



The Holloway Arms Company HAC-7 Rifle

Tom W. Glaser

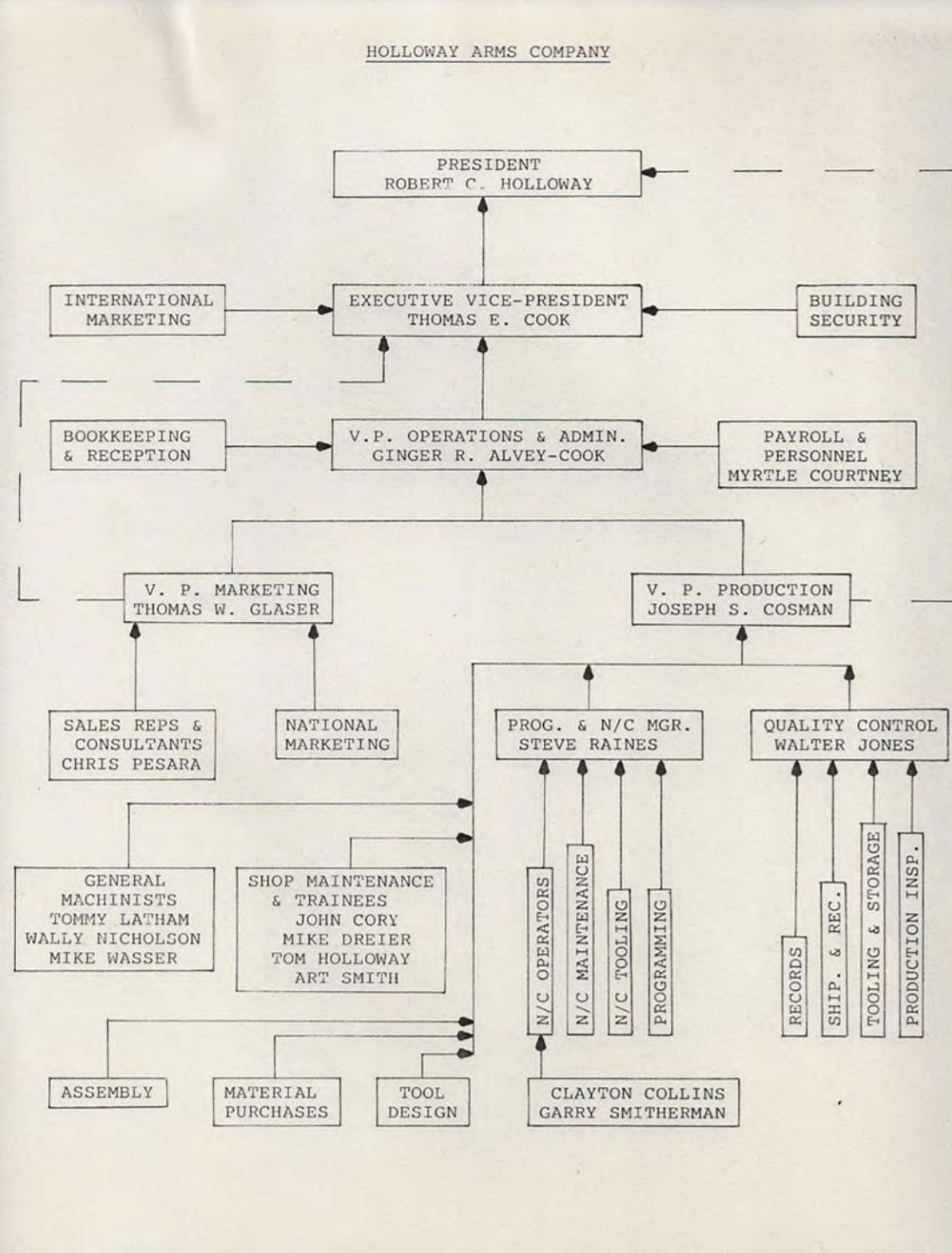
New Braunfels, TX

Benefactor member – NRA, TSRA

**Life member – DACA #78; NDIA,
TSGA, NGAT**

**Member – HGCA, TGCA, CCA,
PBACA, NAPCA**







THE HAC-7 FAMILY OF RIFLES



SIMPLE... STRAIGHTFORWARD...



AND SERIOUS



Holloway Arms Co. is proud to introduce the Model 7 Rifle. Chambered in .243 Win., 7mm-08 Rem., .308 Win., and .358 Win., this gas-operated, air-cooled, magazine fed rifle is made in both selective fire and semi-automatic versions. Designed in America by a shooter for a shooter, the rifle is made entirely in the United States. Every HAC rifle is test-fired, and the test target is included to assure you of the meticulous quality control that stands behind each and every HAC product, our state-of-the-art production facilities, the finest materials available, and our commitment to excellence.

GET ON THE CUTTING EDGE OF AMERICAN TECHNOLOGY

AFFORDABLE FIREPOWER



Model 7 Standard - Right Hand
Model 7L Standard Rifle - Left Hand
Action: Gas-operated, two lug rotary bolt
Barrel: Length - 20", 6 groove, Shilen manufacture right hand twist, 1 in 10" (.308)
Overall Length, Stock Folded: 33"
Overall Length, Stock Extended: 43"
Weight, without magazine: 8 lb. 12 oz.
Magazine Capacity: 20 rounds (2,5,8 round also available)
Select Fire Model Cyclic Rate: 650-700 rounds per minute
Rear Sight: Aperture, adjustable for windage
Front Sight: Post, adjustable for elevation
Finish: Parkerized



