



S P O R T I N G G U N S



BY APPOINTMENT TO
HRH THE DUKE OF EDINBURGH
RIFLE MAKERS



BY APPOINTMENT TO
HRH THE PRINCE OF WALES
SUPPLIERS OF BESPOKE GUNS, SHOOTING
ACCESSORIES & COUNTRY CLOTHING

HOLLAND & HOLLAND

LONDON



BY APPOINTMENT TO
HRH THE DUKE OF EDINBURGH
RIFLE MAKERS



BY APPOINTMENT TO
HER THE PRINCESS OF WALES
SUPPLIERS OF RIFLE GUNS SHOOTING
ACCESSORIES & COUNTRY CLOTHING

HOLLAND & HOLLAND

LONDON

29 AVENUE VICTOR HUGO 75116 PARIS
Tel: +33 (0)1 45 02 22 00 Fax: +33 (0)1 45 02 14 81
Email: gunroomfr@hollandandholland.com

31 & 33 BRUTON STREET LONDON W1J 6HH
Tel: +44 (0)20 7499 4411 Fax: +44 (0)20 7409 3283
Email: gunroomuk@hollandandholland.com

50 EAST 57TH STREET NEW YORK 10022
Tel: +1 212 752 7755 Fax: +1 212 752 6975
Email: gunroomny@hollandandholland.com

www.hollandandholland.com



SAFE

HOLLAND & HOLLAND



INTRODUCTION

Holland & Holland guns are celebrated throughout the world as the perfect combination of artistry and craftsmanship. To understand why, you need simply pick one up, balance it in your hands, and allow your eyes to take in every detail of its lines. Look closely. It displays a purity of design and a functional simplicity that is found more frequently in nature than in the creations of man. Then swing and mount the gun to your shoulder and, immediately, your visual sensation is matched by such perfect handling that you know the gun is ideally suited to its purpose.

Such an achievement does not come into being by evolution alone, even though Holland & Holland guns and rifles trace their lineage back to the year 1835. Its other parent is curiosity; the desire of the craftsman and gunmaker to see whether an improvement can be made on accepted methods.

In some things, of course, there is no substitute for tradition. For instance, in the making of a stock the craftsmen still use the finest walnut, taken from the juncture of root and trunk. The root for the wildness and figure that gives the stock its beauty; the trunk for the strength that it gives to the stock's slender grip.

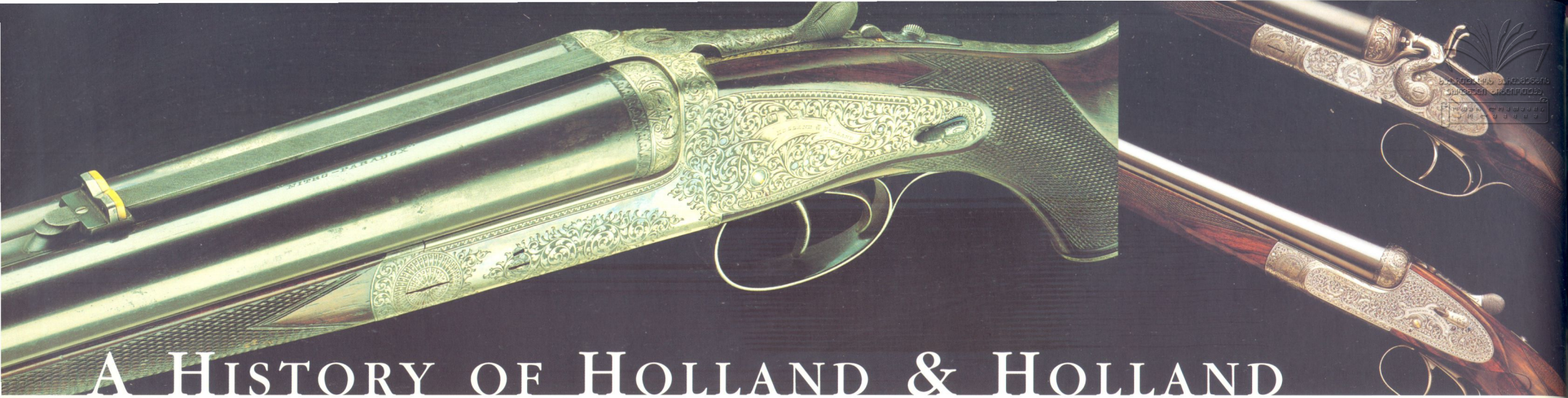
Equally, the hand tools used by the engraver will not have changed much in appearance since the mid-19th Century. But alongside the time-hallowed, is the innovative - a Holland & Holland gun of today is made using the best steels that the modern age can provide, and is drilled, milled and turned by machines far more precise than those used by yesterday's craftsmen in the gun factory so carefully planned and built by Henry Holland over one hundred years ago.

The result is a gun capable of handling the high performance cartridges and ammunition that our forefathers did not have at their disposal; a gun that will give faithful service to its owner and his

heirs for generations, and a gun that will give unmatched pleasure the while.

It is this combination of tradition and vision that makes a Holland & Holland gun that most rare of creations; a work of art where the emphasis is balanced equally between the purpose of its work, and the beauty of its art.





A HISTORY OF HOLLAND & HOLLAND

Harris Holland (1806 - 1896) founded 'H. Holland' in 1835, but it was not until 1867 that his nephew, Henry, was made a partner and the name 'Holland & Holland' came into being. Harris had started with a tobacco business in London's Holborn district but he became an experienced and enthusiastic shooter early in life and this stimulated his interest in gunmaking.

Until about 1850 most 'H. Holland' guns were probably built in the trade to Harris Holland's design. The arrival, however, of nephew Henry as an apprentice in 1860 heralded the leading role which the company was to take in the age of innovation which, from 1870 onwards, put London gunmakers on a pedestal.

The 'Field' Rifle Trials, held in London in 1883, established the Holland & Holland fame for very well made and highly accurate sporting rifles. This reputation for excellence soon spread with the Holland & Holland double barreled rifle becoming

the benchmark for reliability in hunting for large and dangerous game.

During his career, Henry Holland was renowned for invention and took out over forty patents ranging from the famous 'Royal' action of 1883 to the celebrated .375 H&H magnum belted cartridge in 1912, still the universal favourite for hunters worldwide.

The 'Royal' trademark rights, describing one of the most successful sidelock actions of all time, were granted in 1885 and have since denoted excellence in gunmaking for well over one hundred years. Usually identified with side-by-side shotguns and rifles, the name has more recently appeared on the new range of Holland & Holland over-and-under guns employing the same sidelock action principles.

Harris Holland died in 1896 and two years later Henry completed his purpose-built gun factory in Kensal Green, West London, which has remained in continuous use to the present day. Shooting grounds

nearby were needed for all the work associated with factory testing, barrel regulation and rifle calibration, and for teaching shooting techniques to newcomers. Urban pressures forced a move to new shooting grounds at Wembley in 1913, and then again to the present grounds at Northwood, Middlesex, in 1930, but still within 18 miles of the central London gunroom and factory.

Following the Second World War (1939-1945) good craftsmen were scarce and wealthy clients were scarcer. Fortunately, Henry Holland's son, Jack, in charge since his uncle retired in 1930, insisted on rebuilding the quality and service for which the company was famous and, soon after his death in 1958, the company was acquired by a group of friendly and enthusiastic clients. They encouraged the new management to move into fine second-hand and antique gun trading, as well as into new 'commemorative' guns. This took Holland & Holland gunmaking into a new era of extraordinary



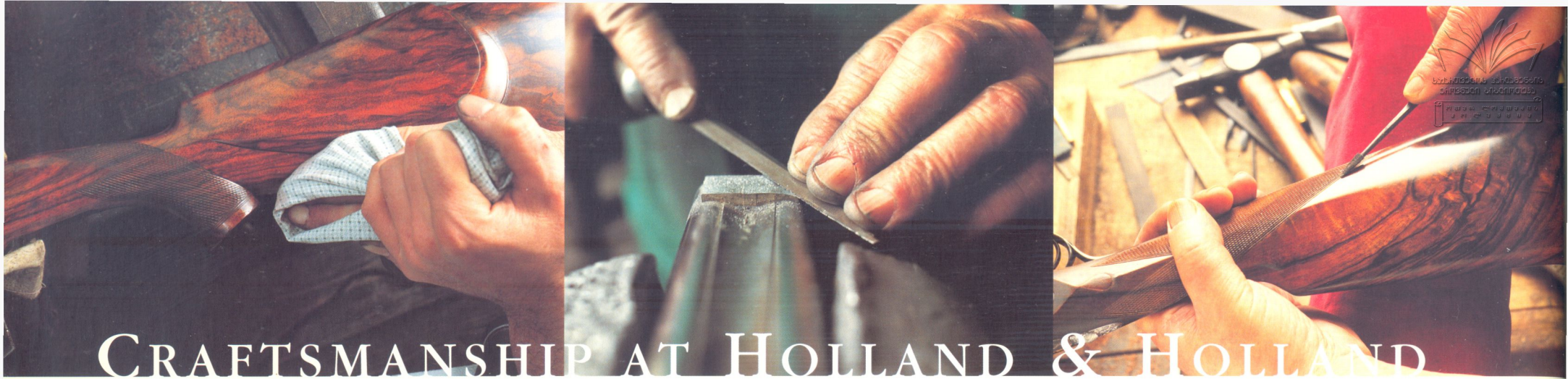
engraving and embellishment. The acquisition of W & C Scott Gunmakers in 1985 produced some very high quality Holland & Holland boxlock guns but, more importantly, lead to the development of two models of over-and-under shotgun. Following the sale of the company to the Chanel group in 1989, all gun production was consolidated at the historic London factory following an extensive building and equipment investment programme. Nowadays the company gunmaking facilities exhibit the most modern computer-aided design and component machining facilities to be found at any comparable Best London gun factory, allied to those traditional gunmaking bench skills which Henry Holland demanded of his workforce one hundred years ago.

