

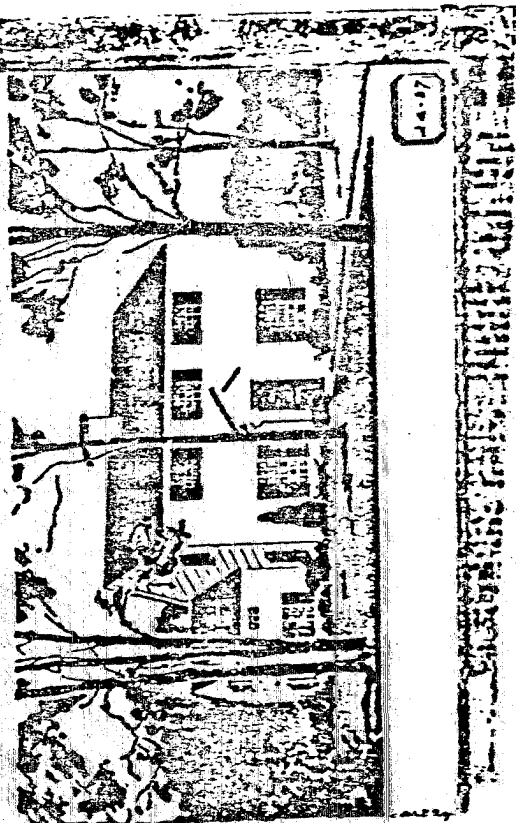
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HOW TO BUY A PAINT JOB



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How to Buy a Paint Job

that will save you money

That's what this booklet tells you on the pages
that follow. It is a short, easy-to-read story
that we hope you, as a property-owner, will find
interesting and profitable.

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1st

The Paint

There are many claims

made about paint to the layman. They are very likely to be confusing rather than helpful for the simple reason that they are claims and not actual, common-sense facts.

Real facts are necessary

If you, as a house owner, are to know enough about the paint that is used on your house to make sure you are getting your money's worth. In the remainder of this chapter we point out these facts and give you definite reasons why paint does certain things. You will see for yourself that a blue-head paint is the most economical, the most durable and the most satisfactory paint that you can specify.

Certain paint troubles
are always caused by the
wrong kind of paint

There are quite easy to identify and, if you have any of them on your house at present, you should be especially interested to learn how they can be avoided next time.

These troubles are . . .

Cracking and Scaling

They are really
only one
defect

Cracking is when the joint film breaks clear down to the surface of the wood. This allows moisture to enter behind the joint film which naturally loosens the joint so that scaling results. This trouble is caused by the use of a "hard" joint, one which becomes brittle as it ages. Such a film cannot follow the movement of wood as it expands and contracts as it absorbs or releases

This is a particularly costly joint failure

In addition to the unsightliness of a cracked and scaling joint, it always costs more to repaint a surface in this condition. The surface must be cleaned down to the bare wood; otherwise the old paint would continue to scale off after repainting and take the new paint with it.

It requires the removal of all the loose, scaling paint

This must be done by burning and scraping - a costly process. It is entirely "joint killer" and slow work. Then, when it is finished, the wood is bare, which means that it will take an extra coat of paint to properly cover - three coats instead of two on the average job.

To avoid this extra cost specify DUTCH BOY

White-knot joint, that is Dutch Boy White-knot joint lined off with an other pigment added, gives a joint film that remains sufficiently elastic to conform to the "give and take" of the surface beneath. There is no cracking and scaling with white-knot.

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MLI 11400

This type of failure is known as
Washing



This condition occurs when a paint film contains pigments that are soluble in water or when soluble compounds are formed by chemical reactions after the paint has been applied. Washing may be noticed in the form of streaks near the lower edge of elements and in accumulations on various fittings or building foundations. The material that is dissolved out of the paint will collect in these places and when the water evaporates the streaks can be plainly seen on the siding or foundation. White-lead never develops water-soluble compounds, and surfaces painted with this will never give this trouble.

and this unsightly condition is
Copper Staining

When copper is left unpainted, as it frequently is in screens, gutters or downspouts, moisture and gases form copper salts. These salts are washed down over the surface of the paint film by rain and when the paint contains certain white pigments, the salts actually stain the film so that it is impossible to remove the unsightly discoloration. Pure white-lead paint is never stained by these salts and any normal discoloration that is deposited on the surface of a white-lead film from the source does not become fixed but is washed away.

