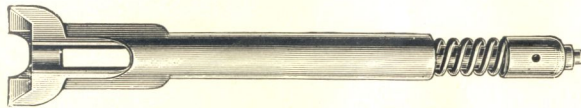
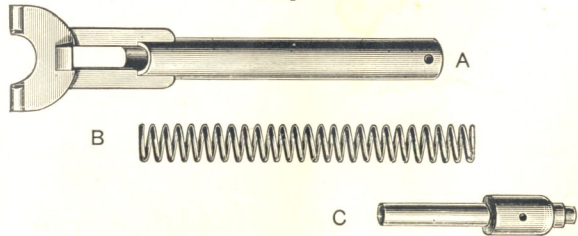
These guns are specially constructed, perfectly balanced, and bored to give close and regular patterns, with great penetration, and chambered for the $2\frac{3}{4}$ inch or 3 inch case. Weight about $7\frac{1}{4}$ to $7\frac{3}{4}$ lbs., automatic or non-automatic safety.

Mechanism of the New Royal Self-Opening Ejector Gun.

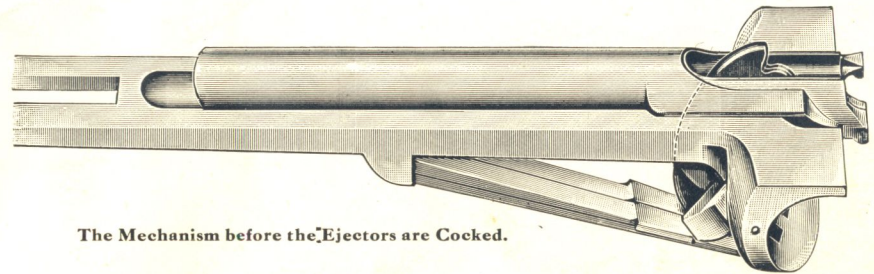
"The method employed by Messrs. HOLLAND & HOLLAND, in the gun which they sent for our examination, is not only new, but decidedly simple and ingenious.

"There is nothing to get out of order, and nothing which is in the least likely to go wrong.

The Component Parts.



The Component Parts Assembled.



The Mechanism before the Ejectors are Cocked.

"THE EFFECT IS THAT THIS MECHANISM GIVES THE EASIEST CLOSING FOR A SELF-OPENING EJECTOR WHICH WE HAVE YET TRIED.

"It is undoubtedly a refinement, and a decided step nearer the goal of absolute mechanical perfection.

"We accordingly welcome Messrs. HOLLAND'S latest invention as a decided advance in the refinements of the science of gun building."

Made in Best Quality Only.

12, 16, and 20 Bore.

CAN BE TRIED AT OUR RANGE, NORTHWOOD.



Holland & Holland's

New Patent

“Under and Over”

Royal Ejector Gun.



Made either for game shooting or trap shooting.

Made in 12, 16 and 20 Bore. Best quality only

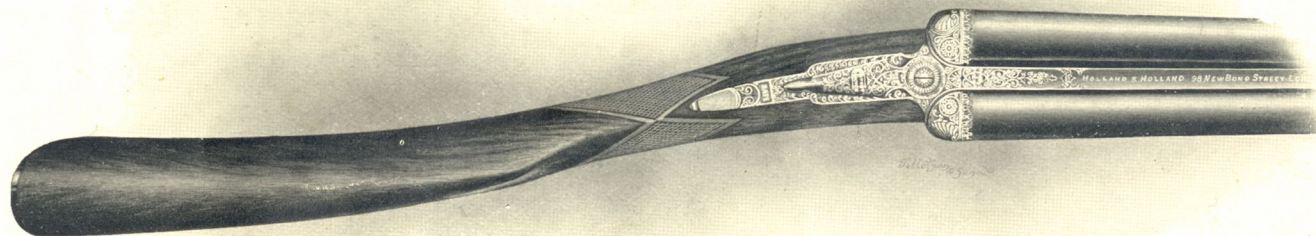
*150 штук обр. 12 и 16
= 1455 штук.*

One of these guns won the Championship of the World in Paris, 1932.



Cross-Eyed and Semi-Cross-Eyed Guns.

A SPECIALITY.



We are constantly having instances brought to our notice where sportsmen have been for years shooting badly without their having had any knowledge of the fact that they were left-eyed, or that their left eye was the "master eye," and consequently were taking aim across the gun, shooting some feet to the left of the object aimed at.

