

# HOLT'S

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AUCTIONEERS OF FINE MODERN & ANTIQUE GUNS

## The Holt's Catalogue in its Various Forms

During the last two years we have markedly changed, for the better we hope, the manner and choice in which our catalogue is presented. During this time we have introduced a collector's hard-back of the main sale, completely re-vamped our online catalogue and have now introduced the main sale catalogue in a downloadable P.D.F. format, as well as given our sealed bid catalogue a smarter appearance.

We are always thinking of new ways to market the lots entrusted to us and have also listened to your thoughts. A great many of you have requested that the catalogue also be available in the previous soft-back format in addition to the collector's hard-back and so we have decided to offer this. From this sale onwards we will produce two printed forms of catalogue available by annual subscription or on a sale-by-sale basis.

Subscribers to the hard-back edition will also enjoy added benefits. These will be in the form of a Holt's client card that will ensure a fast-track entry into our London salerooms and offer a permanent paddle number, negating the need to queue for one before bidding. In addition, there will be a dedicated e-mail address for their use ensuring requests for condition reports and associated enquiries are dealt with as a priority. Folded into this is a price reduction of 25% on the collector's edition.

The charges are as follows, with subscription shown first, followed by single copy:

Hard-back catalogue, inclusive of postage	Domestic £150 / £50 Overseas £180 / £60
Soft-back catalogue, inclusive of postage	Domestic £100 / £30 Overseas £120 / £35

In addition, we now offer our main sale catalogue in a P.D.F. format. This means that it can be downloaded to your P.C. or smartphone with full-colour illustrations and total flexibility; if required, you can print the whole catalogue or just the section of interest. The P.D.F. also incorporates its own search engine so you can view lots by entering a key word. We make a charge for this format of £5 of which half goes to charity. For the March and September sales our chosen charity is the Royal Air Force Association's Wings Appeal, and for December and June the Royal Hospital Chelsea, home to the Chelsea Pensioners.

As always, you may view the catalogue on our website, and we have incorporated many improvements to make this more simple and tailored to your requirements. Once you have registered with us, you can build a 'My Holt's' page of just the items of potential interest to you in each sale and arrange to bid online if desired.

Many of these changes have been requested by you, our clients, and so we're sure they'll be well-received. We are always pleased to receive feedback though, as to how we may improve further, and so look forward to hearing your comments or ideas.

*The Holt's team*