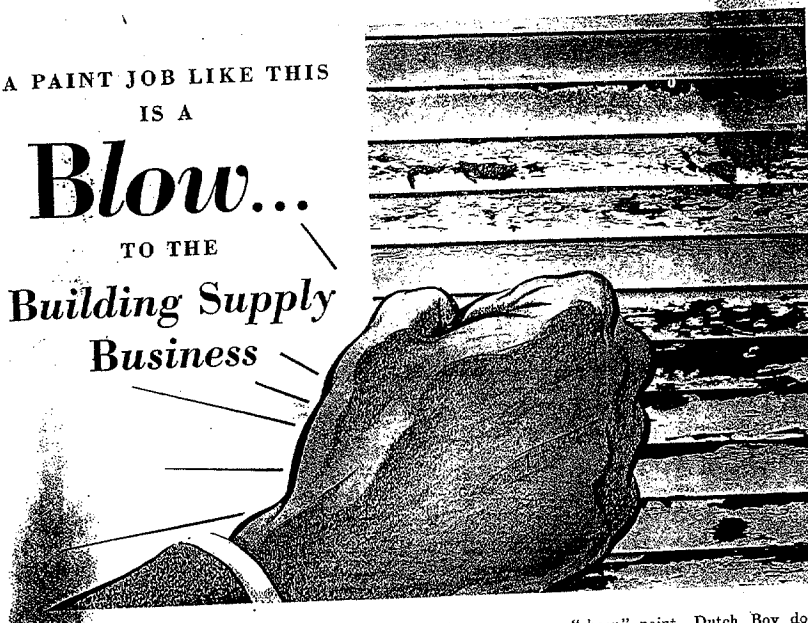


A PAINT JOB LIKE THIS
IS A

Blow...

TO THE
**Building Supply
Business**



WOULD you think this house was painted only 18 months ago? Hard to believe... but a positive fact.

The man who built it planned a home that was first-class. Used the best of materials—lumber, sand, cement, brick and roofing of the highest grade.

But when it came to paint... look what he got!

"Cheap" paint!

A blow to his pride. And a blow to his pocketbook. It's going to cost him plenty to burn and scrape off this shoddy job and then repaint.

Now look at it from your angle. What a blow to the building supply business! Will the customer buy another bill of goods from the dealer who sold him such low-grade paint?

Don't let "cheap" paint endanger your business. Every time you sell supplies to a customer be sure to sell him paint that is durable. Sell him Dutch Boy. Then you know the paint will be of the same high quality as all your other building materials.

You can always depend on Dutch Boy

Paint made from Dutch Boy White-Lead gives long-lasting protection. Unlike

"cheap" paint, Dutch Boy does not crack and scale. It resists the weather and wears down stubbornly by gradual chalking, which leaves a smooth, unbroken surface for new paint.

By selling Dutch Boy White-Lead and the other products in the Dutch Boy line, you build up a profitable volume of paint business, but even more important... you help protect the future of your entire building supply business.

Now in new, convenient form

Dutch Boy White-Lead now comes as a quick-mixing paste that can be used for both outside gloss paints and inside flat finishes. This ALL-PURPOSE soft paste is Dutch Boy White-Lead of the same high quality you have always known.



"Cheap" paint after 18 months. It's paint like this that gives a black eye to the dealer who sold it.

After three years! Similar house in same city. The Dutch Boy job shows no cracking and scaling. Still good for lots of wear.



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 W. 18th Street, Chicago; 528 Freeman Avenue, Cincinnati; 820 W. Superior Avenue, Cleveland; 782 Chestnut Street, St. Louis; 2349 7th Street, San Francisco; National-Boston Lead Co., 800 Albany Street, Boston; National Lead & Oil Co. of Pa., 416 Fourth Avenue, Pittsburgh; John T. Lewis & Bros., Co., Widener Building, Philadelphia.

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