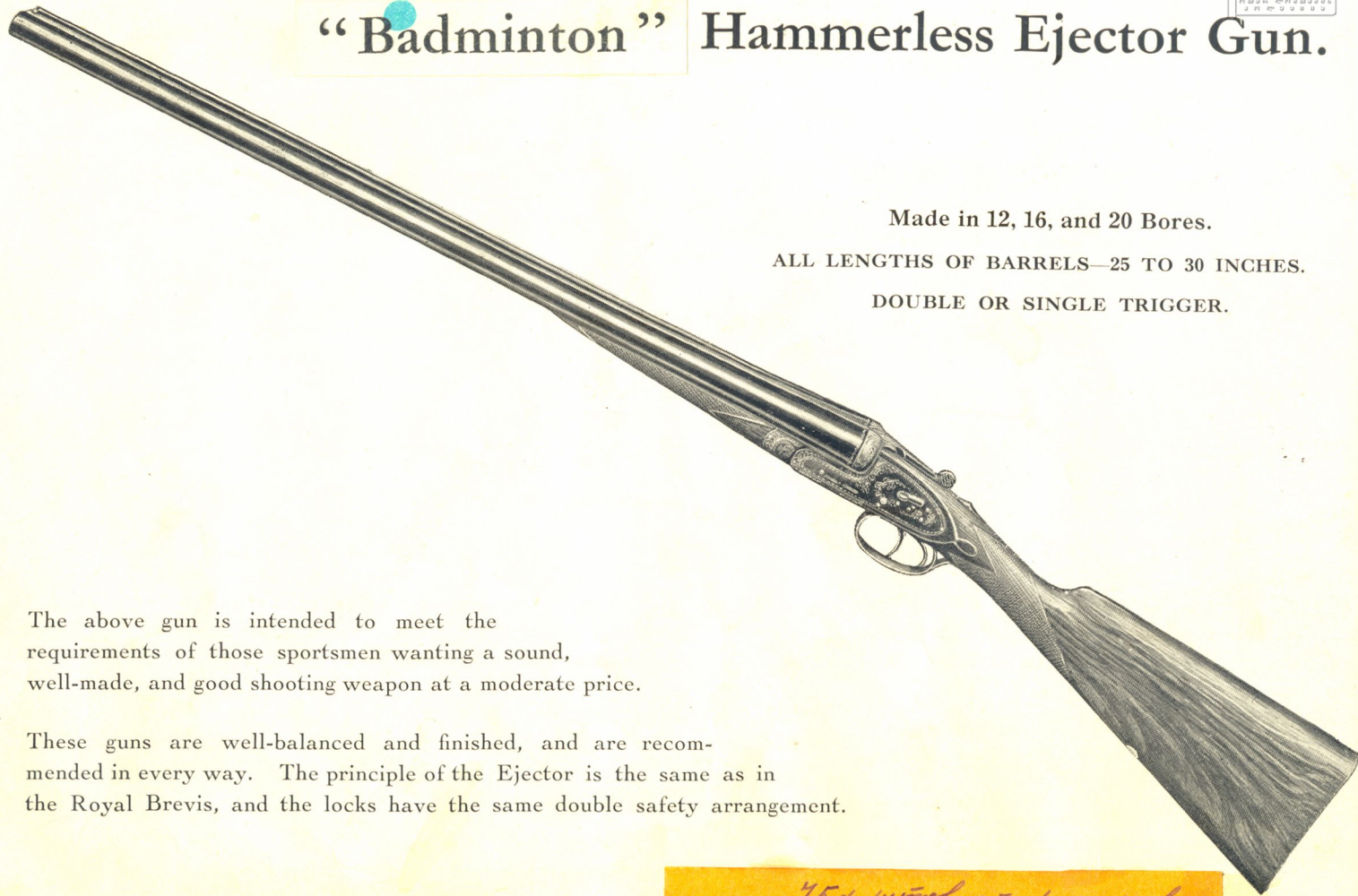
We have made numbers of Cross-Eyed and Semi-Cross-Eyed Guns to meet this difficulty, and have been fortunate enough in most cases to have greatly improved the shooting of our customers. We need hardly point out that special knowledge and care are required to ensure the proper and correct fitting of these exceptionally "set off" guns. We have every facility at our shooting range—our Patent Try Guns, a variety of moving and stationary targets, etc., etc., which will enable us to arrive at the shapes of stock required to correct the fault.

The above illustration shows a gun stock with the full amount of cast-off rec...

100 граммов серебра.
= 970 рублей.



“Badminton” Hammerless Ejector Gun.



Made in 12, 16, and 20 Bores.

ALL LENGTHS OF BARRELS—25 TO 30 INCHES.

DOUBLE OR SINGLE TRIGGER.

The above gun is intended to meet the requirements of those sportsmen wanting a sound, well-made, and good shooting weapon at a moderate price.

