



N 28221

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The American Magazine, May

You pay for "Cheap" PAINT TWICE...



**ONCE... when you put it ON
AGAIN... when you take it OFF**

You find tragedy even in a paint job... a "cheap" paint job. Someone tries to save a few dollars at the beginning. And then pays perhaps double in the end. For usually it costs as much to take off "cheap" paint after it has cracked and scaled as you originally paid to put it on.

"Cheap" paint is expensive on another basis, too. It can't last long enough to make it cheap. Suppose, for example, a "cheap" paint job costs \$250. Suppose it does last as long as two years. That's \$125 a year. If a Dutch Boy job, on the other hand, costs \$240 and lasts only four years (most painters say you can count upon five and even six), that's \$67.50 a year... a saving of \$230 for four years... of \$125 for every year beyond four.

But, remember, that's only part of the saving. Dutch Boy does not crack and scale. It wears down

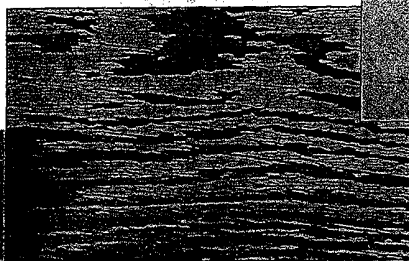
gracefully... by gradual chalking. It leaves a perfect surface for repainting without burning and scraping. You pay just once for Dutch Boy... when you put it on.

Avoid a "cheap" paint job. Select an experienced painter who is established in your community and specify Dutch Boy White-Lead. He will mix Dutch Boy for the specific requirements of your job... even for the varying exposure conditions encountered on the different sides of your house. Dutch Boy, applied by a good painter, costs less... much less... in the end.

NATIONAL LEAD COMPANY—111 Broadway, New York; 116 Oak Street, Buffalo; 906 West 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 820 West Superior Avenue, Cleveland; 121 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Co., 800 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

Right: DUTCH BOY... after 4 years. Weathered, of course, but still in good condition... still giving full protection. No burning and scraping here when repainting time finally does roll around.

Below: "CHEAP" PAINT... after 4 years. Paint badly cracked and scaled. Protection gone. Exposed wood has split. Expensive burning and scraping must precede repainting.



**8 PAINTERS IN
EVERY 10 USE**



FREE!
"The House We Live In"
More than a booklet of color schemes. Tells what to look for in a painting job... how to make your paint dollars go farther. Free to property owners. Address Dept. U, nearest branch.

DUTCH BOY WHITE LEAD

... AND NO ONE KNOWS PAINT LIKE A PAINTER

ers in the following publications:
Collier's Weekly, April 9
Better Homes and Gardens, May