

HAPPY Homecoming

WHEN THE WORK OF THE DAY IS OVER
AND YOUR TIME IS ALL YOUR OWN
THEN COMES THE HAPPIEST MOMENT
WHEN YOU REACH THE PLACE CALLED HOME



ANY HOUSE WORTHY OF THE NAME OF HOME
— IS WORTH PROTECTING WITH DUTCH BOY!

HOMECOMING is especially happy — after your house has been newly painted. What a satisfaction to see the old place looking so new and cheerful again — fairly sparkling with color!

But if "cheap" paint has been used, that satisfaction will be short-lived. Look carefully at the left hand side of the photograph. It shows the kind of shabby trick "cheap" paint always plays on property owners.

When paint goes to pieces like this, there's no way to patch it up. To make the house look respectable again you have to burn and scrape off the worthless paint right down to the wood. Then, before repainting, you have to put on a new priming coat. *It's said "cheap" paint was cheap?*

Now consider the Dutch Boy side of the ledger. Instead of cracking and peeling, Dutch Boy White-Lead stands boldly against the weather — wears down slowly by

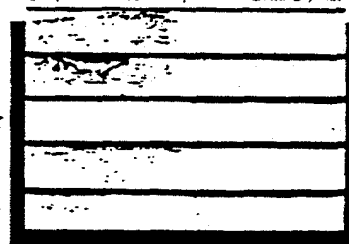
gradual chalking. After years, the surface is still smooth and unbroken, an ideal foundation for new paint. That's why the experienced and conscientious painter recommends Dutch Boy White-Lead. He mixes it to order for your house and tints it to the color that pleases you best. No one knows paint like a painter.

Paint now—pay later

The Dutch Boy Easy Payment Plan requires no down payment. And you have two years to pay . . . in surprisingly small monthly installments. The coupon below will bring you full information and a copy of "The House We Live In", one of the most helpful booklets ever offered to home owners. Shows a

"Cheap" Paint Side

Dutch Boy Side



Double House Shows Up "Cheap" Paint

Last year happened when one half of a double house was painted with "cheap" paint and the other with Dutch Boy. Each side was two years old. The "cheap" paint job cost the owner \$16 and Dutch Boy. But now it's going to cost him \$160 — for burning off scaling paint, applying new priming coat, and repainting. Dutch Boy will continue to protect its side for years to come.

wide variety of new and attractive color schemes. Tells how to get your biggest money's worth when you buy a paint job. Write Dept. 275, in care of nearest branch.



NATIONAL LEAD COMPANY

131 Broadway, New York, 116 Club St., Buffalo, New York
1515 West 12th St., Chicago, 650 Franklin Ave., Cincinnati
1333 West 12th St., Cleveland, 174 E. Broadway, St. Louis
22 1/2 W. 7th St., San Francisco, 1001 and 1002
Lead Co., 1001 Alway St., Boston, National Lead & Oil Co., 1001
1001 Penn., 1001 Penn. Ave., Philadelphia, J. I. & L. Co., 1001
1001 Penn. Co., Worcester, Mass., Philadelphia

**DUTCH BOY
WHITE LEAD**
GOOD PAINTS OTHER NAME

NATIONAL LEAD COMPANY

Dept. 275 • 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 _____

NOTHING BUT

High Marks...

ON THE DUTCH BOY'S REPORT CARD



"Right at the head of his class" that's where you always find the Dutch Boy. This sturdy little fellow gets nothing but good reports— from architects, painting contractors and home-owners.

BEAUTY—There's nothing better than a Dutch Boy beauty treatment. "Can this be my old house?" you'll say to yourself, when you see its long walls fairly gleaming with bright new color.

PROTECTION—Dutch Boy protection is proven protection. On millions of American homes, this dependable paint has proved its ability to resist all kinds of weather with real Dutch sturdiness.

DURABILITY—Don't forget that paints vary greatly in the amount of service they give. Photograph on the right shows an interesting contrast between Dutch Boy and "cheap" paint. The latter has badly cracked and scaled. This means that in repainting, the owner will be stuck with two costly extras. (1) Removing and scraping off the "leftovers" of cheap paint. (2) Putting on an extra coat of paint—a new priming coat.

ECONOMY—Dutch Boy does not crack and scale. Instead it wears down slowly by gradual chalking. This leaves a smooth, unbroken surface—an ideal foundation for new paint. So with Dutch Boy, you not only get longer life but

also a lower bill when you finally do decide to repaint.

That's why the painting contractor who is interested in giving you generous value uses Dutch Boy White-Lead. It is mixed to meet the special requirements of your job and tinted to the exact color you ask for. No one knows paint like a painter.

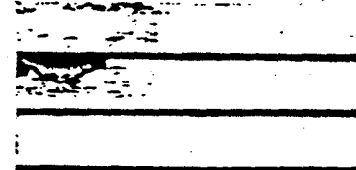
The Dutch Boy Easy Payment Plan is available if you prefer to pay for your painting in monthly installments. Check coupon for complete information. But even if you are not interested in this plan, send in the coupon anyway—for a free copy of the illustrated booklet, "The House We Live In". Tells how to buy a paint job, how to select the right color scheme, the right paint and painter. Mail coupon to nearest branch.

Dutch Boy White Lead

GOOD PAINT'S OTHER NAME



"Cheap" Paint Side | Dutch Boy Side



Double House Shows Up "Cheap" Paint
Here's what happened when the owner of one side of a double house and "cheap" paint and the owner of the other, Dutch Boy. Both sides are two years old. The "cheap" paint job cost \$16 less at the beginning. Now this owner must pay out \$1400 for removal of scaling paint, applying new priming coat, and repainting.

