



You've a right to be proud.
First of all, you *can't* help the feeling. For you know that you've given your home the best possible paint protection.

As time passes, you see that it is not only lasting protection, but lasting beauty. Dutch Boy wears well. So your house always *looks* well. Never does failure of the paint make you ashamed of your home's appearance.

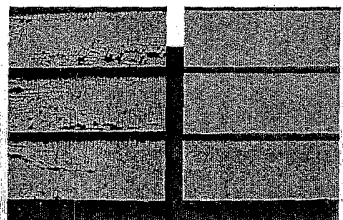
And, then, when the time comes to repaint and you figure out what Dutch Boy costs per year, you've cause for pride again. You've spent less — much less — than the neighbor who used "cheap" paint, only to be humiliated by seeing it quickly disfigure his house and disgusted by having to do the job over so soon.

The photographs in the center tell a typical story of the difference between "cheap" paint and Dutch Boy. Your painter knows this difference. By experience. The durability



Dutch Boy White Lead

GOOD PAINT'S OTHER NAME



"CHEAP" PAINT
After a few months. A short life and a bad one. Now the surface must be repainted. But first the old paint must be scraped off and then an extra coat—a new priming coat—applied. All this is extra the owner never figured on.

DUTCH BOY
After several years. Some houses are "cheap" paint jobs. Look at the difference in condition. No cracking and scaling here. When repainting time does come, no forcing work, scraping and no new priming coat will be needed.

of Dutch Boy always backs up his reputation. Then, too, he can mix it to suit the requirements of your particular job and fix it to the exact color you specify. No one knows paint like a painter.

How to Finance Painting

Don't say, "I'd like to paint, but haven't the

cash just now." Under the new Dutch Boy Easy Payment Plan, the terms are—*nothing down and a little each month.*

If you want more details about this plan, check the coupon below. But send in the coupon anyway and get our free 32-page booklet, illustrated in color, telling you how to improve your home with paint and how to buy the right kind of paint job. Address Dept. 205, nearest branch.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 699 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 715 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Sons, Co., Withers Bldg., Philadelphia.

NATIONAL LEAD COMPANY
Department 205

(See list of branches above)
Please send me your free booklet "The House We Live In," containing color advice suggestions and practical advice on interior and exterior painting.

☐ Include folder describing Dutch Boy Easy Payment Plan.

Name _____
Street _____
City _____ State _____



KD5730★—Callier's, May 9, 1936
American Home, May
Saturday Evening Post, May 23
American Magazine, June
Time, May 18
Better Homes & Gardens, June
Literary Digest, May 9

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