Dutch Boy

prevents these troubles

It provides the painter with a "make-or-buy" paint - a paint that can be mixed to furnish the best protection for any condition of surface or any type of surface. This is important because these factors vary with every house and without the paint can be varied accordingly, you are not going to get the most for your paint dollar.

What you pay for a paint

doesn't determine how much it costs

Years of use are the determining factor, and in this respect, what is best applied by a skilled painter is in a class by itself for real economy. Do not take our word for this statement. Check with any reliable master painter - any craftsman who always stands back of his workmanship. Ask him what he thinks of Dutch Boy white-head.

This Double House Shows Up "Cheap" Paint



Here's what happened when the owner of one side of a double house experimented with "cheap" paint and the owner of the other used Dutch Boy. Both jobs are now years old. The "cheap" paint job cost \$16 less in the beginning. Now it has failed so badly the owner must pay out \$100 for burning off the scaling paint, applying a new priming coat and repainting.

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Isn't This Convincing Proof?

Are not these actual cost-per-year figures, plus the enhanced amount of skilled painters everywhere, enough to convince you that white-kent, Dutch Boy white-kent, is the most economical point that you can have put in your home. "Cheap" indeed never saved a dollar on any paint job. The figures show that it can't last long enough to make it cheap.

White-lead paint does last

It does give complete protection. It does preserve in fine appearance. It does save you money. So make sure that Dutch Lin is used on your next painting job.

and now . . .

Other case histories tell a similar story

figures are several examples of the folly of trying to save money with material points. It doesn't seem to be worth the chance, does it?

