

***“THIS AIN'T YOUR DADDY'S
RIFLE SCOPE”***



Get Ready to Punch Your Tag...

www.HollandGuns.com



HOLLAND'S *Game-Getter* 2.5-15x50 SFP

Featuring...
FIT-TO-HIT
RETICLE TECHNOLOGY

Hunting and Shooting Simplified!

NEED AND PURPOSE

Having hunted around the world and having trained guides, PHs, outfitters and hundreds of hunters, we understand what is needed in a reticle design. The vast majority of game animals are shot from the muzzle to 400 yards. These are ethical ranges that are well within the capability of the hunter, PROVIDED he knows the range to target and where to hold for precise bullet placement. Say good-bye to Kentucky Windage and Arkansas Elevation when shooting beyond one's initial ZERO.

VALUE

Let's be honest, not everyone has the finances to spend upwards of \$1000-4000 on a complex, whiz-bang, gadget-designed rifle scope. BDC dials, locking turrets and kaleidoscope reticles are expensive and confusing to a majority of shooters. Furthermore, they do not provide a range and firing solution. There is a HUGE market for a simple, intuitive rifle scope — at an affordable price. Why should hunters be denied performance-enhancing reticle technology at an affordable price?

ADVANTAGES

High-tech rifle scopes are expensive to make and market. The available choices are plentiful, and competition within this market is fierce. Leupold, Nightforce, Zeiss, Swarovski, Schmidt & Bender, US Optics, Burris, and others, all want a piece of this pie. Imagine a scope and reticle design that auto-ranges target sizes from 15"-18", 24", 30" and 36 inches and provides a firing solution up to 400 yards in a matter of seconds. For practical hunting ranges we have the solution. **FIT-TO-HIT** is fast, easy to use/understand, and it does not require any mental math to obtain a firing solution.

FINALLY, A SCOPE DESIGN SPECIFICALLY FOR HUNTING!

Big, bold, easy-to-read numbers on the dials.

Left/Right indicators on the windage dial eliminate directional confusion.



The smoothest parallax dial you will ever turn.

Adjustable from 10 meters to infinity.

Large wheel is removeable if desired.

RANGE - DIAL - SMILE



BENEFITS TO THE HUNTER

We have designed a scope reticle that allows the hunter to engage animals from the muzzle to 400 yards, and do so Quickly and Accurately under field conditions. **FIT-TO-HIT** is the solution you've been looking for.

Having hunted around the world and witnessed well over 1000 animals being harvested in the field, the dialogue is always the same when a game animal is spotted.

How far away is it and where do I hold to make the shot?

Often this chatter goes back and forth several times before a consensus is obtained and the hunter is ready to fire. Sound familiar? You bet. **Success in the field is often determined by HOW FAST you can make the shot.** Animals seldom stand around wondering what the hunter is up to. Therefore, SPEED and ACCURACY are vital to your success.

Field and hunting accuracy are different than going to the RANGE or entering a benchrest COMPETITION. Tiny,

inconsequential group size does not matter in the field. The vitals on a game animal are quite large, an 8-10 inch kill zone is usually the norm. The hunter simply needs to be able to put a bullet inside that "kill zone," and most importantly, do it QUICKLY.

FIT-TO-HIT provides the SPEED and ACCURACY needed, allowing the hunter to execute the shot in a matter of seconds.

