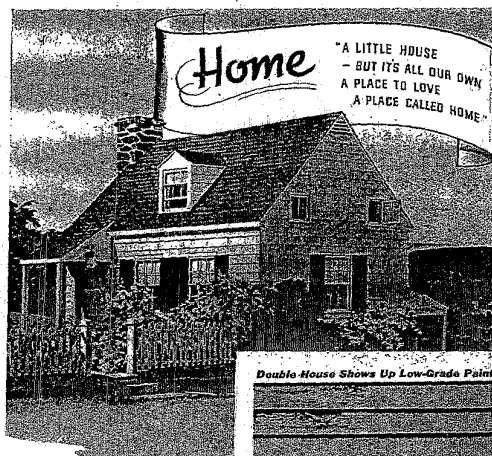




**-and a place worth
protecting with Dutch Boy**

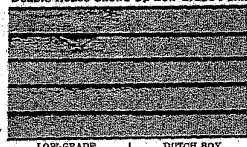
SENTIMENTAL? Yes, but practical, too. There's a dollars-and-cents reason for avoiding low-grade paint.

Note the actual photograph at the right and read the wording. See, first, a typical example of how low-grade paint quickly cracks and scales, spoiling the looks of your home and giving the weather a chance to attack the bare wood.

The effect on your pocket-book is just as bad. You must (1) repaint long before you planned—(2) go to the extra trouble and labor of burning and scraping off the low-grade paint and (3) pay the cost of one additional coat—a new priming coat—as part of the repainting.

Now look at the Dutch Boy example, also typical. No cracking and scaling there. Dutch Boy, instead, wears down stubbornly by gradual chalking. You repaint right over it because its surface remains smooth

Double House Shows Up Low-Grade Paint



Here's what happened when the owner of one side of a double house used low-grade paint and the owner of the other, Dutch Boy. Both jobs were years old. But now the low-grade paint must all be burned and scraped off. And an entire coat—a new priming coat—applied. The Dutch Boy job is still good and won't need any burning off or new priming coat at repaint time.

and unbroken. No burning and scraping, no new priming coat. And no repainting either, until long after low-grade paint would have gone to pieces.

Durable, high-grade paint is easy to make. Just take Dutch Boy All-Purpose Soft Paste and stir in the proper thinner. In a few minutes you have pure white-lead paint ready for the brush... for either interior or exterior use. Tint it easily and quickly to any color you desire.

ONLY
\$2.30*

per gallon

That's all it costs for pure white-lead paint. Easy to mix; too. From Dutch Boy All-Purpose Soft Paste.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo; 907 West 34th St., Chicago; 167 Freeman Ave., Cincinnati; 125 West Superior Ave., Cleveland; 122 Chestnut Street, St. Louis; 2249 24th St., San Francisco; National-Lead Paint Co., 400 Albany St., Boston; National Lead & Oil Co. of Canada, 316 4th Ave., Pittsburgh; John T. Lewis & Sons, Co., Widener Bldg., Philadelphia.

*This price (as of April 1936) varies somewhat depending on buyer's distance from producing centers.

DUTCH BOY WHITE-LEAD

**FREE
MONEY-
SAVING
PAINTING
INSTRUCTIONS**

NATIONAL LEAD COMPANY

Address (See list of Branches above)

Please send me your free folder "Painting with White-Lead" giving specially prepared instructions to farmers on the quickest, easiest way to make Dutch Boy Pure White-Lead paint at a cost of about \$2.30* per gallon.

Name _____

Address _____

City _____

State _____

CG-81

KD-6090—Country Gentleman, May, 1936—★
Successful Farming, May
Farm Journal, May

N 28101

0000-NLI-000014413