



Both homes cost the same to build *Consider their value today*

BOTH the homes you see here were built of the same materials. The workmanship in both was of equally high standard.

The designs were identical—the costs alike.

Yet the passing years have made quite a change, a change in appearance, a change in dollars and cents. One house is ugly, shabby. Rain, wind, sunshine beat down on it. Steps, window sashes, porch pillars are rotting. The entire house is in danger.

The second house still looks like new. It needs no costly repairs. It is worth every cent it originally cost, and more. What makes the difference? From year to year the surface of the second has been saved and kept beautiful by a constantly maintained film of weather-resisting white-lead paint.

Your best weather insurance

Dutch Boy white-lead is nature's true paint pigment. It is made from lead and like the metal possesses extreme durability, toughness and weather-resistance.

It costs real cash not to paint regularly. Just as surely as weather varies, property deteriorates when left unprotected from air, rain, sun and snow

Mixed with pure linseed oil it makes a paint that neither force nor time's changes can separate from the surface it covers. In resisting the attacks of weather, it wears down gradually—but smoothly, with no cracking, no scaling.

The same qualities of toughness, elasticity and hiding power that have made Dutch Boy white-lead the preferred exterior paint, also recommend it for all interior work. When mixed with Dutch Boy flattening oil, it makes a paint that is smooth and silky. With its rare finishes once found only in homes of wealth can now be produced at the cost of ordinary painting work.

Free booklet tells how

A new booklet, "Painting—Protective and Decorative," tells what paint is, what paint does, and why paint protects the surface. It also contains color plates of exteriors and interiors decorated in

correct color tones, and many useful suggestions for interior wall effects that can be obtained with paint. Write for this booklet.

It will be sent free. Our Department of Decoration will also submit individual color schemes for painting your home, inside or out. This service is free to all home-planners.

Other Dutch Boy products

Besides Dutch Boy white-lead, the Dutch Boy line includes flattening oil, solder, red-lead, linseed oil and babbitt metals.

National Lead Company also makes lead products for practically every purpose to which lead can be put in art, industry and daily life.

Why not learn more about the many uses of lead, the wonder metal? We shall be glad to answer any questions. Simply address your inquiry to nearest branch.

NATIONAL LEAD COMPANY

New York: 111 Broadway; Boston: 131 State St.; Buffalo: 116 Oak St.; Chicago: 300 West Lake St.; Cincinnati: 658 Franklin Ave.; Cleveland: 520 West Superior Ave.; St. Louis: 722 Chestnut St.; San Francisco: 485 California St.; Pittsburgh: National Lead & Oil Co. of Pa., 316 Fourth St.; Philadelphia: 1000 Market St.; St. Paul: 422 Exchange St.



The Dutch Boy Painter has become the symbol of beauty and protection. He inspires confidence in every one he serves.

See the world over you paint in Dutch Boy.