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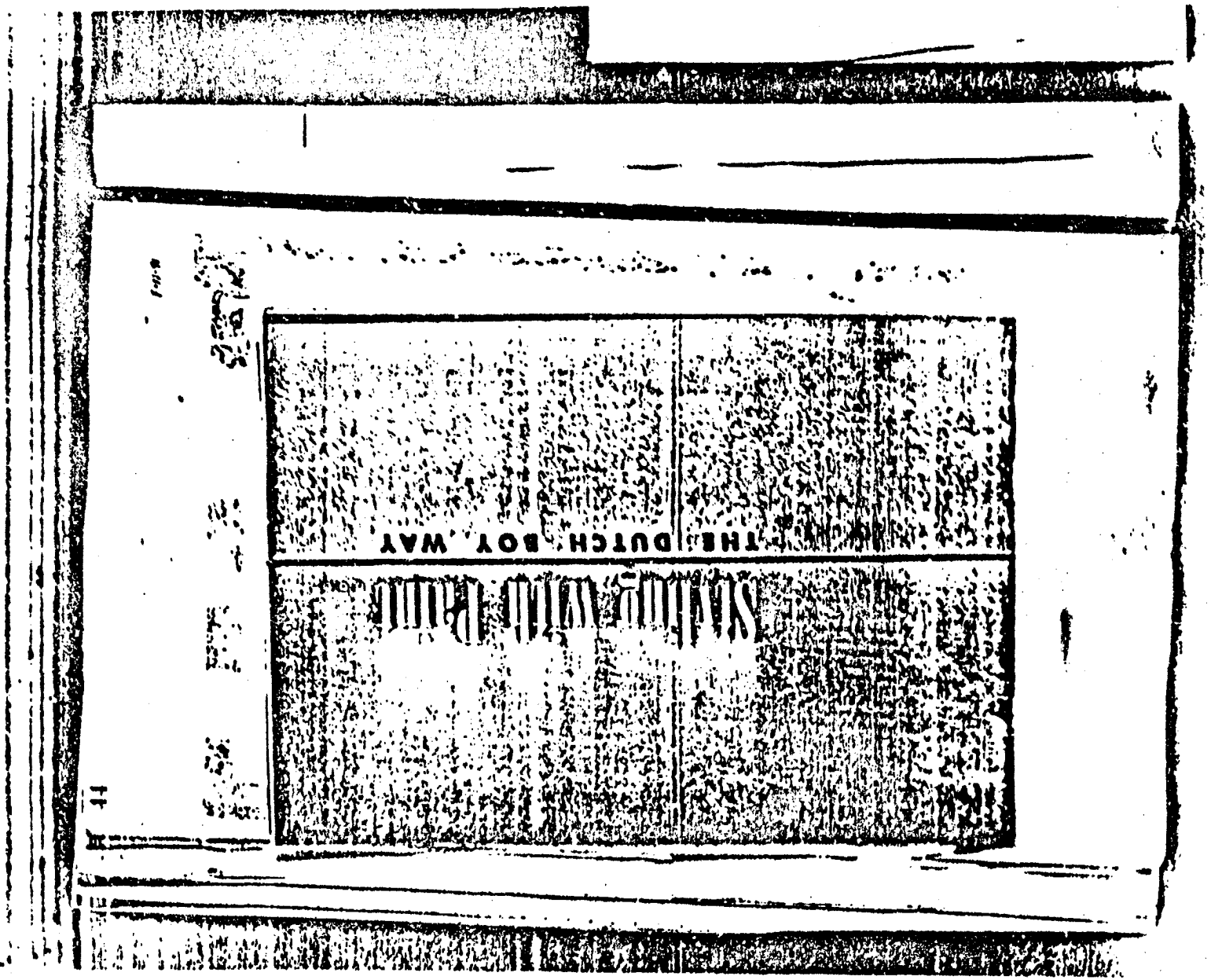

