

A Black Eye for the BUILDING SUPPLY DEALER

"Cheap" paint fails!
That makes owners
lose confidence in the
dealer who sold it

"CHEAP" paint gives itself away soon after it leaves the can. The big circle above shows the sad end of cheap paint . . . after only a few months of exposure.

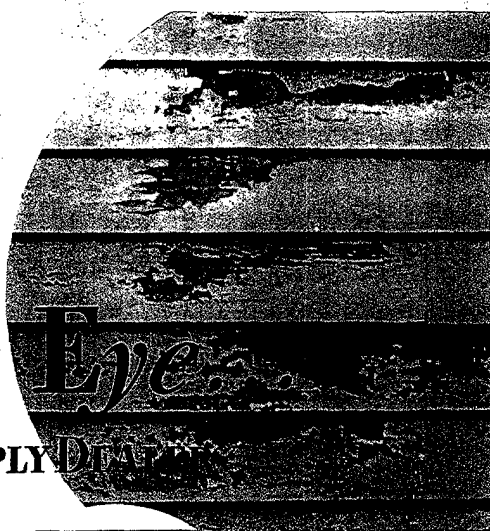
A job like this gives the man who sold the paint a black eye. Everything else he supplied—lumber, brick, sand, roofing—may have been top-notch quality. But the owner can't see that.

The thing he can see is that the paint was no good. He realizes that he's "stuck" with the unexpected expense of burning off the old paint before he can repaint. Can you blame him if he decides then and there not to buy ANYTHING from the dealer whose "cheap" paint made such a dent in his bank account?

Don't let "cheap" paint give your business a black eye.



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



↑ "CHEAP" PAINT

Actual photograph of a "cheap" paint job in a mid-western town. Cracks began to appear soon after application. Paint that fails this way makes an owner think twice before he buys 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 from Dutch Boy White-Lead gives long-lasting protection. Jobs like this mean satisfied customers.

Not when you can so easily prevent it. Sell Dutch Boy and then you can be sure every paint job will give the customer full satisfaction.

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 smooth, even 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; 118 Oak St., Buffalo; 200 West 14th St., Chicago; 669 Freeman Ave., Cincinnati; 330 West Superior Ave., Cleveland; 782 Chestnut St., St. Louis; 2440 44th St., San Francisco; National Lead Co., 830 Albany St., Boston; National Lead & Oil Co. of Pa., 216 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.