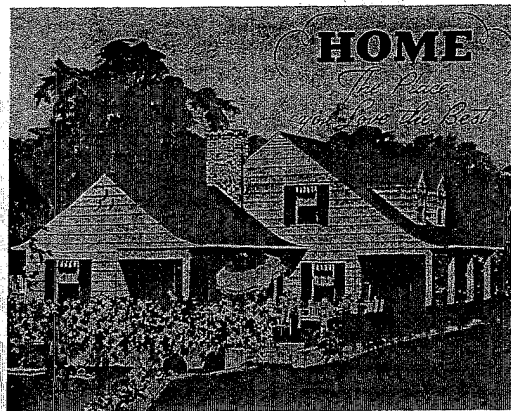




...deserves the Best Protection

If you saw your home or any of your farm buildings in danger of being damaged you'd rush to protect them. But do you, yourself, *invite* damage... unwittingly... by choosing low-grade paint?

Look at the left-hand photo. See how the low-grade paint has gone to pieces... cracked and scaled... after only a short time. Now it must be burned and scraped off. And that calls for an extra coat in repainting.

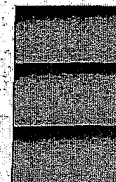
Dutch Boy, on the other hand, does not crack and scale. It resists the weather... wears down stubbornly by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint. No burning and scraping, no new priming coat is needed at repainting time.

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 a few minutes there's your paint, ready to use, indoors or out. And remember you can tint it quickly and easily to any color you wish.

*This price (as of May, 1933) varies somewhat depending on buyer's distance from producing centers.



LOW-GRADE PAINT
After 14 years. Now the paint must be burned and scraped off before the surface is repainted and this means a new priming coat—A further extra expense.



DUTCH BOY
After 14 years. Exposed to the same conditions as the low-grade paint job, it is still good. No burning, scraping, no new priming coat will be needed at repainting time.

Easy Payment Plan

Under the new Dutch Boy Easy Payment Plan ready cash isn't necessary. No down payment required. Cost may be spread over one and a half to two years in 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, comes Dutch Boy All-Purpose Soft Paste.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo; 904 West 18th St., Chicago; 559 Popple Ave., Cincinnati; 824 West Superior Ave., Cleveland; 722 Chestnut Street, St. Louis; 2249 24th St., San Francisco; National-Boston Lead Co., 308 Albany St., Boston; National Lead & Oil Co. of Penna., 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

DUTCH BOY WHITE-LEAD

FREE
MONEY-
SAVING
PAINTING
INSTRUCTIONS

NATIONAL LEAD COMPANY
Address (See list of Branches above)
Please send me your free color "Talking 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 \$2.40* per gallon.
☐ Please include circular describing Easy Payment Plan.

Name _____

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Successful Farming, June
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