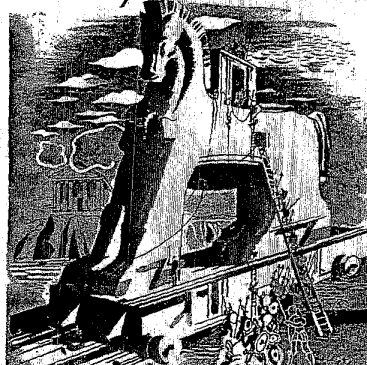


"Cheap" Paint... the "TROJAN HORSE"

...which conceals
a Deadly Attack
on Lumber!



• The difference in size of spring wood and summer wood cells results in uneven expansion and contraction in wooden surfaces. To meet this condition a paint with great elasticity is required. Without this quality the paint cracks and settles as in the case of "cheap" paint. Dutch Boy, on the other hand, is not only elastic when first applied but also retains this characteristic through years of service. That's why Dutch Boy does not crack and scale.

PAINT

SUMMERWOOD
WOOD

"CHEAP" PAINT—After a few months, a short life and a sad one. The surface must be repainted. But first the old paint must be scraped off and then an extra coat—on new priming coat—applied. And all this is expense the owner never figured on.

DUTCH BOY—After several years. Same location as "cheap" paint job. Look at the difference in condition. No cracking and scaling here. When repainting time does come, no scraping and scraping and no new priming coat will be needed.

• "Beware of the Greeks bearing gifts" and look out for "cheap" paint with its false promise of economy.

"Cheap" paint becomes a Trojan Horse turning the buyer's expected saving into a loss, trampling the seller's good name, attacking the very lumber for which it was bought.

The property owner's satisfaction soon ends—and that's when lumber begins to suffer. For "cheap" paint quickly cracks and scales, ruining the appearance of the job and exposing the wood to the weather.

Thus, repainting time comes prematurely and with it two unforeseen items of added expense. The remains of the "cheap" paint must be burned

and scraped off and an extra coat—a new priming coat—put on in its place. After an experience like this you can't blame the owner if he figures painting as a costly proposition. You can't blame him either if the next time he builds he considers using materials which don't need paint.

So for your own welfare, discourage the use of "cheap" paint. Every time you sell a bill of siding, 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 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 White-Lead, as well as the other Dutch Boy products, you forestall the treacherous attack of "cheap" paint. At the same time you lay the foundation for a profitable volume of paint business.

**DUTCH BOY
WHITE-LEAD**
Good Paint's Other Name



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 510 W. 18th Street, Chicago; 629 Freeman Avenue, Cincinnati; 820 W. Superior Avenue, Cleveland; 723 Chestnut Street, St. Louis; 2500 24th Street, San Francisco; National-Boston Lead Co., 200 Albany Street, Boston; National Lead & Oil Co. of Pennsylvania, 216 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

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