

MODEL 700 CENTER FIRE RIFLE
PROPOSED CHANGES FOR 1969 AND EFFECT ON RIFLE COST

	<u>Current Model</u>		<u>1969 Version</u>	
	<u>ADL</u>	<u>BDL</u>	<u>ADL</u>	<u>BDL</u>
Retail Price	\$134.95	\$154.95	\$134.95	\$154.95
Net Selling	\$ 72.63	\$ 83.40	\$ 72.63	83.40
Factory Cost	\$ 44.91	\$ 51.31	\$ 44.67	\$ 51.24
Selling Adm. & Research	\$ 7.99	\$ 9.17	\$ 7.99	\$ 9.17
Total Cost	\$ 52.90	\$ 60.48	\$ 52.66	\$ 60.41
Operative Earnings	\$ 19.73	\$ 22.92	\$ 19.97	\$ 22.99
% of Net Selling	27.2%	27.5%	27.5%	27.6%

CHANGES PROPOSED FOR 1969 VERSION AND COST

	<u>Product Cost</u>	<u>Required Expenditure</u>
1. Shrouded Bolt Plug	\$.09	\$ 2,900
2. Damascus Bolt	\$.09	\$ 57,000 (Auth.)
3. Riveted Trigger Assembly	\$ (.34)	\$ 22,400 (\$12,000 Auth.)
4. New Sling Strap Assembly "BDL"	\$ (.07)	\$ 935 (Auth.)
5. Stock Revisions	\$.12	\$ 33,500
6. Plastic Butt Plate "ADL"	\$ (.20)	0 (M/742-760)
7. Plastic Butt Plate "BDL"	\$.04	0 (M/742-760)
8. Bolt Handle	\$.00	\$ 3,000 (Auth.)
TOTAL		\$119,735