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PABCO MULTI-SERVICE PAINT

What "Cheap" Paint Has Done For England

It would be difficult to find a more striking and convincing example of the costliness, the wastefulness, the great harmfulness resulting from the use of cheap paint than is presented in a newspaper dispatch from London by the "Universal Press Service."

There are few newspapers in the world that are, generally speaking, so conservative as the English papers, and yet one of the leaders, the "Daily Express," does not hesitate to use most emphatic language in referring to the lamentable condition of England because of its use of poor paint. The "Universal" article follows:

"Experts agree that England today is the shabbiest country in Europe; that it is a land of cracked and peeling paint, dirty varnish and dust and decay.

"Streets and houses are thirsty for paint and varnish, and it is estimated that 1,000,000 to 1,500,000 tons of paint would be required to make England presentable.

"The production cheap buildings, shoddy paints and shoddier varnish are among the reasons for so many street dilapidated buildings to be seen all [illegible]

"[illegible] the local authorities and radical com[illegible] for the most condemnation," says the [illegible] Express. "The Thames embankment lamp stand[illegible] are shrieking for a coat of paint as [illegible] and the bridges [illegible] of a house. [illegible] Spring [illegible] people [illegible] Main [illegible]

[illegible] paint, dirty varnish, dust and decay." England has no monopoly in that. There is unquestionably some place in your town, perhaps just outside of the window by which you are sitting, where you can see plenty of "cracked and peeling paint, dirty varnish, dust and decay."

Another paragraph says, "Paint is the life blood of a house. Poor paint means decay and no paint means death." There doesn't seem to be much of a choice between poor paint and no paint, as decay is almost a synonym of death.

The cause for "so many ugly and dilapidated buildings to be seen all over England" is given as, "mass production, cheap buildings, shoddy paints and shoddier varnish."

Here is another strong argument for paint, of which we make but little use in this country.

"Fires cost the country about $17,500,000 and the *majority of fires break out in dirty and unfitly premises.* The fire captains all tell us that people who keep their houses clean and well painted seldom have them burned down."

"Well-painted." That means with good paint.

And this comes last, but by no means least.

"Thousands of dollars are spent regularly on publicity and advertising while shops become dingier and less attractive. Money is not attracted to a public eyesore and business affairs suffer accordingly. Britain is certainly shabby and down-at-heel."

There is not a paragraph in that English article but applies to America in great or small degree, and this last paragraph should certainly shame the business interests in the small cities and towns of this country. We doubt that anywhere on earth can be found a sadder, more inexcusable and unnecessary sight of weatherbeaten store fronts than along America's "Main Streets."

And some of the stores that are most shamefully in need of paint are those [illegible]

[illegible] a most a generation the world (with America [illegible] the lead) has been slowly succumbing to the [illegible] serpent whose hiss is the word [illegible] of America have tried to blind ourselves to the fact by substituting some fancy expression to take the place of that overused word. We like [illegible] "Sick" and so on. But the fact is that, [illegible] and general ignorance, humanity [illegible] a position where it will fall far [illegible] to look upon [illegible] as a free station [illegible] of thinking [illegible] and [illegible]

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