



THE DAVID LLOYD RIFLE

The Reason Why

In 1932, David Lloyd began designing telescope sighted rifles for one simple reason. He found that it was impossible to buy one or have one made on a standard design which could be counted on to shoot straight under stalking conditions.

Over the years, people have bought David Lloyd rifles for the same reason that Lloyd first designed them. They wanted a telescope sighted stalking rifle which would always shoot straight on the hill, regardless of the rough treatment, frequent bumps and jarrings, which a stalking rifle often sustains before it is fired at the stag.

Dependability – Why the Difference

Why is the David Lloyd rifle so dependable?

Because unlike conventional products, the telescope and rifle are constructed as a single unit. First, the telescope is completely encased in a protective steel sleeve. This sleeve is then fitted to the action of the rifle by solid steel mounts. It is then aligned mechanically and sighted optically. It is only after rifle action and telescope have become a single mechanism that the rifle barrel is screwed in place.

The difference therefore between a David Lloyd rifle and other products is one of basic design concept. Other rifle makers start with a rifle and then attach the telescope as an adjunct. The David Lloyd rifle, in essence, is a telescope first around which a rifle of the highest quality is constructed. The result is a mechanism in which rifle and telescope are essentially a single unit which will maintain its zero regardless of rough treatment.

The Rifles Available

David Lloyd makes rifles in all calibres from .243 up to .300 magnum. The barrels are made to the finest limits, thus ensuring maximum accuracy. They are made of the highest quality alloy steel which provides a long accuracy life when using high-intensity ammunition.

Lloyd also believes that the modern stalking rifle should not only be the product of good mechanical engineering, but that it should retain beauty in line and finish. The stocks are made out of the very best quality French walnut. The high comb design of the stock ensures that when the rifle is raised for firing, the shooter's eye is the correct distance from the telescope's aperture and falls directly in line with it. This straight stock design also goes a long way towards reducing the effect of recoil, and the fully floating

forend prevents any possible interference with the natural vibrations of the barrel.

The rifle action which has been adapted in Lloyd rifles is the Mauser 98, far the best known and the most extensively used in the world. Lloyd's adaptation includes modifications which allow the rifle action to accept a low-mounted telescope, plus a new bolt design and a new adjustable trigger mechanism which provides a very light, crisp let-off.

The David Lloyd magnum class rifle with its accuracy, flat trajectory and extraordinary killing power was the first in the field to kill humanely at extreme ranges. The high velocity rifles such as the German 7mm Von Hofe, the American .264 magnum and 7mm have proved at all ranges to be far superior to the conventional stalking calibres.

David Lloyd rifles are also obtainable in modern non-magnum calibres such as the .243 and the 6mm Remington. Although these are good for deer stalking at all normal ranges, they naturally do not have so much stopping power as the Lloyd magnum class rifles. One of the merits of the latter is that it greatly

reduces the danger of wounding an animal, and all Lloyd rifles have been specifically designed with his humane end in view.

For many years now, the owners of David Lloyd rifles have appreciated the unique design reliability of their possession.



For further information write to David Lloyd
Pipewell Hall, Kettering, Northants NN14 1QZ
Telephone Kettering (0536) 760300