More recently, the company has extended its interests with the opening of a sporting agency offering the best shooting and hunting programmes in Europe, Africa and South America, and the development of an international non-shooting

luxury travel business where the camera rules rather than gun or rifle.

Shooting clothing was first offered to customers at 33 Bruton Street in the early 1980's, some twenty years after the company moved from New Bond Street. The clothing range has been branded and expanded under Chanel ownership and a wide selection of luxury accessories is sold from the flagship retailing premises in London and similar premises in Paris and New York.

The company values its Royal patronage - the Royal Arms of HRH The Duke of Edinburgh, whose Warrant of Appointment as Rifle Maker was granted in 1963, and those of HRH The Prince of Wales, whose Warrant of Appointment as Bespoke Gunmaker and Supplier of Country Clothing has been proudly carried since 1995. We think that Harris and Henry would be proud of this too, as well as of the way in which their standards and name are being upheld into the 21st Century.



CRAFTSMANSHIP AT HOLLAND & HOLLAND

The Holland & Holland factory, located in London not far from Paddington Station, is where our guns are built in the traditional way with the most modern materials and equipment available. The present building was constructed by Henry Holland as a gun factory and completed in 1898. Now, over a hundred years later, the building is still our manufacturing base, although new paint adorns the outside and new equipment graces the inside. It is a tall, slender building with large windows, providing the best light for actioners and engravers alike.

While machines have always been used where possible, for example, for rifling the barrels, today we use modern computer numerical control equipment and computer-aided design software. This is combined with all the traditional gun making methods - actions are filed with great precision, barrels are hand-struck, and stocks and chequering are also done by hand. Depending on the model of

gun, from 650 to well over 1250 man hours may be involved in the making, and as no part of a Holland & Holland gun is interchangeable, every single one is made for each gun down to the smallest pin. Combine these abilities with the quality of steel available today, and it will be no surprise that we are building the best guns ever.

The making of a Holland & Holland gun or rifle is therefore not a process to be hurried. The building of a gun is the creation of our 60 craftsmen, each making his equal contribution to the finished piece. The machinist; the barrel maker; the actioner; the engraver; theirs is the responsibility for turning bare metal into a magnificent gun that will still be shooting straight and true when your great-grandson is an old man. The barrels and action are complemented by the work of the stocker, who takes a rough blank of fine walnut and works and shapes it until it seems to glow with a life of its own from deep within the timber.

Lock, stock and barrel - all become a single entity in the hands of the finisher, who hardens the metalwork, polishes the lockwork and chequers and oils the stock. For your gun's accuracy you have the regulator to thank; and for the tools, leather and baize of the case, the casemaker.

Even in the exalted company of Best London gunmakers, Holland & Holland is unique in that every part of its guns and rifles, right down to the smallest screw, is made in-house. Remove the lock from a 'Royal' and you'll see that even the elegant bridle within the lock bears a craftsman's touch, in the form of a tiny decorative engraving. Rarely seen, but always present.

A barrel maker requires 60 hours to complete a pair of barrels. Bored from solid forgings of high grade nickel chrome molybdenum steel, individual barrels are balanced, turned and drilled through to a standard length and then paired off and assigned to an order before being silver brazed at the breech.

Longer barrels may be required by the customer with a deliberate style or for use against high birds, with short barrels preferred for snap shooting.

Next comes the time-honoured method of soft soldering the ribs that join the barrels using pure tin fluxed with rosin, a non-corrosive substance. The bores are reamed and lapped to bring their diameter to within four thousandths of an inch of the finished size. The actioners take 8 weeks to complete their part of the task, comprising the bolting mechanism, lock work and ejectors. The action is the heart of the gun, incorporating the Holland & Holland self-opening mechanism and the hand detachable locks so easily removed for inspection after a rainy day in the field.

The actioners commence their task by jointing the barrels into the action to tolerances as minute as the thickness of smoke from an oil lamp. The telltale spread of carbon deposit reveals the slightest irregularity in the jointing, and any high spots are painstakingly removed before the assembly is sent to the London Proof House for demanding testing and critical inspection.

The guns and rifles will be embellished by our engravers who adorn the gun with the client's chosen style of engraving, perhaps our own 'Royal Scroll', based on a William Morris pattern, or customised with a design especially commissioned by the owner - often elaborate and imaginative. Clients may also select a stock blank with the particular figure or colour that they find the most appealing. Blanks of walnut, seasoned for up to 10 years, supply the stability so essential for a Best London gun. In the stocking shop, the stocker inlets

the head of the blank with great accuracy to receive the action and lock work. The stock is shaped to the customer's measurements, established during a fitting at the Holland & Holland Shooting Grounds, taking into account the length, cast and the required drop or bend to align the master eye.

The 'finishing' of a gun involves endless checking, subtle easing and smoothing of the working parts. Meticulous polishing is required to effect crisp trigger pulls and the effortless opening and ejection which so much characterises a Holland & Holland.

All guns are carefully regulated to produce consistent shot patterns at the Shooting Grounds, where, whenever possible, the customer is encouraged to become acquainted with what is surely to be the ideal gun for the most testing of quarry anywhere in the world.

Such is the attention to detail shown at Holland & Holland, that each craftsman knows that to do less than his best would be a betrayal, not just of his own skills, but also those of his workmates. Each knows, too, that the day when the client arrives to collect the finished gun and raises the stock to shoulder and cheek, the work of all those months will be put to the test in a single moment. The motion should feel completely instinctive, completed as though by thought alone. It is the point at which the individual contributions of many craftsmen become, in the customer's hands, the complete and unique creation that is a Holland & Holland. It is the pride of our craftsmen that their work can be measured in that moment; it is their daily endeavour that their skills will pass that test.









СЕРТИФИКАТ
КАЧЕСТВА
И БЕЗОПАСНОСТИ
ПРОДУКЦИИ
СЕРТИФИКАТ
КАЧЕСТВА
И БЕЗОПАСНОСТИ
ПРОДУКЦИИ



THE 'ROYAL' SIDE-BY-SIDE SHOTGUN

Of all the guns and rifles made by Holland & Holland, it is the 'Royal' for which the company is perhaps best known. Striking a perfect balance between elegance and design, the Holland & Holland 'Royal' side-by-side shotgun is the classic Best London gun.

Each and every Holland & Holland is a unique product individually crafted for a specific customer whose preferences are always the company's principal guide. Over 850 hours of highly-skilled precision work will go into creating this ultimate sporting gun.

The epitome of reliability, the traditional 'Royal' side-by-side enjoys a distinct advantage in the field. The Holland & Holland self-opening mechanism, widely copied by other gun makers, greatly assists with rapid loading. A matching pair of 'Royal' shotguns in the hands of a competent shot and experienced loader may





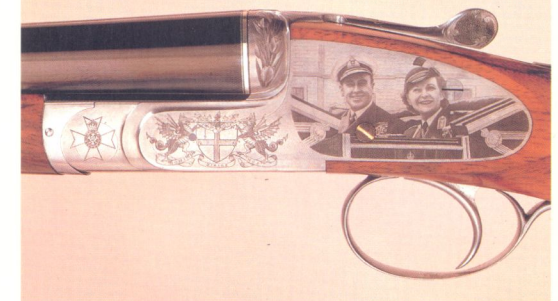
combine to be as effective against fast driven game birds as it is possible to be.

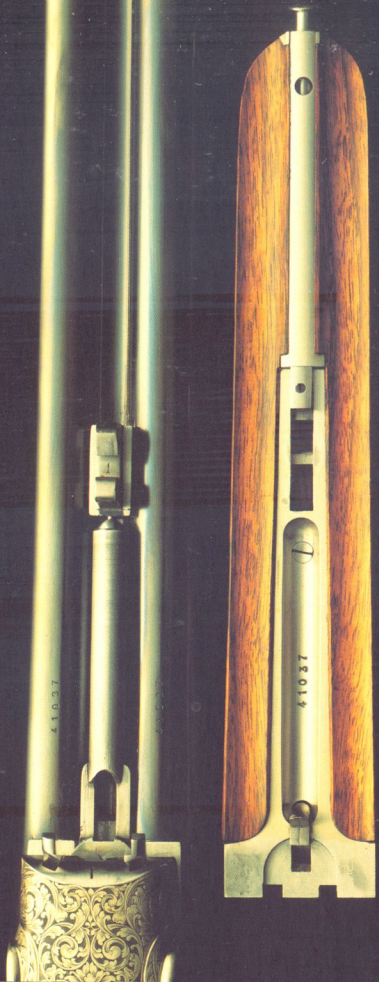
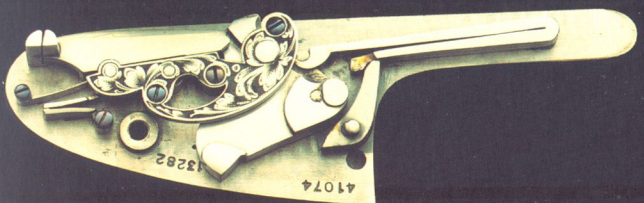
Furthermore, the side-by-side is often lighter in weight than other designs and with its prized balance and handling properties, is more responsive to the jinks and turns of the driven bird. The supremely elegant and slim profile enhances the weapon's aesthetic qualities. In practical terms, it is comfortable both in the hands and when broken across the arm. It is no surprise to learn that the 'Royal' side-by-side has been the preferred choice of serious game shooters for many generations.

