

THE SHOTGUN CHART SHOWS THAT OUR ORDER POSITION IS SUPPORTING THE INCREASED FORECAST OF 1975. WE SEE NO PROBLEMS AT THIS TIME IN MEETING THE FORECAST, BUT RECOGNIZE THAT IF MOVEMENT OF OUR GUNS FROM THE WHOLESALER TO DEALER OR CONSUMER SLOWS AND INVENTORY BUILDS UP IN THE PIPELINE WE CAN EXPECT ORDER CANCELLATIONS OR "HOLDS."

OUR ORDER POSITION OF RIM FIRE RIFLES INDICATES WE MAY BE FACING A SOMEWHAT SOFT MARKET, AT LEAST AT THE PRESENT TIME. HOWEVER, BECAUSE THESE GUNS ARE NOT ALLOCATED AND, IN THE MINDS OF THE WHOLESALER, READILY AVAILABLE, HIS DEGREE OF URGENCY TO PLACE ORDERS IS LESS THAN IN OUR SHOTGUN AND CENTER FIRE RIFLE CATEGORIES. IN ADDITION, CARRYOVER INVENTORIES WERE UP 26% OVER 1974 WITH THE NYLON 66 CARRYOVER 73%. WITH THE EXCEPTION OF THE NYLON 66 WHICH WILL REQUIRE SOME FORECAST ADJUSTMENT, WE FEEL THAT OUR ORDER POSITION WILL IMPROVE WITH THE ADVENT OF SPRING ACTIVITIES.

OUR CENTER FIRE RIFLE POSITION TO FORECAST IS SOMEWHAT DOWN FROM 1974. HOWEVER, REPORTS INDICATE THAT WHOLESALERS ARE COMMITTING TO THEIR ALLOCATION AND WE WILL BE ABLE TO MEET THE INCREASED FORECAST.