

ONLY about \$2⁶⁰* a gallon for pure WHITE-LEAD PAINT

"You can't do much better than that"

—says Joseph M. Hawver

Just read these letters

"Six years ago I painted my barn with Dutch Boy White-Lead and when I had to have the house painted three years ago I used it again. Others have tried to tell me their paints, but I'm very well satisfied."
—Joseph M. Hawver, Claverack, N. Y.



"I'M SATISFIED," SAYS USER. "Labor cost is the big item. So I recommend the purest possible materials. That stretches out the time between paintings and makes sure of the greatest possible protection. It sure helps to use pure Dutch Boy White-Lead Soft Paste."—G. R. Wright, South Hill, Va.



"I'm an old user of Dutch Boy White-Lead and expect to keep on using it. It costs much less. It can stand hard weather."—W. F. Marsh, Southwick, Mass.

"Good white-lead is the backbone of good paint. Every experienced station and country agent tells you this. Get Dutch Boy Soft Paste, pure linseed oil and pure turpentine and make your own cheaply and easily. I did, and saved money."—Wm. H. Tomlin, Franksville, Wisc.



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



Read these quick "money-saving" facts... farmers everywhere are turning to Dutch Boy "Soft Paste"

THE MONEY you save in cost of paint alone is well worth getting. But that's only part of the story.

Figure out how much Joseph Hawver saves by using a paint so enduring, so long-lasting, that he escapes the cost of frequent repainting.

In its Soft Paste form, Dutch Boy White-Lead is easily thinned... quick and simple to mix.

Just thin with pure linseed oil... add pure turpentine and drier... and, presto, it's ready.

In "no time" you have a paint you know is absolutely pure. That's why 8 out of every 10 painters use Dutch Boy... and no one knows paint like a painter. It assures an elastic, protective coating which does not crack or scale, but wears down smoothly, by gradual chalking, leaving a perfect surface for repainting. When you eventually do repaint, there will be no time or money spent burning and scraping.

You see everything that goes into this labor-saving paint. You know it is absolutely pure and highest quality.

Is there any more satisfying way to buy paint? Any easier way to save money? Any surer way to get the best paint your money can buy?

12½, 25, 50 lb. pails; 100 lb. kegs.

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.

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 thinner (half linseed oil and half turpentine). Then add one-quarter pint of drier for every gallon of paint.

100 Pounds Soft Paste White-Lead (3¼ gallons) make about 6¼ gallons of pure white-lead paint which will cover about 600 square feet per gallon, one coat. (If heavy paste white-lead is used, ½ gallon more oil will be required per 100 lbs.)



NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 110 Oak Street—Chicago, 500 West 12th Street—Cincinnati, 535 Freeman Avenue—Cleveland, 220 West Superior Avenue—St. Louis, 722 Chestnut Street—San Francisco, 224 34th Street—Boston, National 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

SP-9 Place and State

DUTCH BOY *Soft Paste* WHITE-LEAD

Job KD249

Successful Farming, May 1931, p. 328
Farm Journal, March 1931, p. 12