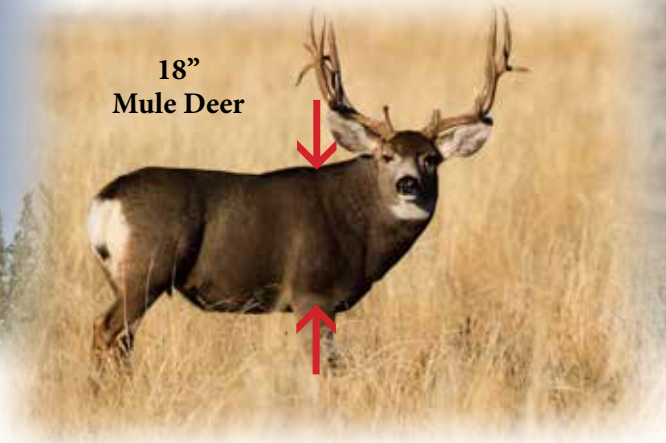
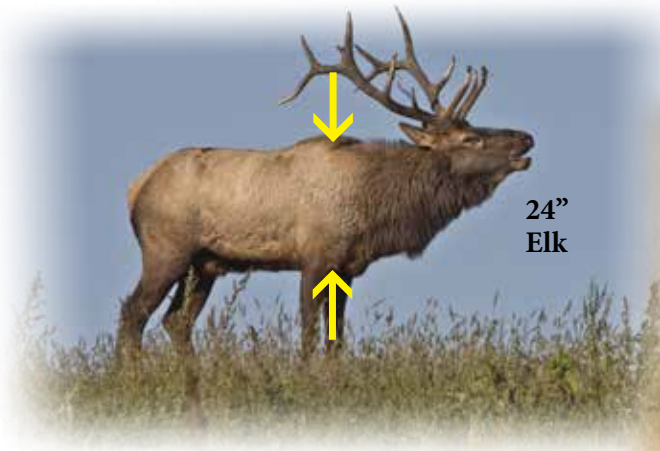
Determining a FIRING SOLUTION using **FIT-TO-HIT** technology.

Mature animals are relatively uniform in size, and their "top-of-back to brisket" dimension is very consistent and can be used to determine RANGE to an animal. A typical antelope will measure 15 inches from the top of its back to brisket; a mule deer 18"; and a bull elk 24".

We will use these dimensions to determine the FIRING SOLUTION using **FIT-TO-HIT** reticle technology.

EXAMPLES OF HOW TO "FIT"

