

MODEL 1100 SKIRT GRADE CHECKERING
COST AND EARNINGS OF HAND AND CUSTOM
CHECKERED SC GRADE AND CUSTOM CHECKERED SB GRADE

| | (1) Hand Checkered As Originally Specified Per Proposed Pattern | (2) Custom Checkered As Supplied In 1963 | (3) Custom Checkered As Proposed For 1964 |
|--|---|--|---|
| Grade | SC | SC | SB |
| Retail Selling Price | \$ 239.95 | \$ 239.95 | \$ 199.95 |
| Net Selling Price | 129.26 | 129.26 | 107.70 |
| Annual Volume | 200 | 200 | 300 |
| Net Annual Sales Value | \$ 26,000 | \$ 26,000 | \$ 32,300 |
| <u>FULL COST DATA</u> | | | |
| Unit Factory Cost | \$ 174.80 | \$ 75.55 | \$ 73.60 |
| Unit Selling, Adminis- trative and Research | 17.45 | 17.45 | 14.50 |
| Unit Cost of Goods | \$ 192.25 | \$ 93.00 | \$ 88.10 |
| Unit Operative Earnings | \$ (62.99) | \$ 36.21 | \$ 19.60 |
| % Of Net Selling | (49%) | 28% | 18% |
| <u>CASH COST DATA</u> | | | |
| Unit Cost Of Goods | - | \$ 51.30 | \$ 50.00 |
| Unit Operative Earnings | - | \$ 77.96 | \$ 57.70 |
| Total Operative Earnings | - | \$ 15,600 | \$ 17,300 |

* Negligible Effect On Profit Margin Of Model 1100 Line Due To
 Relatively Small Portion Of Total Volume