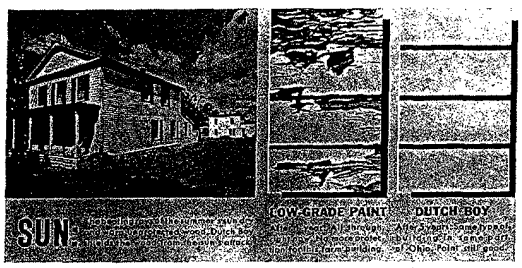

RAIN: Moisture means destruction to exposed wood. Dutch Boy White-Lead paint keeps rain and dampness out.
SNOW: When snow settles in crevices and corners, moisture preys on wood. Keep out the wet with Dutch Boy.

YOU CAN'T FOOL THE WEATHER

with a Low-Grade paint!


SUN: [illegible] Dutch Boy [illegible] the sun's attack.
LOW-GRADE PAINT: After 5 years. All through [illegible] more protection for this farm building.
DUTCH BOY: After 5 years. Same paint building in same part of Ohio. Paint still good.

WHY spend your money to prove that low-grade paint won't stand up?

Look ahead to months of sun, rain and snow, and you realize that low-grade paint can't give your farm buildings the protection they need. But you know that Dutch Boy *does protect them.*

See the actual photos above: The low-grade paint — after just one year — is all *done. Now it has to be burned off.* And when the surface is repainted, a new priming coat will be needed.

Compare this with the Dutch Boy White-Lead job which has stood 5 years and still has a lot of wear left in it.

Dutch Boy does not crack and scale. It resists the weather . . . wears down stubbornly by gradual chalking which leaves a smooth, unbroken surface . . . and so requires no burning and scraping and 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 to use. Indoors or outdoors. Moreover, you can tint it quickly and easily to any desirable color.

*This price (as of April 1934) varies somewhat depending on buyer's distance from producing centers.

ONLY
$2.30* *per gal.*
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 Pa., 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_____ FJ-28

KD-3160—Farm Journal, June, 1934—★
Successful Farming, June
Capper's Farmer, June

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