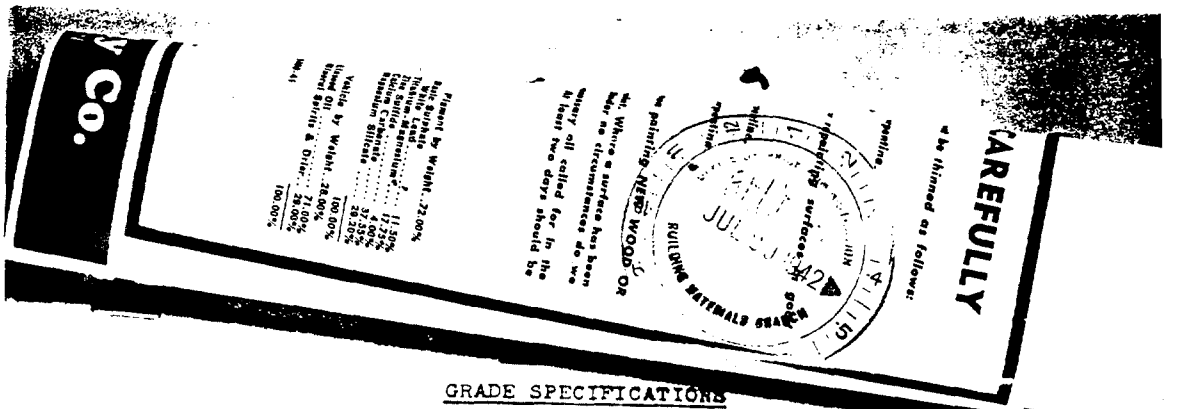

GRADE SPECIFICATIONS

COST AND SELLING PRICES AS OF MARCH 31, 1942

TRADE NAME: Farm and Home
CATEGORY: Exterior House Paint
COLOR: White
NUMBER: 720
QUALITY.

	POUNDS	YIELD IN GALLONS	UNIT COST*	TOTAL COST
PIGMENT: 70.25%				
Zinc Sulphide	500	15.00 .0292	.0825 Per Lb.	$41.25
Zinc Oxide	450	9.80 .0191	.07375 Per Lb	33.19
Calcium Carbonate	2800 .0483	122.00 .2378	.00875 Per Lb	24.50
Magnesium Silicate	1400	59.00 .1150	.011 Per Lb.	15.40
		.4011 .255		
VEHICLE: 29.75%				
Linseed Oil, Blown	450	56. .1091	.91 Per Gal.	50.96
Linseed Oil, Raw	435	56. .1091	.75 Per Gal.	42.00
Gloss Oil	114.5	14. .0273	.22 Per Gal.	3.08
Kerosene	600	91. .1774	.06 Per Gal.	5.46
Solution	84	10. .0195	.03 Per Gal.	.30
Mineral Spirits	490	77. .1501	.08 Per Gal.	6.16
Drier	24	3.25 .0063	.21 Per Gal.	.68
Calculated Yield	7347.5	513.05		222.98
Manufacturing Loss - 2½%		13.05		
Actual Yield		500.00		

* The above unit costs are figured as of Jan. 1, 1942, which is the last time our formulas were costed and are based on inventory and contract costs as of that date. Replacement costs as of March 31, 1942, would show considerable increase in above unit costs and cost per gallon as shown below.

COST ANALYSIS:

Material cost per gallon	$ .45
Direct Labor Cost Per Gallon (We have no allocated cost records)	
Factory Overhead Per Gallon (We have no allocated cost records)	
Bulk Cost Per Gallon (We have no allocated cost records)	
Complete Package Cost Per Gal. (Does not include filling expense)	.12
Factory Cost in Package, Per Gallon (We can only show raw material, can, carton and label cost)	$ .57 (No labor or over head included.)

PRICES

(A)	To a company owned or controlled outlet	$ .86
(B)	To an independent wholesaler	Not Sold
(C)	By company owned or controlled outlet to retail customer	2.49 *
(D)	To an independent retailer (dealer)	Not Sold
(E)	To others (specify)	Not Sold

* The highest price at which this Paint was sold in March 1942 was $2.49 per gallon, but the bulk of sales were made by way of an advertising offer at $1.74 per gallon. From the latter figure should be deducted 20 percent sales commission and 25 cents per gallon freight which we prepaid, bringing the realized price down to $1.14 per gallon.

N 4992

REPRODUCED AT THE NATIONAL ARCHIVES

OPA 15513