

# HOLLAND & HOLLAND

## In the Field

December 2011

[www.hollandandholland.com](http://www.hollandandholland.com)

Issue 01

## 'SEASON'S GREETINGS'

A very warm welcome to the first edition of 'In the Field', Holland & Holland's brand new newsletter. There is always a lot going on at Holland & Holland so we thought it was only right to keep you up to date with what is happening. In the newsletter we'll keep you up to speed with news and events and also tell you a bit about the interesting things we have in store.

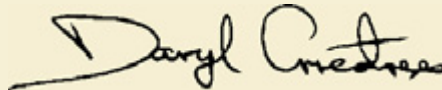
2011 has been another good year across the board for us. We have attended a large number of events internationally and it is always good to have the opportunity to welcome clients, some long standing and others new to us, and catch up with their news.

As we look ahead to 2012, it promises to be an exciting year for Holland & Holland. We always mark landmarks here in style and the centenary of the .375 H&H Magnum will be no exception. As some of you may be aware, we have built a set of twenty-five rifles to commemorate this important landmark. We are very proud of the reputation of the .375 and are sure its popularity will remain

undiminished for the

next hundred years. I look forward to attending the SCI Convention in Las Vegas at the start of February, where we will be displaying our famous .700 Double Rifle and the new centenary rifles. This will kick off our programme of events for 2012. We

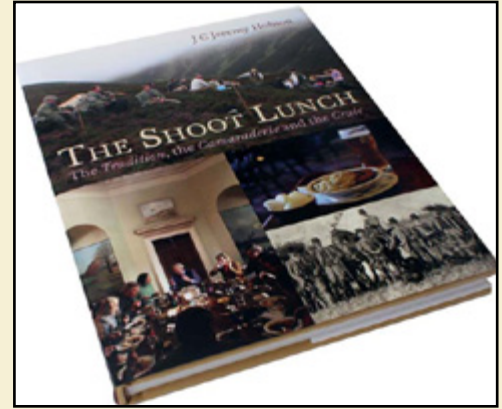
are also busy planning the introduction of our Spring/Summer and Autumn/Winter clothing and accessories collections for 2012 and are sure they will include something to tempt you. Finally, may I thank you for your support during 2011 and wish you all season's greetings.



**Daryl Greatrex, Managing Director**



## From the Book Shelf



### The Shoot Lunch

*The Tradition, the Camaraderie and the Craic*

Our favourite on the Holland & Holland book at the moment is *The Shoot Lunch* by Jeremy Hobson. It approaches a very traditional part of a day's sport from every conceivable angle and explains why the lunch break is so important. Above all else it is a hugely entertaining read and a fascinating insight into the most traditional and important part of the day in the countryside. With delightful water colour illustrations by Mandy Shepherd, this book is ideal for the standing gun; a host; a rough shooter or a caterer - there is something for everyone however remote their involvement maybe with the sport.

(RRP £20.00)

[Click here to view our full range of books on our website](#)

## FROM THE GUN RACK

*Our experts in the Gun Room showcase a truly special Holland & Holland gun or rifle*

This unique .470 calibre Holland & Holland "Royal Deluxe" double rifle was recently completed by our craftsmen at the Holland & Holland factory and demonstrates one of the reasons why Holland & Holland is considered one of the finest gun and rifle makers in the world. As with all our shotguns and rifles, all parts and components were manufactured under the



one roof at our famous Harrow Road factory. Widely regarded as one of the ideal calibres for big game hunting, this rifle has been heavily engraved by Phil Coggan, depicting scenes in keeping with the environment that this rifle will be used. Featuring "The Big 5", the engraving includes the White Rhino, Bull Elephant and Cape Buffalo, and perfectly captures both the very best of what Holland & Holland is and what one would expect in a

world class double rifle.

This rifle took nearly three years to manufacture and is complete with a 24-inch barrel and 15 1/4 inch stock (subject to alteration). Given the large period of time to produce the rifle and the highly skilled nature of the engraving the price is reflective of this. [Visit the Gun Room website to learn more about Holland & Holland guns and rifles.](#)

**Price: £147,000.00 (excluding VAT)**

## Gun Servicing



Holland & Holland are pleased to offer our traditional Strip and Clean Service to ensure that your guns are kept in perfect condition. Whether it's before, during or after the season we want to make sure your guns maintain their shooting performance. The Holland & Holland Strip and Clean Gun Service is available for £299 + VAT.

