



HOME

*The Place you Love the Best
deserves the Best Protection*

*And now, under the N. H. A.
plan, you can give it Dutch Boy
protection for a few dollars
a month!*

If you saw your home in danger of being damaged you'd rush to protect it, of course. But do you, yourself, *invite* damage...unwittingly? Invite it by choosing "cheap" paint? Not realizing how soon "cheap" paint will fail?

Look at the left-hand photo, an actual section from a house whose owner just a short time ago thought he was saving money.

See how the "cheap" paint has gone to pieces... cracked and scaled... after a few months. Now it must be burned and scraped off. And that calls for an extra coat in repainting. That's why you find "cheap" paint so costly.

Dutch Boy, on the other hand,

does not crack and scale. It *resists* the weather... wears down stubbornly by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint.

And so the painter who has your interest at heart 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.

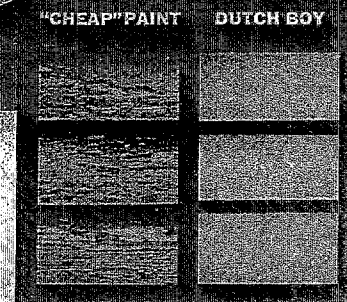
Paint Now... Use the N. H. A.

Under the National Housing Act, you can paint without 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 clear and explicit directions for arranging a painting loan. Send the coupon for *The House We Live In*, today. Address Department 139, in care of the nearest branch listed at right.



DUTCH BOY WHITE-LEAD

Good Paint's Other Name



After 1 1/2 Years.

Cost \$110. Now the paint must be burned and scraped off at \$80 more. Total, \$190, or \$126 per year. And on top of all that there's another extra to pay for the additional cost of a new priming coat.

After 2 Years.

Exposed, like the "cheap" paint job, to severe northern New York winters. Cost \$120, or \$60 per year to date, and still has no time gone on. No new priming coat will be needed at repainting time.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 908 West 18th St., Chicago; 609 Triumvir Ave., Cincinnati; 610 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Western Lead Co., 303 Albany St., Boston; National Lead & Oil Co. of Penna., 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Wilkes-Barre, Philadelphia.

NATIONAL LEAD COMPANY
Department 139

Address: (See list of branches)

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

Name _____

Address _____



N 28136