

Just read these letters, please!



"Every paint advertisement I ever read talks about pure white-lead. Why not buy the pure ingredients and mix them yourself? That's what I did. The cost per gallon was reasonable and the cost of the job as a whole was lower than if I'd used cheap paint but had to put on extra coats. You are welcome to figure it out from my bills if you want to."—Simon Nafziger, Stryker, Ohio.

Reasonable in Cost

"Mixes in just a few minutes. You see every ingredient you use and know it's pure. Cost is reasonable, and does a fine job. Be sure to get the Soft Paste, so that's the easy mixing form of Dutch Boy White-Lead."—H. J. Childs, Hunter, Indiana.



"Dutch Boy White-Lead is like an old friend on the farm. In this new Soft Paste form it is much easier to use. More convenient and very much quicker. A gallon goes farther and covers better."—T. E. McNamara, Dundee, Ill.

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 thin with one-quarter pint each of turpentine and drier for every gallon of paint.

160 Pounds Soft Paste White-Lead (94 Gallons) make about 64 gallons of pure white-lead paint which will cover about 600 square feet per gallon, one coat. (If heavy paste white-lead is used, 8 gallons more oil will be required per 100 lbs.)



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

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

Job KD254

Successful Farming, Oct., 1931
Farm Journal, Oct.



"Figure out Dutch Boy White-Lead, linseed oil and pure turpentine and you will see its cost is reasonable. The Soft Paste feature makes mixing quick and easy. Not a bit longer than breaking down any paint for use. Try it, you'll like it."—Oliver Britton, R. No. 3, Box 23, Racine, Wis.

SAVE MONEY

... Just ask for Dutch Boy
Soft Paste... and make pure

WHITE-LEAD PAINT

for about
\$2.60*
per gallon

YOUR regular paint dealer will gladly help you figure how much you need. And what it will cost. Go to him and you'll find (like thousands of other farm users) that the price is remarkably low for such pure paint.

Then you'll understand why Dutch Boy is used by 8 out of every 10 painters... and, remember, no one knows paint like a painter.

In its *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.

You see everything that goes into this labor-saving paint. You know it is absolutely pure and highest quality.

It assures an elastic, protective coating that does not crack or scale.

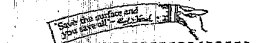
It wears down smoothly by gradual chalking, leaving a perfect surface for repainting. When you eventually do repaint, you will not have to spend time or money for burning and scraping.

Is there any more satisfying way to buy paint? Any easier way to save money? Any surer way to get the best paint your money can buy? 12½, 25, 50 lb. pails; 100 lb. kegs.

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

NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak Street—Chicago, 900 West 18th Street—Cincinnati, 599 Franklin Avenue—Cleveland, 800 West Superior Avenue—St. Louis, 722 Chestnut Street—San Francisco, 2440 24th Street—Boston, National Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co. of Pa., 315 Fourth Avenue—Philadelphia, John T. Lewis & Son, 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 _____

Place and State _____

SP-14 _____

TA-4122

N 28013

0000-NLI-000014260

... Just read these letters, please. They tell you what thrifty farmers all over the country think.



"Every paint advertisement I ever read talks about pure white-lead. Why not buy the pure ingredients and mix them yourself? That's what I did. The cost per gallon was reasonable and the cost of the job as a whole was lower than if I'd used cheap paint but had to put on extra coats. You are welcome to figure it out from my bills if you want to."—Simon Neltiger, Stryker, Ohio.



Reasonable in Cost

"Mixes in just a few minutes. You see every ingredient you use and know its pure. Cost is reasonable, and does a fine job. Be sure to get the Soft Paste, as that's the easy mixing form of Dutch Boy White-Lead."—H. J. Childs, Hamlet, Indiana.



"There's a lot of difference in paint and after trying a good many I'll stick to Dutch Boy White-Lead. It stands up better than the rest and it's cheaper too because it lasts much longer."—R. A. Morell, Warehouse Point, Conn.

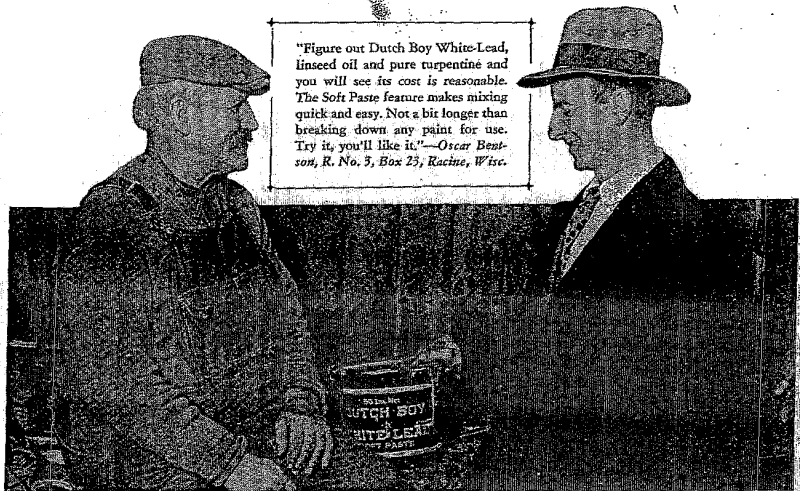
"When I mix Dutch Boy Soft Paste it works up easily in just a few minutes and I know every drop is pure and fine paint. The low cost surprised me when I went over my bills from the store. I paid less than other paints have cost me, and it did a much better job."—Stanley Case, Pluckemin Rd., Somerville, New Jersey.



"Dutch Boy White-Lead is like an old friend on the farm. In this new Soft Paste form it is much easier to use. More convenient and very much quicker. A gallon goes farther and covers better."—T. E. McNamara, Dundee, Ill.

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"Figure out Dutch Boy White-Lead, linseed oil and pure turpentine and you will see its cost is reasonable. The Soft Paste feature makes mixing quick and easy. Not a bit longer than breaking down any paint for use. Try it, you'll like it."—Oscar Benson, R. No. 3, Box 25, Racine, Wis.



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... Just ask for Dutch Boy Soft Paste... and make pure

WHITE-LEAD PAINT

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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.

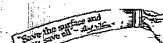
100 Pounds Soft Paste White-Lead (¾ Gallons) make about 6½ gallons of pure white-lead paint which will cover about 600 square feet per gallon, one coat. (If heavy paste white-lead is used, ½ gallon more oil will be required per 100 lbs.)



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Name _____

Address _____

FD-14 Place and State _____

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