1965 FIREARMS LINE

TABLE 5

NEW PRODUCTS DEVELOPMENT AND START UP COSTS, EARNINGS, ECONOMICS AND TIMING

MODEL	CALIBER	SELLING PRICE RETAIL	SELLING PRICE FFT	Estimated Annual Sales Volume: Total Model Line	Total Model Line	Added Volume	Facilities Warehouse date (Based on Sales Dept go ahead)	Desired Announcement Date	Estimated Project Cost-MM: Perm. Invst.	Oper.	R&D	Increased Working Capital	Cash Earnings & Return: Net Annual Earnings from New Business	% Return on Total Capital Required	Full Book Earnings as % of Net Selling: Low Line	Incentive Discount Line
BOLT ACTION																
XR-9	Bolt Action Single Shot	$ 29.95	$12.25	12000	3000		Oct. 1964	Dec. 1964							(4.0)%	(6.0)% - (5140)
																(25.8)% - (8100)
																(26.2)% - (5100)
XR-9 [illegible]	Bolt Action [illegible] Magnum	25.95	13.47	1000	000	5,500	Feb. 1965	Dec. 1964								—
XR-10	Bolt Action Clip Magazine	39.95	21.7[illegible]	11000	1000		March 1965	Dec. 1964	[illegible]	[illegible]7%	3121	$116	$104410	51.7%	16.5%	[illegible].6% - (411)
																.9% - 5114
XR-10M	Bolt Action Clip Magazine Magnum	42.95	23.05	3000	000		March 1965	Dec. 1964							19.2%	—
XR-11	Bolt Action Tubular	44.95	23.40	16000	1000		Apr 1 1965	Dec. 1964							15.5%	(1.2) - (412)
																(1.3) - 5122
XR-11M	Bolt Action TM Magnum	46.95	23.62	4000	000		Apr 1 1965	Dec. 1964							21.7%	—
870	Checkering & HW Finish	79.95	53.85	45000	[illegible]	1,000	Dec 1964	Dec. 1964	[illegible]	[illegible] 9	—	1 70	$(1)330	—	17.7%	22.3%
42	HW Finish	149.95	54.75	31000		500	Dec 1964	Dec. 1964	—		—	$ 5[illegible]	$(19)030	—	27.2%	30.2%
1100	Autoloading Shotgun 20 Gauge Schnabel Stock & Forend	149.95	84.75	60000	000	1,000	March 1964	Dec. 1964	—	1	$ 3	$ 7	$ 1250	44.2%	14.6%	14.6%
600	Center Fire Rifle .35 Cal Monte laminated stock Grooll Ford, [illegible] checkering (no HW finish)	135.00	71.77	15000	200	1,200	May 1964	Dec. 1964	—	3 18	$ 0	$ 16	$20460	55.1%	20.0%	12.8% - (300 Gal.)
700	Center Fire Rifle H.G. (without Sights)	275.00	151.15	15000	000	1,000	Special [illegible] Custom Shop	Dec. 1964	—	3 10	$ 3	$ 70	$60020	51.9%	27.7%	11.9% - (inc. [illegible])
DISCONTINUED ITEMS																
51A	Bolt Action Single Shot	21.95	12.25													(10)%
410	Bolt Action Single Shot	26.95	15.03	To be replaced by XR-9 Bolt Action Single Shot												(.2)%
510X	Bolt Action Single Shot	26.95	15.03													(.2)%
11	Bolt Action - Clip	39.95	21.73	To be replaced by XR - 10 Bolt Action - Clip Magazine												2.6%
11X	Bolt Action - Clip	39.95	21.73													.9%
412	Bolt Action - Tub.	41.95	23.40	To be replaced by XR - 11 Bolt Action - Tubular Magazine												(.2)
512X	Bolt Action - Tub.	41.95	23.40													(.3)

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