- STANDARD FEATURES:**
- FOLDING STOCK
 - TWO 20-ROUND MAGAZINES
 - ADJUSTABLE FRONT AND REAR SIGHT
 - DRILLED AND TAPPED FOR INCLUDED SCOPE BASES
 - SLING AND MUZZLE CAP
 - AMBIDEXTROUS CHARGING HANDLE AND MAGAZINE RELEASE
 - 4 POSITION GAS REGULATOR
 - SEPARATE GAS CUT-OFF
 - HINGED TRIGGER GUARD
 - REVERSIBLE SELECTOR SWITCH
 - ADJUSTABLE MUZZLE BRAKE/FLASH SUPPRESSOR



Model 7C Carbine - Right Hand
Model 7CL Carbine - Left Hand
Action: Gas-operated, two lug rotary bolt
Barrel: Length - 16", 6 groove, Shilen manufacture right hand twist, 1 in 10" (.308)
Overall Length, Stock Folded: 29"
Overall Length, Stock Extended: 39"
Weight, without magazine: 8 lb. 8 oz.
Magazine Capacity: 20 rounds (2,5,8 round also available)
Select Fire Model Cyclic Rate: 650-700 rounds per minute
Rear Sight: Aperture, adjustable for windage
Front Sight: Post, adjustable for elevation
Finish: Parkerized

FOR AN ALL-AROUND RIFLE, CHOOSE THE HAC-7 STANDARD RIFLE. IT IS NOT ONLY A SUPERB BATTLE RIFLE, BUT ALSO A FINE SPORTING RIFLE. WHEN OVER-ALL LENGTH, RESPONSIVENESS, AND MANEUVERABILITY ARE THE PRIMARY CONSIDERATION, CHOOSE THE HAC-7C CARBINE. THE SHORTER BARREL SHIFTS THE POINT OF BALANCE BACK TOWARDS THE SHOOTER. THERE IS A SLIGHT LOSS OF VELOCITY, BUT THE SIGHT RADIUS AND ACCURACY ARE UNCHANGED. ON BOTH MODELS, THE DIAMETER OF THE FOREARM, THE PITCH OF THE PISTOL GRIP, THE PULL OF THE STOCK, THE PLACEMENT OF BUTTONS AND LEVERS HAVE ALL BEEN HUMAN ENGINEERED FOR THE EASE OF THE SHOOTER, NOT THE MANUFACTURER. THE STOCK, SET OVER THE LINE OF THE BORE ELIMINATES MUZZLE CLIMB AND REDUCES RECOIL. AND THE PRICE IS AS EASY ON YOUR BUDGET AS OUR RIFLE IS ON YOUR SHOULDER. EXPERIENCE THE BALANCE AND FEEL FOR YOURSELF AT YOUR LOCAL DEALER.

A WORLD-CLASS RIFLE FROM TEXAS.

TODAY'S
RIFLE
FOR
TODAY'S
SHOOTING



ATTENTION DEALERS

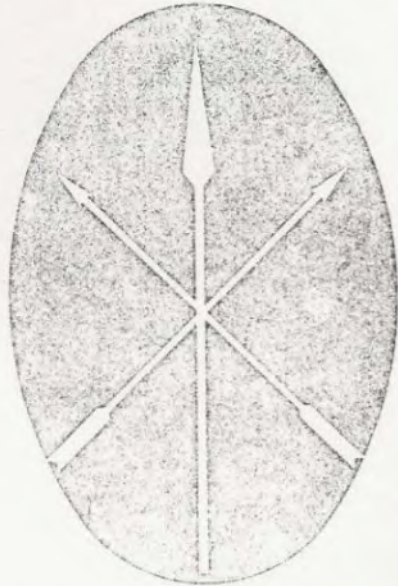
COMING SOON

Designed, Manufactured,
and Marketed in the
United States.
Made by Americans

7.62mm NATO
(.308 Winchester)

Years of Research and
Development and Testing

Carbine Length Barrel or
Standard Rifle



A Rifle Designed by
An Infantry Man and
Designed to be Used By
An Infantry Man.

Gas-Operated
Semi-Automatic

Manufactured on the Most
Modern Machinery

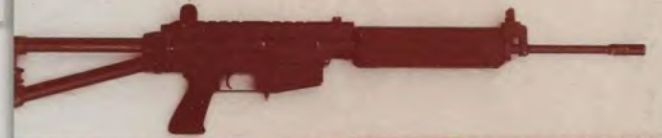
Sniper/Counter Sniper or
National Match Course Guns.

HOLLOWAY ARMS CO.

PROUDLY INTRODUCES AN INNOVATIVE NEW
ASSAULT RIFLE SYSTEM, THE FIRST OF A COM-
PLETE LINE OF STATE-OF-THE-ART WEAPONS.
LOOK FOR H.A.C. AT THE SHOT SHOW, AND AT
MAJOR GUN SHOWS ACROSS THE COUNTRY.
OUR MAJOR MARKETING CAMPAIGN WILL BEGIN
IN THE FALL AND WINTER OF 1983-84.

WATCH FOR IT!

3959 W. Vickery Blvd., Ft. Worth, TX 76107



HOLLOWAY ARMS CO.

P.O. BOX 267
PALO PINTO
TEXAS 76072
817-659-2135

TOM W. GLASER

BY THE TIME THAT YOU READ THIS AD, THE HOLLOWAY ARMS HAC-7 WILL BE READY TO SHIP ON ORDER.

A WORLD-CLASS RIFLE FROM TEXAS.

Our policy has been, and will continue to be, that we will only advertise an item when it is ready to ship. Therefore, we are proud to introduce the HAC-7 family of rifles. Chambered in 7.62mm NATO (.308 Win.), this gas-operated, semi-automatic rifle was designed in America. It is entirely machined from monobloc steel and alloy in the United States. Even the most discriminating shooter will appreciate the human engineering present in the rifle, such as the reversible safety and bolt release for left-handed shooters.



