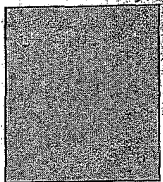


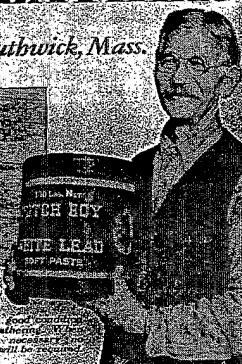
"Can stand HARD WEATHER"

—says W. F. Masbin of Southwick, Mass.

Untouched photograph of low-grade paint job after four years. Notice how almost all the paint has cracked and scaled off exposing the wood to weather. Expensive burning and scraping must precede repainting.



Untouched photograph of Dutch Boy White-Lead job after four years. Paint film is still in good condition except for slight weathering. Repainting becomes necessary only if burning or scraping will be required.



... Long-Wearing

PURE WHITE-LEAD PAINT

costs only about

\$2.50*
per gallon!

Dutch Boy Soft Paste gets the farmers' vote: first, because it makes time-tried pure white-lead paint at a cost of only about \$2.50* per gallon; second, because it wears and weathers and weathers it stands "hard weather", as Mr. Masbin says.

With Dutch Boy Soft Paste, mixing is only a matter of minutes. Just thin with linseed oil...add turpentine and drier...and in less than 10 minutes you have pure white-lead paint. And it costs you only about \$2.50* per gallon...less than you expect to pay for such high quality paint. The paint you make with Dutch Boy "can't be beat" when it comes to wearing qualities. Witness the photographs above. Study the difference between low-quality paint and Dutch Boy. Whereas the low-grade paint has broken down completely, the Dutch Boy job is still in excellent condition after 4 years' service...again proving that Dutch Boy doesn't crack or scale but wears down gracefully by gradual chalking, leaving a perfect surface for repainting.

Tear out the coupon and mail today. Use Dutch Boy for your next painting job...and get your painting instructions in time for this spring's work.

FREE: Send coupon for folder, "Painting with White-Lead," which tells how to mix pure white-lead paint from Dutch Boy Soft Paste White-Lead. About ten minutes of easy mixing makes 64 gallons of pure white-lead paint this simple way.

REPAINTING - OUTSIDE WOOD

FOR UNDERCOAT

Mix equal measured parts Soft Paste White-Lead and Linseed Oil. Thoroughly mix and add turpentine or kerosene to one-quarter pint of drier for each gallon of mixture.

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% Gold, lead make about 64 gallons of pure white-lead paint which will cover about 800 square feet per gallon, one coat.

*This price (as of February 1922) will vary somewhat depending upon buyer's distance from producing centers.

NATIONAL LEAD COMPANY

New York, 111 Broadway - Buffalo, 116 Oak Street - Chicago, 500 West 18th Street - Cincinnati, 509 Freeman Avenue - Cleveland, 828 West Superior Avenue - St. Louis, 722 Chestnut Street - San Francisco, 220 4th Street - Boston, National Boston Lead Co., 800 Albany Street - Pittsburgh, National Lead & Oil Co., of Pa., 214 Fourth Avenue - Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

DUTCH BOY *Soft Paste* WHITE-LEAD

NATIONAL LEAD COMPANY Address: (See list of branches)

Please send me your folder, "Painting with White-Lead," giving especially prepared instructions to farmers on the easiest and best way to make pure white-lead paint at a cost of about \$2.50* per gallon.

Name _____
Address _____

This advertisement appears in the following publications:

Successful Farming, April, 1932

Farm Journal, April

KD-457

Amesbury, Davenport, April 20, 1932

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