

GRADE SPECIFICATIONSCOST AND SELLING PRICES AS OF MARCH 31, 1942

Trade Name: Pratt's Prepared House Paint  
Category: Exterior House Paint  
Color: White  
Number 110  
Quality First

|                         | Lbs.  | Yield In<br>Gallons | Unit<br>Cost  | Total<br>Cost |
|-------------------------|-------|---------------------|---------------|---------------|
| Pigment: 60.4%          |       |                     |               |               |
| Litharge                | 3.0   |                     | .0925 per Lb. | \$ .28        |
| Zinc Oxide              | 100.0 | 2.13                | .0765 per Lb. | 7.65          |
| Zinc Sulfide Magnesium  | 150.0 | 5.40                | .0612 per Lb. | 9.18          |
| 30% Titanium Barium     | 150.0 | 4.20                | .0562 per Lb. | 8.44          |
| Barium Sulfate          | 50.0  | 1.38                | .0177 per Lb. | .89           |
| Magnesium Silicate      | 50.0  | 2.05                | .0133 per Lb. | .67           |
| Vehicle: 39.6%          |       |                     |               |               |
| Linseed Oil             | 285.0 | 35.56               | .113 Per Lb.  | 32.20         |
| Mineral Spirits         | 38.2  | 4.50                | .09           | .41           |
| Lead Drier              | 5.0   | .585                | .148          | .74           |
| Manganese Drier         | 1.4   | .175                | .178          | .25           |
| Calculated Yield:       | 829.6 | 55.98               |               | \$ 60.71      |
| Manufacturing Loss 2.5% |       | 1.34                |               |               |
| Actual Yield:           |       | 54.64               |               |               |

Cost Analysis:

|                                     |         |
|-------------------------------------|---------|
| Material Cost per gallon bulk.....  | \$ 1.11 |
| Processing Factor.....              | .15     |
| Shipping & Packing Factor.....      | .07     |
| Container Cost, one gallon can..... | .10     |
| Factory Cost.....                   | \$ 1.43 |

PRICES

|                                                                  |         |
|------------------------------------------------------------------|---------|
| A. To a company owned or controlled outlet.....                  | \$ 1.86 |
| B. To an independent wholesaler.....                             | 2.04    |
| C. By company owned or controlled outlet to retail customer..... | 3.40    |
| C. To an independent retailer (Dealer).....                      | 2.475   |
| E. To other: Industrial account.....                             | 2.75    |

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