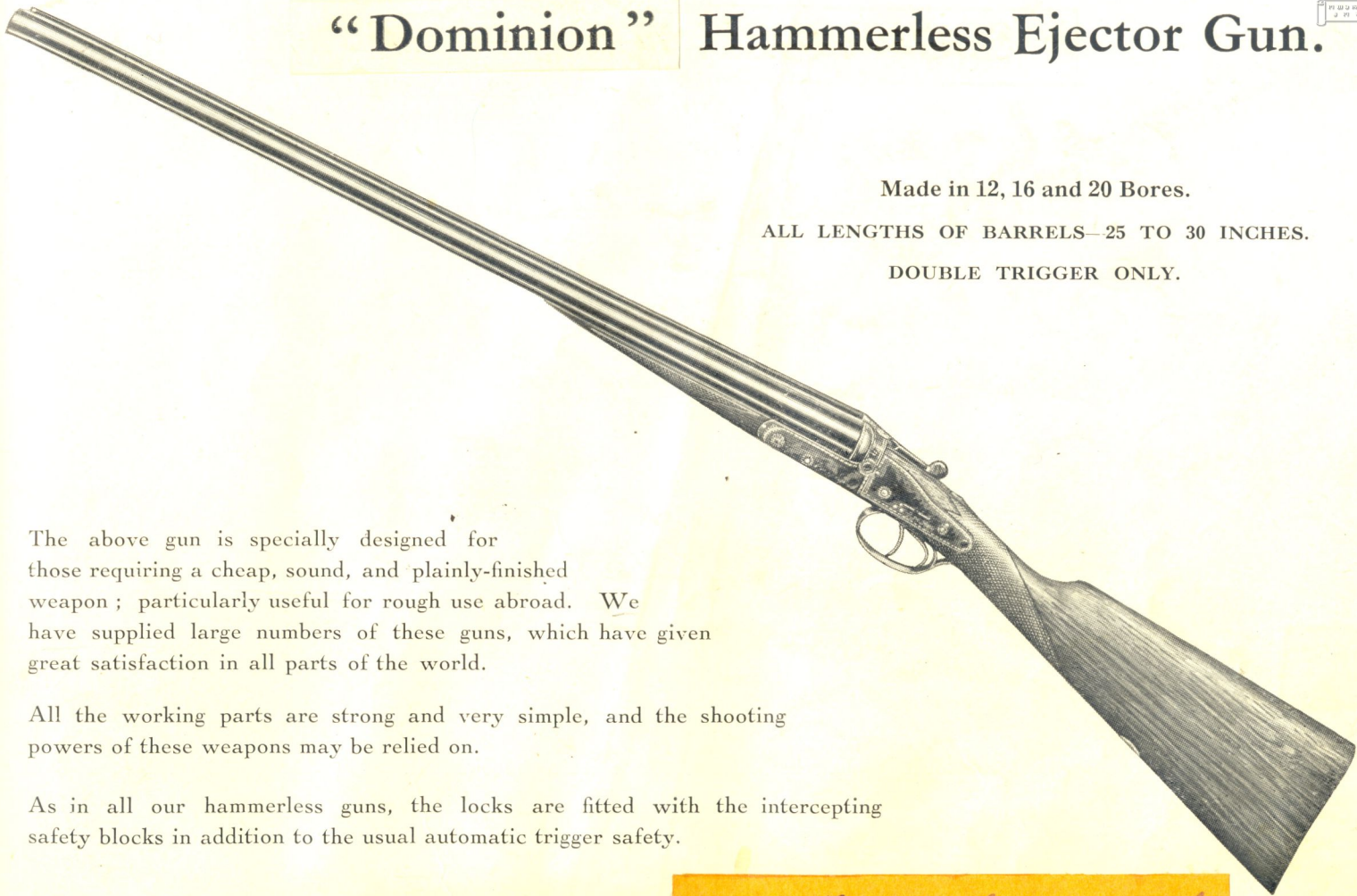
These guns are well-balanced and finished, and are recommended in every way. The principle of the Ejector is the same as in the Royal Brevis, and the locks have the same double safety arrangement.

*75 grains compressed
= 727 grains.*



“Dominion”

Hammerless Ejector Gun.



Made in 12, 16 and 20 Bores.

ALL LENGTHS OF BARRELS—25 TO 30 INCHES.

DOUBLE TRIGGER ONLY.

The above gun is specially designed for those requiring a cheap, sound, and plainly-finished weapon ; particularly useful for rough use abroad. We have supplied large numbers of these guns, which have given great satisfaction in all parts of the world.

All the working parts are strong and very simple, and the shooting powers of these weapons may be relied on.

