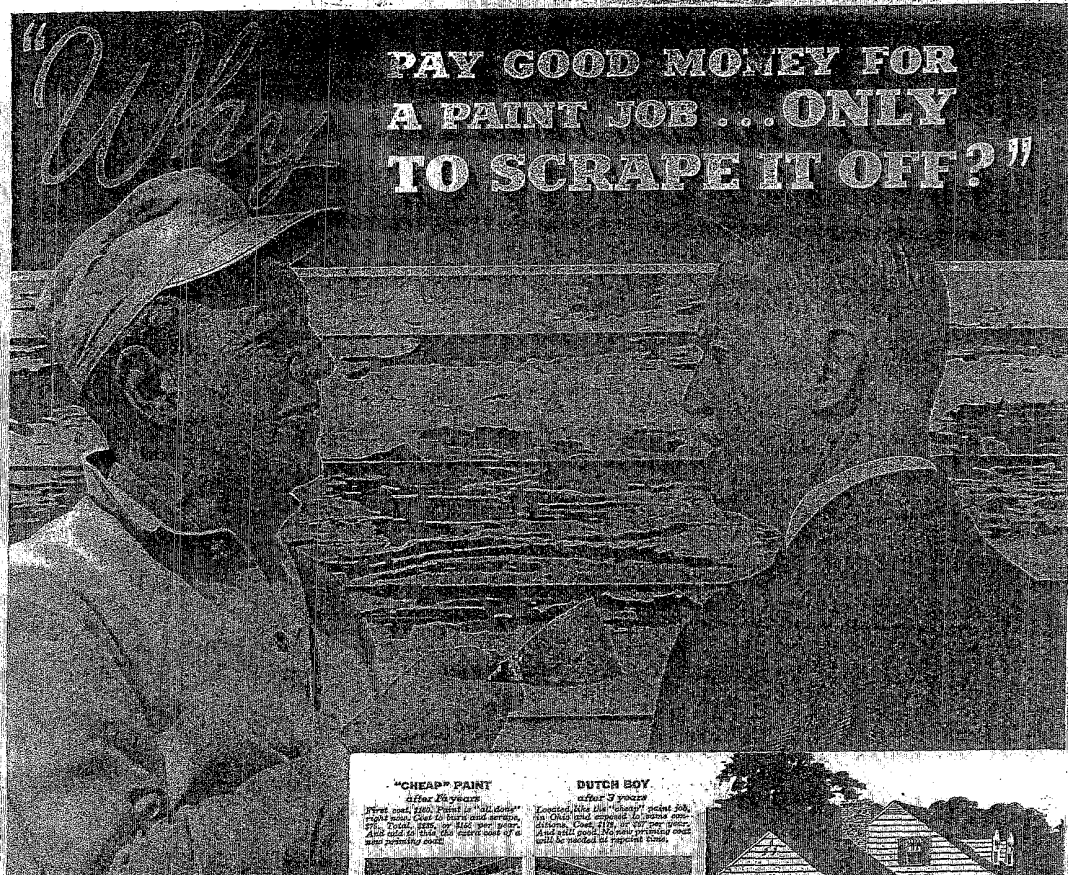




**PAY GOOD MONEY FOR
A PAINT JOB... ONLY
TO SCRAPE IT OFF?"**

"LOOK at this paint...what's left of it. Even from the house I'm working on, I could see how bad it is. That's what always happens with 'cheap' paint.

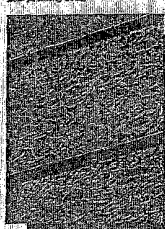
"You can see I can't paint over *this*. It will all have to be burned and scraped off, which wipes out every cent you thought you'd save. And that isn't all. After burning and scraping, I'll have to put on a new priming coat.

"And when I've got all that done, I'm just at the point where I start to work when the old job was Dutch Boy."

Any experienced painter will tell you that you are money ahead when your house is painted with Dutch Boy White-Lead.

This paint doesn't crack and scale. It *resists* the weather... wears down stubbornly by gradual chalking which leaves a smooth, unbroken surface. One that makes an ideal foundation for new paint.

"CHEAP" PAINT
after 25 years
First and 1900 Paint is "All done" right now. Cost to burn and scrape, etc. Total, \$25. or less per year. And still to have the expense of a new priming coat.

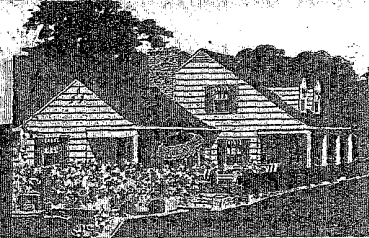
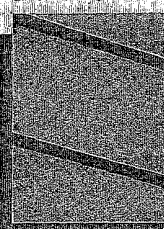


The painter mixes Dutch Boy to meet the requirements of your job and dints it the exact color you specify. No one knows paint like a painter.

Dutch Boy Covers Your House...
N. E. A., the Cost

Thanks to National Housing Act loans, you can paint now even if you haven't the money on hand. Monthly payments can be spread out over several

DUTCH BOY
after 3 years
Looked like the "cheap" paint job, but this had spread to some considerable cost. \$15. or less per year. And still good. No new priming coat will be needed in repeated coats.



years in small installments. But whether you use the Government plan or not, send the coupon for "The House We Live In". . . an illustrated color-scheme booklet that shows how to modernize with paint and what to look for when you buy a paint job, outside or in. Included are clear directions for obtaining a painting loan. Send for "The House We Live In" today. Mail the coupon to Department 163, nearest branch.



