

There's a Sour Note in
HOME SWEET HOME
soon after you use Low-Grade Paint



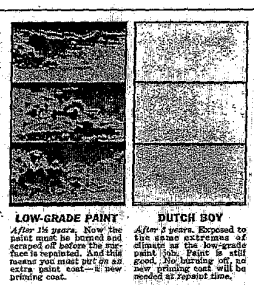
THE "sour note" is your bitter disappointment at what happens to low-grade paint... your irritation at having to paint again so soon... your dismay at the big repainting bill low-grade paint runs up.

Low-grade paint quickly goes to pieces, ruining the appearance of your house and buildings. Then this cracked and scaling paint must be burned and scraped off down to the bare wood. And after that, still more expense—an extra coat (a new priming coat) will be needed.

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 at repaint time.

It's easy to make good paint—*here 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 for the brush. Indoors or outdoors. And remember you can tint it quickly and easily to any color you desire.

* This price as of July, 1933 varies somewhat depending on buyer's distances from producing centers.



LOW-GRADE PAINT

After 16 years. Now the paint must be burned and scraped off before the surface is repainted. And this means you must put on an extra paint coat—a new priming coat.

DUTCH BOY

After 8 years. Exposed to the same extremes of climate as the low-grade paint job, Dutch Boy paint is still good. No burning off, no new priming coat will be needed at repaint time.

Painting Loans

Money to pay for painting can be borrowed under the National Housing Act. Charges are surprisingly small and easy payments can be arranged. Your local banker will be glad to give you full information.

ONLY
\$2.30*
 per gallon

That's all it costs for pure white-lead paint. Save 50¢ net, too, from Dutch Boy All-Purpose Soft Paste.

NATIONAL LEAD COMPANY
 111 Broadway, New York; 216 Oak St.,
 Buffalo; 900 West 10th St., Chicago;
 455 Freedom Ave., Cincinnati; 820 West
 Superior Ave., Cleveland; 722 Chestnut
 Street, St. Louis; 2240 24th St., San
 Francisco; National Lead & Co.,
 809 Albany St., Boston; National Lead &
 Oil Co. of India, 116 4th Ave., Pitts-
 burgh; John T. Lewis & Sons, 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

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 _____

KD-4952—Country Gentleman, August, 1935—★
 Successful Farming, September, 1935—
 Copper's Farmer, August, 1935—

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