

Trade Name Marshall Wells House Paint
Category Exterior House Paint
Color White
Number W 102
Quality First

Pigment	58%	Lbs	Gals	Cost	Total Co
Titanium Magnesium		300	11.81	.060	15.00
Basic Carbonate White Ld150			2.88	.075	11.25
80% Lead Zinc		750	15.30	.061	45.75
Vehicle	34%				
Refined Linseed Oil		536	69.00	.111	59.50
White Oil Drier		24	3.00	.062	1.45
Mineral Spirits		52	8.00	.014	.71
Calculated yield		1812	109.59		133.71
Manufacturing Loss 2%					
Actual yield			106.85		

Cost Analysis
Material cost per gallon 1.25
Direct Labor " " .08
Factory O. H. " " .20
Bulk Cost " " 1.53
Complete Cost Package .13
Factory Cost in Package per gal 1.66

Selling Prices
Parent Company 1.91
Ind. Wholesaler 2.04

N 4711

OPA 000484