

Enamels
Paints
Colors



Varnishes
Japans
Stains

SCHEDULE I

GRADE SPECIFICATIONS

COST AND SELLING PRICES AS OF MARCH 31, 1942

Trade Name: Vancraft Liquid Paint
Category: Exterior House Paint
Color: White
Number: 100
Quality: First

Pigment 62.9%

	Gals.	Lbs.	Cost	
Titanium Dioxide	4.78	157	.15	28.63
Leaded Zinc Oxide, 85% 0664	10.09	300	.0725	30.36
Basic Carbonate White Lead 2.88	145	.085		13.33
2784 Asbestine 1136	13.27	315	.01	3.15
1627	30.69	1117		78.33

Pigment Handling loss 1% --- .75

Vehicle 37.1%

Refined Linseed Oil 5743	67.10	320	.1414 per Lb.	28.63
Kettled Linseed Oil 0621	7.35	58	.1415 " "	9.79
Drier 0194	2.27	17	.46 " Gal.	1.34
Mineral Spirits 0616	9.53	62	.11 " "	1.08
	116.84	1774		150.44
Manufacturing loss 2 3/4%	2.94			
	113.9			

Cost Analysis:

Material cost per gallon	-----	1.41
Direct Labor cost per gallon	-----	.04
Factory overhead per gallon	-----	.05
One gallon Package cost plus filling expense	-----	.17
Factory cost in package	-----	1.67

PRICES

- (A & C) There are no company owned or controlled outlets.
(B) To an independent wholesaler ----- 2.504
(D) To an independent retailer ----- 2.32

These prices include delivery charges averaging about 8¢ per gallon, 2¢ cash discount, and 3¢ for local advertising to customer's dealer.

N 4699

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