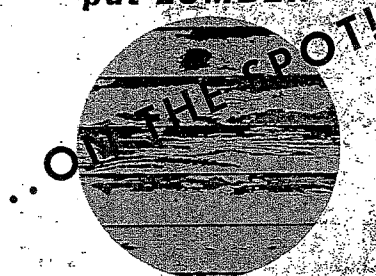


Don't let "Cheap" Paint
put LUMBER



*The unexpected cost of using "cheap" paint causes
the victim to nurse a grudge against paint... and
surfaces that require painting*

Don't let "cheap" paint start a trend away from
lumber. Every time you sell an order to a
customer recommend painting with Dutch
Boy White-Lead. Its durability *protects*
lumber and also *protects* the lumber business.



NATIONAL LEAD COMPANY

DUTCH BOY ^{All Purpose} WHITE-LEAD
LINSEED OIL...LEAD MIXING OIL...LIQUID DRIER...WALL PRIMER...COLORS-IN-OIL

KD-4362—American Lumberman, March 2, 1935 ★

July 20
Nov. 9
Dec. 7-21

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