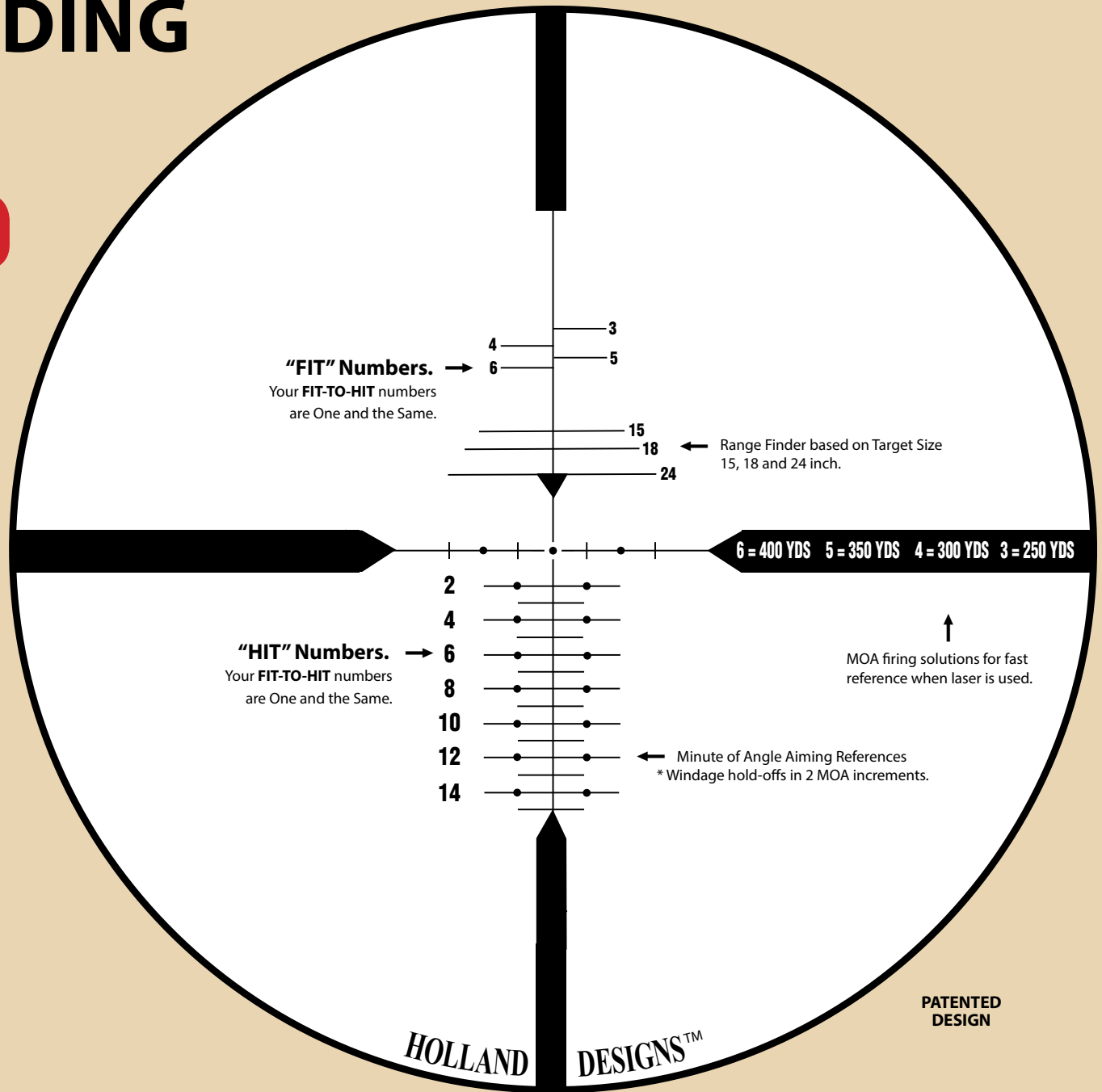
Top of back to brisket



UNDERSTANDING THE RETICLE

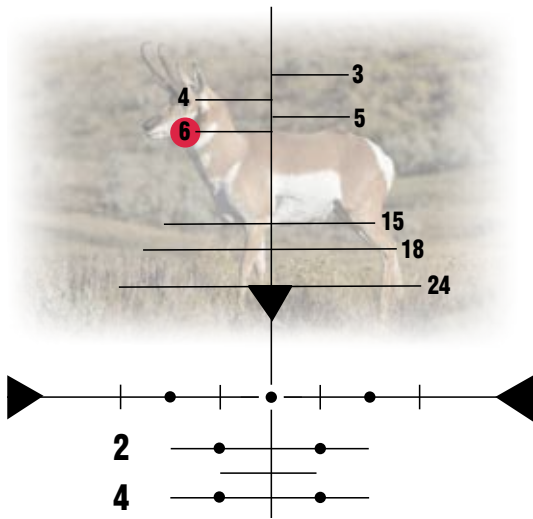
Hunter Friendly!

- ▶ All MOA Design
- ▶ 2 MOA Hold-Offs
- ▶ FIT-TO-HIT Technology
- ▶ Firing Solution Graphics to 400yds
- ▶ Instant Ranging/ Firing Solution
- ▶ No Other Scope Offers these Features!



Don't spend an arm and a leg on a scope that was not designed for HUNTING!

"FIT" at ⑥



EXAMPLE #1 Determining Range and a FIRING SOLUTION using the RETICLE

Target is a 15" antelope
(this measurement is from top of
back to brisket) Place the 15" base
line on the brisket. Find the bar
and number that "FITS" to the
top of the antelopes back.

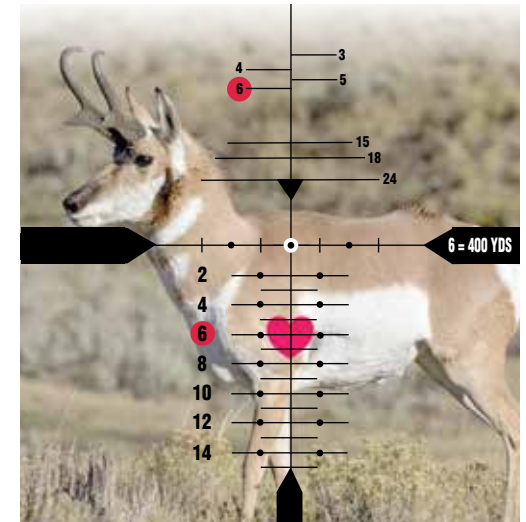
In this example the
⑥ is the perfect "FIT".

