

You will welcome THIS GOOD NEWS!

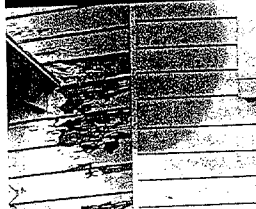


Dutch Boy White-Lead Paint... Now Only

**LOW-GRADE
PAINT**
After 3 Years

**DUTCH
BOY**
After 3 Years

\$215*
per gallon!



• This Indiana owner thought he saved money, but within 18 months his low-grade paint began to crack and scale away. Now burning and scraping and a new priming coat are needed before he can repaint. And that costs money.

• The owner of this property, using Dutch Boy, spent more in the first place than his neighbor who used low-grade paint. His paint will be good for many more years and therefore his cost per year will be much less.

Take advantage of Dutch Boy's low cost now, because with Dutch Boy low cost does not mean low grade.

Low-grade paint is not a money-saver. See actual photographs at left. They show why an apparent saving on low-grade paint often turns into a loss for the farm owner who turns his back on the well-known fact that Dutch Boy White-Lead outlasts poor paint.

Dutch Boy does not crack and scale. It does not peel away and expose the surfaces it was put on to protect. No... it resists the weather, and wears down stubbornly by a gradual chalking that leaves a perfect surface for repainting... and without any need for burning or scraping at repaint time.

Never before was Dutch Boy White-Lead so easy to use. Now available in all-purpose soft paste form, you just stir in the necessary 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 indoors, or for outdoors. And you can quickly tint it to just the color you want with Dutch Boy Colors-in-Oil.

* This price (as of March 1933) will vary somewhat depending upon buyer's distance from producing centers.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 859 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 728 Chestnut St., St. Louis; 220 5th St., San Francisco; National Lead Co., 310 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

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," which contains a complete instruction to farmers on the subject, and will also make Dutch Boy paint as a sure, it costs \$2.15 per gallon.

Name _____
Address _____



Hard's Dairyman, May 25
Farm Journal, May 1933 —★
KD 633 — Successful Farming, May

N 28412

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