

NEW OR REVISED PRODUCT APPROVAL

PRODUCT: MODEL 660 CENTER FIRE RIFLE (Calibers 243 Win.,
6mm Rem., 222 Rem., and 308 Win.)
MAGNUM (Calibers 6.5mm Rem. Mag. & 350 Rem. Mag.)

SERIAL: 73811 - REGULAR
74136 - MAGNUM

DESCRIPTION: Model 600 regular and magnum modified as follows:

1. Delete Barrel Rib and Studs - replace with Model 700 type Front and Rear Sights.
2. Increase Barrel diameter (magnum dimensions) and length from 18 $\frac{1}{2}$ " to 20".
3. Model 1100 type (tear drop) Grip Cap and Spacer.
4. White plastic Butt Plate Spacer.
5. Plastic black Fore End Tip and white spacer.
6. Black oxide Bolt Handle - polished metal Bolt Body and shrouded Bolt Plug (developed for export sales).
7. RK-W finish (Magnum rifle has RK-W finish).

RETAIL SELLING PRICE - REGULAR GRADE \$119.95
- MAGNUM \$149.95

ESTIMATED TOTAL ANNUAL SALES *20,000

ANNOUNCEMENT JANUARY 1967
WAREHOUSE PRODUCTION APRIL 1967

*1967 Combination Model 660 Sales - Model 600
1968 Model 660 Sales

APPROVED FOR RELEASE TO PRODUCTION

DATE

Chairman - Operations Committee,
& Vice-President & Assistant-
General Manager

President & General Manager

ESTIMATED FACTORY COSTS AND ECONOMICS FOR MODEL 660 CENTER FIRE CARBINE

	<u>Before - Current Design</u>			<u>After - Upgraded Version</u>			<u>Cash Resu</u>
	<u>Present</u> <u>308 Cal.</u> <u>(Unit Full</u> <u>Book)</u>	<u>Present</u> <u>308 Cal.</u> <u>(Unit</u> <u>Cash)</u>	<u>Total</u> <u>Cash</u>	<u>Upgraded</u> <u>308 Cal.</u> <u>(Unit Full</u> <u>Book)</u>	<u>Upgraded</u> <u>308 Cal.</u> <u>(Unit</u> <u>Cash)</u>	<u>Cash</u>	
<u>VOLUME</u>			<u>12,000</u>			<u>20,000</u>	<u>8000</u>
RETAIL PRICE	\$ 99.95			\$119.95			
NET SELLING	53.87	\$ 53.87	\$646,440	64.63	\$ 64.63	\$1,292,600	\$646,160
STD. MATERIAL	8.05	8.05	96,600	8.59	8.59	171,800	- 75,200
VARIANCE	.40	.40	4,800	.43	.43	8,600	3,800
STD. LABOR	5.99	5.99	71,880	7.00	7.00	140,000	68,120
FACTORY COST	36.77	28.13	337,560	41.90	32.27	645,300	307,740
SELLING, ADMIN. & RESEARCH	7.54			9.05			
TOTAL COST	\$ 44.31	\$ 28.13	\$337,560	\$ 50.95	\$ 32.14	\$645,300	\$307,740
OPER. EARNINGS	9.56		308,880	13.68		647,300	338,420
% OF NET SELLING	17.7%			21.2%			
NET EARNINGS			149,700			313,710	164,010
<u>INVESTMENT</u>							
CONSTRUCTION							31,000
WORKING CAPITAL							308,900
TOTAL							\$339,900
<u>RETURN ON INVESTMENT</u>							
POSITION "A" AND "B"							48.3%
POSITION "C" (INCL. DEVELOPMENT & OPER. CHGS.)							39.2%