

It's Somebody's MONEY...

... that's SCALING OFF!

These paint jobs are in the same Indiana town. The low-grade paint is 1½ years old. Now the owner has to repaint at once. But before he can start he must burn and scrape off the old paint. Then put on a new priming coat. The Dutch Boy job, after 2 years, is still good for a lot of years.



JUST look at that paint! Perhaps we shouldn't say "paint"; maybe a better name for it is "remains"... it's now such a dead loss.

A paint job like this is costly for now the owner has to *un*-paint before he can repaint.

That means burning and scraping off what's left of the low-grade paint and, still more bad news, a new priming coat will be needed.

Now take a look at the Dutch Boy White-Lead job. There's no money scaling off here!

Dutch Boy *resists* the weather and 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.

It's easy to make good paint... pure white-lead paint... with Dutch Boy All-Purpose Soft Paste. You simply stir in the proper thinner and, in just a few minutes, there's your paint ready to use. Indoors or outdoors. Moreover, you can tint it quickly and easily to any color you want.

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; 909 West 18th St., Chicago; 559 Fremont Ave., Cincinnati; 610 West Superior Ave., Cleveland; 722 Chestnut Street, St. Louis; 2240 24th St., San Francisco; National Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pennsylvania, 316 4th Ave., Pittsburgh; John T. Lewis & Sons, Co., Widener Bldg., Philadelphia.

*This price (as of April 1934) varies somewhat depending on buyer's distance from producing centers.

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-3217—Farm Journal, May, 1934—★
Successful Farming, May
Copper's Farmer, May

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