- STANDARD FEATURES:**
- FOLDING STOCK
 - TWO 20-ROUND MAGAZINES
 - ADJUSTABLE FRONT AND REAR SIGHT
 - DRILLED AND TAPPED FOR INCLUDED SCOPE BASES
 - SLING AND MUZZLE CAP
 - AMBIDEXTROUS CHARGING HANDLE AND MAGAZINE RELEASE
 - 4 POSITION GAS REGULATOR SEPARATE GAS CUT-OFF

THE HAC-7 FAMILY

- MODEL 7 STANDARD RIFLE**
(Shown at Left)
20" Barrel
Weight w/o Magazine: 8 lb 12 oz
Length, Stock Folded: 33"
Length, Stock Extended: 43"
Dealer Price: \$495.00
- MODEL 7C CARBINE**
16" Barrel
Weight w/o Magazine: 8 lb 8 oz
Length, Stock Folded: 29"
Length, Stock Extended: 39"
Dealer Price: \$495.00

MODEL 7S SNIPER RIFLE
24" Fluted Heavy Barrel
Fully Adjustable Trigger
Designed only for Scope Use
Scopes and Rings on Request

MODEL 7M MATCH RIFLE
24" Fluted Heavy Barrel
Fully Adjustable Trigger
Designed for National Match
Shipped with Sight Blocks



HOLLOWAY ARMS CO.
3959 W. Vickery Blvd.
Ft. Worth, TX 76107
1-800 HAC-ARMS
In Texas: 817-732-1000

THE SHOOTER'S RIFLE



THE DEALER'S RIFLE

THE STAFF OF HOLLOWAY ARMS CO. HAS EXPERIENCE IN THE WHOLESALE AND RETAIL END OF THE GUN BUSINESS. WE KNOW YOUR DIFFICULTIES, AND WE'VE JUST ELIMINATED A COSTLY ONE. IN OUR EFFORT TO SERVE YOU, THE DEALER, WE SELL TO YOU DIRECT, BYPASSING DISTRIBUTORS AND REPRESENTATIVES. YOU KNOW THE SAVINGS THIS MEANS TO YOU. THE DISCOUNTS THAT WE GIVE TO THE LARGEST DEALERS IS THE SAME AS WE GIVE TO THE SMALLEST DEALER. YOU ALSO GET THE SAME SERVICE. AND OUR WATS LINE IS NOT JUST FOR ORDERS, AS SO MANY ARE, BUT FOR YOUR QUESTIONS AND INQUIRIES. OUR CUSTOMER SERVICE DEPARTMENT IS FOR YOU AND YOUR CUSTOMER. EXAMINE THE QUALITY OF OUR ALL-MACHINED AMERICAN MADE RIFLE AND DECIDE FOR YOURSELF.

HAC-THE MANUFACTURER WHO'S ON THE DEALER'S SIDE.

AVAILABLE IN .308 WIN., .243 WIN., 7mm-08, .358 WIN.

THE HAC-7 FAMILY

MODEL 7 STANDARD RIFLE
20" Barrel (Shown)
Weight w/o Magazine:
8 lb. 12 oz.
Length, Stock Folded: 33"
Length, Stock Extended: 43"

MODEL 7C CARBINE
16" Barrel
Weight w/o Magazine:
8 lb. 8 oz.
Length, Stock Folded: 29"
Length, Stock Extended: 39"

MODEL 7M MATCH RIFLE
24" Fluted Heavy Barrel
Fully Adjustable Trigger
Designed for National Match
Shipped with Sight Blocks

MODEL 7S SNIPER RIFLE
24" Fluted Heavy Barrel
Fully Adjustable Trigger
Designed only for Scope Use
Scopes and Rings on Request

THE RIFLEMAN'S RIFLE—THE DEAL FOR THE DEALER

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Ft. Worth, TX 76107
Dept. 1211
1-800 HAC-ARMS
In Texas 817-732-1000

STANDARD FEATURES:
FOLDING STOCK
TWO 20-ROUND MAGAZINES
ADJUSTABLE FRONT AND REAR SIGHT
DRILLED AND TAPPED FOR INCLUDED SCOPE BASES
SLING AND MUZZLE CAP
AMBIDEXTROUS CHARGING HANDLE AND MAGAZINE RELEASE
4 POSITION GAS REGULATOR SEPARATE GAS CUT OFF
REVERSIBLE SAFETY AND BOLT RELEASE
HINGED TRIGGER GUARD

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THE AMERICAN RIFLE FOR THE AMERICAN DEALER—DIRECT

WE DO MANY THINGS THAT OTHER MANUFACTURER'S DON'T AND WON'T. WE SELL DIRECT TO THE DEALER WITHOUT JOBBERS, WHOLESALEERS, REPRESENTATIVES, OR MIDDLEMEN. OUR DISCOUNT POLICY IS THE SAME FOR ALL DEALERS, REGARDLESS OF SIZE AND VOLUME. WE WILL SHIP C.O.D. WE WILL ANSWER QUESTIONS AND INQUIRIES ON OUR WATS LINE. WE WILL SHIP WHEN AND WHAT WE PROMISE. WE WILL TEST EVERY RIFLE AND ONLY SHIP RIFLES THAT MEET OUR EXACTING STANDARDS, AND INCLUDE THE TEST TARGET. WE BELIEVE THAT SERVICE TO THE SHOOTER BEGINS WITH SERVICE TO THE DEALER.



AVAILABLE IN .308 WIN., .243 WIN., 7mm-08, .358 WIN.

THE HAC-7 FAMILY

MODEL 7 STANDARD RIFLE
20" Barrel (Shown)
Weight w/o Magazine:
8 lb. 12 oz.
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24" Fluted Heavy Barrel
Fully Adjustable Trigger
Designed only for Scope Use
Scopes and Rings on Request

GET ON THE CUTTING EDGE OF AMERICAN TECHNOLOGY

A WORLD-CLASS RIFLE FROM TEXAS.

