

TIME saved

Breaking up



After a quick stir, the paint is now ready for tinting and final thinning.



Tint if desired. Then add drier, linseed oil and turps. That's all! Your pure white-lead paint is now ready for the brush!

Plan future work today

Hundreds of painters make use of these Dutch Boy service features: (1) The Never-Fail Plan—which helps you line up prospects and get them to sign painting contracts. (2) The Department of Decoration—which will be glad to answer any questions about paint, color or decoration . . . even to the extent of helping you or your customer plan attractive color schemes, interior or exterior. Both these services are yours for the asking.

Dutch Boy soft paste white-lead is the same strictly pure white-lead always sold under the Dutch Boy trade-mark—but instead of being a fairly stout paste it is a soft paste. In other words, it contains enough additional linseed oil to eliminate the biggest part of the mixing job.



DUTCH BOY

Soft

—Reprinted from March, 1928, issue of The Painters Magazine, 12 Gold Street, New York

N 27886

0000-NLI-000014060



ved
aking up

LABOR *saved*
made quick and easy!

*New Dutch Boy soft paste white-lead
enables you to mix lead paint ready
for the brush in a few minutes*

Tint if desired. Then
add drier, linseed oil
and turps. That's all!
Your pure white-lead
paint is now ready for
the brush!



Y

Soft

reet, New York

A "HUNDRED" of Dutch Boy *soft*
paste white-lead actually reduces
to paint in a few minutes—saving you
time, saving you labor.

Just stir the paste quickly, pour it
into a mixing bucket and add drier,
oil and turps. Your paint is now ready
for the brush. And it is pure lead
paint—the kind that has been standard
for generations.

Comes ready for final thinning

When you open the keg, you find pure
lead-in-oil in about the consistency of
shop lead. It is soft enough for a paddle
to move through it easily—all ready for
the final thinning.

The same strictly pure white-lead
that you always get under the Dutch

Boy trademark, except that it contains
more oil—that's what Dutch Boy *soft*
paste white-lead is. Enough additional
linseed oil has been ground into it at
the factory to relieve you of most of the
mixing job—the initial breaking up.
Pure white-lead and linseed oil—and
nothing else.

Material costs not increased

You obtain the labor-saving advan-
tages of Dutch Boy *soft paste* white-lead
without any increase in the cost of ma-
terials. At present prices the cost for
materials of a gallon of paint made
from the soft paste is the same as when
the regular grind is used.

Sold in 100 lb. kegs and in 50, 25,
and 12½ lb. pails, fitted with air-tight
heads.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 18th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 235 Montgomery St.



Paste

WHITE-LEAD