

Spreading like wildfire

... news of this high-grade Pure White-Lead Paint



One user tells another—that's how this important news is spreading!

... for only about

\$2 85*
PER GALLON

... Then mail handy coupon for free booklet!

Read below how farmers all over the country are saving money and getting far better, longer-lasting paint jobs in the bargain...!



FROM town to town. County to county. Coast to coast. That's the way this good news has spread in a few months.

No more need of using paint of doubtful quality. No reason to pay high prices. Here's the purest paint money can buy... for only about \$2.85* per gallon.

What a wonderful thing for the farmer who wants to protect his buildings... who doesn't want to have to repaint every year or so!

No wonder this paint, made from Dutch Boy White Lead, is so popular with farmers.

You'll find that 8 out of 10 painters use Dutch Boy... and no

one knows paint like a painter. It provides an elastic, protective coating which does not crack or scale. When you eventually repaint, there will be no time and money spent for



You mix it yourself in a jiffy

burning and 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. All done in a jiffy.

Just thin with linseed oil... add turpentine and drier... and, presto,

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 1/2 Gallons) make about 6 1/2 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.)



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, 800 West Superior Avenue—St. Louis, 722 Chestnut Street—San Francisco, 2240 24th Street—Boston, National Boston 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

CG-7 Place and State

N 28468

DUTCH BOY Soft Paste WHITE LEAD

Job KD47

Country Gentleman, Sept., 1930
Farm Journal, September
Hoard's Dairyman, Sept. 25

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