



MANUFACTURERS OF THE
HIGH LINE AND INDIAN BRAND
PAINTS AND VARNISHES

The Florman Manufacturing Co.

MAKERS OF
Paints and Varnishes
JOBBER'S IN

Wall Paper, Glass and Painters Supplies

PUEBLO, COLO.

#1-A

Florman's Lead and Zinc Paint
Exterior House Paint
White
No. 47

Pigment	Lbs	Yield in Gallon	Unit Cost	Total C
Basic Carbonate White				
Lead	550	9.85	08 3/4	48.13
Zinc Oxide	75	1.59	07 1/2	5.63
Titanox A	50	1.54	15	7.50
		<u>.2799</u>		
Vehicle 31.20%				
Raw Linseed Oil	275	36.66	12	33.00
Drier	12	2.64	12	2.23
Turpentine	12	1.73	11	1.38
Yield	981	54		37.27

Cost Analysis = Cost Dividend by Yield = 1.62
Plus Factory Overhead-Labor-Filling-Container-Gallons 30
Cost Per Gallon 2.12

Prices March 1942

- A. Company Owned or Controlled Outlet 2.57
- B. Independent Wholesaler 2.57
- C. Company Owned or Controlled to Retailer 2.45
- D. Independent Retailer 2.25
- E. To Others Specify Industrial Trade 2.57