## FULL BOOK COSTS FOR MODEL 1100, 12 GAUGE (FOR COMPARISON PURPOSES)

	]	PLAIN BARREL		VE	T RIB	
RETAIL SELLING PRICE		\$	159.95	\$ 1	L84.95	
NET SELLING		ş	86.09	\$	99.54	
FACTORY COST		\$	49.49	\$	54.34	
SELLING & ADMIN. RESEARCH		\$	9.47	\$	10.94	1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00
TOTAL COST		\$	58.96	\$	65.28	. 83
OPER. EARNINGS		\$	27.13	\$	34.26	15. Ves
% NET SELLING		Su.	31.5%	15.	34.4%	

**(**)