Save the Dime and Jeopardize the Dollar?

or, Use the Dime to Insure the Dollar?

THE short-sighted man says, "I am not going to paint my house this year. Materials are higher than they should be. I intend to wait until prices come down."

Such a man is thinking more of the dimes he imagines he may save by waiting than of the dollars he is sure to lose when his buildings depreciate. His wisdom is reckoned in dimes, his short-sightedness in dollars.

No thrifty houseowner reasons that way. He says, "My house must have the new coat of paint that is coming to it, even if the cost is four or five dollars more than usual. My house represents an investment, which must be protected. Besides, *it is our home;* we want it to look as well as possible."

Any houseowner who wants to do a little figuring should get from his local dealer prices on the following ingredients:

100 lbs. "Dutch Boy Painter" white lead	$ .....
4 gallons pure linseed oil	......
1 gallon turpentine	......
1 pint turpentine drier	......
This makes 8 gallons genuine old-fashioned paint	......

He should then compare this with the price of any other paint he would think of using, and all the while keep in mind the superior spreading power of old-fashioned lead and oil paint.

OUR FREE PAINTING HELPS

We try to be of service to those about to paint. We will send you, if asked, color schemes, miscellaneous painting directions, and names of "Blue List" Painters in your community, men who use our "Dutch Boy Painter" white lead. Ask for "Helps No. 463" That will include everything.

TO PAINTERS: If you are a skilled white-leader and use "Dutch Boy Painter" white lead, send us your name for our "Painters' Blue List." Write us for Blue List Circular No. 463 It gives particulars.

NATIONAL LEAD COMPANY

New York Boston Buffalo Cincinnati Chicago Cleveland St. Louis San Francisco
(John T. Lewis & Bros. Company, Philadelphia) (National Lead & Oil Company, Pittsburgh)

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