NATIONAL LEAD COMPANY, 111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 829 West Superior Ave., Cleveland; 723 Chestnut St., St. Louis; 2340 24th St., San Francisco; National-Boston Lead Co., 949 Albany St., Boston; National Lead & Oil Co. of Penna., 316 9th Ave., Pittsburgh; John T. Lewis & Sons, Co., Walnut St., Philadelphia.

DUTCH BOY WHITE-LEAD
Good Paint's Other Name

KD-4234—★
Callier's, October 26, 1935
Literary Digest, October 12

NATIONAL LEAD COMPANY
Department 163
Address: (See list of branches)

Please send me your free booklet "The House We Live In"

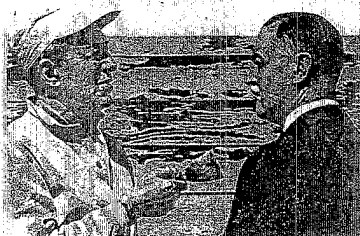
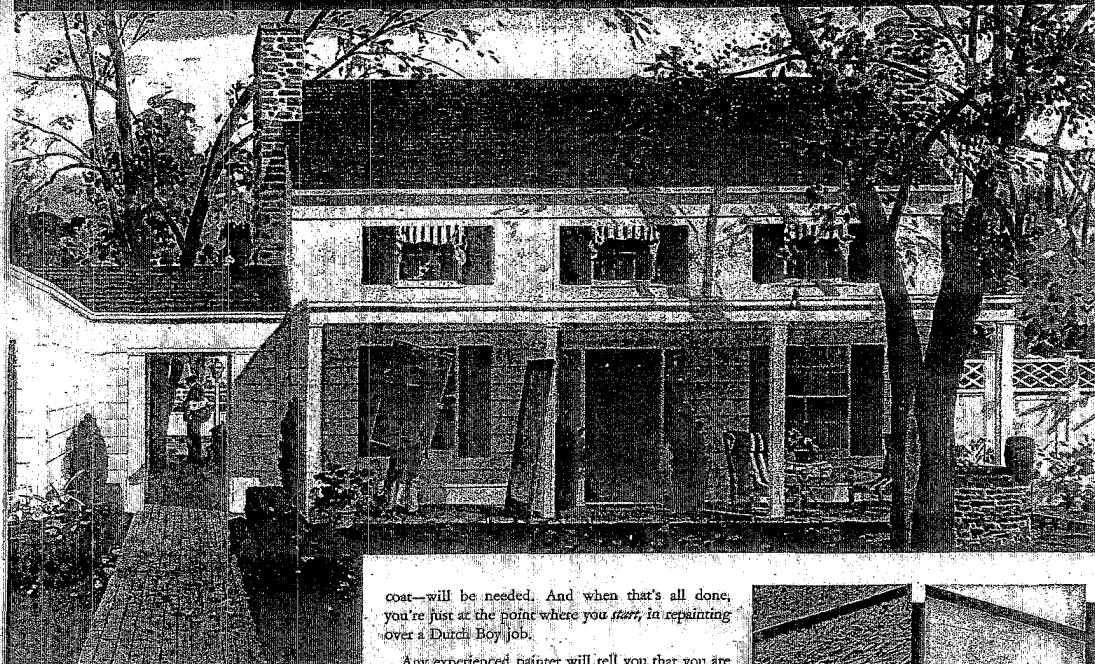
Name _____
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Why

**PAY GOOD MONEY FOR
A PAINT JOB ... ONLY
TO SCRAPE IT OFF?"**



coat—will be needed. And when that's all done, you're just at the point where you *start* in repainting over a Dutch Boy job.

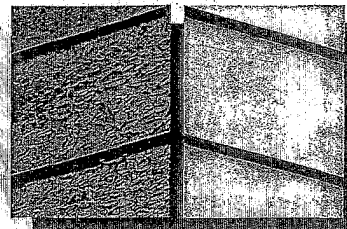
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*Dutch Boy Covers Your House ...
N. H. A., the Cost*

Thanks to a National Housing Act loan, you can paint now even if you haven't the money on hand. Monthly payments can be spread out over several years in small installments. But whether you use the Government plan or not, send the coupon for "The House We Live In" ... an illustrated color-scheme booklet that shows how to modernize with paint and



"CHEAP" PAINT
after 1 1/2 years
First coat, 10c. Paint is "all done" in 10c. Total, 20c. But in 1 1/2 years, it's gone. And you have to start all over again. Cost, 10c. per year. And still cost to take the extra coat of it new priming coat.

DUTCH BOY
after 3 years
Looks like the "cheap" paint job, in fact, it's Dutch Boy. Also cost 10c. per year. But it's still there. Cost, 10c. per year. And still cost to take the extra coat of it new priming coat.

what to look for when you buy a paint job, outside or in. Included are clear directions for obtaining a painting loan. Send for "The House We Live In" today. Mail the coupon to Department 156, nearest branch.

NATIONAL LEAD COMPANY
Department 156
Address:
(See list of branches at left)
Please send me your free booklet
"The House We Live In."

Name _____
Address _____



NATIONAL LEAD COMPANY, 111 Broadway, New York; 116 Oak St., Buffalo; 900 West 10th St., Chicago; 659 Freeman Ave., Cincinnati; 229 West Superior Ave., Cleveland; 723 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 400 Albany St., Boston; National Lead & Oil Co. of France, 316 6th Ave., Pittsburgh; John T. Lewis & Sons Co., Withner Bldg., Philadelphia.

DUTCH BOY WHITE-LEAD

Good Paint's Other Name