REPRODUCED AT THE NATIONAL ARCHIVES

SOUTH SAN FRANCISCO

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-Cal L.O. Paste (28.8% Var.)	380	24.60	.079 Lb.	$30.02
RP-417 Lampblack Paste (75.8% Var.)	15	1.89	.114 "	1.71
RP-423 Indian Red Paste (26.8% Var.)	8	.42	.102 "	.82
RP-420 Ultramarine Blue Paste (35.4% Var.)	8	.63	.226 "	1.81
VEHICLE: 70.7 %				
8774 Floor Enamel Vehicle	526	70	1.14 Gal.	79.80
V-257 Drier	22.3	3	.61 "	1.83
Zinol	16.3	2	.99 "	1.98
				$117.97
Calculated Yield	975.6	102.54		
Manufacturing Loss 2.5%		2.54		
Actual Yield		100		

COST ANALYSIS:

Material Cost per Gallon (Total Cost divided by actual yield)	1.18
Direct Labor Cost per Gallon	.057
Factory Overhead per Gallon	.143
Bulk Cost per Gallon	1.38
Complete Package Cost per Gallon (Container plus Filling Expense)	.25
Factory Cost in Package per Gallon	1.63

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	3.65
(D)	To an independent retailer (Dealer)	2.295
(E)	To other (specify)	3.00 *
		2.55 **

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