

Darrell Holland's
ART Advanced ReticleTM
TECHNOLOGY

LEUPOLD®

SCHMIDT⊙BENDER



NIGHTFORCETM
RIFLE SCOPES



Finally...
A reticle system
that is fast, accurate
and easy to use
GUARANTEED!!!

Precise Long Range Shooting Has Never Been Easier

*Long Range Precision Rifles...
Demand High Performance Scopes!!!*

with

ART Darrell Holland's
Advanced Reticle™
TECHNOLOGY

- **You can shoot ANY bullet...**
- **At ANY muzzle velocity...**
- **With ANY zero...**
- **Under ANY environmental condition...**
- **To Precise MOA correction!!!**

Don't be fooled by other gimmick reticles or ballistic matched dials.

Advanced Reticle Technology is by far the most sophisticated, yet simple to use BDC reticle on the market. Enjoy two built in range finders in case of laser failure and most importantly, precise aiming points based in "**Minutes of Angle**". The same language your scope understands! Say good-bye to Kentucky windage and Arkansas elevation, we make a science out of long range shooting.

Our Revolutionary Ultimate Data Card Software is unparalleled in the industry. It provides you with all the necessary range finding, drop, drift and angular shot data right at your fingertips, in precise MOA correction.

The scope is the single most important accessory you will purchase for your rifle. It is the accessory that makes it all happen.

Make sure it has...





You too can say...

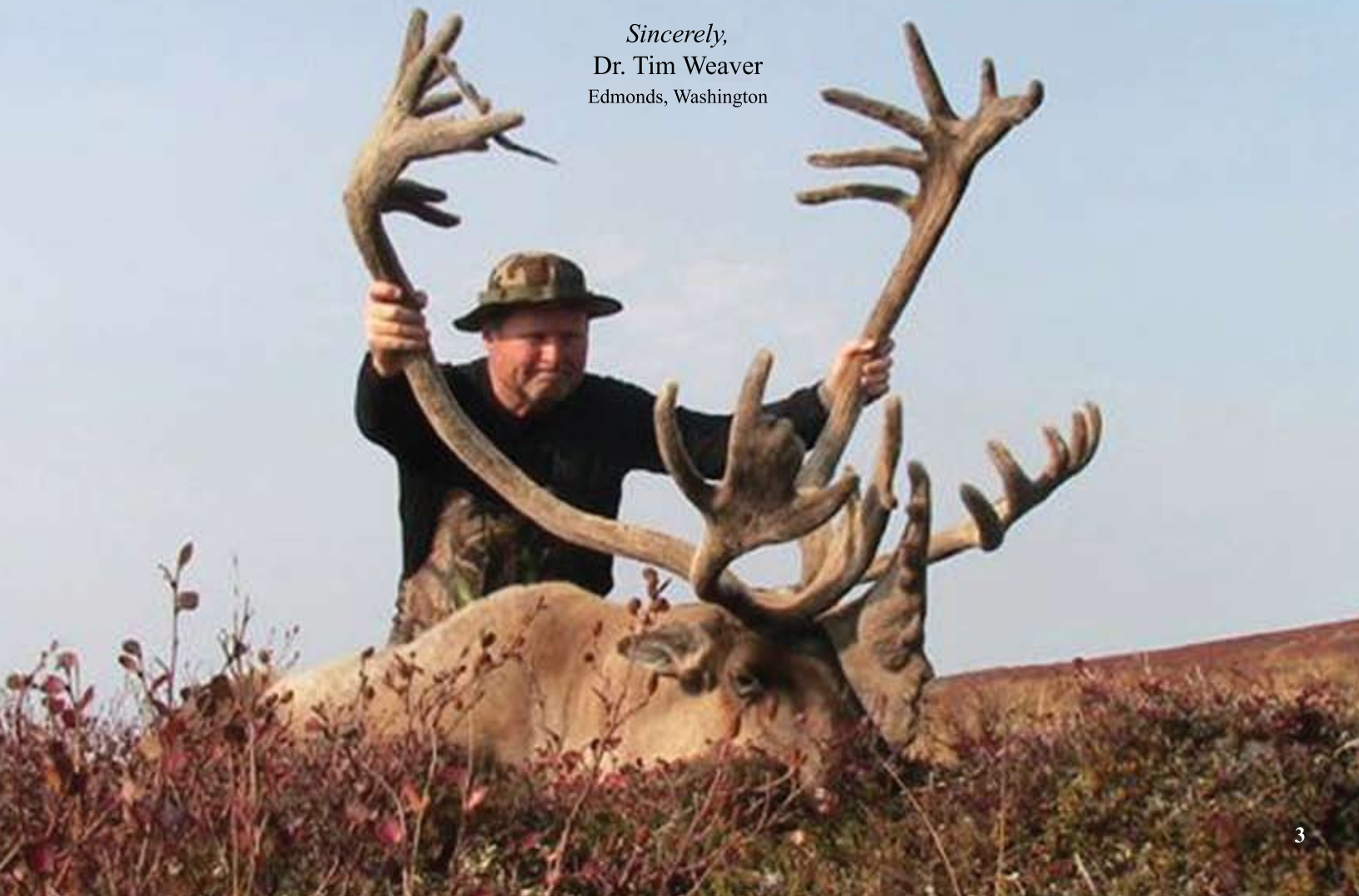
“Mission Accomplished!”

Boone & Crockett Trophy Barren Ground Caribou taken Canadian Northwest Territories. Holland modified 308 LTR with Holland's Advanced Reticle Technology, laser ranged at 420 yards with a half value quartering wind.

“Using Drop and Drift from my Holland Data Card, my guide fell over screaming that it was the best shot he had ever seen in his life. My hunting partner who was ‘planning’ on taking my missed caribou, was painfully silent back at camp that night. I was giving a private tutorial on **Advanced Reticle Technology** and the merits of your long range shooting school to some very attentive hunters/guides that had earlier totally dismissed the merits of the 308 as a ‘real hunting cartridge’ and that fancy scope.

I love it when a plan comes together, again thank you for your patience and your passion for education. You are a natural educator. I am looking forward to building on my skills by taking another shooting school with you. Keep me posted as to times and dates. All the best to the family.

Sincerely,
Dr. Tim Weaver
Edmonds, Washington



Easy as 1-2-3!

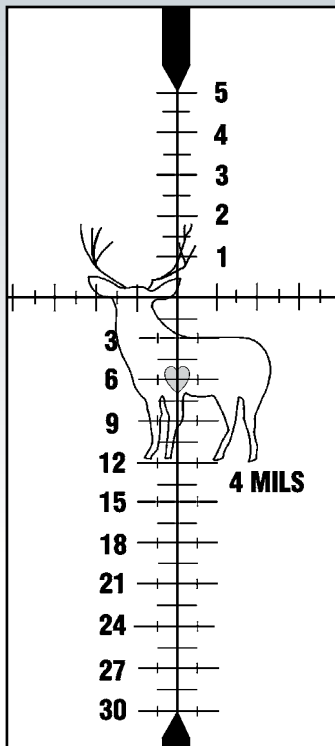
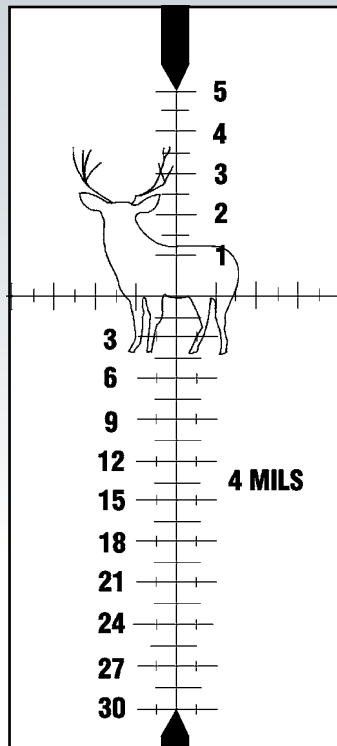


STEP 1

18" Deer
(from top of back to
bottom of brisket)
Brackets 1.25 MILS
Range 400 yards

STEP 2

Your 400 yard correction
is 6 Minutes of Angle.
No need to dial, simply
use the 6 MOA aiming
reference and fire.



STEP 3 Smile & Unsheathe Your Knife!



STEP 1: Determine the range to the target by using our **Mil-radian Bar-Graph System**, or laser rangefinder. Our **Mil-radian Bar-Graph System** allows more accurate ranging than conventional mil-dots. Our Bar-Graph System allows the user to precisely gauge fractions of mils much easier than conventional mil-dots. Thus providing more consistent, and accurate range finding in the field. Our **MIL-VALUE INDEX** cards make Mil-ing quick and easy.

STEP 2: Once we have determined the range to the target, our next process is determining; "Where to hold?" Most shooters simply employ Kentucky Windage and Arkansas Elevation. This crude method provides "hit or miss" results. Others may dial the correction by using windage and elevation knobs calibrated in **Minutes of Angle**. This can waste valuable time, and often results in the shooter losing his initial zero when forced to shoot at extremely long range. **Advanced Reticle Technology** helps eliminate full revolution errors so common in other scopes.