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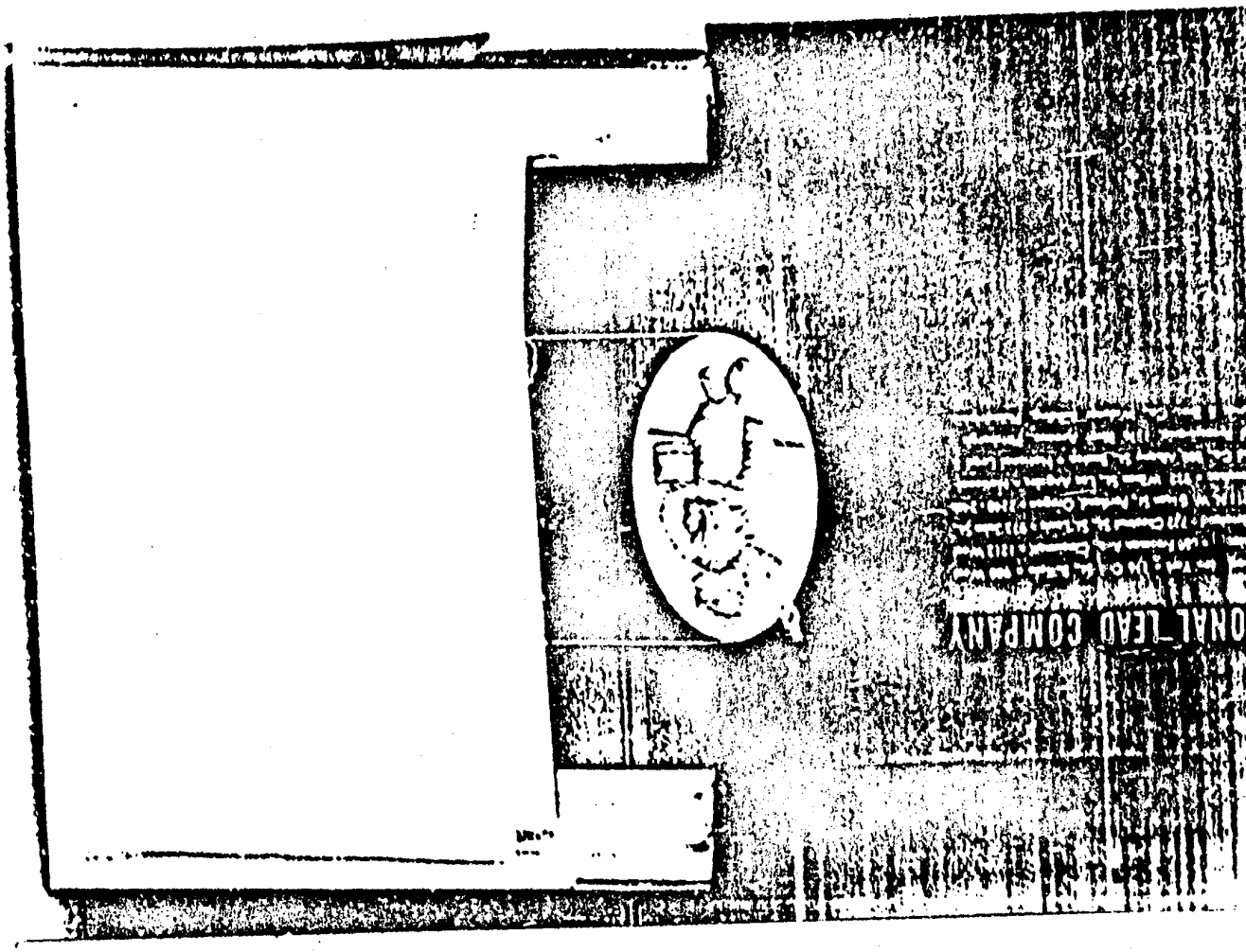

