

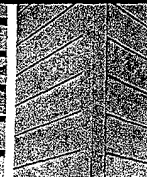
Will You Believe It?

LOW-GRADE PAINT
After 1 Year



Photograph of a house in the Middle West; low-grade paint only one year old. It has gone "all to pieces." This surface must be burned and scraped before it can be repainted.

DUTCH BOY
After 5 Years



After 5 years, this Dutch Boy job in the same Middle Western region is still in excellent condition. It shows that it never pays to use anything but pure white lead paint.

Dutch Boy
White-Lead Paint
at only

\$2.15
per gallon

...easy to mix 100



Who would ever dream that pure white-lead paint could be had at such a rock-bottom price! Yet today this low price for paint you make with Dutch Boy White-Lead is a solid fact. And another solid fact you can tie to it is this... you get a paint that you will be satisfied with for years to come. If you want evidence, just look at the "close-ups" of two Middle Western homesteads shown above.

These actual photographs show the big difference between Dutch Boy White-Lead paint and low-grade paint measured in years of service. It shows you how Dutch Boy resists the weather. It doesn't crack and scale, but wears away *thoroughly*, by gradual chalking, thus leaving a perfect surface for repainting. No need to burn and scrape at repaint time.

Never before was Dutch Boy White-Lead paint so easy to mix. With the new

Dutch Boy ALL-PURPOSE SOFT PASTE White-Lead you can mix paint in a jiffy... either for use indoors, or outdoors. Just stir in the necessary thinner and in "no time" your paint is ready. You can easily tint it to just the color you want with Dutch Boy Colors-in-Oil.

Send coupon today for easy mixing instructions.

*This price (as of June 1933) will vary somewhat depending upon buyer's distance from producing centers.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 260 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 320 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 Twenty-fourth St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 216 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Wilder Bridge, Philadelphia.

Save the surface and you save 50% - *See the picture and you save 50% - *

DUTCH BOY *All Purpose Soft Paste* WHITE-LEAD

FREE!

Use coupon and get free leaflet that saves you money on all your painting. Sign and mail to nearest branch office.

NATIONAL LEAD COMPANY

Address: See list of branches

Please send me your folder "Painting with White-Lead," giving specially prepared instructions to farmers on the quickest, easiest way to make Dutch Boy paint at a cost of about \$2.15 per gallon.

Name _____

Address _____

This advertisement appears in the following publications:

Hoard's Dairyman, Aug. 25, 1933

Successful Farming, Aug. 1933

Farm Journal, September

KD 636

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N 28414