If our target is 400 yards away, and requires a 6 MOA correction, simply use the 6 MOA dot in the scope and squeeze the trigger. If the target is 538 yards away (front cover) requiring a 10.5 MOA correction, simply use the 10.5 MOA aiming reference and fire.

No Dialing!

Advanced Reticle Technology virtually eliminates the need to dial elevation under hunting conditions at ranges from 100 to 1000 yards. Our unique reticle design provides precise aiming references based in "**Minutes of Angle**." **Minute of Angle** is the "standard" unit of correction that is used when zeroing your rifle. No other reticle system provides the shooter with the speed and accuracy of **Advanced Reticle Technology**.

No Guess Work!

Each Leupold, Schmidt & Bender or NIGHTFORCE Scope fitted with **Advanced Reticle Technology** by Darrell Holland comes with **Sierra Infinity**, and **Holland's Ultimate Data Card** software. These software systems allow the shooter to create his or her custom "**Data Card**" for their rifle. Simply compute the muzzle velocity, and ballistic coefficient to create a custom "Drop and Drift" chart based in "**Minutes of Angle**."

It's That Simple!

Advanced Reticle Technology provides precise aiming points based in "**Minutes of Angle**" or "**MILS**" without touching the elevation knob. The speed and accuracy at which you can engage multiple distant targets is unequaled by any other scope.

Take advantage of **Advanced Reticle Technology** and never miss again! No other Scope-Reticle Combination comes close! Any bullet weight (Ballistic Coefficient) at any muzzle velocity, simply convert the drop in inches to "**Minutes of Angle**" and you are now calibrated for that cartridge. Our unique software package provides all the data you need to be a successful long range shooter. Forget about other nonsensical reticle systems that are caliber specific, and require special magnification settings. Our reticle is installed in the "first" and "second" focal plane. Choose the one that best suits your shooting needs.

Don't Forget

In just a matter of minutes
you'll be ringing steel at 500 yards
GUARANTEED!

**We can install Advanced Reticle Technology
in your Leupold or Schmidt & Bender
Rifle Scope. Call for details...541 439-5155**

FAQ: FREQUENTLY ASKED QUESTIONS

Q: What makes Advanced Reticle Technology so superior to other BDC reticles?

A: Good Question. **ART** is the only true non-caliber specific reticle on the market. Meaning, you can shoot ANY bullet, at ANY muzzle velocity, under ANY environmental condition to precise MOA correction. Use the same scope on your big game rifle, varmint rifle, or any other rifle in your arsenal. We provide the shooter with two rangefinders, one in MILS the other MOA. Our precise aiming points based in Minutes of Angle provide unparalleled speed and accuracy for long range shooting. No other scope reticle offers such versatility.

Q: Why do I need a rangefinder in my scope? I already have an expensive laser rangefinder.

A: Laser technology is of little value when the batteries fail. Laser rangefinders can fail due to fog, rain, snow or poor reflectivity. Why put your hunt at risk should Mother Nature and Murphy conspire against you? **Advanced Reticle Technology** provides the shooter with two easy to use rangefinders allowing you to make an accurate and precise shot under these adverse conditions. Accurately range targets in MILS or MOA when the chips are down, the choice is yours.

Q: Do I have to buy a NEW scope to get Advanced Reticle Technology?

A: No, if you own a Leupold Vari-X III, VX-3, Mark 4 or Schmidt & Bender rifle scope we can install **Advanced Reticle Technology** in your scope. All scope installations are done by certified technicians and does not affect your scopes warranty. All scopes come with our Ballistic Gold Cards, Sierra Infinity and our **ULTIMATE DATA CARD SOFTWARE**. We provide you with a complete shooting system.

Q: If you put Advanced Reticle Technology in my existing scope, how long do I have to wait to get it back?

A: Normal turn around time in a Leupold scope runs about 2 weeks. Schmidt & Bender approximately 3-4 months. Plan accordingly, or purchase from our huge inventories of Leupold, NIGHTFORCE™ or Schmidt & Bender rifle scopes.

Q: I've been told MILS are more accurate than MOA, is this true?

A: No, one Mil-radian subtends 3.6 inches per hundred yards, one Minute of Angle subtends 1.047 inches per hundred yards. A one-tenth Mil click moves the bullet impact .360 inches per 100 yards, a .250 MOA click moves the bullet impact .261 inches per 100 yards. Minute of Angle correction is more precise when correcting for drop or drift at long range.

Q: How do I make ART work for me?

A: Its very simple. Chronograph the ammunition you are using to obtain an average muzzle velocity. Use our software to determine the bullets ballistic coefficient, fill in the blanks with your environmental data and in less than 3 minutes you can create the finest DATA CARD for your rifle/ammunition that is accurate to 1/10th of an inch from 25-1000 yards under any environmental condition you are apt to hunt in. **Advanced Reticle Technology** simplifies what many try and complicate. In less than 5 minutes you'll be ranging targets and ringing steel to ranges you never thought possible. If your hunting shots are 200 yards or less there is no need to purchase **ART**, a conventional reticle will work just fine.

Q: I dial windage and elevation when shooting long range, why do I need your reticle?

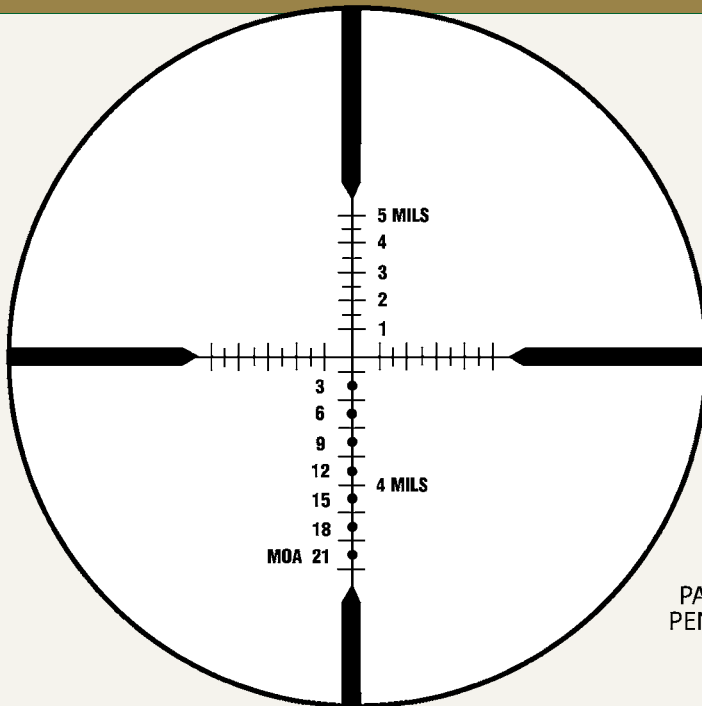
A: Dialing windage and elevation is an accurate method of correction. But, by the time you've removed the windage/elevation caps, counted 60 elevation clicks and 16 more for wind, **ART** has already made the shot, or the opportunity has vaporized. Why dial 15 minutes of elevation and 4 minutes of wind, when you can quickly use the same aiming reference in the scope? Forget about backlash, repeatability issues, full rotational errors and time constraints? Animals do not wait around for you to get your act together. Our aiming references are etched in glass and NEVER CHANGE! Plus, our reticle technology provides a yardstick for faster more precise follow up shots at any range. Why use centuries old technology when there is a better way?

Q: Do I need to add windage and elevation knobs to my scope if I have ART?

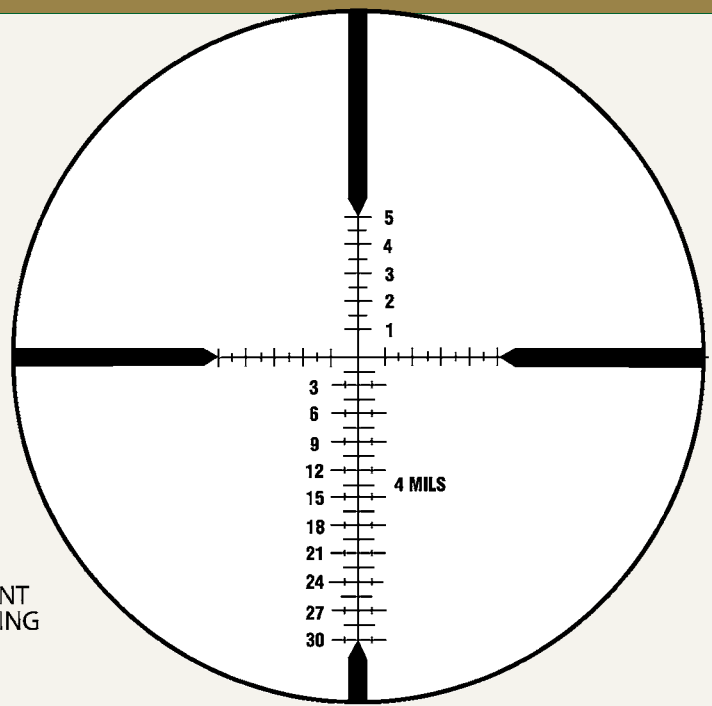
A: Again, this really depends on your shooting requirements. For 99% of all your big game hunting, windage and elevation knobs are not necessary. That being said, they do offer the flexibility of being able to add a quarter or half minute value to the scopes reticle. Keep in mind, adding a .250 MOA click to the scope moves bullet impact 1 inch at 400 yards. If you are target shooting or shooting at a small target at long range they can be pretty handy. In Schmidt & Bender and Leupold scopes with our low profile knobs, they are a handy accessory to consider if you feel reticle supplementation is necessary.

