

Remington



REMINGTON ARMS COMPANY, INC.

ARMS-AMMUNITION-TARGETS-TRAPS
BRIDGEPORT, CONNECTICUT

January 2, 1973

NEW FOR 1973: REMINGTON MODEL 700 BDL LEFT HAND BOLT
ACTION RIFLE IN 30-06, 270 WIN. AND 7mm REMINGTON MAGNUM CALIBERS

To Our Firearms Wholesalers

Gentlemen:

To further extend the popularity of the Remington Model 700 Bolt Action Center Fire Rifle and respond to the needs of thousands of left hand shooters throughout the country, we are pleased to introduce a true mirror image left hand version of this best selling rifle.

For the past decade, your sales of the Model 700 have been broadened and stimulated by our program of new versions, grades, styles and calibers...which over the years has won a continually widening base of acceptance by bolt-action shooters for this rifle.

Preference for this model above other guns in its category increased as new specifications were added. Today, with its availability in three popular calibers, it will quickly capture the "southpaw" market.

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As a true mirror image rifle, this new model has a left hand bolt with left hand loading and ejection. Safety and cheekpiece are also reversed. In 1973 the Model 700 Left Hand will be produced in BDL grade only.

Read the attached catalog page today and learn more about this new rifle. Your Remington field representative will be showing you a sample soon and giving you some ideas on how to "cash in" on additional sales for the Model 700 BDL Left Hand and other Remington left hand models.

Sincerely,

A handwritten signature in cursive script, reading "JG Williams". The signature is written in dark ink and is positioned above the typed name and title.

Assistant Director
of Marketing

JGWilliams/bc
Attachment

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