

GIVES PURE LEAD PAINT

...QUICK!

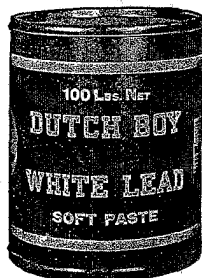
*Dutch Boy Soft Paste
greatly speeds break-
ing up... saves labor*

CUSTOMERS will like to know about this easy-to-thin lead-in-oil that can be brought to brushing consistency in a few minutes. A "hundred" of soft paste can actually be made ready for the brush at the rate of a gallon of paint a minute.

Dutch Boy soft paste is pure white-lead and pure linseed oil, differing from regular or heavy paste lead only in that it contains a higher percentage of oil. It is this extra oil, ground in at the factory, that gives soft paste its easy-breaking qualities.

The user of soft paste saves time and labor in mixing pure lead paint. This more convenient form of lead-in-oil also tints easily. And it produces a smooth paint that spreads in a superior manner... a pure white-lead paint, the standard for generations.

Dutch Boy soft paste white-lead is sold by the pound in 100 lb. steel kegs and in 50, 25, and 12½ lb. steel pails.



Dutch Boy soft paste white-lead is the same strictly pure lead-in-oil always sold under the Dutch Boy trademark. It simply contains a higher percentage of linseed oil than the regular grinding.

NATIONAL LEAD COMPANY

New York, 111 Broadway
Boston, 800 Albany St.
Buffalo, 116 Oak St.
Chicago, 900 West 18th St.
Cincinnati, 659 Freeman Ave.
Cleveland, 820 W. Superior Ave.
St. Louis, 722 Chestnut St.
San Francisco, 235 Montgomery St.
Pittsburgh, National Lead & Oil Co. of Pa.
Philadelphia, John T. Lewis & Bros. Co.
Widener Bldg.



DUTCH BOY FLATTING OIL

The white-lead buyer is also a prospect for flattening oil. Do you stock it?

Dutch Boy flattening oil is for use with white-lead to produce durable and washable interior flat finishes, as well as undercoatings for enamel. Other uses are in glazing, blending and bronzing. Sold in quart, gallon and 5 gallon cans.

DUTCH BOY *Soft Paste* WHITE-LEAD

This advertisement appears in the following publications:

*American Paint and Oil Dealer—March
Hardware Age—March 21
Hardware Retailer—April
Western Paint Review—March*

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