W. W. YODER
PRESIDENT

Established 1904

W. W. GORDON
SEC'Y-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: 64%	Lb.	Yield in gallons	Unit Cost	Total Cost
Carbonate Lead	313	5.50	.08¼ per lb.	$25.82
35% Leaded Zinc	200	4.04	.07¾	14.50
Raybar 30 YCR	128	3.58	.06	7.68
VEHICLE: 36%				
White Refined Linseed	286	37.0	1.14 per gal.	42.18
White Dryer	35	5.0	.62 " "	3.10
Pure Turpentine	21	3.0	.85 " "	2.55
H. B. Linseed Oil	20	2.50	1.14 " "	2.85
CALCULATED YIELD	1003	60.62		$98.68
MANUFACTURING LOSS 2½%		1.51		
ACTUAL YIELD		59.11		

COST ANALYSIS:

Material Cost per gallon	$ 1.67
Direct Labor Cost per gallon	.04
Factory Overhead per gallon	.08
Bulk Cost per gallon	1.79
Complete Package Cost per gallon	.13
Factory Cost in Package per gallon	$ 1.92

PRICES

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

BUILDING MATERIALS BRANCH

N 4713