

W. W. YODER
PRESIDENT

Established 1904

W. W. GORDON
SECTY. 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

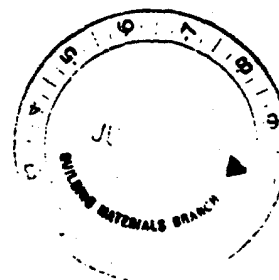
PIGMENT: 64%	Lb.	Yield in Gallons	Unit Cost	Total Cost
Carbonate Lead	313	5.50	.08 $\frac{1}{4}$ per lb.	\$25.82
35% Leadec Zinc	200	4.04	.07 $\frac{1}{4}$	14.50
Raybar 30 YCR	128	3.58	.06	7.68
VEHICLE: 36%				
White Refined Linseed	286	37.0	1.14 per gal.	42.18
White Dryer	35	5.0	.62 " "	3.10
Pure Turpentine	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 2 $\frac{3}{4}$ %		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



N 4713