Being a truly bespoke gun, there are infinite options available, for both stylistic considerations such as engraving and features such as triggers and chokes. These pages give an indication of the endless possibilities for engraving, and one of the pleasures of ordering a 'Royal' is that the buyer can create a supremely functional yet highly artistic masterpiece.

The 'Royal' trademark was granted in 1885, always identifying Holland & Holland's premier quality guns and rifles - a contemporary description noting that the gun combined '*..all the essentials of a perfect weapon viz: Absolute Safety, Simplicity and Strength of Mechanism with Perfection of Form and Balance.*'

'Royal' guns may be built in any calibre, from 4 bore to .410, including all modern magnums and for steel and other non-toxic shot cartridges.





THE BRITISH GAME BIRDS SET OF FIVE 1993
33, BAYTON SQUARE, LONDON



HOLLAND & HOLLAND



LUXURY
LIFE

HOLLAND & HOLLAND

51005



THE 'ROYAL' OVER-AND-UNDER SHOTGUN

The design of Best London guns has undergone a metamorphosis over the years. Changes have taken place that may make a traditionalist pause for thought. Records from the 19th Century show that there were those who doubted that the first hammerless designs would ever win popularity, and there may have been a few raised eyebrows when the first of a series of over-and-under shotguns left the Holland & Holland workshops in the early years of the 20th Century. Although only a small number of these guns were made, they attracted considerable attention and laid the foundations for the introduction of the modern 'Royal' over-and-under which included many innovative features.

At Holland & Holland the requirements of the skilled shooter are always the principal design guide; Harris Holland, the founder of the company, would surely have endorsed the creation of those first over-and-under shotguns.





The new millennium sees an increasing number of the world's finest shots preferring the balance, handling qualities and single sighting plane of the over-and-under - qualities that have been married with the classic styling of a Holland & Holland sidelock to become the perfect synthesis of function and elegance.

Devotees of the early 'Royal' guns would immediately recognise the merit of their successors and in particular the over-and-under game gun, which features the Holland & Holland patented angled bolting system to give positive locking and reduced wear. Replaceable trunnions (barrel pivots) and draws in the action facilitate any repairs necessitated by extensive use. Evolutionary improvements to cocking, striking and ejection combine to produce a gun of unimpeachable reliability.

The 'Royal' over-and-under can be supplied in 12, 20, 28 bore and .410, and with either fixed or interchangeable chokes. The gun is available with single or double trigger mechanisms and in a range of barrel lengths and rib styles to suit a customer's requirements. The talents of our engravers cover every taste whether it is our traditional scroll or more ambitious commissions involving scenes, portraits or precious metal inlays.







THE SPORTING OVER-AND-UNDER SHOTGUN

The distinguished pedigree of the Holland & Holland Sporting gun reaches back to the time when clay target shooting was a fledgling sport, born of the then popular pastime of live pigeon shooting. Now, at the start of the new millennium, clay shooting has developed into a testing discipline in its own right.

For the enthusiast who enjoys both clay and game shooting, the Sporting model combines ideal performance with the aesthetic qualities of a Holland & Holland game gun.

The Sporting over-and-under retains all the distinction of a Holland & Holland gun, a feature of which is instinctive handling. Yet the design is highly robust and more than equal to the demands of the customer who wishes to shoot all the year round at both clays and game, and who will fire many thousands of cartridges in the process. Versatility is the key to the performance of this exciting over-and-under shotgun, its design

offering tremendous scope for the committed shooter with specific requirements.

Ease of maintenance, absolute reliability and the instinctive handling that only a bespoke gun possesses were the objectives of the gun's creators. Holland & Holland's detachable trigger lock was the result - fully interchangeable, the entire assembly can be removed for inspection and cleaning with an easily operated release lever in the trigger guard. When the unit is removed, the gun is obviously immobilised, a feature that is particularly valuable when travelling.

Individual barrel selection is also offered, operated by means of a barrel selector incorporated with the safety catch thumb piece. The provision of an instant choice of appropriate choke for the target or quarry allows the shooter a greater mastery of his performance. This innovative feature is a bonus for the serious shot.

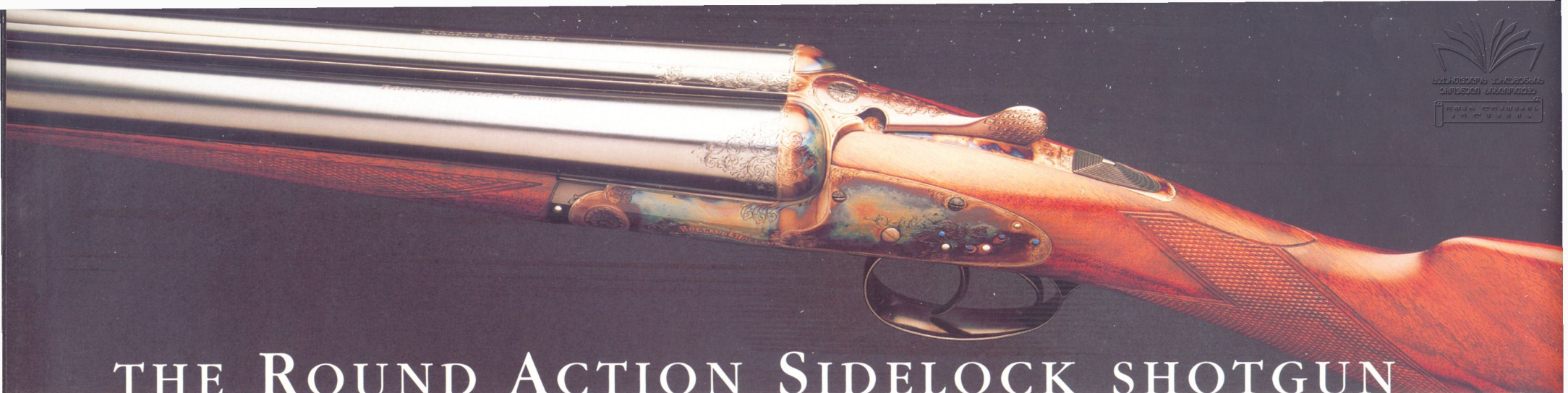
Available in a choice of styles and made to individual specifications, the Sporting model also allows the client to avail himself of a choice of barrel length and rib style, with the option of a competition stock and forend and interchangeable choke tubes suitable for lead or steel and other non-toxic shot.

The Sporting model in a game gun format promises lively and responsive handling, with its elegant stock and slim forend, whether in 12, 20 or 28 bore. The gunmakers of Holland & Holland have long taken pride in the company's reputation for progressive design, a reputation further enhanced by the introduction of the Sporting over-and-under.

By definition a working gun, the Sporting over-and-under shotgun is yet so perfectly suited to its purpose that it becomes a work of art. The finished result is breathtaking in terms of execution and imagination - truly a Best London gun in every sense.



HOLLAND & HOLLAND
LONDON & ANTWERP
ESTD 1846



THE ROUND ACTION SIDELOCK SHOTGUN

For well over a century Holland & Holland have been to the fore in the field of innovation for gun, rifle and ammunition design - to such effect that many of its products have become benchmarks by which all others are judged. The Round Action Sidelock is a new side-by-side sidelock design that incorporates the same materials and craftsmanship that are used in the making of all our guns and rifles.

The styling of the Round Action Sidelock shotgun is strikingly different to the 'Royal', but the essential standards and elements of a true Best London gun are all there. Based on the experience accumulated by generations of shooters, the new model displays the pedigree of all Holland & Holland guns. Function and elegant simplicity are well served by the new rounded form design that calls on experience spanning two centuries of gunmaking, modern technology, high precision machinery, up-to-date materials and timeless craftsmanship.

