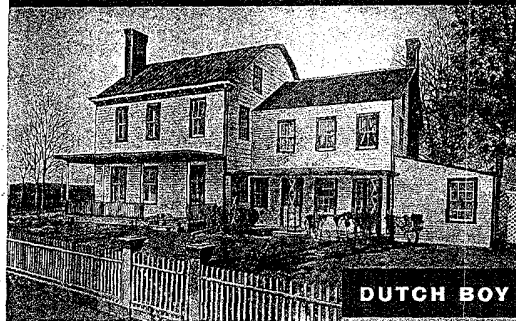


AT THIS PRICE Anyone can Afford to Paint



DUTCH BOY

Dutch Boy White-Lead Paint

\$2.15*
only per gallon!

Lowest price in years. Low enough to make any property-owner paint now if money-saving is an object. Folks who've watched paint prices will tell you it's a long time since paint made with pure white-lead cost so little.

Paint-wise farm owners know that Dutch Boy White-Lead paint outlasts low-grade paint several times over (See photographs at right.)

Dutch Boy does not crack and scale but wears away stubbornly by gradual chalking. It leaves a perfect surface for repainting. No need to burn or scrape 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 White-Lead you can mix paint for use indoors, or for outdoors. And you can quickly tint it to just the color you want with Dutch Boy Colors-in-oil.

Send coupon today for easy instructions.

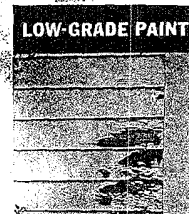
NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 16th Street, Chicago; 650 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Co., 890 Albany Street, Boston; National Lead & Oil Company of Pennsylvania, 316 4th Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

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

DUTCH BOY *All Purpose Soft Paste* **WHITE-LEAD**

● This Dutch Boy White-Lead paint has stood up 34 years in the same climate as the paint shown below—against New York where winters are long and hard. It has scarcely begun to show signs of wearing away. It looks good for many more years. It's honest. It is doing the job the owner bought it for, protecting and preserving his property.



● This low-grade paint is "all through" right now. It's a cheat. It was bought in good faith and the owner expected to protect his property instead, it has peeled away and exposed the wood it was expected to protect.

FREE! This coupon brings you a folder 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," giving especially prepared instructions to follow in the quickest, easiest way to make Dutch Boy paint at a cost of about \$2.15 a gallon.

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Address _____



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