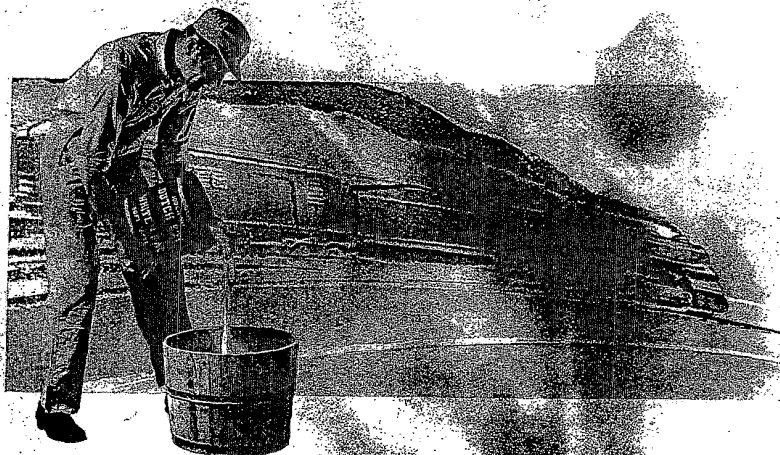


Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York



"SPEED MIXING" SAVES MONEY!



DUTCH BOY SOFT PASTE

Stir on a barrel of Dutch Boy Soft Paste. It's ready in 10 seconds — the speed of a heavy machine. Making pure, white paint.

Dutch Boy Soft Paste White Leaf gives you all the beautifying and protecting properties that have made the Dutch Boy name mean high paint quality. And in

Dutch Boy Soft Paste, you get added value in ease of mixing... convenience of preparation.

Over 10 painters use Dutch Boy Soft Paste. It protects their reputation for good work... because it's the life paint that does not crack or scale — paint that has the advantage of wearing down evenly and smoothly, by gradual chalking, leaving a perfect surface for repainting.

If you prefer heavy paste white lead, be sure it's Dutch Boy — there's no substitute for Dutch Boy quality.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 320 W. Superior Avenue; St. Louis, 1000 Olive Street; San Francisco, 2340 24th Street; Boston, National-Boston Building, 200 Albany Street; Pittsburgh, National Lead & Oil Co. Bldg. Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Building.

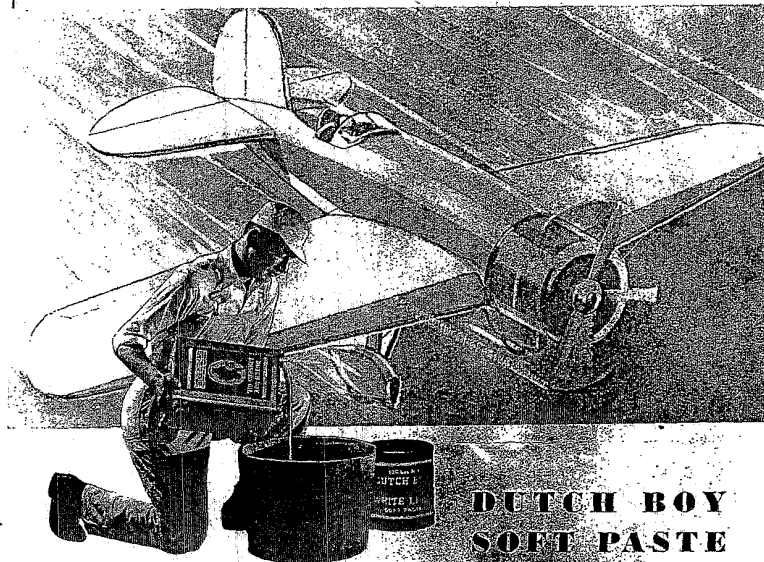
KD 233—Painters Magazine, Jan. & July, 1931
American Painter & Decorator, Jan. & July
Master Painter & Decorator, Jan. & July

N 27978

0000-NLI-000014201

Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York

"SPEED MIXING" SAVES MONEY!



DUTCH BOY SOFT PASTE

ONLY about ten minutes. Little more than shaving time. That's how quickly you can reduce a "hundred" of Dutch Boy Soft Paste to paint.

Stir it! Pour it! Thin it! That's all there is to "speed mixing". Just a few minutes of easy work and you have pure white-lead paint—paint unexcelled in brushing, hiding and lasting qualities.

8 out of 10 painters use Dutch Boy to get the beautiful, long-wearing paint jobs house-owners demand. 8 out of 10 painters use Dutch Boy to protect their reputations for quality

work. 8 out of 10 painters use Dutch Boy to make paint that doesn't crack or scale... paint that has the advantage of wearing down smoothly by gradual chalking, leaving a perfect surface for repainting.

