



SENTIMENTAL? Yes, but practical, too. There's a dollars-and-cents reason for avoiding "cheap" paint.

Note the actual photograph at the right. Read the wording below it. See, first, a typical example of how "cheap" paint quickly cracks and scales, spoiling the looks of your home and giving the weather a chance to attack the bare wood.

The effect on your pocket-book is just as bad. You must (1) repaint long before you planned — (2) pay the extra expense of burning and scraping off the "cheap" paint and (3) pay the cost of one additional coat — a new priming coat — as part of the repainting.

Now look at the Dutch Boy example, also typical. No cracking and scaling there. Dutch Boy, instead, wears down stubbornly by gradual chalk-

ing. You repaint right over it because its surface remains smooth and unbroken. No burning and scraping, no new priming coat. And no repainting either, until long after "cheap" paint would have gone to pieces.

The experienced painter recommends Dutch Boy White Lead. Its durability always backs up his reputation. He can mix it to suit the requirements of your particular job and tint it to the exact color you specify. No one knows paint like a painter.

Dutch Boy Easy Payment Plan

Under this plan, you can pay for your paint job in easy monthly installments. No down payment required. For complete information, check the coupon at right. Send this coupon also if you desire a copy of our illustrated booklet, "The House We Live In", which tells how to modernize with

DOUBLE HOUSE SHOWS UP "CHEAP" PAINT

Here's what happened when the owner of one side of a double house used "cheap" paint and the owner of the other, Dutch Boy. Both jobs are 2 years old. The "cheap" paint job cost \$16 less in the beginning. Now this owner must pay out \$100 — for burning off scaling paint, applying new priming coat, and repainting.

paint and what to look for when buying a paint job. Address Department 204, in care of the nearest branch.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 906 W. 18th St., Chicago; 639 Prosser Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 1249 24th St., San Francisco; National-Bayon Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

NATIONAL LEAD COMPANY

Department 204 (See list of branches above)

Please send me your free booklet "The House We Live In", containing color scheme suggestions and practical advice on painting.

☐ Include folder describing Dutch Boy Easy Payment Plan.

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Dutch Boy White Lead

GOOD PAINT'S OTHER NAME

KD7313 - *Illustration of a house* - 1939
American Home, April 1939

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