

Called the "Farmer's Choice"



... this pure
WHITE-LEAD PAINT

... for only about **\$2 85***
PER GALLON

Here's the quick story of this remarkable money-saving paint... the pure white-lead paint that is winning over the farmers of America... because it gives them long-lasting paint jobs at low cost.



One user tells another

... Read below, then
mail the handy coupon

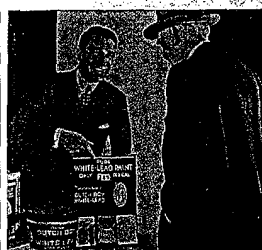


LEAVE it to farmers... this business of buying long-lasting paint! Paint that stands up under all kinds of weather — for years. A real farmer knows that there's more economy in the best paint. His time is too valuable to be used on a paint job that won't last. No repainting and scraping every year or so for him!

The up-to-date farmer knows that the finest lead-and-oil paint doesn't cost a lot of money either. Only about \$2.85* per gallon. He mixes his own paint... pure white-lead paint... in a jiffy using Dutch Boy Soft Paste White Lead.

That's why Dutch Boy is called the "Farmer's Choice". In fact it's the painter's choice too.

8 out of every 10 painters use Dutch Boy White Lead because it provides an elastic protective coating which does not crack or scale.



See this "price card" at your dealer

*This price (as of August 1930) will vary somewhat depending upon buyer's distance from producing centres.

When you eventually repaint, you will not have to spend time and money for burning or scraping. Just paint right over the old, long-lasting coat.

In the new soft paste form, Dutch Boy White Lead is easily stirred... simple to mix.

Just thin with linseed oil... add

REPAINTING OUTSIDE WOOD

FOR UNDERCOAT

Mix equal measured parts Soft Paste White Lead and thinner (half linseed oil and half turpentine). Thin and 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 (5% Gallons)
make about 45 gallons of pure white-lead paint which will cover about 600 square feet per gallon, one coat.
(If heavy paste white lead is used, 1/2 gallon more oil will be required per 100 lbs.)



turpentine and drier... and, presto, it's made.

Could anything be simpler? Is there any easier way of saving money? Any surer way of getting the best paint money can buy?

12 1/2, 25, 50-lb. pails and 100-lb. kegs. Send for the little folder offered free in the coupon. It shows you how to get better results so much easier. Send for it now.

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, 723 Chestnut Street — San Francisco, 2240 24th Street — Boston, National Lead Co., 800 Albany Street — Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue — Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

JUST MAIL THIS COUPON

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 _____
C. G. S. _____ Place and State _____

DUTCH BOY *Soft Paste* **WHITE LEAD**

Job KD166—Country Gentlemen, October, 1930
Farm Journal, October
Hoard's Dairyman, October 25

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