Dutch Boy Soft Paste was designed for "speed mixing". It's pure lead-in-oil—the same excellent paint material you have always used but now in immediate mixing form. However, if you still prefer the heavy paste, it's available. But whether you use heavy paste or soft, be sure you get Dutch Boy.



NATIONAL LEAD COMPANY
New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago,
600 West 18th St.—Cincinnati, 659 Freeman Avenue—
Cleveland, 800 West Superior Avenue—St. Louis, 722
Chorant St.—San Francisco, 2543 24th St.—Boston,
National-Boston Lead Co., 400 Albany St.—Pittsburgh,
National Lead & Oil Co., 414 Fourth Avenue—
Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

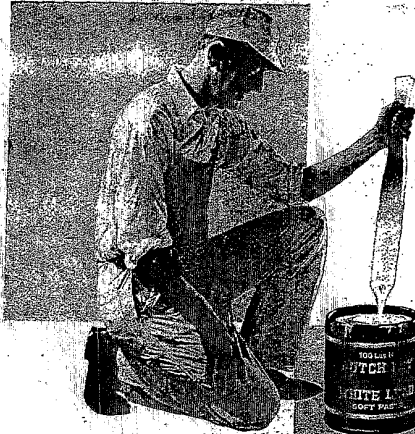


KD-234—Painters Magazine—February & September, 1931
American Painter & Decorator—February & September
Master Painter & Decorator—February & September

N 27978.01

0000-NLI-000014202

Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York



"SPEED MIXING" SAVES MONEY

FROM keg to brush...from white-lead to paint—in a jiffy! That's "speed mixing".

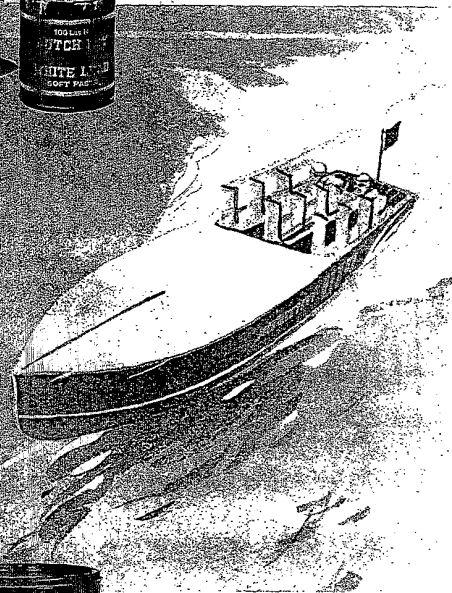
Stir it! Pour it! Thin it! That's all there is to "speed mixing" with Dutch Boy Soft Paste. From white-lead to paint at the rate of a gallon of paint a minute. No "breaking up!" Just a few minutes of easy mixing and you have pure white-lead paint that tints evenly, hides perfectly, and brushes smoothly.

8 painters in every 10 use Dutch Boy White-Lead. Here's why: Because it safeguards their reputations for quality work. Because it gives beautiful long-wearing paint jobs. Because it makes a paint that doesn't crack or scale...a paint that has the advantage of wearing down smoothly, by gradual chalking, leaving a perfect surface for repainting.

Try Dutch Boy and "speed mixing" on your next painting job. Learn first-hand how Soft Paste saves time and money.



Dutch Boy White-Lead is sold in 25 lb., 50 lb., 100 lb. kegs and also in heavy paste as well as soft paste form.



NATIONAL LEAD COMPANY
New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago,
900 West 18th St.—Cincinnati, 659 Freeman Avenue—
Cleveland, 322 West Superior Avenue—St. Louis, 722
Chestnut St.—San Francisco, 2540 24th St.—Boston,
National-Boston Lead Co., 800 Albany St.—Pittsburgh,
National Lead & Oil Co. of Pa., 316 Fourth Avenue—
Philadelphia, John T. Lewis & Bros. Co., Waterman Bldg.



KD-235—Painters Magazine, March and Sept., 1931
Amer. Painter & Decorator, March and Sept.
Master Painter & Decorator, March and Sept.

N 27978.02

0000-NLI-000014203



SELL
"SPEED MIXING"



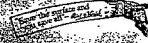
Dutch Boy White-Lead is sold in 12½, 25, 50 lb. pails, 100 lb. kegs and comes in both heavy and soft paste forms.

DUTCH BOY SOFT PASTE

"Time is money!" That's an adage, old, as the hills, but just as true today as ever. "Time is money!"...to you...to painters...to everybody who wants to get jobs done. "Time is money!" and Dutch Boy Soft Paste saves your time because paint buyers know its value. It saves painters' time because it gives pure white-lead paint in a jiffy—at the rate of almost a gallon a minute. No "breaking up" to do. Stir it! Pour it! Thin it! That's all there is to "speed mixing" with Soft Paste.

