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Model 40X-B

Illion, New York
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GAIL EVANS
Director of Sales

MODEL 40X-B SELLING PRICE

A current appraisal of the cost and operative earnings of the Model 40X-B was reviewed at the February Operations Committee. The Committee asked these costs be firmed up for the Sales Department to establish the selling price. The Plant has reviewed the rifle cost and the attached tabulation indicates the full book cost and effect of selling price on the operative earnings.

LDC

L. D. Cox
L. D. Cox
Secretary

MODEL 40X-B TARGET RIFLE

EFFECT OF SELLING PRICE ON OPERATIVE EARNINGS
Based on S-2 Grade - Standard Weight
Barrel without Sight

	<u>Model 40X</u>	<u>Model 40X-B</u>		
Retail Selling Price	139.75	145.00	155.00	165.00
Net Selling Price	88.00	91.00	97.50	104.00
Full Book Cost of Goods:				
Factory Cost	78.10	82.30	82.30	82.30
Selling, Admin. & Research	11.00	11.40	12.20	13.00
Total	89.10	93.70	94.50	95.30
Operative Earnings	(1.10)	(2.70)	3.00	8.70
% of Net Selling	(1%)	(3%)	3%	8%

3-5-63