

Every "Cheap" Paint Job is a "KNIFE IN THE BACK" to Lumber!

DOUBLE HOUSE SHOWS UP "CHEAP" PAINT

Here's what happened when the owner of one side of a double house used "cheap" paint and the owner of the other, Dutch Boy. Both jobs are 2 years old. Now the "cheap" paint user must pay out good money—for burning off scolding paint, applying new priming coat, and re-painting. It's this sort of experience that hurts the lumber business.

A DEADLY ENEMY of the lumber business is "cheap" paint. It worms its way into the property owner's confidence by its false promise of economy. Then stabs in the back the lumber it is supposed to protect. Here is the invariable chain of events:

- (1) Property owner is lured into buying "cheap" paint thinking to save money.
- (2) "Cheap" paint soon cracks and scales, ruining the appearance of the job and exposing the wood to the weather.
- (3) After finding that he must repaint much sooner than he expected, owner discovers further that the old paint must be burned and scraped off and an extra coat—a new priming coat—put on.

**DUTCH BOY
WHITE-LEAD**
Good Paints Other Name



- (4) These two extra coats boost the price of repainting so high that owner begins to wish he had never used lumber at all, but some other material that doesn't need paint.

There's just one way to break the "chain." 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.

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 knifing your business in the back. At the same time you are sure to build up a profitable volume of paint sales.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2249 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.