

Remington Target Telescope

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May 3, 1968

	<u>Remington Target</u>	<u>Lyman Super Targetspot</u>	<u>Redfield Target</u>	<u>Weaver K-12</u>
Retail price	\$159.95	\$125.00	\$159.95	\$72.50
Dealer price	\$111.95	\$ 86.95	\$111.95	\$47.15
Dealer profit (%)	30%	30%	30%	35%
Net Price	\$ 88.90 ✓	-----	\$ 88.90	\$36.95 83
Wholesaler Profit (%)	20.5%	-----	20.5%	21.5%

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