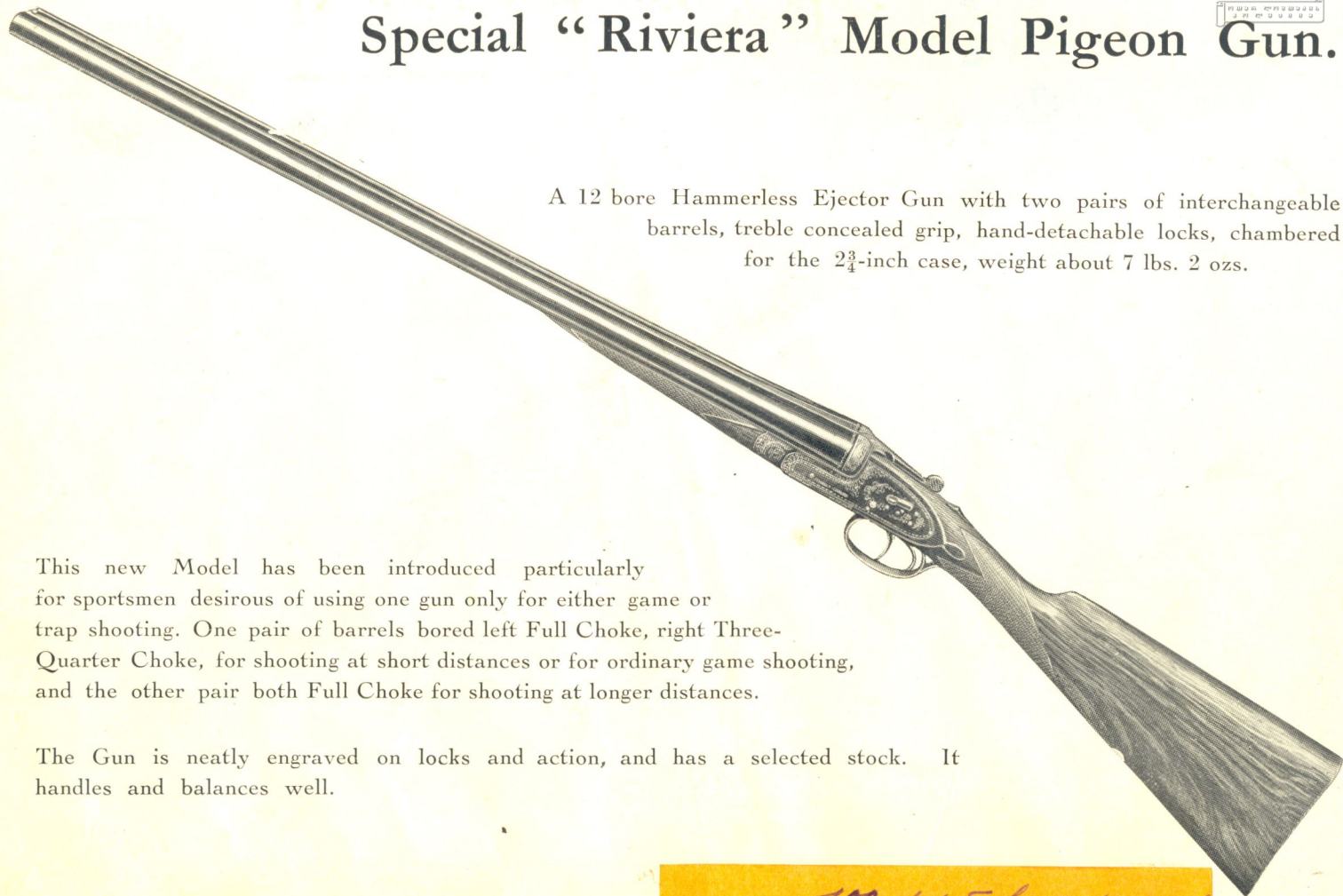
As in all our hammerless guns, the locks are fitted with the intercepting safety blocks in addition to the usual automatic trigger safety.

*55 фунтов стальной
= 533 рубль.*



Special "Riviera" Model Pigeon Gun.

A 12 bore Hammerless Ejector Gun with two pairs of interchangeable barrels, treble concealed grip, hand-detachable locks, chambered for the 2 $\frac{3}{4}$ -inch case, weight about 7 lbs. 2 ozs.



This new Model has been introduced particularly for sportsmen desirous of using one gun only for either game or trap shooting. One pair of barrels bored left Full Choke, right Three-Quarter Choke, for shooting at short distances or for ordinary game shooting, and the other pair both Full Choke for shooting at longer distances.

The Gun is neatly engraved on locks and action, and has a selected stock. It handles and balances well.

100 фунтов стальной
= 970 рублей.

Nitro "Paradox" Ball and Shot Gun.

REGISTERED TRADE MARK.



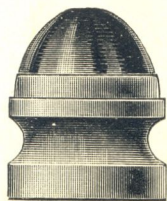
Made in 12, 16, and 20 bore.

With or without Half-Pistol Hand Stocks.

The "Paradox" Gun is now recognised in all parts of the sporting world as a standard weapon which is a perfect shot gun, and at the same time an accurate and powerful rifle. The principle of the gun is having a short piece of the muzzle of the barrels rifled, the remainder of the barrels being smooth like an ordinary gun.

The weight of a 12-bore "Paradox" is about $7\frac{1}{4}$ lbs. and it handles and balances well.

We need hardly point out to practical sportsmen the great advantages of a weapon which shoots shot as well as a good cylinder gun, and conical ball with smokeless powder up to 150 yards, with the accuracy of an Express Rifle.



12-Bore Cartridge with "Paradox" Bullet, full size.

*150 ярдов дистанция
= 145 ярдов.*



Grand Prix "Modèle de Luxe" Double Express Rifles.

Our "Modèle de Luxe" Rifles represent the highest standard of modern gun-making yet reached.



Selected Workmen of great skill are employed in their manufacture.

These weapons have specially selected Stocks, and are finished in an exceedingly artistic manner, combining a high-grade rifle with a work of art.

SPECIALLY SUITABLE FOR PRESENTATION RIFLES.

Made to Order in any Bore.

Awarded Grand Prix Paris 1900, St. Louis 1904,

160-пушечный винтовочный
= 1552, пушечный



·465-Bore Express Big Game Rifle.

THE "INDIA"

Muzzle Velocity, 2140 ft. per sec.

Muzzle Energy, 4880 ft. lbs.

A PERFECT RIFLE FOR ALL KINDS OF GAME FROM
ELK TO ELEPHANT.

*As Used by the Vernay-Faunthorpe Indian Big Game
Expedition.*

We have supplied this Rifle
to most of the Ruling
Princes of India, from
whom we have received
many letters of appreciation.



Soft Nose Bullet

Solid Nickel Bullet

HOLLAND'S ·465. India

This weapon has been specially designed to replace the ·450 bore, the importation of which into India having been prohibited. The new rifle retains all the features of our well-known ·450, and has the same balance, handiness, and lightness of recoil, with the advantage of increased velocity, and flat trajectory, combined with the enormous stopping power developed, make this rifle the most powerful of its size yet introduced and one we have every confidence in recommending.

