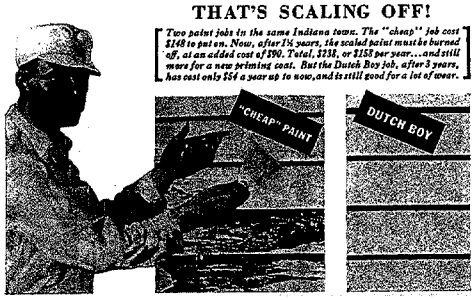
It's Somebody's MONEY...

THAT'S SCALING OFF!

Two paint jobs in the same Indiana town. The "cheap" job cost $148 to put on. Now, after 1¼ years, the scaled paint must be burned off, at an added cost of $90. Total, $238, or $158 per year...and still more for a new priming coat. But the Dutch Boy job, after 3 years, has cost only $54 a year up to now, and is still good for a lot of wear.



"THIS owner must pay to burn off what's left of his 'cheap' paint . . . and pay for a new priming coat, too!

"Now, look at the Dutch Boy job. No scaling off there!"

• • •

Dutch Boy White-Lead does not crack and scale. It wears down stubbornly by gradual chalking to a perfect surface for repainting. No burning, scraping or new priming coat.

When you repaint get a painter who uses Dutch Boy to give you a custom-made job. No one knows paint like a painter. Send today for free booklet, "The House We Live In."

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 Co. of Pa., 816 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Phila.

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

KD-3390—American Federationist, June, 1934 ★

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