

III. MANUFACTURERS' SELLING POINTS

Manufacturers' selling points are advertisements found in the 1981 gun catalogs from each individual gun company. This is what a prospective buyer might read before his purchase:

Browning BBR

"Hammer Forged Accuracy" - to produce flawless rifling and guarantee a straight bore.

"Supersmooth, Short Throw, Lightning Bolt Action" - 60° throw faster to operate.

"The Larger Diameter Bolt and Fluted Surface" - reduce wobble and friction.

"Plunger Type Ejector" - eliminated the need for a weakening ejector groove in the bolt head.

"Anti-Warp Forearm" - an aluminum channel 1/8" thick and 8" long is inlaid into the barrel channel.

"Free Floating Barrel" - very minimal clearance between the barrel and the barrel bed is possible because the anti-warp aluminum channel provides enough rigidity to prevent forearm warpage from "spoiling" the float.

"Adjustable Trigger" - 3 to 6 lbs., the trigger is grooved for better finger control.

"Dual Safety Indicators" - a switch and a visual indicator.

"Ready for a Scope" - no open sights.

"Standard & Magnum Calibers"

"Scissors Magazine Spring for Smooth Feeding" - the spring more evenly distributes pressure on the magazine follower than the common leaf spring. The follower won't tip down.

"Convenient Hinged Floor Plate with Detachable Magazine" - A hinged floor plate swings down for easy loading, and a removable magazine for reloading, spare magazine for quick loading, or safety reasons.

"One Grade Outstanding" - No other grades of wood are available, just a single piece of select grade American walnut cut to the lines of a Monte Carlo Sporter with a full pistol grip and high cheekpiece.

Price: \$429.95 Suggest Retail List Price