The best rifle in the world is simply handicapped without...
ADVANCED RETICLE TECHNOLOGY

RETICLE OPTIONS

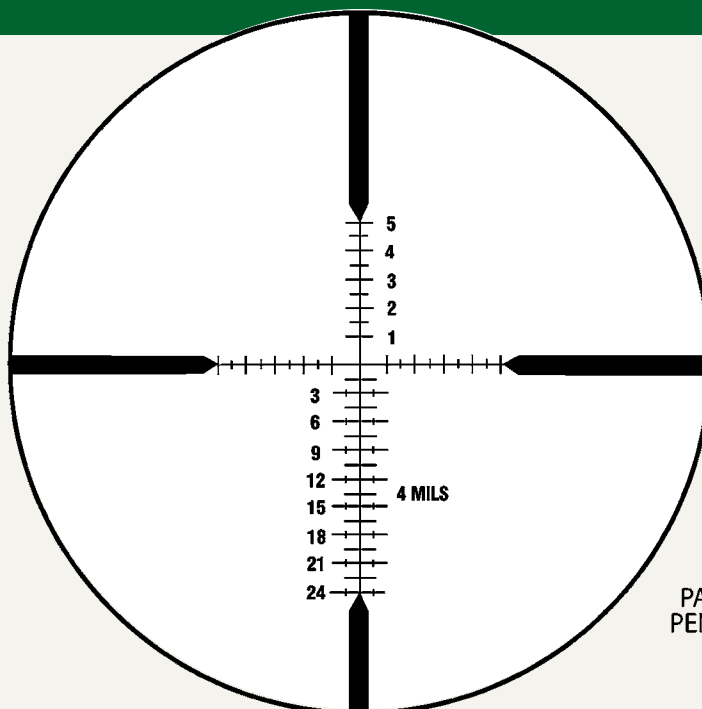


24 MOA BAR-DOT RETICLE. All dots are .5 moa in diameter, the hash marks subtend .250 moa. Shoot with 30 precise aiming points based in “minutes of angle.” Available in Schmidt & Bender 3-12x42 left hand windage knob. Reticle installed in 1st focal plane.

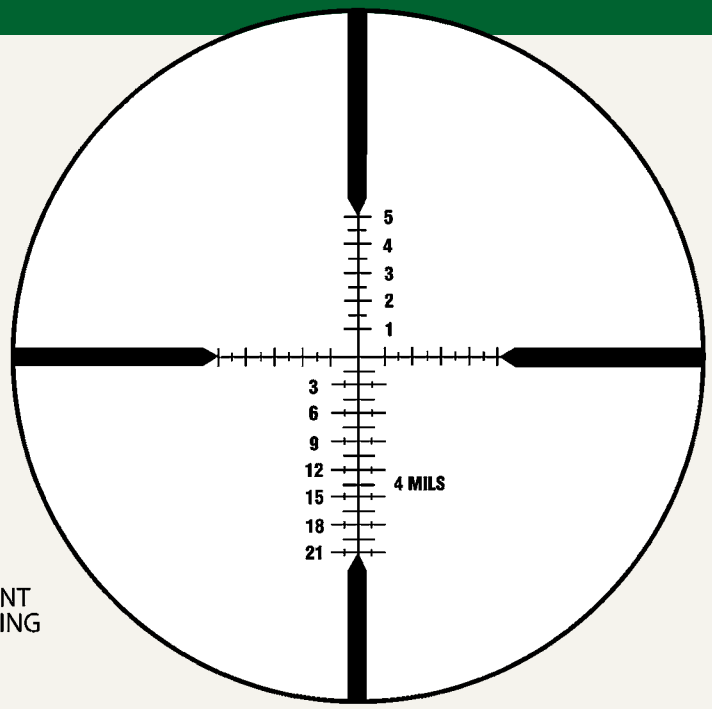


30 MOA RETICLE. This reticle is available in LEUPOLD 2nd focal plane 3.5-10, 4.5-14 Model Scopes, Leupold Mark 4 6.5-20 1st focal plane. Schmidt & Bender 3-12 and 4-16 1st focal plane models. NIGHTFORCE 3-15 1st focal plane and 2.5-10 2nd focal plane. *All NIGHTFORCE reticles are illuminated.

Dialing elevation is a thing of the past!

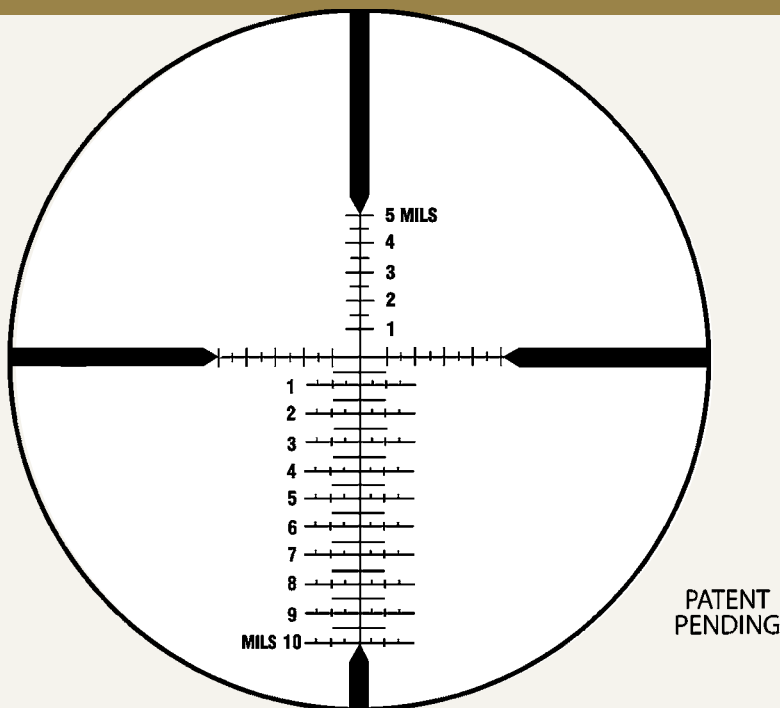


24 MOA RETICLE. This reticle design is available in Leupold 2nd focal plane 6.5x20 rifle scopes. Windage bars are 8 minutes and 4 minutes in width. This allows for rapid hold offs under windy conditions. Reticle subtension is .175 MOA per 100 yards.



21 MOA RETICLE. This reticle is available in LEUPOLD 2nd focal plane 8.5-25 rifle scopes. Windage bars are 8 minutes and 4 minutes in width. This allows for rapid hold offs under windy conditions. Reticle subtension is .175 MOA per 100 yards.

MORE RETICLE OPTIONS



HOLLANDS ULTIMATE MIL RETICLE. At the request of military and law enforcement shooters we have developed a reticle in MILS only. 10 MILS below the intersection and 2 MILS left or right of center for walking leads and wind hold-offs. This reticle is available in Leupold Mark 4 6.5-20x50 and 4.5-14x50 1st focal plane scopes.

We have a reticle pattern to cover all of your shooting needs in a variety of scope models. All 2nd focal plane reticles are optically centered allowing the shooter to dial elevation and shoot to crosswire intersection if they are not set on their maximum magnification settings.

Note: **Second Focal Plane** scopes are calibrated on their highest magnification settings. (ie. 10x, 14x, 20x, 25x).

First Focal Plane reticles are calibrated on any magnification setting an important consideration for hunters and tactical shooters.

Give us a call if you are undecided about which scope model would work best for your shooting requirements. Our technical staff will be happy to assist you in making the correct choice for your shooting needs.

(541) 439-5155

Let Us Install Advanced Reticle Technology in Your Scope



Are you still struggling with antiquated reticle designs? Give us a call. **We can install Advanced Reticle Technology in your Leupold or Schmidt & Bender rifle scope** It must be a Leupold scope that was manufactured after 1998 in the Vari-X III series, or the Mark 4 series of riflescopes. All reticle conversions on customer supplied scopes are installed in the 2nd focal plane. Your scope is calibrated on its highest magnification setting: i.e. 10x, 14x, 20x, and 25x. With **Advanced Reticle Technology**, become the shot you've always wanted to be!

