

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 CARBINE W/BIRCH	BOLT ACTION CARBINE W/VALNUT
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%