

IS "CHEAP" PAINT PUTTING YOUR BUSINESS

...On The Spot?



"CHEAP" PAINT

Actual photograph of a "cheap" paint job in mid-western town. Cracks began to appear soon after application. Paint that gives this kind of result makes owners think twice before they buy again from the dealer who sold it.

DUTCH BOY

House in same town painted with Dutch Boy three years ago. What a contrast to the cheap paint job. Paint made with Dutch Boy White-Lead gives long-lasting protection. Jobs like this mean satisfied customers.

You know how it goes. A property-owner builds with the best materials available—lumber, sand, brick, roofing—all as good as money can buy.

But what does he get for paint? A "cheap" grade. And what happens? A year or so later—it goes to pieces. His new place becomes an eyesore. And he is faced with the prospect of spending a pretty penny for burning off the old paint before he can repaint.

There's one man who has been turned into a dissatisfied customer. Can you blame him if he vows he'll never again buy ANYTHING from the dealer whose

"cheap" paint let him in for so much trouble and expense.

Don't let "cheap" paint put your business on the spot! Not when you can so easily prevent it. Every time you sell supplies to a customer be sure to sell him paint that is durable. Sell him Dutch Boy and then you can be sure his paint job will give the satisfaction he has a right to expect.

You can always depend on
Dutch Boy

Paint made from Dutch Boy White-Lead gives long-lasting protection. Unlike "cheap" paint, Dutch Boy does not crack

and scale. It resists the weather and wears down stubbornly by gradual chalking which leaves a perfect surface for new paint.

By selling Dutch Boy White-Lead and the other products in the Dutch Boy line, you build up a profitable volume of paint business but even more important . . . you help protect the future of your entire building supply business.

Now in new, convenient form

Dutch Boy White-Lead now comes as a quick-mixing paste that can be used for both outside gloss paint and inside flat finishes. This ALL-PURPOSE soft paste is Dutch Boy White-Lead of the same high quality you have always known.

NATIONAL LEAD COMPANY
111 Broadway, New York; 114 Oak St., Buffalo; 900 W. 18th St., Chicago; 155 Fremont Ave., Cincinnati; 830 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 316 4th Ave., Pittsburgh; John T. Lewis & Brok. Co., Widener Bldg., Philadelphia.



DUTCH BOY *All-Purpose Soft Paste* **WHITE-LEAD**

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