



A Black Eye for LUMBER

"Cheap" paint fails...
that starts owners thinking
of materials that don't
need painting

"CHEAP" paint gives itself away soon after it leaves the can. The big circle above shows the sad end of a "cheap" paint job... after only a few months' exposure.

Every time this happens, it's a black eye for the paint business. And a black eye for the lumber industry, too!

The man who paid good money for this bad job has been turned into a "dissatisfied customer". He's stuck with the unexpected cost of burning off the remains of the "cheap" paint. Then he will have the expense of a new priming coat. And on top of that the cost of repainting. Can you blame him for nursing a grudge against paint... and surfaces that require painting?



DUTCH BOY All Purpose Soft Paste **WHITE-LEAD**

It's to your interest to fight "cheap" paint. Every time you sell lumber, impress on the customer the importance of getting good paint... and a good painter.

You can always depend on
Dutch Boy

When you recommend Dutch Boy, you're doing your part toward preventing the lumber business from getting a black eye.

Also—by carrying Dutch Boy White-Lead and the other products in the Dutch Boy line, you can build

↑ "CHEAP" PAINT

Actual photograph of a "cheap" paint job in a warehouse room. Cracks begin to appear soon after application. Work like this turns owners away from materials that require painting. By serving your customers away from paint that puts its price in this way you are protecting the future of your own business.

← DUTCH BOY

Homes in many towns painted with Dutch Boy three years ago. What a contrast to the "cheap" paint job. Paint made from Dutch Boy White-Lead gives long-lasting protection. Does not crack and scale. Resists the weather. Wears down uniformly by gradual chalking which leaves a smooth, even surface for new paint.

up a volume of paint business that you may now be overlooking.

Now in new, convenient form

Dutch Boy White-Lead now comes as a quick-mixing paste that can be used for both outside gloss paint and inside flat finishes. This all-purpose soft paste is Dutch Boy White-Lead of the same high quality you have always known.



NATIONAL LEAD COMPANY

111 Broadway, New York; 118 Oak St., Buffalo; 280 West 12th St., Chicago; 809 Freeman Ave., Cincinnati; 880 West Superior Ave., Cleveland; 748 Chestnut St., St. Louis; 1240 4th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co., 415 11th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

N 28305