



These two words

SPEED MIXING

{From keg to brush in a jiffy}

Mean a BIG CUT
in mixing costs

SPEEDY...It's the watchword of the day. Things move faster...folks work faster...the world is geared in high.

You, too, want speed on *your* jobs. And that's exactly what Dutch Boy Soft Paste gives. It eliminates breaking up. And gives you speed in mixing that you never got before.

Seven minutes to mix 100 pounds of white-lead—a gallon of paint a minute. That's how quickly soft paste becomes paint. High-grade, long-life paint such as only white-lead can make.

Dutch Boy Soft Paste is the same high quality as the heavy paste that painters have used for years. It contains strictly pure white-lead, 87%; pure linseed oil, 13%, and nothing else.

Try Dutch Boy Soft Paste on your next job. Note how quickly it mixes. How smoothly and evenly the paint spreads. Then you'll know what "Speed Mixing" really means.

**HEAVY PASTE OR SOFT
BE SURE IT'S DUTCH BOY**

Dutch Boy Soft Paste was developed especially for "Speed Mixing". It is no different essentially than the heavy paste you have used for years. If you still prefer the heavy paste, use it. But make sure it's Dutch Boy—the white-lead with the established reputation of National Lead Company back of it.



DUTCH BOY

Soft Paste

WHITE - LEAD

NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 800 Albany Street; 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; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

KD 25—American Painter & Decorator—Feb. 1930
Master Painter & Decorator, Feb.
Painters' Magazine, Feb.

N 28452

0000-NLI-000014893