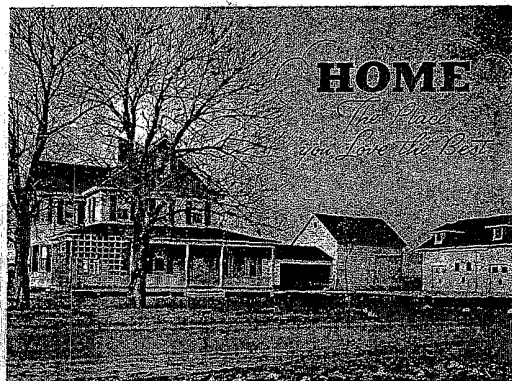




... deserves the Best Protection

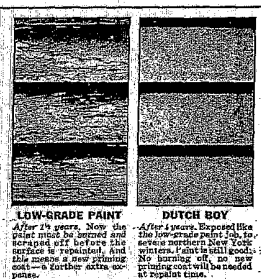
IF YOU saw your home or any of your farm buildings in danger of being damaged you'd rush to protect them. But do you, yourself, *invite* damage...unwittingly...by choosing low-grade paint?

Look at the left-hand photo. See how the low-grade paint has gone to pieces...cracked and scaled...after only a short time. Now it must be burned and scraped off. And that calls for an extra coat in repainting.

Dutch Boy, on the other hand, does not crack and scale. It *resists* the weather...wears down stubbornly by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint. No burning and scraping, no new priming coat at repaint time.

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 proper thinner and in just a few minutes there's your paint, ready to use, indoors or outdoors. And remember you can tint it quickly and easily to any color you desire.

*This price (as of May, 1935) varies somewhat depending on buyer's distance from producing centers.



LOW-GRADE PAINT

After 1 1/2 years. Now the paint must be burned and scraped off before the surface is repainted. And this means a new priming coat—a further extra expense.

DUTCH BOY

After 1 1/2 years. Exposed like the low-grade paint, but, in a season's weather, Dutch Boy paint is still good. No burning, oil, or new priming coat will be needed at repaint time.

Painting Loans

Money to pay for painting can be borrowed under the National Housing Act. Charges are surprisingly small and easy payments can be arranged. Your local banker will be glad to give you full information.

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;
630 Fremont Ave., Cincinnati; 820 West
Superior Ave., Cleveland; 722 Chestnut
Street, St. Louis; 2240 24th St., San
Francisco; National-Boston Lead Co.,
400 Albany St., Boston; National Lead &
Oil Co. of Canada, 116 4th Ave., New
York; John T. Lewis & Bros. Co.,
Widener Bldg., Philadelphia.

DUTCH BOY *All-Purpose Soft 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 coupon and mail to our nearest branch.

NATIONAL LEAD COMPANY

Address: (Use list of branches)

Please send me one free folder "Painting with White-Lead" giving specially prepared instructions to farmers on the easiest, fastest way to mix Dutch Boy pure white-lead paint at a cost of about \$2.30* per gallon.

Name: _____

Address: _____



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