

Trade Name: Elliott's 100% Pure Lead-Zinc House Paint
 Category: Exterior House Paint
 Color: White
 Quality: First

	Lb.	Yield in Gallons	Unit Cost	Total Cost
Pigment: 67%				
Scotch Laddie White Lead	336	6.90	.087	31.95
Sublimed White Lead	100	7.41	.074	31.00
Leaded Zinc 35%	420	3.58	.07	29.40
Ultramarine Blue LL	2 oz.		.03	.03
Vehicle: 33%				
Raw Linseed Oil	272	35.00	.78	27.50
Grinders Linseed Oil	218	28.00	.57	24.36
Cobalt Drier	28	3 1/2	.53	1.94
Special Oil	24.5	3 1/2	.95	3.31
Eosene No. 5	22.5	3 1/2	.07	3.33
Boiled Linseed Oil	23.8	3.00	.21	2.43
				154.95
Calculated Yield		99.39		
Manufacturing Loss		3.99		
Actual Yield		95.4		

Cost Analysis:

Material Cost per gallon (Total cost divided by actual yield)-----	1.32
Direct Labor cost per gallon-----	.6003
Factory overhead per gallon-----	.1015
Bulk cost per gallon-----	1.743
Complete package cost per gallon (container plus filling expense)-----	.13
Factory cost in package per gallon---	1.77

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)----- \$2.03
- (E) To other (specify)-----

(Our business is principally through the independent retail dealer and therefore we are showing that price only)