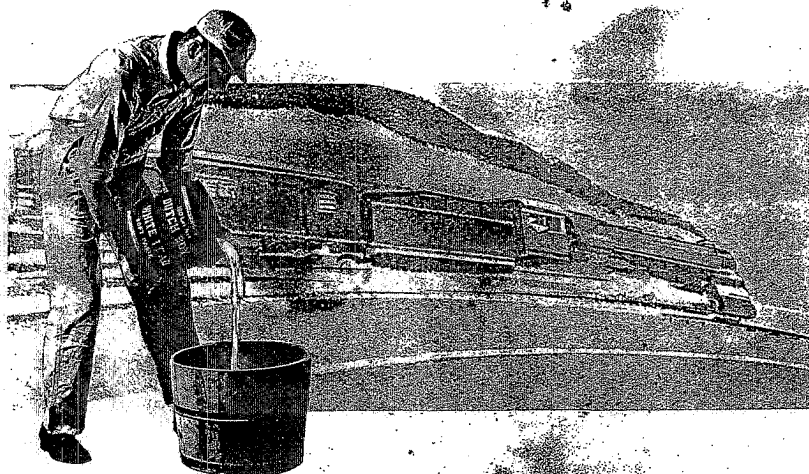




SELL "SPEED MIXING"



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

DUTCH BOY SOFT PASTE

*Stir it... Pour it... Thin it...
and it's Paint*

Give your paint customers the advantage of "speed mixing" by selling them Dutch Boy Soft Paste—the easy-to-thin white-lead.

Dutch Boy Soft Paste makes pure white-lead paint in a jiffy—at the rate of a gallon a minute. It comes already "broken up"—pours from the keg. A quick-thinning and it's ready for use. That's how easy it is—this speedy, new-day method

of making pure white-lead paint.

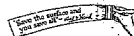
Dutch Boy Soft Paste offers all the beautifying and protecting properties that have made the Dutch Boy name mean high paint quality. And, in Dutch Boy Soft Paste, paint users get added value in ease of mixing—convenience of preparation.

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.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Baltimore, 35 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 W. Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2240 24th Street; 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.

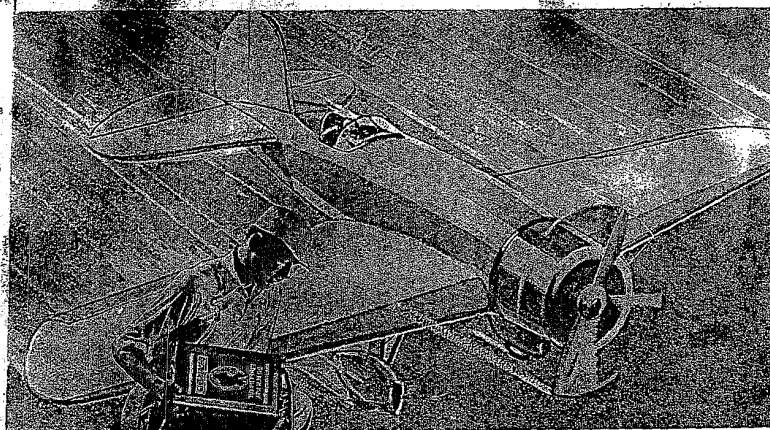


KD-289—Amer. Paint & Oil Dealer—Jan. and July, 1931
Hardware Age, Feb. 26 and Oct. 22
Hardware Retailer, Jan. and Nov.
Western Paint Review, Jan. and July
Building Supply News, Jan. and July

N 27976

0000-NLI-000014192

SELL "SPEED MIXING"



DUTCH BOY SOFT PASTE

TELL your customers they can produce paint with Dutch Boy Soft Paste at the rate of a gallon a minute. Sell them "speed mixing" with Dutch Boy.

Stir it! Pour it! Thin it! That's all there is to "speed mixing" with Soft Paste. Just a few minutes of easy work and your customer has 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 is pure lead-in-oil—the same excellent paint material your customers have always used...but now in quick-mixing form.

Sold in 12½, 25, 50 and 100 lb. kegs—the same as Dutch Boy heavy paste white-lead.



NATIONAL LEAD COMPANY
New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago,
500 West 18th St.—Cincinnati, 609 Exchange Avenue—
Cleveland, 520 West Superior Avenue—St. Louis, 722
Chesnut St.—San Francisco, 2260 24th St.—Boston,
National-Boston Lead Co., 800 Albany St.—Pittsburgh,
National Lead & Oil Co. of Pa., 216 Fourth Avenue—
Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.



KD-270—American Paint & Oil Dealer—Feb. & Aug. 1931

Western Paint Review—March

Hardware Age—March 26 & November 26

Hardware Retailer—March

Building Supply News—February & August

N 27976.01

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



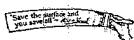
SELL "SPEED MIXING"

TELL your paint customers about "speed mixing" with Dutch Boy—a quick, easy way to make pure white-lead paint. Tell them about Dutch Boy Soft Paste—the easy-to-thin white-lead.

