



**YOU'LL ALWAYS BE PROUD TO SAY THAT  
— IF YOU PAINT WITH DUTCH BOY**

You've a right to be proud.

First of all, you can't help the feeling. For you know that you've given your home the best possible paint protection.

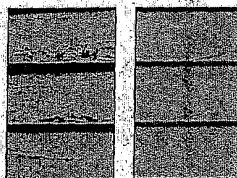
As time passes, you see that it is not only lasting protection, but lasting beauty. Dutch Boy wears well. So your house always looks well. Never does failure of the paint make you ashamed of your home's appearance.

And, then, when you figure out what Dutch Boy costs per year, you've cause for pride again. You've spent less — much less — than the neighbor who used low-grade paint, only to be humiliated by seeing it quickly disfigure his house and disgusted by having to do the job over so soon. (See photographs at right for typical example of how low-grade paint compares with Dutch Boy.)

It's easy to make good paint — pure white-lead paint — with Dutch Boy All-Purpose Soft Paste White-Lead. A few minutes stirring in the proper thinner and the paint is ready to use. Indoors or out. Tints easily and quickly to any color required.

You will find Dutch Boy preferred by the experienced painter and no one knows paint like a painter.

\*This price (as of July, 1930) varies somewhat depending on buyer's distance from production centers.



**LOW-GRADE PAINT.**

After 10 years, the paint must be scraped and scraped off before the surface is repainted. This means a new priming coat — a further extra expense.

**DUTCH BOY**

After 10 years exposed to the same conditions as the low-grade paint job, paint is still good. No scraping off, no new priming coat will be needed at repainting time.

**Dutch Boy Helps You Pay**

If lack of ready cash prevents you from painting, take advantage of the Dutch Boy Easy Payment Plan. No down payment; small monthly installments; no red tape. Check coupon for full information.

ONLY  
**\$2.40\***  
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 33rd St., Chicago; 65 Fremont Ave., Cincinnati; 1211 West Third Street, Cleveland; 723 Chestnut Street, St. Louis; 3240 24th St., San Francisco; National-Union Lead Co., 200 Albany St., Boston; National Lead & Oil Co. of Canada, 516 4th Ave., Pittsburgh; John T. Lewis & Wm. Co., Wilson Bldg., Philadelphia.

**DUTCH BOY WHITE-LEAD**

**FREE  
MONEY-  
SAVING  
PAINTING  
FACTS**

**NATIONAL LEAD COMPANY**  
(Address listed on list of branch offices)

Please send me your free folder "Painting with White Lead" giving specially prepared information for farmers on the advantages of using Dutch Boy Pure White-Lead paint.

☐ Include folder concerning Dutch Boy Easy Payment Plan.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

KD-6115—Country Gentleman, August, 1930—★  
Farm Journal, August  
Successful Farming, September

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