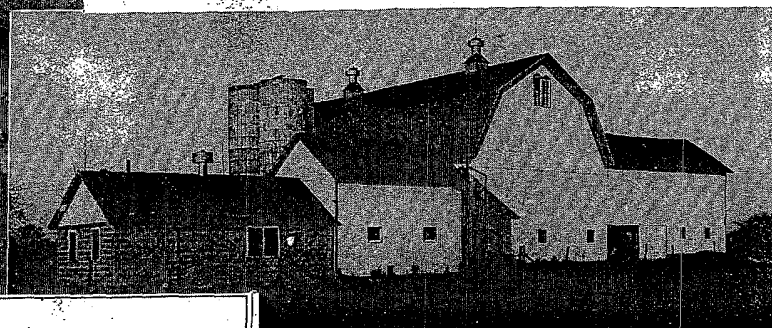


"I PAY only \$2.60* per gallon

for pure

WHITE-LEAD PAINT

by using quick-mixing,
time-saving Soft Paste"



"Your pure white-lead in the soft paste form is a boon to busy folks. It works up with linseed oil and turpentine in just a few minutes. And I know every ingredient is pure. And the cost—it's very reasonable."

M. J. Schlarb, Bremen, R. R. 2, Indiana



WHEN you get Dutch Boy White-Lead in this quick-mixing, soft paste form you speed up the start

of the job. In less than 10 minutes you have 6½ gallons of paint ready to spread!

No wonder 8 out of every 10 painters use Dutch-Boy... and no one knows paint like a painter! They use it because it makes a tough, elastic coating that doesn't peel but wears down smoothly, by gradually chalking, leaving a perfect surface for repainting. When time comes to repaint, there's no need of burning or scraping. Just paint right over the old, long-lasting coat.

Just thin Dutch Boy Soft Paste White-Lead with linseed oil... add turpentine and drier... and, presto, it's ready to use.

Could anything be simpler? Is there any surer way for you to get the best paint money can buy?

12½, 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.

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 (34 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, ¾ gallon more oil will be required per 100 lbs.)



"Dutch Boy White-Lead is like an old friend on the farm. In Soft Paste form it is much easier to use. More convenient and very much quicker. Just mix with pure linseed oil and pure turpentine and drier. A gallon goes farther and covers better."—T. E. McNamara, Dundee, Ill.



"Dutch Boy White-Lead is my stand-by. When I do painting I use it. I maintain that white-lead is the only thing to stand the weather. Dutch Boy White-Lead is much cheaper in the long run because it holds up, and even the purchase price is good."—Charles H. Williams, R. D. No. 2, Box 139—Kingston, N. Y.

Read what these farmers say about this "money saving" paint

MIXING IS SO EASY. "Never knew mixing white-lead could be so easy until I began using Dutch Boy Soft Paste. It smooths right out into paint in just a few minutes. It's a 'treasure' to busy folks who want to use every hour they can."—J. E. Fort, Monck, Corners, S. C.



"Every paint advertisement I ever read talks about pure white-lead. Why not buy the pure 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 letter if you want to."—Simon Neftiger, Stryker, Ohio.

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

DUTCH BOY Soft Paste WHITE-LEAD

Job KD-251

Hoard's Dairyman, May 25, 1931
Successful Farming, May
Farm Journal, May

NATIONAL LEAD COMPANY
New York, 111 Broadway—Buffalo, 116 Oak Street
—Chicago, 200 West 18th Street—Cincinnati, 659
Freeman Avenue—Cleveland, 620 West Superior
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Gentlemen:
Please send me the folder that tells me how
to do much better painting, easier and for less
money.

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HD-11

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