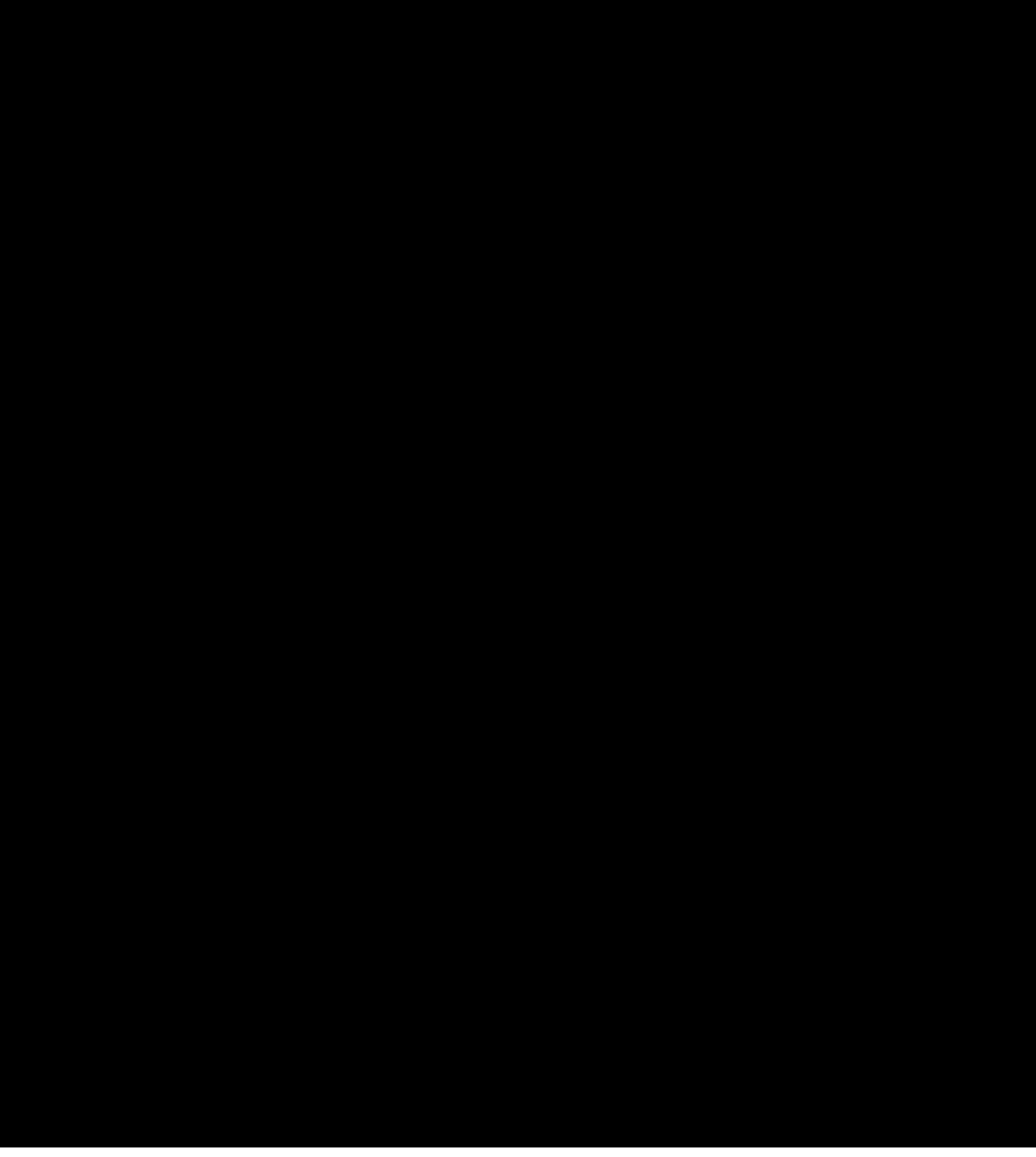
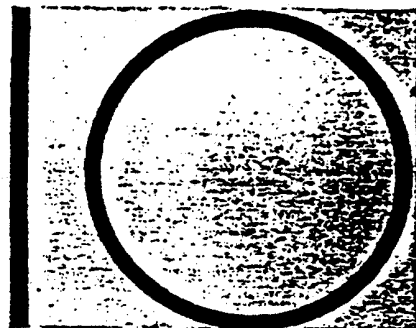




OUT OF use DUTCH BOY WHITE LEAD



[According to an impartial, country-wide survey]

