

When "Cheap" Paint Fails, LUMBER *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 cracking and scaling off of a paint 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 new coats could be put on.

After an experience like this you can't blame the owner if he figures that painting is a costly proposition. You can't blame him either if the next time he builds he considers using materials that don't need paint.

Don't let "cheap" paint make lumber the GOAT!

Every time you sell a bill of siding urge the customer to employ both good paint and a good painter.

Exhibit B shows the kind of job to recommend

We now offer in evidence Exhibit B—another photograph from our rec-



ords...this one showing a Dutch Boy White-Lead job after long exposure.

Here is the kind of paint job that not only protects lumber but protects the lumber BUSINESS.

Paint made with Dutch Boy White-Lead does not crack and scale. It resists the weather...wears down stubbornly by gradual chalking, leaving a smooth, even surface for new paint.

If you happen to carry Dutch Boy White-Lead and the other Dutch

{Exhibit A}

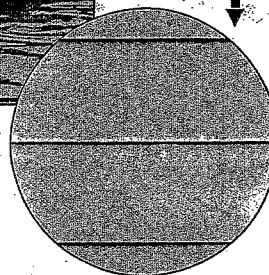
"CHEAP" PAINT

Close-up of a "cheap" paint job that went to pieces in a short time. No wonder the owner thinks it's hard to get a satisfactory paint job and that lumber costs a pretty penny to protect.

{Exhibit B}

DUTCH BOY...

Three years old and still in excellent condition. A long-occurring paint job like this is never detrimental to lumber.



Boy paint products so much the better. By actively selling Dutch Boy you not only prevent "cheap" paint from making lumber the GOAT, but you build up a profitable volume of paint business for yourself.

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 & Bros. Co., Widener Bldg., Philadelphia.

KD-4377—American Lumberman, March 30 and August 17, 1935★

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