

COST AND SELLING PRICE AS OF MARCH 31, 1942

TRADE NAME: Titanox Outside White Paint
 CATEGORY: Outside White Paint
 COLOR: White
 NUMBER: AO3E
 QUALITY: First

	LB.	YIELD IN GALLONS	UNIT COST	TOTAL COST
PIGMENT: 66.5%				
35% Lead Zinc	400	8.1	.07	28.00
15% Lead Zinc	275	5.7	.07	19.40
Sulphate White Lead	250	4.5	.0725	18.10
Carbonate White Lead	350	6.2	.0825	28.80
Titanium Dioxide	180	5.9	.16	28.80
Magnesium Silicate	250	10.6	.0125	3.75
VEHICLE: 33.5%				
Raw Linseed Oil	441	57	1.01	57.59
Alk Ref. Linseed	251	35	1.09	38.20
Heat Bodied Linseed	40	5	1.20	6.00
Drier	76	11	.360	3.96
Min. Spts.	39	6	.085	.51
Sodium Carbonate Sol.	12	1.5	.05	.08
				33.19
CALCULATED YIELD	2564	156.4 Gal.		
MANUFACTURING LOSS 3%		4.7		
ACTUAL YIELD		151.7		

COST ANALYSIS:

Material Cost	1.54
Direct Labor, Factory Overhead, Office Overhead	.23
Can	.09
Box	.03
Freight	.10
Net	1.99

PRICES

HIGHEST PRICE CHARGED IN MARCH, 1942, TO AN INDEPENDENT RETAILER: 2.35

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