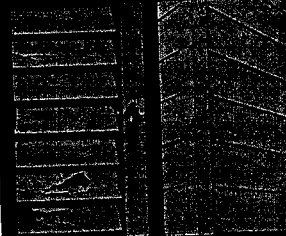


YOU CAN'T FOOL THE WEATHER with a

"CHEAP" paint

**"CHEAP" PAINT DUTCH BOY**  
AFTER 1 YEAR AFTER 5 YEARS



• One year ago this job cost \$165. Today, it will cost \$20 more for burning and stripping. Total \$185 for one year's paint not including cost of new priming coat needed.

• Five years ago this job cost \$115. Some paint, some weather on other job. Paint still in good shape. Still protecting wood from cost of the Dutch Boy job is only \$45!

• Look at the examples shown at the left. Actual photographs of paint performance. See how one house-owner made an apparent saving of \$50 at the start... and how within a year that "saving" turned into a \$195 loss. • Contrast that performance with the Dutch Boy White-Lead job. Paint made with Dutch Boy doesn't crack and scale, but wears down by gradual chalking and leaves a perfect foundation for the new coats at repainting time. There's no costly burning off—and, consequently no extra coat—to pay for. • When you paint, consult a capable painter who gives you a custom-made job. No one knows paint like a painter.



**NATIONAL LEAD COMPANY**  
111 Broadway, New York; 116 Oak St., Buffalo; 500 W. 19th St., Chicago; 659 Freeman Ave., Cincinnati; 620 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2640 24th St., San Francisco; National-Boston Lead Company, 500 Albany St., Boston; National Lead & Oil Co. of Pa., 216 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

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