

*Sam Alvis - More of the same*

*Pete*

Last week when Del Conner and I visited a gun shop in Houston, Texas a dealer pointed out our Model 700 BDL which was on display with Sako, Savage, Browning and Weatherby competitive models. The rifles were facing us in a rack with trigger plates facing us.

Our Model 700 BDL Trigger Plate is finished with a dull cast which is in direct contrast to all the other makes. The other makes are of an alloy probably the same or similar to ours but evidently have been buffed before bluing to produce a lustre finish. Most of the other makes have a rolled-on engraved affect which may or may not be desirable. In any event it was pointed out by the dealer that very often a customer will buy a rifle other than a Remington simply by the dull cast of our trigger plate. Delbert Conner also mentioned to me that our jobber Casso-Guerra & Co. in Laredo, Texas, claims that Mexican people turn down our BDL grade 700 for the same above reason.