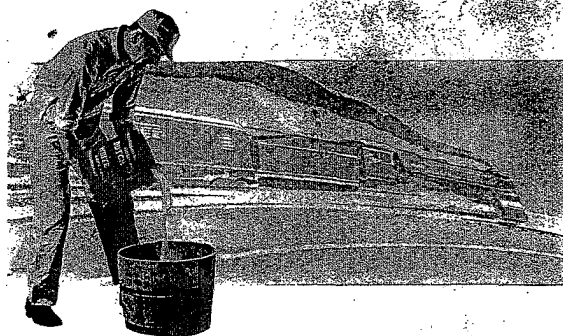




"SPEED MIXING" SAVES MONEY!



DUTCH BOY SOFT PASTE

STIR IT. Pour it. Thin it. It's ready. That's how easy it is—this speedy, new-day method of making pure white-lead paint.

Dutch Boy Soft Paste White-Lead offers 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.

8 out of 10 painters use Dutch Boy because it protects their reputations for good work...because it gives a long-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, 590 W. 18th Street; Cincinnati, 939 Frontenac Avenue; Cleveland, 830 W. Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2243 24th Street; Boston, National-Boston Lead Co., 200 Albany Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Sons, Co., Widener Building.