

Draft 10/29/68

REMINGTON MODEL 700 RIFLES GET
STYLING CHANGES, NEW CALIBERS

When you have a product as successful as the Remington Model 700 bolt action rifle, there's a great temptation on the part of the manufacturer to leave it "just as it is."

And, frankly, it is unlikely that anyone would complain if Remington did just that. For, since it was introduced in 1962, the Model 700 has grown in reputation until it is now the most popular bolt action rifle on the market.

Key factors behind the 700's rapid rise undoubtedly include the tremendous strength of its action, the world's strongest; the clean, classic lines of its design; its sharp, highly responsive trigger pull, and outstanding accuracy in an exceptionally wide variety of calibers.

Once a gun has been in the field for a period of time, however, opportunities for minor changes or improvements frequently become apparent. Remington's philosophy has been to make such improvements whenever they seem justified rather than to stand pat.

A number of such changes have been made on the Model 700 for 1969. Addition of a partially shrouded bolt plug improves appearance by eliminating exposure of the rear part of the firing pin. The stock itself has been redesigned to provide a slimmer butt

M-700

Page 2

and cheekpiece for more comfortable handling. Easier, more convenient operation of the safety has been accomplished by lowering its height and changing its shape from rectangular to round, with serrations on its entire surface.

New appearance features for the Model 700 include an engine-turned bolt, new, skip-line checkering and a more attractive, all-black butt plate. In addition, the Model 700 BDL rifle will now have a white-line spacer at the butt plate, a revised checkering pattern, and a more easily adjustable carrying sling utilizing a buckle instead of tabs.

In 1969, the Model 700 BDL will be chambered for two additional calibers: the 6.5 mm Remington Magnum and the 350 Remington Magnum. The 6.5 Remington Magnum, introduced by Remington in 1966, combines flat trajectory with good, down-range velocities and energies for long distance, big game hunting. The 350 Remington Magnum, introduced in 1965, is one of the most accurate cartridges in its class ever developed and is capable of handling the largest game found in North America.

These new Model 700 rifles will be available on January 1, 1969.

M-700

Page 3

Remington Model 700 Calibers

Model 700 ADL: 222 Rem., 22-250 Rem., 6 mm Rem., 243 Win.,
270 Win., 30-06, 308 Win., 7 mm Rem. Mag.,
264 Win. Mag.

Model 700 BDL: All above calibers plus 6.5 Rem. Mag., 350
Rem. Mag., 300 Win. Mag., 375 H & H Mag.,
458 Win. Mag.

Model 700 BDL
Varmint Special: 222 Rem., 223 Rem., 22-250 Rem., 6 mm Rem., 243 Win.