

PROPOSED MODEL 788, 17 REM. CAL. CENTER FIRE RIFLE

ESTIMATED FULL FACTORY COSTS

	<u>FULL FACTORY COST</u>		
	<u>MODEL 788, 17 REM. CAL.</u>		
	<u>BEFORE LINE</u>	<u>PLUS \$10.00 AFTER LINE</u>	<u>PLUS \$15.00 AFTER LINE</u>
VOLUME	{2000}	4500	4500
RETAIL PRICE	\$ 99.95	\$109.95	\$114.95
NET SELLING	\$ 53.32	\$ 58.64	\$ 61.31
FACTORY COST	\$ 42.27	\$ 47.95	\$ 47.95
SELLING, ADMIN. & RESEARCH	\$ 6.40	\$ 7.03	\$ 7.35
TOTAL COST	\$ 48.67	\$ 54.98	\$ 55.30
OPERATIVE EARNINGS	\$ 4.65	\$ 3.66	\$ 6.01
% OF NET SELLING	8.7%	6.2%	9.8%

JHS:I
7/12/71