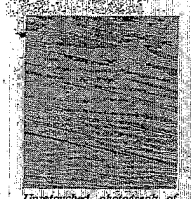
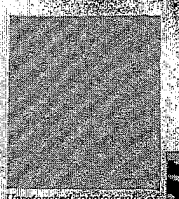
TIME-TESTED
PURE WHITE-LEAD PAINT

costs only about **$2.50*** *per gallon!*



Unretouched 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.



Unretouched photograph of Dutch Boy White-Lead job after four years. Paint film is still in good condition except for slight weathering. When repainting becomes necessary, no burning or scraping will be required.



"You can't do better than that!"

—*says*

JOSEPH M. HAWVER

of Claverack, N. Y.

Farmer Hawver of New York, Farmer Tamm of Wisconsin, Farmer Hill of Vermont . . . farmers in every state have learned this about Dutch Boy White-Lead. It makes paint that wears . . . makes it easily, quickly, and at a cost today of only about $2.50* per gallon.

Farmers who know paint recognize that $2.50* per gallon is very little to pay for pure white-lead paint. They also know that Dutch Boy Soft Paste is quick and simple to mix.

You, too, will find Dutch Boy economical and easy to use. Just thin with linseed oil . . . add turpentine and drier . . . and you have high quality, long-wearing paint.

What a difference between Dutch Boy and *low quality paint . . . the kind* that fails after a few years' weathering. (See photograph above.) Photograph also shows that Dutch Boy doesn't crack or scale but wears down smoothly by gradual chalking, leaving a perfect surface for repainting.

Mail coupon for simple directions for making pure Dutch Boy white-lead paint.

* *This price (as of January, 1932) will vary somewhat depending upon buyer's distance from producing centers.*

FREE: Send coupon for folder telling how to mix pure white-lead paint from Dutch Boy Soft Paste White-Lead. About ten minutes of easy mixing makes 6½ gallons of pure white-lead paint this simple way.

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 (5¾ Gallons) make about 6½ gallons of pure white-lead paint which will cover about 800 square feet per gallon, one coat.

Save One-Fifth—you save 1 gallon in every 5

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-Boston Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co. of Pa., 316 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 specially prepared instructions to farmers on the quickest, easiest way to make pure white-lead paint at a cost of about $2.50* per gallon.

Name_____

Address_____ SF-16

This advertisement appears in the following publications:
Successful Farming, March, 1932
Farm Journal, March, 1932
KD 456

March 25, 1932

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