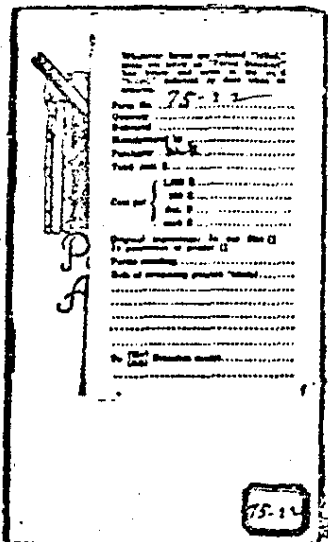


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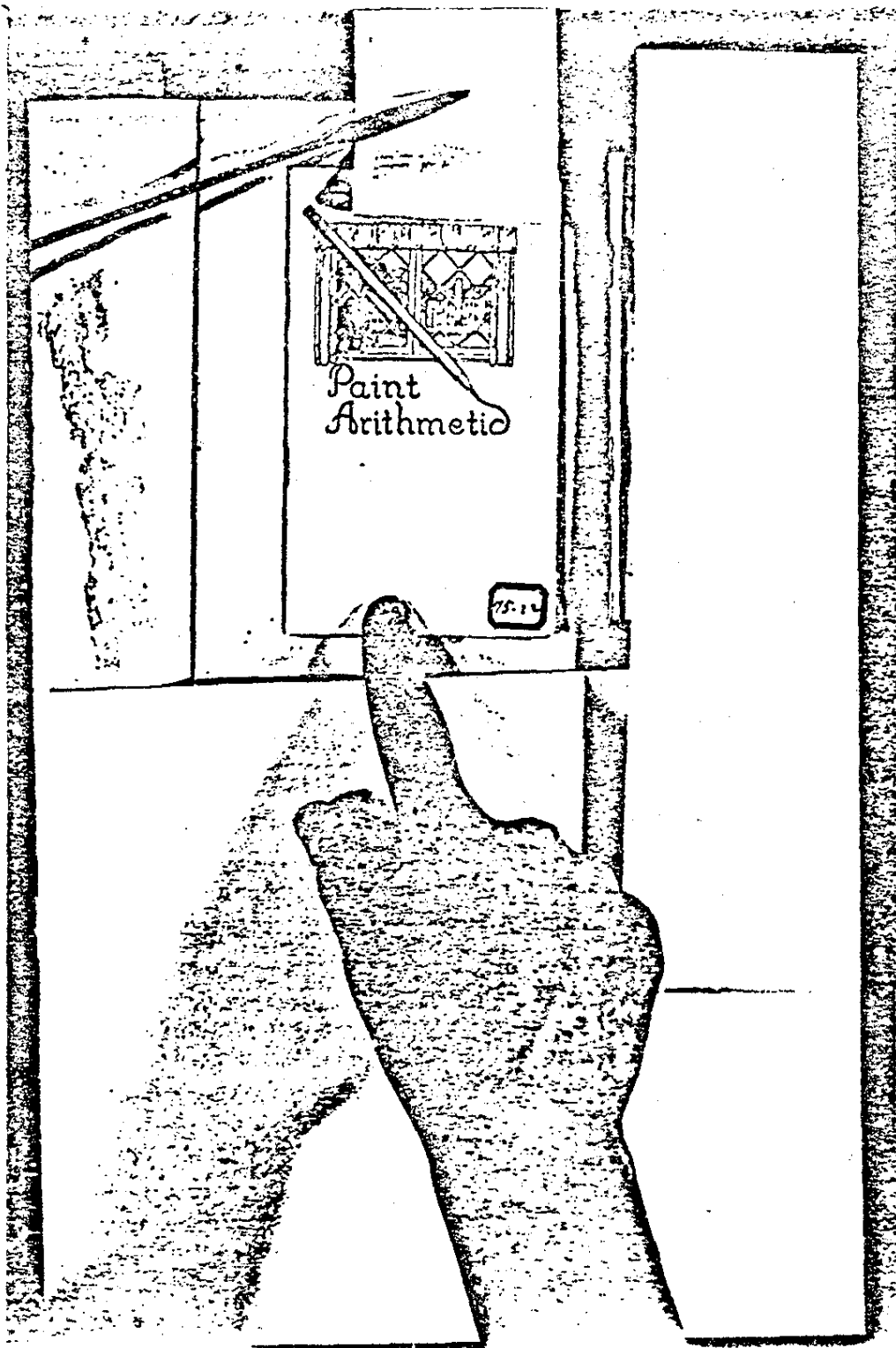


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Paint
Arithmetic



NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Chicago Dallas Philadelphia St. Louis
John T. Lewis & Son, Inc. Pittsburgh
Richard Lead & Co., Inc. Portland

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Pocket Arithmetic



HERE is a certain
type of man who li-
terally figures every-
thing out. You know
the fellow we mean.
The figure wizard.
He thinks with his pencil.

Jones is of that type. A short
while back he dropped into a
neighborhood paint store to talk
about paint for his house. Before
very long he had his pencil out and
was making some calculations.

