

ONLY about

\$2.55*

a gallon for pure

WHITE-LEAD PAINT



"You can't do much better than that"

— says Joseph M. Hawver

"Six years ago I painted my barn with Dutch Boy White-Lead and when I had to have the house painted three years ago I used it again. Others have tried to sell me their paints, but I'm very well satisfied and expect to continue to use Dutch Boy. If I remember right it was cheap, too, around \$2.85 a gallon at the time—and you can't do much better than that."—Joseph M. Hawver, Claverack, N.Y.

READ WHAT THESE THRIFTY FARMERS SAY ABOUT THIS "MONEY-SAVING" PAINT



"I'M SATISFIED," SAYS USER. "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. It sure helps to use pure Dutch Boy White-Lead Soft Paste."—G. R. Wright, South Hill, Va.

"I'm an old user of Dutch Boy White-Lead and expect to keep on using it. It costs much less. It can stand hard weather."—W. F. Mashin, Southwick, Mass.



"I think Dutch Boy White-Lead is just about the best paint on the market and you'd never guess it from the price. It lasts longer than any other paint I know. I've never found it to scale or crack and it covers unusually well."—H. B. Elmendorf, Fort Ewen, N. Y.

"Good white-lead is the backbone of good paint. Every experienced station and county agent tells you this. Get Dutch Boy Soft Paste, pure linseed oil and pure turpentine and make your own cheaply and easily. I did, and saved money."—Wm. H. Tamm, Frankville, Wis.

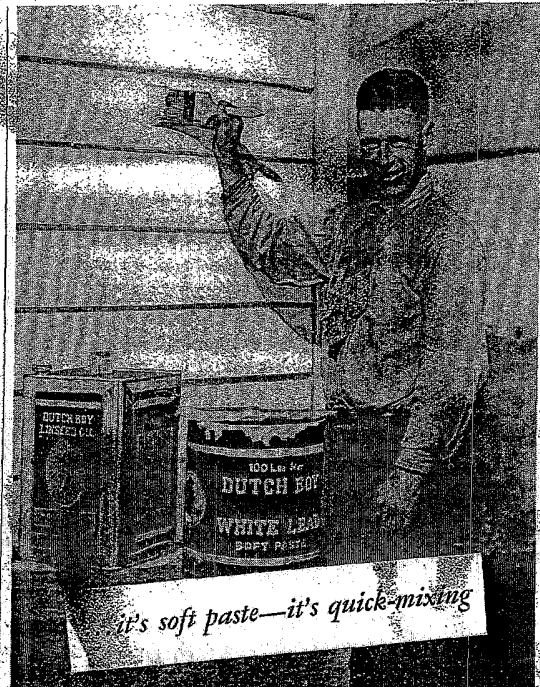
"Mixes in just a few minutes. You see every ingredient you use and know it's pure. Cost is reasonable, and does a fine job. Be sure to get the Soft Paste, as that's the easy mixing form of Dutch Boy White-Lead."—H. J. Childs, Howlet, Ind.



"When I mix Dutch Boy Soft Paste I know every drop is the purest and finest paint I can get. The low cost surprised me when I went over my bills, and it did a much better job."—Stanley Cato, Somerville, New Jersey.

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

DUTCH BOY Soft Paste WHITE-LEAD



it's soft paste—it's quick-mixing

Read these quick "money-saving" facts . . . farmers everywhere are turning to Dutch Boy "Soft Paste"

THE MONEY you save in cost of paint alone is well worth getting. But that's only part of the story.

Figure out how much Joseph Hawver saves by using a paint so enduring, so long-lasting, that he escapes the cost of frequent repainting.

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.

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 which does not crack or scale, but wears down smoothly, by gradual chalking, leaving a perfect surface for repainting. When you eventually do repaint, there will be no time or money spent burning and scraping.

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

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?

12 1/2, 25, 50 lb. pails—2100-16-Kegs.

REPAINTING OUTSIDE WOOD FOR UNDERCOAT

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

FOR FINISHING COAT

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

100 Pounds Soft Paste White-Lead (8 1/2 Gallons) make about 6 1/2 gallons of pure white-lead paint which will cover about 500 square feet per gallon, one coat. (If heavy paste white-lead is used, 1/2 gallon more oil will be required per 100 lbs.)



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.

NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak Street—Chicago, 500 West 18th Street—Cincinnati, 659 Freeman Avenue—Cleveland, 821 West Superior Avenue—St. Louis, 721 Chestnut Street—San Francisco, 224 24th Street—Boston, National-Boston Lead Co., 20 Albany Street—Pittsburgh, National-Lead & Oil Co., 615 6th Avenue—Philadelphia, 1014 N. 11th & Green Co., Widener Bldg.

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