EXAMPLE #1 FIRING SOLUTION

In order to hit the animal
in the heart we use the
⑥ Hold-Over as shown
in the firing solution.

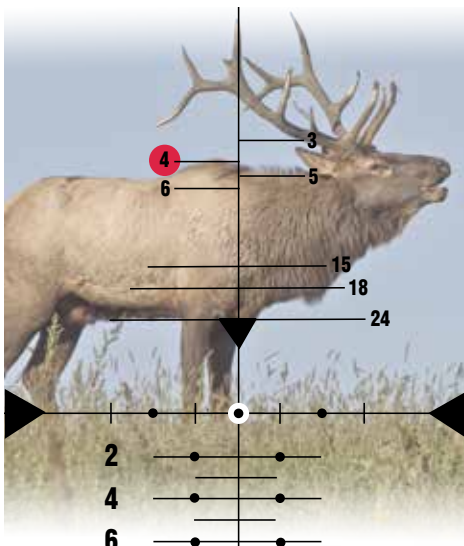
It doesn't get
any easier than
FIT-TO-HIT!

"HIT" at ⑥



Your FIT-TO-HIT number is
ONE and the SAME.

"FIT" at ④



EXAMPLE #2

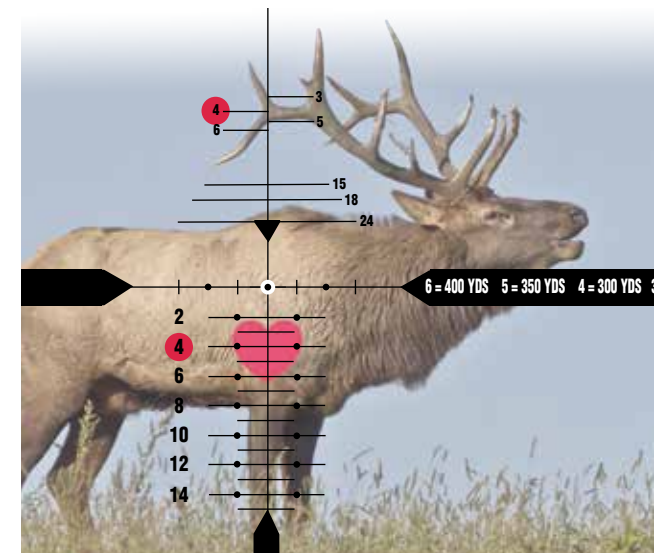
Target is a 24" bull elk
(this measurement is from top of back
to brisket) Place the 24" base line
on the brisket. Find the bar
and number that "FITS" to the
top of the bull elk's back.

In this example the
④ is the perfect "FIT".

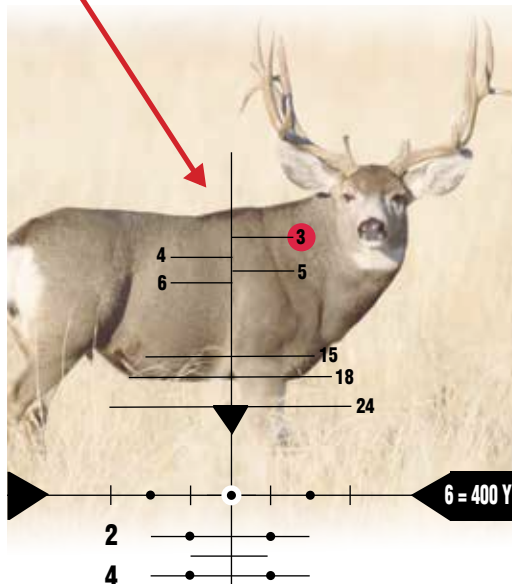
EXAMPLE #2 FIRING SOLUTION

In order to hit the
animal in the
heart we use the
④ Hold-Over
as shown in
the firing solution.

