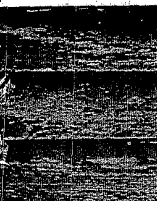


Putting On LOW-GRADE PAINT is like Planting WEEDS...



LOW-GRADE PAINT. After 1½ years. Now it must all be burned and scraped off before repainting. And an extra coat—a new priming coat—must be applied.



DUTCH BOY. After 1 year. Located in same section as low-grade paint job. Paint is still good. No burning off, no new priming coat will be required at repaint time.



You deliberately make extra work for yourself as well as extra expense

The left photograph above shows you what happens to low-grade paint. The job must be done over again much sooner than you expected...and that isn't the worst of it.

Before you can put on new paint, you must remove the old. Just as surely as you must remove weeds from a field if you expect new seed to yield a crop.

Then, after the remains of the low-grade paint have been burned and scraped off, the surface must be given a new priming coat.

Avoid this unnecessary extra labor and extra expense. Use Dutch Boy, a paint which doesn't crack and scale!

Years after low-grade paint is "through" Dutch Boy continues to resist the

weather. It wears down stubbornly by gradual chalking which leaves a smooth unbroken surface, an ideal foundation for new paint. Hence, no burning and scraping; no new priming coat.

This durable, high-grade paint is easy to make. Just take Dutch Boy White-Lead and stir in the proper thinner. In a few minutes you have pure white-lead paint ready for the brush...for either interior or exterior use. Tint it easily and quickly to any color you desire.

Don't waste time and money on low-grade paint. Use Dutch Boy for a bumper crop of house protection.

**ONLY
\$2.30***

per gallon
That's all it costs for pure white-lead paint. Easy to mix too, from Dutch Boy All-Purpose Safe Base.

NATIONAL LEAD COMPANY
111 Broadway, New York 110 Oak St., Buffalo, N. Y.
Cleveland and West Superior Ave., Cleveland, O.
Chicago, Ill., 101 La Salle St., Chicago, Ill.
St. Louis, Mo., 1215 North 1st St.
St. Paul, Minn., 1215 North 1st St.
Tulsa, Okla., 1215 North 1st St.
Wichita, Kan., 1215 North 1st St.

*This price (as of Feb., 1935) varies somewhat depending on buyer's distance from producing centers.

DUTCH BOY WHITE-LEAD

**FREE
MONEY-
SAVING
PAINTING
INSTRUCTIONS**

NATIONAL LEAD COMPANY

Address (See list of Branches above)

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 _____

City _____

State _____

C. G. 37

KD-5953—Country Gentleman, March, 1936—★
Successful Farming, March
Farm Journal, March

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