

W. W. YODER
PRESIDENT

Established 1904

W. W. GORDON
SECY. TREAS.

YODER & GORDON, INC.

Manufacturers of **YO-GO** Quality Paints
and Putty

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

NORFOLK, VIRGINIA

TRADE NAME: YO-GO Liquid Paint
CATEGORY: Outside House Paint
COLOR: White
Quality: First

PIGMENT: 62%	Lb.	Yield in Gallons	Unit Cost	Total Cost
Carbonate Lead	300	5.28	.08 $\frac{1}{2}$ per lb.	\$ 25.50
35% Leaded Zinc	200	4.03	.07 $\frac{1}{2}$ " "	14.50
Raybar 30 YCR	150	4.19	.06 " "	9.00
VEHICLE: 38%				
Refined Linseed Oil		25.0	1.23 per gal.	30.75
Alinex 2-5 Oil	271	10.0	1.62 " "	16.20
Mineral Spirits	98	15.0	.15 " "	2.25
White Dryer	33	5.0	.67 " "	3.35
CALCULATED YIELD	1042	64.50		\$101.55
MANUFACTURING LOSS 2%		1.71		
ACTUAL YIELD		66.79		

COST ANALYSIS:

Material Cost per gallon.....	\$ 1.52
Direct Labor Cost per gallon.....	.04
Factory Overhead per gallon.....	.08
Bulk Cost per gallon.....	1.64
Complete Package Cost per gallon.....	.13
Factory Cost in Package per gallon.....	\$ 1.77

PRICES

(A) To Dealers	\$ 2.88
(B) To Contractors & Industries	3.20

N 4721

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