OUR RIFLE IS HUMAN-ENGINEERED. THE STOCK IS ABOVE THE LINE OF THE BORE TO REDUCE MUZZLE RISE. THE STOCK, PISTOL GRIP, FOREARM GUARDS, AND THE PLACEMENT OF BUTTONS, SWITCHES, AND LEVERS HAS BEEN PLACED FOR THE COMFORT AND USE OF THE SHOOTER RATHER THAN FOR EASE OF DESIGN OR MANUFACTURE. BUILT ON THE MOST MODERN MACHINERY, THE HAC-7 IS STATE-OF-THE-ART PRODUCTION AND BEYOND. OUR SERVICE IS AS ADVANCED AND AS HUMAN-ORIENTED AS OUR RIFLE. TRY THE MANUFACTURER WHO'S ON THE DEALER'S SIDE.

- ENTIRELY MACHINED FROM MONOBLOC STEEL AND ALLOY
- STANDARD FEATURES:**
- FOLDING STOCK
 - TWO 20-ROUND MAGAZINES
 - ADJUSTABLE FRONT AND REAR SIGHT
 - DRILLED AND TAPPED FOR INCLUDED SCOPE BASES
 - SLING AND MUZZLE CAP
 - AMBIDEXTROUS CHARGING HANDLE AND MAGAZINE RELEASE
 - 4 POSITION GAS REGULATOR SEPARATE GAS CUT OFF
 - REVERSIBLE SAFETY AND BOLT RELEASE
 - HINGED TRIGGER GUARD



HOLLOWAY ARMS CO.
3959 W. Vickery Blvd.
Ft. Worth, TX 76107
Dept. 1211
1-800 HAC-ARMS
In Texas 817-732-1000
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**YOU GET ALL THAT
YOU SEE WITH YOUR
H.A.C.**



**AND A LOT
MORE THAT YOU
DON'T SEE**

On the Holloway Arms Co. Rifle, you expect to get as standard features that other companies sell as extras, and you do: folding stock, two magazines, sling and swivels, scope bases, muzzle cap, fully ambidextrous charging handle and magazine release, and a reversible safety and bolt release. But don't expect to buy a special tool to adjust the sights, disassemble, or maintain your rifle - a cartridge will perform all of the functions of the combination tool.

You can't see the monobloc alloy and steel that the receivers and the parts are machined from. You can see, however, the superior weapon that results. The years of design, testing, and field experience that went into the design of the Holloway Arms Rifles may not be visible to the naked eye, but you'll see it and feel it when you're shooting. And you'll know the commitment to excellence that everyone at Holloway Arms Co. has by the rifle's feel, fit, finish, and service.

**A RIFLE DESIGNED
BY AN INFANTRYMAN
TO BE USED BY AN
INFANTRYMAN, SPORTSMAN
AND COMPETITIVE SHOOTER.**



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GET ON THE CUTTING EDGE OF AMERICAN TECHNOLOGY

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

HOLLOWAY ARMS CO.



Holloway Arms Co., a firearms manufacturing company located in Fort Worth, Texas, has begun production of an innovative, state-of-the-art rifle, the Model 7. Chambered in .308 Winchester (7.62mm NATO), this gas-operated rifle, currently offered only in semi-automatic, incorporates many advanced design and human engineering techniques. The side-folding stock is set above the axis of the barrel to reduce both muzzle whip and apparent recoil. It also features fully ambidextrous safety, bolt hold-open release, magazine release, and cocking handle. Shipped with integral scope bases and fully-adjustable front and rear iron sights, this rifle is fed by a detachable box magazine, and is now available from:

Holloway Arms Co.
3959 W. Vickery Blvd.
Ft. Worth, TX 76107

YES. I am very interested in the new Holloway Arms Co. Model 7 Rifles. Please enter my reservations for the rifles listed below, and contact me as soon as possible regarding shipping dates.

DESCRIPTION	POTENTIAL QUANTITY	DEALER COST	SERIAL NUMBERS
HAC Model 7 Standard Rifle, .308 Win., with Two (2) 20-Round Magazines, Sling, Random Serial Numbers, 20" Barrel		\$495.00	
HAC Model 7C Carbine, .308 Win., with Two (2) 20-Round Magazines, Sling, Random Serial Numbers, 16" Barrel		\$495.00	
HAC Model 7 or 7C Rifle, same as above, but two or more guns with consecutive or special serial numbers		\$495.00	
HAC Model 7 or 7C Rifle, same as above, but with customized or personalized serial number		\$495.00	
HAC Model 7 or 7C Rifle, same as above, but one of first five hundred guns made, with matching numbered belt buckle		\$495.00	
HAC Model 7S or 7M Rifle, .308 Win., same as above, but with 24" Heavy Barrel, Fluted, Adjustable Set Trigger, Target Sights and/or Scope		PRICES VARY WITH SIGHTS	

NAME _____ FFL # _____
 ADDRESS _____ Area Code and Phone Number () _____
 City and State _____ Zip Code _____ Attn: _____



1947

1951

1954

1957



FROM THE GHOSTS OF THE PAST - 1984

RIGHT HAND

LEFT HAND



THE RIGHT RIFLE

U-NIQUE (yoo-nek') adj. - Being the only one of its kind; being without equal.

GET ON THE CUTTING EDGE OF AMERICAN TECHNOLOGY

COMPARE FOR YOURSELF AND DECIDE!

Nostalgia is nice, but it has no place in serious shooting and serious situations. Try today's serious rifle. Move from collector's guns to the most modern rifle available to today's shooters. The HAC-7, in all its variations, is the **only** rifle of its type available in either right hand or left hand models.

The HAC-7 is designed on the cutting edge of American technology, and is made from the finest materials available. The receivers are machined, not stamped, and the barrels are by Shilen. More important to the shooter, however, is the human engineering and the commitment to excellence that goes into each rifle. Our test target guarantees the accuracy. Our name guarantees our quality. Move up to HAC.

