

Does *your* house look a bit worn and shabby?

IF your house is beginning to have a discouraged, weather-beaten appearance—looking a little less attractive than the other houses on your street—paint it this spring. Give it new life and color. Put on it an all-lead paint made of Dutch Boy pure white-lead and pure linseed oil.

Property-owners everywhere know the soundness of this advice. Houses kept clean and fresh-looking are worth more than poorly painted property. Houses are going up in value today. Why should the value of yours decrease, just for lack of paint?

Guard against decay

Invest in Dutch Boy white-lead paint for protecting as well as beautifying your property. A weather-worn surface may hide the beginning of decay. An all-lead paint which has the weather-resisting qualities of the metal keeps the covered surface safe from deterioration and increases the permanent value of the house.

You can get this complete protection against the weather at a remarkably reasonable cost. Only 100 pounds of Dutch Boy white-lead are required to make 7 gallons of pure lead paint. The real economy of this paint is especially evident when you compare its cost with the cost of repairs occasioned by lack of paint. Another point to consider



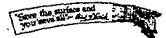
The Dutch Boy trademark is on every keg of Dutch Boy white-lead. It guarantees your getting a product of the highest quality—lead paint. In addition to white-lead, there are also made under this trademark: red-lead, solder, babbit metals, and flating oil for use with white-lead in decorating interiors.

is that Dutch Boy white-lead paint lengthens the period between re-paintings.

See the most reliable painter in your community about painting now. Ask him about the qualities of Dutch Boy white-lead paint. Most likely he uses this paint on his finest jobs, as do many painters throughout the length and breadth of the land. He knows from experience what a tough, durable coating white-lead paint will give your house—a coating that does not crack or scale, and makes your house look like new.

Write for new paint booklet

"Decorating the Home" is a new free booklet illustrated in color which suggests decorative treatments for exteriors and interiors. It will be sent you if you write our nearest branch. If you are planning to decorate your home, write our Department of Decoration in care of our nearest branch. Specialists will help you without charge to plan distinctive color treatments.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

Dutch Boy White-Lead

MAKES AN ALL-LEAD PAINT