Suddenly he stopped short and ex-
claimed: "Send me the paint which
will last the longest. I find that
the pencil doesn't cut any figure!"

The paint-store man had learned
that fact many years ago but in the
hope of seeing it expressed a new
way in figures he drew Jones out by
asking: "How do you figure that
out?"



The Pencil Boy Paint

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"Just this way," continued Jones triumphantly. "My figures show that the cost of a painting job is determined by the long and time a paint wears and not by the price per gallon. Let me give you an example.

"You say that it costs approximately \$7 in labor to apply one gallon of paint, regardless of its price or merit. If a good paint will last four years and costs about \$4 per gallon, that will mean \$10 per gallon applied. At \$10 for four years, the painting job will cost \$2.50 per year.

"That's right isn't it?

"Now suppose I was tempted to buy a cheaper paint, knowing that even if it didn't last so long I would be ahead of the game. If such a paint should turn out to last only three years instead of four, what should its price have been to make it an 'even break'?



"How long a painting job is determined by the length of time a paint wears."

with the better paint. Would \$3.25 (three-fourths of \$4) be right?

"The \$4 paint comes to \$2.50 per year for both labor and paint. For three years then, my total expenditure should not exceed three times \$2.50 or \$7.50. The labor charge is the same in both cases, namely \$7. Subtracting that, there is left but 50 cents with which to purchase the gallon of paint. The three-year

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point at \$1.25 per gallon now looks sky-high, doesn't it?

When his friend had left the store, the man did some figuring on his own account and found that even at \$2 per gallon the four-year paint would still be cheaper by 25 cents than the \$1.25 paint. Figure it out for yourself.

Everyone understands that the labor charge for a paint job varies, being different in different places, at different times and under different conditions. It may be \$2, \$4 or \$8 instead of \$7—the figure used above. Nevertheless you will find that the advantage is invariably in favor of the four-year paint. If it were possible to have the \$3 paint applied for as little as \$1 per gallon, it would still be a better "buy" by 25 cents per gallon than the three-year paint at \$1.25 per gallon. Moreover, the higher the labor cost the greater the advantage in favor of the four-year paint.

Here is another way of looking at the matter. Ordinarily a paint job is about two-thirds labor and only one-third paint. No matter the price of the paint, you pay the same for putting it on. If it is going to cost \$20 for spreading the paint, it makes little difference whether the paint costs \$10 or \$15 or \$20. It makes a lot of difference, however, whether your selection of the \$20 paint or the \$10 paint costs the expenditure of \$20 for labor or profits.

That determines the cost per year, not only of the paint but of the labor.

It pays to do a little paint arithmetic every once in a while. Like Jones you may not



The matter of the price of the paint, you pay the same for putting it on

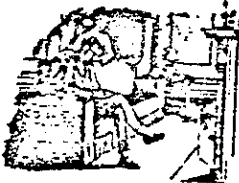
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cover some interesting figures and facts which will help you to keep down the upkeep on your house.

If you are figuring on having your house painted, inside or outside, let us suggest that you stick to good, old-fashioned "lead and oil" such as that made of Dutch flow white, lead and pure linseed oil. It compares favorably in price per gallon



A paint is a lead paint which makes every room so durable

at all times with other paints except the very cheapest but, no matter what its price per gallon, it always figures less by the year because it lasts longer.

Not only does pure "lead and oil" last longer but it covers so much more surface to the gallon and spreads so easily that fewer gallons are needed and less time is required to apply it. These are factors which further reduce its cost on the comparative basis.

Another factor which brings down the cost per year of "lead and oil" is its freedom from the cracking and scaling evil. When repainting time comes, you do not have to pay the painter for removing cracked, scale paint—a job which oftentimes costs as much as applying the new paint. A lead-and-oil paint also wears down smooth and even and requires no expensive preparation to put it in shape for repainting.

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A job well done is the mark of an expert painter.

The way a paint wears also largely determines its looks. A paint cannot retain its good looks any longer than the period in which the film remains unbroken. The moment it begins to crack and scale off, its beauty begins to go too. You will find that paint made of Dutch Boy white-lead gives the maximum in good looks because it wears well and also because it can be tinted exactly to any desired color. Simply the addition of the proper tinting materials to the white paint colors it.

Paint made of Dutch Boy white-lead is just as excellent for interiors as for exteriors, considered both

from the standpoint of service and of beauty. Mixed with turpentine instead of linseed oil, the white-lead produces a glossiest, washable finish of exceptional beauty for interior walls and woodwork. There is a charm to a delicately tinted, white-lead interior which can be gotten in no other way.

The white-lead paint more sells has come to be significant of its whole stock. A high-grade, standard, pure white-lead generally means a high-grade stock throughout.



A person who looks well and well-kept is the mark of a good painter.

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out. The dealer who recommends
Dutch Boy white-lead for your
painting can be safely counted upon
to recommend the right linseed oil,
flattening oil, colors, and other paint
and painting necessities.



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