

EXHIBIT "O"

PRELIMINARY ANALYSIS OF BASIC TEXT SALES JANUARY - AUGUST 1990

The World Service Office often receives requests as to the actual income over expense we receive from Basic Text sales. We have recently completed a preliminary analysis of orders with discounts which reflects the revenue generated for the different categories of literature discounts applicable to text sales.

We sold 93,028 copies of the Basic Text at a 40% discount which reduced the per copy price to \$4.80 representing \$446,534.40 of the Basic text revenue during the analysis period.

We sold 34,144 copies of the text at a 35% discount reducing the per copy price to \$5.20 representing \$177,548.80 of the text revenue during the analysis period.

We sold 9,699 copies of the text at a 20% discount which reduced the per copy price to \$6.40 representing \$62,073.60 of the text revenue during the analysis period.

We sold 18,041 copies of the text at a 15% discount reducing the per copy price to \$6.80 representing \$122,678.80 of the text revenue during the analysis period.

We sold approximately 22,130 copies of the text at a 10% discount reducing the per copy price to \$7.20 representing \$159,336.00 of text revenue during the analysis period.

We sold approximately 34,750 copies of the text at no discount representing \$278,000.00 of text revenue during the analysis period.

The number of copies sold at no discount represents approximately 16.4% of total text sales during the analysis period yielding the highest level of income over expense. approximately 83.6% of all text sales during the analysis period were sold at some level of discount which when averaged is \$6.08 per copy and with a per copy cost of \$1.98 represents an average income over expense of \$4.10. This is computed using the cost to print each copy and does not include any other expense. The average level of discount for text sales during the analysis period is approximately 24%.

Since the level of discount does not change within an order it is reasonable to state that the same average discount applies to all other discountable items which were sold during the analysis period. We are continuing to work on this analysis and will present a complete report for the year with our annual report to the WSC.