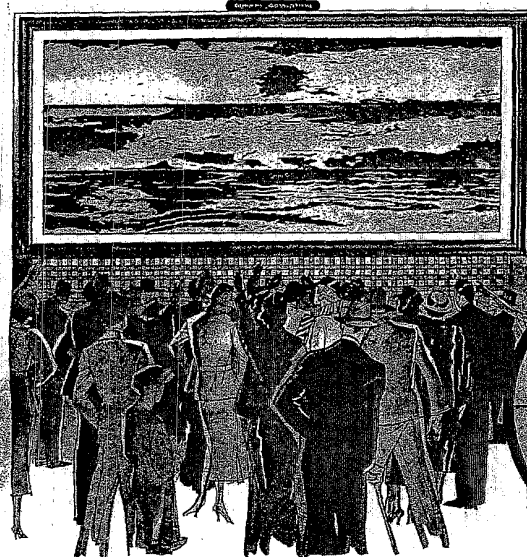


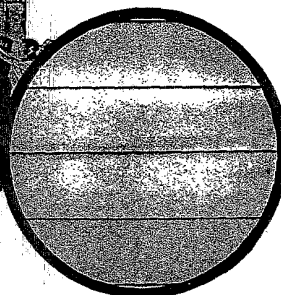
A "Cheap" Paint Job is a BILLBOARD

CONDEMNING THE MAN WHO SOLD THE PAINT



← "CHEAP" PAINT

Only a few months old, this "cheap" paint job. And what a fine advertisement for the dealer who sold the paint! Undoubtedly the best bill of goods he'll ever sell the victim.



SHOWN above is an actual photograph of a "cheap" paint job after a few months exposure.

We picture this photograph as a billboard—for that's what a "cheap" paint job really is, an advertisement that condemns the dealer who sold such low grade paint.

Consider the property owner who was victimized by this job. He had no idea his paint would go to pieces so soon. And had no idea that repainting would involve the heavy expense of hunting and scraping off the old paint. You can't blame him for being plenty sore with the dealer who sold him paint of such inferior quality. *You can't blame him if he says, "Never again! I'm off that man for life!"*

Don't let "cheap" paint rob you of customers you have worked so hard to obtain...customers who not only buy paint but lumber, sand, brick, cement and supplies of every kind.

Every time you sell paint to a customer be sure to sell him paint that is durable. Sell him Dutch Boy White-Lead. Then you are sure he is getting paint that's every bit as good as the other supplies you carry.

There's nothing better than
Dutch Boy

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

DUTCH BOY...

Three years already for this Dutch Boy job. And it still has a lot of wear in it. The smart dealer who sold this paint knows that good will is his biggest asset.

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

So—when you sell Dutch Boy White-Lead and the other Dutch Boy paint products remember that you are not only building up a profitable volume of paint business but even more important you are protecting the good will of your entire supply business.

DUTCH BOY

All-Purpose Soft Paste

WHITE-LEAD



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 & Brock Co., Widener Bldg., Philadelphia.

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