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10-11-33; 10-12-33; 10-13-33; 10-14-33; 10-15-33; 10-16-33; 10-17-33; 10-18-33; 10-19-33; 10-20-33; 10-21-33; 10-22-33; 10-23-33; 10-24-33; 10-25-33; 10-26-33; 10-27-33; 10-28-33; 10-29-33; 10-30-33; 10-31-33; 11-1-33; 11-2-33; 11-3-33; 11-4-33; 11-5-33; 11-6-33; 11-7-33; 11-8-33; 11-9-33; 11-10-33; 11-11-33; 11-12-33; 11-13-33; 11-14-33; 11-15-33; 11-16-33; 11-17-33; 11-18-33; 11-19-33; 11-20-33; 11-21-33; 11-22-33; 11-23-33; 11-24-33; 11-25-33; 11-26-33; 11-27-33; 11-28-33; 11-29-33; 11-30-33; 12-1-33; 12-2-33; 12-3-33; 12-4-33; 12-5-33; 12-6-33; 12-7-33; 12-8-33; 12-9-33; 12-10-33; 12-11-33; 12-12-33; 12-13-33; 12-14-33; 12-15-33; 12-16-33; 12-17-33; 12-18-33; 12-19-33; 12-20-33; 12-21-33; 12-22-33; 12-23-33; 12-24-33; 12-25-33; 12-26-33; 12-27-33; 12-28-33; 12-29-33; 12-30-33; 12-31-33; 1-1-34; 1-2-34; 1-3-34; 1-4-34; 1-5-34; 1-6-34; 1-7-34; 1-8-34; 1-9-34; 1-10-34; 1-11-34; 1-12-34; 1-13-34; 1-14-34; 1-15-34; 1-16-34; 1-17-34; 1-18-34; 1-19-34; 1-20-34; 1-21-34; 1-22-34; 1-23-34; 1-24-34; 1-25-34; 1-26-34; 1-27-34; 1-28-34; 1-29-34; 1-30-34; 1-31-34; 2-1-34; 2-2-34; 2-3-34; 2-4-34; 2-5-34; 2-6-34; 2-7-34; 2-8-34; 2-9-34; 2-10-34; 2-11-34; 2-12-34; 2-13-34; 2-14-34; 2-15-34; 2-16-34; 2-17-34; 2-18-34; 2-19-34; 2-20-34; 2-21-34; 2-22-34; 2-23-34; 2-24-34; 2-25-34; 2-26-34; 2-27-34; 2-28-34; 2-29-34; 2-30-34; 2-31-34; 3-1-34; 3-2-34; 3-3-34; 3-4-34; 3-5-34; 3-6-34; 3-7-34; 3-8-34; 3-9-34; 3-10-34; 3-11-34; 3-12-34; 3-13-34; 3-14-34; 3-15-34; 3-16-34; 3-17-34; 3-18-34; 3-19-34; 3-20-34; 3-21-34; 3-22-34; 3-23-34; 3-24-34; 3-25-34; 3-26-34; 3-27-34; 3-28-34; 3-29-34; 3-30-34; 3-31-34; 4-1-34; 4-2-34; 4-3-34; 4-4-34; 4-5-34; 4-6-34; 4-7-34; 4-8-34; 4-9-34; 4-10-34; 4-11-34; 4-12-34; 4-13-34; 4-14-34; 4-15-34; 4-16-34; 4-17-34; 4-18-34; 4-19-34; 4-20-34; 4-21-34; 4-22-34; 4-23-34; 4-24-34; 4-25-34; 4-26-34; 4-27-34; 4-28-34; 4-29-34; 4-30-34; 4-31-34; 5-1-34; 5-2-34; 5-3-34; 5-4-34; 5-5-34; 5-6-34; 5-7-34; 5-8-34; 5-9-34; 5-10-34; 5-11-34; 5-12-34; 5-13-34; 5-14-34; 5-15-34; 5-16-34; 5-17-34; 5-18-34; 5-19-34; 5-20-34; 5-21-34; 5-22-34; 5-23-34; 5-24-34; 5-25-34; 5-26-34; 5-27-34; 5-28-34; 5-29-34; 5-30-34; 5-31-34; 6-1-34; 6-2-34; 6-3-34; 6-4-34; 6-5-34; 6-6-34; 6-7-34; 6-8-34; 6-9-34; 6-10-34; 6-11-34; 6-12-34; 6-13-34; 6-14-34; 6-15-34; 6-16-34; 6-17-34; 6-18-34; 6-19-34; 6-20-34; 6-21-34; 6-22-34; 6-23-34; 6-24-34; 6-25-34; 6-26-34; 6-27-34; 6-28-34; 6-29-34; 6-30-34; 6-31-34; 7-1-34; 7-2-34; 7-3-34; 7-4-34; 7-5-34; 7-6-34; 7-7-34; 7-8-34; 7-9-34; 7-10-34; 7-11-34; 7-12-34; 7-13-34; 7-14-34; 7-15-34; 7-16-34; 7-17-34; 7-18-34; 7-19-34; 7-20-34; 7-21-34; 7-22-34; 7-23-34; 7-24-34; 7-25-34; 7-26-34; 7-27-34; 7-28-34; 7-29-34; 7-30-34; 7-31-34; 8-1-34; 8-2-34; 8-3-34; 8-4-34; 8-5-34; 8-6-34; 8-7-34; 8-8-34; 8-9-34; 8-10-34; 8-11-34; 8-12-34; 8-13-34; 8-14-34; 8-15-34; 8-16-34; 8-17-34; 8-18-34; 8-19-34; 8-20-34; 8-21-34; 8-22-34; 8-23-34; 8-24-34; 8-25-34; 8-26-34; 8-27-34; 8-28-34; 8-29-34; 8-30-34; 8-31-34; 9-1-34; 9-2-34; 9-3-34; 9-4-34; 9-5-34; 9-6-34; 9-7-34; 9-8-34; 9-9-34; 9-10-34; 9-11-34; 9-12-34; 9-13-34; 9-14-34; 9-15-34; 9-16-34; 9-17-34; 9-18-34; 9-19-34; 9-20-34; 9-21-34; 9-22-34; 9-23-34; 9-24-34; 9-25-34; 9-26-34; 9-27-34; 9-28-34; 9-29-34; 9-30-34; 9-31-34; 10-1-34; 10-2-34; 10-3-34; 10-4-34; 10-5-34; 10-6-34; 10-7-34; 10-8-34; 10-9-34; 10-10-34; 10-11-34; 10-12-34; 10-13-34; 10-14-34; 10-15-34; 10-16-34; 10-17-34; 10-18-34; 10-19-34; 10-20-34; 10-21-34; 10-22-34; 10-23-34; 10-24-34; 10-25-34; 10-26-34; 10-27-34; 10-28-34; 10-29-34; 10-30-34; 10-31-34; 11-1-34; 11-2-34; 11-3-34; 11-4-34; 11-5-34; 11-6-34; 11-7-34; 11-8-34; 11-9-34; 11-10-34; 11-11-34; 11-12-34; 11-13-34; 11-14-34; 11-15-34; 11-16-34; 11-17-34; 11-18-34; 11-19-34; 11-20-34; 11-21-34; 11-22-34; 11-23-34; 11-24-34; 11-25-34; 11-26-34; 11-27-34; 11-28-34; 11-29-34; 11-30-34; 11-31-34; 12-1-34; 12-2-34; 12-3-34; 12-4-34; 12-5-34; 12-6-34; 12-7-34; 12-8-34; 12-9-34; 12-10-34; 12-11-34; 12-12-34; 12-13-34; 12-14-34; 12-15-34; 12-16-34; 12-17-34; 12-18-34; 12-19-34; 12-20-34; 12-21-34; 12-22-34; 12-23-34; 12-24-34; 12-25-34; 12-26-34; 12-27-34;

...and ...

