

Supply Co.
SITUATION

Co., Kansas City, Mo.

of Wascato
the old ser-

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ONS CAREFULLY

PAINT
USE. To each gallon of paint add:

OLD WORK	
1st Coat	1 Quart
2nd Coat	1 Quart
3rd Coat	1 Quart

second coat thinning directions and use first
it in painting various kinds of wood. For
common fir, or yellow pine, slightly less lin-
e to each gallon so as to insure penetration
On lumber such as white pine or Oregon
venite should be used so as to soften the
when painting new lumber or when painting
sting color. When repainting a surface which
is not in extremely bad condition, you will
the using.

Some will add
to your home.
stucco, brick
Supreme pro-
of a smaller
destructive
of Wascato
the old ser-

Pigment by weight	14.60
White Lead	12.50
Basic Carbonate	12.50
Titanium Dioxide	12.50
Magnesium Silicate	12.50
Vehicle by weight	100.00
Linseed Oil	100.00
Mineral Spirits & Drier	100.00
1925 B 41	100.00

SCHEDULE 1

GRADE SPECIFICATIONS

COST AND SELLING PRICES AS OF MARCH 31, 1942

TRADE NAME: Golden Glow
CATEGORY: Exterior House Paint
COLOR: White
NUMBER: 1030
QUALITY:

	POUNDS	YIELD IN GALLONS	UNIT COST*	TOTAL COST
PIGMENT: 65%				
35% Lead Zinc Oxide	292.5	5.84	0.0675 Per Lb.	\$19.74
Basic Carbonate White Lead	117.	2.10	0.075 Per Lb.	8.78
Titanium Dioxide	95.	2.85	0.145 Per Lb.	13.78
Magnesium Silicate	145.5	6.14	0.011 Per Lb.	1.60
VEHICLE: 35%				
Linseed Oil, Non Stain	306.9	39.50	0.78 Per Gal.	30.81
Linseed Oil, Blown	5.09	.50	0.91 Per Gal.	.46
Drier	38.	5.50	0.50 Per Gal.	2.75
Calculated Yield	1000.	62.43		77.92
Manufacturing Loss - 2 1/2%		1.56		
Actual Yield		60.87		

* 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.....	\$ 1.28
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).....	\$ 1.40
	(No labor or overhead included.)

PRICES

- (A) To a company owned or controlled outlet..... Not Sold
- (B) To an independent wholesaler..... 1.77
- (C) By company owned or controlled outlet to retail customer..... Not Sold
- (D) To an independent retailer (dealer)..... Not Sold
- (E) To others (specify)..... Not Sold

N 4534

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