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NLI 109680

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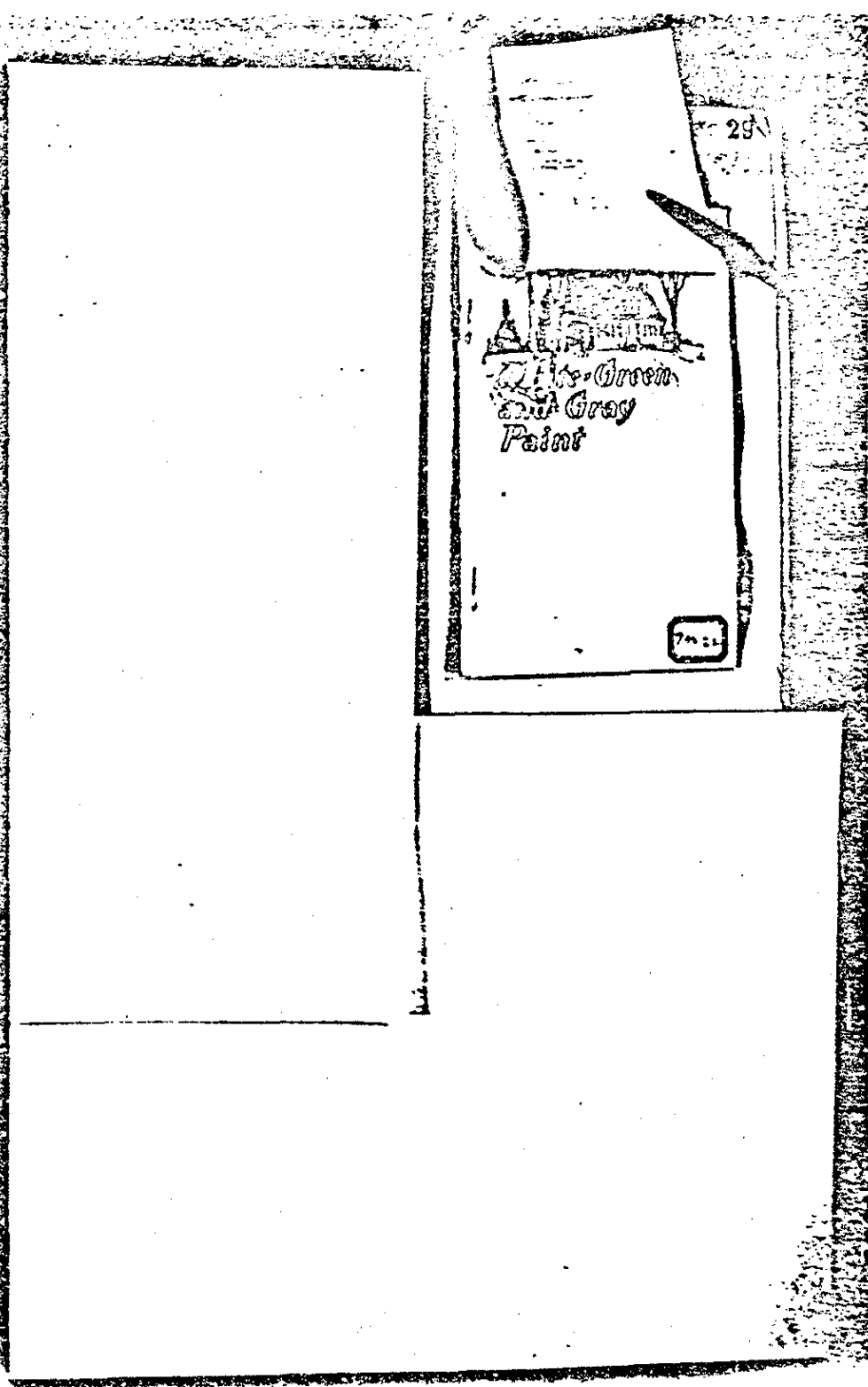
