

# BOTH LOOKED GOOD... THE DAY THEY WERE PAINTED!



↑ BUT COMPARE THE "CHEAP" PAINT JOB NOW WITH THE ONE THAT WAS DONE WITH DUTCH BOY ↑

THE day it was painted the "cheap" job looked pretty good. And its price looked good, too. It was less than the Dutch Boy job next door.

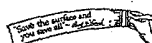
But now the "cheap" job is all through. Its "saving" has turned into a \$76 loss... and more to come.

The "cheap" paint has surrendered to the weather. (See the close-up photo at the right.) Cracked. Scaled. The owner, after only 1½ years, faces the cost of burning and scraping... the cost of UN-painting as well as RE-painting. And he'll find that a new priming coat will be needed... further expense.

Compare this costly experiment with the Dutch Boy job. After 3 years, it is still good. Dutch Boy does not crack and scale. It resists the weather... wears down stubbornly by gradual chalking, which leaves a smooth, unbroken surface that needs no UN-painting, no new priming coat.

Assure yourself a paint job that is good for years. Call in a Dutch Boy painter... a craftsman who 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.

"The House We Live In" contains a helpful list of painting points to check, suggestions on choice of colors and many other hints that are useful. Send for it today. Address Dept. 112, nearest branch.



**NATIONAL LEAD COMPANY**  
111 Broadway, New York; 116 Oak St., Buffalo; 909 West 16th St., Chicago; 659 Freeman Ave., Cincinnati; 620 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2148 16th St., San Francisco; National-Lead Paint Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 416 4th Ave., Pittsburgh; John T. Lewis & Sons, Co., Widener Bldg., Philadelphia.



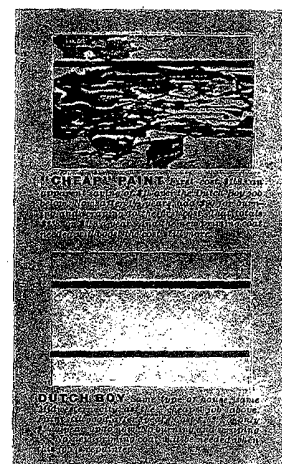
## DUTCH BOY WHITE-LEAD

*Good Paint's Other Name*



100-673—American Magazine, October, 1934—★  
Better Homes & Gardens, October  
Ladies Home Journal, September 15

Callie's, September 29  
The Saturday Evening Post, September 29  
The Magazine, September 3



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