



This new WHITE-LEAD saves labor

Dutch Boy soft paste white-lead can actually be thinned to brushing consistency in a few minutes. Unquestionably your customers will see its advantages at once

NOW you can offer your customers white-lead in a new form which eliminates nearly all of the mixing work.

This new Dutch Boy product is a semi-paste—pure lead-in-oil in the consistency of "shop lead." Formula: 85 per cent strictly pure white-lead, 15 per cent pure linseed oil—*nothing else*. Just as it comes in the keg, it is ready for tinting and final thinning. No breaking up to do.

Simplicity itself

The user simply stirs up the soft paste quickly in the original package, pours the paste into a mixing bucket, adds oil, turps and drier.

That's all there is to it. After only a few minutes of preparation this pure white-lead is ready for the brush!

Thus practically all of the labor of breaking up is avoided. Mixing costs are cut almost to nothing.

Instant success!

Already the immediate success of Dutch Boy soft paste white-lead is being discussed behind paint counters. Paint users everywhere are welcoming this new product. Its unusual advantages are obvious to them at first sight.

For further details, write to our nearest branch.



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, 890 Albany St.

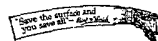
Chicago, 900 West 18th St.

Cleveland, 820 W. Superior Ave.

San Francisco, 235 Montgomery St.

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DUTCH BOY *Soft Paste* WHITE-LEAD

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American Paint and Oil Dealer—Nov.

Hardware Age—November 24

Hardware Retailer—Dec.