

DISCONTINUE OR IMPROVE
MODEL 1100, 20 GAUGE LIGHTWEIGHT SHOTGUN
PROJECT THIRD YEAR

THE FOLLOWING SHOWS ESTIMATED UNIT OPERATIVE EARNINGS BASED ON FORECAST
SALES AND ESTIMATED FULL BOOK COSTS:

	BEFORE LINE (WITH ONLY 50% OF LIGHTWEIGHT GUNS PICKED UP BY REGULAR)		
	M/1100, 20 GA.	M/870, 20 GA.	COMBINED
	REGULAR	REGULAR	AVERAGE
QUANTITY	39,795	34,745	74,540
RETAIL PRICE) WEIGHTED FOR	\$229.45	\$165.20	\$199.50
) PLAIN & RIB			
NET SELLING) BARRELS	\$122.75	\$ 88.39	\$106.73
OPER. EARNINGS	\$ 44.03	\$ 29.23	\$ 37.13
% OF NET SELLING	35.9%	33.1%	34.8%

	LINE AFTER		
	M/1100, 20 GA. LIGHTWEIGHT	M/870, 20 GA. LIGHTWEIGHT	COMBINED AVERAGE
QUANTITY	51,520	42,330	93,850
RETAIL PRICE) WEIGHTED FOR	\$229.45	\$165.20	\$200.47
) PLAIN & RIB			
NET SELLING) BARRELS	\$122.75	\$ 88.39	\$107.25
OPER. EARNINGS	\$ 37.62	\$ 23.25	\$ 31.14
% OF NET SELLING	30.7%	26.3%	29.0%

JHS:I
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