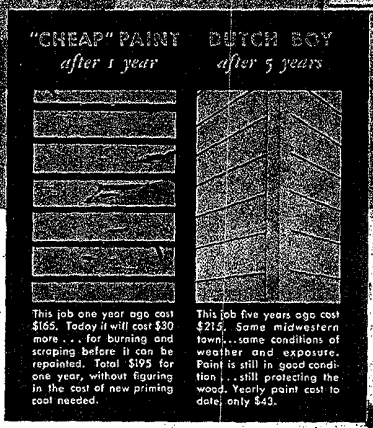
Colliers, The National Weekly

PAINTING THIS YEAR?

"... How soon will you have to do it again?"
the **DUTCH BOY** *asks ...*





This job one year ago cost $165. Today it will cost $30 more ... for burning and scraping before it can be repainted. Total $195 for one year, without figuring in the cost of new priming coat needed.

This job five years ago cost $215. Same midwestern town ... same conditions of weather and exposure. Paint is still in good condition ... still protecting the wood. Yearly paint cost to date, only $43.

Exposed to sun and rain, sleet and snow, "cheap" paint *quickly* shows up for what it is. It breaks down. It cracks. It scales away. Too soon you have to paint again.

See the measured-in-years contrast between that kind of paint and Dutch Boy White-Lead paint, illustrated in the two photographs at the right.

The property-owner who put on "cheap" paint made a small saving *at first*. But within a year his paint job went to pieces. Already he must repaint. And that's not all. The old paint must be burned and scraped off — always an expensive job. Furthermore, a new priming coat will be needed — another extra cost. Truly, "cheap" paint costs *too much*.

What a difference with the Dutch Boy job. It cost a little more, at first, it's true. But even after five years, it's still in good condition. It has *already lasted five times as long* as the "cheap" paint job. And it won't need burning, scraping or a new priming coat at repaint time. Dutch Boy does not crack or scale—it wears *down stubbornly by gradual* chalking, leaving a perfect surface for repainting.

To make *sure* of a long time paint job, choose a painter who has built a reputation for good work ... and who uses Dutch Boy White-Lead to uphold that reputation. He *mixes it specially to suit the condition of your* house. He tints it to the exact color you specify. And he gives you a paint job that lasts for years, and saves you real money.

Send for booklet illustrated at left. It will help you save money on your next painting job.



NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

"The House We Live In" shows painting mistakes and how to avoid them. Helps you save money. Sent free on request to Dept. 72, care of nearest branch.

8 PAINTERS IN EVERY 10 *USE*

DUTCH BOY WHITE LEAD

... AND NO ONE KNOWS PAINT LIKE A PAINTER

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