

PROPOSED MODEL 541S CLIP MAGAZINE SPORTER BOLT ACTION
RIM FIRE RIFLE ESTIMATED COSTS AND ECONOMICS
(THIRD YEAR 1973)

FULL FACTORY COST

VOLUME (ADDED BUSINESS)	2800
RETAIL PRICE	\$119.95
NET SELLING	\$ 66.28
FACTORY COST	\$ 49.91
SELLING, ADMIN. & RESEARCH	\$ 7.22
TOTAL COST	\$ 57.13
OPERATIVE EARNINGS	\$ 9.15
% OF NET SELLING	13.8%

CASH OR PROJECT RESULTS

VOLUME (ADDED BUSINESS)	2800
NET SELLING	\$ 185,580
FACTORY COST	\$ 115,710
OPERATIVE EARNINGS	\$ 69,870
LESS 5.6% & 48.0%	\$ 35,570
NET EARNINGS	\$ 34,300

PROJECT INVESTMENT

CONSTRUCTION	\$ 39,500
WORKING CAPITAL	\$ 107,900
TOTAL	\$ 147,400

RETURN ON INVESTMENT	23.3%
RETURN ON TOTAL EXPENDITURES	10.4%

PROJECT EXPENDITURES

DEVELOPMENT	\$ 24,400
*CAPITAL	\$ 39,500
OPERATIONS	\$ 172,900
TOTAL	\$ 236,800

* Expenditure for N/C engraving and checkering machine in Model 870 "All American" Trap project estimate. Percent depreciation part of Factory Cost calculation.

VGD:I

EXHIBIT 5