

EROC

For Interior Or Exterior Use On Furniture, Woodwork, Walls, Ceilings, Boats, Automobiles, Or Any Surface Where A Fine Enamel Finish Is Desired—Unsurpassed In Quality & Performance—Produces A Hard, Hitter, Beautiful Finish—Easy To Apply—Dries Smoothly, Covers Well, Dries Quickly—No Brush Marks—Not To Be Used Outside House Paint.

DIRECTIONS:—Stir the contents of the can thoroughly before applying. Any surface to be enameled should be perfectly clean, dry, and free from dust or grease.

Our intent enameled over a painted or varnished surface, you should first go over the surface with Sandpaper and then remove the dust.

When working with unfinished furniture or wood, a First or Prime Coat of our No. 30-263 Enamel Undercoat will prove the most desirable for this Enamel and aid in producing an exceptionally smooth and uniform finish.

Using more than One Coat be sure it is completely dry before applying the next. Use a clean or new brush of good quality, keeping brush well filled with enamel. A small amount of Turpentine may be added sparingly, if necessary.

SOLD ONLY BY
EARS, ROEBUCK AND CO
CHICAGO, ILL., AND ALL LEADING CITIES
JUN 5 1941

Category: Four-Hour Enamel - Interior Trim
Color: White
Number: 2830
Quality: Second

Pigment: 40%	Lbs.	Gals.	Unit Cost	Total Cost
Titanox	91	2.8	14.79c	13.46
Titanox	136	5.2	5.61c	7.63
Surfex	225	10.0	11.58c	3.56
Aluminum Stearate	2	.1	24.48c	.49
Vehicle: 60%				
Varnish	647	83.0	.83g.	68.89
Drierb	34	4.9	.35g	1.72
Calculated Yield	1135	106.0		95.75
Manufacturing Loss		6.0		
Actual Yield		100.0		

Cost Analysis:

Material cost per 100 gallon 95.75
Direct Labor 6.40
Factory Overhead 21.40
Bulk cost 123.55
Complete package cost 18.12
Factory cost in package per 100 gallon 141.67

Factory cost in package per gallon 1.42

PRICES

Show the highest net unit price which was charged or which would have been charged in March 1942, to each of the following types of buyers or Transferees:

- (A) To a Company owned or Controlled Outlet _____
- (B) To an Independent Wholesaler _____
- (C) By Company owned or Controlled outlet to Retail Customer _____
- (D) To an Independent Retailer (Dealer) _____
- (E) To Other (Specify) PARENT CORPORATION OUTLET 1.87

N 4562