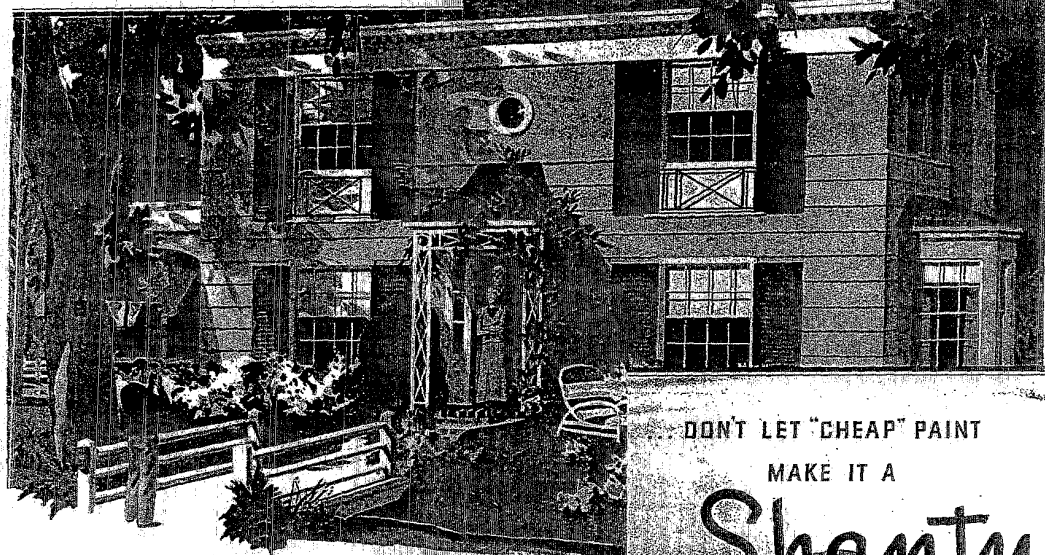
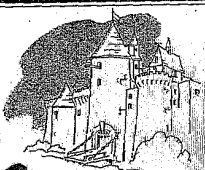


YOUR HOME
IS YOUR
Castle...



IN THE eyes of the law your house is your castle. In your own eyes it's a castle, too... a home worthy of the best protection you can give it.

What a pity then to let "cheap" paint spoil it. For "cheap" paint quickly cracks and scales away in spots, not only ruining the appearance of your home but exposing it to the ravages of the weather.

Moreover, it's really the most expensive. When you come to repaint, you find you haven't saved money at all. For the remains of the "cheap" paint job must be burned and scraped off down to the bare wood... a heavy extra expense that more than wipes out what you thought you saved. Also, before the customary repaint coats are applied a new priming coat is needed, and that's another extra expense.

What a difference when you paint with Dutch Boy!

Here's a paint that does not crack and scale. It resists the weather... wears down stubbornly by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint.

The experienced painter recommends Dutch Boy White-Lead. Its durability always backs up his reputation. He can mix it to suit

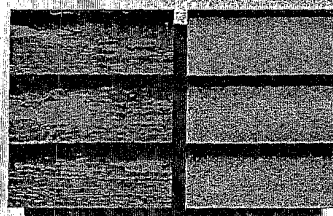


Dutch Boy White Lead

GOOD PAINT'S OTHER NAME

KD1590★—Collier's, March 14, 1936
American Home, March

Saturday Evening Post, March 14, 1936
American Magazine, April



"CHEAP" PAINT
after 18 years

DUTCH BOY
after 4 years

Cost \$1.00. Your job will last so long and so good as \$5.00 more. Total, \$1.75, or \$1.25 per year. And, as you see, it's all there, more expensive than ever, but it's new painting and it's better than the old.

the requirements of your job and tint it to the exact color you specify. No one knows paint like a painter.

Easy to Pay via the N. H. A.

If lack of ready cash prevents you from painting, take advantage of a National Housing Act loan. Monthly

DON'T LET "CHEAP" PAINT
MAKE IT A

Shanty



payments are surprisingly small. Send the coupon below. It brings you complete information and a copy of our illustrated booklet, "The House We Live In", which tells how to modernize with paint and what to look for when buying a paint job. Address Department 203, care of the nearest branch.

NATIONAL LEAD COMPANY, 111 Broadway, New York 115 Oak St., Buffalo 900 W. 14th St., Chicago 659 E. Franklin Ave., Cincinnati 820 W. Superior Ave., Cleveland 722 Broadway St., St. Louis 2240 10th St., San Francisco National Boston Lead Co., 200 Albany St., Boston National Lead Co., Oil Co. of Penn., 316 Fourth Ave., Pittsburgh John T. Lewis & Bros. Co., 1000 Race St., Philadelphia.

NATIONAL LEAD COMPANY
Department 203
(Get 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.

Name _____
Street _____
City _____ State _____

N 28105

0000-NLI-000014417