

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

If your home needs painting, entrust the job to a Dutch Boy painter. He

~~1935~~ American Federationist, February, 1935



Send for "The House We Live In", a free booklet that tells you how to buy a painting job. Address nearest branch.

NATIONAL LEAD COMPANY

111 Broadway, New York; 115 Oak Street, Buffalo; 200 West 13th St., Chicago; 408 Freeman Avenue, Cincinnati; 829 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 34th Street, San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 215 Fourth Ave., Pittsburgh; John T. Lewis & Bro., Co., Wildcat Bldg., Philadelphia.



DUTCH BOY WHITE-LEAD

Good Paint's Other Name

~~1935~~ American Federationist, February, 1935



Look at these two buckets of paint
Their similarity might fool anyone
But look what comes out of it

-two Painted Homes that Don't!

"H.A." chuckled the man who got his paint job out of the wrong bucket—the "cheap paint" bucket—I've saved myself some money." Now, however, he's money behind. The "cheap paint" went to pieces in only a few months and he's faced with a big bill for burning it off.

And his neighbor who painted with Dutch Boy? His paint job is good for years to come. Dutch Boy does not crack and scale—never requires burning off. Instead, it resists the weather—wears down stubbornly by gradual

chalking, always leaving a perfect surface for new paint.

See 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. Send for booklet that tells how to order your painting job out of the right bucket!

NATIONAL LEAD COMPANY

111 Broadway, New York; 118 Oak Street, Buffalo
909 W. 18th Street, Chicago; 859 Freeman Avenue
Cincinnati; 820 W. Superior Avenue, Cleveland;
722 Chestnut Street, St. Louis; 2240 24th Street
San Francisco; National Boston Lead Co., 20
Albany Street, Boston; National Lead & Oil Co.
of America, 1414th Avenue, Pittsburgh; John B.
Lewis & Bros., Co. Wilkes-Barre, Philadelphia



DUTCH BOY WHITE-LEAD

Good Paint's Other Name

~~Review of~~ American Federationist April 1930

N 28127

0000-NLI-000014455

"CHEAP" paint

• Look at the examples shown at the left. Actual photographs of paint performance. See how one house-owner made an apparent saving of \$50 at the start...and how within a year that "saving" turned into a \$195 loss. • Contrast that performance with the Dutch Boy White-Lead job. Paint made with Dutch Boy doesn't crack and scale but wears down by gradual chalking and leaves a perfect foundation for the new coats at repainting time. There's no costly burning off, and consequently no extra cost to paper. • When you paint, consult a capable painter. He gives you a custom-made job. No one else can paint like a painter.

NATIONAL LEAD COMPANY
 111 Broadway, New York; 116 O. St., Buffalo; 900 W. Lake
 St., Chicago; 1000 Broadway, New Orleans; 820 W. Superior
 Ave., Cleveland; 12 Chestnut St., St. Louis; 2040 24th St.,
 San Francisco; National Lead and Oil Company, 800 Albany St.,
 Boston; National Lead & Oil Co. of Pa., 316 4th Ave., Pitts-
 burgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

This advertisement appears in the following publication
 _____ American Legionists _____ 1937

It's Somebody's **MONEY..**

THAT'S SCALING OFF!

Two paint jobs in the same Indiana town. The "cheap" job cost \$148 to put on. Now, after 1½ years, the scaled paint must be burned off, at an added cost of \$90. Total, \$238, or \$158 per year....and still more for a new priming coat. But the Dutch Boy job, after 3 years, has cost only \$54 as yet up to now, and it is still good for a lot of wear.

THIS owner must pay to burn off what's left of his 'cheap' paint . . . and pay for a new priming coat, too!

"Now, look at the Dutch Boy job. No scaling off there!"

Dutch Boy White-Lead does not crack and scale. It wears down stubbornly by gradual chalking to a perfect surface for repainting. No burning, scraping or new priming coat.

When you repaint get a painter who uses Dutch Boy to give you a custom-made job. No one knows paint like a painter. Send today for free booklet, "The House We Live In."

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 909 West 18th St., Chicago; 619 Freeman Ave., Cincinnati; 523 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2249 24th St., San Francisco; National Boston Lumber Co., 390 Albany Street, Boston; 14th St. & Erie St., Erie, Pa.

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

~~KB 3394~~ - American Federationist, June, 1900

N 28127.01

0000-NLI-000014456



WHEN YOU LOOK AT A HOUSE...

*What you really
see is Paint*

And you'll enjoy looking at it a long time if
it is painted with weather-resisting Dutch
Boy... instead of a short-lived "cheap" paint

"CHEAP" paint all too
soon goes to pieces—
becomes dingy. It blinds
you to the charm of a house.

What a difference with
Dutch Boy... which does
not crack and scale. It re-
sists the weather... wears
down stubbornly by grad-
ual chalking, which leaves
an ideal surface for new
paint. No burning and
scraping needed.

Whenever you paint, con-
sult a Dutch Boy painter.
He mixes Dutch Boy to
meet the requirements of
your job and tints his paint
to the exact color you spec-
ify. No one knows paint like
a painter.

Send for FREE booklet
"The House We Live In."
Address nearest branch.

NATIONAL LEAD COMPANY

111 Broadway, New York 116 Oak St., Buffalo 900
West 126th St., Chicago 620 Franklin Ave., Cleve-
land 180 West Superior Ave., Cleveland 722 Chestnut
St., St. Louis 1015 24th St., San Francisco National
Paints Lead Co., 801 Battery St., Boston National
Lead & Oil Co. of Pa., 115 4th Ave., Pittsburgh John
T. Lewis & Son, Co., Widener Bldg., Philadelphia



DUTCH BOY WHITE-LEAD

Good Paint's Other Name

KIESEL—American Federationist, October, 1934 ★

THE DAY IT WAS PAINTED the
"cheap" job looked about
as good as the Dutch Boy job
next door.

But look at it now! After only
a short time it is all through.

Compare it with the Dutch
Boy job which is more than
twice as old and still good.
Dutch Boy does not crack and
scale as does "cheap" paint—
does not put you to the expense
of burning and scraping at re-
paint time.

Assure a paint job 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. Send for
FREE book, "The House We Live
In" Address nearest Branch.



DUTCH BOY WHITE-LEAD

Good Paint's Other Name



NATIONAL LEAD COMPANY

111 Broadway, New York 116 Oak St., Buffalo 900
West 126th St., Chicago 620 Franklin Ave., Cleve-
land 180 West Superior Ave., Cleveland 722 Chestnut
St., St. Louis 1015 24th St., San Francisco National
Paints Lead Co., 801 Battery St., Boston National
Lead & Oil Co. of Pa., 115 4th Ave., Pittsburgh John
T. Lewis & Son, Co., Widener Bldg., Philadelphia

KIESEL—American Federationist, December, 1934 ★

N 28127.02

0000-NLI-000014457