

COST AND SELLING PRICES AS OF MARCH 31, 1942

TRADE NAME: Ever White
 CATEGORY: Exterior Paste
 COLOR:
 NUMBER:
 QUALITY: First

	LB.	YIELD IN GALS.	UNIT COST	TOTAL
PIGMENT:				
Titanium Dioxide	45	1.36	.1515	6.8
Titanium Magnesium Base	340	13.2	.0606	2.06
35% Lead Zinc	400	8.	.0757	30.28
Magnesium Silicate	128	5.38	.0095	1.2
VEHICLE:				
Linseed Oil	58.6	7.5	.90	6.78
Bodied Linseed Oil	40	5.	1.1750	5.8
Mineral Spirits	13.2	2.	.1239	.24
Mang Noudex	1.12	.1	1.54	.1
Lead Noudex	7.5	.83	1.3750	1.14
Turpentine	84	12.	.6750	8.10
Drier P	14.62	2.	.80	1.60
CALCULATED YIELD	1132.04	57.37		64.24
MANUFACTURING LOSS 2-1/2%		1.43		
ACTUAL YIELD		55.94		

COST ANALYSIS:

Material Cost Per Gallon or Pound	\$ 1.15
Direct Labor Cost Per Gallon, or Pound	.05
Factory Overhead Per Gallon, or Pound	.11
Bulk Cost Per Gallon, or Pound	\$ 1.31
Complete Package Cost Per Gallon, or Pound	1.49

Factory Cost in Package Per Gallon, or Pound \$ 1.49

PRICES

Show the highest net unit price which was charged or which would have been charged in March 1942, to each of the following types of buyers or transferees:

(A) To a Company owned or controlled outlet	\$ 3.00
(B) To an Independent Wholesaler	
(C) By Company owned or controlled outlet to Retail Customer	4.50
(D) To an Independent Retailer (Dealer)	3.00
(E) To Other (Specify) Painters & Maintenance	3.95