NO OTHER SCOPE COMES CLOSE!

All scope conversions maintain your Leupold and Schmidt & Bender warranty. All scopes come with **Sierra Infinity 5.1 or 6.0 software** and **Holland's Ultimate Data Card Software**. This complete package allows you to calculate and print your own Data Cards in "Minutes of Angle or Mil-radians." **Holland's Ultimate Data Card** can be easily printed out in a number of formats to take along with you to the range, field, or wherever you happen to be shooting. They provide you with the information you need to make instant, accurate range corrections in your scope in MOA or MILS. You get the choice of either using the reticle cross hairs, the MOA or MIL aiming references or a combination of both, enabling you to make surgical first round hits at any range.

We provide fast, friendly service and a quick turn around. **Advanced Reticle Technology** is only a phone call away!

We'll take your shooting to the next level, GUARANTEED!

Holland's Shooters Supply · P.O. Box 69, Powers, OR 97466 · 541-439-5155 · www.hollandguns.com

UPS Shipping Address: 711 Avenue 'H', Powers, OR 97466

Darrell Holland's Revolutionary Data Card Software is included **FREE** with every scope purchase or reticle installation

HOLLAND'S ULTIMATE DATA CARD

18" 300-180NAB 3000fps.3M 40°								
MILS	RANGE	Drop	Drift	10°	20°	30°	45°	
68.75	25	3.50	0.00	3.50	3.50	3.50	3.50	
34.38	50	0.75	0.25	0.75	0.75	0.50	0.50	
22.92	75	0.00	0.50	0.00	0.00	-0.25	-0.25	
17.19	100	0.00	0.50	0.00	0.00	-0.25	-0.50	
13.75	125	0.25	0.75	0.25	0.00	-0.25	-0.50	
11.46	150	0.50	0.75	0.50	0.25	0.00	-0.50	
9.82	175	0.75	1.00	0.75	0.50	0.25	-0.25	
8.59	200	1.25	1.00	1.25	1.00	0.75	0.00	
7.64	225	1.75	1.25	1.75	1.50	1.00	0.25	
6.88	250	2.25	1.25	2.00	2.00	1.50	0.75	
6.25	275	2.75	1.50	2.50	2.25	2.00	1.00	
5.73	300	3.25	1.50	3.25	2.75	2.50	1.50	
5.29	325	3.75	1.75	3.75	3.25	2.75	1.75	
4.91	350	4.25	2.00	4.25	4.00	3.25	2.25	
4.58	375	5.00	2.00	4.75	4.50	3.75	2.50	
4.3	400	5.50	2.25	5.50	5.00	4.50	3.00	
4.04	425	6.25	2.50	6.00	5.50	5.00	3.50	
3.82	450	6.75	2.50	6.75	6.25	5.50	4.00	
3.62	475	7.50	2.75	7.25	6.75	6.00	4.25	

MILS	RANGE	Drop	Drift	10°	20°	30°	45°	
3.44	500	8.25	3.00	8.00	7.50	6.75	4.75	
3.27	525	8.75	3.00	8.75	8.00	7.25	5.25	
3.13	550	9.50	3.25	9.25	8.75	7.75	5.75	
2.99	575	10.25	3.50	10.00	9.50	8.50	6.25	
2.86	600	11.00	3.50	10.75	10.25	9.25	6.75	
2.75	625	11.75	3.75	11.50	11.00	9.75	7.50	
2.64	650	12.50	4.00	12.25	11.75	10.50	8.00	
2.55	675	13.50	4.00	13.25	12.50	11.25	8.50	
2.46	700	14.25	4.25	14.00	13.25	12.00	9.00	
2.37	725	15.00	4.50	14.75	14.00	12.75	9.75	
2.29	750	16.00	4.75	15.75	14.75	13.50	10.25	
2.22	775	16.75	5.00	16.50	15.75	14.25	11.00	
2.15	800	17.75	5.00	17.50	16.50	15.00	11.50	
2.08	825	18.75	5.25	18.50	17.50	15.75	12.25	
2.02	850	19.75	5.50	19.25	18.25	16.50	13.00	
1.96	875	20.75	5.75	20.25	19.25	17.50	13.75	
1.91	900	21.75	6.00	21.25	20.25	18.25	14.25	
1.86	925	22.75	6.25	22.25	21.25	19.25	15.00	
1.81	950	23.75	6.25	23.50	22.25	20.25	15.75	
1.76	975	25.00	6.50	24.50	23.25	21.25	16.75	
1.72	1000	26.00	6.75	25.75	24.25	22.25	17.50	

Holland's Ultimate Data Card Software computes the trajectory of your cartridge in Minutes of Angle to the nearest .250 MOA.

We also provide you with reticle subtension in case your laser range finder fails. Plus, any four angles uphill/downhill auto calculated based on the time and flight of your individual cartridge in direct read and fire MOA correction.

Create a Data Card for any animal under any environmental condition and be confident that you will bring the trophy home!

Shoot to the Numbers on Your Ultimate Data Card and **NEVER MISS AGAIN... IT'S THAT EASY!**

Tactical Operations

Tactical scenarios are increasing every day; just watch the news or read the paper. SWAT TEAMS, SERT TEAMS, and various "Special Ops" groups are being funded in almost every major city. Our military, the FBI and several private corporations are expanding their defensive capabilities in an attempt to ward off domestic and international threats.

The need for surgical removal of hostile targets has never been greater. Under high stress situations, today's tactical shooter requires a scope that is simple, fast, accurate, and above all easy to use. **Advanced Reticle Technology** is the answer to those demands!

Our range finding reticle is faster, more accurate, and easier to use than conventional Mil-dots. Our MOA aiming references eliminate the need to dial, eliminating full rotational (elevation knob) errors that are so common in "other scopes." These features, besides aiding in rapid target acquisition and elimination, potential liability issues that department or government

In both civilian and the ability to engage distances and do so precisely based in MOA correction without touching an elevation knob, is priceless! This increases the speed and accuracy at which the shooter can engage multiple targets. We all know how easy it is during the "heat of battle" to lose our zero when dialing windage and elevation. **Advanced Reticle Technology** helps to eliminate potentially lethal mistakes and delays. **Advanced Reticle Technology** is the smart choice of America's sniping teams.

Choose a Leupold, Schmidt & Bender or NIGHTFORCE rifle scope fitted with **Advanced Reticle Technology** and feel confident that you have the finest scope/reticle combination money can buy!! With over a dozen models to choose from, we have the perfect scope for your operational needs.

Advanced Reticle Technology
helps to eliminate potentially
lethal mistakes and delays.



**Get the Tactical Edge...
Get Advanced Reticle Technology!**

LEUPOLD MARK 4 SERIES

Leupold Mark 4 series scopes are among the most rugged, dependable and accurate rifle scopes in production today. This is the scope that military tactical teams and law enforcement agencies around the world choose. Add **Advanced Reticle Technology** and take your shooting to the next level.

Our Mil-radian Bar Graph and MOA aiming references render traditional mil-dot reticles obsolete. By using the scopes Minute of Angle aiming references we can shoot faster and more precisely than dialing. By using the reticle and compounding with the elevation knob we can shoot to extreme ranges and eliminate full rotational errors so common in other scopes.

All Mark 4 scopes feature a heavy walled 30mm main tube and a tough black anodized finish. Positive .250 MOA click adjustments and side focus parallax make this an excellent choice for all types of shooting and hunting.

Make Your Next Shot with Advanced Reticle Technology

MARK 4 8.5-25x50

Whether you're shooting prairie dogs or competing for the "Gold," this scope has it all! The 8.5-25x has enough magnification for the longest shots and the M-1 dials provide precise .250 MOA clicks that allow you the option of making fine adjustments for target shooting. Reticles are installed in the **second focal plane** and are calibrated at **25x**. The reticle's cross wires and hash marks subtend .175 inches per 100 yards, allowing an extremely fine aiming reference. The 8.5-25x50 is a favorite among long-range competitors. The elevation adjustment range is 75 MOA with a windage adjustment range of 70 MOA.

Gene Kelly - President AGI
Napa, CA



Scope length is 14.5 inches with a weight of 22.5 ounces. Available with our 21 MOA reticle.

MARK 4 6.5-20x50

One of Leupold's all-time favorite sellers, the 6.5-20 is a very versatile scope. When set on 6.5x, the shooter has a large field of view and a generous exit pupil diameter. If you need to see details or determine if that buck is "legal," crank up the magnification and check it out. The large 50mm objective bell gives the shooter an edge early in the morning and late in the evening. The elevation and windage adjustment range is 70 MOA. The scope reticle is available in first and second focal planes.