140 фунтов стальной
= 1358 рублей

·375-Bore Magnum Royal High-Velocity Rifle



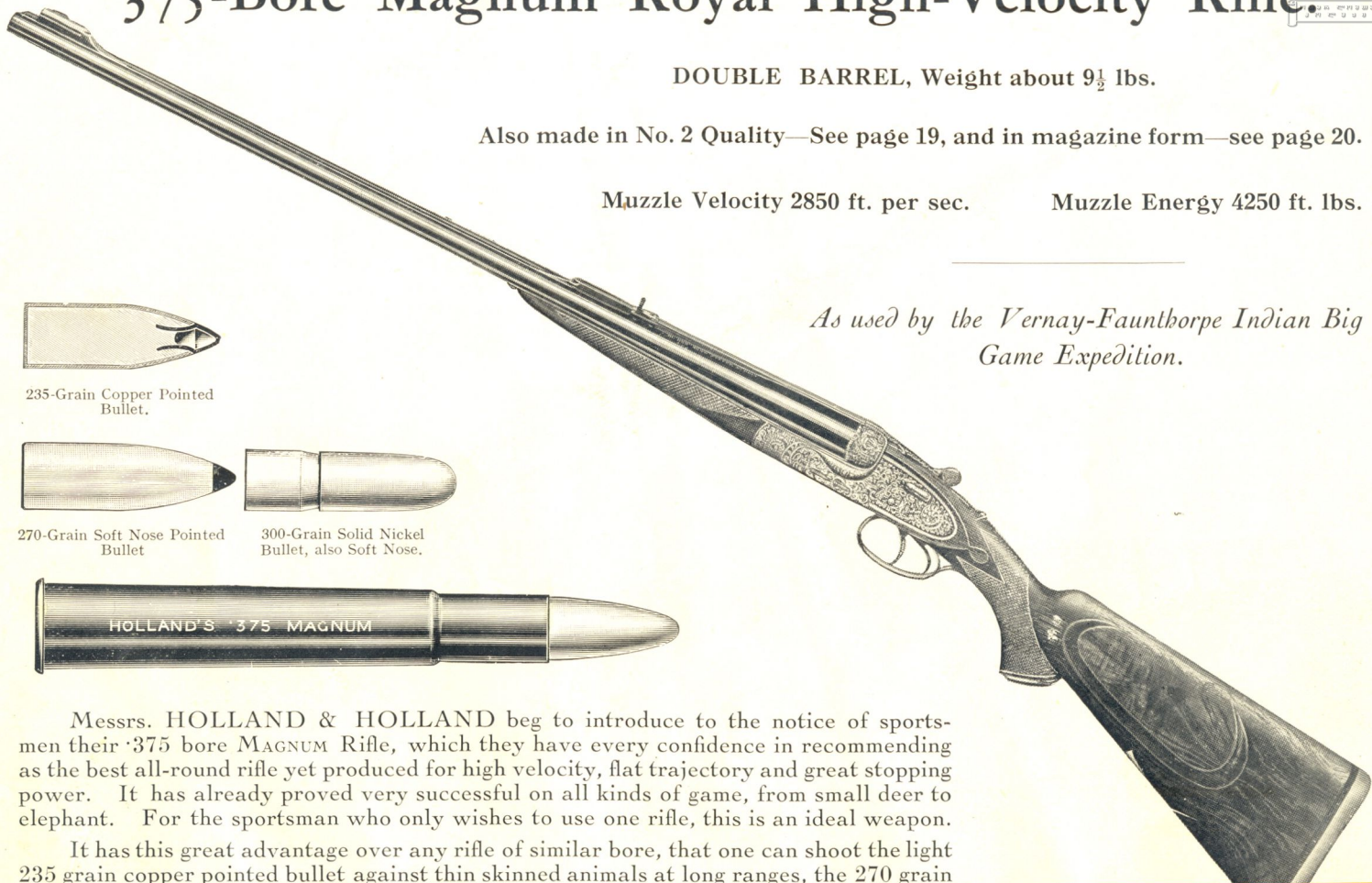
DOUBLE BARREL, Weight about 9½ lbs.

Also made in No. 2 Quality—See page 19, and in magazine form—see page 20.

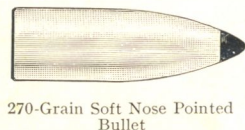
Muzzle Velocity 2850 ft. per sec.

Muzzle Energy 4250 ft. lbs.

As used by the Vernay-Faunthorpe Indian Big Game Expedition.



235-Grain Copper Pointed Bullet.



270-Grain Soft Nose Pointed Bullet



300-Grain Solid Nickel Bullet, also Soft Nose.



Messrs. HOLLAND & HOLLAND beg to introduce to the notice of sportsmen their ·375 bore MAGNUM Rifle, which they have every confidence in recommending as the best all-round rifle yet produced for high velocity, flat trajectory and great stopping power. It has already proved very successful on all kinds of game, from small deer to elephant. For the sportsman who only wishes to use one rifle, this is an ideal weapon.

It has this great advantage over any rifle of similar bore, that one can shoot the light 235 grain copper pointed bullet against thin skinned animals at long ranges, the 270 grain soft nose bullet for thicker-skinned game at medium ranges, and the 300 grain solid nickel or soft-nose bluff-headed bullet for dangerous game at close quarters, using the same sight for each kind of bullet.

