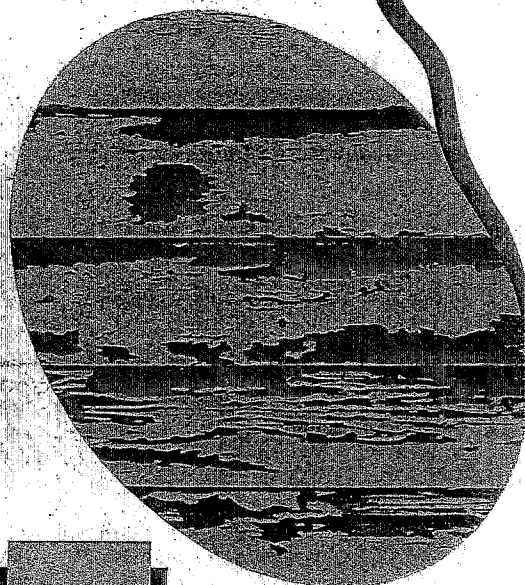


There's a Sour Note in
HOME SWEET HOME
soon after you use "Cheap" Paint!



THE "sour note" is your bitter disappointment at what happens to "cheap" paint... your irritation at having to paint again so soon... your dismay at the big repainting bill "cheap" paint runs up.

"Cheap" paint quickly goes to pieces, ruining the appearance of your house. Then this cracked and scaling paint must be burned and scraped off down to the bare wood. That costs money—several times what you hoped to save in the first place. And after that, still more expense—an extra coat (a new priming coat) will be needed.

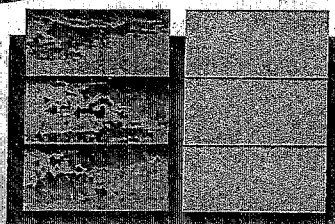
How different is the Dutch Boy picture! Here's a paint that keeps its promise of beauty and long life... a paint that you pay for *only once*. Dutch Boy does not crack and scale. It resists the weather—wears down stubbornly by gradual chalking which leaves a smooth, unbroken surface for new paint.

Because Dutch Boy lasts—because it gives you a dependable paint—the experienced painter uses this famous white-lead. He mixes it to meet the requirements of your job



DUTCH BOY WHITE-LEAD

Good Paint's Other Name



"CHEAP" PAINT
after 1 1/2 years

This paint is all through. First coat, \$118. Now add \$80 for burning and scraping to take it off. That totals \$198... or \$132 a year. Then add in the cost of a new priming coat.

DUTCH BOY
after 3 years

This paint is still good. Same type house as the "cheap" paint job and located in same city. Cost, \$70... or \$24 a year. And no new priming coat will be needed at repainting time.

and tints it to the exact colors you specify. No one knows paint like a painter.

N. H. A. for funds... Dutch Boy for paint.
 A National Housing Act loan makes it needless to delay painting because of lack of ready cash. Monthly

payments are surprisingly small. But, whether you use the Government plan or not, send the coupon for our free illustrated booklet, "The House We Live In." It tells how to modernize with paint, how to choose colors, what to look for when buying a painting job. Included are directions for arranging a painting loan. Mail the coupon today, to Department 161, in care of nearest branch and make sure there will be no sour note in *your* Home Sweet Home.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 909 West 12th St., Chicago; 659 Fremont Ave., Cincinnati; 820 West Superior Ave., Cleveland; 123 Chestnut Street, St. Louis; 2509 Oak St., San Francisco; National Lead & Oil Co., 800 Alameda St., Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Sons, Co., Wadsworth Bldg., Philadelphia.



NATIONAL LEAD COMPANY
 Department 161

(Give list of branches)

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

Name _____

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