

Offer N/AE <sup>scope</sup> <sup>iron</sup> ~~driller~~ & ~~tapper~~ or ~~mounts~~ & ~~sights~~

Supply mounts and sights to the pro line dealer - he can then service the customer by installing customer choice.

→ something dealer can do

→ K-Mart ~~guns~~ supplies w/sights only  
(if guns going to K-Mart)

iron sights and scope mounts cost same to produce

additional revenue from K-Mart-guns if customer goes to dealer (or us) and buys rings for \$30.

→ added value item for dealer

→ distinguishes dealer from mass merchant

Spoke with Forson, phone 3-11-85