*140 граммов снаряда
= 1358 футов.*



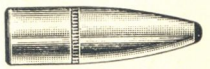
New "Super-Thirty" Magnum Royal H.V. Rifle

DOUBLE BARREL—Weight about 9 lbs.

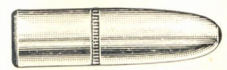
Muzzle Velocity, 3100 ft. per sec.

Muzzle Energy, 3210 ft. lbs.

Light in weight and no appreciable recoil.



150-Grain Semi-pointed Soft Nose Bullet.



180-Grain Soft Nose Bullet.



220-Grain Soft Nose

*140-grain soft nose
= 1358 ft. per sec.*



.240-Bore "Apex" (Reg'd.) Super Express Rifle.

Specially recommended for deer stalking, and small game.

Muzzle Velocity 2950 ft. per sec.

Muzzle Energy 1940 ft. lbs.



Holland's "Apex" .240 Super Express Cartridge.

"Field" Trial.—" This trajectory is as flat for all practical purposes as that of any cartridge which has hitherto been manufactured, and this great advantage combined with wonderful accuracy, freedom from recoil, and extreme lightness of the rifle itself, should make this weapon a favourite one with deer stalkers and those sportsmen who want a rifle of minimum weight and extreme precision for use against non-dangerous game in open country."

Testimonial.

" I like the double rifle immensely, and shot four wild boars with it. They were big animals, and I could judge the killing power of the weapon. My first shots were on running boars in difficult country full of bushes. I killed the first one hitting him on the shoulder, and the bullet made a terrible expansion, as I could judge on cutting the boar open and examining the wound. The boar did not live two minutes after the shot. At the end of the day I met a very big boar trotting up a hill about a hundred yards away. I put the bullet on the withers and killed him as lightning would have done."—D. of A.

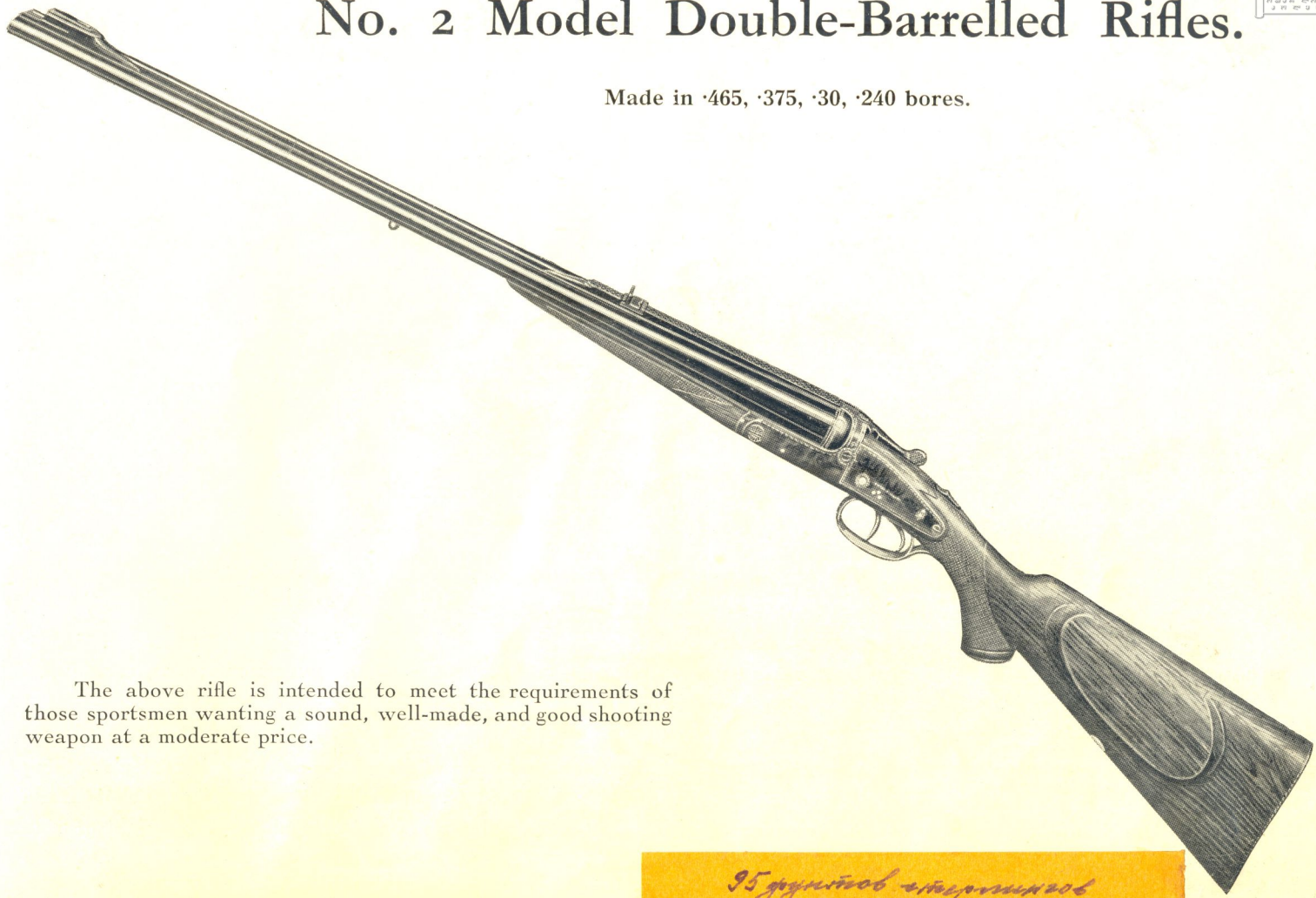
Spain.

