

When "Cheap" Paint Fails, The DEALER *is the* GOAT



WE offer in evidence Exhibit A—a photograph from our records showing a "cheap" paint job after a short time.

The sad remains still clinging to this section of siding, tell the story of a costly experience...the premature cracking and scaling of a paint job the owner hoped would last for years.

But this is only half the story. Not only did he buy a repainting job long before he expected to, but he had to pay for burning and scraping before the new coats could be put on.

After an experience like this it's only human for the property owner to blame the dealer who sold him the paint. Only human for him to cross that dealer off his list and buy his brick, sand, stone, cement and other supplies from somebody else.

No matter who made the paint, the dealer is the GOAT.

So it's always good policy to protect your business by selling paint you can be sure of.



(Exhibit A)

"CHEAP" PAINT

Close-up of a "cheap" paint job that went to pieces in a short time. When a dealer sells paint like this his business is bound to suffer in every direction.

(Exhibit B)

DUTCH BOY...

Three years old and still in excellent condition. When you sell paint like this it builds "good will" for your entire supply line.

Exhibit B shows a safe paint to recommend

We now offer in evidence Exhibit B—another photograph from our records...this one showing a Dutch Boy White-Lead job after long exposure.

Here is the kind of paint job that satisfies customers and PROTECTS your business. Unlike "cheap" paint Dutch Boy does not crack and scale. It resists the weather and wears down stubbornly by gradual chalking which leaves an ideal surface for new paint. A Dutch Boy job does

not have to be burned and scraped off before repainting. When you sell Dutch Boy your customer gets paint that gives the long-lasting protection he expects. Then there is no danger of losing the customers you have worked so hard to obtain.

DUTCH BOY

All-Purpose Soft Paste

WHITE-LEAD



KD-4374—Building Supply News, March, 1935
Sep.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo;
900 West 18th St., Chicago; 659 Freeman Ave.,
Cincinnati; 820 West Superior Ave., Cleveland;
722 Chestnut St., St. Louis; 2240 24th St., San
Francisco; National-Boston Lead Co., 800 Albany
Street, Boston; National Lead & Oil Co. of
Pa., 316 Fourth Avenue, Pittsburgh; John T.
Lewis & Bros. Co., Widener Bldg., Philadelphia.

N 28159

0000-NLI-000014502