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COMPETITIVE PRODUCT EVALUATION WINCHESTER LOW-PRICED BOLT ACTION CENTER FIRE RIFLES

INTRODUCTION

This evaluation centers on the three Winchester bolt action rifle models priced below the top-of-the-line Model 70. The comparative format of this investigation matches each of these guns, point by point, with its nearest Remington counterpart. Each rifle thus serves as a criterion for its competitive counterpart. Intermanufacturer pairings were determined on the basis of retail price and features.

The major emphasis is placed on the R700ADL - W770 comparison. These two rifles are the most similar. They are also the most expensive of those evaluated.

It appears that the same basic receiver casting is used for the entire Winchester series of bolt action rifles. Several subsequent operations differ between models. These differences include cuts for the safety, cuts for the anti-bind bolt device, method and degree of surface polishing, and coloring process.

When a particular characteristic is not specifically dealt with in the second rifle-pairing (R660 and W670), one may properly infer that the characteristic is identical or very similar to that in the first pairing.

A qualitative rating system is used throughout, where applicable. The descriptive terms used apply primarily within the comparative context of this report.

In several cases, manufacturers' parts nomenclature differs for parts performing the same function. When they first appear, these designations are enclosed in parentheses, followed by a letter designating the manufacturer (either R. or W.).