Handwritten text in Cyrillic script on a yellow background: "140 граммового калибра" and "= 1358 граммов".



No. 2 Model Double-Barrelled Rifles.

Made in .465, .375, .30, .240 bores.



The above rifle is intended to meet the requirements of those sportsmen wanting a sound, well-made, and good shooting weapon at a moderate price.

*95 grains of powder
= 921 feet per second.*



.375-Bore Magnum High-Velocity Magazine Rifle.

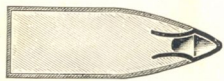
Muzzle Velocity, 2850 ft. per sec.

Muzzle Energy, 4250 ft. lbs.

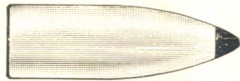
Weight about 8½ lbs.



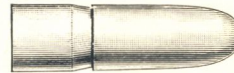
Holland's Belted Cartridge (Full Size) for Magazine Rifles.



235-Grain Copper Pointed Bullet.



270-Grain Soft Nose Pointed Bullet.



300-Grain Solid Nickel Bullet, also Soft Nose.

This rifle has a specially designed magazine, it is flush with the stock, and fitted with a spring catch for instantly emptying the magazine when it is desired to change the cartridges. The rifle has a fixed barrel and action, and the stock is made detachable for portability. The rifle carries five cartridges, four in the magazine and one in chamber; the weight of rifle is only 8½ lbs., and, being well balanced, handles very easily.

*35 граммов стальной пули
= 339 граммов.*

New "Super-Thirty" Magazine Rifle.



Weight about $7\frac{3}{4}$ lbs.

The only Rifle actually giving 3,100 f.s. velocity with a 150 gr. bullet.

Muzzle energy 3,210 ft. lbs.

Light in weight and no appreciable recoil.



The advantages of such a combination of bullet weight and velocity are especially great in very open country where long shots may be inevitable.

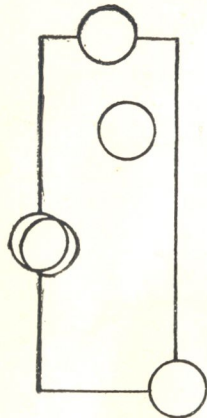


FIG. 1
5 shots with 150 grs. bullet
at 100 yards. Size of group
1.85 in. by 0.72 in.

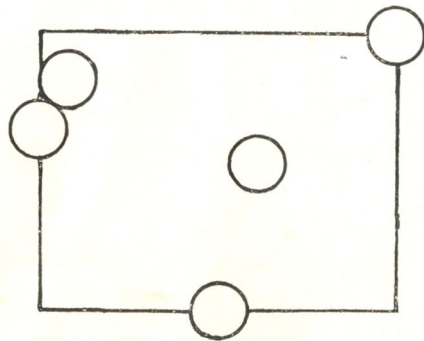


FIG. 2
5 shots with 180 grs. bullet at
100 yards. Size of group
1.87 by 1.45 in.

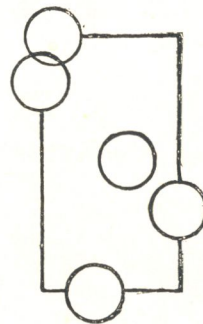


FIG. 3
5 shots with 220 grs. bullet at
100 yards. Size of group
1.33 in. by 0.73 in.

Similar in design to .240 bore "Apex" Rifle (see page 22).

Testimonials.

"I am really certain that the Super-Thirty is the most efficient sporting rifle for hill shooting in the world. In every case one shot from it finished off the biggest red or black bear."—Colonel P. N.

"The rifle has proved entirely satisfactory and is terrifically hard shooting and extremely accurate. I obtained two ibex among other game, both animals being killed instantly, ranges about 250 and 180 yards. Complete penetration took place in both cases."—Major W. H.

'240-Bore "Apex" (Reg'd.) Super Express Rifle.



MUZZLE VELOCITY, 3000 ft. per sec.

MUZZLE ENERGY, 2000 ft. lbs.

Very Flat Trajectory.

No Recoil.

Extremely Accurate.



Magazine Rifle, 5 shots : Weight, 7 lbs.

Diagram made before the Editor of the "FIELD."

Single Rifle.

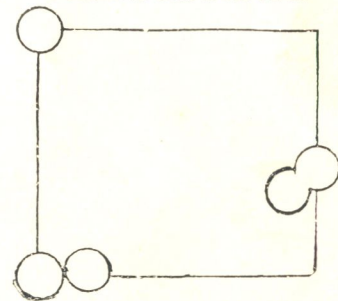
5 Consecutive Shots at 100 Yards.



Holland's "Apex" '240 Super Express Cartridges, Showing Belted Positive Stop.



Bullets Cut from Stags.



Actual size ; group 1'3 in. by 1'45 in. ; area 1'89 sq. in.