NATIONAL LEAD COMPANY, 111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 619 Freeman Ave., Cincinnati; 1215 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., Philadelphia; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

NATIONAL LEAD COMPANY

Dept. 509 (See list of branches above)
Please send me your free booklet, "The House We Live In", containing color scheme suggestions and practical advice on interior and exterior painting.
☐ Include description of Dutch Boy Easy Permanent Film.



Name _____
Street _____
City _____ State _____

Home is full of happiness, the
One place you love best—
May it always mean for you
Ease and pleasant rest



THE "ONE PLACE YOU LOVE BEST"—

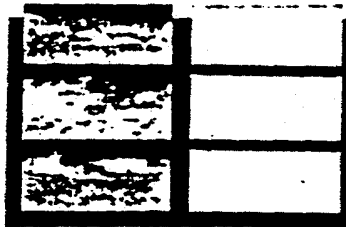
May flowers are blooming again? Time for that home of yours to shed its dingy old coat. Time for those four walls to blossom out in brave new colors.

So call up your painting contractor today. Tell him you want one of those modern color schemes that Dutch Boy decorators have worked out. There's nothing like a change of color, you know, to give you that refreshing feeling of having moved into a new house.

But when it comes to the paint itself, your painting contractor is not interested in "something different". He sticks to a time-tested formula. He gives you the proven protection of Dutch Boy White-Lead.

Why? Because he knows that Dutch Boy does not crack and scale. That's why, in the long run, a Dutch Boy job is so much cheaper than "cheap" paint (see photographic proof at right). Dutch Boy lasts longer, wears down slowly by gradual rubbing leaving a smooth, unbroken surface. So when it finally is necessary to repaint, you make two substantial savings: (1) There are no "cheap" paint remnants to be burned off. (2) Since the surface is intact, it is not necessary to apply a new priming coat.

When a painting contractor recommends Dutch Boy White-Lead for your home, you may be sure of one thing: he is interested in giving you real value for your money. The paint will be mixed to meet the special



"CHEAP" PAINT

"Cheap" paint, after only a short period of service, begins to show its defects. It is liable to be burned off or to crack and scale, and so requires frequent repainting.

DUTCH BOY

Four years old and still in excellent condition. There is some soiling on "cheap" paint job. Not a sign of cracking and scaling, and no repairs needed. They will be an expensive business if and so are painting men to pay for.

IS WORTH PROTECTING WITH DUTCH BOY

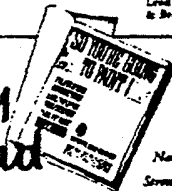
requirements of your job and tinted to the exact colors you specify. No one knows paint like a painter.

If you prefer to pay for your painting in installments, take advantage of the Dutch Boy Easy Payment Plan. 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, "So You're Going to Paint". Tells how to buy a paint job, how to select the right color scheme, the right paint and the right painter. Address Department 310, in care of the nearest branch.

NATIONAL LEAD COMPANY, 111 Broadway, New York; 116 Oak St., Buffalo; 909 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 1240 14th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of France, 316 Fourth Ave., Pittsburgh; John T. Lewis & Sons, Co., Widener Bldg., Philadelphia.

Dutch Boy
White-Lead

GOOD PAINT'S OTHER NAME



NATIONAL LEAD COMPANY

Dept. 310 (See list of branches above)

Please send me your free booklet, "So You're Going to Paint," 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 _____

For Generations My White Lead
has been famous for Making Things Last...



TODAY... More than ever... Make Your HOME Last...

In these troubled times one thing is sure and certain.

You can't replace your home.

So it's up to you to make it last.

That calls for good paint - and nothing has ever dummed the weather-fighting record of Pure White Lead.

Many a white-leaded Colonial homestead is still an American landmark... painted today with Dutch Boy, direct descendant of the white lead that protected it down the years.

And today Dutch Boy adds a new chapter to the historic story of white lead...

NOW-get this Lasting Protection in the NEW DUTCH BOY PAINT!

Today Dutch Boy White Lead - supplied for government in P.V.C. form for mixing with linseed oil - can also be had as a ready-to-use P.V.C.

This new Dutch Boy Paint is pure white lead - all ready to spread.

Like the famous pure lead, it not only lasts long and makes property last long too, but it's long lasting... sparkling white. And for it lasts truly... never cracks, peels, or fades in the sun... never cracks, peels, or fades in the sun... never cracks, peels, or fades in the sun...

And today Dutch Boy adds a new chapter to the historic story of white lead...

Yet Dutch Boy White Lead Paint costs no more than regular quality paints.

None that it comes two ways: (1) special "Interior Primer" for a first coat with extra sealing, holding and covering power; (2) "Outside White" for finishing coat and general painting.

Remember, there is enough white lead for both military and civilian use. No shortage exists. And its good quality is unchanged. Remember, too, whatever form of Dutch Boy you use in your home - the famous pure white lead - you're money ahead when you paint with white lead.

Get it from your local Dutch Boy dealer.



2 FORMS (1) Special "EXTERIOR PRIMER" for a first coat with extra sealing, holding and covering power. (2) "OUTSIDE WHITE" for finishing coat and general painting.

Write for Free, 36-page, Color-Illustrated Booklet! Tells you everything you ought to know about buying a wartime paint job. Address Dept. 447, care of the nearest office listed below:

National Lead Company—New York, Buffalo, Chicago, Cincinnati, Cleveland, St. Louis, San Francisco, Boston, Newark, Bureau-Land Co., Pittsburgh (National Lead & Oil Co. of Penna.), Philadelphia (John T. Lewis & Sons, Co.).

Sir: Please send me a free copy of "In Defense of Your Home."

Name _____
Address _____
City _____ State _____



A NATIONAL LEAD COMPANY PRODUCT.