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the tale
of
two paint jobs



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**The Tale of
Two Paint Jobs
As Told by Camera**



Four years ago, two paints ...
one of them pure white-lead
... the other a "cheap"
paint... were applied on the
same type of clapboard surface
... brushed on by the same
expert painter ... exposed to
the same weather conditions.

... a year passes ...

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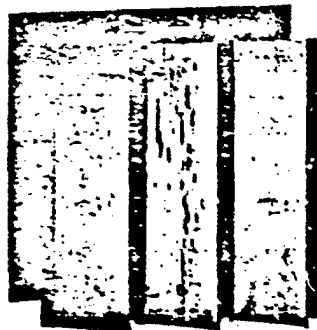
Look at the "cheap" paint photo-
graph. Cracking has already
started. Even at the end of one
year the film has broken and
the protective qualities of the
paint are going fast.

....

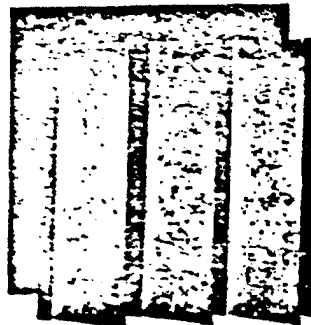
But the white-lead film is un-
broken... not a sign of a crack
anywhere. The protective qual-
ities are as good as the day the
paint was applied.

Another year goes by....

.... and here's what has happened to
the "cheap" paint



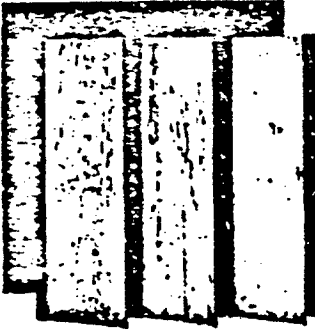
.... while this is what the camera tells
about white-lead paint



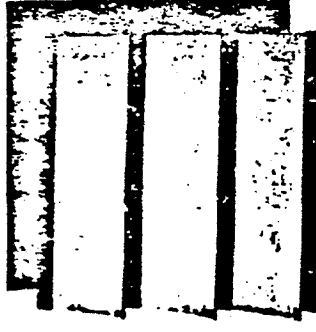
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..... and the camera's critical eye sees
this in the "cheap" paint



..... and this is the white-lead paint



It doesn't require a paint expert
to tell what's wrong with the
"cheap" paint picture. Badly
cracked, the paint has scaled
off in places, exposing the wood
to the weather. Repaint time is
here now for this job, but first
there is some expensive burn-
ing and scraping to be done.

.....

Quite a different story in the
white-lead picture.... no crack-
ing and scaling here to let in the
weather. Paint still standing as
an efficient barrier against the
destructive elements.

After still Another Year.....

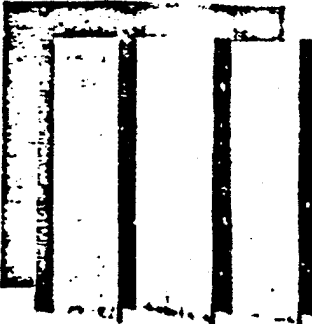
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..... we come to this sorry spectacle of "cheap" paint



..... and this is white-lead after 3 years of all kinds of weather



Cracking and scaling of the "cheap" paint has increased. It has gone from bad to worse. Imagine the expense of putting a surface like this back in shape for repainting.

.....

The white-lead paint is still protecting the surface. No cracking, no scaling. Wearing down gracefully, as paint should, by gradual chalking.

As the fourth year ends.....

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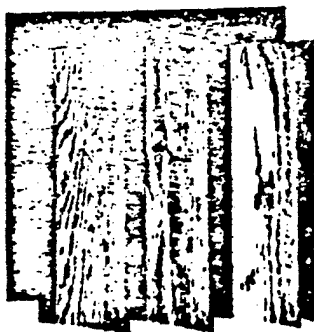
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At the end of four years the "cheap" paint is almost completely gone. Moreover, the wood has split. Soon the clapboards will have to be replaced.

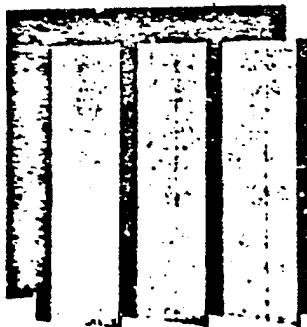
....

The white-lead paint shows signs of weathering, of course. But the paint is still in good shape.... still giving real protection. And there will be no burning and scraping here at repainting time.

.... we find the "cheap" paint has for gone to be called paint any longer



.... but not so with white-lead



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Two other features—
paint and
labor

There are two important factors to be taken into consideration at the time you are placing a painting contract—the paint and the labor. Both should be the very best obtainable. Just as it pays to have the work done by an experienced painter, so also it is economy to have him use the highest quality paint. Even the best of skilled labor cannot make inferior materials stand up against wear and weather.

Sometimes there exists a temptation to "save" money on the paint because, unfortunately, "cheap" paint looks just as good as quality paint in the can and even when first applied, only after the weather has had a chance at it can the difference be seen and there, of course, it is too late. Good money has been wasted, and only that spent on the paint but also the much greater amount it cost to put the paint on.

The point that we hope to prove to you . . . before you have placed your painting contract . . . is that "cheap" paint can't last long enough to make it cheap . . . that no one ever saved a dollar on a "cheap" paint job.

Now, for example, that a "cheap" paint job costs \$250 and that it does last as long as ten years. If you will look on page 1 at the photograph of an actual "cheap" paint job at the end of ten years, you will find that we are being generous. That's \$125 a year.

Let us say, on the other hand, that a Dutch Boy or a white-head job costs \$250 and lasts four years. If you will refer to the white-head photograph on page 8, you will see that we are being more than fair in claiming four years. Most painters say you can expect on five and even six years of safe protection with Dutch Boy or

not the
whole
story

Center white-head.) At \$250 for four years, the cost per year is only \$62.50 against \$125 a year for the "cheap" paint job . . . a total saving of \$250 for the four-year period and an additional saving of \$125 for every year the white-head lasts beyond the four years. That's what we mean when we say that "cheap" paint can't last long enough to make it cheap.

But even this is not the whole story. A picture at the photograph will show that when "cheap" paint is used you pay for beauty you never get and that beautiful protection soon causes expensive deterioration of the wood surface. And here is another real expense . . . every bit of the cracked and scaled paint will have to be turned and scraped off . . . a process often as costly as an entire paint job itself. In other words, you pay for "cheap" paint twice . . . once when you put it on and again when you take it off.

Unlike "cheap" paint, Dutch Boy or Center white-head does not crack and scale . . . and therefore does not require this expensive process of turning and scraping at regular times. Your painter will tell you that, aside from its long wear, one of the best features of white-head paint is that it grows old gracefully by gradual chalking, leaving a perfect surface for repainting.

In using white-head, too, the painter can give you a "maintenance" job . . . painting the paint to suit the particular surface and climate conditions that your job demands. This is why the experienced painter always prefers white-head. He knows, for instance, that the various sides of the house differ in exposure to weather and that allowance should be made for this in the paint; that paint for yellow pine should be mixed differently

means a
system

costs
\$67.50
a year

