

THIS MUST BE SCRAPED OR SAND
PAPERED BEFORE A NEW COAT OF
PAINT IS APPLIED. FOR OUTSIDE WORK
THIN WITH LINSEED OIL. FOR INSIDE
WORK THIN WITH SPIRITS TURPEN-
TINE, IF IT IS TOO THICK TO WORK
GOOD. BRUSH OUT SMOOTH AND YOU
WILL BE WELL PLEASED WITH THE
RESULTS.

BRIGGS-MARONEY COMPANY, INC.

TRADE NAME: "Winthrop House Paint"
CATEGORY: Exterior House Paint
COLOR: White
NUMBER: 400
QUALITY: Second

	Lb.	Yield In Gallons	Unit Cost	Total Cost
PIGMENT: 50.4%				
Lithopone	350	9.77 .0886	\$4.66 cwt.	\$16.31
Georgia White	300	13.23 .1114	1.36 "	4.08
		.2116		
VEHICLE: 49.6%				
Combination Oil	10	.0917	.72 gal.	7.20
Fish Oil	40	.3670	1.06 1/2 "	42.60
Varnish #11	10	.0917 .0859	.36 "	3.60
Solution	4	.0267 .3646		
Dryer W	5	.0459	.61 "	3.05
Mineral Spirits	17	.1560	.12 "	2.04
CALCULATED YIELD	109			78.88
MANUFACTURING LOSS 2-1/2%	2 3/4			
ACTUAL YIELD	106 1/4			

COST ANALYSIS:

Material Cost Per Gallon (Total Cost Divided By Actual Yield)	.74
Direct Labor Cost Per Gallon	.04
Factory Overhead Per Gallon	.08
Bulk Cost Per Gallon	.86
Complete Package Cost Per Gallon (Container Plus Filling Expense).....	.17
Factory Cost In Package Per Gallon	1.03

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	\$1.40 1/4
(C) By Company owned or controlled outlet to retail customer	none
(D) To an independent retailer (Dealer)	\$1.65