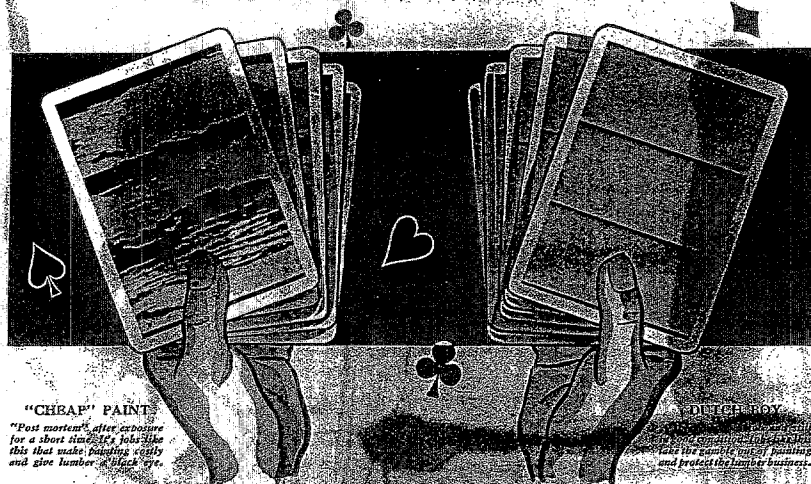


The Cards are STACKED against LUMBER WHEN "CHEAP" PAINT DEALS THE HAND



"CHEAP" PAINT
"Post mortem" after exposure for a short time, it's jobs like this that make painting costly and give lumber a black eye.

At the left, above, is pictured a "raw deal"... the kind of deal that always takes place when a property owner gambles with "cheap" paint.

This is an actual photograph—a photograph taken a short time after "cheap" paint was applied.

When the victim bought this "cheap" paint job, he didn't know the cards were stacked. Didn't suspect the paint would go to pieces so soon. And, of course, didn't know either he was letting himself in for the heavy expense of burning and scraping off the sad remains before new coats could be applied.

But the property owner isn't the only

victim. When "cheap" paint deals the hand the cards are stacked against LUMBER, too.

Former costly experience like this that make owners feel that lumber costs a pretty penny to protect and that it might be better the next time to build with materials that don't need paint.

Don't let "cheap" paint start a trend away from lumber. Every time you sell lumber to a customer point out the importance of using both good paint and good painter.

Dutch Boy gives lumber a SQUARE DEAL

When you advocate painting with Dutch Boy White-Lead you can be

sure you are recommending a paint that is durable... a paint that gives lumber a square deal and therefore, owners 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 Boy paint products, so much the better. When you actively sell Dutch Boy there's no danger of lumber getting a raw deal, and besides 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;
500 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., 808 Albany
Street, Boston; National Lead & Oil Co. of
Pa., 216 Fourth Avenue, Philadelphia; John T.
Lewis & Bros. Co., Widener Bldg., Philadelphia.

KD-4386—Amer. Lumberman, May 25, Oct. 12, 1935

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