Get this fact down on one of the little tablets of your memory ... Store it away against the day when repaint time rolls 'round ... Memorize it as a worthwhile fact that will save you money and disappointments ... Eight Painters in Every Ten Use Dutch Boy ÷ ÷ The craftsman who paints your house, like the artist who plies his color upon canvas, knows PAINT ... first, last and all the time. He knows that paint must do the dual job of beautifying and protecting. He knows that paint must not crack or scale because this means burning and scraping at repaint time. And he knows that Dutch Boy made into a custom-made paint mixed for your particular job measures up to every painting requirement ÷ ÷ Next time your painter writes "Dutch Boy White Lead" into his specifications, remember that: "No One Knows Paint Like a Painter" ÷ ÷ Write for free booklet ... "The House We Live In" ... which gives helpful suggestions on the decoration and protection of the home. Please address the branch nearest your home.

NATIONAL LEAD COMPANY

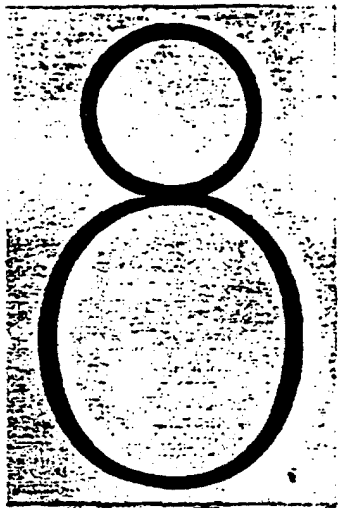
New York, 111 Broadway — Buffalo, 116 Oak Street — Chicago, 900 West 18th Street — Cincinnati, 650 Freeman Avenue — Cleveland, 820 West Superior Avenue — St. Louis, 722 Chestnut Street — San Francisco, 235 Montgomery Street — Boston, National-Boston Lead Co., 800 Albany Street — Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue — Philadelphia, John T. Lewis & Bros. Co., Widener Building.



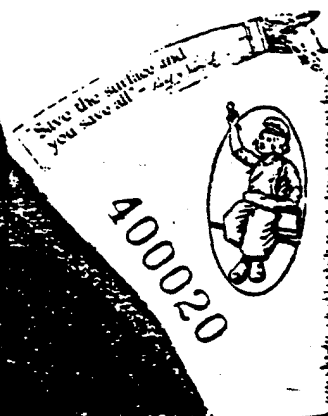
PAINT LIKE A PAINTER

400019

June 1920 BETTER HOMES and GARDENS



PAINTERS



AND NO ONE KNOWS

paint like a painter

PAINTERS know paint. Know it from every angle. Know it from the standpoint of beauty, of service, of protection. No one knows paint like a painter!

And 8 painters in every 10 use Dutch Boy White Lead—use it because it retains its beauty longer—because it gives a protective coating that doesn't crack or scale and therefore saves the expense of burning and scraping when repaint time rolls 'round—because with Dutch Boy they obtain the exact tints and shades your individual taste demands.

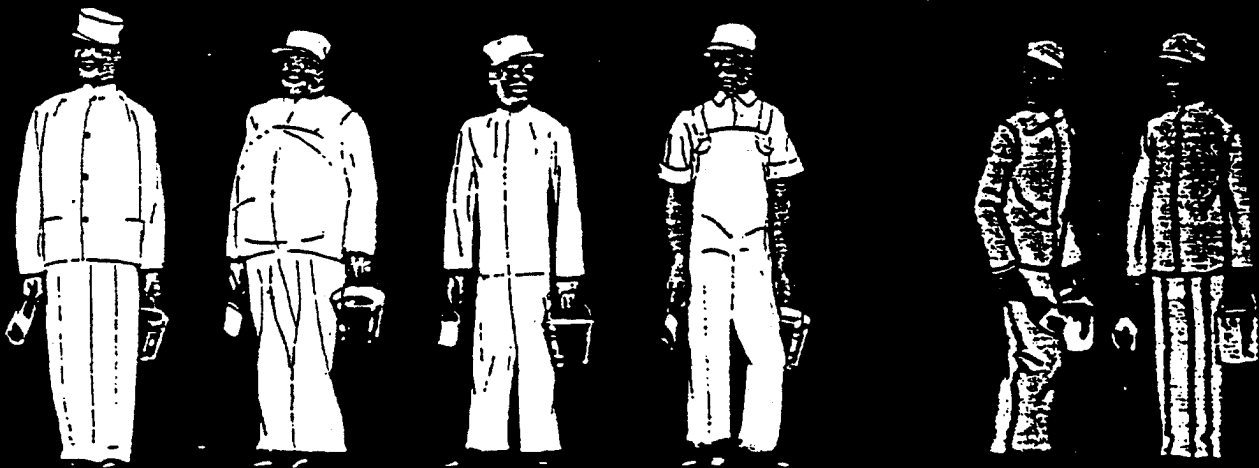
Remember, when your painter writes "Dutch Boy White Lead" into his estimates he is assuring you of a custom-made paint, a paint mixed to order for your particular job. Depend upon him. No one knows paint like a painter!

