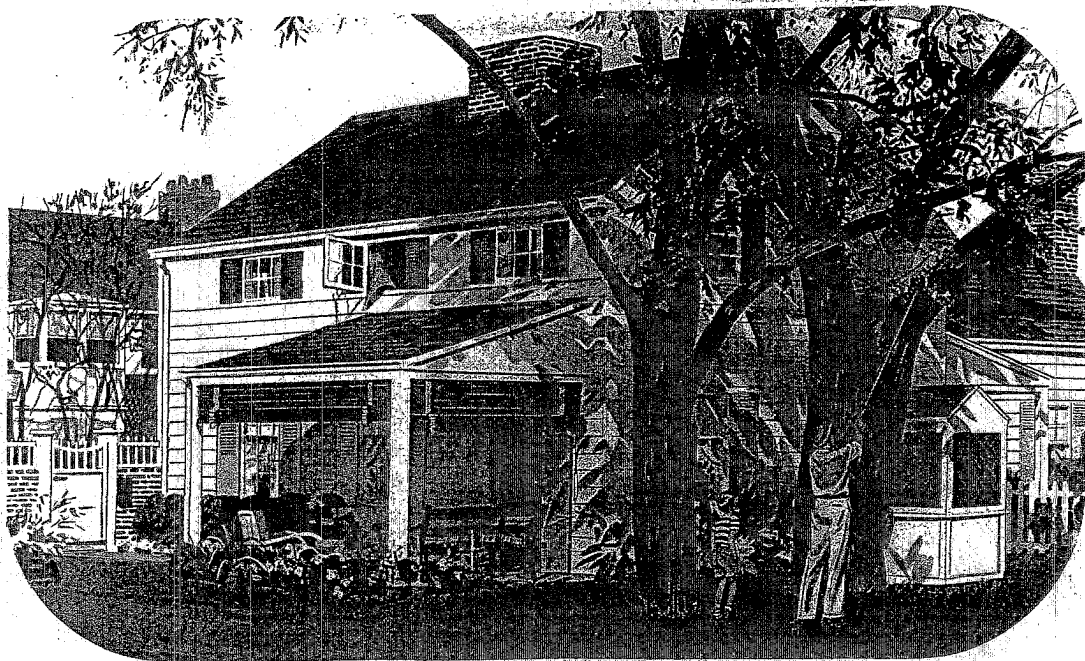




When you've worked and Saved for
A HOME OF YOUR OWN..
don't let "Cheap" Paint Spoil it

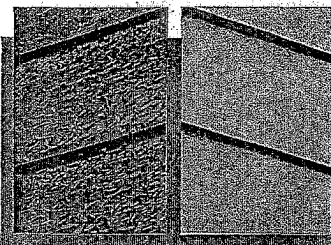
**THE N. H. A. REMOVES THE LAST
 EXCUSE FOR NOT GIVING IT
 DUTCH BOY PROTECTION**

THINK of the years of planning, of all the things you've gone without so you might buy your home. It means so much to you . . . don't let it be spoiled by "cheap" paint.

For "cheap" paint *can* spoil a house. If you doubt it, look at the left-hand photo. See how the paint has cracked and scaled, leaving the wood exposed.

As the weather gets in its work, all the expected savings of the "cheap" paint job fade away. Not only must you repaint in a short time, but pay for two extra items (1) the burning off of the old paint, and (2) the new priming coat which this makes necessary.

Dutch Boy, on the other hand, does not crack and scale. It resists the weather . . . wears down stubbornly



"CHEAP" PAINT
 after 1 1/2 years

First cost, \$100. Paint is "all done" right now. Cost to burn and scrape, \$75. Total, \$175, or \$150 per year. And add to this the extra cost of a new priming coat.

DUTCH BOY
 after 3 years

Looks like the "cheap" paint job, in Ohio and exposed to same conditions. Cost, \$125, or \$25 per year. And still good. No new priming coat will be needed at repainting time.

**DUTCH BOY
 WHITE-LEAD**
Good Paint's Other Name

by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint.

That's why the experienced painter uses Dutch Boy White-Lead. He mixes it to meet the requirements of your job and tints it to the exact color you specify. No one knows paint like a painter.

N. H. A. Helps You Paint Now

With National Housing Act loans available, a necessary painting job need no longer be postponed for lack of ready cash. The monthly payments are surprisingly small. But whether you use the Government plan or not, send for our free booklet which tells how to modernize with paint and what to look for when buying a paint job. Included are directions for arranging a painting loan. Write for *The House We Live In* today. Address Dept. 157, nearest branch.

NATIONAL LEAD COMPANY
 111 Broadway, New York; 116 Oak St., Buffalo; 800 W. 15th St., Chicago; 639 Freeman Ave., Cincinnati; 223 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 620 2nd St., San Francisco; National Lead & Oil Company, 800 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 216 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

KD 4214 ★ 1935
 Collier's, March 23—Saturday Evening Post, March 23
 American Magazine, April—Better Homes and Gardens, April
 Literary Digest, March 9—Time, March 4—National Geographic, March

N 28134