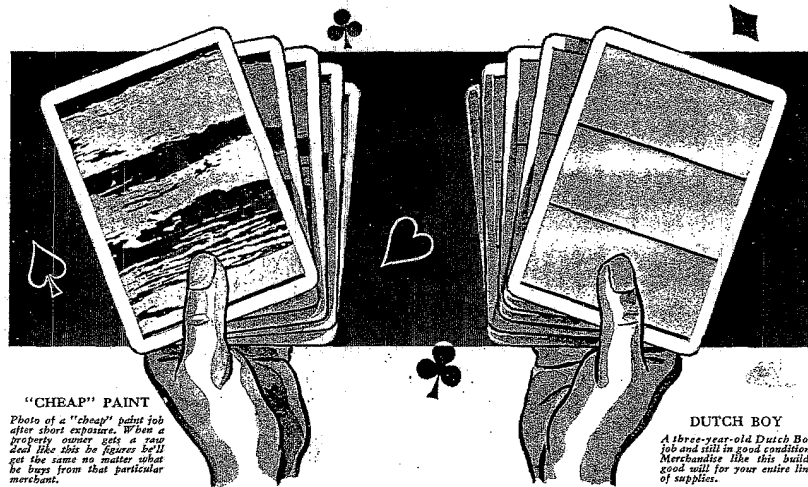


The Cards are
STACKED *against* YOU
 WHEN "CHEAP" PAINT DEALS THE HAND



"CHEAP" PAINT
 Photo of a "cheap" paint job after short exposure. When a property owner gets a raw deal like this he figures he'll get the same no matter what he buys from that particular merchant.

DUTCH BOY
 A three-year-old Dutch Boy job and still in good condition. Merchandise like this builds good will for your entire line of supplies.

AT the left, above, is pictured a "raw deal" . . . the kind of deal that always takes place when a property owner gambles with "cheap" paint. This is an actual photograph—a photograph taken a short time after "cheap" paint was applied.

When the victim bought this "cheap" paint job, he didn't know the cards were stacked. Didn't suspect the paint would go to pieces so soon. And, of course, didn't know either he was letting himself in for the heavy expense of burning and scraping off the sad remains before new coats could be applied.

But the property owner isn't the only victim. The cards are stacked against the dealer, too.

For no matter who made the paint the property owner blames the merchant 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 you know is up to the standard you want your merchandise to be.

*Dutch Boy gives everybody
 a SQUARE DEAL*

Paint made with Dutch Boy White-Lead gives long-lasting protection. Unlike "cheap" paint, Dutch Boy does not crack and scale. It resists the weather and wears down 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



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.
 Lewis & Bros. Co., Widener Bldg., Philadelphia.