

When "Cheap" Paint Goes, The DEALER HOLDS THE BAG!



Holding the bag:

— expression meaning to be left in the lurch or get the blame. Derived from the "Snooze Hunt" hoax popular among students. The victim holds a bag and a lantern, the latter supposed to act as a lure. The rest of the party go off in the woods to drive in the snooze and, of course, never return.

THE panel at the right labelled "CHEAP" PAINT shows a section of siding just as the camera caught it. When this paint was applied, it looked as good as the Dutch Boy job shown beside it.

But what a difference a few months' exposure has made!

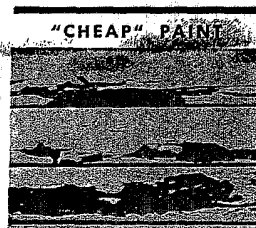
The "cheap" paint job is "shot to pieces"...long before the owner had any idea he would have to repaint. And to make matters worse now he has to pay also for burning and scraping off the old paint before new can be applied.

Expensive business this...expensive for the owner and expensive for the dealer.

For no matter who made the paint, the property owner blames the man who sold it. And wastes no time in switching his business to someone he considers more dependable.

Don't let "cheap" paint rob you of customers you have worked hard to obtain...customers who not only buy paint, but also lumber, sand, brick, cement and supplies of every kind.

Every time you sell paint to a customer be sure to sell him the kind that won't

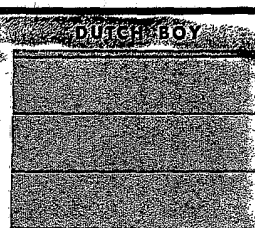


Close-up of a "cheap" paint job, that went to pieces in a short time. If a dealer happens to sell paint like this the victim figures that the other products he sells can't be much better.

leave you holding the bag. Sell him Dutch Boy White-Lead. That's a product you know is up to the standard you want your merchandise to be.

*There's nothing better than
Dutch Boy*

Paint made with Dutch Boy White-Lead gives long-lasting protection. Unlike "cheap" paint Dutch Boy does not crack



Look at this Dutch Boy job. Three years old. Still good for lots of wear. If you sell paint like this you help to set the "Quality" seal on your entire line of supplies.

and scale. It resists the weather and wears down stubbornly by gradual chalking which leaves an ideal surface for new paint.

So—when you sell Dutch Boy White-Lead and the other Dutch Boy paint products, remember you are not only building up a profitable volume of paint business, but even more important you are protecting the good will of your entire supply business.

DUTCH BOY
All-Purpose Soft Paste
WHITE-LEAD



KD-4376—Building Supply News, April, 1935
O. C. E.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo;
900 West 18th St., Chicago; 659 Freeman Ave.,
Cincinnati; 820 West Superior Ave., Cleveland;
722 Chestnut St., St. Louis; 2240 24th St., San
Francisco; National-Boston Lead Co., 800 Albany
Street, Boston; National Lead & Oil Co. of
Pa., 316 Fourth Avenue, Pittsburgh; John T.
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