

CONSUMER'S PRICE COMPARISON
(Basis of Eastern prices)
Lead and Oil versus SWP Colors.
Figured on the basis of two-coat work over old surface.
Jan 19, 1927

FIRST COAT

L))100 lbs Lead at 14½	-----	\$14.50
2 Gal Linseed Oil @ \$1.10	-----	2.20
2 Gal Turpentine @ \$1.15	-----	2.30
1 Pt Drier	-----	.30
Additional labor and cost of oil colors for		\$19.30
mixing and tinting (not required when using SWP)		2.00
TOTAL 7 gallons of Paint		\$21.30

SECOND COAT

100 lbs Lead at 14½	-----	\$14.50
4 Gal Linseed Oil @ \$1.10	-----	4.40
1 pt Turpentine	-----	.18
1 pt Drier	-----	.30
Additional labor and cost of oil colors for		\$19.38
mixing and tinting (not required when using SWP)		2.00
TOTAL 7 gallons of Paint		\$21.38

Total cost of Paint (14 gals)	\$42.68
Cost per gallon	3.05

The above formulac are based on those of The National Lead Co. According to their printed statements, resulting paint would take care of 4,200 sq ft of surface.

THE FOLLOWING AMOUNT OF SWP WILL COVER EQUAL AMOUNT OF SURFACE:

FIRST COAT

5-1/2 gal SWP Colors @ \$3.85	-----	\$21.17
3/4 Gal Turpentine @ \$1.15	-----	.83
		\$22.00

SWP Retail
\$3.85 to \$4.00

Painters
\$3.50 to \$3.65

SECOND COAT

4-1/2 Gal SWP Colors @ \$3.85	-----	\$17.32
3/4 Gal Linseed Oil @ \$1.10	-----	.80
		\$18.12

Cost to Dealer
\$2.90 Colors

Total cost of Paint (11½ gals)	\$40.12
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NOTE: The above is figured on the basis of SWP covering 360 sq ft per gallon, and hand mixed lead and oil covering 250 sq ft, based on literature of lead corrodors.

Total cost of Lead and Oil Paint	\$42.68
" " " SWP	40.12
Saving thru use of SWP	\$ 2.55

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