



Home is "where your heart is", whether it be a cottage hidden in the woods or a substantial dwelling in a pleasant suburb.

And the well-loved home deserves the best you can give it, even in paint.

"Cheap" paint, false in promise and poor in performance, just isn't appropriate for a house worth calling "Home".

Dutch Boy White-Lead, unlike "cheap" paint, makes no promise that it can't deliver.

The Truth About Paint

See the examples at the left: two similar houses in the same Ohio city. The initial cost of the "cheap" paint job was \$160. It has stood a year and a half. *Now it will cost \$75 to burn off.* That makes a total of \$235—or \$156 per year. And when it's repainted, a new priming cost will be needed. That will add still more to the cost.

The Dutch Boy job cost \$172 when it was painted. It has stood three years—a cost of \$57 per year. And, because the paint still has a lot of wear in it, this yearly cost will



be even less. Furthermore, at repaint time, the owner will need to pay for no burning and scraping. Nor for a new priming coat, either.

Dutch Boy does not crack and scale. Instead, it resists the weather and wears down stubbornly by gradual chalking which leaves a smooth, perfect surface for new paint.

If your home needs painting, entrust the job to a Dutch Boy painter. He studies your house, mixes Dutch Boy to meet the requirements of your particular job and tints it to the color you specify. No one knows paint like a painter.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 West 10th St., Chicago; 639 Fremont Ave., Cincinnati; 818 West Superior Ave., Cleveland; 122 Chestnut St., St. Louis; 2100 14th St., San Francisco; National-Lead Paint Co., 800 Albany St., Boston; National Lead & Oil Co., 417 E. 116 4th Ave., Pittsburgh; John T. Lewis & Son, Co., Whitewater, Pa., Philadelphia.

Get Free Booklet, Send for "The House We Live In". It tells how to judge paint values. What to expect when you order a painting job. How to make sure you'll get what you want. Write for this book. Address Dept. 107, nearest branch.

DUTCH BOY WHITE-LEAD

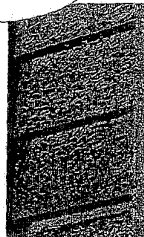


Good Paint's Other Name



DUTCH BOY

After 3 years, locality, same as "cheap" paint job. Cost \$172, or \$57 per year. Paint still good. Won't need burning off at repaint time.



"CHEAP" PAINT

After 1 1/2 years. First cost \$160. Burning \$75. Total \$235, or \$156 per year. New priming coat will be needed; still more cost.

KD-3395—The Saturday Evening Post, March 24

Collier's, March 24

Picture-Herald, March 24

National Geographic, March

American Magazine, April

Time Magazine, March 5

Literary Digest, March 10

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