Write for "The House We Live In", a free booklet giving many helpful suggestions on the decoration and protection of the home. Address the branch nearest you.

NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak Street—Chicago, 900 West 18th Street—Cincinnati, 659 Freeman Avenue—Cleveland, 820 West Superior Avenue—St. Louis, 722 Chestnut Street—San Francisco, 235 Montgomery Street—Boston, National-Boston Lead Co., 800 Albany St.—Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue—Philadelphia, John T. Lewis & Son, Co. Widener Building.

8 PAINTERS
IN EVERY 10
USE DUTCH BOY
[According to an impartial, country-wide survey]



DUTCH BOY

WHITE LEAD

400022

Save the surface and you save all - *Dutch Boy*

8 PAINTERS IN EVERY 10 USE DUTCH BOY WHITE LEAD

(According to an important nationwide survey)

It is natural that you should give more thought to painting than to paint... more thought to the finished paint job than to the means of attaining it. For after all, this matter of paint is a painter's job... No one knows paint like a painter.

And so when your painter recommends Dutch Boy... and eight out of ten painters use this pure white lead... he is thinking of the finished job... a better finished job that will retain its original beauty longer... that will give you exactly the tints and shades you like... that will provide a protective coating that will neither crack nor scale and that won't demand expensive scraping and burning later. Besides, Dutch Boy permits your painter to give you a custom-made paint, mixed to suit the particular conditions of the job.

Consider this fact again... It is significant... eight painters in every ten use Dutch Boy White Lead... and, of course, No One Knows Paint Like a Painter.

Write for "The House We Live In," a free booklet giving many helpful suggestions on the decoration and protection of the home. Address nearest branch.

NATIONAL LEAD COMPANY

New York, 111 Broadway — Boston, 125 Oak Street
Chicago, 700 West 18th Street — Cincinnati, 800 Freeman Avenue
Cleveland, 800 West Superior Avenue — St. Louis, 700 Chestnut Street
San Francisco, 2240 24th Street — Boston, National-Boston Lead Co., 800 Albany Street
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue — Philadelphia, John J. Lewis & Bros. Co., Widener Building.



Save the surface and you save all — Dutch Boy

400023





8 PAINTERS IN EVERY 10 USE DUTCH BOY

[According to an impartial, country-wide survey]

Back of the beauty of hundreds of homes right in your community — back of the paint protection that shields the dollars and cents investment in them — is Dutch Boy White Lead ++ For eight painters in every ten use Dutch Boy. Use it because they know it couples beauty with protection for a longer period of time — because it makes possible a wide variety of attractive tints and colors — because Dutch Boy never gives a home owner cause to complain about scaling and cracking and, for the same reason, it does not demand burning and scraping at repaint time ++ And, finally, eight painters in every ten use Dutch Boy because in every sense of the word it gives a custom-made paint mixed to order for your particular job ++ Write for free booklet . . . "The House We Live In" . . . which contains helpful suggestions on the decoration and protection of both the interior and exterior of the home. Please address the branch nearest you.