Some Extracts from numerous Letters and Reports on the '240-Bore "APEX"

" I would like to tell you how very pleased I am with the '240. I have killed to my own rifle 37 stags this season, and up to to-day I have not lost one. I am a fair average good shot with a rifle, but the record for this season reflects the greatest credit on the rifle for accuracy and stopping power. I feel it is hard to beat."—A.L.M.

Scotland.

" I wish to say the rifle I got off you is very satisfactory and a marvellous little weapon. I have got thirteen stags this year. Eleven of them were got with eleven cartridges one beast being over 250 yards range, and I may say I did not put up the 250 sight. The two I wounded but collected were carelessness on my part."—J.V.H.

Shrewsbury.

" I shot five huge wild boars the other day, two of them at more than 300 yards."—D. de M.

Morocco

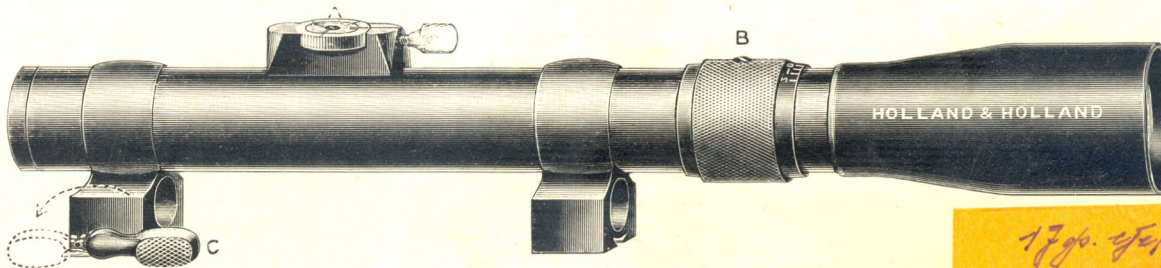
*35 grains superxpress
= 339 feet/sec.*



HOLLAND AND HOLLAND'S

Special Adjustable Telescopes.

As Fitted to Deerstalking and other Sporting Rifles.



These can be fitted to any form of Rifle, Double or Single.

*17 ga. Zeppeliner.
= 165 yds.*

These Telescopes will be found a most useful addition to a rifle in those countries where only long shots are obtainable, and where the game is frequently of a colour closely resembling its surroundings.

Our special Telescope Sight has many advantages over telescopes formerly used on rifles. Owing to improvements in the optical design, a **LARGE FIELD OF VIEW** is obtained with **CLEAR DEFINITION**. It can be used, and effective aim taken, in bad lights or twilight, when the ordinary sights cannot be seen. It also enables the shooter to pick out the best head when several animals are in the field of view.

These Telescopes are fitted with an adjustable screw disc, which elevates or depresses the cross wire, and the different elevations are shown on the Dial A. The dial on sporting rifle Telescopes is usually marked for 100, 200 and 300 yards, but can be marked for longer ranges if ordered. There is a small locking screw to fix the dial in any position if required.

The Focus can be altered to suit any sight by simply turning the collar marked B. The Telescope can be instantly adjusted to the rifle, or as quickly removed by simply turning the lever marked C. The ordinary sights can be seen and used (through the apertures in the standards) when Telescope is on the rifle.

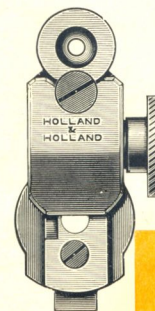
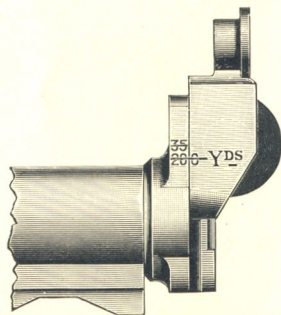
To Elevate or Depress Sight—

HOLLAND'S SPECIAL

Peep Sight for Sporting Rifles.

Specially suited for their .240, .275, .30 and .375
Magnum Magazine or any bolt action rifle.

Fitted with locking bolt to elevating stem and set pin for lateral adjustment. The mechanism is exceedingly simple and strong, and the sight can be quickly fitted to a rifle.



PRESS IN
(NOT TURN)



*4 ga. Zeppeliner.
= 39 yds.*



The New Badminton

SCHOOL OF SHOOTING AND PRACTICE GROUNDS

DUCK'S HILL, NORTHWOOD, MIDDLESEX.

At these Grounds of over 100 acres—the most extensive and best equipped Shooting Ground in England—all kinds of practice at inanimate birds may be obtained. The whole area of the School is undulating and well wooded, and the School is the most complete in every way, equipped with the latest pattern Try Guns, Targets, and all modern appliances for Gun Fitting, etc.

The general lay-out of the ground has been planned with a view to giving practice under the most natural conditions.

Special Staff of Expert Gun-Fitters.

Coaching and Lessons by Experienced Game Shots.

Holland's Badminton Shooting School.



THE PAVILION, CONTAINING EVERY CONVENIENCE FOR VISITORS, INCLUDING MOTOR GARAGE.

Targets for Gun Fitting.



These Targets are fitted with a complete arrangement of disappearing birds, which enable us to find out any error of aim or sight that a customer may have. The result of each shot is carefully recorded on the target, thus enabling the shooter to see the position of his shot relation to the bird. Should the gun be in fault, the necessary correction can be determined by means of the "Try Gun."

