

ESTIMATED COSTS
 MODELS 870 & 1100 - DISCONTINUE 20 GA. REGULAR
 GUNS & REPLACE WITH 20 GA. LIGHTWEIGHT GUNS
 (RESULTS AFTER PRESS FORM PROCESS IS
 AVAILABLE FOR LIGHTWEIGHT STOCKS)

	FULL FACTORY COST					
	BEFORE LINE				AFTER LINE	
	M/1100 REG.	M/1100 LW	M/870 REG.	M/870 LW	M/1100	M/870 LW
VOLUME	23,000	11,300	21,100	11,400	40,000	40,000
RETAIL PRICE (WT.AVG.)	\$205.55	\$214.99	\$145.14	\$155.04	\$205.65	\$145.14
NET SELLING (WT.AVG.)	\$109.21	\$114.17	\$ 77.08	\$ 82.34	\$109.21	\$ 77.08
FACTORY COST (WT.AVG.)	\$ 59.56	\$ 65.98	\$ 46.93	\$ 56.13	\$ 61.98	\$ 50.92
SELLING, ADMIN. & RESEARCH	\$ 12.78	\$ 13.36	\$ 9.02	\$ 9.64	\$ 12.78	\$ 9.01
TOTAL COST (WT.AVG.)	\$ 72.34	\$ 79.34	\$ 55.95	\$ 65.77	\$ 74.76	\$ 59.93
OPERATIVE EARNINGS	\$ 36.87	\$ 34.83	\$ 21.13	\$ 16.57	\$ 34.45	\$ 17.15
% OF NET SELLING	33.8%	30.5%	27.4%	20.1%	31.5%	22.2%

	CASH RESULTS
VOLUME (ADDED BUSINESS)	13,200
NET SELLING	\$1,082,580
TOTAL COST	\$ 650,620
OPERATIVE EARNINGS	\$ 431,960
LESS 5.0% & 48%	\$ 218,570
NET EARNINGS	\$ 213,390

INVESTMENT

CONSTRUCTION THIS PROJECT	\$ 17,600
WORKING CAPITAL	\$ 630,300
TOTAL	\$ 647,900

RETURN ON INVESTMENT	32.9%
RETURN ON TOTAL EXPENDITURES	29.8%

PROJECT EXPENDITURES

CONSTRUCTION	\$ 17,600
OPERATIONS	\$ 98,150
TOTAL	\$115,750

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 2/21/73