

TRADE NAME: KEROCOTE 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% Leaded 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 .0709        | 1.39 Gal  | 10.15      |
| Naphtha              | 149.5  | 23.0 .4499       | .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 |