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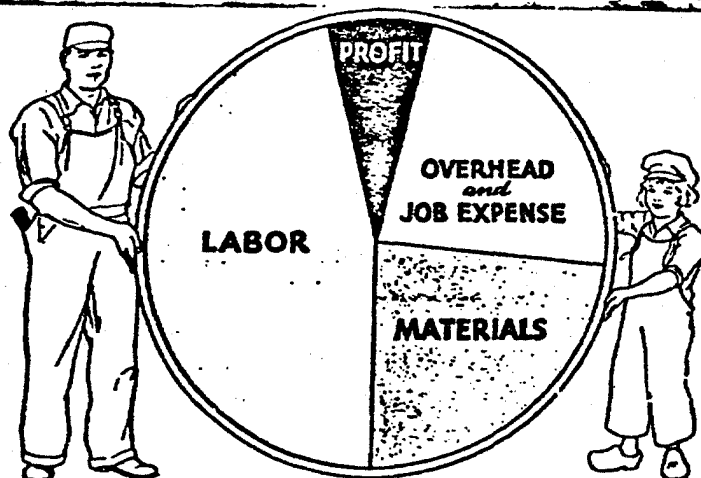
NLI 111711

Room 224...111 BROADWAY...NEW YORK, N. Y.
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IF YOU'RE
PAINTING FOR PROFIT

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MAKE SURE YOU GET IT



THIS "pie" chart is a picture of a typical painting business—your business. • The whole "pie" is the money you receive for your jobs. • A large piece pays for labor—preparing the paint, preparing the surface, painting, etc. • Another piece pays for materials. • A third piece is absorbed by your overhead and job expense—rent or taxes, cartage, bad debts, wasted paint, etc. • The fourth piece goes to you—it's your Profit. It represents the money you have left after paying for labor, materials and overhead. • In order to make your business more profitable, you've got to increase, in relation to the other pieces, the size of the piece called "Profit". This can be done only by making one or more of the other pieces smaller. — —

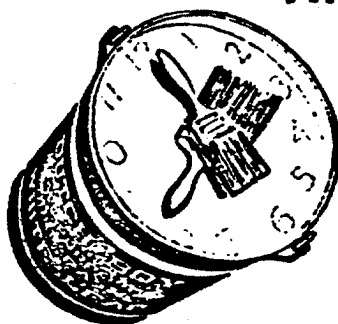
You can do this by

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Using DUTCH-BOY

REDUCE PREPARATION TIME



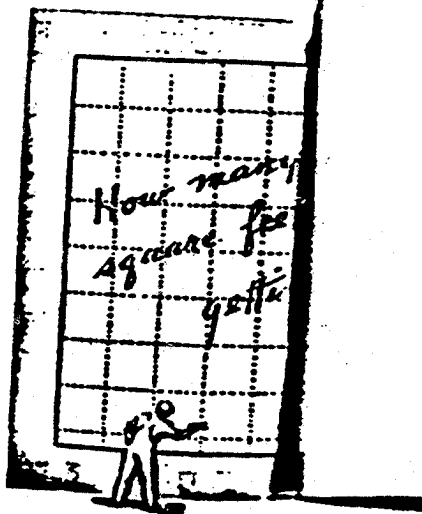
NO PAINT can be used without some preparation. Many paints require considerable time to prepare. Pouring off the oil, digging out settled pigment, boxing repeatedly — this work takes time. Dutch Boy white-lead paint saves some of this time. The new All-Purpose grind of soft paste is so soft and workable that it may be mixed without raising a sweat, at the rate of a gallon a minute.

The time it takes to get paint ready to use is time that must be added to the final cost of doing your jobs. With Dutch Boy white-lead paint you spend less time in preparation. That means a surer profit.

REDUCE COST

PAINT that gives 700 square feet of surface with one which gives you less than the same per gallon. The paint figures about 12 square feet of paint covering in material is worth.

Dutch Boy white-lead paint, will cost about \$2.00 per square foot of siding, or a square foot of Dutch Boy only one-third of a cent.



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WHITE-LEAD PAINT

REDUCE MATERIAL COSTS

that gives you an average spread of one foot per gallon costs you less than you get less coverage—if the paint costs \$2.20 per gallon. But, if "the 700 square foot" about \$2.20 per gallon and "a 500" paint costs \$3.00 per gallon, your spread is worth talking about.

