



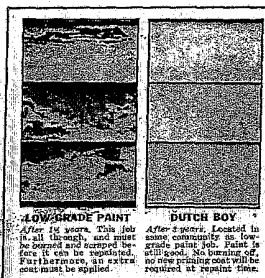
"YOU'RE figuring on painting your buildings? Well I can tell you one thing...the work you'll have to do will depend on the kind of paint you used on them last time.

"Let's hope it wasn't low-grade paint. Burning and scraping takes time, but it's the only thing you can do when old paint is cracked and scaled. Then you have to put on a new priming coat. That's an item, too.

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 repeat 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 March, 1935) varies somewhat depending on buyer's distance from producing centers.



LOW-GRADE PAINT

After 10 years. This job is all through, and must be burned and scraped before it can be repainted. Furthermore, an extra coat must be applied.

DUTCH BOY

After 2 years. Located in same community as low-grade paint job. Paint is still good. No burning or scraping. No new priming coat will be required at repeat 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; 200 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 123 Chestnut Street, St. Louis; 2140 24th St., San Francisco; National-Boston Lead Co., 890 Albany St., Boston; National Lead & Oil Co. of Penn., 215 4th Ave., Pittsburgh; John T. Lewis & Sons, 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

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

Name _____

Address _____

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KD-4476—Country Gentleman, April, 1935—★
Successful Farming, April
Copper's Farmer, April

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