

YOU'RE RIGHT...

there is Dollars and Cents Value in

SPEED MIXING

{from keg to brush in a jiffy}



Time and Labor Mean
Money! Save Both with
DUTCH BOY
Soft Paste White Lead



"From keg to brush in a jiffy"—that's the meaning of Speed Mixing to every painter who uses Dutch Boy Soft Paste to get the highest grade paint. Speed Mixing is making it easy for painters everywhere to save time and labor and at the same time get the kind of results

customers want.

You can make 100 pounds of Dutch Boy Soft Paste into about 6½ gallons of the finest paint in about ten minutes... about a gallon of paint a minute. That's why we call it Speed Mixing.

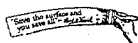
Dutch Boy Soft Paste is of the same purity and quality you have always associated with the name

Dutch Boy. It is pure white lead and pure linseed oil... nothing else. It thins easily, tints evenly and spreads smoothly. But of utmost importance, it saves you money because of its time and labor-saving characteristics.

If you want to spend less time in the shop and more time on the ladder, then you want Dutch Boy Soft Paste White Lead... you want Speed Mixing.

NATIONAL LEAD COMPANY
New York, 111 Broadway; Buffalo, 116 Oak St.; Chicago, 500 W. 12th St.; Cincinnati, 657 Freeman Ave.; Cleveland, 820 W. Superior Ave.; St. Louis, 723 Chestnut St.; San Francisco, 1240-24 St.; Boston, National-Boston Lead Co., 200 Albany St.; Pittsburgh, National Lead & Oil Co. of Pa., 315 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., Widener Building.

Have you seen the Dutch Boy advertising matter appearing in color in leading magazines? It features the fact that "No One Knows Paint Like a Painter" and "6 Painters out of 10 Use Dutch Boy."



DUTCH BOY

Soft Paste

WHITE LEAD

Dutch Boy is available in both heavy and soft paste forms. Both are pure white lead and pure linseed oil. If you prefer the heavy paste form, use it. But whichever form you buy, be sure it's Dutch Boy.



KD-182 Painters Magazine—June and Dec.
American Painter & Decorator—June and Dec.
Master Painter & Decorator—June and Dec.

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