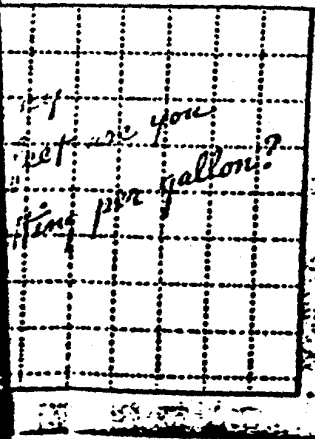
white-lead paint, in most localities to about \$2.20 per gallon. It will cover 700 siding, on the average, one coat. Thus, if Dutch Boy white-lead paint costs of a cent. That means a surer profit.

REDUCE OVERHEAD EXPENSE



WASTED paint costs money. Half-empty cans of "this and that" are needless expense. This paint was bought at various times for various purposes; some was used and the balance left to skin over. It's charged off as Overhead.

The painter who standardizes on Dutch Boy white-lead paint has no "left-over" problem. The quantity of paint estimated is mixed as needed. Any materials not used on one job are usually good on the next. White-lead is a stock item; so are linseed oil, flattening oil, colors and drier. Dutch Boy white-lead paint is adaptable to any paint job—there is practically no waste. That means a surer profit.



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DUTCH BOY WHITE IS YOUR KEY TO SUCCESS

THERE are several reasons why it will pay you to use every job. • Four reasons are given below. • Here paint helps you to earn and keep a reputation for turning jobs. • It is the *Painter's Paint* . . . mixed at the job, the job. • Dutch Boy jobs look better because the paint because the paint is mixed to fit.

GALLON-A-MINUTE MIXING HIGH



OW much time and effort do you usually spend in getting a gallon of paint ready for the brush? If you're using Dutch Boy All-Purpose soft paste white-lead you need spend only a few minutes mixing enough paint for a six-room house. All-Purpose soft paste is the up-to-the-minute form of pure lead-in-oil. It is ground in

pure linseed oil and a small percentage of pure turpentine. It needs no breaking up. With soft paste, mixing is just ABC: (A) Knock off the cover and stir in the free oil on top of the lead; (B) dump the lead into a mixing tub and rinse out the keg with a little oil; (C) add the necessary thinners and drier (and colors if needed) and mix.

DUTCH BOY
Lbs. per gal.
1.00
1.25
1.50
1.75
2.00
2.25
2.50
2.75
3.00

NOTE: The fact that we and other paint should not compare. Just remember.

WORKS EASY · HIDES WELL · GOES FAR



THE easy-brushing quality of Dutch Boy white-lead paint is so well known among experienced painters that it seems superfluous to mention

siding, of between 650 and 750 square feet per gallon, one coat. This extra spread is due, too, to the opacity and fineness of the

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SMALL stock of products gives

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WHITE-LEAD PAINT TO SUPER PROFITS

It will pay you to use Dutch Boy white-lead paint on given below. • Here's another: Dutch Boy white-lead reputation for turning out good-looking, long-lasting mixed at the job, for the job, by the man who does ter because the paint is tinted to suit. They last longer

NG HIGH QUALITY AT LOW PRICE

Chart showing average cost per gallon of
DUTCH BOY WHITE-LEAD PAINT for a two-coat repainting job on outside woodwork.

Lead and Oil cost per gallon	WHITE-LEAD COST PER 100 LBS.															
10.00	10.25	10.50	10.75	11.00	11.25	11.50	11.75	12.00	12.25	12.50	12.75	13.00				
1.95	1.99	2.03	2.07	2.11	2.14	2.18	2.22	2.26	2.29	2.33	2.37	2.41				
0.90	1.99	2.03	2.07	2.11	2.14	2.18	2.22	2.26	2.29	2.33	2.37	2.41	2.45			
1.00	2.03	2.07	2.11	2.15	2.19	2.22	2.26	2.30	2.34	2.37	2.41	2.45	2.49			
1.10	2.07	2.11	2.15	2.19	2.23	2.26	2.30	2.34	2.37	2.41	2.45	2.49	2.53			
1.20	2.11	2.15	2.19	2.23	2.26	2.30	2.34	2.38	2.41	2.45	2.49	2.53	2.57			
1.30	2.15	2.19	2.23	2.26	2.30	2.34	2.37	2.41	2.45	2.49	2.53	2.57	2.61			
1.40	2.19	2.23	2.26	2.30	2.34	2.37	2.41	2.45	2.49	2.53	2.57	2.61	2.65			
1.50	2.23	2.26	2.30	2.34	2.37	2.41	2.45	2.49	2.53	2.57	2.61	2.65	2.69			

The average at the above figures, the cost of turpentine, 1 1/2 lbs. and at the first coat, has been figured at 10 cents per gallon and the cost of drier, 12 gr. used on each coat, has been figured at \$2.00 per gallon. Considerable variation in the cost of color of these items does not materially affect the average cost per gallon of paint.

