

**Don't let "Cheap" Paint
put your business**



*When a customer finds out the true cost of "cheap" paint
he'll refuse to buy anything from the dealer who sold him
such an expensive "Bargain"*

Don't let "cheap" paint rob you of customers you
have worked so hard to obtain. Every time you
sell supplies to a customer be sure to sell
him paint that is durable. Sell him Dutch Boy
White-Lead. Then you can be sure his paint job
will give the satisfaction he has a right to expect.



NATIONAL LEAD COMPANY

**DUTCH BOY *All-Purpose
Soft Paint* WHITE-LEAD**

LINSEED OIL...LEAD MIXING OIL...LIQUID DRIER...WALL PRIMER...COLORS-IN-OIL

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