

Enamels
Paints
Colors



Varnishes
Japans
Stains

SCHEDULE I

GRADE SPECIFICATION VS

COST AND SELLING PRICES AS OF MARCH 31, 1942

Trade Name: Towncraft Prepared Paint
Category: Exterior House Paint
Color: White
Number: 500
Quality: Second

Pigment 60%

	Gals.	Lbs.	Cost	
Lithopone	.0836 8.86	338	.045	12.80
Leaded Zinc Oxide, 85%	.0604 6.05	322	.0725	21.73
Asbestine	.1070 10.90	356 30%	.01	2.80
	.2521 25.21	956		37.31
Pigment Handling loss 1% --				.32

Vehicle 40%

Refined Linseed Oil	.5750 57.50	446	.1414 per Lb.	28.06
Kettled Linseed Oil	.0500 5.00	40	.1515 " "	6.06
Drier	.0306 3.06	23	.46 " Gal.	1.41
Mineral Spirits	.0912 9.12	60	.11 " "	1.21
		1425		100.70
Manufacturing Loss 2 1/2%	2.49			
	97.5			

Cost Analysis:

Material cost per gallon	-----	1.13
Direct Labor cost per gallon	-----	.04
Factory overhead per gallon	-----	.03
One gallon Package cost plus filling expense	-----	.17
Factory cost in package	-----	1.39

PRICES

- (A & C) There are no company owned or controlled outlets.
(B) To an independent wholesaler ----- 1.672
(D) To an independent retailer ----- 1.76

These prices include delivery charges averaging about 8¢ per gallon, 2% cash discount, and 5% for local advertising, if customer chooses.

N 4700

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