

TUDER & GORDON, INC.
*Manufacturers of Quality Paints
and Putty*

OFFICE AND FACTORY
623-629 WEST 24TH STREET
PHONE 26375
P. O. BOX 66

NORFOLK, VIRGINIA

TRADE NAME: Shalon Paste Paint
CATEGORY: Exterior House Paint
COLOR: White
QUALITY: First

PIGMENT: 80%	Lb.	Yield in gallons	Unit Cost	Total Cost
Carbonate Lead	343	6.03	.08 $\frac{1}{2}$ per lb.	\$28.30
Titanium B.	196	5.49	.06 " "	11.76
Asbestine	147	6.18	.01 " "	1.47
50% Leadcd Zinc	294	5.73	.07 $\frac{1}{2}$ " "	21.32
VEHICLE: 20%				
Refined Linseed Oil	194	25.0	1.14 per gal.	28.50
White Dryer	35	5.0	.62 " "	3.10
Mineral Spirits	19	3.0	.15 " "	.45
CALCULATED YIELD	1228	56.43		\$94.90
MANUFACTURING LOSS 2 $\frac{1}{2}$ %		1.41		
ACTUAL YIELD		55.02		

COST ANALYSIS:

Material Cost per gallon.....	\$ 1.73
Direct Labor Cost per gallon.....	.03
Factory Overhead per gallon.....	.05
Bulk Cost per gallon.....	1.81
Complete Package Cost per gallon.....	.13
Factory Cost in Package per gallon.....	\$ 1.94

PRICES

(A) To Dealers	\$ 3.20
(B) To Contractors & Industries	3.50

N 4714