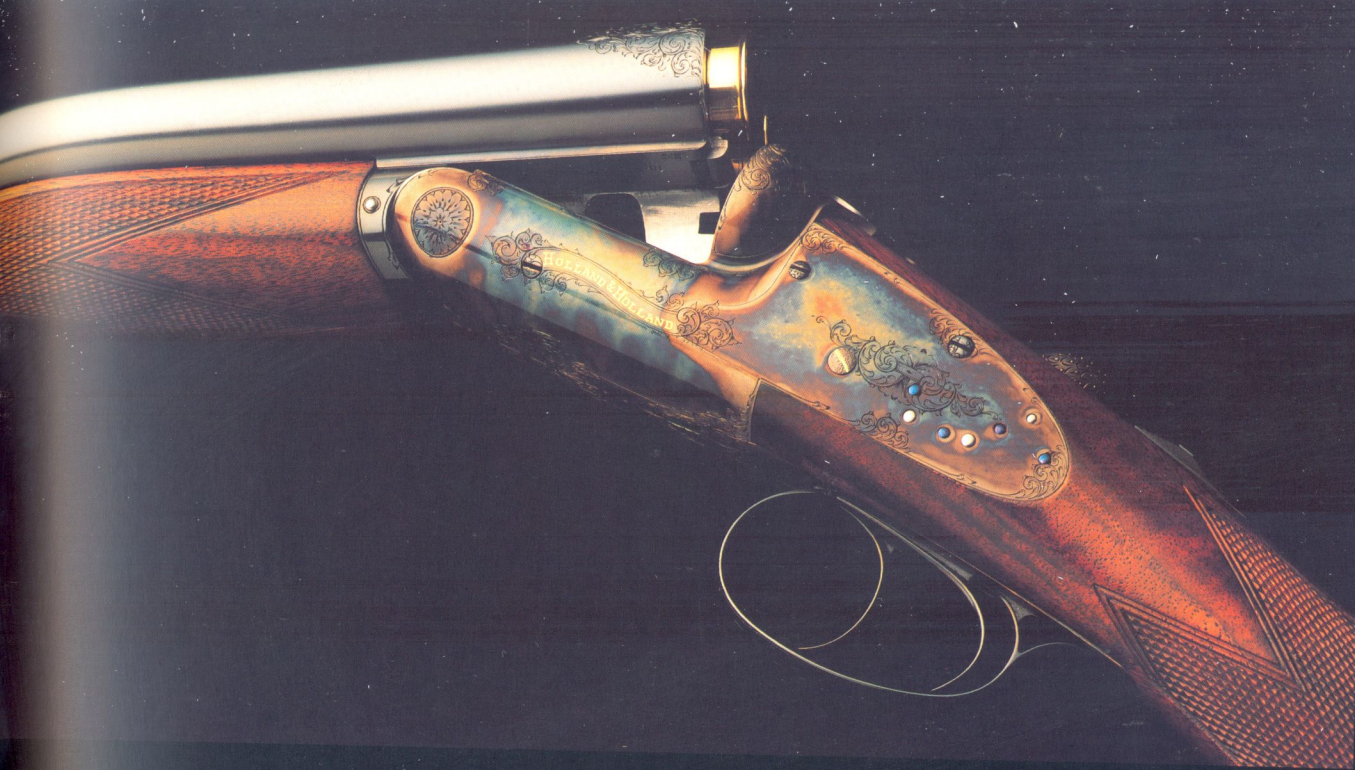
Exactly as with the peerless 'Royal' model, strong, light barrels are the essential elements required to create a new design that is in every way able to match the handling and balance of its senior cousin. Lightweight chopper-lump barrels, combined with the back-action sidelock mechanism machined from a solid billet of case hardening steel, and features such as intercepting safety sears, automatic ejection and rebounding locks for ease of opening, ensure that this elegantly rounded design is more than able to meet the requirements of a fast handling shotgun. The Round Action Sidelock is available in 12 and 20 bore only with a classic tapered half-hollow top rib and chokes bored according to option.

Modern design and manufacturing technology are married with traditional craftsmanship to execute fine hand-cut chequering and a rubbed and polished oil finish. Likewise, we combine delicate engraving with traditional scrolls and borders with

Holland & Holland 'gold name' inlay, together with case-coloured or a bright, polished 'coin' finish to the metalwork and rust-blued barrels.

An elegant harmony of form and function, the Round Action Sidelock is a true Holland & Holland in every way.



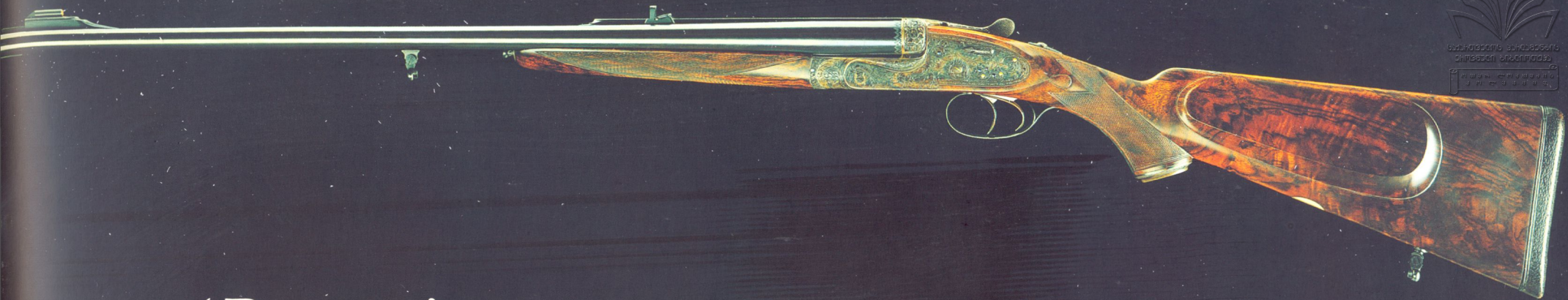


BRANDENBURGSKA KUNSTFÄBRIKEN
KUNSTFÄBRIKEN
KUNSTFÄBRIKEN









THE 'ROYAL' DOUBLE RIFLE

The Holland & Holland 'Royal' double rifle has long been celebrated as the best in the world. This pre-eminence dates from the astonishing day in 1883 when the company's rifles, ranging from a .295 rook rifle to a 4 bore elephant rifle, won all ten categories of the rifle trials organised by THE FIELD magazine. The quintessential practicality and design detail of today's Holland & Holland 'Royal' double rifle ensure its continuance as the rifle of choice for the modern hunter on European driven hunts, or facing dangerous game in Africa. That the company is not content to rest on the reputation won in days past is demonstrated by the recent introduction of the 'Royal' .700 Nitro Express, the largest proprietary sporting calibre yet developed.

Big game hunting in Africa came into its own during the 19th Century when early settlers found abundant exotic and dangerous quarry to hunt. These settlers required specially-made firearms and it



THE 'ROYAL' DOUBLE RIFLE



was at this time that the double rifle first established itself, since the best available insurance against personal injury lay in the reliability offered by two independent firing mechanisms - a fact that remains as true today as it was one hundred years ago.

Although breech loading rifles have existed since the early 16th Century, it wasn't until the age of the 'Express' rifle in the late 19th Century that the principle of making a bullet spin fulfilled its potential.

Theodore Roosevelt, twenty-sixth President of the United States, was perhaps the most famous admirer of the Holland & Holland rifle: 'I do not believe there exists a better weapon for heavy game', he reported from Africa. With the handling characteristics and balance of a shotgun, a Holland & Holland double rifle points with ease and speed - an essential requirement for moving game, and the ability to fire two shots almost instantaneously is a considerable plus should a second, quick shot be required.

The great knock-down effect that a double rifle imparts also lends an advantage in close cover, as does rapid and straightforward reloading when an angry buffalo charges. An inventive integral muzzle wedge, of Holland & Holland design, is fitted to the barrels and allows the rifle regulator to adjust the point of bullet impact to guarantee accurate shooting. Each rifle has its barrels individually regulated for a client's preferred ammunition and bullet weight. Stylish yet incredibly strong, the 'Royal' double rifle is equal to the harsh environments it often encounters.

Our craftsmen are not content to rest on 19th Century laurels and are engaged in a continual

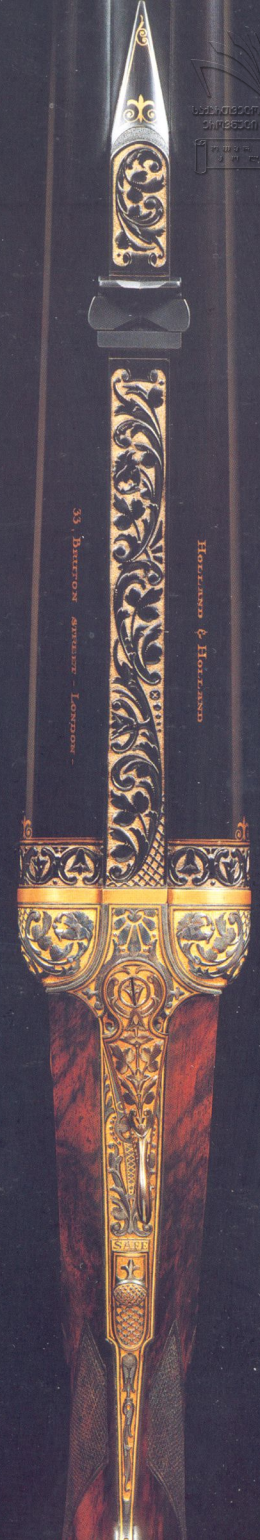
quest to improve accepted methods. The genius of a Holland & Holland rifle lies in the melding of tradition with state-of-the-art technology. Today's rifles are made from the best steel the modern age can provide.

