

BRIGGS-MARONEY COMPANY, INC.

TRADE NAME: "Bri-Mar House Paint"
 CATEGORY: Exterior House Paint
 COLOR: White
 NUMBER: 100
 QUALITY: First

	Lb.	Yield In Gallons	Unit Cost	Total Cost
PIGMENT: 60.9%				
Basic Carbonate White Lead	176	3.12	.0246 \$8.66 cwt.	\$15.24
Sublimed White Lead	197	3.60	7.91 "	15.58
Titanium Dioxide	175	5.46	15.16 "	26.53
35% Leaded Zinc	270	5.50	7.40 "	19.98
Asbestine	326	13.70	1.10 "	3.59
VEHICLE: 39.1%				
Refined Linseed Oil	73	.5748	.93 1/2 gal.	68.26
Varnish Oil #85	11 1/2	.0886	1.09 "	12.26
Dryer P	3 3/8	.0266	.96 "	3.24
Mineral Spirits	8	.0630	.12 "	.96
CALCULATED YIELD	127			165.64
MANUFACTURING LOSS 2-1/2%	3 1/2			
ACTUAL YIELD	123 1/2			

COST ANALYSIS:

Material Cost Per Gallon (Total Cost Divided By Actual Yield).....	\$1.3.
Direct Labor Cost Per Gallon	.0.
Factory Overhead Per Gallon	.0.
Bulk Cost Per Gallon	1.4
Complete Package Cost Per Gallon (Container Plus Filling Expense).....	.1
Factory Cost In Package Per Gallon	\$1.6

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	\$2.06 1/2
(C) By Company owned or controlled outlet to retail customer	none
(D) To an independent retailer (Dealer)	\$2.43
(E) To other (specify)	

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