

MODEL 32

January 8, 1968

	Hi-Grade		Field Grade *		
	10/12/67		Order of Magnitude Estimate		
	1,000/\$750	1,000/\$500	12/15/67 10,000/\$300	1/4/68 10,000/\$350	1/4/68 10,000/\$398
Volume	1,000	1,000	10,000	10,000	10,000
Retail Price	\$750.00	\$500.00	\$300.00	\$350.00	\$398.22
Net Selling Price	499.94	333.29	161.75	188.70	214.70
Factory Cost	275.19	255.83	143.94	143.94	143.94
Operative Earnings	\$169.75	\$ 40.86	(\$.35 Loss)	\$ 24.00	\$ 47.14
Per Cent	24%	14%	--	12.72%	21.96%
Investment (Total)	\$603,306	\$589,720	\$2,978,450	\$3,000,000	\$3,000,000
Construction (Machines)	373,750	373,750	1,750,000	1,750,000	1,750,000
Return on Investment	21.9%	9.7%	7.79%	10.76%	15%
Total Expenditure (Including Research and other operation charges)	\$1,516,276	\$1,516,276	\$4,278,450	\$4,500,000	\$4,500,000
Return on Total Expenditure	7.1%	0.8%	3.12%	4.63%	7%

*Same gun w/ th different retail prices.

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Illon Research Division

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