

WORK—Surfaces should be dry, clean, free
dust, grease, and all loose paint. Ordinarily Vel-V,
should be applied as per directions for New Work.
Allow twenty to twenty-four hours between coats.
Kalsomined walls and ceilings should be thoroughly washed
and cleaned and allowed to dry before painting with Vel-
Lite. After this has been done proceed as per directions
New Work.

FINISH
FL.

NAME: "Bri-Mar Velvalite Flat White"
CATEGORY: Interior Flat Wall Paint
COLOR: White
NUMBER: 197
QUALITY: First

BRIGGS-MARONEY COMPANY, INC.

	Lb.	Yield In Gallons	Unit Cost	Total Cost
PIGMENT: 63%				
Lithopone	580	16.00 .1356	\$4.66 cwt.	\$27.03
Titanox Calcium	300	11.50 .0975	5.91 "	17.73
Asbestine	150	6.00 .0508	1.10 "	1.65
VEHICLE: 37%				
Varnish #67		50.00 .4237	.56 gal.	28.00
Mineral Spirits		20.00 .1695	.12 "	2.40
Kerosene		11.00 .0932	.0932 "	1.07
Varnish #14		3.00 .0254	.40 "	1.20
Solution		5.50 .0042		
CALCULATED YIELD		118.00		79.08
MANUFACTURING LOSS 2-1/2%		3		
ACTUAL YIELD		115		

COST ANALYSIS:

Material Cost Per Gallon (Total Divided By Actual Yield).....	.69
Direct Labor Cost Per Gallon	.04
Factory Overhead Per Gallon	.08
Bulk Cost Per Gallon	.81
Complete Package Cost Per Gallon (Container Plus Filling Expense).....	.17
Factory Cost In Package Per Gallon	.98

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	\$1.4535
(C) By Company owned or controlled outlet to retail customer	none
(D) To an independent retailer (Dealer)	\$1.71
(E) To other (specify)	

REPRODUCED AT THE NATIONAL ARCHIVES

OPA 000100

N 4501