The painter

2nd

Who is a Painter?

Too many property-owners consider that anyone who is strong enough to swing a brush is qualified to be a painter. If there were no more in painting than covering the surface, this might be true. But painting isn't simply covering the surface with a substance called paint.

Painting is an acquired art

It is acquired through training under competent supervision, through study of good practice, through experience of knowing what to do and how to do it. It may surprise you, for example, to learn that even pure white-lead paint that has lasted four, five, six and even more years on thousands of houses might last but a brief time on yours, if it is applied by unskilled and incompetent labor.

Certain paint failures can be directly traced to poor workmanship or to lack of knowledge on the part of the person doing the job

as, for example . . .

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Spotting

... a defect that is easy to recognize

It is characterized by loss of gloss, fading and early chalking in small areas and shows up most prominently with dark tints and colors. It is practically always caused by an insufficient number of paint coats. Of course, this is sometimes the fault of the owner who refuses to allow the needed extra coat. But often it is due to inexperience on the part of the painter doing the painting who thinks he can "get by" with one coat or who figures so low that he can only afford to put on one coat. The reputable painter knows it doesn't pay to take such chances.

Alligatoring

... a direct result of incompetence

The characteristic of this defect is splits in the top coat of paint. These cracks do not extend down to the surface of the wood but only to the coat of paint immediately under the last coat. Unless the painter understands how to mix and how to apply his paint for the different coats this trouble is very likely to develop. It is caused by too wet an undercoat. Here is another place where the experienced painter pays for himself. He knows how to mix his paint. He knows what materials to use. He knows how long to wait for drying between coats.

Running and Sagging

are also likely to be the result of employing an inexperienced or careless workman. Such a man, if he has the mistaken idea that the more linseed oil in the paint the better it is, or, if he wants to save himself the effort of brushing on a point with the proper proportion of pigment in it, is more than likely to load up the point with an excess of linseed oil. Such a point, particularly if it is carelessly slapped on, usually results in a bad case of running (shown upper right) or the equally unsightly sagging where the paint festoons itself down the clapboard. (lower right). Both of these defects spoil the appearance of a point job and even worse they shorten the life of the point film.

Wrinkling

also a result of slipshod workmanship

The "handy man painter" is very likely to try to save himself work by slapping on the paint in a thick coat. True, it does save work but it certainly picks up a lot of grit for the owner because a thick coat doesn't dry uniformly. The surface dries fast and then the drying of the paint underneath continues for such a long time that the type of wrinkling you see here develops. The capable painter uses plenty of "thin grease" in brushing out his paint. He knows it doesn't pay to try to put on two coats at one time.

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Don't risk spoiling good materials with incompetent labor

Always ask before you cannot expect the handy man or the factory worker who has taken up painting as a "fill-in" to know the things that must be done if you are to get a paint job that will look right and last right. To such a man paint is paint, regardless of where or where it is to be applied. He hasn't had the training or the experience to teach him differently. Do not allow him to experiment on your house at your expense.

Select a reputable painter

When he is willing to give you the type of information in this booklet, it is pretty good proof of his trustworthiness and reliability. You can also check his references; talk with the people he has worked for; look at some of the jobs he has done. The honest painter has nothing to hide.

Now, with these facts in mind . . .

and Bleeding Over Knots



This unsightly result comes about from a lack of knowledge or from a deliberate attempt to "cut corners." On new lumber, the oil in the paint will frequently displace the water in the knots. This material comes through and discolors the paint. The experienced painter will always play safe, however, by coating these knots with shellac after the priming coat has been applied. This stops the bleeding as has been done on the lower half of the knot in the accompanying photo.

