

"Cheap" Paint is a BOOMERANG... that comes back at LUMBER

Actual photograph of "cheap" paint showing how it goes to pieces after a few months' exposure. After an experience like this you can't blame the owner for switching to materials that don't need paint.

● The lumber business faces a serious menace in "cheap" paint. First it victimizes the property owner and then comes back like a boomerang and strikes a deadly blow at lumber.

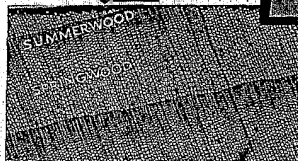
Note how the typical "cheap" paint pictured above has cracked and scaled, letting the property owner in for a repaint job long before it should be needed. Not only must he repaint in a short time but pay for two extra items, (1) the burning and scraping off of the old paint, and (2) the new priming coat which this makes necessary.

After all this expense which could have been avoided, 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.

The way to stop the menace of "cheap" paint is, every time you sell a bill of siding, make it your business to emphasize the importance of using good paint, applied by a good painter.

This Dutch Boy job is three years old and still good. No cracking and scaling here—no extra cost to make the owner regret that he used lumber!

PAINT



■ The difference in size of spring wood and summer wood cells results in uneven expansion and contraction in wooden surfaces. To meet this condition, a paint with great elasticity is required. Without this quality the paint cracks and scales as in the case of "cheap" paint. Dutch Boy, on the other hand, is not only elastic when first applied but also retains this characteristic through years of service. That's why Dutch Boy does not crack and scale.

Protect your business by selling Dutch Boy.

When Dutch Boy White-Lead is used you can be sure the owner is getting a durable paint job—one that actually protects lumber for a long time, and in turn protects the lumber business.

Paint made with Dutch Boy White-Lead does not crack and scale. Hence

it requires no expensive burning and scraping. It resists the weather... wears down stubbornly by gradual chalking, leaving a smooth, even surface for new paint.

By actively selling Dutch Boy, as well as the other Dutch Boy products, you prevent "cheap" paint from becoming a boomerang. At the same time you are sure to build up a profitable volume of paint business.

DUTCH BOY WHITE-LEAD

Good Paint's Other Name



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 13th St., Chicago; 659 Froeman Ave., Cincinnati; 920 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Company, 800 Albany St., Boston; National Lead & Oil Co. of Pennsylvania, 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

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"Cheap" Paint
BOOMERANG
that comes back at
LUMBER

"Cheap" paint quickly
 cracks and scales—ex-
 posing the surface it
 was supposed to protect.

*Property owners victimized by "cheap" paint
 not only turn "sour" toward all paint,
 but toward materials that require painting.*

● By actively selling
 Dutch Boy White-Lead, as well as the
 other Dutch Boy products, you prevent
 "cheap" paint from becoming a boome-
 rang. And you lay the foundation for
 a profitable volume of paint business.

NATIONAL LEAD COMPANY



DUTCH BOY WHITE-LEAD

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

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