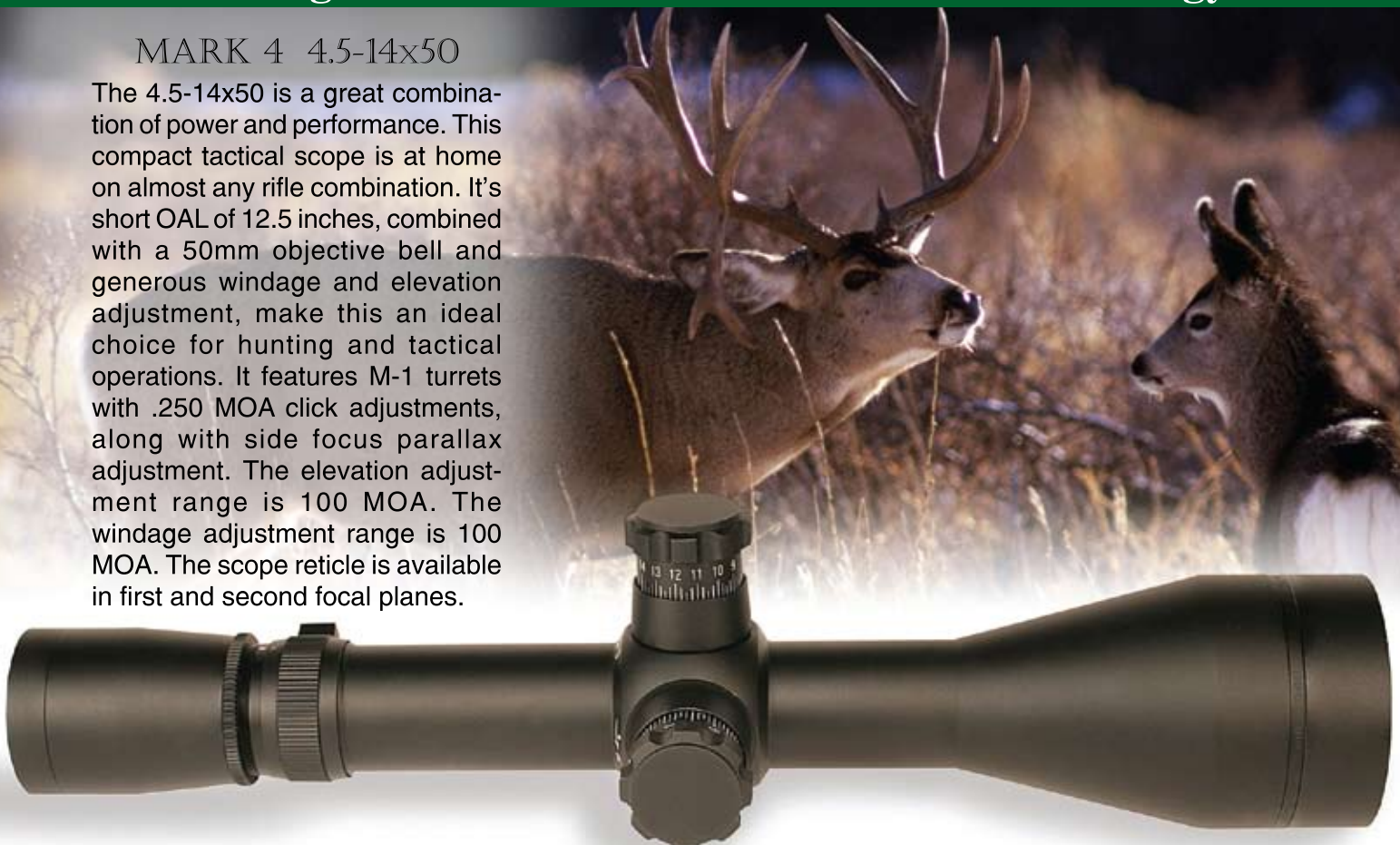


Scope length is 14.5 inches with a weight of 22.5 ounces. Available with our 24 MOA reticle (2nd Focal Plane).
Now available in 1st Focal Plane with our 30 MOA Reticle or Holland's Ultimate Mil Reticle (HUMR).

Nothing is faster than Advanced Reticle Technology!

MARK 4 4.5-14x50

The 4.5-14x50 is a great combination of power and performance. This compact tactical scope is at home on almost any rifle combination. It's short OAL of 12.5 inches, combined with a 50mm objective bell and generous windage and elevation adjustment, make this an ideal choice for hunting and tactical operations. It features M-1 turrets with .250 MOA click adjustments, along with side focus parallax adjustment. The elevation adjustment range is 100 MOA. The windage adjustment range is 100 MOA. The scope reticle is available in first and second focal planes.



Scope length is 12.5 inches with a weight of 22 ounces. Available with our 30 MOA reticle.
Now available in 1st Focal Plane with our 30 MOA Reticle or Holland's Ultimate Mil Reticle (HUMR).

MARK 4 3.5-10x40

This is one of the finest scope combinations in the Leupold line. The 3.5-10x40 is the choice of military and law enforcement units worldwide. The 40mm objective bell allows for low profile mounting. Set on 3.5 power, you have an incredible field of view. Crank it up to 10x and easily engage targets at the 800-yard mark. The scope is equipped with M-1 turrets providing .250 MOA click adjustments. The 3.5-10x40 is one of Darrell Holland's favorite scopes and it is a great all around hunting and tactical optic that will impress the most dedicated rifleman. The elevation and windage adjustment range is 65 MOA. Scope reticle is available in the second focal plane.



Jeff Graham - Master Sheep Hunter
Homer, AK



Scope length is 13.5 inches with a weight of 19.5 ounces. Available with our 30 MOA reticle.

LEUPOLD VX-3 SERIES

The VX-3 series of scopes has long been the flagship of the Leupold line. For decades, big game hunters, varmint busters and target shooters have relied on the VX-3 series of rifle scopes. These affordable and dependable scopes now feature Index Matched Lenses for maximum light transmission and optical brilliance.

VX-3 series scopes are available in 1-inch and 30mm tubes, as well as 40 and 50mm objective bells. All 30mm main tubes now feature the ever-popular side focus parallax adjustment, allowing the shooter to fine-tune his or her sight picture. All VX-3 scopes have a fast focus eyepiece allowing the shooter to focus the reticle, locking it in place.

These hunter class scopes are low profile and lack external windage and elevation knobs. This creates a nice trim-looking rifle without the bulk and weight of externally adjustable target knobs. The VX-3 Hunter Series is the perfect match for that high alpine rifle, or a rifle that is to be carried in a rifle scabbard on a horse or ATV.

With the installation of **Advanced Reticle Technology**, we enhance the target acquisition performance of these fine scopes and allow the shooter to engage targets easily to 800 yards and beyond in precise MOA corrections. Fast, Accurate, Deadly, and Lightweight! Need we say more?

Fast, Accurate and Easy to use... What more could you ask for?

LOW PROFILE HUNTER SERIES

3.5-10x40 AND 50MM OBJECTIVE BELL

The choice is yours. These fine scopes will accommodate 99% of your long-range hunting needs. The tough part is deciding which one to buy! A 40mm objective bell will mount lower on the rifle, providing a better stock weld. The 50mm objective bell provides better twilight performance. The weight difference is a mere two ounces. It's a tough call; flip a coin and call the outfitter. Reticle available in second focal plane

4.5-14x40 AND 50MM OBJECTIVE BELL



Scope length is 12.5 inches with a weight of 13 ounces. Available with our 30 MOA reticle.



Scope length is 12.1 inches with a weight of 15 ounces. Available with our 30 MOA reticle.

Advanced Reticle Technology eliminates excuses!

4.5-14x40 AND 50MM LONG RANGE

Looking for an edge? The 4.5-14x **Long Range Series** is just that. Having a side focus parallax adjustment allows the shooter to fine tune the sight picture and eliminate parallax at the target. While I've never missed a game animal due to parallax, having a parallax adjustment can shrink group size when shooting targets at long range. The 30mm main tube provides 100 MOA of adjustment in both windage and elevation, which is more than enough to satisfy the most discriminating shooter. **Choose wisely!** Available in the second focal plane.



Scope length is 12.6 inches with a weight of 15 and 16 ounces. Available with our 30 MOA reticle.

4.5-14X50 VX-L

The VX-L Series of rifle scopes is a radical departure from conventional scope styling. The crescent cut-out allows the scope to be mounted lower on the rifle, improving stock weld. Innovative design features have allowed Leupold to remain on the cutting edge of rifle scope technology. The VX-L Scopes with **Advanced Reticle Technology** provide the shooter with exceptional performance in a low profile mounting. The large 50 mm objective bell mounts as low as a 36 mm rifle scope, yet delivers 48.6% more Total Light Throughput. These scopes feature Index Matched Lenses and DIAMONDCOAT™ lens coatings.



Scope length is 12.3 inches with a weight of 16.2 ounces.
Available with our 30 MOA reticle in the second focal plane.

Don't Settle for Second Best!

