

BRIGGS-MARONEY COMPANY, INC.

TRADE NAME: "Bri-Mar Duragreen"
 CATEGORY: Trim and Trellis Paint
 COLOR: Green
 NUMBER: 903
 QUALITY: First

	Lb.	Yield In Gallons	Unit Cost	Total Cost
<u>INGREDIENT: 44.3%</u>				
Zinc Oxide	400	8.40	\$7.66 cwt.	\$30.64
C P Lt. Chrome Green	43	.65	.23 $\frac{1}{2}$ lb.	10.11
C P Medium "	43	1.10	.26 "	11.18
Surfex	86	3.66	2.15 cwt.	1.85
<u>VEHICLE: 55.7%</u>				
Raw Linseed Oil		42	.79 gal.	33.18
Varnish #100		24	.74 "	17.76
Varnish #59		24	.86 "	20.64
Dryer D		4	.39 "	1.56
Nuodex Cobalt Dryer		1 $\frac{3}{16}$	.45 "	.53
ALCULATED YIELD		109		127.45
MANUFACTURING LOSS 2-1/2%		2 $\frac{3}{4}$		
ACTUAL YIELD		106 $\frac{1}{4}$		

COST ANALYSIS:

Material Cost Per Gallon (Total Cost Divided By Actual Yield).....	\$1.20
Direct Labor Cost Per Gallon	.05
Factory Overhead Per Gallon	.10
Bulk Cost Per Gallon	\$1.35
Complete Package Cost Per Gallon (Container Plus Filling Expense).....	.17
Factory Cost In Package Per Gallon	\$1.52

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 unit	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)	