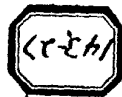


WHITE-LEAD

DUTCH SOFT PASTE

Strictly pure white-lead in
"shop lead" consistency
which saves most of the
labor of breaking up and
mixing costs to nearly



NATIONAL LEAD COMPANY
NEW YORK
111 Broadway
BOSTON
900 Albany St.
CHICAGO
200 West 18th Street
CINCINNATI
116 Oak Street
ST. LOUIS
722 Chestnut Street
PITTSBURGH
316 Fourth Avenue
John T. Lewis & Bros. Co., National Lead & Oil Co. of Pa.
437 Chestnut Street
CLEVELAND
820 West Superior Avenue
PHILADELPHIA
143-27

In repainting plaster, use Formula No. 6
for first coat and Formula No. 7, 8 or 9 for
second coat depending upon finish desired.

Repainting Plaster Walls

For second coat on plaster walls being
painted for the first time, use Formula No.
6. For third coat, use Formula No. 7, 8 or
9 depending upon finish desired.
If boiled oil cannot be obtained 5 1/2 gallons raw linseed
oil with 2 pints drier may be used instead and will in
most cases give satisfactory results. Boiled oil is much
superior, however, and will often obviate trouble when
conditions are difficult. It seals pores in the plaster and
prevents suction.

Makes 5 gals. of paint
100 lbs. SOFT PASTE white-lead
5 1/2 gals. pure boiled linseed oil
1 gal. pure turpentine

100. PRIM
101. COAT
Walls

In repainting inside wood, use Formula No.
6 for first coat and Formula No. 7, 8 or 9 for
second coat depending upon finish desired.

Repainting Inside Wood

To mix and draw white-lead as required for this finish, mix the
white-lead with turpentine, 3 pounds to 1 gill, and let the mix-
ture stand overnight or longer to settle. Then draw off the
thinner from the top and add the pale varnish.

3 lbs. SOFT PASTE white-lead (mixed and
drawn as explained below)
1 gal. pale varnish (suitable for enamel)

9. THIRD COAT—Enamel Finish

*If turpentine is used, add 1/2 pint drier

Makes 5 1/2 gals. of paint
100 lbs. SOFT PASTE white-lead
1 1/2 gals. Dutch Boy flattening oil (or turpentine*)
1/2 gal. pale varnish (suitable for enamel)

8. THIRD COAT—Egg-Shell Gloss Finish

Makes 5 gals. of paint
100 lbs. SOFT PASTE white-lead
1 1/2 gals. pure turpentine
1 pt. pure drier
1 pt. pale varnish (suitable for enamel)

Makes 5 to 5 1/2 gals. of paint
or

100 lbs. SOFT PASTE white-lead
1 1/2 to 2 gals. Dutch Boy flattening oil

7. THIRD COAT—Flat Finish

DUTCH BOY Soft Paste WHITE-LEAD

As every practical painter knows, it takes no time at all to bring keg lead to brushing consistency once just enough oil is worked into the paste so that a paddle will move through it easily. The rest of the mixing can be accomplished in a jiffy.

This initial softening or breaking up is eliminated when you use the new *soft paste* Dutch Boy white-lead. It comes to you all ready for the final thinning. A "hundred" of it can actually be thinned into paint in six or seven minutes at the outside—a rate of a gallon of paint a minute.

What "Soft Paste" Is

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 in semi-paste form. It is in the consistency known to old line painters as "shop lead." In other words, it contains just enough more linseed oil than the regular grind to

relieve you of most of the mixing work. Formula: 85% pure white-lead, 15% pure linseed oil by weight—*nothing else*.

A Great Time-Saver

Any saving in time these days, provided of course it is consistent with good workmanship, is extremely important. With Dutch Boy *soft paste* white-lead, you effect a substantial saving in time and labor. Mixing costs are cut to almost zero. And don't lose sight of this point: In speeding up the mixing time, this improved form of Dutch Boy white-lead leaves you and your men free to put in more time with the brush actually painting.

Simplicity Itself

Thinning Dutch Boy *soft paste* white-lead into paint is the simplest thing in the world. You open up the package, quickly stir up its contents, *pour* them into a mixing bucket and add the required thinners. That's all there is to it. Furthermore, in the case of white paint, no straining is necessary.

Easy to Tint

The new material, just as it comes, is at the correct consistency and smoothness for tinting. This may be done right in the origi-

nal containers, which are made oversize for the purpose. You will be immensely pleased with the way Dutch Boy *soft paste* white-lead tints. And should you make a tint too dark, simply stir in a little more of the *soft paste*. No lumps will result.

For All Work

Dutch Boy white-lead in the *soft paste* form is still a painter's material. Like the regular grind, it can be suitably thinned for all work, all coats and all finishes. With flattening oil or turpentine, it gives that type of flat finish which most people prefer—one with the faintest suggestion of a sheen. For perfectly dead flat effects, the oil may be readily "drawn."

Formulas for different kinds of work will be found on the following pages.

How Sold

The dealer from whom you buy Dutch Boy white-lead in the regular paste form can supply you with Dutch Boy *soft paste* white-lead. It is packed in 100 lb. kegs as well as 50, 25 and 12½ lb. pails, fitted with airtight heads to prevent skinning over. The packages are labeled similarly to the other Dutch Boy white-lead containers except for the addition of the words "Soft Paste" on

the side. The *soft paste* packages are readily identifiable, not only for this reason but because they are larger than the other Dutch Boy kegs and pails.

The new product is sold by the pound, a hundred pounds bulking about 3½ gallons.

FORMULAS

New Outside Wood

1. PRIMING COAT

100 lbs. SOFT PASTE white-lead
3 gals. pure raw linseed oil
1½ gals. pure turpentine
1 pt. pure drier

Makes 8¼ gals. of paint

2. SECOND COAT

100 lbs. SOFT PASTE white-lead
½ gal. pure raw linseed oil
1½ gals. pure turpentine
1 pt. pure drier

Makes 5½ gals. of paint

3. THIRD COAT

100 lbs. SOFT PASTE white-lead
2½ to 3 gals. pure raw linseed oil
1 pt. pure turpentine
1 pt. pure drier

Makes 6¼ to 6½ gals. of paint