

YOU CAN'T FOOL THE WEATHER

...with a 'CHEAP' paint!



RAIN: Moisture, as everyone knows, means destruction to exposed wood. Dutch Boy White-Lead paint keeps rain and dampness out.



SNOW: When the winter's snow settles in crevices and corners, moisture preys on wood. Keep out damp and wet with Dutch Boy.



SUN: The beating rays of the summer's sun dry and warp unprotected wood. Dutch Boy shields the wood from the sun's attack.

...why spend your money
to **PROVE** it can't be done?



LOOK AHEAD to months of sun, rain and snow and you'll never decide on a "cheap" paint job... it's far too costly in the end. You can't afford the extra dollars it will take out of your pocket. And you don't need to pay good money to find that such a job doesn't stand up.

Look at the examples shown at the right, *actual photographs*. See how one house-owner made an apparent saving of \$50 at the start... and how within a year that saving turned into a \$195 loss.

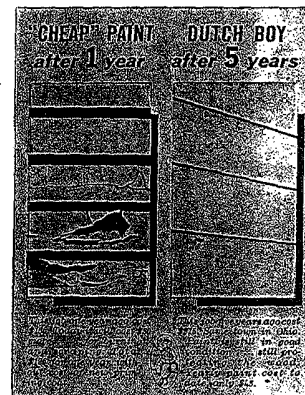
See how the "cheap" paint quickly cracks and scales... how the Dutch Boy White-Lead paint stays on the surface and lays bare surfaces it was applied to. Such a job must be painted again before it can be repainted. And that's why you need a new priming coat before the new paint is spread.

Contrast the appearance with the Dutch Boy White-Lead job. Want

made with Dutch Boy doesn't crack or scale, but wears down by gradual chalking and leaves a perfect foundation for the new coats. There is no costly burning off... and consequently no extra coat... to pay for.

Does money-saving appeal to you? Call in an experienced painter and when he says "Dutch Boy, of course?" answer him "You bet!" Then stand back and watch the custom-made job he gives you. Watch him mix the paint until its composition is just right for your particular house. And watch him tint it to the exact color you've specified. No one knows paint like a painter.

You'll find the free booklet below at left mighty helpful in showing what points to check on *before* you paint... while you're planning the job. Send for it.



NATIONAL LEAD COMPANY

111 Broadway, New York; 115 Oak St., Buffalo; 900 West 1st St., Chicago; 509 Fremont Ave., Cincinnati; 820 West Superior Ave., Minneapolis; 722 Chestnut St., St. Louis; 1240 24th St., San Francisco; National Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Panama, 315 4th Ave., Pittsburgh; John T. Lorch & Sons Co., Widener Bldg., Phila.



KD-3256—*Country Club*, June 23, 1934
Calliope, June 23
American Magazine, July
Better Homes and Gardens, June 23, 1934
Photographic, June 9
Time, June 4
Geographic, June 4

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

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