6.5-20x50 LONG RANGE

8.5-25x50 LONG RANGE

Get ready to “**Spank**” the **Competition** with these high magnification variables in the Leupold line. See fleas and ticks on those long-range varmints. Target shooters appreciate the extra magnification when looking over range conditions at a match. The 30mm main tube provides 90 minutes of elevation and windage. Remove the target caps and make precise .250 moa corrections. Side focus parallax provides benchrest accuracy at any range. **Advanced Reticle Technology** is installed in the second focal plane, giving the shooter an extremely fine aiming reference that subtends .175 inches per 100 yards. Range your target and smile!



Scope length is 14.4 inches with a weight of 21 ounces.
The 6.5-20 is available with our 24 MOA reticle, the 8.5-25 has our 21 MOA reticle.



MAGNIFICENT 40 1/4 INCH STONE SHEEP

I am writing to you to say “thanks” for making such a fantastic hunting reticle. In January, I purchased your **ART Reticle** in a Leupold Scope for my upcoming August Dall Sheep hunt with Jim Shockey in the Yukon and let me tell you I am sure glad I did.

I packed two range finders of top quality, one for my guide and one for myself. I accidentally left one on the plane leaving us with just one range finder between us. After 3 days of chasing sheep, I was sitting on the mountain taking ranges of various rocks and game trails, my range finder went out. It was not the battery! The electronics went out on my brand new 3 week old top quality range finder. My guide was a little nervous about the situation since the shots for sheep can be very long and without a range finder, questionable and difficult.

On day 6 we spotted 3 rams, one being a huge full curl and then some. We were able to ease our way to the rams which were grazing on the mountain. Since the ram did not know we were there, I was able to take my time and ranged the brute 3 times to confirm his range with **Advanced Reticle Technology**. I ranged the ram between 1.4 and 1.5 mils. This told me the ram fell somewhere between 350 to 375 yards away. I used my 3.25 MOA aiming reference and held behind his left shoulder. I told my guide I was ready and he gave me the go ahead. I squeezed the trigger and the ram fell straight down on top of its legs. He never kicked! The ram was down and never knew what hit him. My guide and I were so excited, my guide could not stop saying, “WHAT A SHOT!”

The **ART Reticle** is the best hunting reticle in my opinion. Solid, reliable and accurate no matter what caliber of choice you choose. No ballistic turrets required here.

SCHMIDT BENDER

Let's face it: we are judged by the equipment we bring with us on a hunt. Walk into an elk camp with substandard gear and listen to the chuckles when your back is turned. Quality hunting opportunities are few and far between. Are you going to skimp on a few hundred bucks and miss the shot of a lifetime? How much would you pay for a "Do Over" on that trophy bull in the Selway, or that 68-inch kudu in the Transvaal? Missed shots can haunt you for a lifetime.

We have a solution that will help you sleep better at night.

Darrell Holland and Holland's Shooters Supply have teamed up with the folks at **Schmidt & Bender** to incorporate **Advanced Reticle Technology** and other design features into what may be the finest hunting/tactical scope in the world. We've spared no expense in our search for optical perfection and design. The serious big game hunter has special requirements that differ from the varmint and target shooter. The ability to shoot on any magnification setting due to low light conditions is paramount. We've installed **Advanced Reticle Technology** in the first focal plane to accommodate this demand. It's no secret that laser rangefinders vapor lock under snow and fog conditions, rendering them useless. Our range finding reticle can bail you out in a pinch, enabling you to make that shot of a lifetime.

Schmidt & Bender uses the finest ground optical lens material money can buy. The optical coatings are second to none, providing the shooter with unbelievable clarity and resolution. We've all heard the cliché that "seeing is believing". Take one look through a **Schmidt & Bender** riflescope and you are spoiled for life!

We've added low profile windage and elevation knobs with lock-outs that prevent full rotational errors. Positive click adjustments allow the shooter to "feel" each and every click.

Unparalleled Resolution and Clarity



Bryan Martin of Canadian Mountain Outfitters with a fine stone sheep. Bryan trusts Schmidt & Bender Rifle Scopes with **Advanced Reticle Technology** when he needs to bring home the trophies.

SCHMIDT BENDER

3-12x42 LONG RANGE HUNTER

For decades scope manufacturers put the windage knob on the right-hand side of the scope. If you are a right hand shooter you have to lift your head from the stock in order to make a windage adjustment. This mindless adherence to tradition lasted for over 100 years.

Darrell Holland saw the advantages of moving the windage knob to the left hand side of the scope allowing right-handed shooters the ability to make windage adjustments from a firing position. This minimizes head movement and is certainly much faster.

Our **Long Range Hunter Series** is a blend of intelligent design coupled with **Advanced Reticle Technology** providing the shooter with what many consider to be the finest hunting scope on the planet.

The reticle is installed in the first focal plane on all Schmidt & Bender rifle scopes this allows the shooter the flexibility to be able to shoot and range targets on any magnification setting. This is of extreme importance when hunting in low light conditions and you are forced to turn the magnification down to increase exit pupil diameter.

Low profile windage and elevation knobs with lockouts give the shooter confidence and eliminate full rotational errors.

Our **Long Range Hunter Series** is by far the most popular scope that we sell. This scope features our 24 MOA Bar-Dot Reticle and can be custom ordered with our 30 MOA Reticle.

**Scope length is 13.75 inches
with a weight of 20 ounces.**

Reticle installed in the first focal plane.



The Choice of Professionals Worldwide

3-12x42 AND 50MM KLASSIK

Going on the hunt of a lifetime? Don't cut corners on your rifle scope and come home empty handed. You've researched the best guides and outfitters, spent months getting in shape for the big hunt. Why put it all at risk by not having the finest rifle scope money can buy? **Schmidt & Bender's** 3-12x42 or 50mm Klassik fills the bill. The 42mm objective bell allows for low profile mounting, the 50mm bell increases twilight performance. Tough, rugged and dependable, Schmidt & Bender optics are second to none!

Crystal clear resolution coupled with **Advanced Reticle Technology** provides the hunter with everything he needs. Low profile click adjustments with lock-outs prevent full rotation errors in the field. Having the reticle installed in the first focal plane allows the shooter to shoot on ANY magnification setting. Oftentimes, our best hunting is early in the morning or late in the evening under low light conditions. Once in a lifetime opportunities are just that, **Once in a Lifetime!**



3-12x42



3-12x50

Reticle installed in the first focal plane.
Available with our 24 and 30 MOA reticle.

Length 13.75 inches.
Weight 20 ounces. 30mm main tube.

SCHMIDT • BENDER

4-16x50 PM II & 5-25x56 PM II ILLUMINATED

Schmidt & Bender's 4-16x50 PM II is considered by many professionals to be the finest Tactical Scope on the market. The external windage and elevation knobs provide plenty of adjustment (57 moa) and the side focus parallax adjustment is within easy reach of the shooter. With the reticle installed in the first focal plane, you can engage targets on ANY magnification setting.

All PM II scopes feature a 34 mm main tube and a 50-56 mm objective bell. Special rings are required. We stock these custom bases and rings for the most popular actions made. All scope bodies are machined from one solid piece of aluminum and anodized. For the discriminating tactical specialist who requires a little extra magnification, the 4-16x50 PM II or 5-25x56 PM II can't be beat.

Great **Schmidt & Bender** quality, enhanced with **Advanced Reticle Technology**, makes this a one of a kind scope. If you like the "Special Ops" look on your rifle, the PM II series of rifle scopes by **Schmidt & Bender** are sure to please!



Reticles are installed in first focal plane.



4-16 PMII available
with our 30 MOA reticle.
The 5-25 PMII has a
24 MOA reticle.

Scope length is 13.58
inches AND 15.5 inches
with a weight of 30.0
ounces and 31.6 ounces.



Advanced Reticle Technology...
Long after the money is spent... the memories continue!

Don't Rely on Luck,
Get...



IT WAS A DREAM ANTELOPE HUNT. We had made our stalk to the crest of a pond dam that provided me with a great vantage point for my shot. Within the herd of antelope were four really nice bucks. I was preparing to shoot, when my guide said “Oh hold on... here comes the one you want.” To our left, a lone buck approached the herd with attitude. My guide was able to range the buck at 500 yards. Now it was simply up to me to get it done.

Using Sierra Infinity and **Holland's Ultimate Data Card** software that came the purchase of my Schmidt & Bender scope with **ART**. I had not only developed the ballistic profile of my 6mm XC, but had spent ample time at the range proving the data and gaining the utmost confidence in my ability and the use of Darrell's **ART Reticle**. My 500 yard correction was 9 MOA, so I simply placed the 9 MOA dot on the antelopes shoulder, held for wind, and gently squeezed the trigger. “BOOM...” the rifle gave a gentle nudge and I watched in the scope as the dirt flew up just in front of the buck... bad wind read on my part. The buck ran back and stopped, my guide could not range him now (laser failure). Using the reticle in the scope, I made a quick MOA read on the buck using the ART reticle. I ranged the buck at 650 yards. I placed the 13.5 MOA aiming reference on the bucks shoulder and held true with no favor or hold off for wind... gentle pressure and... “BOOM...” My call on the shot... “Looks like hair in the air!!” In the end, it was my day to look good and the bucks day to take a long pickup ride back to Oklahoma. I cannot thank Darrell Holland enough for his efforts in the development of his **Advanced Reticle Technology**. With **ART Technology** and ample range time, you too can have more tales of success to share around the campfire.

