

PORTLAND

Trade Name: Fullerwear Floor Enamel
 Category: Interior Floor Enamel
 Color: Dover Gray
 Number: 3429
 Quality: First

PIGMENT: 29.3%	Lbs.	Yield In Gals.	Unit Cost	TOTAL COST
RP-433 Ti-Call L.O. Paste (28.8% Var)	380	24.6	9.66 Cwt.	\$36.71
RP-417 Lampblack Paste (75.8% Var)	15	1.89	15.78 "	2.37
RP-423 Indian Red Paste (26.8% Var)	8	.42	10.63 "	.85
RP-420 Ultramarine Blue Paste (35.4% Var)	8	.63	21.33 "	1.71
 VEHICLE: 70.7%				
8774 Floor Enamel Vehicle	526	70	1.19 Gal.	83.30
V-257 Drier	22.3	3	.66 "	1.98
Zinol	16.3	2	.99 "	1.98
				\$128.90

Calculated Yield	975.6	102.54
Manufacturing Loss 2.5%		2.54
Actual Yield		100

COST ANALYSIS:
 (Per Gallon)

Material Cost.....	1.29
Direct Labor Cost.....	.063
Factory Overhead.....	.116
Bulk Cost.....	1.469
Complete Package Cost.....	.241
Factory Cost in Package.....	1.71

PRICES:

(A) To a Company owned or controlled outlet.....	1.78
(B) To an independent wholesaler.....	1.99
(C) By Company owned or controlled outlet to retail customer...	3.70
(D) To an independent retailer (Dealer).....	2.341
(E) To other (specify).....	3.06 *
	2.60 **

* - Small Commercial Buyer.
 ** - Large Commercial Buyer.

N 5175

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