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Styling with Paint

including pertinent facts about how to buy a paint job so that you will save money and trouble

the Dutch Boy Way

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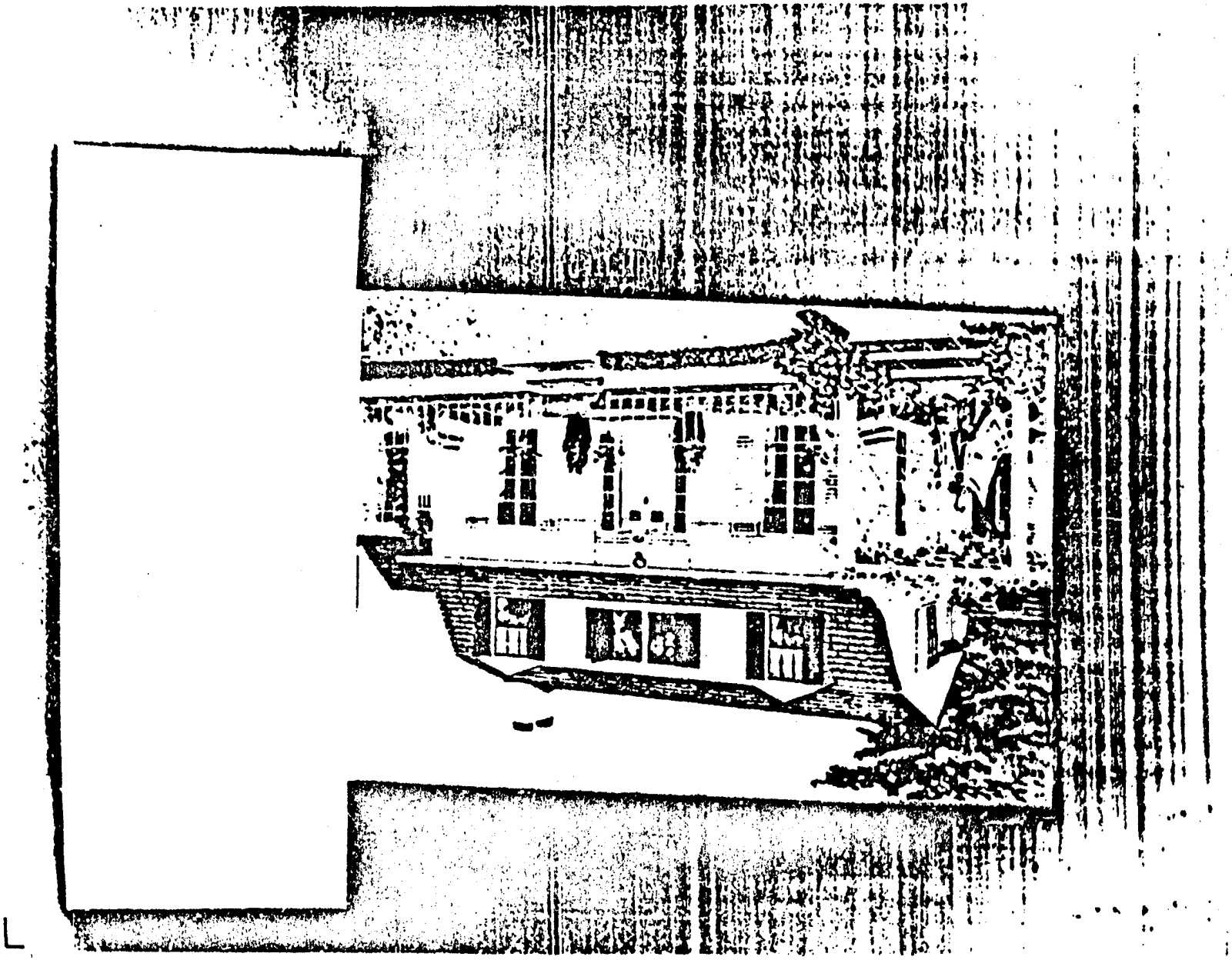

