You can't win with "cheap" paint

● "Cheap" paint is just "cheap" paint. It can't produce a cheap paint job. Here's why: Suppose a "cheap" paint job costs $250 and lasts as long as two years—that's $125 a year. A Dutch Boy job will cost, let's say, $270. If it stands up four years—most painters will tell you it is good for five or six—your cost is only $67.50 per year compared with $125 per year for the "cheap" paint job. Therefore, the Dutch Boy job saves you $57.50 a year. ● A Dutch Boy paint job doesn't crack or scale. It wears down smoothly by chalking, leaving a perfect surface for repainting.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak St.; Chicago, 900 W. 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 820 W. Superior Ave.; St. Louis, 722 Chestnut St.; San Francisco, 2240 24th St.; Boston, National-Boston Lead Co., 800 Albany St.; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Building.



DUTCH BOY WHITE-LEAD

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KD-541



FACTS SHOW FALLACY OF "*CHEAP*" PAINT IDEA

● "Cheap" paint is expensive. Here's why: Suppose a "cheap" paint job costs $250 and lasts as long as two years. That's $125 a year. A Dutch Boy job costs, we'll say, $270. If the Dutch Boy job lasts four years, and many painters will tell you that it will be good for five and even six, your cost for the Dutch Boy job is only $67.50 a year compared with $125 a year for the "cheap" paint job. ● No wonder many property-owners prefer Dutch Boy White-Lead...no wonder 8 painters in every 10 use it.

NATIONAL LEAD COMPANY

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