A WORLD-CLASS RIFLE FROM TEXAS

THE HAC-7 FAMILY AVAILABLE IN .308 WIN., .243 WIN., 7mm-08 Rem., .358 WIN.

MODEL 7 STANDARD RIFLE 20" Barrel (Shown) Weight w/o Magazine: 8 lb. 12 oz. Length, Stock Folded: 33" Length, Stock Extended: 43"	MODEL 7C CARBINE 16" Barrel Weight w/o Magazine: 8 lb. 6½ oz. Length, Stock Folded: 29" Length, Stock Extended: 39"	MODEL 7M MATCH RIFLE 24" Fluted Heavy Barrel Fully Adjustable Trigger Designed for National Match Competition Shipped with Sight Blocks	MODEL 7S SNIPER RIFLE 24" Fluted Heavy Barrel Fully Adjustable Trigger Designed only for Scope Use Accessory Rail Scopes and Rings on Request
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STANDARD FEATURES:

- FOLDING STOCK
 - TWO 20-ROUND MAGAZINES
 - ADJUSTABLE FRONT AND REAR SIGHT
 - DRILLED AND TAPPED FOR INCLUDED SCOPE BASES
 - SLING AND MUZZLE CAP
 - AMBIDEXTROUS CHARGING HANDLE AND MAGAZINE RELEASE
 - 4 POSITION GAS REGULATOR SEPARATE GAS CUT-OFF
- FOR MORE INFORMATION, SEE YOUR LOCAL DEALER OR CONTACT:

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3959 W. Vickery Blvd.
Ft. Worth, TX 76107
Dept. 1121
1-800 HAC-ARMS
In Texas 817-732-1000



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U-NIQUE (yoo-nek') adj. - Being the only one of its kind; being without equal.



INTRODUCING THE HAC-7L — LEFT-HANDED!

WHAT YOU SEE ABOVE IS NOT A REVERSE PHOTO-IMAGE, BUT THE WORLD'S ONLY PRODUCTION SELF-LOADING RIFLE DESIGNED FOR LEFT-HANDED SHOOTERS. IT EJECTS FROM THE LEFT, CHARGES FROM THE RIGHT, AND IN ALL RESPECTS IS A TRULY LEFT-HANDED RIFLE, NOT A RIGHT-HANDED RIFLE WITH MINOR MODIFICATIONS. AND SINCE IT IS FROM HOLLOWAY ARMS CO., IT HAS ALL OF THE FEATURES YOU NORMALLY EXPECT, INCLUDING AVAILABILITY IN ALL HAC-7 CONFIGURATIONS AND OUR TRADEMARK-LOW PRICE.

ONLY FROM HOLLOWAY ARMS CO!

GET ON THE CUTTING EDGE OF AMERICAN TECHNOLOGY

THE RIFLE FEATURES INCLUDE A FOLDING STOCK, FOUR POSITION GAS REGULATOR WITH SEPARATE CUT OFF. THE ENTIRE RIFLE IS MACHINED FROM MONOBLOC STEEL AND ALLOY, CHAMBERED IN 7.62mm NATO (.308 WIN.). IT COMES STANDARD WITH MUZZLE CAP, SLING, TWO 20-ROUND MAGAZINES, ADJUSTABLE FRONT AND REAR SIGHTS, AND IS DRILLED AND TAPPED FOR THE INCLUDED SCOPE BASES. THE CHARGING HANDLE AND MAGAZINE RELEASE ARE AMBIDEXTROUS, AND THE SAFETY AND BOLT RELEASE ARE REVERSIBLE. WRITE OR CALL NOW FOR MORE INFORMATION.

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3959 W. Vickery Blvd.
Ft. Worth, TX 76107
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In Texas 817-732-1000
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WHO HAS AMERICAN QUALITY? HAC

- .308 WIN.? HAC
- .243 WIN.? HAC
- 7mm-08? HAC
- .358 WIN.? HAC
- Left-Handed Models? HAC
- All Machined? HAC
- Interchangeability? HAC
- Match Rifles? HAC
- Versatility? HAC
- Human Engineering? HAC
- Affordable? HAC

GET ON THE CUTTING EDGE OF AMERICAN TECHNOLOGY!

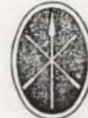
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AFFORDABLE FIREPOWER



TEXAS STYLE!



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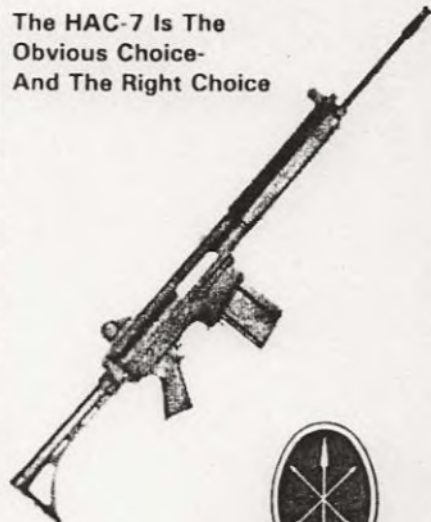
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COMPARE FOR YOURSELF AND DECIDE!