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The First Consideration:

your house deserves a good color

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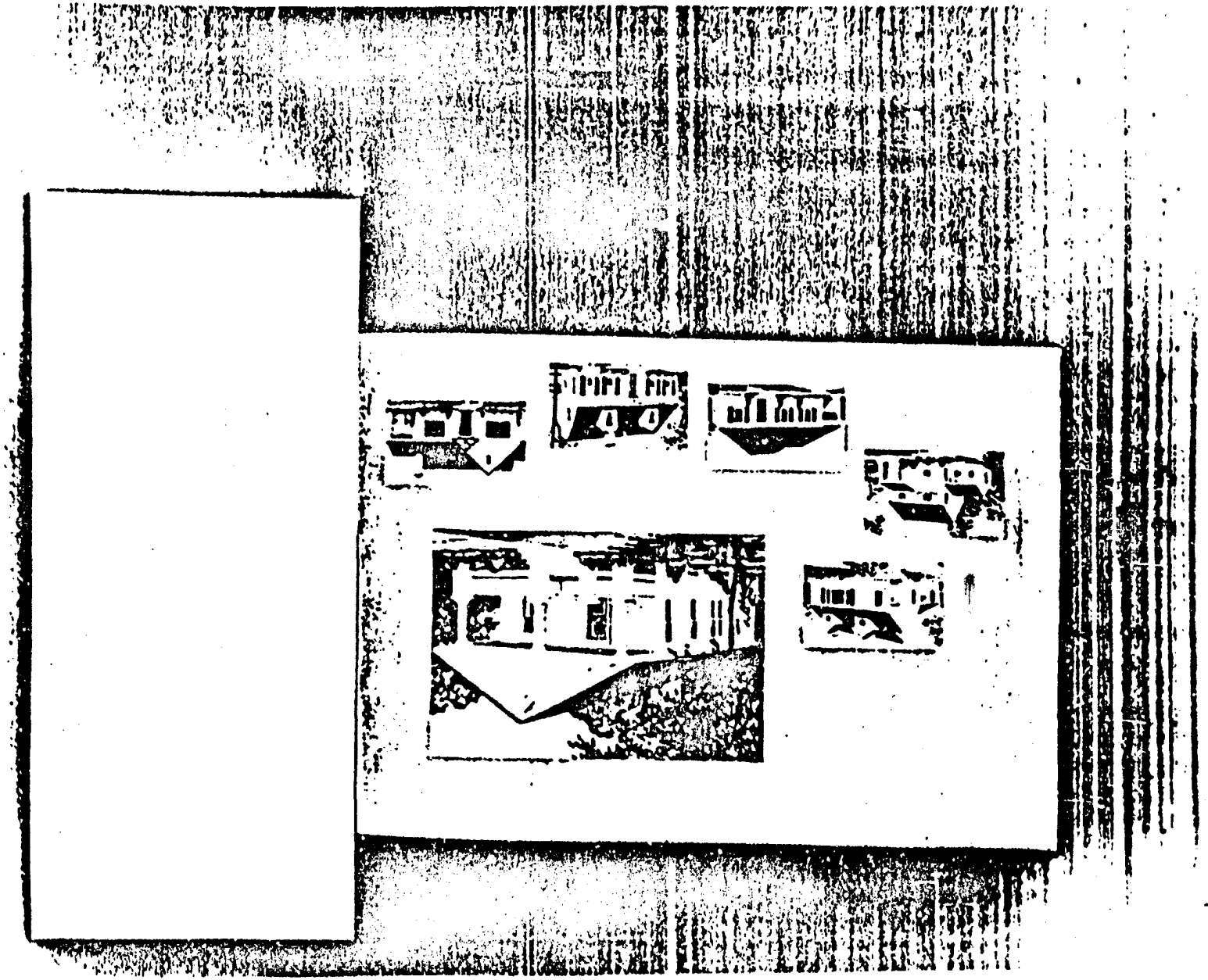

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How to Buy a Paint Job that will save you money

There are many claims made about paint to the layman. These are very likely to be confusing rather than helpful for the simple reason that they are claims and not actual, common-sense facts that have been proved by test and experience.