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NLI 112616

If you see something like this . . .



no expert is needed to tell you that repainting is immediately desirable if not an actual necessity

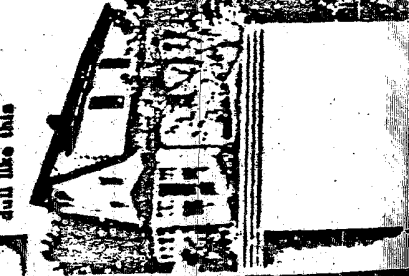
We suggest that you

LOOK at your house

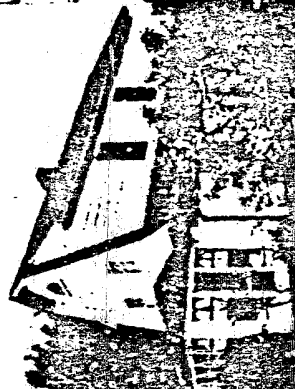
It is easy to get into the habit of not really seeing the things we look at every day. Sometimes, changes in the paint condition of your house take place so gradually that you don't realize how much it needs paint.



But even if it just looks
dull like this



Think what your
house might be



Painting is a necessary protection to your financial investment

Few people are careless enough to leave ten dollar bills lying around exposed where anyone could pick them up. Why should one house owner be careless enough to leave his house—probably his greatest single investment—exposed to weather that will eventually destroy or seriously impair the value of that investment?

A well-painted house has greater cash value

Banks and mortgage companies always lend more readily on property that is kept up. Some of them also lend that houses in which they hold the mortgage be painted regularly. They know that painting protects their equity and makes a house easier to sell or easier to rent.

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NLI 112618

Fine appearance should be a matter of pride as well

Every owner of property owes something to the neighborhood in which he lives. It is part of his civic duty to uphold or add to the tone of his community. Nothing contributes more along this line than a finely kept-up, well-painted house. Nothing does more either to give the owner himself a feeling of self-respect and well-being.

The Dutch Boy Plan will help you

If you lack ready cash to pay the entire cost of a paint job right now, when you need it, the Dutch Boy Easy Payment Plan can take care of it for you. Why not have the benefit and pleasure of a good paint job while you are paying for it. The interest charges are the same low rates as under the National Housing Act. On a hundred dollar job, for example, the total financing cost for a year's contract is but 43 cents a month. It's a painless way to pay for a paint job.

Examine This Easy Way to Buy a Paint Job

- Available to owners of all private homes as large as a four family unit.
- No down payment.
- No mortgage required.
- Loans up to \$200.00 (\$70.00 minimum).
- Up to 24 months to pay.
- Low interest rates.
- No red tape.
- All loans cleared through First National Corporation.
- Every job painted with DuPont Reg White-Lead -- "Good Paint's Other Name."

And Look At These Low Rates!

