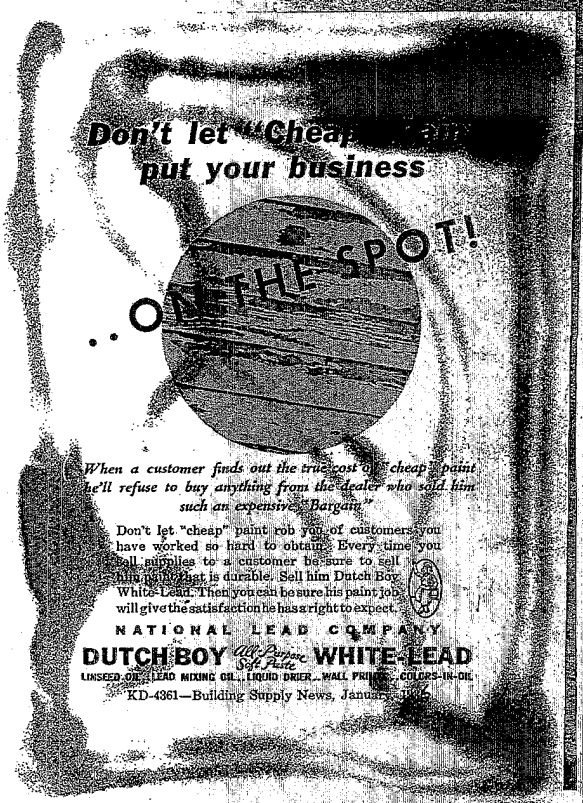


When a customer finds out the true cost of "cheap" paint he'll refuse to buy anything from the dealer who sold him such an expensive "Bargain"

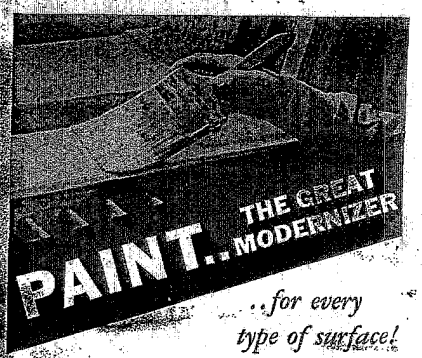
Don't let "cheap" paint rob you of customers you have worked so hard to obtain. Every time you sell supplies to a customer be sure to sell him paint that is durable. Sell him Dutch Boy White-Lead. Then you can be sure his paint job will give the satisfaction he has a right to expect.

NATIONAL LEAD COMPANY

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

LINSEED OIL..LEAD MIXING OIL..LIQUID DRIER..WALL PRIMER..COLORS-IN-OIL

KD-4361—Building Supply News, Januar[illegible]



..for every type of surface!

● Figure your costs when the paint is fresh or figure them after it's been on for years—and each time you'll find that paint made with Dutch Boy White-Lead is low. First cost is low because Dutch Boy is so easy to prepare, so easy to brush on and has such exceptionally high coverage. Final cost is low because Dutch Boy lasts so long.

NATIONAL LEAD COMPANY

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