



It's not Putting it On, but Taking it Off that makes
"CHEAP" PAINT SO EXPENSIVE

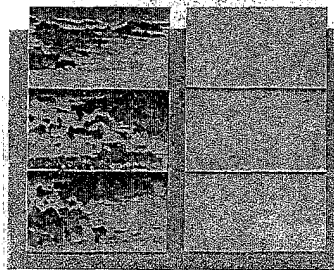
*No burning and scraping
 with Dutch Boy . . . it costs less
 by the year and now the N.H.A.
 lets you pay for it by the month!*

"Figure on painting your house? Sure, I'll be glad to. But I can tell you one thing, sir . . . the price will depend on what kind of paint you used last time."

"I hope it wasn't 'cheap' paint. Burning and scraping takes time. It runs the cost up sky-high. But it's the only thing you can do when the old paint has cracked and scaled. Then I have to put on a new priming coat. *That's* an item, too."

"And when I've finished all that, where am I? Right at the point where I *first* start work on an old Dutch Boy job."

"Dutch Boy, you see, doesn't crack and scale. It resists the weather . . . wears down stubbornly by gradual chalking which leaves a smooth,



"CHEAP" PAINT
after 2 1/2 years

This paint is all through. First coat, \$114. Now add \$20 for burning and scraping, to take it off. That totals \$234 . . . or \$156 a year. Then add in the cost of a new priming coat.

DUTCH BOY
after 3 years

This paint is still good. Same type house as the "cheap" paint job and located in same city. Cost, \$168 . . . or \$56 a year. And no new priming coat will be needed at repaint time.

unbroken surface—an ideal foundation for repainting."

Doesn't that explain why the conscientious painter scorns "cheap" paint and uses Dutch Boy White-Lead? He mixes it to meet the requirements of your job and tints it to the exact color you specify. No one knows paint like a painter.

Don't Delay . . . Use the N. H. A.

With National Housing Act loans available, there is no need to put off painting for lack of ready cash. Monthly payments are surprisingly small.

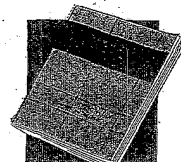
But whether you use the Government plan or not, send for our free booklet which tells how to modernize with paint and what to look for when buying a paint job. Included are clear and understandable directions for arranging a painting loan. Send today for *The House We Live In*. Address Dept. 158, nearest branch.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 909 West 18th St., Chicago; 639 Freeman Ave., Cincinnati; 830 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2340 24th St., San Francisco; National-Boston Lead Co., 508 Albany St., Boston; National Lead & Oil Co. of Penna., 216 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

DUTCH BOY WHITE-LEAD

Good Paint's Other Name



KD-4336—★ *The Saturday Evening Post*, April 27, 1935
Collier's, April 27
Literary Digest, April 13

National Geographic Magazine, April 1935
American Magazine, May 1935
Home Body & Garden Magazine, June 1935

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