One of the pleasures of selecting a Holland & Holland 'Royal' double rifle is the discussion of calibres and their respective merits between gunmaker and customer. Smaller game calls for the lighter, higher velocity calibres, while big game requires the power of large calibres. Holland & Holland is world-renowned for having developed many well-known double rifle calibres. Pre-eminent are the .375 Holland & Holland Magnum and the .500/.465H&H Nitro Express, now joined by the awesome .700H&H Nitro Express. Most popular modern calibres are available.

Skill, fieldcraft and patience are all required of the hunter. He, in turn, can rely on the Holland & Holland 'Royal' double rifle, which has been tailored precisely to his needs. It will take shape week by week as it is built to the customer's order - the stock of finest walnut, painstakingly oil finished; the barrels carefully regulated for maximum accuracy, the classic lines of his rifle enhanced by Holland & Holland's master engravers. His will be the choice of either the distinctive 'Royal' scroll, or the commissioning of an individual work of the engraver's art. Together these features ensure that each 'Royal' is a unique creation.

The world's finest rifle.





Hornaday & Hornaday

33 Barrett Avenue - Los Angeles



THE ROUND ACTION SIDELOCK RIFLE

The styling of the Round Action Sidelock rifle is clearly different to the 'Royal' but the elegantly rounded appearance belies a robust construction that is able to meet the rugged demands of a big game rifle by combining modern technology and timeless craftsmanship with the experience and wisdom accumulated over a century of hunting worldwide.

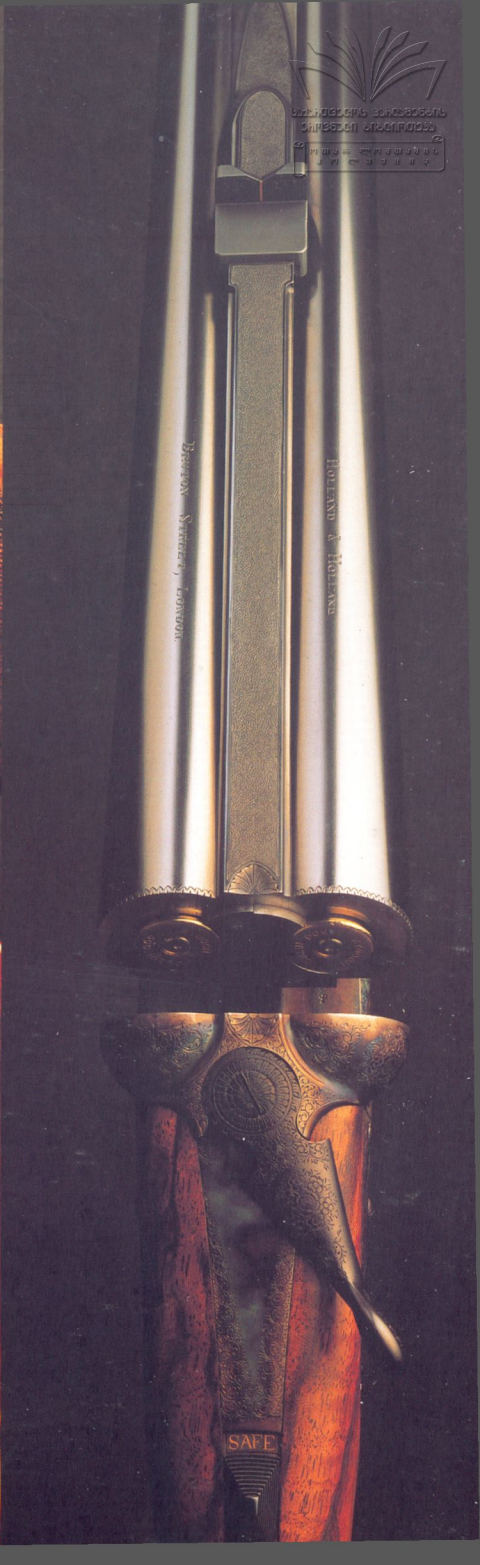
The principal features of the 'Royal' models have been carefully evaluated for incorporation into the Round Action rifle. Thus the back-action design used for all Holland & Holland double barrel rifles provides an action of great strength, likewise the same chrome molybdenum steel is used to make the chopper-lump construction cut-rifling barrels and quarter ribs that carry a traditional foresight and wide 'V' backsight. Intercepting safety sears for security, rebounding locks for smooth and easy opening, automatic ejection for rapid reloading and two triggers

(the front 'floating' for the larger 'African' calibres) together make up the elements that set the essential standard for safe and successful hunting of big and sometimes very dangerous game.

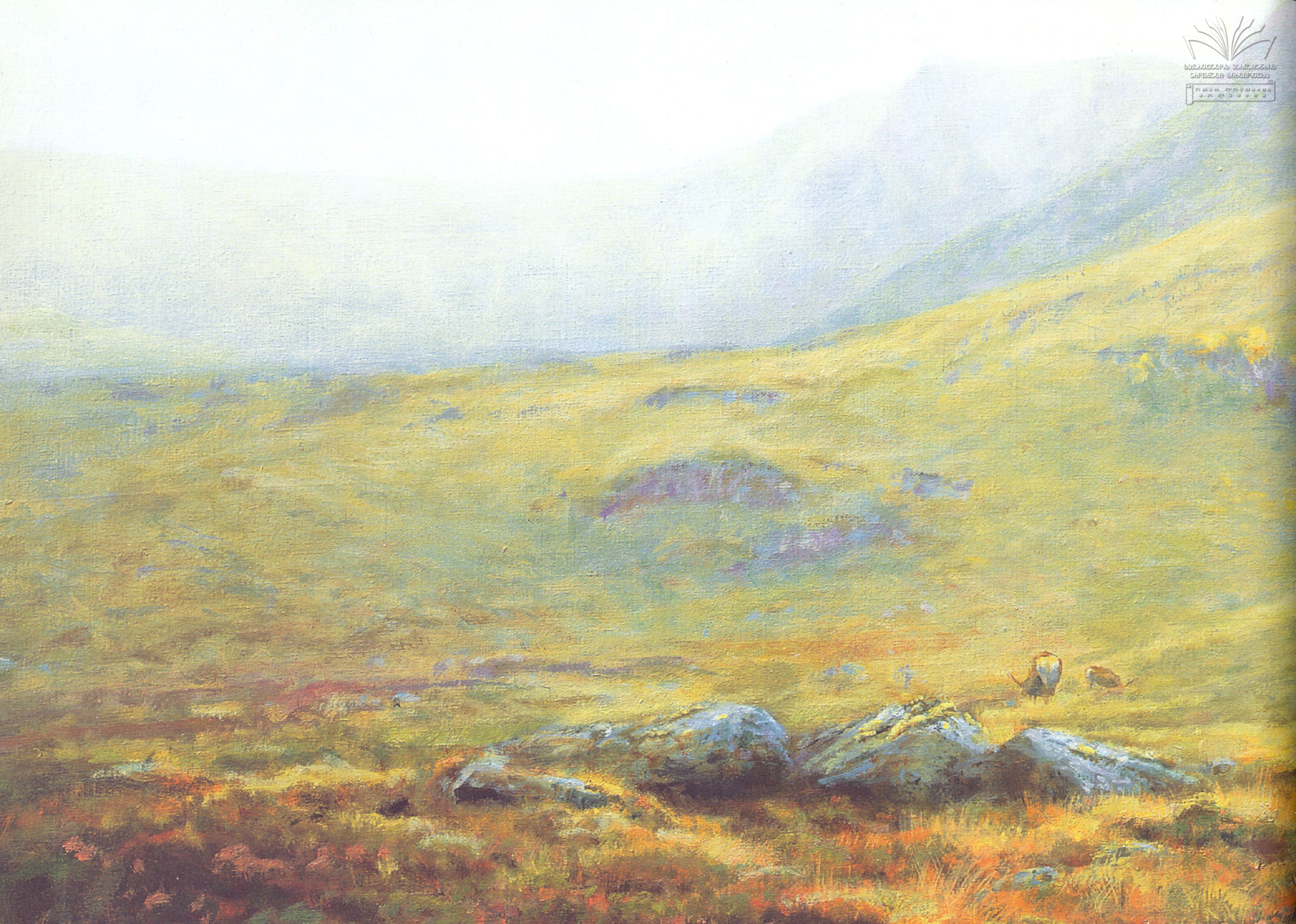
Traditional fine hand-cut chequering, a 'splinter' style forend and a classic form cheek-piece all ensure that performance combines with style to create a new model which embodies the pedigree of a Holland & Holland in every way. Engraving styles of scrolls and borders with the Holland & Holland 'gold name' inlay, or the optional traditional 'English Rose' and fine scroll pattern with a case-coloured or bright polished 'coin' finish, give further emphasis to the heritage.

The Round Action rifles are designed for flanged cartridges only, limited in the 'Standard' specification to calibres .300H&H, .375H&H and .465H&H - the calibres 9.3x74R, .470 and .500 are also available, but only as part of the 'Bespoke' option.