Caliber .308 Win./7.62mm NATO	M1A	HK91A3	FN-FAL	GALIL	HAC-7
Extra Magazine Included	NO	NO	NO	NO	YES
Scope Bases Included	NO	NO	NO	NO	YES
Sling Included	NO	YES	NO	NO	YES
Muzzle Cap Included	NO	NO	NO	NO	YES
Gas Cut-Off	YES	NO	YES	NO	YES
Gas Regulator	NO	NO	YES	NO	YES
Folding Stock	EXTRA	EXTRA	STD	STD	STD
Bolt Hold Open	YES	NO	YES	NO	YES
Gloved Firing Capability	EXTRA	NO	EXTRA	NO	STD
Ambidextrous Magazine Release	YES	NO	NO	YES	YES
Ambidextrous Charging Handle	NO	NO	NO	YES	YES
Reversible Safety	AMBI	NO	NO	NO	YES
Reversible Bolt Release	NO	NO	NO	NO	YES
Fully Adjustable Sights	STD	EXTRA	STD	STD	STD
Left Handed Models	NO	NO	NO	NO	YES
All Machined	NO	NO	NO	NO	YES
Made In U.S.A.	YES	NO	NO	NO	YES
Test Target	NO	YES	NO	NO	YES
Blank Firing Capability	YES	YES	YES	NO	YES
Interchangeable Upper Receivers	NO	NO	NO	NO	YES
Caliber Conversions	NO	22LR Only	NO	NO	YES
Selective Fire From Factory	NO	NO	NO	NO	YES
Barrel Length	17 1/2"	17 1/2"	21"	20"	20"
Overall Length, Stock Folded	32"	31 1/2"	33 1/2"	31"	33"
Overall Length, Stock Extended	44 1/2"	40 1/2"	43"	40"	43"
Weight W/O Magazine	8lb. 15oz.	10lbs.	9lb. 6oz.	9lb. 5oz.	8lb. 12oz.

Add to these the facts that the HAC-7 only requires a loaded cartridge for disassembly and maintenance and that the magazine takes the standard M-14 loading guide, you still must feel the balance, the heft, the reduced recoil to fully appreciate the rifle. Even more, you'll appreciate the reduced price as much as you do the unmatched quality.

GET ON THE CUTTING EDGE OF AMERICAN TECHNOLOGY



The HAC-7 Is The
Obvious Choice-
And The Right Choice

HOLLOWAY ARMS CO.
3959 W. Vickery Blvd.
Ft. Worth, TX 76107
Dept. 3102

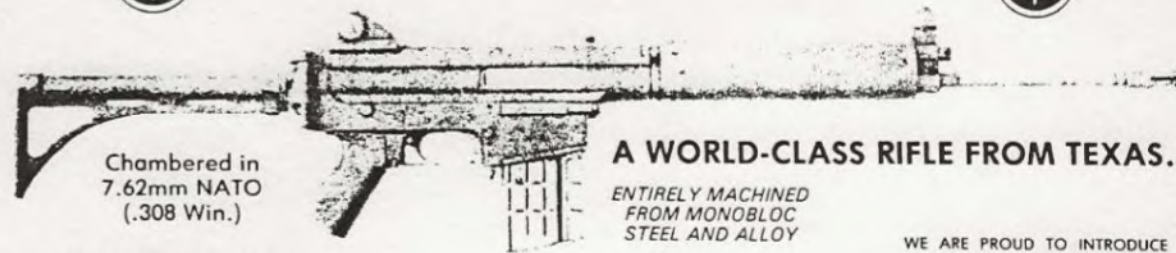
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In Texas 817-732-1000

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WHAT SETS US APART FROM THE COMPETITION?



AMERICAN QUALITY



Chambered in
7.62mm NATO
(.308 Win.)

A WORLD-CLASS RIFLE FROM TEXAS.

ENTIRELY MACHINED
FROM MONOBLOC
STEEL AND ALLOY

THE HAC-7 FAMILY

MODEL 7 STANDARD RIFLE

20" Barrel (Shown)
Weight w/o Magazine:
8 lb. 12 oz.
Length, Stock Folded: 33"
Length Stock Extended: 43"

MODEL 7C CARBINE

16" Barrel
Weight w/o Magazine:
8 lb. 8 oz.
Length, Stock Folded: 29"
Length, Stock Extended: 39"

MODEL 7S SNIPER RIFLE

24" Fluted Heavy Barrel
Fully Adjustable Trigger
Designed only for Scope Use
Scopes and Rings on Request

MODEL 7M MATCH RIFLE

24" Fluted Heavy Barrel
Fully Adjustable Trigger
Designed for National Match
Shipped with Sight Blocks

STANDARD FEATURES:

FOLDING STOCK
TWO 20-ROUND MAGAZINES
ADJUSTABLE FRONT AND
REAR SIGHT
DRILLED AND TAPPED FOR
INCLUDED SCOPE BASES
SLING AND MUZZLE CAP
AMBIDEXTROUS CHARGING
HANDLE AND MAGAZINE
RELEASE
4 POSITION GAS REGULATOR
SEPARATE GAS CUT-OFF

WE ARE PROUD TO INTRODUCE
THE NEW HAC-7 FAMILY OF RIFLES.
THESE GAS-OPERATED, SEMI-
AUTOMATIC RIFLES ARE HUMAN
ENGINEERED WITH SUCH FEATURES
AS REVERSIBLE SAFETY AND BOLT
RELEASE FOR LEFT-HANDED
SHOOTERS, AND A STOCK SET
ABOVE THE LINE OF THE BORE.
FOR MORE INFORMATION, SEE
YOUR LOCAL DEALER OR CONTACT:

HOLLOWAY ARMS CO.

3959 W. Vickery Blvd.
Ft. Worth, TX 76107
Dept. 1211

1-800 HAC-ARMS
In Texas 817-732-1000

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THE CUTTING EDGE OF AMERICAN TECHNOLOGY



THE CUTTING EDGE OF HAC

When the situation calls for cool nerves and cold steel, you don't need a knife with odd-ball gimmicks and gimmicks. For survival, combat, any serious cutting use, you need a tool that is rugged and efficient. You need the HAC Utility Knife. Completely hand-crafted of brass, micarta, and 440C stainless steel, the knife weighs in at a hefty 21 1/2 ounces. One-quarter of an inch thick, 1 1/2" from back to edge, 14" overall with a 9" blade, this knife is a classic matching of design and function. Production is limited, so reserve yours now.