Real facts are necessary if you, as a homeowner, are to know enough about the paint that is used on your house to make sure you are getting your money's worth. In this section we point out these facts with definite reasons why paint does certain things.

Certain paint troubles are always caused by the wrong kind of paint. There are quite easy to identify and if you have any of them on your house at present, you should be interested to learn how they can be avoided next time.

We suggest that you look over your house with a critical eye. It is easy to get into the habit of not really seeing the things we look at every day. Sometimes, changes in the paint condition of a house take place so gradually that you don't realize how much it needs paint.

Cracking and scaling are really one defect. Cracking is when the paint film breaks clear down to the surface of the wood. This allows moisture to enter behind the paint film which naturally loosens the paint so that scaling results. This trouble is caused by the use of a "hard" paint, one which becomes brittle as it ages. Such a film cannot follow the movement of wood as it expands and contracts as it breaks on exposure.

This is a particularly costly paint failure. In addition to the unsightliness of a cracked and scaling paint, it also costs more to repaint a surface in this condition. The surface must be cleaned down to the bare wood; otherwise the old paint would continue to scale off after repainting and take the new paint with it.

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TUBE TROUBLES

an actual case history shows:

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A Good Color Scheme deserves the Best Paint

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TWO FORMS to choose from . .

TWO WAYS to buy the job . .

You may be among those who prefer to buy everything with cash "on the line". This is always a good way to purchase.

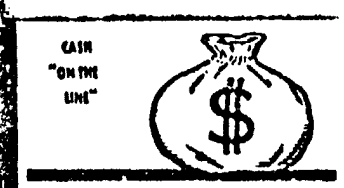
On the other hand, there are many things for use in the home — washing machines, vacuum cleaners, refrigerators, oil burners — that are largely sold on a monthly payment basis. Even homes themselves are usually purchased this way.

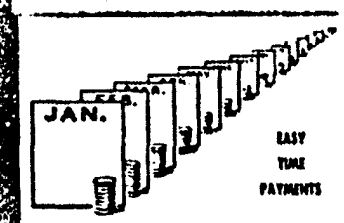
So there is good precedent for buying a paint job the easy payment way. The Dutch Boy Plan is available to all owners of private homes. There is no down payment required and the purchaser can take as long as two years to pay.

The rates are low. In fact, the financing charges are the same as under the National Housing Act. On a hundred dollar job, for example, the total financing cost for a year's contract is but 11 cents per month.

Another advantage of the Dutch Boy Plan is that under the terms of agreement the contractor must use Dutch Boy white lead thus assuring the owner of the best protection that money can buy and a job that will long retain its attractiveness.

Whether you lack the ready cash or have it in the bank, use the Dutch Boy Plan as an easy way to buy a paint job.





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Painting protects your financial investment

