

11 x 16
With CE

SUBDIVISION #3 - M/700 THM MAUSER CALIBER w/ HAND SANDED STOCKS
ESTIMATED SALES AND UNIT PRETAX EARNINGS
(1979 COST, PRICING & VOLUMES)

	1979 LINE BEFORE PROJECT				COMBINED AVERAGE
	M/700 ADL	M/700 CLASSIC	M/700 BDL		
QUANTITY	34635	15905	90709		141249
RETAIL SELLING	\$ 259.95	\$ 289.95	\$ 309.95		\$ 295.44
NET SELLING	\$ 137.71	\$ 155.50	\$ 166.23		\$ 158.03
PRETAX EARNINGS	\$ 21.48	\$ 32.19	\$ 32.83		\$ 29.97
% OF NET SELLING	15.6%	20.7%	19.7%		19.0%
1979 LINE AFTER PROJECT					
	M/700 ADL	M/700 CLASSIC	M/700 BDL	M/700 THM MAUSER w/ HAND SANDED STOCK	COMBINED AVERAGE
QUANTITY	33385	15905	90709	5000	144999
RETAIL SELLING	\$ 259.95	\$ 289.95	\$ 309.95	\$ 277.03	\$ 295.11
NET SELLING	\$ 137.71	\$ 155.50	\$ 166.23	\$ 146.76	\$ 157.82
PRETAX EARNINGS	\$ 21.48	\$ 32.19	\$ 32.83	\$ 22.90	\$ 29.80
% OF NET SELLING	15.6%	20.7%	19.7%	15.6%	18.9%
S.M. MORRIS 4-2-79					