

8 PAINTERS IN EVERY 10 USE DUTCH BOY

[According to an impartial, country-wide survey]

...AND NO ONE KNOWS PAINT LIKE A PAINTER

You Can't Win With "Cheap" Paint

Figure it any way you want. "Cheap" paint is just "cheap" paint... that's all. Whoever heard of it producing a cheap paint job?

Why doesn't it? ... well, follow this simple paint arithmetic for a moment and see for yourself.

Let's suppose, for example, that a "cheap" paint applied to a job costs \$250 and lasts two years. It *might* last that long under favorable conditions. That's \$125 a year.

Now, draw a parallel with Dutch Boy White-Lead. Applied to the same house, Dutch Boy White-Lead will cost, say, \$270. But it'll stand up only four years, and most painters will tell

you that it will be good for five and even six. Your paint cost is only \$67.50 a year. That means a saving of \$230 for four years... and an additional saving of \$125 for every year beyond four.

One thing more... a Dutch Boy paint job has the advantage of wearing down smoothly by gradual chalking, leaving a perfect surface for repainting. It does not crack or scale. It will not, therefore, add to your cost at next repainting time by demanding expensive burning and scraping.

Figure it any way you want. You can't win with "cheap" paint.

NATIONAL LEAD COMPANY

New York, 111 Broadway - Buffalo, 1150 St. - Chicago, 240 West 18th Street - Cincinnati, 609 Franklin Avenue - Cleveland, 250 West Superior Avenue - St. Louis, 722 Chestnut Street - San Francisco, 224 24th Street - Boston, National Trust Building, 200 Albany Street - Pittsburgh, National Lead & Oil Co., 215 North Avenue - Philadelphia, John F. Lewis & Son, One Y. Flower Building.

Now that you know all about it, you can't win with "cheap" paint.



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