Advanced Reticle Technology... SIMPLY THE BEST!!!!

Antonio Cavallo
Ardmore, OK



Darrell Holland is proud to announce the addition of NIGHTFORCE™ rifle scopes fitted with **Advanced Reticle Technology** to his product line. We offer the long range shooter a choice of two fine scopes, the 3.5-15x50 NXS in **first focal plane technology** and the stylish 2.5-10x32 NXS in **second focal plane**. Both scopes feature our 30 MOA reticle design with zero stop dials in .250 MOA click values. Illuminated reticles make these two scopes ideal for serious hunter who demands 24 hour service from his rifle. Legendary ruggedness and positive click values are hallmarks of NIGHTFORCE™ rifle scopes.

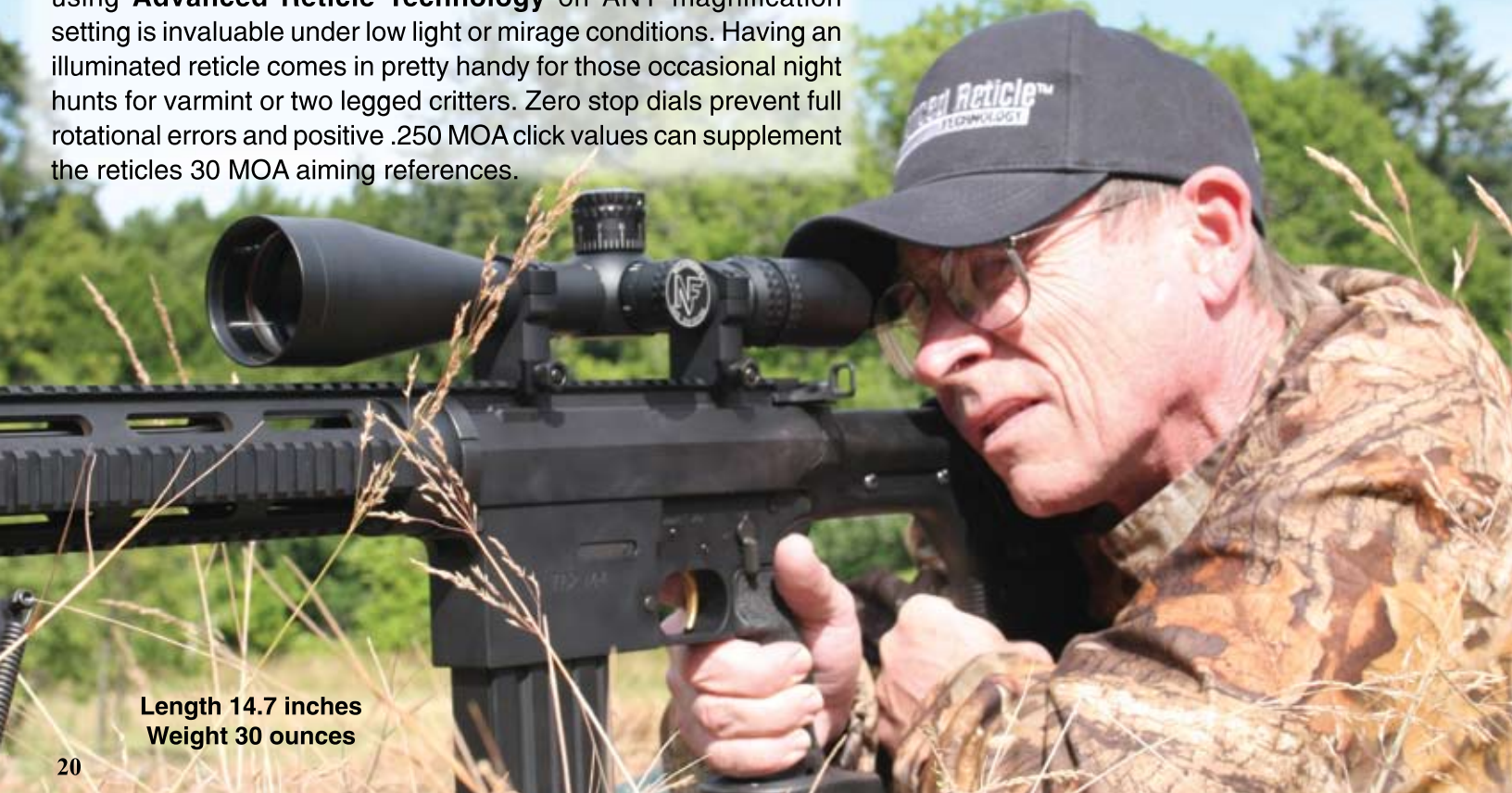
Every NIGHTFORCE™ scope is guaranteed against defects in materials and workmanship for as long as you own it. You can't beat a deal like that!

NIGHTFORCE™ Rifle scopes are the choice of competitive shooters and long range hunters nationwide.

Illuminated reticles give you an advantage under poor light conditions.

3.5-15X50 NXS FFP MODEL SCOPE

Serious hunters and tactical shooters understand the importance of first focal plane technology. Being able to shoot and range targets using **Advanced Reticle Technology** on ANY magnification setting is invaluable under low light or mirage conditions. Having an illuminated reticle comes in pretty handy for those occasional night hunts for varmint or two legged critters. Zero stop dials prevent full rotational errors and positive .250 MOA click values can supplement the reticles 30 MOA aiming references.



Length 14.7 inches
Weight 30 ounces

Long after the money is spent, the memories continue!

2.5-10X32 NXS SECOND FOCAL PLANE

Mountain hunters rejoice! The NIGHTFORCE™ 2.5-10x32 NXS with **Advanced Reticle Technology** is considered by many to be the finest balance of scope magnification/weight for the alpine hunter. The 32 mm objective bell gathers light surprisingly well and offers great stock weld to boot! If you can't kill deer or elk to 500 yards with this scope, you don't need more magnification, you need more time behind the rifle! Low profile windage and elevation knobs with zero stops allow the shooter to supplement the reticle to the nearest .250 MOA correction for that critical shot. **This scope is an excellent choice on your lightweight mountain rifle.**



Length 12 inches
Weight 19 ounces

The **2.5-10x32 NXS Model** features low profile windage and elevation knobs. **Zero Stop Dials** eliminate full rotational errors, so common in other scopes. Enjoy positive .250 moa click values which can be used to supplement the reticles aiming references. The left hand dial is for illumination and is adjustable for intensity.



The **3.5-15x50 NXS Model** features a higher profile knob than the 2.5-10x32. **Zero Stop Dials** come at no additional cost. Side focus parallax allows the shooter the ability to extract the maximum amount of accuracy from his rifle scope. Enjoy positive .250 moa click values which can be used to supplement the reticles aiming references. The left hand dial is for parallax and illumination. Pulling out the knob turns on the illumination feature.

HOLLAND'S PERFECT PICATINNY RAIL MOUNT

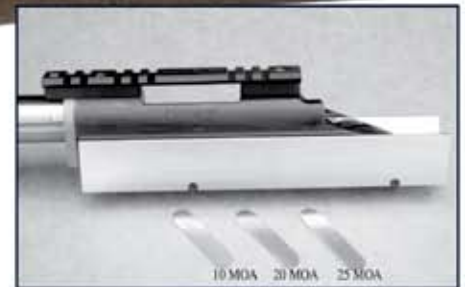


Enjoy PERFECT "Stress Free Mounting" with Holland's Perfect Picatinny Rail Mount. This mount allows you to optically center the reticle for both windage and elevation, allowing maximum travel left and right, up and down. All bases are machined from a near perfect Remington receiver and feature a 20 MOA forward slope for your convenience. Scopes perform best when the reticle is optically centered. We eliminate scope mounting problems and provide the shooter with the most bullet proof scope mount on the market.

OPTICALLY CENTERED AND STRESS FREE SCOPES PERFORM BEST.

**SHOULDN'T YOU BE USING
A HOLLAND PERFECT PICATINNY RAIL MOUNT**

Gunsmiths call for special pricing and new buyer incentives.



Shims for sine bar.
Allows gunsmiths to machine forward taper into the mount.

Attention Gunsmiths: Buy 10 Perfect Picatinny Rail Mounts and receive our custom machining sine bar for Remington 700 short and long action receivers FREE (A \$200.00 value). Makes installing a snap and provides your customer with an absolutely PERFECT job each and every time. Perfect for all scopes, but especially nice for European scopes with limited adjustments.

