

R.M. Roosevelt #2

To offset the keen competition of Paste Whites of various combinations, which have been offered at lower prices and because they were easily incorporated with the liquids, we introduced in 1933, with some success, SOFT PASTE White Lead in Oil. This paste contains about one gallon more linseed oil to the 100 lb. keg and is a great time saver for the Painter. Apparently this new product did not do much by way of increasing the tonnage of Lead sold in '33.

Lead is not being displaced with superior products but mainly because lower prices are quoted on inferior merchandise. Price seems to be more attractive, many times, than the, more important quality of paint; namely, good appearance, easy working qualities and long life -- which means lower cost for the protection of property. In these respects Lead has no equal and White Lead in Oil offers a great opportunity for the Association to assist the Manufacturers to keeping these facts sold to the paint consumers of America.

W. E. MASTON

WEM/AJ

N12012

NLI 002370