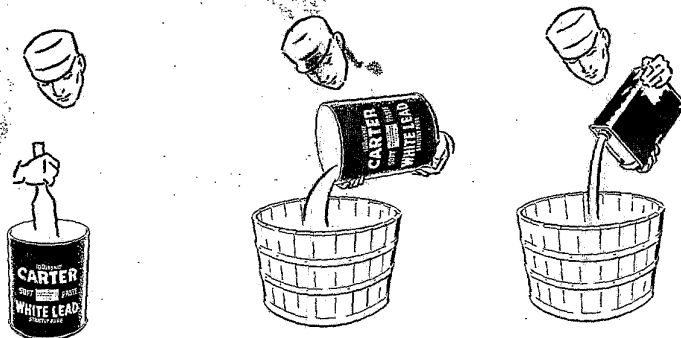


Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York

STIR IT... POUR IT... THIN IT



... 1, 2, 3—and it's ready for the brush

Easy to thin
Easy to tint
Easy to spread



■ Just three simple steps...a few minutes mixing...and you have pure white-lead paint. That's how easy it is to make paint with Carter Soft Paste. Less time, less work...because Carter Soft Paste requires no "breaking-up". It pours...just as it comes in the keg. When you use Carter you spend more time on the ladder...less time in the shop.

CARTER

SOFT PASTE WHITE-LEAD

Job KC-375—American Painter & Decorator—April, August, 1931

N 27979

0000-NLL-000014207

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

What!...
only about **TEN** MINUTES to mix
6 gallons of **White-Lead Paint?**



Yes...for it's the "easiest thing in the world"
to reduce Carter Soft Paste White-Lead to
brushing consistency. You simply pour it...stir
it...thin it...and you're all set. You save the time
and labor of "breaking-up"—and you get pure
white-lead paint...long-wearing paint...paint that
does not crack or scale. When you estimate on your
next job it will pay you
to remember that Carter
Soft Paste is

Easy to thin...
Easy to tint...
Easy to spread



CARTER

SOFT PASTE WHITE-LEAD

Job KC-376—American Printer & Decorator—April—August—1931
May - Sept -

N 27979.01

0000-NLI-000014208

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

In a "Jiffy"

from here to here



stir



pour



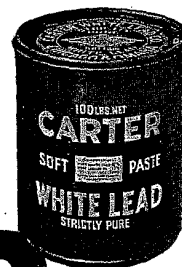
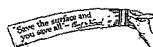
thin



spread

YOU don't know what you're missing if you haven't used Carter Soft Paste White-Lead—the "minute-mix" lead. It makes as swift a mixing, as "sweet" a spreading paint as you ever dipped a brush into. Needs no breaking up...saves time, labor and fuss. Gives you high quality, long-wearing pure white-lead paint at the rate of about a gallon a minute. Insures the kind of job your customers want...and like to tell their friends about!

*Easy to thin
Easy to tint
Easy to spread*



CARTER

SOFT PASTE WHITE-LEAD

Job KC-377—American Painter & Decorator—June—Oct.—1931

N 27979.02

0000-NLI-000014209