

A 100 lb. keg  
of this "Lead"  
reduces to paint  
in six minutes

Dutch Boy soft  
paste white-lead gives  
pure lead paint at  
gallon-a-minute rate



Dutch Boy soft paste white-lead is strictly pure lead-in-oil, being pure white-lead and pure linseed oil—*nothing else*. It differs from the heavy paste only in that it contains a higher percentage of oil. It is this extra oil that gives the soft paste its easy-thinning and time-saving qualities.

SIX minutes, by the clock—that's all it takes to make a hundred pounds of Dutch Boy soft paste ready for the brush . . . to produce with it over six gallons of pure lead paint.

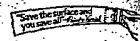
Remarkable as it may seem, it's a fact: a gallon of paint a minute!

This speed with which Dutch Boy soft paste reduces to brushing consistency is only one of several reasons



why it is proving so popular with painters and other paint buyers. It also tints easily . . . gives a smooth paint with superior spreading qualities . . . costs no more than regular paste white-lead.

The soft paste, like the regular or heavy paste form of Dutch Boy white-lead, comes in 100 lb. steel kegs and 50, 25 and 12½ lb. steel pails.



#### 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, 235 Montgomery Street • Boston, National-Boston  
Lead Co., 800 Albany St. • Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth  
Avenue • Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

This advertisement is to appear in the following publications:

American Paint & Oil Dealer—Aug.  
Western Paint Review—Nov.

N 27709

0000-NLI-000013820