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TOPNOTCH quality is only one feature of Dutch Boy white-lead paint. Low price is another important feature. The fact that white-lead is sold by weight and other paints are sold by measure should not complicate your cost comparison. Just remember that, for the first coat

on a repainting job, 100 pounds of lead, 2 gallons of oil, 1 1/4 gallons of turpentine and 1 pint of drier make 7 gallons of paint. For the finish coat, 100 pounds of lead, 3 gallons of oil and 1 pint of drier make 6 1/4 gallons. Divide cost of materials by number of gallons and find your cost per gallon.

THE PAINT FOR ALL PAINTING



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SMALL, easily-handled stock of Dutch Boy products gives you the "making"

soft paste white-lead, Dutch Boy flattening oil and Dutch Boy

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HOW much time and effort do you usually spend in getting a gallon of paint ready for the brush? If you're using Dutch Boy All-Purpose soft paste white-lead you need spend only a few minutes mixing enough paint for a six-room house. All-Purpose soft paste is the up-to-the-minute form of pure lead-in-oil. It is ground in

pure linseed oil and a small percentage of pure turpentine. It needs no breaking up. With soft paste, mixing is just ABC: (A) Knock off the cover and stir in the free oil on top of the lead; (B) dump the lead into a mixing tub and rinse out the keg with a little oil; (C) add the necessary thinners and drier (and colors if needed) and mix.

WORKS EASY · HIDES WELL · GOES FAR



THE easy-brushing quality of Dutch Boy white-lead paint is so well known among experienced painters that it seems superfluous to mention it here. Lead and oil paint goes on nicely and levels off smoothly. It has good hiding power, due to the opacity of the pigment and the fineness of its particles. Dutch Boy white-lead paint has a spreading capacity, on typical

siding, of between 650 and 750 square feet per gallon, one coat. This extra spread is due, too, to the opacity and fineness of the pigment and to its free-brushing quality. Once mixed the paint stays mixed and it rarely is necessary to stir while painting. Dutch Boy white-lead paint is good to the last brushful—there's no grit or sediment to settle out in the pot.

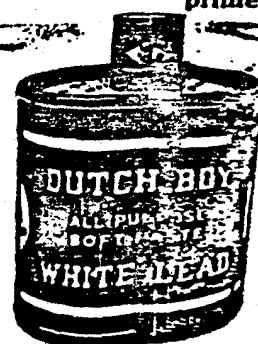
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1.20	2.11	2.15	2.19	2.23	2.26	2.30	2.34	2.37	2.41	2.45	2.49	2.53
1.30	2.15	2.19	2.23	2.26	2.30	2.34	2.37	2.41	2.45	2.49	2.53	2.57
1.40	2.19	2.23	2.26	2.30	2.34	2.37	2.41	2.45	2.49	2.53	2.57	2.61

The amount of the above listed, the cost of turpentine (1 1/2 lbs. used in the first coat, but here figured in 10 cents per gallon and the cost of drier (1 lb. used in each coat) has been figured in \$2.00 per gallon. Considerable variation in the cost of either of these items does not materially affect the average cost per gallon of paint.

TOP-NOTCH quality is only one feature of Dutch Boy white-lead paint. Low price is another important feature. The fact that white-lead is sold by weight and other paints are sold by measure should not complicate your cost comparison. Just remember that, for the first coat

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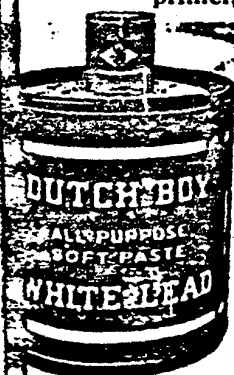
THE PAINT FOR ALL PAINTING



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SMALL, easily-handled stock of Dutch Boy products gives you the "makin's" for practically any type of paint you need. For outside painting use Dutch Boy All-Purpose soft paste white-lead, Dutch Boy linseed oil, Dutch Boy liquid drier and Dutch Boy colors-in-oil. For inside work on plaster walls use Dutch Boy wall primer, Dutch Boy All-Purpose

soft paste white-lead, Dutch Boy flattening oil and Dutch Boy colors-in-oil. Nearly everything you are called on to paint—wood, plaster, concrete; brick, stucco, stone; houses, stores, factories; rooms, halls, porches; walls, floors, ceilings—can be painted, and painted properly, with Dutch Boy white-lead paint—pure white or any tint of any desirable color.



KE THE PAINT—THAT MEANS A SURER PROFIT

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