



The House you're proud of deserves Dutch Boy



"CHEAP" PAINT

After 15 years. First cost \$15. Now requires burning and scraping at a cost of \$75 extra. Total \$90, or \$6 a year. A new priming coat will be needed when house is repainted. Still more cost.

DUTCH BOY

Same type of house in same middle Western city as "cheap" job. Cost, \$175. Paint still good after 4 years. Yearly cost to do it, only \$4, and no burning and scraping to pay for when repainting is done.



NATIONAL LEAD COMPANY
111 Broadway, New York; 118 Oak St., Buffalo; 906 West 18th St., Chicago; 608 Freeman Ave., Cincinnati; 830 West Superior Ave., Cleveland; 178 Chestnut St., St. Louis; 240 24th St., San Francisco; National-Borden Lead Co., 800 Albany St., Boston; National Lead & Oil Company of Penna., 315 4th Ave., Pittsburgh; John T. Lewis & Brok. Co., Widener Bldg., Philadelphia.

OF COURSE, you're proud of your home. You want to protect it. You want to keep it always looking its best, so you can continue to be proud of it.

Feeling that way, you can't risk "cheap" paint, because paint makes or breaks the appearance of any house. There's plenty of evidence to show that "cheap" paint doesn't stand up. That it can't last. That it fails—becomes unsightly. For an actual example, see left photo.

Figures Tell the Story

This "cheap" job cost \$125 to put on. It is only 2½ years old. Now the scaled paint must be burned off at an additional cost of \$75. Total \$200, or \$80 per year. And still more expense—a new priming coat will be needed. That will boost the yearly cost even higher.

The 4-year old Dutch Boy job cost \$175. But its cost per year is only \$44... \$36 less per year than the "cheap" paint. And the Dutch Boy job is still good for a lot of years. So its final cost per year will be even lower.

Dutch Boy does not crack and scale. It resists the weather. It wears down stubbornly by gradual chalking which leaves a smooth, even surface for new paint. No burning, no scraping, at repaint time, and no need for a new priming coat.

Your home deserves Dutch Boy. It deserves the skilful work of a Dutch Boy painter. He mixes Dutch Boy to meet the requirements of your job and tints it to the exact color you specify. No one knows paint like a painter.

And when you've chosen your painter, what details should you discuss with him? *The House We Live In* tells you. It covers a lot of points you'll want to remember when you're talking to him. Send for this FREE booklet today. Address: Dept. 113, nearest branch.

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

KD-3674—Saturday Evening Post, October 27, 1934
Callie's, October 27
Saturday Evening Post, October 13, 1934
Tint, October 8

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