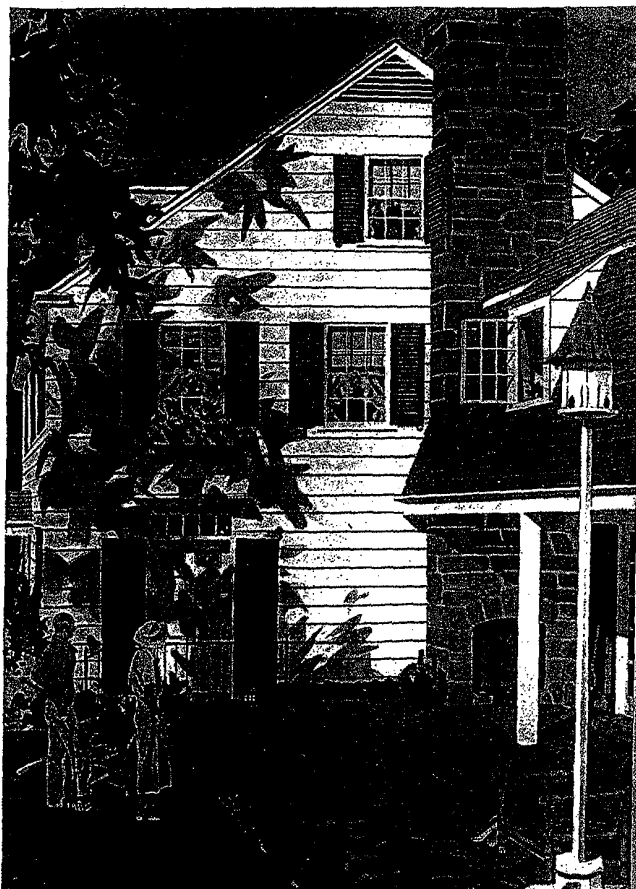
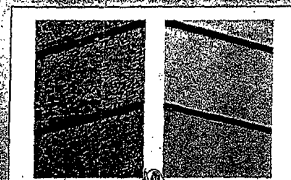




WHEN YOU LOOK
AT A HOUSE

*What you
really see
is Paint*

And you'll enjoy looking at it a long
time. It is painted with weather-
resisting Dutch Boy... instead of
short-lived "cheap" paint.



"CHEAP" PAINT VS. DUTCH BOY
"Cheap" paint costs \$160 a year and a half ago.
At that time it seemed to offer a \$12 cash saving as
against Dutch Boy. Now it is a sorry sight. Only one
thing can be done with it... burn it off, and repaint.
But burning off... at \$75... brings the total cost
of the job to \$235, or \$156 per year. And a new

"CHEAP" paint all too soon goes to
pieces — becomes unsightly. It
blinds you to the charm of a house and the beauty
of its setting. You can't see the house for the paint!
And as for the owner... every time he looks at
it, he is reminded of a bad bargain.

The first photograph above shows a typical
example.

This "cheap" job cost \$160 a year and a half ago.
At that time it seemed to offer a \$12 cash saving as
against Dutch Boy. Now it is a sorry sight. Only one
thing can be done with it... burn it off, and repaint.

But burning off... at \$75... brings the total cost
of the job to \$235, or \$156 per year. And a new



priming coat, needed whenever
old paint is burned off, adds still
more to the cost.

The man who buys "cheap"
paint pays heavily to repaint
before he can repaint.

What a difference on the Dutch
Boy job. Painted three years ago, it cost \$172 or
\$87 a year; and it's still good. Dutch Boy does not
crack and scale. Instead it resists the weather...
wears down stubbornly by gradual chalking, which
leaves an ideal surface for new paint. And there is
no need for a new priming coat.

Whenever you paint, consult a Dutch Boy painter.
He mixes Dutch Boy to meet the requirements of

your job and tints his paint to the exact color you
specify. No one knows paint like a painter.

Start your plans for painting today... send for
"The House We Live In". This book helps you to
get the effects you want, tells what causes paint
failures and how to avoid them. It explains how to
choose a competent painter and what to check over
with him before he starts his work. It helps you
make sure of satisfaction on your next painting
job. Write for it today. A post card will bring it.
Address nearest branch, Department 111.



NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo;
908 West 16th St., Chicago; 659 Freeman Ave.,
Cincinnati; 810 West Superior Ave., Cleveland;
722 Chestnut St., St. Louis; 2500 14th St., San
Francisco; National-Boston Lead Co., 800 Albany
St., Boston; National Lead & Oil Co.,
of Pa., 215 4th Ave., Pittsburgh;
John T. Lewis & Sons, Co., Widener
Bldg., Philadelphia.



DUTCH BOY WHITE-LEAD
Good Paint's Other Name

KD-3386—Saturday Evening Post, Aug. 25, 1934—★
Callers, July 21
American Magazine, Sept.
National Geographic, Sept.
Literary Digest, July 7
Time, Aug. 6
National Geographic, Sept.

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