

Remington Target Telescope

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May 3, 1968

	<u>Remington</u>		<u>Lyman Super Targetspot</u>	<u>Unertl 1-1/2" Target</u>	<u>Redfield "3200"</u>
	<u>15X</u>	<u>20X</u>	<u>15X and 20X</u>	<u>16X and 20X</u>	<u>16X and 20X</u>
Weight	13.7 oz.	13.7 oz.	25 oz.	31 oz.	21 oz.
Length	16 1/8"	16 3/8"	24 3/8"	25 1/2"	23 1/4"

ECONOMICS

	<u>Unit Cost</u>	<u>Tooling Cost</u>	
Unit cost of parts made in Custom Shop	\$12.88 -	\$3,618.85	83
Unit cost of purchased parts:			
Lenses	25.00		
Unertl mounts and bases	17.63		
Assembly and testing	7.00		
	<u>\$82.51</u>		
Suggested Retail Price	\$159.95		
Dealer Price	114.95		
Net Price	88.90		
Factory Profit	\$ 26.39		
% of net price	29.7%		

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