

H/070 20 GA. LW LIMITED
ESTIMATED UNIT PRICES, COSTS AND PRETAX EARNINGS
FIRST YEAR OF OPERATION (1901)

LINE BEFORE

	- SHOTGUNS -			- EXTRA BARRELS -		
	H/070 20 GA. CA. LW w/Vent Rib	H/070 20 GA. CA. LW w/Plain	H/070 20 GA. CA. LW w/R.S.S.	H/070 20 GA. CA. LW Plain	H/070 20 GA. CA. LW R.S.S.	WEIGHED AVERAGE
QUANTITY	5,530	910	560	200	650	1,420
RETAIL PRICE	\$349.99	\$306.24	\$326.17	\$86.22	\$102.47	\$109.62
NET SELLING PRICE	\$107.60	\$164.22	\$174.91	\$53.39	\$63.45	\$67.00
TOTAL COST	\$145.97	\$133.90	\$144.65	\$28.76	\$30.09	\$37.11
PRETAX EARNINGS	\$41.71	\$30.24	\$30.26	\$24.63	\$25.36	\$30.77
% OF NET SELLING	22.2%	18.4%	17.3%	46.1%	40.0%	45.3%

LINE AFTER

	- SHOTGUNS -			- EXTRA BARRELS -		
	H/070 20 GA. CA. LW w/Vent Rib	H/070 20 GA. CA. LW w/Plain	H/070 20 GA. CA. LW w/R.S.S.	H/070 20 GA. CA. LW Plain	H/070 20 GA. CA. LW R.S.S.	WEIGHED AVERAGE
QUANTITY	5,530	910	560	200	650	1,000
RETAIL PRICE	\$349.99	\$306.24	\$326.17	\$86.22	\$102.47	\$116.40
NET SELLING PRICE	\$107.60	\$164.22	\$174.91	\$53.39	\$63.45	\$72.07
TOTAL COST	\$145.97	\$133.90	\$144.65	\$28.76	\$30.09	\$37.91
PRETAX EARNINGS	\$41.71	\$30.24	\$30.26	\$24.63	\$25.36	\$34.16
% OF NET SELLING	22.2%	18.4%	17.3%	46.1%	40.0%	47.4%