

1978 PRICES AND COSTS (REVISED FOR M700 CLASSIC FINISH)

R. M. FARRINGTON JR
1-13-78

SUB DIVISION #9
M700 PRODUCT LINE REVISIONS FOR 1978 INTRODUCTION
ESTIMATED SALES AND UNIT PRE-TAX EARNINGS - 1978 (REVISED FOR M700 CLASSIC FINISH)

	LINE BEFORE PRODUCT				COMBINED AVERAGE				
	M700 ADL	M700 ADL MRS	M700 BDL	M700 BDL MRS					
SALES QUANTITY	30205	13020	64890	14750	9885	130750			
RETAIL SELLING PRICE	\$243.75	\$259.65	\$275.55	\$291.45	\$291.45	\$269.62			
NET SELLING PRICE	\$130.74	\$139.26	\$147.80	\$156.32	\$156.32	\$144.16			
PRE TAX EARNINGS	29.99	34.10	30.96	35.16	33.04	\$31.84			
% OF NET SELLING	22.9%	24.5%	21.0%	22.5%	24.3%	22.0%			
LINE AFTER PRODUCT									
	M700 ADL	M700 ADL MRS	M700 BDL	M700 BDL MRS	M700 EDL MRS	M700 EDL MRS	M700 EDL MRS	M700 EDL MRS	M700 EDL MRS
SALES QUANTITY	28380	13710	56720	14620	8610	16180	3520	130750	
RETAIL SELLING PRICE	\$243.75	\$259.65	\$275.55	\$291.45	\$291.45	\$275.55	\$291.45	\$271.62	
NET SELLING PRICE	\$130.74	\$139.26	\$147.80	\$156.32	\$156.32	\$147.80	\$156.32	\$145.69	
PRE TAX EARNINGS	29.99	34.10	30.96	35.16	33.04	\$34.28	\$44.74	\$32.48	
% OF NET SELLING	22.9%	24.5%	21.0%	22.5%	21.3%	23.2%	27.3%	22.3%	
R.W. REMINGTON JR									
1-13-87									