A well-painted house has greater cash value

Fine appearance is a matter of pride as well

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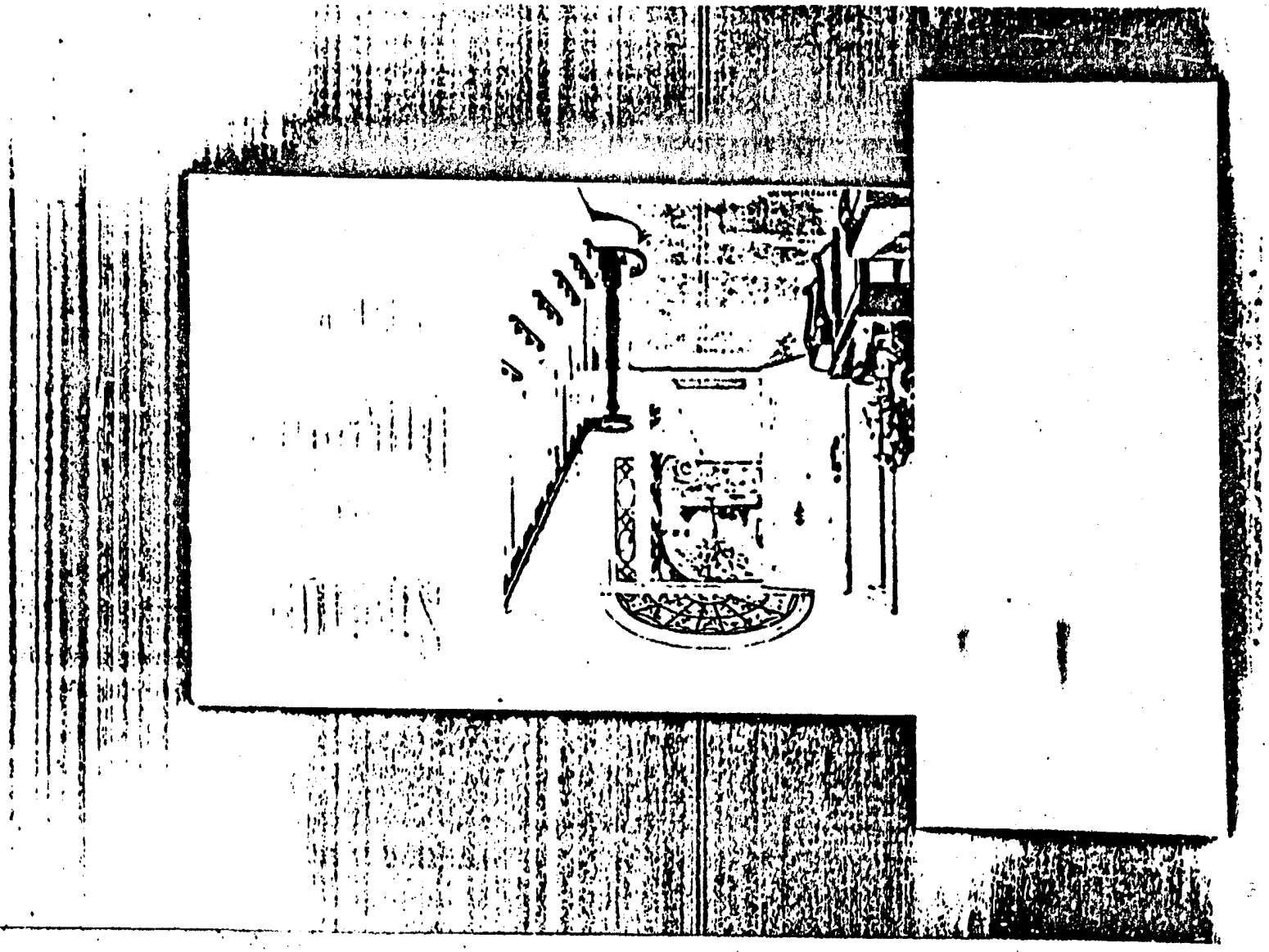