Get your paint customers to try Dutch Boy Soft Paste and "speed mixing" on the next painting job. It will mean savings for them...and satisfied, "repeat" customers for you. 8 painters in every 10 use Dutch Boy. They use it because it protects their reputations for quality work. They use it because it makes paint that doesn't crack or scale...pure white-lead paint that has the advantage of wearing down smoothly by gradual chalking, leaving a perfect surface for repainting.

NATIONAL LEAD COMPANY
New York, 111 Broadway; Buffalo, 116 Oak St.; Chicago, 900 W. 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 820 W. Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2240 24th St.; 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 Building.



KD 330—Painters Magazine, April—October, 1931
American Painter & Decorator, April—October
Master Painter & Decorator, April & October
Western Paint Review, July

N 27978.03

0000-NLI-000014204

Proof from Mischalk & Pratt, Inc., 369 Lexington Ave., New York

"SPEED MIXING" SAVES MONEY!



BY lowering mixing time, by cutting mixing costs—that's how "speed-mixing" with Dutch Boy Soft Paste saves money.

It takes only about ten minutes to reduce a "hundred" of Dutch Boy Soft Paste to paint. Stir it! Pour it! Thin it! Simple and easy as that. Pure white-lead paint at the rate of about a gallon a minute.

"Speed-mixing" with Dutch Boy Soft Paste is the logical, quick, modern way of making paint that gives the beautiful, long-wearing jobs property-owners want... jobs that make permanent customers.

"No one knows paint like a painter"... and 8 painters in every 10 use Dutch Boy. And no one knows better than a painter that Dutch Boy makes paint that doesn't crack or scale... pure white-lead paint that has the advantage of wearing down smoothly, by gradual chalking, leaving a perfect surface for repainting.

Dutch Boy White-Lead is sold in both soft paste and heavy paste forms. Whichever form you buy, be sure it's Dutch Boy.

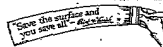


Dutch Boy White-Lead is sold in 12 1/2, 25, 50, 100 lb. bags and comes in heavy paste as well as soft paste form.

DUTCH BOY SOFT PASTE

NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago, 900 West 18th St.—Cincinnati, 629 Freeman Avenue—Cleveland, 820 West Superior Avenue—St. Louis, 722 Chestnut St.—San Francisco, 2240 24th Street—Boston, National Boston Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co. of Pennsylvania, 316 Fourth Avenue—Philadelphia, John T. Lewis & Bros. Co., Widener Building.



KD-383—Painters Magazine—May, Nov., 1931
American Painter & Decorator—May, Nov.
Master Painter & Decorator—May, Nov.
Western Paint Review—Sept.

N 27978.04

0000-NLI-000014205

Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York



"SPEED-MIXING" SAVES MONEY

STIR IT! Pour it! Thin it!... then Paint! That's all there is to "speed-mixing"...to making pure white-lead paint with Dutch Boy Soft Paste. No "breaking-up"! You can reduce a "hundred" of Soft Paste to paint in about ten minutes. What a saving of labor! What a saving of time!

And what paint Dutch Boy makes! It is pure white-lead paint—the kind that's used by 8 painters in every 10. It protects their reputations for quality work. It produces good-looking, long-lasting jobs. It makes paint that wears down smoothly by gradual chalk-

ing, leaving a perfect surface for repainting. Pure white-lead paint doesn't crack or scale... doesn't demand burning and scraping at repaint time.

Try "speed-mixing" with Dutch Boy Soft Paste on your next job. Discover how it saves time and money...and how at the same time it makes satisfied customers.

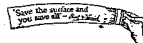
Dutch Boy White-Lead comes in Heavy Paste form as well as Soft Paste. Both are available in 12½, 25 and 50 lb. pails, and 100 lb. kegs. Sold by good dealers everywhere.

NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago, 900 West 18th St.—Cincinnati, 659 Freeman Avenue—Cleveland, 626 West Superior Avenue—St. Louis, 722 Chestnut St.—San Francisco, 2240 24th Street—Boston, National-Bacon Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co. of Pennsylvania, 315 Fourth Avenue—Philadelphia, John T. Lewis & Bros. Co., Wildenow Building.



DUTCH BOY SOFT PASTE



This advertisement appears in the following publications:

Painters' Magazine—June and December, 1931
American Painter & Decorator—June and December
Master Painter & Decorator—June and December
Western Paint Review—November

KD-414

N 27978.05

0000-NLI-000014206