"HIT" at ④



If he is bigger than 3



EXAMPLE #3

Determining Range and a FIRING SOLUTION using the RETICLE

Target is a 18" mule deer (this measurement is from top of back to brisket) Place the 18" base line on the brisket.

In this example, the top of the mule deer's back extends above the **3** indicating the mule deer is less than 250 yards away.

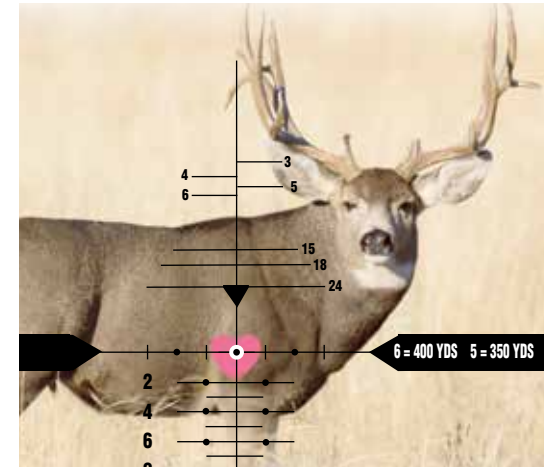
This requires a **Center-Dot Firing Solution**

EXAMPLE #3 FIRING SOLUTION

We have determined range to the target to be less than 250 yards.

The mule deer bracketed larger than our range-finding bar **3** when viewed thru the scope. The shooter simply uses the **Center Dot** as the aiming correction as shown in the diagram.

Any time the animal is larger than the number **3** bar, when viewed through the scope, simply go to the **Center Dot** and **FIRE**



If he's Bigger than **3... pull the Trigger!**

Rifle scopes have been around for well over 100 years, and we see the same stale, plain-Jane, vanilla technology. Duplex reticles, mil-dots and other complicated designs leave the average shooter confused. Even if one does understand the reticle pattern, it still does not provide a FIRING SOLUTION in the field. The hunter is left to guess the range to the target, as well as approximate the amount of hold-over if the target sits much beyond his initial ZERO.

FIT-TO-HIT Reticle Technology CHANGES that! **FIT-TO-HIT** allows the hunter to quickly and accurately determine RANGE and a FIRING SOLUTION to the target in a matter of seconds, from the muzzle to 400 yards. No more guessing; no missed or wounded animals.

Put more venison in the freezer and trophies on the wall with FIT-TO-HIT!

Technology SO SIMPLE, that in a few minutes, ANYONE can be making accurate HITS from the muzzle to 400 yards.

Speed and Accuracy are required on a hunt; game animals seldom stand around waiting to catch a bullet. Isn't it time you started punching your tag rather than coming home empty handed?

Wouldn't you like to be the guy everyone talks about in hunting camp and the envy of your friends at the range?

GAME-GETTER rifle scopes are designed for HUNTERS, containing ALL the features/benefits needed to get the job done. GAME-GETTER rifle scopes provide:

- ▶ Rangefinding-Firing Solution Technology
- ▶ ZERO STOPS
- ▶ Bold easy-to-read dials
- ▶ World-class glass and lens coatings
- ▶ MOA aiming references that match the dials
- ▶ Ballistic software enabling you to ring steel on the weekend to 1000 yards or more.

GAME-GETTERS sell for a price the "WORKING MAN" can afford!

ASK ABOUT OUR DELUXE "HUNTING" PACKAGE

Includes the following...

- ▶ **Holland's Signature Series Scope Level**
- ▶ **Butler Creek Scope Caps**
- ▶ **4" Sun Shade**
- ▶ **Ballistic Data Card Software**
- ▶ **Scope Decals**
- ▶ **Ammo-Tote**
- ▶ **Holland's Ballistic Gold Card Set**



Available from HOLLANDS SHOOTERS SUPPLY

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