

YOU CAN'T FOOL THE WEATHER with a "CHEAP" paint



● 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 now 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 or 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. ● Take a tip from experienced painters: 8 out of 10 use Dutch Boy!



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 10th St., Chicago; 659 Freeman Ave., Cincinnati; 813 W. Superior Ave., Cleveland; 723 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Company, 600 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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