

bringing on
ces, thin 1 gallon of Pure
with 1 gallon of Pure
and half a gallon of Pure
urpentine. For second or third
thin 1 gallon of paste with 6 qu
Pure Raw Linseed Oil. No drier
necessary as the necessary amount
has already been added to the
paste.

BRIGGS-MARONEY COMPANY, INC.

TRADE NAME: "1842" Exterior Base White
CATEGORY: Exterior Paste White
COLOR: White
NUMBER: 925
QUALITY: First

	Lb.	Yield In Gallons	Unit Cost	Total Cost
PIGMENT: 70.7%				
Titanox Barium	250	6.97	\$6.16 cwt.	\$15.40
35% Leaded Zinc	519	10.64	7.40 "	38.41
Basic Carbonate White Lead	155	2.76	8.66 "	13.42
Titanium Dioxide	84	2.63	15.16 "	12.73
Asbestine	100	4.00	1.10 "	1.10
VEHICLE: 29.3%				
Refined Linseed Oil		37	.93½ gal.	34.60
Nuodex Cobalt Dryer		5	.45 "	2.25
CALCULATED YIELD		69		117.91
MANUFACTURING LOSS 2-1/2%		1½		
ACTUAL YIELD		67¼		

COST ANALYSIS:

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

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	\$2.601
(C) By Company owned or controlled outlet to retail customer	none
(D) To an independent retailer (Dealer)	\$3.06
(E) To other (specify)	