



A "CHEAP" PAINT JOB just can't be cheap

• You are not buying for "cheap" paint all the time when you house. • In the first place, it costs you much more on a yearly basis. Second, it costs money in repair because "cheap" paint lets in the weather to split and rot the wood. Third, you pay for beauty you never get. Furthermore, cracked and scaled paint must be burned off...a job costing as much as the actual painting. • Dutch Boy, on the other hand, saves you money. It lasts longer and protects better. It does not crack or scale. It does not require expensive burning off at repaint time. It grows old gracefully by gradual chalking, leaving a perfect surface for repainting. It pays to specify Dutch Boy at painting time.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo; 500 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 213 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 220 7th St., San Francisco; National Dutch Boy Lead Co., 808 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 216 6th Ave., Pittsburgh; John T. Lewis & Sons, Co., Widener Bldg., Philadelphia.

DUTCH BOY WHITE-LEAD

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