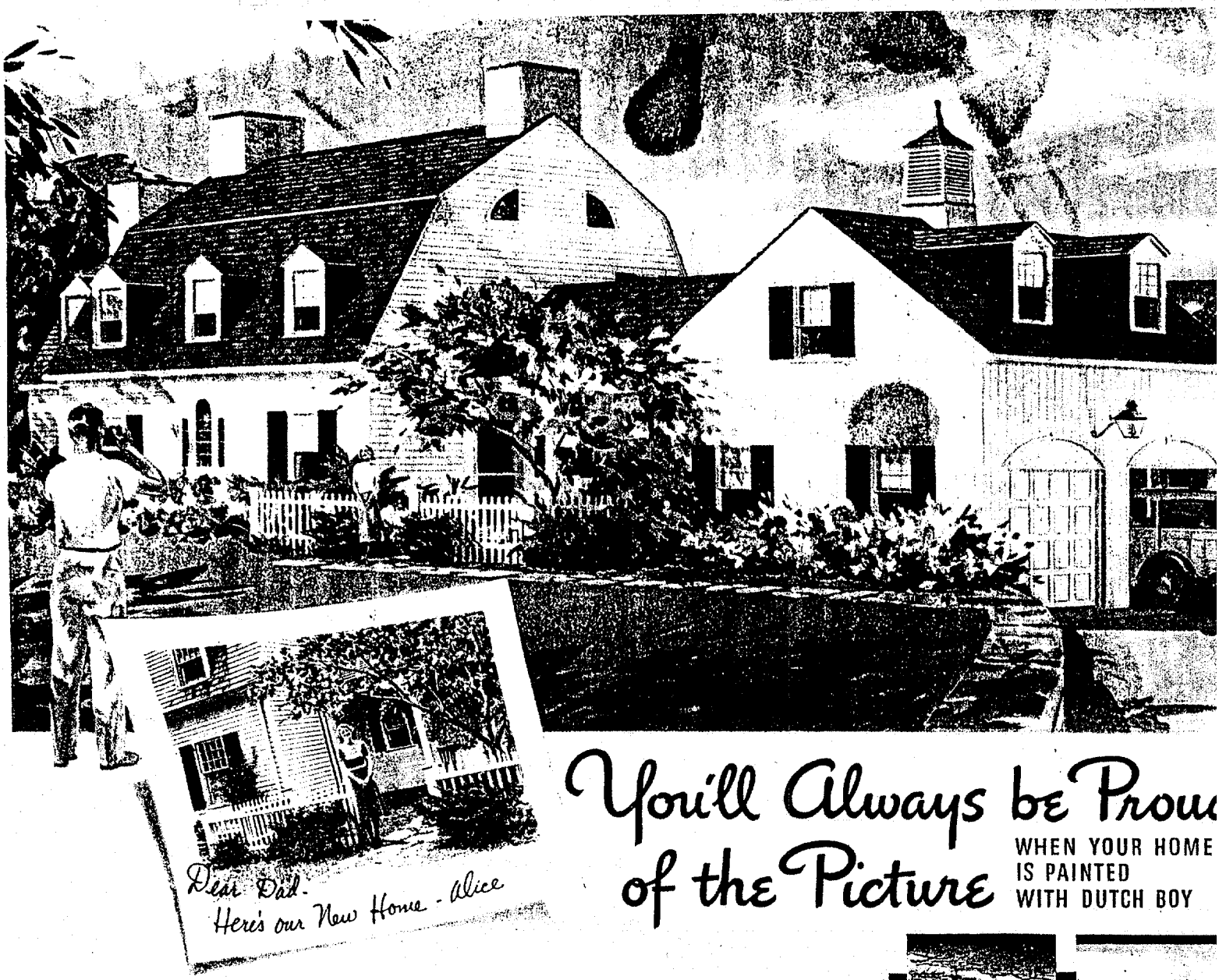
RESIDENTIAL APS - NLI

6 NL APS



You'll Always be Proud of the Picture

WHEN YOUR HOME IS PAINTED WITH DUTCH BOY

OWNING a home of your own is one of life's finest experiences. And what pleasanter duty than keeping that home spic and span—a picture of contentment—always a place to be proud of.

But if "cheap" paint has been used, pride is due for a bad fall — see "cheap" paint photograph at right. You'd never take a picture of a house which looked like that . . . except to put in the "Rogue's Gallery".

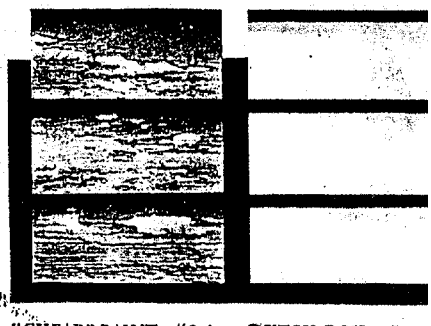
When paint cracks and scales like this, there's only one remedy—repaint! And that repainting job must include two costly "extras". (1) Burning and scraping off the "leftovers" of the worthless paint. (2) Putting on an extra coat of paint—a new priming coat. "Whew!" groans the unlucky owner, "Who said "cheap" paint was "cheap?"

For real economy, keep your home painted with Dutch Boy White-Lead. This good dependable paint doesn't crack and scale. Instead, it wears down by a slow gradual chalking. This leaves a smooth, unbroken surface—an ideal foundation for new paint.

And so the painter who is interested in giving you generous value for your money uses Dutch Boy White-Lead. He mixes it to meet the requirements of your particular job and tints it to the exact color you ask for. No one knows paint like a painter.

* * * * *

If you prefer to pay for your painting by the month, take advantage of the Dutch Boy Easy Payment Plan. No down payment. Eighteen months to pay, in surprisingly small monthly installments. Check the coupon below for complete information. And regardless of whether you are interested in the plan, send in the coupon for a copy of the illustrated booklet, "The House We Live In." Tells how to buy a paint job, how to select the right color scheme, the right paint and the right painter. Address Department 266, in care of the nearest branch.



"CHEAP" PAINT — *"Quitting" already—after only a short period of service. Right after this picture was taken, the paint had to be burned off at a cost of $60. Owner was also forced to pay for a new priming coat. All this is expense he never figured on.*

DUTCH BOY — *Four old and still in excellent c tion. House in same sectio "cheap" paint job. Not a of cracking and scaling. at repaint time, there will expensive burning off and n priming coat to pay for.*

DUTCH BOY WHITE-LEAD

GOOD PAINT'S OTHER NAME

NATIONAL LEAD COMPANY, 111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

NATIONAL LEAD COMPANY
Dept. 266 *(See list of branches at left)*

Please send me your free booklet, "The House We Live In", containing color scheme suggestions and practical advice on interior and exterior painting.

☐ Please include description of Dutch Boy Easy Payment Plan

Name_____

Street_____

City_____ State_____

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