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**8 PAINTERS
IN EVERY
10**

**USE
DUTCH BOY
WHITE LEAD**

[According to an impartial, country-wide survey]

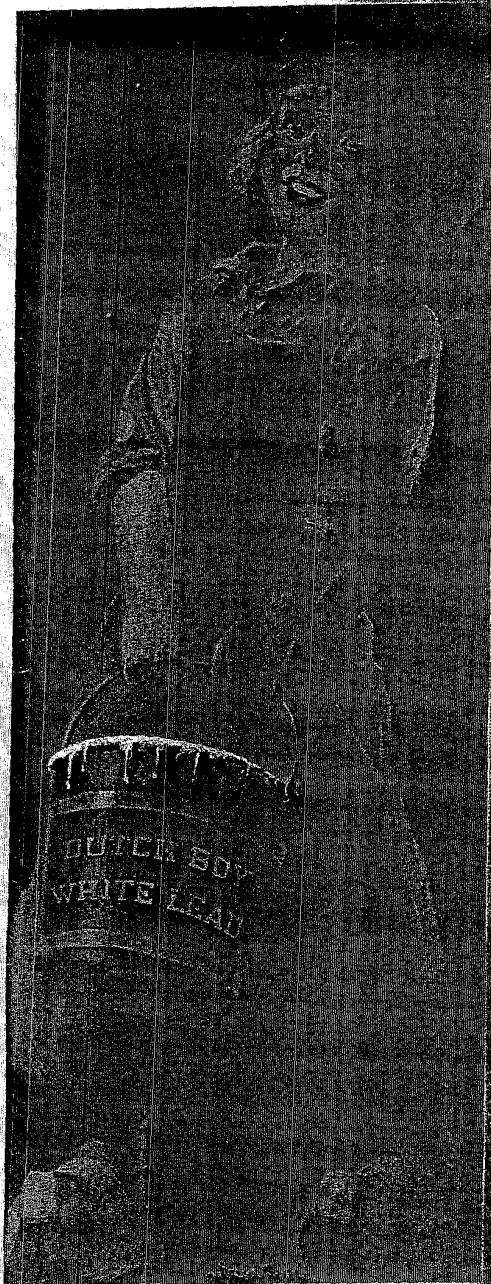


**...AND NO ONE KNOWS
PAINT LIKE A PAINTER**

N 27989

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It is a fact that 8 painters in every 10 use Dutch Boy White Lead means something to the man who is interested in a paint job.

It means that painters generally do not want to use a "cheap" paint... because it can't stand up, can't produce an economical paint job.

Consider the question on a common-sense basis of facts and figures. If "cheap" paint applied to a job costs \$250 and happens to last two years, the yearly paint cost is \$125. If a Dutch Boy paint job costs \$200 and lasts four years (most painters say this is good for five or six years), the yearly paint cost is only \$50... a saving for four years of \$230... a saving of \$125 for every year beyond the first.

Besides, Dutch Boy White Lead has the advantage of wearing down smoothly by gradual chalking, leaving a perfect surface for repainting. It does not crack or scale and will not add to your cost of new paint time by demanding expensive burning and scraping.

No wonder 8 painters in every 10 use Dutch Boy.

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.

NATIONAL LEAD COMPANY

Chicago Office: 116 Oak Street, Chicago, Ill. — 100 West 18th Street — Cincinnati, 659 Freeman Avenue — Cleveland, 200 West Superior Avenue — St. Louis, 100 Chestnut Street — San Francisco, 2240 24th Avenue — Boston, 100 State Street — Pittsburgh, National Lead & Oil Co. of Pa., 100 State Street — Philadelphia, 100 N. 10th Street — New York, 100 Broadway — San Antonio, 100 Broadway.

appears in the following publications:

131 American Magazine, July
Better Homes and Gardens, July