44

8 PAINTERS IN EVERY 10 USE DUTCH BOY

[According to an impartial, country-wide survey]

...AND NO ONE KNOWS PAINT LIKE A PAINTER

You Can't Win With "Cheap" Paint

Figure it any way you want—"cheap" paint is just "cheap paint"—that's all. Whoever heard of it producing a cheap paint job?

Why doesn't it?—well, follow this simple paint arithmetic for a moment and see for yourself.

Let's suppose, for example, that a "cheap" paint applied to a job costs $250 and lasts two years. It *might* last that long under favorable conditions. That's $125 a year.

Now, draw a parallel with Dutch Boy White-Lead. Applied to the same house, Dutch Boy White-Lead will cost only $270. But it stands up only four years—and most painters will tell you that it will be good for five and even six, your paint cost is only $67.50 a year. That means a saving of $230 for four years . . . and an additional saving of $125 for every year *beyond* four.

One thing more . . . a Dutch Boy paint job has the advantage of wearing down smoothly by gradual chalking, leaving a perfect surface for repainting. It does not crack or scale. It will not, therefore, add to your cost at next repaint time by demanding expensive burning and scraping.

Figure it any way you want. You *can't* win with "cheap" paint.

NATIONAL LEAD COMPANY



N 27991

0000-NLI-000014227

This advertisement appears

The Saturday Evening Post, October 3
American Magazine, October



Write for free booklet—"The House We Live In"—which gives helpful suggestions on the decoration and protection of the home. Address the branch office nearest you.

s in the following publications:

Collier's Weekly, October 10
Better Homes and Gardens, October

0000-NLI-00001-4228