

Colliers, The National Weekly



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YOU NEVER STOP PAYING FOR "Cheap" PAINT.

until you PAY for BURNING it OFF!

YOU keep on paying for "cheap" paint all the time it is on your house. In the first place, it costs you much more on the yearly basis. Secondly, it costs you money in repair bills because "cheap" paint soon lets in the weather to warp, split and rot wood. Thirdly, you pay for beauty you never get. And, very important, the cracked and scaled paint will have to be burned off... a job often costing as much as the actual painting itself.

Consider "cheap" paint for a moment merely on the first basis. Say "cheap" paint costs \$250 applied and manages to last two years. That's \$125 a year. A Dutch Boy job, on the other hand, costs \$270 but lasts four years. (Most painters will tell you that it is good for five and even six.) That's only \$67.50 a year... a saving of \$230 for four years with an additional saving of \$125 for every year beyond four!

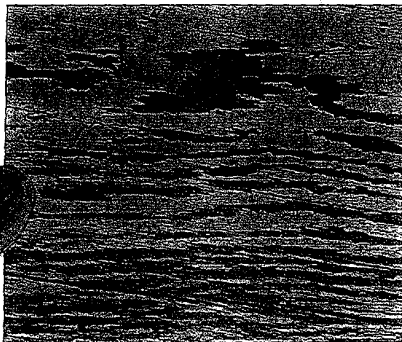
Then, unlike "cheap" paint, Dutch Boy does not crack and scale... does not require expensive burning off at

repaint time. It grows old gracefully by gradual chalking, leaving a perfect surface for repainting.

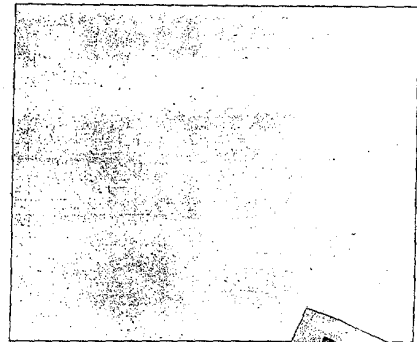
In using Dutch Boy, the painter gives you a "custom-made" job... mixes the paint to order to suit the particular surface and climatic conditions. When it is needed, he even goes so far as to mix the paint differently for different sides of the house. Moreover, he tints the paint to order giving you the exact colors you want.

So, at painting time this year, follow this common-sense procedure: (1) Select a painter who is a master in his craft... who puts his knowledge as well as his time into your job; (2) Specify Dutch Boy White-Lead because it not only costs less by the year but also saves you money when you repaint.

NATIONAL LEAD COMPANY—New York, 111 Broadway—Buffalo, 116 Oak Street—Chicago, 906 West 18th Street—Cincinnati, 659 Freeman Avenue—Cleveland, 820 West Superior Avenue—St. Louis, 722 Chestnut Street—San Francisco, 2249 24th Street—Boston, National-Boston Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co. of Pa., 116 Fourth Avenue—Philadelphia, John T. Lewis & Bros. Co., Widener Building.



"CHEAP" PAINT... after 4 years. Note how it has gone to pieces... with bare wood, split in places, flaking. Someone 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!



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 nearest branch.

DUTCH BOY WHITE LEAD

...AND NO ONE KNOWS PAINT LIKE A PAINTER

in the following publications:
Collier's Weekly, March 12
Better Homes and Gardens, April

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