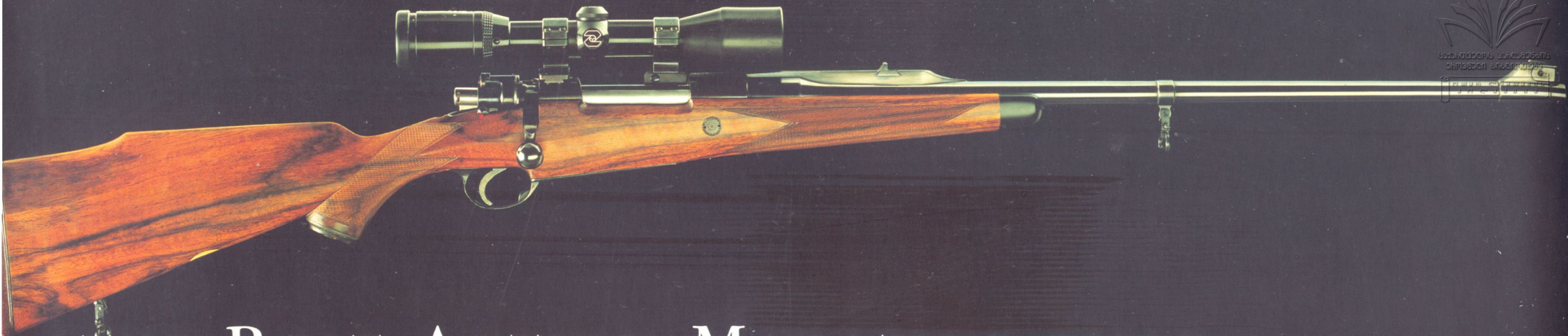




СЕРТИФИКАТ
ДИПЛОМ
СЕРТИФИКАТ
ДИПЛОМ
СЕРТИФИКАТ
ДИПЛОМ







THE BOLT ACTION MAGAZINE RIFLE

It comes as no surprise that generations of the world's most accomplished hunters have chosen to use magazine rifles from our extensive range to complement their fieldcraft, patience and skill.

The single shot falling block designs and the 'rook and rabbit' breech loaders of the late 19th Century helped to establish Holland & Holland as the finest riflemaker of the day, however it was the subsequent adoption of the reliable multi-shot bolt action that helped to spread this fame far and wide.

The Holland & Holland bolt action, quintessentially the classic British magazine rifle, is available in most modern British, European and American calibres, ranging from .240 to .500. Our proprietary calibres are included within this range, the most notable being the .375 Holland & Holland Magnum Belted Rimless, widely acclaimed as the most versatile cartridge for the big game hunter.

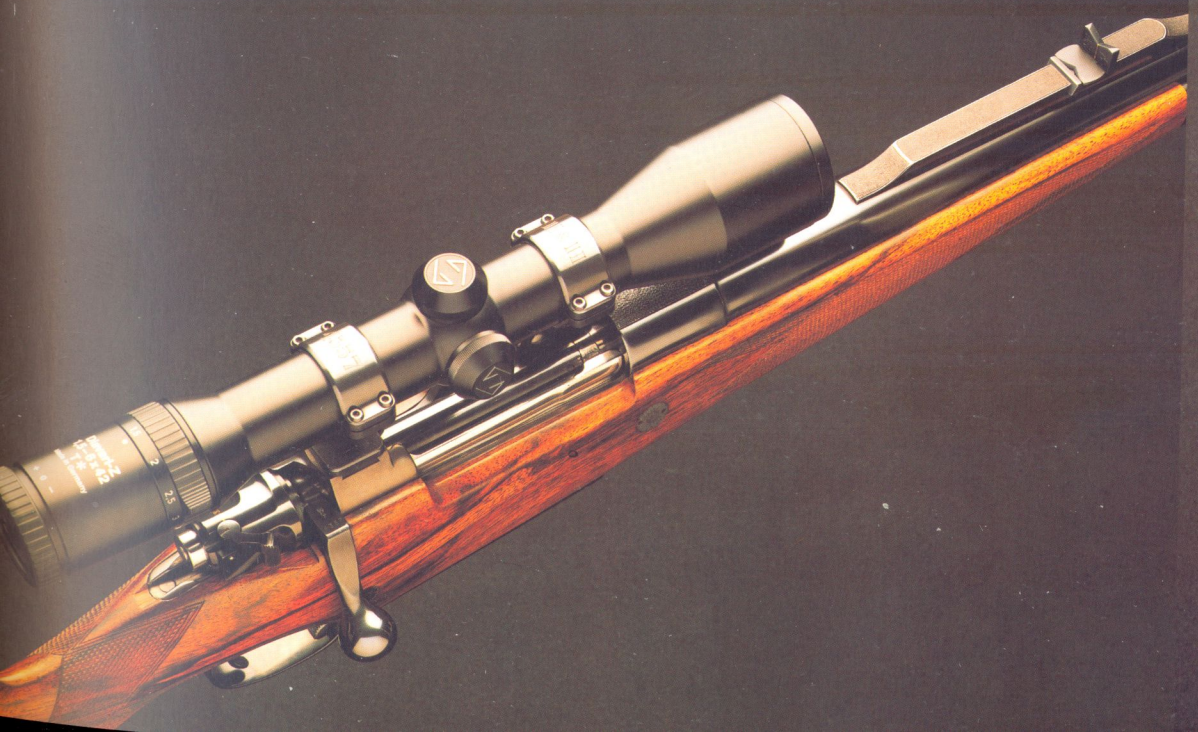
Our modern magazine rifles maintain an enviable reputation and are based on the original Mauser action, fully renovated and adapted for the chosen calibre. A new single-stage trigger mechanism and a purpose-made magazine box are fitted to ensure perfect function. Alternative action designs may be ordered, as in the case of a left-handed shot.

Our rifles enjoy a reputation for durability and are suited to all kinds of testing conditions, whether it be on a wet hill in Scotland stalking a Royal stag, or on the hot dusty plains of Africa, where a more exotic beast might be the quarry. When travelling to remote locations, the reliability of equipment is imperative, and this is particularly true of a rifle. It was with this in mind that we designed the quick detachable telescopic sight mount, of rugged yet precise construction, that allows for simple and rapid removal and subsequent refitting of the scope, without the need to re-zero the rifle. This

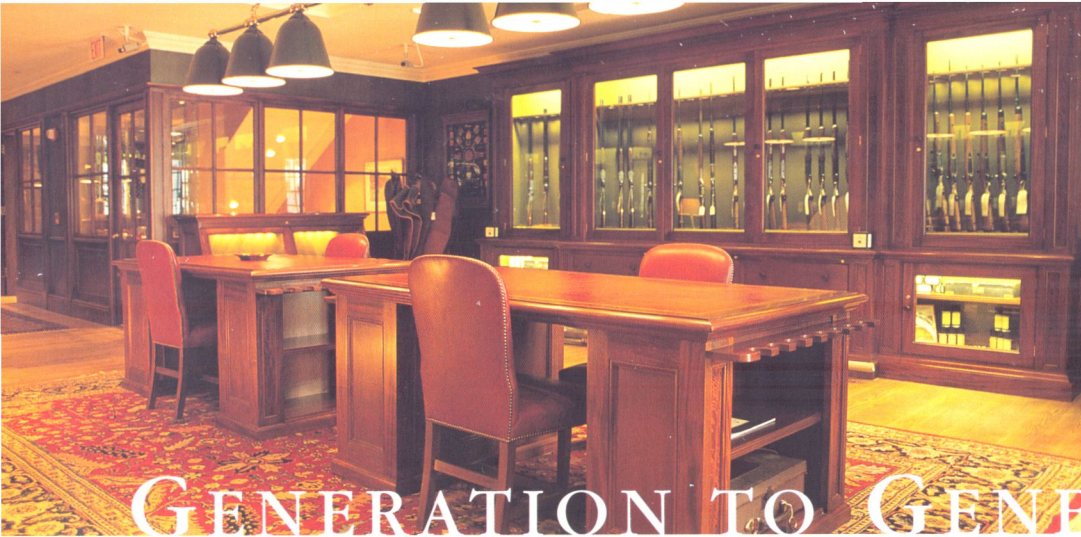
feature also reduces the risk of damage during travel, or in the event of rough handling.

As with all of the Holland & Holland range, the bolt action rifle is normally built and finished to order for a specific customer to individual requirements and specifications, although new rifles are sometimes available for immediate sale in our gunrooms. The standard specification for Holland & Holland bolt action rifles includes an adjustable trigger, a side-safety for use with a telescopic sight, a wide-V rearsight with one folding leaf, a fine bead foresight with protector, loops for a sling and an oiled finish walnut stock, with cheek piece, pistol grip and recoil pad. There is no finer hunting rifle.

The Holland & Holland magazine rifle has been proven to represent the finest combination of function, elegance and practicality, creating a rifle guaranteed to bring pleasure and success to generations of hunters.



