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$$v^2 - v_0^2 = 2a(s - s_0)$$

$$0 - \left[ 50 \frac{5280}{3600} \right]^2 = 2a(100), a = -26.9 \frac{\text{ft}}{\text{sec}^2}$$

$$\text{Then } 0 - \left[ 70 \frac{5280}{3600} \right]^2 = 2(-26.9)s$$

$$s = \underline{196.0 \text{ ft}}$$