

R O C

Interior Or Exterior Use On Furniture, Walls, Ceilings, Boats, Automobiles, Any Surface Where A Fine Enamel Desired—Unsurpassed In Quality, Performance—Produces A Hard, Beautiful Finish—Easy To Apply Smoothly, Covers Well, Dries Quickly, Brush Marks—Not To Be Used On House Paint.
 INSTRUCTIONS—Stir the contents of the can thoroughly before applying. Any surface to be enameled must be perfectly clean, dry, and free from dust. When enameled over a painted or varnished surface, the surface must be sanded and then removed the dust. When enameled over unfinished furniture or wood, it is recommended that a coat of our No. 30-26 Primer Coat be applied first. This Primer Coat will prove the most desirable for Enamel and aid in producing a smooth and uniform finish.
 Then One Coat be sure it is completely dry before applying the next. Use a clean or new brush, keeping brush well filled with enamel. A small amount of Turpentine may be used to thin the enamel, if necessary.
 SOLD ONLY BY
 R O E B U C K A N D C O
 CHICAGO, ILL. AND ALL LEADING CITIES

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	1.58c	3.56
Aluminum Stearate	2	.1	24.48c	.49
Vehicle: 60%				
Varnish	647	83.0	.83g.	68.89
Driers	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 _____ 1.42

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