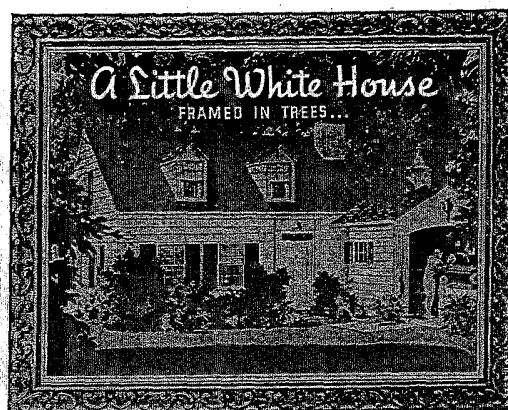




DON'T LET LOW-GRADE PAINT SPOIL THE PICTURE!

Home, sweet home! You've planned for it. Worked for it. Sacrificed for it.

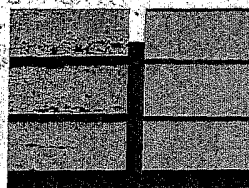
Then why invite the heartache so sure to follow if you use low-grade paint?

The first photograph at the right shows what always happens—how low-grade paint soon cracks and scales. So before new paint can be put on, the old must be burned and scraped off down to the bare wood, and an extra coat—a new priming coat—applied.

But note the contrast with Dutch Boy. No cracking and scaling. It *resists* the weather... wears down slowly by gradual chalking which leaves an ideal foundation for new paint. No burning and scraping, and no new priming coat needed at re-paint time.

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 August, 1936) varies somewhat depending on buyer's distance from producing centers.



LOW-GRADE PAINT

After a few months, how the surface must be re-painted. First, the old paint must be burned off and then a new coat—a new priming coat—put on. All added expense.

DUTCH BOY

After several years. Same location as the low-grade paint job. No cracking and scaling here. At repaint time, no burning and scraping and no new priming coat will be needed.

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.

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DUTCH BOY WHITE-LEAD

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Address (for list of branches above)

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

☐ Include folder describing Dutch Boy Easy Payment Plan.

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