

apply to clean
with flat bristle
brush, add a little turpentine.
dries in less than one hour and
hard in four or five hours.
Brushes and flows easily—Needs no special thin-
Has no objectionable odor — There is no
fire hazard
Just a high-grade enamel that dries
quick and hard with a full
gloss.

BRIGGS-MARONEY COMPANY, INC.

TRADE NAME: "Bri-Mar Betalac Enamel"
CATEGORY: Interior Trim Enamel
COLOR: White
NUMBER: 715
QUALITY: First

	Lb.	Yield In Gallons	Unit Cost	Total Cost
PIGMENT: 47.2%				
Titanox Calcium	180	6.92	\$5.91 cwt.	\$10.64
Lithopone	480	13.40	4.66 "	22.37
Titanium Dioxide	60	1.80	15.16 "	9.10
VEHICLE: 52.8%				
Varnish #59		105	.86 gal.	90.30
Nuodex Cobalt Dryer		28	.45 "	1.18
CALCULATED YIELD		129 3/4		133.59
MANUFACTURING LOSS 2-1/2%		3 1/4		
ACTUAL YIELD		126 1/4		

COST ANALYSIS:

Material Cost Per Gallon (Total Cost Divided By Actual Yield).....	\$1.06
Direct Labor Cost Per Gallon	.12
Factory Overhead Per Gallon	.24
Bulk Cost Per Gallon	1.42
Complete Package Cost Per Gallon (Container Plus Filling Expense).....	.17
Factory Cost In Package Per Gallon	\$1.59

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	\$2.754
(C) By Company owned or controlled outlet to retail customer	none
(D) To an independent retailer (Dealer)	\$3.24
(E) To other (specify)	