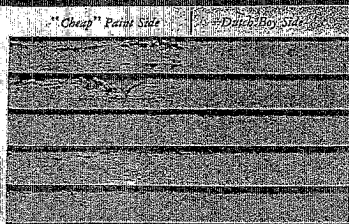


Your BIGGEST INVESTMENT



... GIVE IT THE PROVEN PROTECTION OF DUTCH BOY!



DOUBLE HOUSE SHOWS UP "CHEAP" PAINT.
Here's what happened when the owner of one side of a double house used "cheap" paint and the owner of the other Dutch Boy. Both jobs are two years old. The "cheap" paint job cost \$16.00 in the beginning. Now this owner must pay out \$160 — for turning off staining paint, applying new priming coat, and repainting.

WHAT'S your most valuable possession, your biggest investment? Your home, isn't it? You lock it up in a safe deposit box, but there are ways you can protect it.

How? By making sure it is painted with Dutch Boy, not with "cheap" paint. For nothing depreciates property more thoroughly than a "cheap" paint job that has begun to crack and scale away.

It's not only appearance that suffers. The wood rots, too. Everywhere that the paint cracks and scales it invites sun, rain and snow to come in and do their worst.

And your pocket-book suffers. You must repaint more often than you expected. And at a higher price.

For there's the heavy added expense of burning off the old paint and the cost of one full extra coat — a new priming coat.

Dutch Boy, on the other hand, gives your biggest investment real protection. It lasts for years. Instead

of cracking and scaling, it wears down slowly by gradual chalking. The surface remains smooth and unbroken, an ideal foundation for new paint.

That's why the experienced and conscientious painter recommends Dutch Boy White Lead. He mixes it to suit the requirements of your particular job and tints it to the exact color you specify. Naturally no one knows paint like a painter.

Dutch Boy White Lead

GOOD PAINT'S OTHER NAME



Paint Now—Pay Later

Under the Dutch Boy Easy Payment Plan you may pay for painting out of income. Nothing down and as long as 24 months to spread the installments over. Check the coupon and we'll send you all the details. Just send in the coupon no matter what method of payment is more attractive to you. It brings you our handsome illustrated booklet, "The House We Live In," which tells how to modernize with paint and what to look for when ordering a paint job. Address Dept. 209, nearest branch.

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Will send you our free booklet "The House We Live In," containing color charts, suggestions and practical advice on interior and exterior painting.
Please send for a copy of Dutch Boy Easy Payment Plan.



D5732★—Collier's, Oct. 17, 1929. Saturday Evening Post, Oct. 19, 1929. The New York Times, Oct. 19, 1929.

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