LEUPOLD & SCHMIDTBENDER RIFLE SCOPES

By Darrell Holland

Finally, a reticle system that is Fast, Accurate and Easy to Use! GUARANTEED!

Last day, last hour of the hunt. Range: 538 yards Phone the taxidermist… You're using

Precise Long Range Shooting Has Never Been Easier!
Long-range hunting and shooting are passions for some folks. If you belong to this select group of individuals, you’ve come to the right place. Holland’s Shooters Supply and Darrell Holland now offer the addition of Advanced Reticle Technology in two of the world’s best rifle scopes, Leupold and Schmidt & Bender.

The optical quality and performance of Leupold and Schmidt & Bender scopes are legendary. Positive, repeatable click adjustments, superior low light performance and unparalleled resolution give the shooter the edge in the field and at the range.

Imagine a scope that allows you to shoot from 100 to 800 yards without ever touching an elevation knob and still achieving precise MOA correction! When the trophy of a lifetime comes within range, make your next shot with Advanced Reticle Technology.

Now the serious rifleman can take advantage of the long-range potential of today’s high performance cartridges. No longer are you hindered by antiquated reticle technology that your grandfather used. Isn’t it time you stepped out of the Stone Age? Say good-bye to “Kentucky Windage” and “Arkansas Elevation.” Advanced Reticle Technology provides the shooter with precise “Minute of Angle” aiming references and a quick and easy-to-use rangefinder.

Trophy hunting opportunities are becoming increasingly more difficult and expensive. You’ve spent a small fortune on custom rifles, airfare, hunting guides and trophy tags. Now is not the time to jeopardize that shot of a lifetime by guessing where to “hold” on that Dall sheep across the canyon. Advanced Reticle Technology takes the guesswork out of long-range shooting. Some say a rifle is only as good as the scope attached to it. We agree. Are you going to settle for second best?

Advanced Reticle Technology is non-caliber specific. Choose any bullet at any muzzle velocity and simply plot the trajectory curve in “Minutes of Angle.” We supply both the Sierra Infinity 5 and Holland’s Ballistic Gold Card Programs with each scope fitted with Advanced Reticle Technology.

Rugged durability is a must in any serious hunting rifle. Our reticles are etched in glass, eliminating the possibility of a broken reticle. Many times a trophy hunt is a “Hell and Back” proposition and your scope’s reliability is the last thing you’ll need to worry about. Because our aiming references are based in MOA, you’ll enjoy unequaled benchrest accuracy and repeatability.

Leupold and Schmidt & Bender scopes featuring Advanced Reticle Technology are available in the first and second focal planes. Reticles installed in the first focal plane can be used on any power setting. The image and reticle increase in size as the magnification increases. This is ideal for big game hunters and tactical shooters, where low light conditions may require turning down the magnification in order to increase the exit pupil diameter.

With second focal plane installation, the image size increases with magnification, while the reticle remains constant. This permits a finer aiming reference ideal for varmint and target shooters. All second focal plane reticles are calibrated at the highest magnification settings: 14x, 20x and 25x.

If…

Your Scope Doesn’t Say

You Bought The Wrong Scope!
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. We eliminate the need to dial for the first 24 MOA in your cartridge’s trajectory. To eliminate full rotational errors so common in other scopes, simply use the reticle’s precise MOA aiming references.

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 .093 inch 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. The scope reticle is available in the second focal plane.

Scope length is 14.5 inches with a weight of 22.5 ounces.
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.

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.

Nothing is faster than Advanced Reticle Technology!
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 first and second focal plane.

Scope length is 13.5 inches with a weight of 19.5 ounces.

PR SERIES

Leupold’s “Precision Rifle Series” offers the shooter great value and features in a riflescope. Standard target knobs allow additional adjustment for those windy days or when you want to “stretch the barrel.”

The 3.5-10x40 scope weighs a mere 13.5 ounces and is 12.6 inches in length. For shooters and law enforcement officials on a tight budget, the PR Series is a viable option.

Removable dust covers protect the windage and elevation knobs, preventing accidental rotation while in the field. All PR Series scopes are coated in a tough matte-black anodized finish.

Fast, Accurate and Easy to use… What more could you ask for?
3.5-10x40 PR SERIES

A great lightweight riflescope (13.5 ounces) that offers all the necessary features you need for long-range shooting and tactical work. The main tube is one inch in diameter, which makes ring selection easy. The 40mm objective bell allows low profile mounting and the relatively short 12.6-inch OAL length compliments a short feather-weight rifle. Sheep hunters and tactically minded shooters find this scope a great balance between size, weight, and magnification. Elevation and windage adjustment range is 57 MOA. The scope weighs a scant 13.5 ounces. The reticle is installed in first focal plane.

4.5-14x40 PR SERIES

Equipped with a 30mm main tube, the 4.5-14x40 offers an impressive 100 minutes of windage and elevation adjustment! This increases the range of your shooting opportunities and basically gives unlimited dialing ability above and beyond the reticle’s aiming references. The 4.5-14x40 is a great choice for those requiring more magnification than the 3.5-10x40. The side focus parallax allows the shooter to fine-tune the sight picture for optimum shooting performance. The 4.5-14’s OAL is 12.6 inches. The matte black anodized finish reduces glare and gives the scoped rifle a distinctive look. Our scope reticle is available in first and second focal plane.

Scope length is 12.6 inches with a weight of 13.5 ounces.

Advanced Reticle Technology eliminates excuses!

Scope length is 12.6 inches with a weight of 16 ounces.
LEUPOLD VX-III SERIES

The VX-III 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-III series of rifle scopes. These affordable and dependable scopes now feature indexed lenses for maximum light transmission and optical brilliance.

