

ESTIMATED COSTS & ECONOMICS - M/742 & 760 CENTER FIRE RIFLES FOR 1968

	<u>BEFORE LINE</u>				<u>AFTER LINE</u>			
	<u>M/742</u>		<u>M/760</u>		<u>M/742</u>		<u>M/760</u>	
	<u>REG.</u>	<u>BDL</u>	<u>REG.</u>	<u>BDL</u>	<u>REG.</u>	<u>BDL</u>	<u>REG</u>	<u>BDL</u>
Volume	40,000	13,000	18,000	6,000	40,000	13,000	18,000	6,000
Retail Price	\$159.95	\$169.95	\$139.95	\$154.95	\$159.95	\$179.95	\$139.95	\$164.95
Net Selling	86.26	91.66	75.48	83.58	86.26	97.05	75.48	88.95
Factory Cost	\$ 45.44	\$ 50.17	\$ 39.63	\$ 44.12	\$ 46.28	\$ 50.17	\$ 41.05	\$ 44.12
Selling & Admin. Research	8.79	9.35	7.70	8.52	\$ 8.79	\$ 9.90	\$ 7.70	\$ 9.08
Total Cost	\$ 54.23	\$ 59.52	\$ 47.33	\$ 52.64	\$ 55.07	\$ 60.07	\$ 48.75	\$ 53.20
Oper. Earnings	32.03	32.14	28.15	30.94	31.19	36.98	26.73	35.75
% Net Selling	37.1%	35.1%	37.3%	37.0%	36.2%	38.1%	35.4%	40.2%