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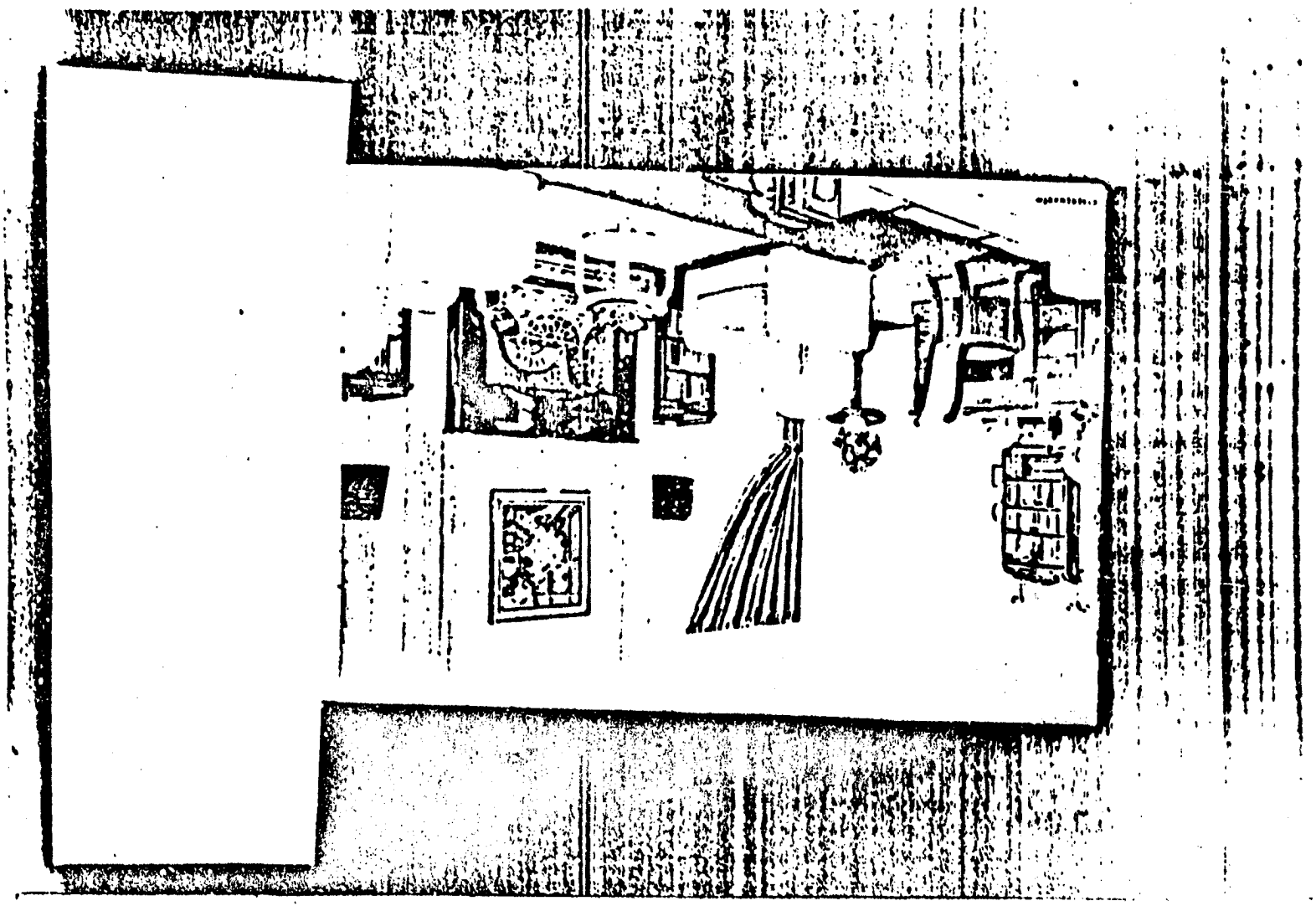

