

TRADE NAME: SEROCOTE HOUSE PAINT
 CATEGORY: EXTERIOR HOUSE PAINT
 COLOR: WHITE
 NUMBER: 243
 QUALITY: ~~SECOND~~ THIRD

	LB.	YIELD IN GALLONS	UNIT COST	TOTAL COST
PIGMENT: 61.0%				
Lithopone	216.	6.0	4.34 Cwt.	9.37
35% Leadcd Zinc	216.	4.4	6.89 "	14.88
Titanox B	72.	2.0	5.87 "	4.23
Whiting	144.	6.4	.57 "	.82
Asbestine	216.	9.1	1.09 "	2.35
VEHICLE: 39.0%				
Raw Linseed Oil	303.4	39.0 .379	9.93 "	30.13
Bodied Oil	59.9	7.3 .0701	1.39 Gal	10.15
Naphtha	149.5	23.0 .449	.09 "	2.07
Drier	39.4	5.8	.33 "	1.91
CALCULATED YIELD	1416.2	103.0		75.91
MANUFACTURING LOSS %		3.0		
ACTUAL YIELD		100.0		

COST ANALYSIS:

MATERIAL COST PER GALLON OR POUND (TOTAL COST DIVIDED BY ACTUAL YIELD)	\$.759
DIRECT LABOR COST PER GALLON, OR POUND	.027
FACTORY OVERHEAD PER GALLON, OR POUND	.119
BULK COST PER GALLON, OR POUND	.905
COMPLETE PACKAGE COST PER GALLON, OR POUND (CONTAINER PLUS FILLING EXPENSE)	.184
FACTORY COST IN PACKAGE PER GALLON, OR POUND	1.089

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 BY THE COMPANY	\$
(B) TO AN INDEPENDENT WHOLESALER	1.51
(C) BY COMPANY OWNED OR CONTROLLED BY THE COMPANY TO A RETAIL CUSTOMER	
(D) TO AN INDEPENDENT RETAILER (DEALER)	1.72
(E) TO OTHER (SPECIFY) PARENT CORPORATION OUTLET	1.22