Stir it! Pour it! Thin it! That's all there is to "speed mixing" with 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 to make 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.

Get your paint customers to try Dutch Boy Soft Paste and "speed mixing" on the next painting job. They'll be glad to learn how Soft Paste saves time and money.



Dutch Boy White-Lead is sold in 25, 50, and 100 lb. tins and comes in heavy paste or soft paste form.



NATIONAL LEAD COMPANY
New York, 111 Broadway; Buffalo, 116 Oak St.; Chicago, 908 W. 18th St.; Cincinnati, 629 Freedom Ave.; Cleveland, 629 W. Superior Ave.; St. Louis, 122 Chestnut St.; San Francisco, 2240-24th St.; Boston, National-Roston Lead Co., 880 Albany St.; Pittsburgh, National Lead & Oil Co. of Pa., 116 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., Walner Building.



KD-271—Amer. Paint & Oil Dealer, March and Sept., 1931
Hardware Age, April, 23
Hardware Retailer, April
Western Paint Review, May
Building Supply News, March and Sept.

N 27976.02

0000-NLL-000014194

Procter & Gamble, Inc., 369 Lexington Ave., New York



SELL

"SPEED MIXING"



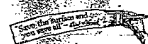
DUTCH BOY SOFT PASTE

Dutch Boy White Lead is sold in 12 1/2, 25, 50 lb. pails, 100 lb. bags and comes in both heavy and soft paste forms.

"Time is money" is a saying that is true today as ever. "Time is money" is a saying that is true for the paint buyer who wants to get his job done. "Time is money" is a saying that is true for the paint buyer who knows his value. It saves painter's time because it gives him a paint that mixes in a jiffy—at the rate of almost a gallon a minute. No "breaking up" to do. Strain. 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, 909 W. 18th St.; Cincinnati, 1559 Freeman Ave.; Cleveland, 820 W. Superior Avenue; Detroit, 722 Chestnut Street; San Francisco, 2245 Market Street; Boston, National Lead Co.; Albany, 300 Albany Street; Pittsburgh, 1000 11th St.; Lead & Oil Co., 1200 12th St.; Philadelphia, 1200 12th St.; Philadelphia, John T. Lewis & Sons Co., Widener Building.



KD 379—American Paint & Oil Dealer—April—October, 1931
Hardware Age—May 28
Hardware Retailer—May
Building Supply News—April—October

N 27976.03

0000-NLI-000014195

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

SELL SPEED MIXING



"**SPEED-MIXING**"...the soft paste way of making pure white-lead paint...will save your customers money and time...because it lowers mixing time, cuts mixing costs. It takes only a few minutes to reduce Dutch Boy Soft Paste to paint...it's simple and easy—just stir it...pour it...thin it!

Dutch Boy Soft Paste offers the logical, quick, modern way of making paint that gives beautiful, long-wearing jobs. 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, 115 Broadway — Buffalo, 116 Oak St. — Chicago, 505 West
18th St. — Cleveland, 1000 Broadway — Cincinnati, 1000 Broadway
Superior Avenue — Detroit, 1000 Broadway — St. Louis, 1000 Broadway
24th Street — San Francisco, 1000 Broadway — Seattle, 1000 Broadway
Pittsburgh, National Lead Co. of Pennsylvania, 316 Fourth
Avenue — Philadelphia, John T. Lewis & Bros. Co., Widener Building.



DUTCH BOY SOFT PASTE

KD-412—American Paint & Oil Dealer, May, Nov., 1931
Hardware Age, August 27
Hardware Retailer, Sept.
Building Supply News, May, Nov.

N 27976.04

0000-NLI-000014196

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



SELL "SPEED MIXING"

DID you ever notice how your paint customers "perk up" when you mention "speed mixing" with Dutch Boy Soft Paste? If you haven't, it's time you discovered the selling appeal of this descriptive phrase.

Here's what "speed mixing" means: Stir it. Pour it...Thin it...then Paint! That's all there is to making pure white-lead paint with Dutch Boy Soft Paste. No "breaking up". A hundred of Soft Paste can be reduced 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 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 chalking, leaving a perfect surface for repainting. Pure white-lead paint doesn't crack or scale... doesn't demand burning and scraping at repaint time.

Talk "speed mixing" to your paint customers. "Cash in" on their preference for Dutch Boy.

Sold also in Heavy Paste form. 12½, 25 and 50 lb. pails—100-lb. kegs.

NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 1600
16th St.—Cleveland, 169 Franklin St.
Superior Avenue—St. Louis, 1222 Locust St.
74th Street—Boston, National Building
Pittsburgh, National Lead & Oil Co. Bldg.
Avenue—Philadelphia, John T. Lewis & Co. Bldg.



DUTCH BOY SOFT PASTE

KD413—American Paint & Oil Dealer—June and Dec., 1931
Hardware Age—Sept. 24
Hardware Retailer—October
Building Supply News—June and Dec.

N 27976.05

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