

HIGH SPOT ESTIMATE OF THE PRODUCT COSTS
FOR THE PROPOSED MODEL 766 SLIDE ACTION CENTER FIRE RIFLE
(VOLUME BASED ON THIRD YEAR - 1974)

	<u>BEFORE LINE</u>		<u>AFTER LINE</u>	
	<u>M/760 Reg.</u>	<u>M/760 BDL</u>	<u>M/766 Reg.</u>	<u>M/766 BDL</u>
VOLUME (1974)	23,600	5,900	25,600	6,400
RETAIL PRICE	\$ 139.95	\$ 159.95	\$ 144.95	\$ 164.95
NET SELLING	\$ 74.86	\$ 85.56	\$ 77.54	\$ 88.23 ⁸³
FACTORY COST	\$ 44.86	\$ 48.62	\$ 47.33	\$ 50.69
SELLING, ADMIN. & RESEARCH	\$ 8.16	\$ 9.32	\$ 8.45	\$ 9.62
TOTAL COST	\$ 53.02	\$ 57.94	\$ 55.78	\$ 60.31
OPERATIVE EARNINGS	\$ 21.84	\$ 27.62	\$ 21.76	\$ 27.92
% OF NET SALES	29.2%	32.2%	28.1%	31.6%

VGD:I
Revised Feb. 26, 1970

EXHIBIT 9