



* The difference in size of spruce wood and pine 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 scales 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



DOUBLE HOUSE SHOWS UP "CHEAP" PAINT - Here's what happened when the Dutch Boy White-Lead paint and the owner of the other. Dutch Boy. Both are over 10 years old. Now the "cheap" paint user must pay out good money for buying all new paint, applying new priming coat, and repainting. It's the sort of experience that hurts the lumber business.

● Every time it crosses the counter, "cheap" paint goes *Frankenstein*.

It robs the property owner who buys it, blackens the reputation of the merchant who sells it, and strikes at the very heart of lumber's welfare.

"Cheap" paint reveals its treacherous nature, first, by cracking and scaling. This means your customer must do the whole job all over again - months or even years ahead of time.

Worse yet, there's another way "cheap" paint bites the hand that bought it. Before repainting, your customer is obliged to burn and scrape off the old paint and apply a new priming coat.

Naturally, the property owner suffers a sharp pain in the pocket-book. He turns "sour" on lumber and begins thinking of materials which don't need paint.

So discourage the use of "cheap" paint. Above all, don't create this Frankenstein that turns on lumber.

Every time you sell a bill of siding, be sure to 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 actually 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 keep away the Frankenstein menace 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 St., Buffalo; 900 W. 18th St., Chicago; 669 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Phila.

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