

NEW!

DUTCH BOY

Soft Paste WHITE-LEAD

*Eliminates "breaking up." Cuts mixing costs almost to zero.
Actually reduces to paint in a few minutes*



Dutch Boy soft paste white lead is the same strictly pure white-lead that you always get under the Dutch Boy trademark - but, instead of being a fairly stout paste, it is a semi-paste. In other words, it contains enough additional linseed oil to eliminate the biggest part of the mixing job. Formula: Strictly pure white-lead, 85%; pure linseed oil, 15%—nothing else.

THIS announcement brings important news to every paint buyer. Now you can get strictly pure white-lead ready for almost instant use—pure lead-in-oil in a form that greatly speeds up paint-mixing.

This remarkable new product—Dutch Boy soft paste white-lead—is a semi-paste, containing 85% strictly pure white-lead, 15% 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!

Amazingly easy to use

The user simply stirs up the soft paste quickly in the original package, *pours* the paste into a mixing bucket, and completes the paint by adding flattening oil, or linseed oil, turpentine and drier. That's all there is to it. The paint is ready for the brush.

A hundred pounds of Dutch Boy soft paste white-lead can actually be reduced to paint in six or seven minutes—a rate of a gallon of paint a minute.

Dutch Boy soft paste white-lead is adaptable for use on both exterior and interior surfaces. When linseed oil is added to it, a gloss paint is produced. Mixed with flattening oil, it gives that desirable type of washable, flat finish having a suggestion of a velvety sheen. In either case, of course, the paint can be tinted to exactly the color wanted.

How sold

This improved, time-saving form of Dutch Boy white-lead is sold by the pound, a hundred pounds bulking about 3¼ gallons. Packed in air-tight, steel containers—100 lb. kegs, 50, 25 and 12½ lb. pails.

Our nearest branch will be pleased to give you further information about Dutch Boy soft paste white-lead and its labor-saving advantages.



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., 315 Fourth Ave. • Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.

DUTCH BOY Soft Paste WHITE - LEAD

This advertisement appears in the following publications:

*Building and Bldg. Management—Nov. 7 ✓
Hotel Management—Nov. ✓
Railway Age—Nov. 19 ✓
Marine Engineering—Nov. ✓
Gas Age-Record—Nov. 12 ✓
Oil & Gas J.—Nov. 3 ✓
Nat'l. Petroleum News—Nov. 23 ✓
American Builder—Dec. ✓*

0000-NLI-000017622