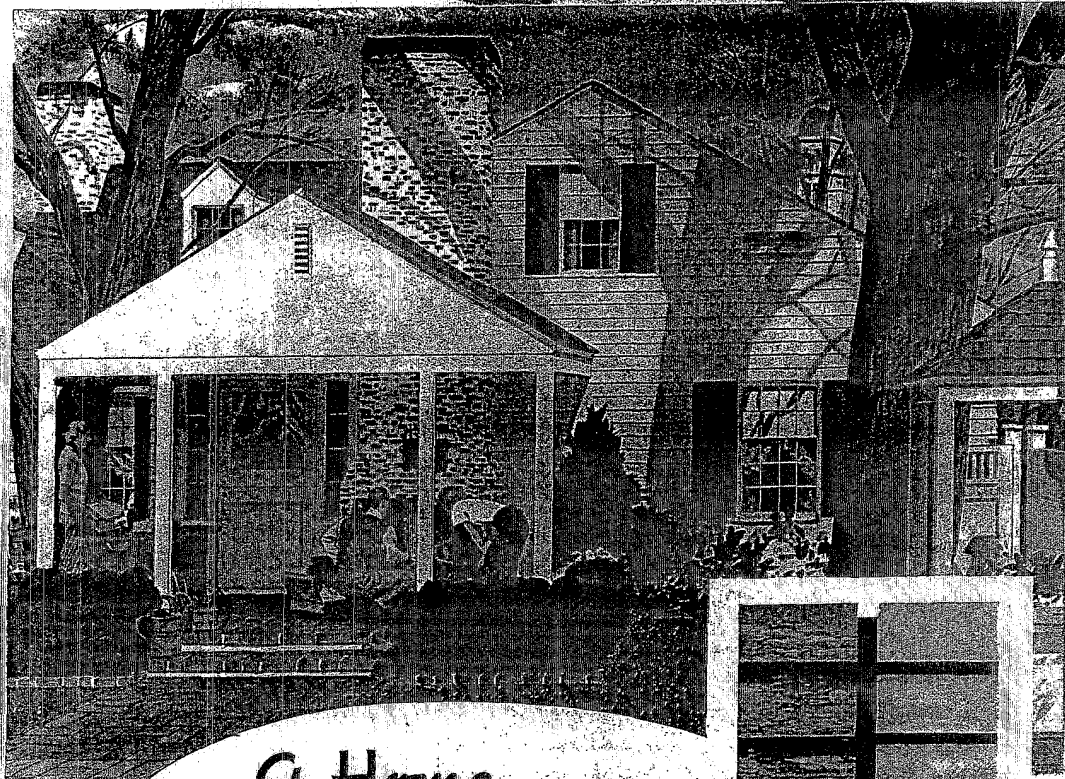




A Home is built for Happiness...

... LET DUTCH BOY
KEEP IT LOOKING CHEERFUL!

HAPPINESS, like charity, begins at home. But how can you feel completely happy, if every time you look at your home it reminds you of the mistake you made when you had it painted—the mistake of using "cheap" paint?

The first photograph at the right shows you what to expect from "cheap" paint... how it soon cracks and scales away, ruining the appearance of a house and exposing it to the ravages of the weather.

And that's only half the story. Before new paint can be put on, the old must be taken off—burned and scraped off, down to the bare wood. And then an extra coat—a new priming coat—must be applied. These unexpected costs eat up all the money you hoped to save by using "cheap" paint.

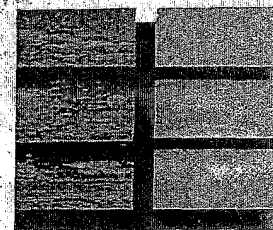


Now note the difference with Dutch Boy! There's not a sign of cracking and scaling. For Dutch Boy White-Lead resists the weather... wears down slowly by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint.

The experienced painter likes to use Dutch Boy White-Lead because the satisfaction it gives helps his reputation. He mixes it to suit the requirements of your job and tints it to the exact color you specify. No one knows paint like a painter.

Easy to Pay the Dutch Boy Way

If lack of ready cash prevents you from painting, take advantage of the Dutch Boy Easy Payment Plan. No down payment. Surprisingly small monthly install-



"CHEAP" PAINT

after 1 1/2 years
Cost \$110. Now the paint must be burned and scraped off at \$60 more. Total, \$170, or \$113 per year. And on top of all that there's another extra to pay for, the additional cost of a new priming coat.

DUTCH BOY

after 4 years
Located in same section as the "cheap" paint job. Cost \$120, or \$30 per year to date. This cost will be still less as time goes on. No burning and scraping, and no new priming coat will be needed at repainting time.

ments. Check the coupon below for full information. But mail it to us even if you are not interested in the Easy Payment Plan for it brings you 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 208, nearest branch.

NATIONAL LEAD COMPANY

111 Broadway, New York; 115 Oak St., Buffalo; 500 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Bureau, 300 Albany St., Boston; National Lead & Oil Co. of Penna., 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

NATIONAL LEAD COMPANY

Department 208, (on 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.
(I indicate selection of Dutch Boy Easy Payment Plan.)

Name _____
Street _____
City _____ State _____



Dutch Boy White Lead

GOOD PAINT'S OTHER NAME

KD5733—Collins, Sept. 26
American Home

Evening Post, Sept. 26
American Home

Sept. 21
Boston Herald, Sept. 21

N 28110

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