

When "Cheap" Paint Goes LUMBER HOLDS THE BAG!



Holding the bag:

— expression meaning to be left in the lurch or get the blame. Derived from the "Salpe Hunt" hoax popular among students. The victim holds a bag and a lantern, the latter supposed to act as a lure. The rest of the party go off in the woods to drive in the snipe and, of course, never return.

THE panel at the right labelled "CHEAP" PAINT shows a section of siding just as the camera caught it.

When this paint was applied a few months before the picture was made, it looked as good as the Dutch Boy job shown beside it.

But what a difference a few months' exposure has made!

The "cheap" paint job is "shot to pieces" long before the owner had any idea he would have to repaint. And, to make matters worse, he now has to pay also for burning and scraping off the old paint before new can be applied.

Expensive business this... the kind of thing that ends up by lumber holding the bag.

For when "cheap" paint goes it leaves the victim with a grievance against paint and surfaces that must be protected with paint.

He naturally feels that lumber costs a pretty penny to protect and that it might be better the next time to build with other materials.

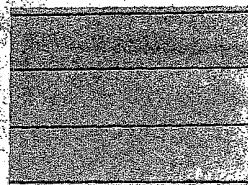
Don't let "cheap" paint make lumber hold the bag. This one simple precaution will prevent it: Every time you sell siding to a customer point out the im-

"CHEAP" PAINT



Photo from our records showing "cheap" paint after a few months. When a properly owner finds lumber so costly to protect he says to himself, "Why use lumber?"

DUTCH BOY



This Dutch Boy job is three years old and still good for lots of wear. Long-wearing paint like this provides economical protection and never lets lumber down.

portance of employing both good paint and a good painter.

There's nothing better than Dutch Boy

When you suggest painting with Dutch Boy White-Lead you can be sure you are recommending a paint that is durable... a paint that protects LUMBER and 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 Boy paint products, so much the better. When you actively sell Dutch Boy there's no danger of lumber holding the bag 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; 906 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., 890 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.