HOLLOWAY ARMS CO.
3959 W. Vickery Blvd.
Ft. Worth, TX 76107
Dept. 1013
1-800-HAC-ARMS
In Texas 817-732-1000

SIMPLE...STRAIGHTFORWARD...AND SERIOUS

HAC BUILDS BETTER WEAPON SYSTEMS BECAUSE WE BUILD WITH EXPERIENCE AND WE GOT OUR EXPERIENCE WHERE EXPERIENCE COUNTS



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1-800 HAC-ARMS
In Texas 817-732-1000

THE AWARDS SHOWN ARE NOT FOR DECORATION. THEY WERE EARNED BY THE DESIGNER OF THE MODEL 7 AND HIS STAFF IN THE CRUCIBLE OF COMBAT. HAC WEAPONS ARE DESIGNED, MADE AND MARKETED IN THE UNITED STATES OF AMERICA BY A USER FOR A USER.

THE RIFLE FEATURES INCLUDE A FOLDING STOCK, FOUR POSITION GAS REGULATOR WITH SEPARATE CUT OFF. THE ENTIRE RIFLE IS MACHINED FROM MONOBLOC STEEL AND ALLOY, CHAMBERED IN 7.62mm NATO (.308 WIN.). IT COMES STANDARD WITH MUZZLE CAP, SLING, TWO 20-ROUND MAGAZINES, ADJUSTABLE FRONT AND REAR SIGHTS, AND IS DRILLED AND TAPPED FOR THE INCLUDED SCOPE BASES. THE CHARGING HANDLE AND MAGAZINE RELEASE ARE AMBIDEXTROUS, AND THE SAFETY AND BOLT RELEASE ARE REVERSIBLE. WRITE OR CALL NOW FOR MORE INFORMATION.



BARREL BY SHILEN QUALITY BY HAC ACCURACY BY DESIGN

Every Holloway Arms Company Rifle is test-fired at the factory to insure both function and accuracy. Fired from a machine rest at 100-meters, the test target is packed with the rifle as our commitment to excellence. The target on the left was fired by a serial production rifle using standard military ball ammunition. Fired using only the rifle's iron sights, HAC will ship no rifle unless the five shot group is satisfactory. HAC cares for the rifles it makes so that they will take care of the situation. Service to the shooter begins with service to the product. We make it as easy on your wallet as we make it tough on your target.

AVAILABLE IN

.308 Win., .243 Win., 7 mm-08 Rem., .358 Win.	
MODEL 7 STANDARD RIFLE	MODEL 7C CARBINE
20" Barrel (Shown)	16" Barrel
Weight w/o Magazine: 8 lb. 12 oz.	Weight w/o Magazine: 8 lb. 8oz.
Length, Stock Folded: 33"	Length, Stock Folded: 29"
Length, Stock Extended: 43"	Length, Stock Extended: 39"



HOLLOWAY ARMS CO.
3959 W. Vickery Blvd.
Ft. Worth, TX 76107
Dept. 1221
1-800-HAC-ARMS
In Texas 817-732-1000

GET ON THE CUTTING EDGE OF AMERICAN TECHNOLOGY



MARKET ANALYSIS, HAC-7 SERIES, AS OF 1 FEBRUARY 1984

All figures are based upon those supplied by the Bureau of Alcohol, Tobacco, and Firearms for calendar year 1981 excise tax amounts, and upon current prices and market share as furnished by American Firearms Industry and Defense and Foreign Affairs.

Total dollar sales volume of domestically manufactured rifles and machineguns, 1981.....\$126,520,000.00
 Total number of domestically manufactured rifles and machineguns sold, 1981.....1,764,361
 NOTE: The number of rifles imported, imported rifles sold, and the sales volume of this class of firearm have not been made available.

Total number of federally licensed firearms dealers...243,000

Average dollar volume per dealer, 1981, rifles and machineguns.....\$520.00
 Average sales per dealer, 1981, rifles and machineguns.....7

1983 - Percentage of dealers selling paramilitary rifles..73%
 x 1981 sales dollar volume.....\$92,359,600.00
 x 1981 sales dollar volume per dealer...\$92,242,800.00
 x 1981 unit sales.....1,287,984
 x 1981 unit sales per dealer.....1,241,730

1983 - Percentage of dealers selling folding stocks for paramilitary rifles as after-market items.....40%
 40% of 243,000 FFL holders.....97,200

1983 - Percentage of dealers who regularly stock extra .308 Win. magazines for military-style rifles.....57%
 57% of 243,000 FFL holders.....138,510

1983 - Percentage of dealers who believe that the popularity of the military-style weapons will survive past 1983, a recession year in the firearms industry.....87%
 87% of 243,000 FFL holders.....211,410
 NOTE: In the perspective of the state of the firearms business in 1983, Alan McCormick of American Firearms Industry interprets this percentage to represent the feelings of the dealers that military-style weapons would continue to sell when other types would not.

1983 - Percentage of dealers who found paramilitary rifles to be their highest profit item.....31%
 31% of 243,000 FFL holders.....75,330

1983 - Percentage of dealers who favored the use of synthetic stocks on rifles.....74%
 74% of 243,000 FFL holders.....179,820

1983 - Percentage of dealers who find the biggest profit potential in non-traditional, maximum ammunition capacity lightweight arms.....35%
 35% of 243,000 FFL holders.....85,050

1983 - Percentage of dealers who favor military/police type weapons at trade events.....84%
 84% of 243,000 FFL holders.....204,120

1983 - Percentage of dealers who favor selective fire rifles and carbines at trade events.....74%
 74% of 243,000 FFL holders.....179,820

1983 - Percentage of dealers whose customers preferred .308 Win. caliber paramilitary rifles.....16%
 16% of 243,000 FFL holders.....38,880
 x 1981 sales dollar volume.....\$20,243,200.00
 x 1981 sales dollar volume per dealer...\$20,217,600.00
 x 1981 unit sales.....282,298
 x 1981 unit sales per dealer.....272,160

Estimated market share based on price-point alone, all other factors being the same.....42%
 42% of 282,298 .308 Win. rifles sold.....118,565
 42% of \$20,243,200.00 .308 Win. sales....\$8,502,144.00

(Percentage based on cost differential between nearest competing rifle, HK91A3, with same features as standard HAC-7 rifle - \$559.00/rifle,\$23.00/extra magazine,\$28.00/slimline forearm, \$19.00/ejector buffer, \$17.00/sight adjustment tool, \$144.00/scope base and 30mm rings,\$17.00/1"ring adaptors, \$26.00/sling, \$1.50/muzzle cap, \$46.00/magazine loader and unloader, \$60.00/1200 meter rear sight - total dealer cost of \$940.50 versus \$545.00 for standard HAC-7 - \$395.50 difference - 42% of the dealer cost for the equivalently equipped HK91A3.)

