

WHEN YOU LOOK AT A HOUSE

What you really see is Paint

And you'll enjoy looking at it a long time if it is painted with economical Dutch Boy... instead of low-grade paint

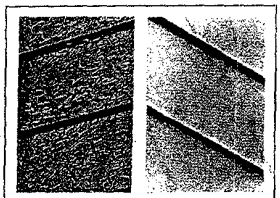
Low-grade paint [illegible] pieces all too [illegible] the wood it ought to [illegible].

Every time [illegible] looks at what's left of [illegible] reminded of his bad bargain.

See the examples at right. The low-grade paint—after only 1½ years—has already gone to pieces. Now it will have to be burned off. And, when the *surface* is repainted, a new priming coat will be needed.

Compare this with the Dutch Boy White-Lead job which has stood 8 years and *still has a lot of* wear in it.

Dutch Boy stands up without cracking and scaling. It resists the weather ... wears down stubbornly by gradual chalking which leaves a smooth, unbroken *surface*... and so requires no burning and scraping—no new priming coat—at repaint time.



LOW-GRADE PAINT — *After 1½ years.* Badly scaled, exposing the wood beneath to attack by snow, sun, and rain.

DUTCH BOY — *After 8 years.* Same type of building in the same section of Ohio. Paint *still good.*

It's easy to make good paint—*pure white-lead paint*—with Dutch Boy All-Purpose Soft Paste White-Lead. You simply stir in the [illegible] and in just a [illegible] it's your paint *ready* to use. Indoors or outdoors. Moreover you can tint it quickly and easily to any desirable color.

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; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 722 Chestnut Street, St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

*[illegible] varies [illegible] buyer's dis[illegible]tors.

DUTCH BOY *All-Purpose Soft Paste* WHITE-LEAD

Save the wrapper and [illegible] Paste White-Lead"

FREE! You can *save money* by following the easy painting instructions *given in our free* folder on Dutch Boy All-*Purpose Soft Paste* White-Lead. Tear off the ad, *coupon and mail* to our nearest branch.

NATIONAL LEAD COMPANY
Address: (See list of branches)

Please send me your free folder "Painting with White-Lead", giving *especially 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_____ PJ-29

KD-3161—Farm Journal, August, 1934—★
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