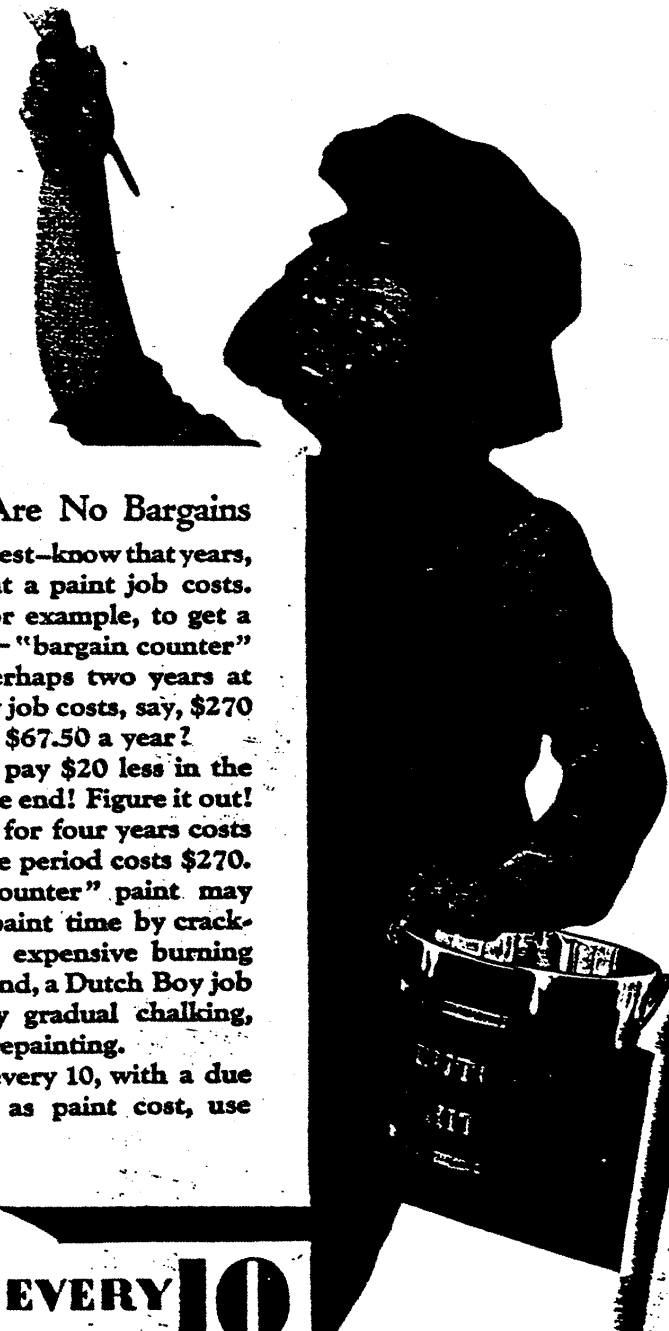


NATIONAL LEAD COMPANY

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

AND NO ONE KNOWS PAINT LIKE A PAINTER

400025



Bargain Counter Paints Are No Bargains

PAINTERS—who know paint best—know that years, not dollars, determine what a paint job costs.

What does it profit you, for example, to get a job done with "cheap" paint—"bargain counter" paint—for \$250 that lasts perhaps two years at \$125 a year, when a Dutch Boy job costs, say, \$270 and lasts at least four years at \$67.50 a year?

What does it profit you to pay \$20 less in the beginning but \$230 more in the end! Figure it out! "Cheap" paint at \$125 a year for four years costs \$500. Dutch Boy for the same period costs \$270.

Moreover, the "bargain counter" paint may double your costs at next repaint time by cracking and scaling, which means expensive burning and scraping. On the other hand, a Dutch Boy job will wear down smoothly by gradual chalking, leaving a perfect surface for repainting.

No wonder, 8 painters in every 10, with a due regard for paint life as well as paint cost, use Dutch Boy White-Lead.