СЕРИЯ 48
ИЗГОТОВЛЕНА В БЪЛГАРИЯ
ИЗПЪЛНЕНИЕТО Е ЗАЩИТНО ПЪЛНО
ПРЕДИ ПЪЛНОТО ЗАЩИТНО ПЪЛНО



GENERATION TO GENERATION

It may take only a few minutes to appreciate the aesthetic pleasure of handling a Holland & Holland, but to fully appreciate the durability that its workmanship confers will take you a little longer. In fact, it may even take a little too long as, put simply, a Best London gun such as the 'Royal' is truly made for life, and to tolerances so close that it may commonly take more than one owner's lifetime for any wear to show in the action.

It is for this reason that Holland & Holland prides itself in supplying guns that have been previously owned, because generations of use do not affect basic proportions, balance or function. Even with more than a century of use behind them, minor adjustments, alterations and routine servicing will ensure long and continued service. Replacement barrels or stocks will adapt and extend the useful life for future generations.

There can be no more appropriate place for the purchase of such weapons than at the Holland &

Holland gunrooms in London, Paris and New York. Equally, there is no more suitable place to bring a gun that you may wish to sell, whether as part of a trade-in for a slightly more indulgent purchase or for any other appropriate reason. Thorough inspection by our craftsmen will then ensure that the next proud owner acquires their new charge in the confidence of many future seasons use.

The purchase of a new Holland & Holland may not be within everybody's means or desires

and it is therefore part of our comprehensive service to search for, and source guns and rifles of widely varying price and specification. Vintage guns of special interest and merit are increasingly popular for use when the first choice gun may enjoy a day of rest.

We invite you to visit our gunrooms where you will find that a latent desire may transform into a need. Rest assured, you will not be the first to undergo such a metamorphosis.





CLOTHING & ACCESSORIES

From the Scottish Highlands to the African bush, being dressed for the occasion is far more than simply a question of looking the part. Aside from the need to feel warm or cool, there is the equally important matter of remaining inconspicuous to your quarry. To disturb a skein of geese can ruin several hours of patient waiting and a disturbed buffalo can ruin considerably more.

The staff at Holland & Holland have a century of tradition behind them when they advise your choice of clothing, but they are not bound by tradition. The company's range includes some innovative designs in country clothing, including the latest developments in breathable thorn- and water-proof fabrics. Holland & Holland clothing also includes exclusive designs, based on classic elegant styles suitable for town or country, whether shooting or not. Only the highest quality fabrics and materials are used, including cotton, cashmere, wool and leather. Trousers, jackets, suits and shirts can all be

made to order in your choice of fabric, or items can be altered on the premises by our bespoke tailors. Holland & Holland also offers an exclusive range of luxury accessories, including the best lead crystal, beautiful silver and gold jewellery, stylish sporting accessories and leather goods, ranging from small luxury items to fabulous sets of luggage.

One of the pleasures of shooting is that besides the occasion itself, the preparation for the day (and the re-living of its high points afterwards) adds much to the enjoyment of the sport.

Whether you are choosing shoulder slings and ammunition pouches for an African safari, binoculars for a day's stalking on the hill, or a cartridge bag for a day's driven pheasant shooting in the Home Counties, a few hours spent in the Holland & Holland shop is a visit to be savoured.

Often, a friend or member of your family will call in at the shop in search of a gift. Our staff will provide the advice needed to choose the

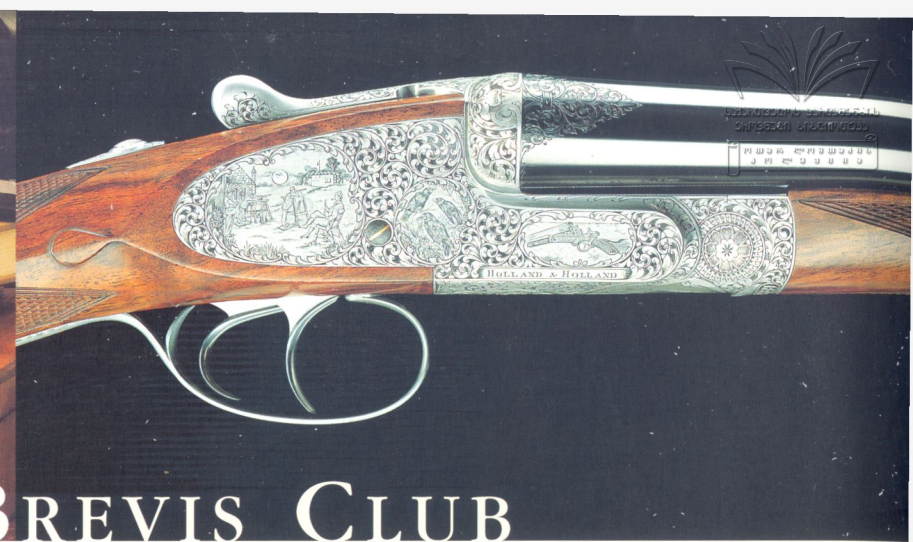
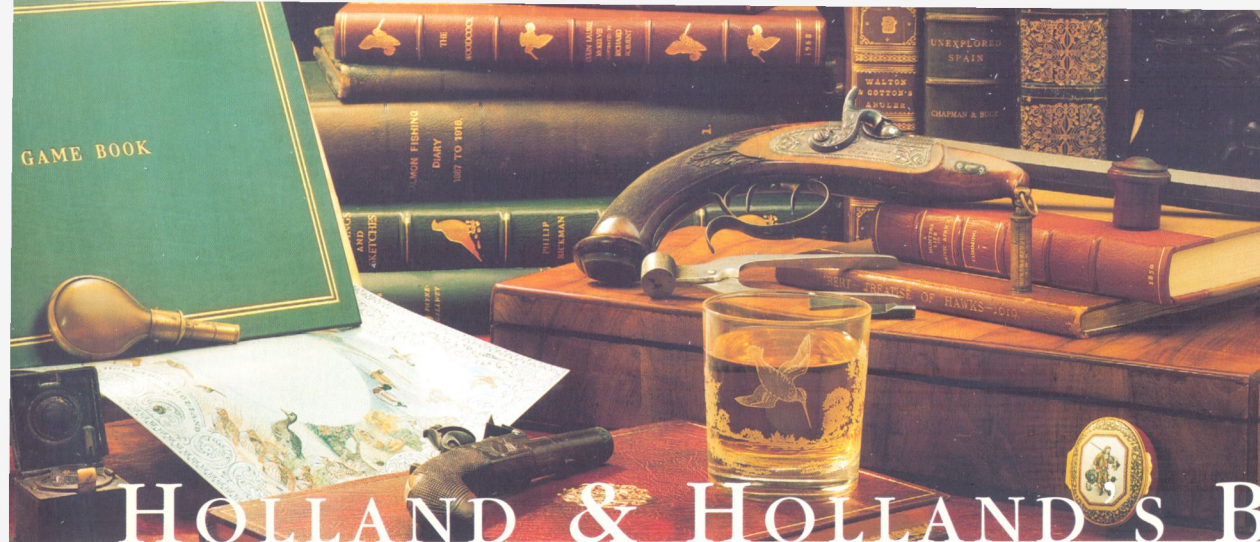
appropriate item. We also have a personal shopper who can select items for you and send them anywhere in the world.

In short, there is something for every discerning client at the Holland & Holland stores in London, Paris and New York.





БЕЛОРУССКАЯ КОМПАНИЯ
САМЫЙ ВЫСОКИЙ
КАЧЕСТВЕННЫЙ
УРОВЕНЬ



HOLLAND & HOLLAND'S BREVIS CLUB

Many of our established customers feel so at home in the Holland & Holland gunrooms that they call in to say hello and talk guns each time they are in the neighbourhood.

Some clients attend our events or go shooting and hunting with us so often that we already regard them as 'Holland & Holland Club' members.

Now we are formalising our appreciation of Holland & Holland's most important supporters by inviting them to join our exclusive 'Brevis Club'.

Our Brevis Rooms in London, Paris and New York are open to club members and there they will find a place where they can relax surrounded by our gun collection, read our latest literature or the daily newspapers, and partake of some refreshment.

Also, the Brevis Rooms are available for members to use as an exclusive meeting room, or perhaps to host a private function. Membership is by invitation only and a modest annual fee

applies which is more than compensated for by the many privileges that can be enjoyed by members across many of the company's services. If you are not already a member and would like to become one, please call us and ask for an

application form and details of the benefits that membership bestows.

We look forward to receiving your application to join the Brevis Club if, indeed, you are not already a member.







It was once said that 'If Mr. Holland is unable to teach a man to shoot then no-one can', a sentiment that is every bit as true today as it was 100 years ago and it is our policy at Holland & Holland to promote shooting in all its forms to the widest possible audience in the overall interest of the sport.

With a team of instructors boasting over 100 years of teaching experience between them, it is small wonder that shooters from all over the world head towards our grounds in Northwood when they feel in need of a coaching session.

For the Game Shot, simulated pheasant, partridge and wildfowl can be shown from a number of high towers, giving a wide variety of targets, so that any particular problem can be addressed. For the Grouse Shooter, our multi-trap grouse butt can be used to show individual birds or a sequence of 25 birds, which is not for the faint hearted. Clay Shooters are not forgotten, with over 50 different sporting stands set in realistic

surroundings. The clay shooters will find themselves truly tested with an astounding array of speeds and angles rather than purely distance shots. Formal disciplines such as skeet and DTL are also available.

