

Finishes - Automotive

An estimate of the amount of price change can be derived from the average realized prices of 7 cost groups:

"Stulux"

200	- Black	
201	- Colors	16.9%
214	- colors, white	

Laquer

701	- Colors	
704	- Blacks	53.6%
711	- Metall-Chromes	
721	- "Lucite"	

69.5% of 1957
dollar sales
of automotive
finishes

Thinner

16.2%

In 1957, there was an increase of approximately 39% on the 7 cost groups above in Sept (applicable to the new paints for the 1958 models). There were minor changes during the year prior to this, but these were due to product mix.

The color price index should reflect the Sept increase, as it was an increase in price, but not the other changes.

JAN 31 1958

Procedure for 1958

1. Calculate the average realized prices for the 7 cost groups each month
2. Keep the relative for automotive products at 100.00 until a real price change takes place (probably in connection with new models)
3. Confirm with Finishes sales department that prices have gone up (or down)
4. Use as December, 1957 prices, the average for the 4th quarter of 1957 for each cost group.
5. When the extent of the increase has been ^{arbitrarily} ascertained (from average realized prices), keep the relative the same for subsequent months. i.e., don't permit product mix to cause further changes.
6. If possible, determine in advance the price change and use this estimate in the appropriate month. The necessary data to check this aren't available in time for the calculation. If necessary, revise the relative the following month when actual realized prices are available.
7. Check the price of thinner + see if it changed with paint prices

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Dec

pn	pn pree	pn gn	pree gn
2.378	100.21	47 277	47,178
3.47✓	110.43	486 06✓	440,153
3.270	97.23	57 487	52,954
2.949	99.76	11 347	11,374
3.654	106.94	1,206 020	1,127,753
2.601	109.06	91 607	83,996
4.158	103.87	110 444	106,329
3.769	92.29	533 266	577,815
		2,537 510	2,447,552
			103.68

W

2.322	97.85	34	878	35	644
3.357	106.77	585	618	542	485
3.108	92.41	69	474	75	180
2.884	97.76	30	702	31	405
3.654	106.94	1,574	733	1,472	538
2.572	107.84	107	289	99	489
4.223	105.50	114	891	108	891
3.813	93.36	644	438	690	272
		3,162	013	3,061	904
				103.27	

1 Oct

2.209	93.09	26	953	28,954
3.346	106.42	533	774	501,573
3.131	93.10	101	409	108,924
2.960	100.34	11	514	11,475
3.648	106.76	990	346	927,637
2.562	107.42	58	464	54,425
4.315	107.79	89	291	81,910
3.806	94.17	392	693	417,004
		2,203	444	2,131,902
				103.36

Sept

2.463		103.79	29	115	28,051
3,276		104.20	377	628	362,406
3.056		90.87	72	541	79,829
2.959		100.31	3	578	3,567
3.623		106.03	684	365	645,444
2.541		106.54	49	509	46,469
4.336		108.32	77	467	71,516
3.947		96.65	301	155	311,593
			1,595	358	1,548,875
					103.00

avg

2.438	102.74	61	304	59	669
3.254	101.91	222	784	316	734
3.182	94.62	63	579	67	130
2.827	95.83	18	173	18	963
3.389	99.18	426	343	934	600
2.638	110.61	118	660	107	277
4.170	104.17	199	764	191	767
4.031	98.70	282	991	286	710
		1,993	538	1,982	250
				100	57

Apr -

2.43	102.40	43	476	4~	457
3.10	99.60	308	589	312	970
3.23	96.04	74	314	77	378
2.46	88.39		123		147
3.43	100.38	972	370	968	688
2.61	109.43	118	725	108	503
4.04	100.9~	206	983	205	096
4.07	99.41	352	191	354	316
		2,076	781	2,069	555
				100.	35~

Man

2.429	102.36	53	086	51	862
3.130	99.55	327	493	328	973
3.323	98.81	92	220	93	330
2.09	70.84	1	357	1	916
3.443	100.76	1,031	644	1,023	862
2.651	111.15	121	404	109	225
3.458	98.88	232	914	235	552
4.097	100.32	348	853	347	740
		2,208	971	2,192	460
				100.75	

7w

2.575	105.98	32	258	30,438
3.171	100.86	243	407	241,331
3.248	96.58	69	608	72,073
3.10	105.09		—	
3.499	112.40	878	666	858,072
2.681	112.41	87	285	77,648
4.034	100.77	229	125	227,374
4.088	100.10	374	252	373,878
		1,914	601	1,282,814
				101.80

Jan

Automotive	Sample Item	Unit	base	bn	base	bn	base	bn
Dulux Black Colors Colors Colors Blacks	Cost group 200 201 214 215	gal	2.373 3.144 3.363 2.960	2.031 3.241 3.194 3.10	106.66 104.88 44.97 105.09	33 248 57 155	886 811 802 155	31,770 237,687 53,703 147
Leagues Colors Blacks Metallic - Chromes "Lucite"	Cost group 701 704 711 721		3.417 2.385 4.003 4.084	3.443 2.623 3.987 4.060	100.76 109.98 99.60 99.41	975 114 269 353	288 867 175 748	967,931 103,716 239,657 355,847
Sample Total						2,046	1,532	2,041,458 101.24

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