



**8 PAINTERS
IN EVERY 10**

This advertisement appears

The Saturday Evening Post, June 18
The American Magazine, July

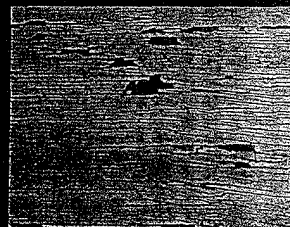
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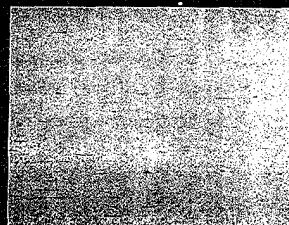
If a "cheap" paint job costs
\$250 and lasts 2 years that's \$125 a year

If a Dutch Boy job costs
\$270 and lasts 4 years* that's 67.50 a year

Saving for 1 year 57.50
Saving for 4 years \$230.00



"CHEAP" PAINT... after 2 years. Note how it has cracked and scaled... protection is gone. Some-one thought this paint was cheap!



DUTCH BOY... after 4 years. Except for some weathering, still in good shape and fully protecting surface. No cracking and scaling here!

*And most painters say it's good for 5 or 6 years

YOU SAVE TWO WAYS WITH DUTCH BOY

The mistake the user of "cheap" paint makes is in thinking of paint simply as a commodity instead of as a service. You can't judge a paint's real cost by the amount you pay per gallon or per job. It's the service it gives... *the way it lasts*... that counts.

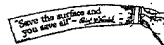
A Dutch Boy paint job, for example, may cost slightly more than "cheap" paint in the beginning. It always costs less in the end. For in addition to the dollars and cents saving so graphically shown above, Dutch Boy effects another important economy. Dutch Boy does not crack or scale and therefore does not require burning and scraping, a very expensive operation at repaint time. Dutch Boy grows old gracefully through gradual chalking. It actually *prepares itself* for repainting!

Next repaint time select an established painter and specify Dutch Boy White-Lead. A good painter, you know, is quite as essential as good paint. Using Dutch Boy White-Lead, he will mix the paint for the particular requirements of your job... even for the different exposure conditions encountered on the different sides of your house. And, as the paint is mixed to order, he can give you the exact colors you want.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak Street,
Buffalo; 900 West 18th Street, Chicago; 689
Freeman Avenue, Cincinnati; 828 West Superior
Avenue, Cleveland; 722 Chestnut Street, St.
Louis; 2240 34th Street, San Francisco; National-
Boston Lead Co., 800 Albany Street, Boston;
National Lead & Oil Co. of Pa., 316 Fourth
Avenue, Pittsburgh; John T. Lewis & Bros.
Co., Widener Building, Philadelphia.



FREE!—"The House We Live In".
More than a booklet of color
schemes. Tells what to look for in
a painting job... how to make
your paint dollars go farther. Free
...to property owners. Address
Dept. J, care of nearest branch



...AND NO ONE KNOWS
PAINT LIKE A PAINTER

the following publications:
Collier's Weekly, June 11
Better Homes and Gardens, July

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