

Enamels
Paints
Colors



Varnishes
Japans
Stains

SCHEDULE I

GRADE SPECIFICATIONS

COST AND SELLING PRICES AS OF MARCH 31, 1942

Trade Name: Vancraft Liquid Paint
Category: Exterior House Paint
Color: White
Number: 100
Quality: First

Pigment 62.9%

	Gals.	Lbs.	Cost	
Titanium Dioxide	4.78	157	.15	33.33
Lead Zinc Oxide, 55%	10.09	300	.0725	30.33
Basic Carbonate White Lead	2.35	145	.085	12.33
Asbestine	13.27	315	.01	3.15
	30.69	1117		78.99

Pigment Handling loss 1% --- .75

Vehicle 37.1%

Refined Linseed Oil	67.10	520	.1414 per Lb.	78.99
Kettled Linseed Oil	7.25	58	.1415 "	9.79
Drier	2.27	17	.46 " Gal.	1.34
Mineral Spirits	9.53	62	.11 "	1.33
	116.84	1774		160.44
Manufacturing loss 2%	2.94			
	118.9			

Cost Analysis:

Material cost per gallon	1.41
Direct Labor cost per gallon	.04
Factory overhead per gallon	.05
One gallon Package cost plus selling expense	.17
Factory cost in package	1.67

PRICES

- (A & C) There are no company owned or controlled outlets.
(B) To an independent wholesaler ----- 2.004
(D) To an independent retailer ----- 2.30

These prices include delivery charges averaging about 8¢ per gallon, 5¢ cash discount, and 3¢ for local advertising to customer's order.

N 4699

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