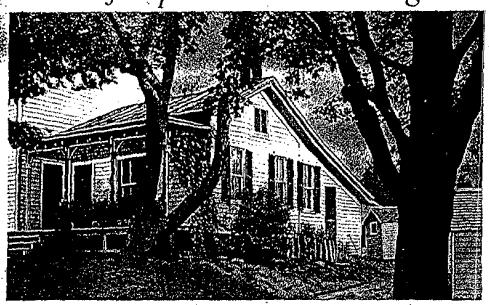
FARMERS..

will jump at this chance to get



Dutch Boy White-Lead Paint...at only

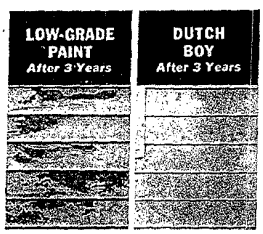
$2.15* *per gallon*

Folks who get down to real facts about paint costs know this is a bed-rock price for long-wearing white-lead paint. Not in years has paint which you mix from Dutch Boy White-Lead figured out so low in cost per gallon.

There just isn't any comparison between Dutch Boy and low-grade paint. See actual photographs at right. They show only one pair out of hundreds of such paint comparisons to be seen in every state in the Union. They show why low-grade paint *always costs too much.*

Dutch Boy does not crack and scale. It does not peel away and expose your property to decay. Instead it *resists* the weather...and wears down stubbornly by a gradual chalking that leaves a perfect surface for repainting. No need to burn or scrape at repaint time.

Dutch Boy White-Lead, now available in all-purpose, soft paste form, is easy to mix. Just stir in the proper thinner, and in a jiffy your paint is ready. From this new Dutch Boy ALL-PURPOSE Soft Paste White-Lead you can mix paint for use indoors or for outdoors. And you can quickly tint it to just the color you want with Dutch Boy Colors-in-Oil.



● *The owner of this Minnesota property pays twice for his low-grade paint—once to put it on and once to burn it away and scrape it off.* That costs too much!

● *A month older than the paint at left, on a house only 6 miles away. It is still good for years. Its cost per year will be much less than the low-grade job.*

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 St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

Save the surface and you save all—Mortland

* *This price (as of April, 1933) will vary somewhat depending on buyer's distance from producing centers*

DUTCH BOY *All-Purpose Soft Paste* **WHITE-LEAD**

FREE! Use coupon and get free booklet that saves you money on all your painting. Sign and mail to nearest branch office.

NATIONAL LEAD COMPANY

Address: (See list of branches)

Please send me your folder "Painting with White-Lead," giving specially prepared instructions to farmers on the quickest, easiest way to make Dutch Boy paint at a cost of about $2.15* per gallon.



Name_____

Address SF-58

This advertisement appears in the following publications:
Farm Journal, June, 1933
Successful Farming, June
Hoard's Dairyman, June 25
KD-635

0000-NLI-000014843

N 28413