



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

A NEW PASTE WHITE-LEAD

*that thins to paint
in a jiffy*

*From paste to paint with Dutch Boy soft paste
white-lead is a matter of only a few minutes*

PAINT buyers will instantly recognize the labor-saving advantages of this new Dutch Boy product.

Here is pure white-lead ready for almost instant use!

Now mixing costs are cut to nearly nothing. A hundred pounds of soft paste can actually be brought to brushing consistency in six or seven minutes—a rate of a gallon of paint a minute.

Easy to use

Heretofore white-lead has been sold only in the form of a fairly stout paste. Dutch Boy soft paste white-lead is a semi-paste. In other words, into it has been ground an additional quantity of linseed oil. The result is a softer paste—one that reduces to paint with remarkable ease, eliminating the biggest part of the mixing job. Formula: 85% pure white-lead; 15% pure linseed oil—*nothing else.*

All the user does is this: Stirs the paste quickly, *pours* it into a mixing bucket and adds flattening oil if a flat finish is wanted; and drier, linseed oil and turpentine if a gloss finish is desired. That's all there is to it. The pure white-lead paint is now ready for the brush.

A truly washable finish

The flat finish produced by thinning Dutch Boy soft paste white-lead with flattening oil is of that preferred type which has the faintest suggestion of a velvety sheen. And the finish is thoroughly washable—even after long service. Of course, the paint can be tinted to any desirable color.

Before you order your next consignment of paint materials, try out Dutch Boy soft paste white-lead. This new paste saves time and labor. And it gives a durable, economical white-lead paint—the kind which has been the standard for generations.

How sold

Packed in 100 lb. kegs, and in 50, 25, and 12½ lb. pails. Sold by the pound, 100 pounds bulking about 3½ gallons. Our nearest branch will be pleased to furnish additional information.

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 St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue • Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street



DUTCH BOY *Soft Paste* WHITE-LEAD