8 PAINTERS IN EVERY 10
USE DUTCH BOY

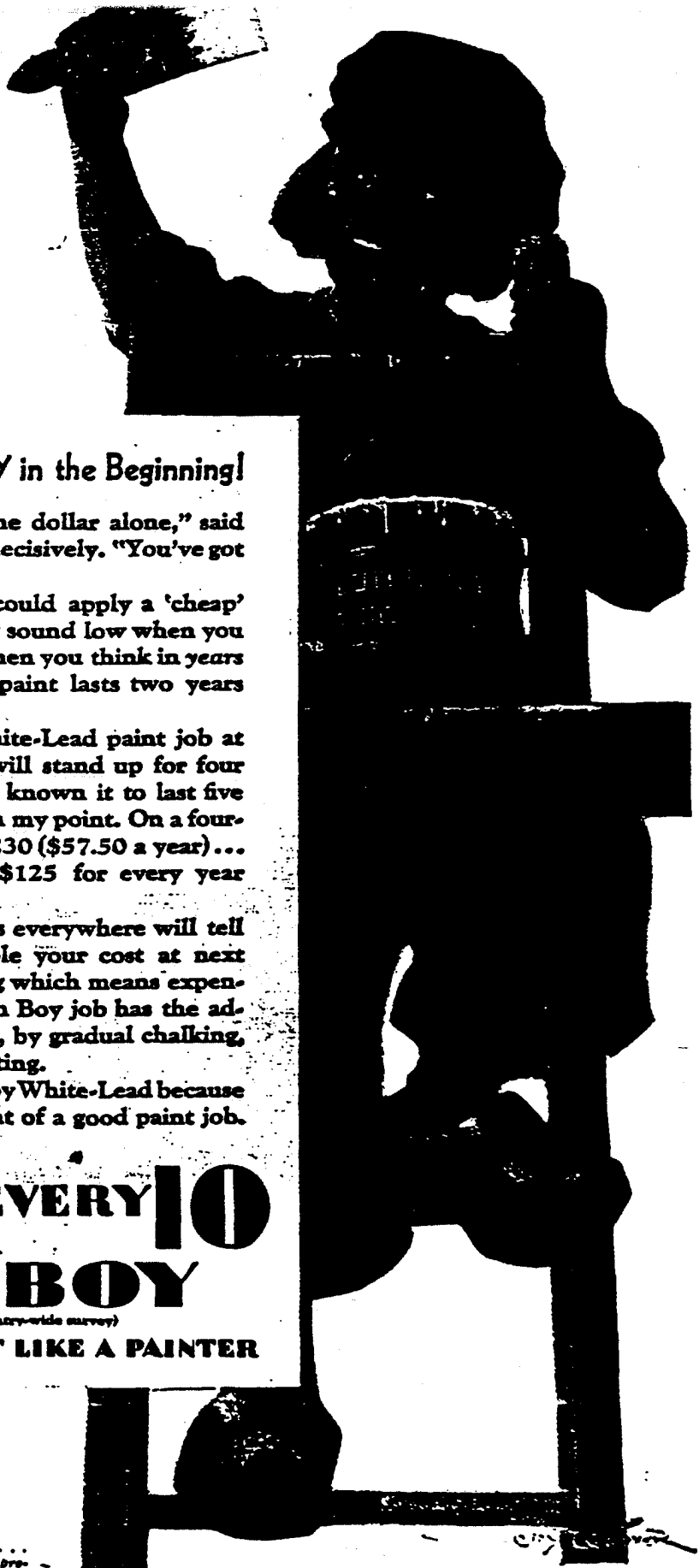
(According to an impartial, country-wide survey)

...AND NO ONE KNOWS PAINT LIKE A PAINTER

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

400026

Write for free booklet—
"The House We Live In"—
which gives helpful sug-
gestions on the decoration
and protection of the home.
Please address the nearest
branch office.



"Cheap" Paint Costs Less ONLY in the Beginning!

YOU can't figure paint cost by the dollar alone," said the painter to the house-owner decisively. "You've got to take years into account too.

"As simple as two and two. I could apply a 'cheap' paint for say \$250. That figure may sound low when you think only in *dollars* but it's high when you think in *years* as well. Why even if the 'cheap' paint lasts two years your cost is \$125 a year.

"Now consider a Dutch Boy White-Lead paint job at say \$270 and let's assume that it will stand up for four years. That's \$67.50 a year. I have known it to last five and even six. But four will establish my point. On a four-year basis Dutch Boy would save \$230 (\$57.50 a year)... and provide an extra saving of \$125 for every year beyond four."

And that isn't all either. Painters everywhere will tell you that "cheap" paint may double your cost at next repaint time by cracking and scaling which means expensive burning and scraping. A Dutch Boy job has the advantage of wearing down smoothly, by gradual chalking, leaving a perfect surface for repainting.

8 painters in every 10 use Dutch Boy White-Lead because Dutch Boy meets every requirement of a good paint job.

8 PAINTERS IN EVERY 10 USE DUTCH BOY

(According to an impartial, country-wide survey)

...AND NO ONE KNOWS PAINT LIKE A PAINTER



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



400027

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

8 PAINTERS IN EVERY 10

USE DUTCH BOY WHITE LEAD

(According to an impartial, country-wide survey)



Let us repeat that... 8 painters in every 10 use Dutch Boy White-Lead. It 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 \$270 and lasts four years (most painters say it is good for five and six), the yearly paint cost is only \$67.50... a saving for four years of \$230... a saving of \$125 for every year beyond four.

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 at next repaint 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

New York, 111 Broadway—Buffalo, 116 Oak Street—Chicago, 900 West 18th Street—Cincinnati, 659 Freeman Avenue—Cleveland, 320 W. Superior Avenue—St. Louis, 722 Chestnut Street—San Francisco, 2240 24th Street—Boston, National—Boston Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co., of Pa., 316 Fourth Avenue—Philadelphia, John T. Lewis & Son, Co., Widener Building.



400029



... AND NO ONE KNOWS PAINT LIKE A PAINTER