ACCESSORIES...

Without a doubt the rifle scope is the single most important and expensive accessory you will purchase for your rifle. It is the accessory that makes it ALL happen! The best rifle in the world is simply handicapped when poor optics are purchased. With the purchase of a Leupold, Schmidt & Bender or NIGHTFORCE™ rifle scope with **Advanced Reticle Technology** you have made an investment in the finest optical sighting systems for your rifle.

Rugged, reliable scope mounts are a must on a serious rifle. We recommend Holland bases with Leupold or NIGHTFORCE™ rings to securely attach your rifle scope. The use of a Picatinny Rail/Base allows the shooter to have a removeable scope in case of a catastrophic failure in the field. I always take a second scope that is zeroed to the rifle and have it in reserve in case Mother Nature and Murphy conspire against you.

Holland Designed CDS Dials



Holland Custom Dials provide positive .250 MOA click values, which can be used to supplement the reticles aiming references. These low profile knobs feature lock-outs eliminating rotational errors. Holland's improved windage knob, allows the shooter to dial left/right windage without counting backwards. These custom dials are available for your Leupold VX-3 and VX-L rifle scopes.

**Ask about Holland's Scope Levels Available in 1", 30mm and 34mm tube sizes.
These are the finest most rugged scope levels money can buy!**

Holland's Long Range Shooting School

Give some thought to the following...

When Missing... is NOT an Option!

- ▶ Cost of a quality African Safari, or guided hunt. \$10,000.00
- ▶ Cost of airline ticket, \$2,000.00
- ▶ Cost of custom rifle, \$2,500.00
- ▶ Cost of good binoculars, \$1,500.00



- ▶ Cost of extra clothes, boots, hat, knife, rangefinder, etc. \$1,000.00
- ▶ Knowing how to shoot and having the right scope... **PRICELESS!!!!**

Attention Practical Hunters and Tactical Specialists: learn the principles of long-range shooting accuracy. Typical scenarios have the student in a prone position, with rifle and bipod, under range and field conditions. Students engage targets from twenty-five yards to one thousand yards with *no warm-up shots, no sighters, and no wind flags.*

Students are further challenged by the various environmental field conditions, and the critical complexities of range estimation, wind drift, extreme angle up and down hill shooting, effects of mirage, and clear and cloudy shooting conditions.

Our intensive four-day shooting school will provide you with the knowledge and skill to make that shot of a lifetime! When the "Moment of Truth" arrives you'll be able to make the shot and collect the trophy. The stellar principles that are instilled and taught at Holland's Shooting School place a strict emphasis on surgical one-shot placement, long-range marksmanship skills, and precision range estimation.

Over a lifetime of hunting, you'll spend tens of thousands of dollars on hunts in pursuit of big game animals. Why limit your success by having inferior equipment and limited knowledge of how to use it?

The emphasis on precision marksmanship and long range surgical shot placement has resulted in a technological breakthrough with the development of **Advanced Reticle Technology** in Leupold, Schmidt & Bender and NIGHTFORCE rifle scopes. This reticle technology was

developed by Darrell Holland for tactical and long-range hunters to overcome the deficiencies found in other scope reticle designs.

Our skilled instructors will provide field proven techniques in the art of Mil-radian range finding, and MOA correction using **Advanced Reticle Technology**, allowing you to make that shot of a lifetime. Shooting in the wind can be intimidating and confusing to most shooters. We take the mystery out of shooting in the wind, as well as steep uphill and downhill shots. Sheep hunters seldom shoot on level ground, so why risk success on a trophy ram with "hit or miss" techniques?

Holland's long-range shooting school enforces a strict policy of safety and shooter awareness. Our limited enrollment provides the student with the best in personalized instruction.

Learn from the experts. We shoot under realistic outdoor conditions at our Oregon based facility. Contact Holland's at (541) 439-5155 for dates, times, and requirements for enrollment.

With the purchase of a Leupold, Schmidt & Bender or NIGHTFORCE™ rifle scope with **Advanced Reticle Technology**, you'll receive our "Gold Coupon" saving you \$200.00 on your shooting school tuition. Bring a friend or hunting partner and receive additional savings! **Police and Law Enforcement agencies, call for special group discounts.**

Become the shot you've always wanted to be!



Get Smart... Get Advanced Reticle Technology
Call 541-439-5155 or visit www.hollandguns.com

Knowledge Lasts a Lifetime!

"I've taken Mr. Holland's long range shooting class and own one of his scopes. I regard these two components as two of the best investments of my shooting/hunting experience. My confidence has greatly improved and my understanding of ballistics has significantly increased. Perhaps, best of all, are the results I have had in the field. I hunt wild boar in the California foothills. On my last two trips I had 2, one shot kills at 275 and 435 yards. Before the class and the Holland reticle, I would not have had the skill or the confidence to make those shots. As you can tell, I am a big advocate of Darrell's scope and of his class... Such a fan, that I had him make me a custom rifle. It shoots 3/8 MOA. My advice is "do your self a favor and go to the class... you won't regret it".

JOHN STEIGER
Northern California

I'm not an advocate of cranking on scope knobs for long range shooting. Chance of failure is too great. A fixed reticle is the way to go! Darrell Holland's Advanced Reticle Technology is the most adaptable when various calibers, bullet weights and velocities are used. Quite simply, it works!!!

KENNY JARRETT
The World's Most Accurate Rifles
Jarrett Rifles Inc.

Fast, accurate and amazingly simple, Advanced Reticle Technology is the way to go! Holland's long range shooting school did more for my shooting skill in 4 days than I could imagine. I recommend it to anyone interested in long range shooting.

DAN COOPER
Folsom, CA.



It seems as if there has been a glut of 'new reticles' being introduced recently. Some are useful, some are not and wading through them can be a bit of a pain. So, to be blunt, when I first saw Darrell Holland's Advanced Reticle Technology design advertised I

didn't really pay it much attention. Then I had a chance to actually use one. That's all it took, I came away very impressed by it. Why? Because it's easy to understand and simple to use, which in turn makes it both practical and easy to hit with. After using it in the field and in competition I not only use it, but give it a big two thumbs up. If you're looking for a user friendly reticle system I highly recommend giving Holland's ART system a look.

DAVID M. FORTIER

I had the opportunity to field test one of Darrell Holland's ART Reticles in a Leupold Scope. It was quick and easy to use and is an excellent ranging and drop compensating reticle for long range hunting. When used with the software provided with the system it is extremely precise in making the first shot count!

DAVE MORELLI
Tactical Gear Column
Gun List Magazine

Darrell Holland's
ART Advanced Reticle
TECHNOLOGY

FAST...

Target opportunities don't wait forever! Don't miss the Trophy of a lifetime fumbling around with your rifle scope. Range the target and simply choose the correct MOA aiming reference, and fire!

Nothing is faster than Advanced Reticle Technology!

ACCURATE...

Our reticle is etched on glass, and the MOA aiming references are exact! Thirty precise aiming points based in "Minutes of Angle" guarantee accurate performance in the field. Our reticle is non-caliber specific. Choose any cartridge, any bullet weight/ballistic coefficient... we got you covered!

Don't settle for second best!

DEADLY...

Speed and accuracy provide deadly results! Whatever the game: from varmints, deer, elk, antelope, paper targets, or steel? We've got you covered!

Make your next shot with Advanced Reticle Technology!

AND SO SIMPLE...

Forget about other nonsensical reticles that are caliber specific and require special magnification settings. Do you really think you are going to remember to "set the magnification" when the "Moment of Truth" arrives, and you need to Shoot in a Hurry? Don't handicap your performance with gimmick reticles.

Advanced Reticle Technology eliminates excuses!

I recently had the opportunity to use my new Advanced Reticle Technology rifle scope on my custom Holland Remington 700 Rifle, at the Tactical/Hunting Shooting School in Oregon, and the results were spectacular. The first time I used it, I was quickly ringing steel from 200 yards to 600 yards WITHOUT having to dial in elevation. Now that was FUN! Then I was able to fire and hit a steel silhouette target at 875 yards by simply dialing in an additional couple of minutes of elevation and windage. Again FAST. I was impressed! I highly recommend both the ART scope and Holland's Shooting School as a MUST for big game hunting, competition, or serious law enforcement use.

GENE KELLY
President of American Gunsmithing Institute
Napa, California

The promise of long range shooting is often lost in a confusion of multiple reticles, stadia wires, compensation dials, mil-dots, tape on scales and more. To become an effective long-range shot, one must use an accurate rifle with dependable, consistent repeatable scope and LEARN HOW TO USE IT. Holland not only makes accurate rifles and scopes, but teaches their effective and efficient use. Without his shooting school and a clear understanding of trajectory, wind drift, angled shooting and more, the best equipped shooter is merely encumbered.

RON SPOMER
Rifle and Field Editor for:
Sporting Classics; Sports Afield;
Rifle, Successful Hunter
and American Hunter.