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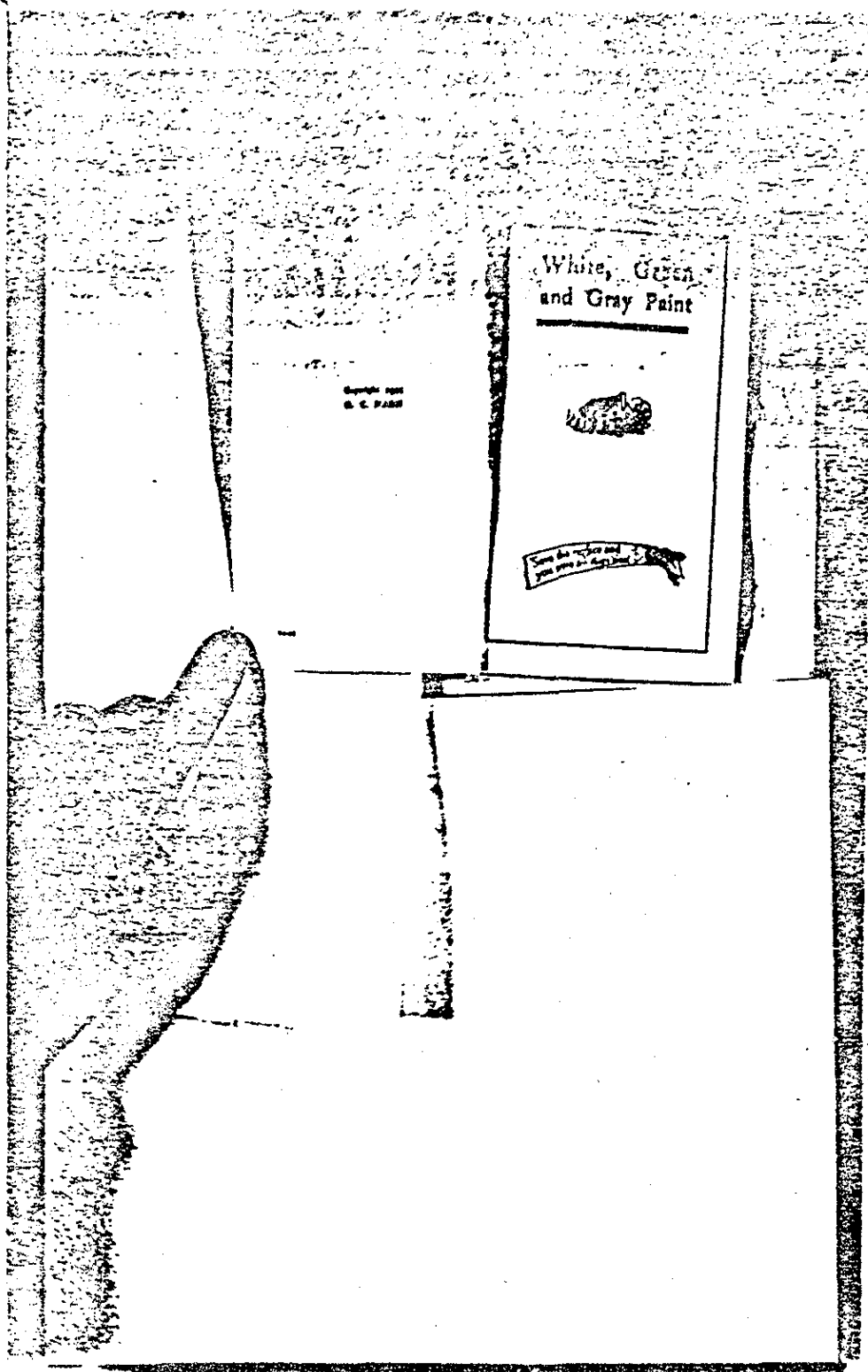
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NLI 109681



