

TABLE 3

FULL BOOK COSTS FOR CURRENT ARMS AND PROPOSED RIM FIRE AND CENTER FIRE RIFLES

January 1965	Model 510	XR Single Shot	XR Single Shot Magnum	Model 511	XR Clip	XR Clip Magnum	Model 512	XR Tubular	XR Tubular Magnum	KC Center Fire Rifles
Selling Price 1965	\$27.95	\$29.95	\$34.95	\$39.95	\$44.95	\$49.95	\$42.95	\$47.95	\$52.95	\$85.00
Net Selling 1965	15.60	16.71	19.50	22.29	25.08	27.87	23.97	26.76	29.55	45.82
Factory Cost	16.80	18.29	18.29	18.19	19.89	20.27	20.24	20.92	21.12	33.47
Selling-Admin.-R&D	2.20	2.35	2.75	3.14	3.53	3.93	3.38	3.77	4.16	6.46
Total Cost	\$19.00	\$20.64	\$21.04	\$21.33	\$23.42	\$24.20	\$23.62	\$24.69	\$25.28	\$39.93
Oper.Earnings 1965	(\$ 3.40)	(\$ 3.93)	(\$ 1.54)	\$.96	\$ 1.66	\$ 3.67	\$.35	\$ 2.07	\$ 4.27	\$ 5.89
% of Net Sell.1965	(21.8%)	(23.5%)	(7.9%)	4.3%	6.6%	13.2%	1.5%	7.7%	14.5%	12.9%

VGDeReus:1

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