

REPRODUCED AT THE NATIONAL ARCHIVES
Washington, D. C.

June 1, 1942
Refer to: 2.4. J.E.

Gentlemen:

Due to a printer's oversight the following question was omitted from the O.P.A. Paint Questionnaire which was recently mailed to you. We ask that you supply the information requested in the table below and return it at the same time you return the completed paint questionnaire. Two copies of this letter are enclosed, one of which you may keep for your files.

TY
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Name of Company BENJAMIN MOORE & CO. Name of Plant BENJAMIN MOORE & CO
Address of Company 511 CANAL ST. Address of Plant 415 N. GREEN ST.
New York City Chicago Ill.
APPROXIMATE PERCENTAGES OF TRADE AND INDUSTRIAL SALES TO TOTAL SALES

KIND OF SALE	1939	1940	1941	1st 3 1942
	Pct.	Pct.	Pct.	Pct.
Trade Sales 1/	97	97	96	97
Industrial Sales - (A) Maintenance Finishes 2/	03	03	04	03
Industrial Sales - (B) Product Finishes 3/				
Total Sales All Paint Products 4/	100.0	100.0	100.0	100.0

- 1/ The regular shelf goods line distributed by the jobber or direct to the dealer and sold by the dealer to the painter or to the household consumer.
- 2/ 3/ Maintenance paints are to be defined as those finishes regularly manufactured for use in plant or structural maintenance; i.e., smoke stack, steel paints, etc. as distinguished from product finishes, which are to be defined as those custom built finishes manufactured for an industrial consumer to be used in applying a protective coating to a product manufactured by that consumer.
- 4/ To be based on ~~total sales~~ reported on Line 23, Schedule III of Paint and Paint Products Questionnaire.

Very truly yours,

Donald H. Wallace

Donald H. Wallace
Acting Director
General Products Price Division

OPA 000348

N 4646