

Trade Name: Kwixet
 Category: Flat Wall Finish
 Color: White
 Number: 361
 Quality: Second

	Lb.	Yield in gallons	Unit Cost	TOTAL COST
Pigment: 64%				
Lithopone	1200	34.1511	.04 $\frac{1}{2}$ per lb.	54.00
Titanox C	180	7.0311	.06 per lb.	10.80
Magnesium Silicates	400	17.0755	.01 per lb.	4.00
Calcium Carbonate	200	8.8029	.01 per lb.	2.00
Vehicle: 36%		29.68		
Soya Bean Oil	124	16.0711	1.00	16.00
Spar Varnish	165	22.0978	.63	13.99
Mineral Spirits	663	102.4530	.10	10.20
Water	150	18.0800		
Calculated Yield	3082	224.8		110.00
Manufacturing Loss 2 $\frac{1}{2}$ %		5.6		
Actual Yield		219.2		

Cost Analysis:

Material cost per gallon or pound (total cost divided by actual yield)-----	.5
Direct labor cost per gallon, or pound-----	.1
Factory overhead per gallon, or pound-----	.5
Bulk cost per gallon, or pound-----	.1
Complete package cost per gallon, or pound (container plus filling expense)-----	.1
Factory cost in package per gallon, or pound-----	

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 outlet-----
- (B) To an independent wholesaler-----
- (C) By company owned or controlled outlet to retail customer-----
- (D) To an independent retailer (dealer)-----
- (E) To other (specify)---(Jobber)-----
- (F) Dealer who carries sufficient stock and solicits paint and maintenance business-----

We allow freight and also furnish color cards and window and store displays free. We do newspaper advertising for the dealer on a 50-50 basis.

OPA 0000992

N 4845