VX-III 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-III 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-III 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?

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 first and second focal plane

Scope length is 12.5 inches with a weight of 13 ounces.

4.5-14x40 AND 50MM OBJECTIVE BELL

Scope length is 12.1 inches with a weight of 15 ounces.
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 first and second focal plane.

Scope length is 12.6 inches with a weight of 15.5 and 16 ounces.

Don’t Settle for Second Best!

6.5-20x50 LONG RANGE

Grab the varmint rifle, a few cases of ammunition, and head West. Those fields of prairie dogs are calling. The 6.5-20x50 long range is the ideal long-range target and varmint scope. With a 30mm main tube, you have 90 MOA of adjustment in both windage and elevation, more than enough to shoot into the next time zone! The target knobs provide precise .250 MOA clicks and 15 MOA per revolution. The side focus parallax adjustment allows the shooter to extract the maximum accuracy from his rifle. Reticles are installed in both the first and second focal plane. For those shooters requiring an extremely fine aiming reference (.093 subtension per 100 yards on 20x), request the reticle in the second focal plane.

Scope length is 14.5 inches with a weight of 21 ounces.
8.5-25x50 LONG RANGE

Get ready to “Spank” the Competition! The 8.5-25x50 is the highest magnification variable in the Leupold line. See fleas and ticks on those long-range varmints on 25 x. 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. Advance Reticle Technology is installed in the second focal plane, giving the shooter an extremely fine aiming reference that subtends .093 inch per 100 yards. Range your target and smile!

Scope length is 14.4 inches with a weight of 21 ounces.

RETICLE OPTIONS

All dots are .5 moa in diameter, the hash marks subtend .250 moa. Shoot with 30 precise aiming points based in “minutes of angle.” Target and reticle increase with magnification. Available in 3.5-10, 4.5-14 and 6.5-20, in 40-50 mm objective bell models.

Second focal plane reticle has finer aiming references. Best suited for targets and small varmints. Reticle is calibrated on the highest magnification setting. Reticle remains the same, image size increases with magnification. Available 4.5-14*, 6.5-20, and 8.5-25 models.

* 4.5-14’s have dots and hash marks identical to first focal plain reticle.
Easy as 1-2-3!

**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 your 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 fire.

**No Dialing!**

Advanced Reticle Technology virtually eliminates the need to dial elevation under hunting conditions at ranges from 100 to 800 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 Scope fitted with Advanced Reticle Technology by Darrell Holland comes with Sierra Infinity, and Holland’s Ballistic Gold 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 30 precise aiming points based in “Minutes of Angle” 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.

Advanced Reticle Technology is available in Leupold Vari-X III and MK 4 Series scopes in the following models: 3.5-10, 4.5-14, 6.5-20 and 8.5-25 in 1 inch and 30 mm tubes. Varmint hunting, big game hunting, tactical shooting, and long range shooting has never been easier. In just a matter of minutes you’ll be ringing steel at 500 yards. GUARANTEED!

We can install Advanced Reticle Technology in your Leupold Scope. Call for details!
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 **BALLISTIC GOLD CARD** software computes the trajectory of your cartridge in **Minutes of Angle** to the nearest 1/4 Minute of Angle.

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### 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 agencies can be disastrous to a police agency.

In both civilian and military tactical use, having the ability to engage multiple targets at varying distances and do so precisely based on 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.

Choose a Leupold or Schmidt & Bender 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.

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**Choose a cartridge**, and see how easy **Advanced Reticle Technology** is. **NOTE**: yardage, drop in inches and the **Minute of Angle Correction** to shoot at that distance. Use the Reticle shown below to find the aiming reference you need. Note: The MOA "dots" are 1/2 moa in diameter. The **top and bottom** of a dot can **add or subtract** 1/4 minute of angle. **Example**: Say we need a 2.75 moa correction, use the **top** of the 3 MOA-dot as your aiming reference, and fire. A 12.25 moa correction, use the **bottom** of the 12 MOA-dot as your aiming reference and fire. Shoot with "Thirtys" precise aiming references, all based in **Minutes of Angle**. Precise long range shooting has never been easier!

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**Advanced Reticle Technology** helps to eliminate potentially lethal mistakes and delays.
Are you still struggling with antiquated reticle designs? Give us a call. **We can install Advanced Reticle Technology in your Leupold 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 warranty. All scopes come with **Sierra Infinity 5** and **Holland’s Ballistic Gold Card Software**. This complete package allows you to calculate and print your own data cards in “Minutes of Angle.” The **Holland Ballistic Gold 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. You get the choice of either using the reticle cross hairs, the MOA dots 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!**

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**Custom Reticle Installation is Available.**

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*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 cliche 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.

All **Schmidt & Bender** riflescopes are covered by a 30-year warranty.

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**Long after the money is spent, the memories continue!**
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!

Reticle installed in the first focal plane.
Length 13.75 inches. Weight 20 ounces. 30mm main tube 42 and 50mm objective bell diameter.
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 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 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!

Reticle is installed in first focal plane.

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!*
Holland’s Long Range Shooting School

Give some thought to the following…

- 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 and Schmidt & Bender 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. We have two locations with limited enrollment in order to provide the student with the best in personalized instruction.

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

With the purchase of a Leupold or Schmidt & Bender 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!
“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 ing. 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.

I recently had the opportunity to use my new Advanced Reticle Technology scope in my custom Holland 7mm Remington 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; American Hunter; Sports Afield; Rifle and Successful Hunter.