

Farmer Tamm of Wisconsin writes:
"GOOD WHITE-LEAD

is the Backbone of GOOD PAINT!"



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.

...and

PURE WHITE-LEAD PAINT

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



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 18th Street, Chicago; 639 Freeman Ave., Cincinnati; 829 West Superior Ave., Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National Boston Lead Co., 609 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

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

now costs only

\$2.50*
per gallon!

"Why experiment?" says Farmer Tamm! Why, indeed, when you can quickly and easily make long-wearing white-lead paint that will cost you only \$2.50* per gallon?

Dutch Boy Soft Paste gives you pure white-lead paint in just a few minutes. You simply thin it with linseed oil... add turpentine and drier... and presto, you have pure white-lead paint in a jiffy.

"Why experiment", asks Farmer Tamm. Why, indeed, when pure white-lead gives the wearing qualities shown by the photograph above. The Dutch Boy job hasn't cracked or scaled but has worn down smoothly by gradual chalking, leaving a perfect surface for repainting.

Now look at the other photograph and you will see how low-grade paint goes to pieces. The wood is exposed to weather—scarcely a shred of protective film is left. This surface must be burned and scraped before it can be repainted. Farmer Tamm is right... why experiment?

Get Dutch Boy for this year's painting job. Be sure to mail the coupon for complete mixing instructions.

DUTCH BOY Soft Paste WHITE-LEAD

NATIONAL LEAD COMPANY Address: (See list of branches)

Please send me your folder "Painting with White-Lead," giving 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

8 F-18

This advertisement appears in the following publications:

Successful Farming, June, 1932

Farm Journal, June, 1932

Hoard's Dairyman, June 25, 1932

KD-459

N 28248

0000-NLI-000014634