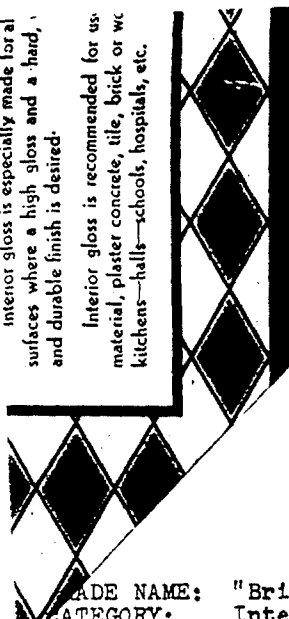


Interior gloss is especially made for al  
surfaces where a high gloss and a hard,  
and durable finish is desired.

Interior gloss is recommended for us  
material, plaster concrete, tile, brick or wc  
kitchens—halls—schools, hospitals, etc.



# BRIGGS-MARONEY COMPANY, INC.

TRADE NAME: "Bri-Mar Interior Gloss"  
CATEGORY: Interior Gloss Paint  
COLOR: White  
NUMBER: 750  
QUALITY: First

|                           | Lb. | Yield In Gallons | Unit Cost    | Total Cost |
|---------------------------|-----|------------------|--------------|------------|
| PIGMENT: 36.3%            |     |                  |              |            |
| Titanium Dioxide          | 320 | 10.00            | \$15.16 cwt. | \$48.51    |
| Surfex                    | 125 | 5.50             | 2.15 "       | 2.69       |
| VEHICLE: 63.7%            |     |                  |              |            |
| Varnish #60               |     | 67               | .92 gal.     | 61.64      |
| Varnish #14               |     | 26               | .40 "        | 10.40      |
| Nuodex Cobalt Dryer       |     | 9                | .45 "        | 4.05       |
| Dryer W                   |     | 2                | .61 "        | 1.22       |
| Solution                  |     | 1 1/2            |              |            |
| CALCULATED YIELD          |     | 121              |              | 128.51     |
| MANUFACTURING LOSS 2-1/2% |     | 3                |              |            |
| ACTUAL YIELD              |     | 118              |              |            |

N 4504

## COST ANALYSIS:

|                                                                        |       |
|------------------------------------------------------------------------|-------|
| Material Cost Per Gallon (Total Cost Divided By Actual Yield).....     | \$1.0 |
| Direct Labor Cost Per Gallon .....                                     | .0    |
| Factory Overhead Per Gallon .....                                      | .1    |
| Bulk Cost Per Gallon .....                                             | 1.2   |
| Complete Package Cost Per Gallon (Container Plus Filling Expense)..... | .2    |
| Factory Cost In Package Per Gallon .....                               | \$1.4 |

Unit cost per gallon includes handling charges as set up by the  
National Paint, Varnish & Lacquer Association, Inc. of 0125 per  
gallon on Liquids and 0016 per pound on Dry Material.

## 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                  | none   |
| (B) To an independent Wholesaler                             | \$2.04 |
| (C) By Company owned or controlled outlet to retail customer | none   |
| (D) To an independent retailer (Dealer)                      | \$2.40 |
| (E) To other (specify)                                       |        |