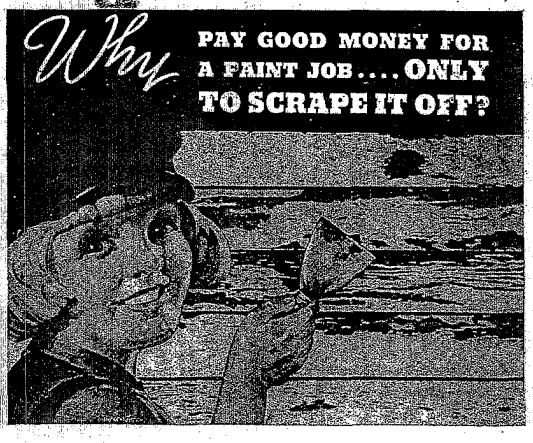
# Why PAY GOOD MONEY FOR A PAINT JOB.... ONLY TO SCRAPE IT OFF?



LOOK at this paint... what's left of it. It started to go just a few months after it was put on. That's what always happens with low-grade paint.

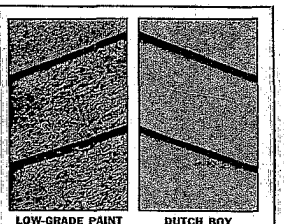
Now it will all have to be burned and scraped off down to the bare wood. And after burning and scraping, an extra coat—a new priming coat—will be needed.

And when that's all done, you're just at the point where you *start* in repainting over a Dutch Boy job.

Dutch Boy 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 for the brush. Indoors or outdoors. And remember you can tint it quickly and easily to any color you desire.

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



**LOW-GRADE PAINT**
*After 1½ years.* Now the paint must be burned and scraped off before the surface is repainted. And this means the expense of an extra coat—a new priming coat—in repainting.

**DUTCH BOY**
*After 5 years.* Located in same section of the same state as the low-grade paint job. Paint is still good. No burning off, no 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; 659 Freeman Ave., Cincinnati; 820 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., 316 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_____

OG-36

KD-4993—*Country Gentleman, September, 1935*—★
*Successful Farming, October, 1935*
*Capper's Farmer, October, 1935*

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