

BEWARE ... the UNSEEN EXTRAS

hidden in a "Cheap Paint" job



... You don't pay in full for a
"Cheap Paint" Job ... until you
have paid for burning it off!

THE low price of a "cheap paint" job is a big temptation... unless you stop to add up all the extras you'll have to pay. That's the trouble with a "bargain" offer. It leaves out future charges. Unmentioned, but unescapable, these extra items more than wipe out your expected saving. You can judge how the additional costs mount up, and how soon they must be paid, by a moment's study of the photographs at the right. You see there how one home-owner figured he saved \$75 when he painted; ... and how his "saving" turned into a big expense in just two years.

You can't foresee the total cost of a "cheap paint" job at the time it's done. But it isn't long before you realize that it will cost too much. All too soon, cracks make their appearance in the paint film, opening it up so moisture can seep in. Then the paint begins to scale. The damage spreads. In no time your whole job is a total loss, not to say an "eye-sore", and you have to repaint.

But before you repaint, there's the heavy expense of burning and scraping. And of a new

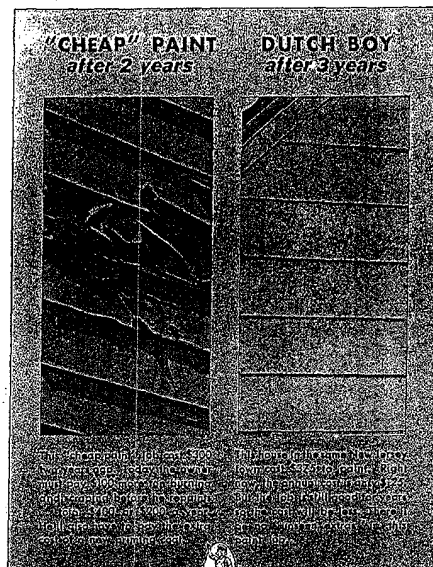
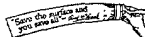
priming coat as well.

What a contrast when you use Dutch Boy White-Lead. Paint made with Dutch Boy doesn't crack and scale but wears down stubbornly by gradual chalking leaving a smooth, unbroken foundation for the new coats. Dutch Boy needs no burning off ... and consequently no new priming coat ... when the job is repainted.

The surest way to guard against expensive extras, and to avoid the need of having soon to repaint all over again, is to choose your painter as carefully as you choose your paint. He will welcome your vote in favor of Dutch Boy. His experience teaches him that Dutch Boy upholds his reputation for long-lasting and satisfactory work.

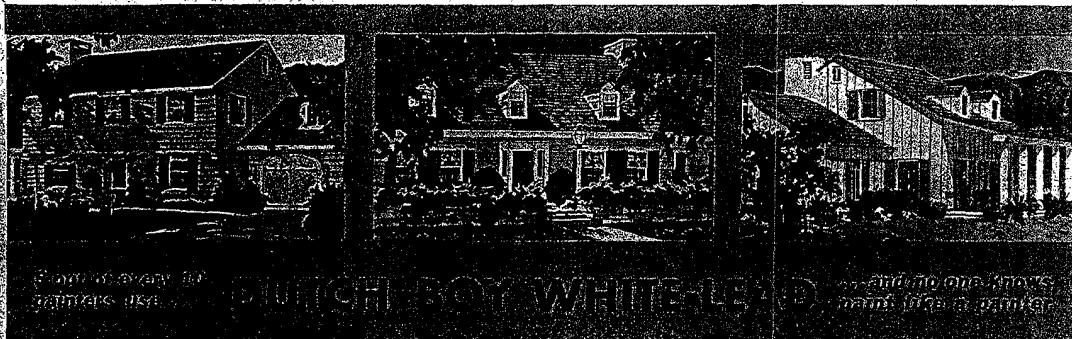
He knows he can mix Dutch Boy to meet the requirements of your house, and that he can tint it to the exact colors you have chosen.

Send for the booklet shown at right. The time to read it is before you paint.



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 18th Street, Chicago; 669 Freeman Avenue, Cincinnati; 820 West Superior Avenue, Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Co., 800 Albany Street, Boston; National Lead & Oil Co. of Pennsylvania, 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.



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