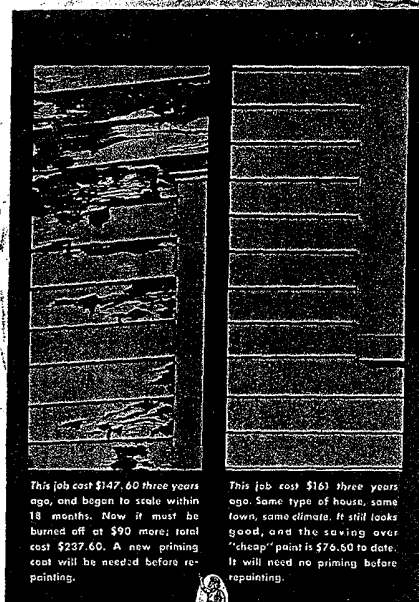


# "Why...it looks like a **NEW HOUSE!**"

THE NEIGHBORS SAID

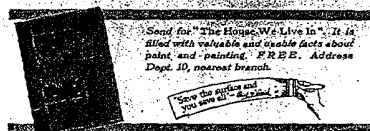


This job cost \$147.60 three years ago, and began to scale within 18 months. Now it must be burned off at \$90 more; total cost \$237.60. A new priming coat will be needed before repainting.

This job cost \$161 three years ago. Same type of house, same town, same climate. It still looks good, and the saving over "cheap" paint is \$76.50 to date. It will need no priming before repainting.

## NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 500 West 18th Street, Chicago; 659 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 723 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Co., 330 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 515 Fourth Avenue, Pittsburgh; John T. Lewis & Bro. Co., Widener Building, Philadelphia.



Send for "The House We Live In". It is filled with valuable and readable facts about paint and painting. **FREE**. Address Dept. H, nearest branch.

See the picture and you will be a painter.



And it will keep its good looks, too . . .  
because it isn't a "cheap" paint job

● You can't judge how good paint is by its appearance when new. Then, even "cheap" paint looks good. But its appearance is deceiving. All too soon it discloses its poor quality and shows it will quickly cost much more than Dutch Boy White-Lead paint.

See what happened with the owners of the two houses shown at the left. One, who "saved" \$13.40 on his painting bill 3 years ago, must now pay \$90 extra for burning and scraping away the cracked and scaled remains of his "cheap" paint. He also must pay for new priming . . . more extra cost . . . before the finish coats are put on. The other is now \$76 to the good.

Unlike "cheap" paint, Dutch Boy does not crack and scale, but wears down stubbornly by gradual chalking and leaves a perfect base for repainting. There's no burning off . . . no extra coat to pay for — and so you're actually money ahead.

When you next plan repainting, call in a good painter . . . one who uses Dutch Boy White-Lead, mixes it to meet the requirements of your particular house, and tints it to the exact color you specify.

And even before you call him in, read the booklet shown at the left. It enables you to discuss painting with him understandingly and intelligently. You'll save money by sending for it, today. It is free.

8 PAINTERS IN EVERY 10 USE

## DUTCH BOY WHITE LEAD

...AND NO ONE KNOWS PAINT LIKE A PAINTER

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