

When a rifle's as good as the Model 700, why improve it?

Great performance. Great looks. They've made the Remington Model 700 America's best-selling bolt action center fire rifle.

It's why so many experienced hunters would not rely on anything else.

And now we've improved the Model 700 five important ways. Introducing our new stock. First and foremost, you'll really be proud of the 700 BDL with its deep, sharp checkering, cut 20 lines to the inch. And it wraps all the way around the fuller, deeper fore-end to fit your palm better.

And a redesigned anti-bind bolt that prevents drag or hesitation when you push it home. We moved the bolt handle forward, too, just enough to make it miss your forefinger on recoil.

A new rear sight. Easier to adjust for elevation and windage. Easier to read because of the highly visible graduated markings. Easier to detach when you're ready to mount a scope.



We've put more grip in the pistol grip by making it slimmer at the wrist and fuller at the grip cap. To give you greater comfort and control.

Followed by a brand-new follower. This one's tough stainless steel. It's a more expensive process, but it pays off in strong, smooth operation.

Other new features: the butt plate (it now has four screws to eliminate any chance of warping), in magnum calibers a new presentation-type recoil pad and a

checked grip cap now make the 700 BDL a better than ever gun to buy.

And don't overlook the existing features which helped make the Model 700 America's best-selling bolt action center fire rifle.

The strength of its bolt action is unsurpassed. The famous three rings of steel action remain the heart of this great gun. When loaded, the cartridge head is completely surrounded by three rings of solid steel—the bolt head, the barrel and the receiver. There are no extractor cuts to weaken this critical area.

The 700 is so accurate its design was used as the basis for the Remington

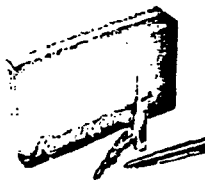
40-XB Bench Rest competition rifle.

The choice is yours... the handsomely crafted 700 BDL Custom Deluxe or the 700 ADL Deluxe. The BDL, with its precision-contoured Monte Carlo stock protected by Du Pont's tough RK-W finish, black fore-end tip and white line spacers, hinged floor plate, jeweled bolt and sling strap with quick-release swivels, starts at \$189.95*. The ADL, with Monte Carlo stock, skip-line checkering, and DuPont RK-W wood finish, is priced from \$164.95*.

Caliber selection for the Model 700 is almost unlimited... a caliber for every kind of hunting, from varmints to elephants.

To get the best performance from your Model 700, it makes sense to use the ammunition that was made for it. Remington "Core-Lokt" or "Power-Lokt" cartridges pack the stopping power you need when one shot makes the difference.

For more information on the complete line of Remington products, write for our free 1974 full-color catalog. Send a postcard to: Remington Arms Company, Inc., Dept. 477, Bridgeport, Conn. 06602.



MODEL 700 CALIBERS

CALIBERS	700 ADL	700 "VARMINT SPECIAL"
22-250 Rem.	X	X
222 Rem.	X	X
223 Rem.		X
25-06 Rem.	X	X
6mm Rem.	X	X
243 Win.	X	X
270 Win.	X	X†
30-06	X	X†
308 Win.	X	X
7mm Rem. Mag.	X	X†
264 Win. Mag.		X
300 Win. Mag.		X
375 H&N Mag.		X
458 Win. Mag.		X

†Left-hand model available

Remington. DU PONT

Great guns deserve great ammunition. We make both.

*Suggested retail prices, subject to change without notice. "Remington," "Power-Lokt" and "Core-Lokt" are trademarks registered in the U.S. Patent Office.