



When you've worked and Saved
TO IMPROVE YOUR PROPERTY
don't let Low-Grade Paint Spoil it.

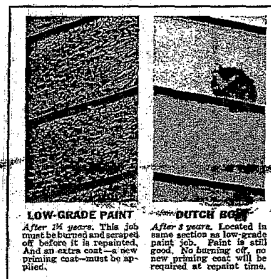
THINK of the years of planning, of all the things you've gone without to keep up and improve your farm property. Your home and other buildings mean so much to you; don't let them be spoiled by low-grade paint.

For low-grade paint can spoil your building. If you doubt it, look at the left-hand panel. See how the paint has cracked and scaled, leaving the wood exposed and unprotected from the weather.

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



LOW-GRADE PAINT

After 24 years. This job must be burned and scraped off before it is repainted. And an extra coat—a new priming coat—must be applied.

DUTCH BOY

After 2 years. Located in same section as low-grade paint job. Paint is still good. No burning off, no new priming coat will be required 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; 500 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 520 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., 315 4th Ave., Pittsburgh; 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 (See list of branches)

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 _____

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KD-4475—Country Gentleman, March, 1935—★
 Successful Farming, March
 Capper's Farmer, March

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