REPRODUCED AT THE NATIONAL ARCHIVES

SOUTH SAN FRANCISCO

de Name: Concreta
Category: Cement, Brick and Stucco Paint
Color: White
Number: 900
Quality: First

PIGMENT: 59.7 %	Lbs.	Yield In Gals.	Unit Cost	TOTAL COST
XX Zinc Oxide	460	9.92	.0775 Lb.	$35.65
Titanox AA	153	4.7	.1475 "	22.57
105 Talc	200	8.82	.013 "	2.60
102 Silica	25	1.3	.023 "	.58
VEHICLE: 40.3 %				
V-355 Varnish Oil	72	9	1.43 Gal.	12.87
8763 Boiled Linseed Oil Varnish	38.2	5	.80 "	4.00
Polmerik Raw Linseed Oil	147.5	19	1.01 "	19.19
3024 Coal Oil	208	31	.084 "	2.60
3026 Mineral Spirits	47.6	7	.095 "	.67
3038 Borax Solution	8.4	1	.02 "	.02
V-257 Drier	44.5	6	.61 "	3.66
				$104.41
Calculated Yield	1,404.2	102.74		
Manufacturing Loss 2.7%		2.74		
Actual Yield		100		

COST ANALYSIS:

Material Cost per Gallon (Total Cost divided by actual yield)	1.04
Direct Labor Cost per Gallon	.089
Factory Overhead per Gallon	.221
Bulk Cost per Gallon	1.35
Complete Package Cost per Gallon (Container plus Filling Expense)	.25
Factory Cost in Package per Gallon	1.60

PRICES:

(A)	To a Company owned or controlled outlet	1.78
(B)	To an independent wholesaler	1.951
(C)	By Company owned or controlled outlet to retail customer	3.45
(D)	To an independent retailer (Dealer)	2.295
(E)	To other (specify)	3.00 *
		2.55 **

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