Introductory M/40XB to Replace M/40X in 1964. [illegible]
Selling Prices and Operating Earnings Based on Full Cost Data [illegible]

Present Price	40X-S2	40XS-1	40XH-2	40XH-1
Retail Selling Price	\$139.75	\$170.35	\$139.75	\$170.35
Net Selling Price	\$87.90	\$107.00	\$87.90	\$107.00
Annual Volume	80	110	200	110
Cost of Goods	\$87.40	\$111.16	\$87.14	\$110.87
Operating Earnings	\$.50	(\$4.16)	\$.76	(\$3.87)
% of Net Selling	.6%	(3.9%)	.9%	(3.6%)

Proposed Price	40XB-S2	40XB S-1	40XB H-2	40XB H-1
Retail Selling Price	\$155.00	\$185.60	\$155.00	\$185.60
Net Selling Price	\$97.50	\$116.56	\$97.50	\$116.56
Annual Volume	80	110	200	110
Cost of Goods	\$92.71	\$116.47	\$92.45	\$116.18
Operating Earnings	\$4.79	\$.09	\$5.05	\$.38
% of Net Selling	4.9%	.01%	5.2%	.03%

Increased Earnings Based on Gun Cost.

	40X	40XB	Increase
Annual Volume 1964	500	500	0
Net Sales	\$48200	\$52900	\$4700
Cost of Sales	\$31000	\$32500	\$1500
Operating Earnings	\$17200	\$20400	\$3200
Net Earnings		—	\$1400

Summary

Working Capital — $1200
Total Capital Required — $1200
% Return on Total Capital Required — 117%

Operations Charges

[illegible] — $1200

[illegible]

[illegible]

5 mo.

[illegible]

[illegible]

	Old Bl.			[illegible]		
Present	52	51		52	51	
Net billing	87.70	107.00		87.70	107.00	
[illegible]	54.60	71.35		54.60	71.14	
Gross earnings	33.10	35.65		33.30	35.86	
Volume	80	110		200	110	
Total dealer earnings	$2648	$3922		$6660	$3945	$17175
Proposed						
Net bill	97.50	116.56		97.50	116.56	
[illegible]	57.66	74.44		57.46	74.23	
Gross earnings	39.84	42.12		40.04	42.33	
Volume	80	110		200	110	
Total dealer earnings	$3187	$4632		$8008	$4656	$20484

~~Present Cost~~
Present Net Sales

Present Net Sales		Present Cost of Sales		
87.70 x 80 =	7032	54.60 x 80 =	4384	
107.00 x 110 =	11770	71.35 x 110 =	7849	
87.90 x 200 =	17580	54.60 x 200 =	10920	
107.00 x 110 =	11770	71.14 x 110 =	7825	
Total	$48152		$30978	$17174

Prop. Net Sales		Prop. Cost of Sales		
97.50 x 80 =	7800	57.66 x 80 =	4613	
116.56 x 110 =	12822	74.44 x 110 =	8188	
97.50 x 200 =	19500	57.46 x 200 =	11492	
116.56 x 110 =	12822	74.23 x 110 =	8165	
Total	$52944		$32458	20486

	1955	1956	57	58	59	60	61	62
K1	280	198	171	100	126	82	93	98
K2	204	224	87	145	155	140	108	208
S1	73	78	50	2	[illegible]	66	69	131
S2	77	168	57	90	105	82	62	33
	734	668	365	337	428	376	322	460

4056
Pimpernel East Proposed Prices.

Cash Cost	57.66	74.44	57.46	74.23
2-ld Factory	71.55	100.73	71.29	100.44
S+A+Res.	13.16	15.74	13.16	15.74
Comm Cost	92.71	116.47	92.45	116.18

Working Capital
30978 x 79% = $24500 32458 x 79% = 25700
24500
$1200

Present Line	Std Bbl.		Heavy Bbl.	
	52 W/O lights	52-1 With lights	H2 W/O lights	H-1 With lights
Retail	121.75	170.35	129.35	170.35
Whsl Billing	87.90	107.00	87.90	107.00
Cash Cont.	54.80	71.35	54.60	71.14
Total Factory Cost	75.53	96.71	75.27	96.42
S+A+Res.	11.87	14.45	11.87	14.45
Comm. Cost	87.40	111.16	87.14	110.87

Proposed Line with [illegible]	Std Bbl.		Heavy Bbl.	
Retail	129.35	170.35	129.35	[illegible]
Whsl Billing	77.90	107.00	77.90	107.90
Cash Cont.	57.86	74.44	57.46	74.23
Total Factory Cost	79.55	100.72	79.29	100.44
S+A+Res.	11.87	14.45	11.87	14.45
Comm. Cost	91.42	115.16	91.16	114.89