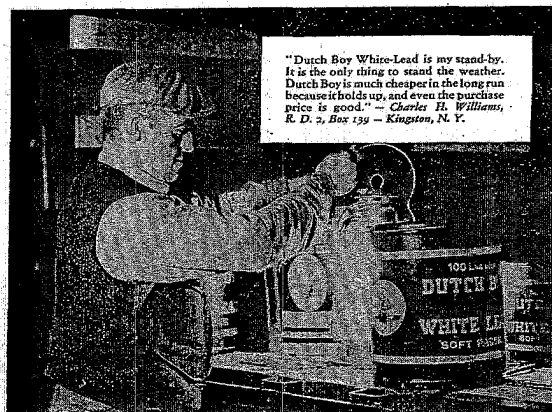




"Dutch Boy White-Lead is my stand-by. It is the only thing to stand the weather. Dutch Boy is much cheaper in the long run because it holds up, and even the purchase price is good." — Charles H. Williams, R. D. 2, Box 139 — Kingston, N. Y.

...Folks, just read what these thrifty farmers have to say about Dutch Boy White-Lead



"Every paint advertisement I ever read talks about pure white-lead. Why not buy the 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.



"My home is 40 years old and has been painted six times. I have always insisted that the painter use pure white-lead and pure linseed oil for the reason that I consider such to be the best paint. The building is wonderfully preserved considering its age and the fact that it has been painted only six times during its life. The last job was done during the spring of 1930 and Dutch Boy White-Lead was used." — Mrs. N. J. Perfield, Sumner, Washington.



"I'm an old user of Dutch Boy White-Lead and expect to keep on using it. It costs much less than other paints. It can stand hard weather, and doesn't peel." — W. R. Martin, Southwick, Mass.

"...I know every drop is pure
WHITE-LEAD PAINT
and it costs only about... **\$2.60** per gallon

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 (3 1/4 Gallons) make about 6 1/2 gallons of pure white-lead paint which will cover about 900 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!

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

"Quick Mixing" saves time and labor

If you want the "straight facts" on paint, just read these statements from farmers—all people who have actually used pure white-lead paint.

You'll find the price "right" as C. H. Williams of Kingston, N. Y., says above. You'll find the cost over a period of years more than reasonable (as any painter will tell you; and no one knows paint like a painter).

8 out of 10 painters use Dutch Boy, and one big reason is that it provides a durable and elastic coating that does not crack or scale. It wears down smoothly by gradual chalking, leaving a perfect surface for repainting. Thus when you eventually do repaint, there will be no time and money spent for burning and scraping. You just paint right over the old long-lasting coat.

Pure white-lead forms a tough film that resists the weather for many long years. You repaint less frequently.

A Time-Saver

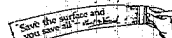
In the new Soft Paste form, Dutch Boy White-Lead saves mixing time. It is easily stirred... simple to prepare. After a few short minutes, there's your paint ready to use. Just thin with linseed oil... add turpentine and drier... and, presto, it's made.

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.

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

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-Easton Lead Co., 80 Albany Street—Pittsburgh, National Lead & Oil Co., of Pa., 316 Fourth Avenue—Philadelphia, John T. Lewis & Bro. 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

SP-13 Place and State

Job KD253

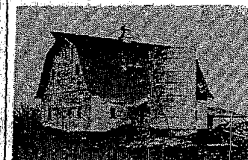
Successful Farming, Sept., 1931
Farm Journal, Sept.

TA-4343



"Dutch Boy White-Lead is my stand-by. It is the only thing to stand the weather. Dutch Boy is much cheaper in the long run because it holds up, and even the purchase price is good."—Charles H. Williams, R. D. 2, Box 139—Kingston, N.Y.

...Folks, just read what these thrifty farmers have to say about Dutch Boy White-Lead



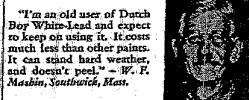
"Dutch Boy White-Lead is like an old friend on the farm. In this new Soft Paste form it is much easier to use. More convenient and very much quicker! Cost less than \$3 per gallon for finished paint. A gallon goes farther and covers better."—T. E. McNamara, Dundee, Ill.



"Every paint advertisement I ever read talks about pure white-lead. Why not buy the 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.

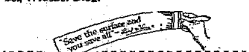


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NATIONAL LEAD COMPANY
New York, 111 Broadway—Buffalo, 116 Oak Street
—Chicago, 300 West 10th Street—Cincinnati, 559
Preston Avenue—Cleveland, 320 West Superior
Avenue—St. Louis, 722 Chestnut Street—San
Francisco, 240 24th Street—Boston, National
Boston Lead Co., 89 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 _____

Place and State _____

FD-13 _____

PURE WHITE-LEAD PAINT



it costs about... **\$2.60*** per gallon

and "Quick Mixing" saves time and labor

Pure white-lead forms a tough film that resists the weather for many long years. You repaint less frequently.

A Time-Saver

In the new Soft Paste form, Dutch Boy White-Lead saves mixing time. It is easily stirred... simple to prepare. After a few short minutes, there's your paint ready to use.

Just thin with linseed oil... add 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?

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

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REPAINTING OUTSIDE WOOD

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FOR FINISHING COAT

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100 Pounds Soft Paste White-Lead (8½ 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, 9 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.

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DUTCH BOY *Soft Paste* WHITE-LEAD