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White, Green and Gray Paint



GREEN had just settled himself comfortably in a seat in the five-fifteen when neighbor Gray parked alongside.

"See that White is having his house painted," remarked Gray.

"You and I'm going to have mine done, too," answered Green.

"Well, they say that painting's contagious. When one man paints, all his neighbors follow suit."

"No, that's not it," came back Green. "I was over to White's last night. What he told me opened my eyes. I feel now that I can't afford not to paint."

"Seems that White's painter tried to get him to paint two years ago."

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White went so far as to get an estimate but then came to the conclusion that it cost too much to paint. Anyhow the paint on his house still looked to be in pretty good shape and he guessed it would last another year or two.

"It happened that White guessed wrong. Several months ago the paint started to come off in spots. Closer examination showed that the wind in places had commenced to rot. White had to pay the carpenter to patch up the damaged wood and now the painter is charging him about twice as much as the original estimate because the old, peeling paint has to be burned and scraped off.

"For every dollar White saved two years ago, he has to pay out two now. I figure that by painting now I'm saving a dollar for every one I spend."

"Don't know but that you're



right," said Gray. "What's the name of White's painter?"

This is not an imaginary or even not an isolated case. White's experience is being duplicated every day. It seems to be a human trait to put off painting just as we put off going to the dentist. Then, when decay sets in, there is a bigger bill to foot.

When we went to school, our geographies told us that if we bored thru the earth we would reach China and find the Chinese upside

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down. That may be the reason the Chinese do things the other way around. Instead of waiting to call the doctor until taken sick, they pay him to call regularly and keep them well. In keeping houses sound, property-owners may well follow the cue of their yellow cousins. Call in a good painter at regular intervals to inspect your house.

You can tell a good painter by the class of people he works for, the

and think tomorrow" and use low-grade materials exclusively, he may safely be relied upon to know his business and to be a conscientious workman.

Painters who care anything about their reputations mix their own paint by thinning the well-known Dutch Boy white-lead with absolutely pure linseed oil and then



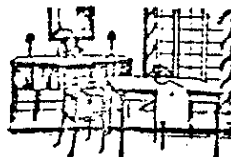
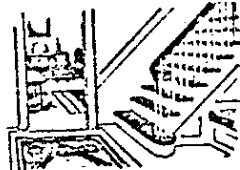
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adding turpentine and driers. This enables them to vary the proportions of ingredients and the consistency of the paint to meet different surface conditions.

A good painter would not think of using the same paint for all surfaces any more than a good doctor would think of giving the same prescription for all ills. Open-grained, porous lumber requires a different treatment from close-grained, sappy, resinous woods. Not infrequently it is found necessary to mix paint differently for



two sections of the same side of a house. You can understand, then, that paint for the shady side of a house or for siding protected by a porch should be mixed differently from that intended for the sunny or exposed side.

White, green and gray paint—as well as any other desirable color—may be had if your painter uses Dutch Boy whitelead. The whitelead, thinned with linseed oil, makes white paint. When colored paint is wanted, the painter simply adds the proper tinting materials.

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There is practically no limit to the tints obtainable. You pick the color which strikes your fancy and the printer matches it exactly.

