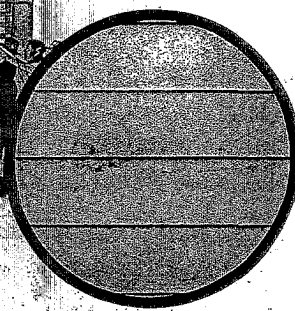


A "Cheap" Paint Job is a **BILLBOARD** CONDEMNING LUMBER!



← "CHEAP" PAINT

This paint job is only a few months old. After an experience like this it is no wonder that a property owner says, "Never again! No for materials that don't need paint."



SHOWN above is an actual photograph of a section of siding—a few months after "cheap" paint was applied.

We picture this photograph as a billboard—for that's what a "cheap" paint job really is, an advertisement condemning lumber.

Consider the property owner who was victimized by this job. He had no idea the paint would go to pieces so soon. And had no idea that re-painting would involve the heavy expense of burning and scraping off the old paint.

You can't blame him for figuring that lumber costs a pretty penny to protect. You can't blame him either if he says, "Next time I build, I'll use materials that don't need paint."

When you look at "cheap" paint from this angle you readily see that it's certain to give the lumber business a black eye.

Fail to combat "cheap" paint and in the long run it's bound to start a trend away from lumber.

But there's a way to avoid this. When customers buy lumber paint, our how important it is to employ both good paint and a good painter.

There's nothing better than Dutch Boy

When you suggest painting with Dutch Boy White-Lead you can be sure you are recommending a paint that is durable... a paint that protects LUMBER and protects the LUMBER BUSINESS.

DUTCH BOY...

This Dutch Boy job is 3 years old and still going strong. No danger of lumber getting a black eye from paint which presents such good appearance year in and year out.

Paint made with Dutch Boy White-Lead does not crack and scale. It resists the weather... wears down stubbornly by gradual chalking, leaving a smooth, even surface for new paint.

If you happen to carry Dutch Boy White-Lead and the other Dutch Boy paint products, so much the better. By actively selling Dutch Boy you not only prevent "cheap" paint from taking a fall out of the lumber business, but you build up a profitable volume of paint business for yourself.

NATIONAL LEAD COMPANY
 111 Broadway, New York; 116 Oak St., Buffalo;
 900 West 12th 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.
 Lewis & Bros. Co., Widener Bldg., Philadelphia.

DUTCH BOY

All-Purpose Soft Paste

WHITE-LEAD



KD-4367—American Lumberman, Feb. 2 and June 22, 1935 ★

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