

COST AND SELLING PRICES AS OF MARCH 31, 1942

TRADE NAME: Titan White Paste
 CATEGORY: Exterior Paste Paint
 COLOR: White
 NUMBER: A09
 QUALITY: First

	LB.	YIELD IN GALLONS	UNIT COST	TOTAL COST
PIGMENT: 77.80%				
Titanium Dioxide	125	4.00	.160	20.00
Carbonate White Lead	60	1.06	.0825	4.95
35% Leadcd Zinc	150	3.00	.0700	10.50
15% Leadcd Zinc	115	2.41	.0700	8.05
Magnesium Silicate	250	10.62	.0125	3.14
Sulphate White Lead	126	2.27	.0750	9.45
Silica	100	4.53	.0150	1.50
VEHICLE: 22.20%				
Refined Linseed Oil	85	11.00 Gal.	1.090	11.99
Heat Bodied Linseed	22	2.75	1.200	3.40
Drier	30	4.25	.320	1.36
Mineral Spirits	49	7.50	.085	.64
Raw Linseed Oil	78	10.00	1.010	10.10
				85.08
CALCULATED YIELD	1190	63.39 Gal.		
MANUFACTURING LOSS 3%		1.89		
ACTUAL YIELD		61.50 Gal.		

COST ANALYSIS:

Material Cost.....	1.39
Direct Labor, Factory Overhead, Office Overhead.....	.23
Can	.09
Box	.03
Freight.....	.10
Net	1.84

PRICES

HIGHEST PRICE CHARGED IN MARCH? 1942, TO AN INDEPENDENT RETAILER:

2.60

N 4718

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