For many years a traditional male sport, shooting is undergoing something of a revolution. In increasing numbers, ladies are taking up the sport and proving that they are not only the equals of their male colleagues but in many cases better. In recognition of this, Holland & Holland introduced the 'Green Feathers Programme'. Started in 1995 with the intention of encouraging the lady shooter, the courses have introduced over 600 ladies with little or no experience to the pleasures of shotgun shooting. The course not only encourages the expansion of shooting within the female followers of the sport but also helps to promote a better awareness of country sports as a whole.

The future of shooting lies with the younger generation and it is incumbent upon organisations such as ours to ensure that shooting skills are passed down through future generations. To this end, we are leading the way in providing both the facilities and the courses for the young shooter and actively promoting their cause to a wider audience. As anyone in the teaching world knows, you are never too young to learn a new skill or technique, and in this instance the only initial barrier to learning shooting is a matter of size, rather than age. Early professional tuition not only gives youngsters of both sexes a good grounding in the art of shooting but also ensures that no bad habits are developed at an early age, something that can so easily happen without an expert's guiding hand. But tuition in shooting, as such, is only part of the learning process which we encourage and promote. Specific 'Young Shots' days are held at regular intervals during the year when youngsters are introduced to



shooting by our highly qualified instructors, whose patience and skillful handling of the participants invariably brings positive results. Included in the Young Shots courses are sessions on gun safety, on which we place great importance, quarry identification and fieldcraft.

The use of corporate hospitality is now an accepted part of the marketing mix, allowing as it does the specific targeting of companies or individuals. There are many companies that are involved in providing such hospitality, most of whom simply act as agents, sourcing both the activities and the venues and bringing these elements, plus any catering requirements, together. The advantage of a corporate day with Holland & Holland is that, not only do we have a wealth of experience in hosting such events, but we have the perfect venue at our shooting grounds in Northwood.

Today, a significant number of corporate days are based around clay pigeon shooting, with other

activities added as required. The integration of a number of disparate sporting events into a seamless whole requires significant organisational skills and a venue large enough to allow the activities to take place in isolation of each other, but close enough to allow easy changeover between events. These requirements are integral to our policy of providing the best facilities for your day, whether it is a single activity clay shooting day or a four-event multi-activity day. With a client list that reads like a

'Who's Who' of blue chip clients, you know that you are in good hands and in good company. To complement your day, we can provide catering of the highest standard, from simple bacon sandwiches at breakfast to full three-course meals with whole spit-roast lamb as a centre-piece.

So, whether it is for a small party on a birthday celebration or a major event for a multi-national organisation, you can be assured of the same close attention to detail.





HOLLAND & HOLLAND'S WORLD OF SHOOTING

Our guns have been used throughout the world for game shooting since the middle of the 19th Century. Some of the best game shots of the late Victorian and Edwardian periods used pairs of Holland & Holland guns on the famous British shoots.

To cater for the needs of not only the owners of guns of our make but sportsmen worldwide, we have been organising shooting for several years and in this brochure we have put together a portfolio of the estates we recommend as providing some of the best shooting in the world.

We have tried and tested these places and we trust their owners and managers to provide interesting sport in a tasteful and responsible manner. Three of the estates in Devon and Somerset are under our own direct management and we believe are excellent examples of what good shooting should be.



HOLLAND & HOLLAND'S WORLD OF SHOOTING

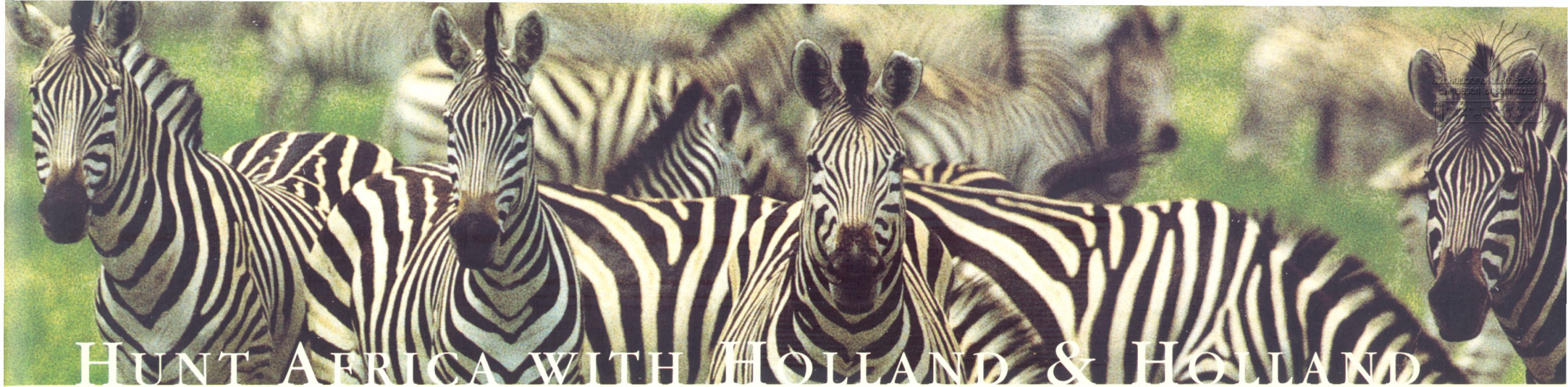


BY APPOINTMENT TO
HIS MAJESTY THE KING
HIS ROYAL HIGHNESS THE DUKE OF EDINBURGH
HIS ROYAL HIGHNESS THE DUKE OF YORK
HIS ROYAL HIGHNESS THE DUKE OF GLoucester



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
HER ROYAL HIGHNESS THE PRINCESS OF WALES
SUPPLIERS OF RIFLES, GUNS, SHOOTING
ACCESSORIES & GUNNY GEAR

HOLLAND & HOLLAND
LONDON



HUNT AFRICA WITH HOLLAND & HOLLAND

The name Holland & Holland is synonymous with African hunting and not only for manufacturing sporting weapons. For years we have been arranging big game hunting through our Sport and Travel division and now, in our new brochure, offer you details of those areas that we particularly recommend you consider for your next hunt.

All the areas in this publication are places to which we regularly send customers and which we have visited ourselves many times. We know that they are places that have good stocks of game and are run by efficient, well-funded organisations.

When travelling to Africa we know that our customers need a guarantee that the hunt will be run by competent people using good equipment and under conditions that are as comfortable and safe as possible. This we know is offered by the organisations represented here.



HUNT AFRICA WITH HOLLAND & HOLLAND



BY APPOINTMENT TO
HIS MAJESTY THE DUKE OF EDINBURGH
SOLE PURCHASER



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
SUPPLIERS OF SPORTING GUNS, SHOOTING
ACCESORIES & EQUIPMENT

HOLLAND & HOLLAND
LONDON



BY APPOINTMENT TO
HRH THE DUKE OF EDINBURGH
RIFLE MAKERS



BY APPOINTMENT TO
HRH THE PRINCE OF WALES
SUPPLIER OF BESPOKEN CLUBS, SHOOTING
ACCESSORIES & COUNTRY CLOTHING

HOLLAND & HOLLAND

LONDON

29 AVENUE VICTOR HUGO 75116 PARIS

Tel: +33 (0)1 45 02 22 00 Fax: +33 (0)1 45 02 14 81

Email: gunroomfr@hollandandholland.com

31 & 33 BRUTON STREET LONDON W1J 6HH

Tel: +44 (0)20 7499 4411 Fax: +44 (0)20 7409 3283

Email: gunroomuk@hollandandholland.com

50 EAST 57TH STREET NEW YORK 10022

Tel: +1 212 752 7755 Fax: +1 212 752 6975

Email: gunroomny@hollandandholland.com

www.hollandandholland.com

For the paintings we have used, Holland & Holland would like to thank the following:
'Through The Line' © Andrew Ellis, courtesy of Halcyon Gallery, London. www.halcyongallery.com
'The Defensive Line' © John Banovich, courtesy of the artist. www.johnbanovich.com
'Noticed?' © Ian McGillivray, courtesy of Tryon Gallery, (incorporating Malcolm Innes) London. www.tryon.co.uk



BY APPOINTMENT TO
HRH THE DUKE OF EDINBURGH
RIFLE MAKERS



BY APPOINTMENT TO
HRH THE PRINCE OF WALES
SUPPLIERS OF BESPOKE GUNS, SHOOTING
ACCESSORIES & COUNTRY CLOTHING

HOLLAND & HOLLAND

LONDON

29 AVENUE VICTOR HUGO 75116 PARIS

Tel: +33 (0)1 45 02 22 00 Fax: +33 (0)1 45 02 14 81

Email: gunroomfr@hollandandholland.com

31 & 33 BRUTON STREET LONDON W1J 6HH

Tel: +44 (0)20 7499 4411 Fax: +44 (0)20 7409 3283

Email: gunroomuk@hollandandholland.com

50 EAST 57TH STREET NEW YORK 10022

Tel: +1 212 752 7755 Fax: +1 212 752 6975

Email: gunroomny@hollandandholland.com

www.hollandandholland.com