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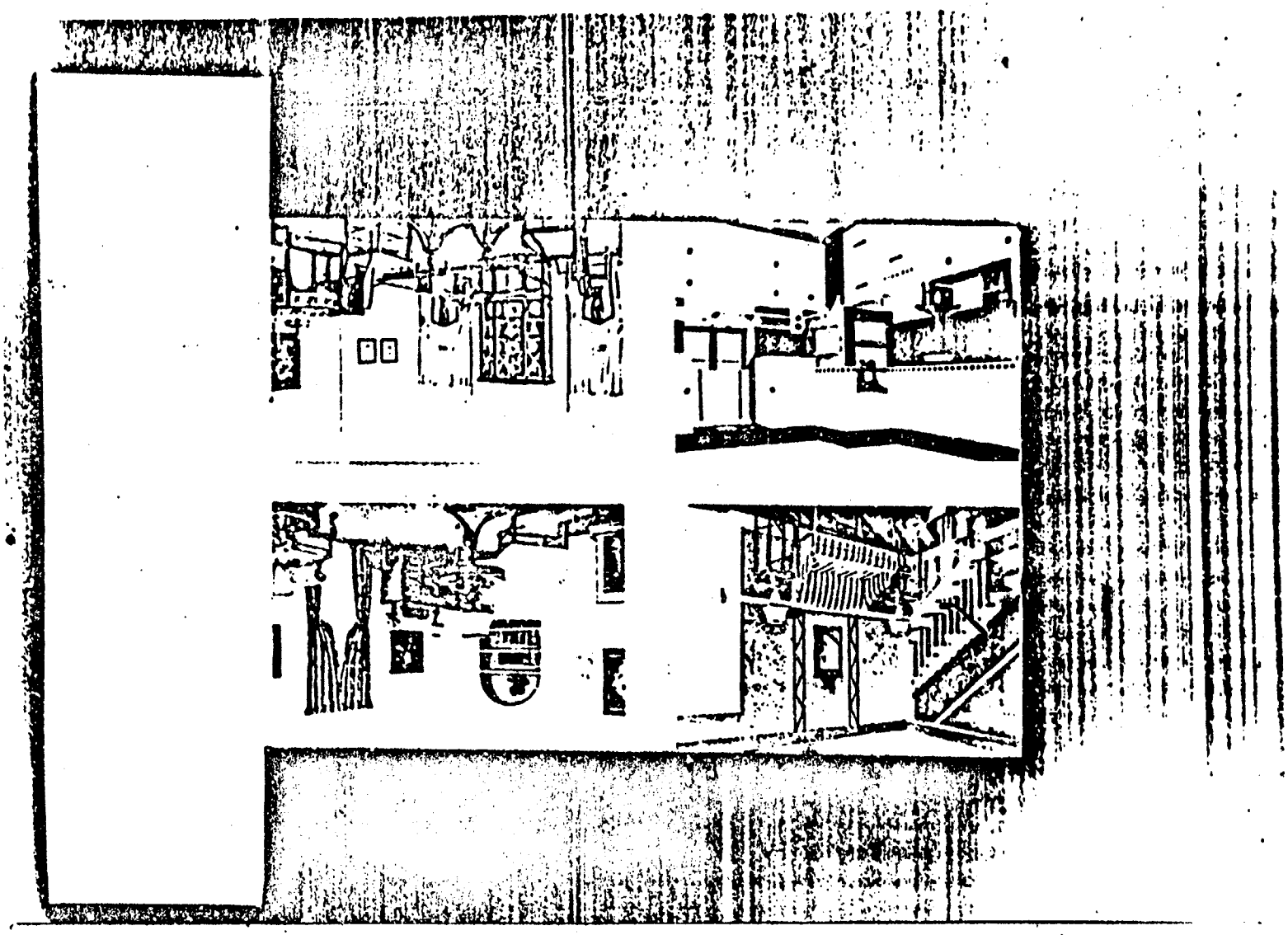

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SELECT A PAINTER . . .



WHO'S TO DO THE JOB?

If there were no more to painting than covering the surface you could get anybody to do it. Then, the less you paid for the labor the better off you would be. But painting isn't simply covering the surface with a substance called paint. Painting is an acquired art. It is acquired through training under competent supervision, through study of good practice and through experience of knowing what to do and how to do it.

Painting will never be a standardized affair. There are too many variable factors that affect the finished result and that influence the life of the paint job. Humidity, kind of surface, condition of surface, time of year, amount of sunlight are just a few of the elements whose effects must be known before a man is qualified to say he is a painter.

If you do not know the painter soliciting your patronage, either through work he has done for you before or through work he has done for your friends or neighbors, take the trouble to check his references. Talk with the people he has worked for. Make sure that he is reputable—that he is a competent craftsman.

When it comes to the estimate, there are some things that should be mutually understood between you and your painter.

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BE SURE ESTIMATE COVERS EVERYTHING

THAT NUMBER OF COATS ARE SPECIFIED

THAT SURFACE PREPARATION IS INCLUDED

ACCURATE SPECIFICATIONS AND CAREFUL WORKMANSHIP BRING SATISFACTION

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1 - Paint when it's needed

2 - Hire a contracting painter

3 - Specify Dutch Boy

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