**To arrange your service or to find out more information, please contact the Gun Room;**

Tel: 0207 499 4411

Email: [gunroomuk@hollandandholland.com](mailto:gunroomuk@hollandandholland.com)

# GUN TRADE ANNUAL SHOOTING CONTEST

*The annual shooting contest between workers in the gun trade was held at the Holland & Holland Shooting Grounds this year*

Workers in the gun trade took part in the fiercely competitive Gun Trade Annual Pigeon Shoot at the end of October. Nine teams of three competed at the Holland & Holland Shooting Ground, in near perfect conditions. The contest featured a 50-bird shooting competition and was capped off with an exciting 75-bird flurry. The top team of gun makers, drawn from actual bench workers went to Boss & Co's Roy Lyu, Simon West and Rob Dixon. They scored a total of 145 and were awarded with the original tankard presented by Boss & Co in 1882. Westbury Sports, from Wiltshire scooped the award for the top Trade Team, which is made up of front of house staff. Their team of Phil Stokes, Jason Holloway and Richard



Trade team winners Westbury Fieldsports, Top Gun Jason Holloway (Left) Phil Stokes (centre) & Richard Holloway (right)

Holloway scored an unbeatable 197. Jason Holloway was also presented with the award for Top Gun with an individual score of 45.

## WINTER SHOOTING OPPORTUNITIES

*A guide to the offers and events available at the Holland & Holland Shooting Grounds this winter*

For many years a traditionally male dominated sport, shooting has undergone something of a revolution in the past few years. In increasing numbers, ladies are taking up the sport and proving that they are not only the equal of their male counterparts, but in many instances, better.

In recognition of this, we introduced the Green Feathers Programme in 1995 with the intention of encouraging the lady shooter. The courses have now introduced over 600 ladies with little or no experience to the pleasures of shotgun shooting and many of them have now struck up lasting friendships with other course members.

The course comprises a series of lessons, followed by a competitive mornings shooting

at our ground, and concludes with a two-course buffet lunch. The winners are invited to a ladies only game shoot during the season hosted by Holland & Holland. This years Green Feathers course will run from February 1st, with the final taking place on the 26th April 2012. The cost of the course will be £280, which includes all tuition, gun hire,



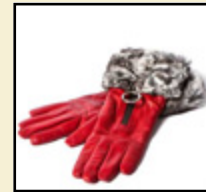
clays and cartridges, and hearing protection. Places on the course are on a first come, first served basis, and are limited in numbers. The new Silver Feathers programme now provides additional lessons for lady shooters wishing to further their expertise, following participation in the Green Feather scheme. Established as a result of requests from our many lady shooters, the scheme provides a welcome continuity of tuition after completing the Green Feathers.

Organised in the same successful format as Green Feathers, Silver Feathers provides three further lessons with our professional instructors. All of the participants are then invited to shoot in a 60-bird competition, which is followed by lunch, and prize giving. The cost of the course will be £280, and again early booking is recommended.

For those looking to improve their shooting with our highly trained instructors, you can also take advantage of our very popular 'two hour lesson for the price of only one hour' promotion during January, February, March and April 2012.

This offer is available on weekdays only, is

## Christmas Gift Guide



Left to right: Ladies Rex Rabbit Fur Gloves (£295) H&H Shooting Gloves (£195), Loden Shooting Vest (£495) Nubuck Shooting Vest (£1,395) H&H Silver Lock Hand Engraved Money Clip (£375) and Halcyon Days Enamel Stag Bangle (£450)

[Click here to view more clothing & accessories](#)

## High Performance Cartridges



We are pleased to offer customers a new addition to our shotgun cartridge range, for those requiring a little extra performance the new 12 bore, H B high performance cartridge is available from Bruton Street and the Shooting Grounds.

[Click here to view our full cartridge range](#)

for one person shooting for two hours and may not be used in conjunction with any other promotion. Cartridges and clays are not included and both lessons must be taken on the same day. Incredible value at £112, so early booking is advisable.

For more information contact the **Shooting Grounds:**

Tel: 01923 825349

Email:

[shooting\\_grounds@hollandandholland.com](mailto:shooting_grounds@hollandandholland.com)



**HOLLAND & HOLLAND**

Established London 1835