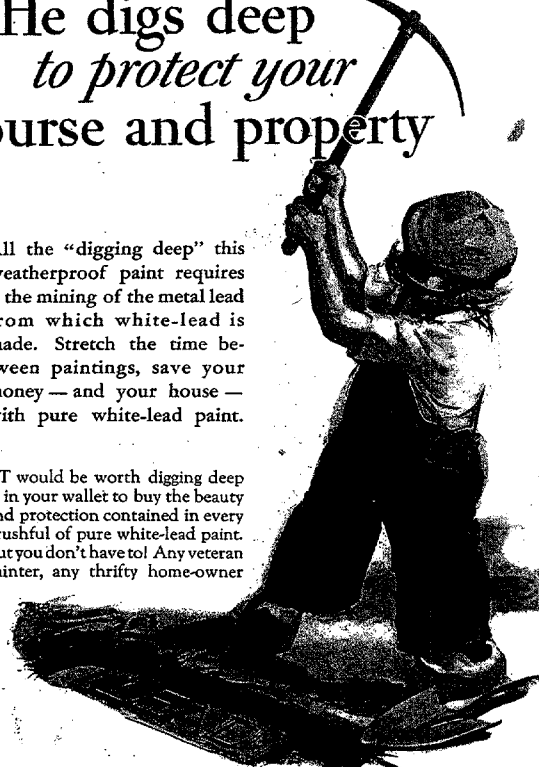


He digs deep to protect your purse and property

All the "digging deep" this weatherproof paint requires is the mining of the metal lead from which white-lead is made. Stretch the time between paintings, save your money — and your house — with pure white-lead paint.

It would be worth digging deep in your wallet to buy the beauty and protection contained in every brushful of pure white-lead paint. But you don't have to! Any veteran painter, any thrifty home-owner



will tell you that paint made of pure white-lead gives the most economical surface-protection your money can buy.

Here's what you get when you use Dutch Boy white-lead:

1. A paint made from the metal lead. That's quality — the kind that endures.
2. A paint that withstands all weather without cracking or chipping. That means long wear — the kind of wear that does away with the needless expense of scraping and burning off old pigment every time you repaint. This is an extremely important point often overlooked.
3. A paint that spreads easily, quickly. Less labor, of course, a better job — and more money saved.
4. A paint that covers and hides with fewer coats. You save again, both the surface and the bankroll.
5. A paint that can be colored to any desired shade or tint, and one that holds that color indefinitely. Still another saving, not only in money, but in the appearance of your house as the years roll by.

Each one of these five advantages in itself is sufficient reason for you to specify and use Dutch Boy white-lead paint. But there's still a sixth. It's the big reason why architects, builders, and professional painters for years have been using pure Dutch Boy white-lead paint for America's finest homes.

6. Dutch Boy white-lead can be mixed in the exact quantity, color and consistency for the job that is to be done —

Every pail or keg of white-lead bearing the Dutch Boy trademark is a guaranteed all-lead product, made from the metal lead.

inside or outside, a big job or an odd job. Like a custom tailored suit, Dutch Boy white-lead paint measures up to all requirements, whether you are painting a rowboat, your living-room walls, or the whole outside of your house.

Money-saving paint books free

"Decorating the Home" brings you suggestions and exact formulas for mixing and coloring pure Dutch Boy white-lead paint for every kind of painting job to be done around a house. Many illustrations in full color showing unusual wall effects, color chips and attractive interiors and exteriors. Address your request to our Department of Decoration, in care of our nearest branch.

If you have any special painting questions, include them in your letter. Paint and color experts in our Department of Decoration will gladly help you any way they can. No obligation, of course.

NATIONAL LEAD COMPANY

New York, 111 Broadway	Boston, 131 State St.
Buffalo, 116 Oak St.	Chicago, 900 W. 18th St.
Cincinnati, 659 Freeman Ave.	Cleveland, 820 W. Superior Ave.
St. Louis, 722 Chestnut St.	San Francisco, 465 California St.
Pittsburgh, National Lead & Oil Co. of Pa.	
316 Fourth Ave.	
Philadelphia, John T. Lewis & Bros. Co.	
437 Chestnut St.	

Dutch Boy White-Lead Makes an All-Lead Paint

26185 ¼ Page (4% x 12½) Collier's—November 13 ★

American Magazine - Nov.
Red Book - Dec.
Nat'l Geographic - Nov.
Review of Reviews - Dec.

Country Gent'man - Nov.
Successful Farm'g - Nov.
Farm Papers - Oct.