

# BOLT ACTION CARBINE - ESTABLISH A 1980 SUGGESTED RETAIL PRICE BY MAINTAINING M/TOO ADL & RDL FACTORY MARGINS

|                             | M/TOO ADL | M/TOO BDL | BOLT ACTION<br>CARBINE<br>W/BIRCH | BOLT ACTION<br>CARBINE<br>W/OALNUT |
|-----------------------------|-----------|-----------|-----------------------------------|------------------------------------|
| QUANTITY                    |           |           |                                   |                                    |
| 1980 RETAIL PRICE           | \$ 297.95 | \$ 357.95 | \$ —                              | \$ —                               |
| 1980 SUGGESTED RETAIL PRICE | —         | —         | \$ 277.65                         | \$ 324.18                          |
| NET SELLING PRICE           | \$ 157.84 | \$ 189.62 | \$ 147.09                         | \$ 171.74                          |
| LESS: TOTAL COST            | \$ 131.83 | \$ 156.84 | \$ 122.85                         | \$ 142.05                          |
| PRETAX EARNINGS             | \$ 26.01  | \$ 32.78  | \$ 24.24                          | \$ 29.69                           |
| % OF NET SELLING            | 16.5%     | 17.3%     | 16.5%                             | 17.3%                              |