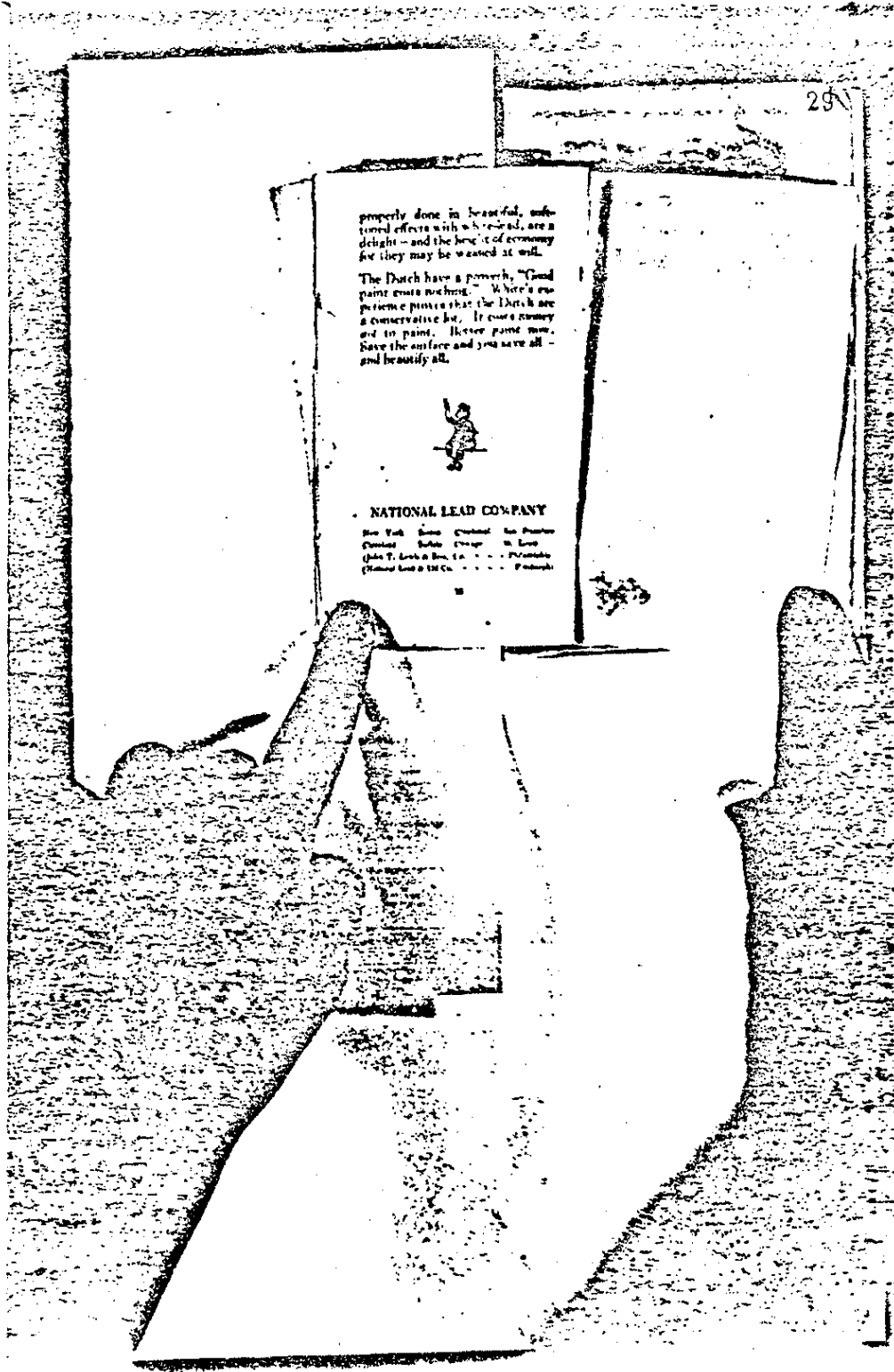
There is no paint which gives better and longer service than that mixed to order of Dutch Boy white-lead and pure linseed oil. It forms a tough, elastic film which accommodates itself to all surface changes. As wood shrinks in cold weather, the film shrinks. As wood stretches in hot weather, the film stretches. Consequently there is no cracking and scaling as with a hard, un-

yielding paint. You do not have to dig down in your pocket at repainting time to pay for taking or cracked, wall paint.

Paint made of Dutch Boy white-lead is most desirable for interior decoration as for exterior work. By its use, you can secure those pure white or all harmonious pastels which no other paint can give. Furthermore you will be highly pleased with the total absence of gloss in the finish if you construct your paint in the form of Dutch Boy flat or semi-matte white-lead. Painted in this



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properly done in beautiful, unfaded effects with which it is a delight - and the best of economy for they may be wasted at will.

The Dutch have a proverb, "Good paint costs nothing." Where a wise painter knows that the Dutch are a conservative lot. It costs money to paint. Better paint now. Have the surface and you save all - and beautify all.



NATIONAL LEAD COMPANY

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