



MANUFACTURERS OF THE
HIGH LINE AND INDIAN BRAND
PAINTS AND VARNISHES

The Florman Manufacturing Co.

MAKERS OF
Paints and Varnishes
JOBBER IN
Wall Paper, Glass and Painters Supplies

PUEBLO, COLO.

#1-A

Florman's Lead and Zinc Paint
Exterior House Paint
White
No. 47

Pigment	68.80%	Lbs	Yield in Gallon	Unit Cost	Total C
Basic Carbonate White					
Lead		550	9.85 .1520	08 3/4	48.13
Zinc Oxide		75	1.59 .0294	07 1/2	5.63
Titanox A		50	1.54 .0255	15	7.50
			.2999		
Vehicle	31.20%				
Raw Linseed Oil		275	36.66 .679	12	33.00
Drier		125	2.64	12	2.23
Turpentine		125	1.73	11	1.38
Yield		981	54		97.27

Cost Analysis = Cost Dividend by Yield = 1.62
Plus Factory Overhead-Labor-Filling-Container-gallons 30
Cost Per Gallon 2.12

Prices March 1942

- A. Company Owned or Controlled Outlet 2.57
- B. Independent Wholesaler 2.57
- C. Company Owned or Controlled to Retailer 2.57
- D. Independent Retailer 2.57
- E. To Others Specify Industrial Trade 2.57

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OPA 000225

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