

Look at a "cheap" paint job and a Dutch Boy job, side by side. . . not the day they were finished, but *after a few years have passed!* Your two eyes tell you that the "cheap" paint has cheated its owner out of the saving it promised. You realize then that such paint cracks and scales away — runs up a heavy bill for burning and scraping. And for new priming, too, at repaint time.

Note the big difference shown in the two photographs, above right. Here, one home owner thought he saved \$32 on his "cheap" paint job. The other paid out more at the start for Dutch Boy. But now he's actually money ahead because his paint job is still good while the "cheap" paint must be burned and scraped which will cost the owner \$40 before it can be repainted. In addition he will have the expense of a new priming coat.

Dutch Boy White Lead paint doesn't crack and scale. It resists the weather and wears down stubbornly by gradual chalking, that leaves a perfect surface for re-painting... so there's no need of costly burning and scraping, and no need of a new priming coat, either.

To get the kind of paint that combines long-time protection with low cost, call in a good painter. . . one who uses Dutch Boy White-Lead. He will mix the paint to suit the requirements of your house, and tint it to the exact color you want.

The book shown below will help you to avoid costly errors. It's worth sending for and reading *before* you paint again.

NATIONAL LEAD COMPANY

111 Broadway, New York; 1110 De St., Buffalo; 200 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 650 W. Superior Ave., Cleveland; 721 Chestnut St., St. Louis; 2245 24th St., San Francisco; National Lead Co., Boston; Lead Co., Albany, N. Y.; Boston; National Lead & Oil Company of Pennsylvania, 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Wilkes-Barre, Philadelphia.

This book, *The House We Live In*, gives you information that helps you protect yourself against painting mistakes. Send for it today. Address Dept. 211, name of nearest branch.

The owner paid \$93 for this job when it was done. Today the paint's all through, fill will cost about \$5 more for burning and scraping before it can be repainted, making a total of \$133.50, a noble motto: the cost of a new priming coat.

A month older than the palm at the left. Same size, same locality. Same line of building. Cost \$125. Palm still in good condition. At no painting time there was no expense for burning and taping and now painting cost to pay for.

8 PAINTERS IN EVERY 10 USE

DUTCH BOY WHITE LEAD

...AND NO ONE KNOWS PAINT LIKE A PAINTER

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