Estimated market share based on standard offered features alone, all other factors being the same.....20%
 20% of 282,298 .308 Win rifles sold.....56,460
 20% of \$20,243,200.00 .308 Win. sales....\$4,048,640.00

(Percentage based on consideration of standard features on the HAC-7 rifle as a percentage of the same feature offered as either accessories and/or after-market items by other manufacturers, such as folding stocks, scope bases, slings, muzzle cap, extra magazine, etc.)

Estimated market share based on American manufacture, all other factors being the same.....12%
 12% of 282,298 .308 Win rifles sold.....33,876
 12% of \$20,243,200.00 .308 Win. sales....\$2,429,184.00

(Percentage based on telephone and mail experience of responses received to date supporting an American-made product above all other considerations regarding the firearm.)

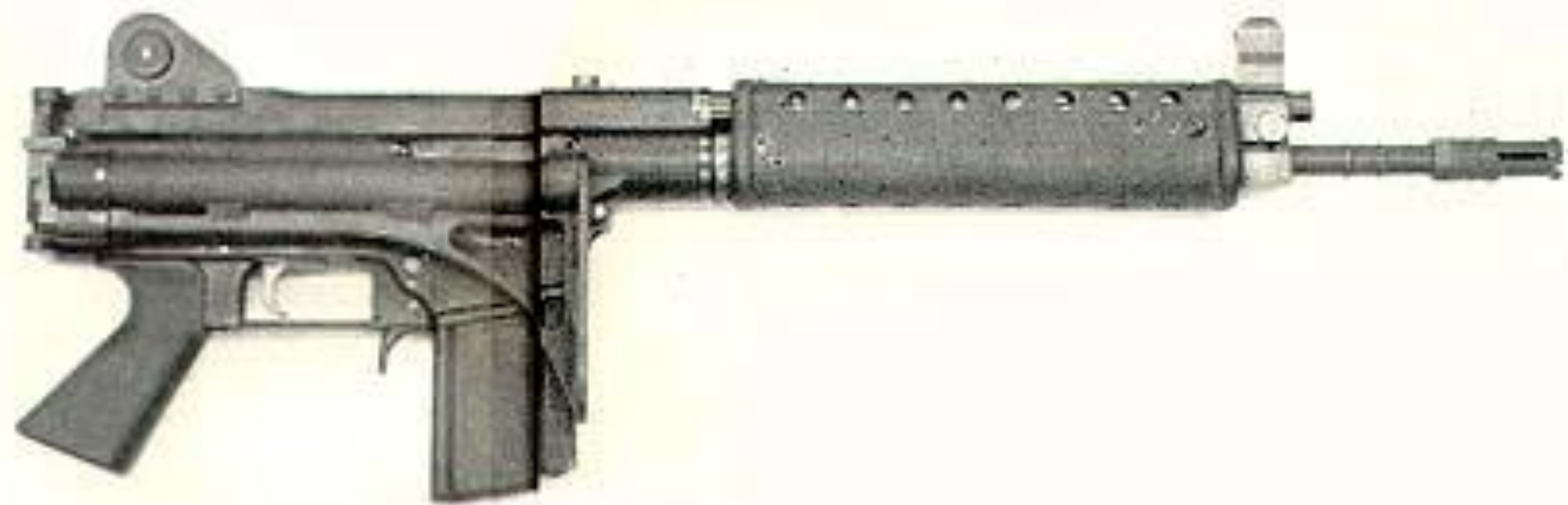
FIRST MONTH RESPONSE - three advertisements directed primarily at dealers.....1142
 As of this date, no consumer or police oriented marketing has been published.

Extrapolation of current response over 12 months.....13,704
 NOTE: These responses by qualified dealers will not remain in a straight-line progression. As all three estimates of market share will combine synergistically to produce higher share values, so also will the end-user publicity and demand increase the dealer participation. Please remember that the above responses have been to the first exposure of either this rifle or this company ever. As time passes and the creditability of Holloway Arms Company becomes more firmly established, the market-share considerations will act as a multiplier on sales, rather than merely as an indicator.

STANDARD INTERNATIONAL ARMS PRICE INDEX, DECEMBER 1983

M-79 Grenade Launcher, 40mm.....\$925.00
 FN-FAL, Australian manufacture, .308 Win.....\$550.00
 FN-FAL, Belgian manufacture, .308 Win.....\$700.00
 G-3, West German manufacture, .308 Win.(HK-91A1).....\$600.00
 Ruger AC-556K, American manufacture, .223 Rem.....\$442.50

, American manufacture, .223 Rem.....\$515.00
 AR-18, British manufacture, .223 Rem.....\$495.00
 L1A1/FAL MMG, British manufacture, .308 Win.....\$800.00
 M-16HB LMG, American manufacture, .223 Rem.....\$545.00
 HK Basic MMG, West German manufacture, .308 Win.....\$2,330.00



HOLLOWAY ARMS CO.
FORT WORTH, TEXAS
MODEL 7
CALIBER .308 WIN.
SER. NO. WBT01





