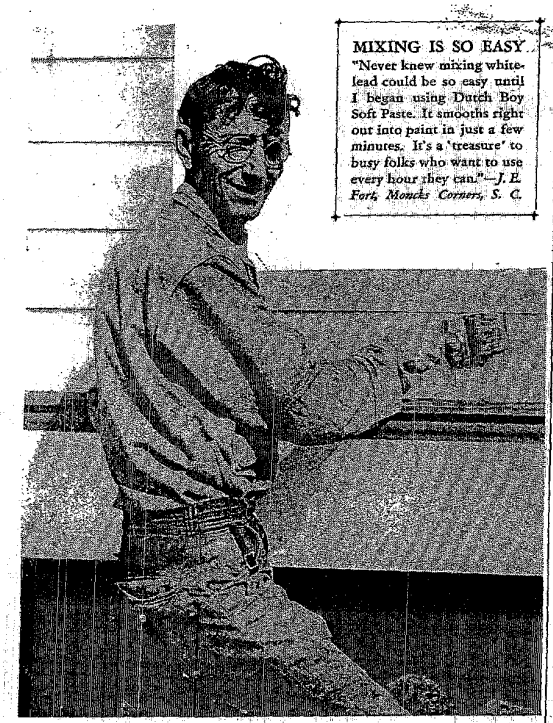


MIXING IS SO EASY

"Never knew mixing white-lead could be so easy until I began using Dutch Boy Soft Paste. It smooths right out into paint in just a few minutes. It's a 'treasure' to busy folks who want to use every hour they can."—*J. E. Fort, Moncks Corners, S. C.*

SPEED..

that's what

"Quick Mixing" means

PURE WHITE-LEAD PAINT

in a hurry ...for about **$2.60*** *per gallon*

Time saved at the start of the job... less work repainting, too. See how Soft Paste speeds things!

READ J.E.Fort's letter (above)... "It smooths right out into paint in just a few minutes." Then read what G.R.Wright says: "Stretches out the time between paintings."

There, in a nutshell, you have the case for Dutch Boy Soft Paste ... the easy way to get paint in its most economical form! Pure white-lead paint ... paint that lasts for years, protecting your property long after ordinary paints have worn away.

In the new Soft Paste form, Dutch Boy White-Lead is easily thinned ... quick and simple to mix.

Just thin with pure linseed oil... add pure turpentine and drier ... and, presto, it's ready to use.

In "no time" you have a paint you know is *absolutely* pure. That's why 8 out of every 10 painters use Dutch Boy ... (and no one knows paint like a painter). It assures an elastic, protective coating that does not crack or scale. It wears down smoothly by gradual chalking, leaving a perfect surface for repainting. Then when you eventually do repaint, you won't have to spend time or money burning and scraping.

You see everything that goes into this quick-mixing paint. You know it is all pure and highest quality.

Is there any more *satisfying* way to buy paint? Any easier way to get the best paint your money can buy?

12½, 25, 50 lb. pails and 100 lb. kegs.

FREE! Send for the little folder offered free in the coupon. It shows you just what you want to know about painting. And how to get better results much easier. Send for it now.



REPAINTING OUTSIDE WOOD

FOR UNDERCOAT

Mix equal measured parts Soft Paste White-Lead and thinner (half linseed oil and half turpentine). Then add *one-quarter* pint of drier for each gallon of paint.

FOR FINISHING COAT

Mix equal measured parts Soft Paste White-Lead and linseed oil. Then stir in one-quarter pint each of turpentine and drier for every gallon of paint.

* * *

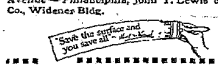
100 Pounds Soft Paste White-Lead (3¼ Gallons) make about 6½ gallons of pure white-lead paint which will cover about 600 square feet per gallon, one coat.

(If heavy paste white-lead is used, ½ gallon more oil will be required per 100 lbs.)



NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak Street—Chicago, 900 West 18th Street—Cincinnati, 659 Freeman Avenue—Cleveland, 820 West Superior Avenue—St. Louis, 722 Chestnut Street—San Francisco, 2240 24th Street—Boston, National-Boston Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co., of Pa., 316 Fourth Avenue—Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.



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National Lead Company
Address: (See list of offices above)
Gentlemen:

Please send me the folder that tells me how to do much better painting, easier and for less money.

Name

Address

HD-12 Place and State

Read what these thrifty farmers say about Dutch Boy White-Lead



"Any farmer who buys and puts on his own paint, as well as the man who hires the work done, will tell you the cost of the paint is the smallest part of the cost of the finished job. Labor cost is the big item.

"So I recommend the purest possible materials. That stretches out the time between paintings and makes sure of the greatest possible protection. Farm painters are proud of doing a good job, and it sure helps when they have pure Dutch Boy White-Lead Soft Paste. I am more than satisfied."—*G. R. Wright, South Hill, Va.*



"Six years ago I painted my barn with Dutch Boy White-Lead. Why try another brand when you find something as reasonable and as good as Dutch Boy. I'm very well satisfied and expect to continue to use it."—*Joseph M. Hawver, Claverack, N. Y.*

* * * *



"Good white-lead is the backbone of good paint. So why experiment when you can get Dutch Boy Soft Paste. That's what I bought, and saved money."—*Wm. H. Tamm, Franksville, Wisc.*



IT'S EASY NOW

"I tried your Dutch Boy Soft Paste White-Lead. You have certainly made a hard job easy."—*Eric N. Wallace, R. D. No. 3, Flemington, N. J.*



"These buildings on the Fillmore Farms are well protected against severe Vermont winters. Practically all the buildings on the estate are painted with Dutch Boy White-Lead. It lasts longer and is better. It's cheaper too in the long run and we intend to stick to it."—*W. H. Hill, Bennington, Vt.*

**This price (as of May 1931) will vary somewhat depending upon buyer's distance from producing centers.*

DUTCH BOY *Soft Paste* WHITE-LEAD

Job KD-252

Hoard's Dairyman, June 25, 1931
Successful Farming, June
Farm Journal, June

N 28011