

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 6 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