TERM OF PAYMENT				MONTHLY PAYMENT				MONTHLY PAYMENT			
Loan	Rate	Term	Amount	Loan	Rate	Term	Amount	Loan	Rate	Term	Amount
\$70.00	10%	12	\$7.00	\$100.00	10%	12	\$8.33	\$100.00	10%	12	\$8.33
\$70.00	10%	24	\$3.50	\$100.00	10%	24	\$4.17	\$100.00	10%	24	\$4.17
\$70.00	10%	36	\$2.33	\$100.00	10%	36	\$2.78	\$100.00	10%	36	\$2.78
\$70.00	10%	48	\$1.75	\$100.00	10%	48	\$2.08	\$100.00	10%	48	\$2.08
\$70.00	10%	60	\$1.40	\$100.00	10%	60	\$1.67	\$100.00	10%	60	\$1.67
\$70.00	10%	72	\$1.17	\$100.00	10%	72	\$1.39	\$100.00	10%	72	\$1.39
\$70.00	10%	84	\$1.00	\$100.00	10%	84	\$1.19	\$100.00	10%	84	\$1.19
\$70.00	10%	96	\$0.88	\$100.00	10%	96	\$1.04	\$100.00	10%	96	\$1.04
\$70.00	10%	108	\$0.78	\$100.00	10%	108	\$0.93	\$100.00	10%	108	\$0.93
\$70.00	10%	120	\$0.70	\$100.00	10%	120	\$0.83	\$100.00	10%	120	\$0.83
\$70.00	10%	132	\$0.63	\$100.00	10%	132	\$0.75	\$100.00	10%	132	\$0.75
\$70.00	10%	144	\$0.57	\$100.00	10%	144	\$0.68	\$100.00	10%	144	\$0.68
\$70.00	10%	156	\$0.52	\$100.00	10%	156	\$0.62	\$100.00	10%	156	\$0.62
\$70.00	10%	168	\$0.48	\$100.00	10%	168	\$0.57	\$100.00	10%	168	\$0.57
\$70.00	10%	180	\$0.44	\$100.00	10%	180	\$0.53	\$100.00	10%	180	\$0.53
\$70.00	10%	192	\$0.41	\$100.00	10%	192	\$0.49	\$100.00	10%	192	\$0.49
\$70.00	10%	204	\$0.38	\$100.00	10%	204	\$0.46	\$100.00	10%	204	\$0.46
\$70.00	10%	216	\$0.35	\$100.00	10%	216	\$0.43	\$100.00	10%	216	\$0.43
\$70.00	10%	228	\$0.33	\$100.00	10%	228	\$0.40	\$100.00	10%	228	\$0.40
\$70.00	10%	240	\$0.31	\$100.00	10%	240	\$0.38	\$100.00	10%	240	\$0.38
\$70.00	10%	252	\$0.29	\$100.00	10%	252	\$0.36	\$100.00	10%	252	\$0.36
\$70.00	10%	264	\$0.27	\$100.00	10%	264	\$0.34	\$100.00	10%	264	\$0.34
\$70.00	10%	276	\$0.26	\$100.00	10%	276	\$0.32	\$100.00	10%	276	\$0.32
\$70.00	10%	288	\$0.24	\$100.00	10%	288	\$0.30	\$100.00	10%	288	\$0.30
\$70.00	10%	300	\$0.23	\$100.00	10%	300	\$0.29	\$100.00	10%	300	\$0.29
\$70.00	10%	312	\$0.22	\$100.00	10%	312	\$0.27	\$100.00	10%	312	\$0.27
\$70.00	10%	324	\$0.21	\$100.00	10%	324	\$0.26	\$100.00	10%	324	\$0.26
\$70.00	10%	336	\$0.20	\$100.00	10%	336	\$0.25	\$100.00	10%	336	\$0.25
\$70.00	10%	348	\$0.19	\$100.00	10%	348	\$0.24	\$100.00	10%	348	\$0.24
\$70.00	10%	360	\$0.18	\$100.00	10%	360	\$0.23	\$100.00	10%	360	\$0.23

The lowest rate shown is for a loan of \$70.00 at 10% interest. "Paint's Other Name" is not shown.

PAYEE'S NAME	DATE OF BIRTH	DATE OF PAYMENT

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NLI 112619

This is
the 1-2-3
of buying
a point job
that will
save you
money

1

Specify Dutch Boy

Put your faith in a paint that has generations of successful use behind it. There's certainly nothing wrong with progress but remember that true progress is always founded on true merit and merit in a paint is proven by years and not by months. Let the other fellow do the experimenting.

2

Hire a reputable painter

And when you do, talk over the job with him

Go over the estimate. Be sure it covers everything—the house itself, such trim, roof, blinds, screens, leaders and gutters, porches, fences, toolboxes, porcupine—and that the number of coats on each is specified.

Have definite specifications

Specify the surfaces to be painted; the number of coats and the materials the brand to be used. And the materials should be delivered to the job in their original containers, sealed and with their labels plainly in evidence. Check up on this. The reputable painter will not be offended. It is as much to his interest as to yours to have this point well verified.



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3 Point when it's needed

Don't wait until a lot of surface preparation is required. If you want to keep your repainting cost down to the minimum. Besides you get the good reputation of always having a few looking house that reflects credit on your neighborhood.

There's no need now, with the Dutch Boy Easy Payment Plan, to put off what should be put on.

The Dutch Boy Line



- 1. PRIMER** - Not only does it seal the surface but it also provides a base for the paint. It is the best way to insure a long lasting finish.
- 2. PAINT** - The Dutch Boy line of paints is the best in the world. It is the only paint that will stand up to the most severe weather conditions.
- 3. FINISH** - The Dutch Boy line of finishes is the best in the world. It is the only finish that will stand up to the most severe weather conditions.
- 4. WALL PRIMER** - The ultimate primer for walls. It is the best way to insure a long lasting finish.
- 5. LEAD KILLING** - The Dutch Boy line of lead killing products is the best in the world. It is the only product that will kill lead in the most severe weather conditions.
- 6. RED LEAD** - The Dutch Boy line of red lead products is the best in the world. It is the only product that will stand up to the most severe weather conditions.

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