

WHITE-LEAD PAINT

in a Jiffy!

with Dutch Boy *soft paste* that
saves time... labor...



This new form of old-reliable
Dutch Boy white-lead gives you
an added selling argument...

HERE is a way to give paint users a new service.
Tell them about Dutch Boy *soft paste* white-lead.
This easy-to-thin form of pure lead-in-oil can be
mixed to paint in a few minutes. It is pure white-lead
and linseed oil—nothing else—broken up to about
"shop-lead" consistency and ready for thinning and final
thinning.

Painters and other buyers immediately see the
advantages of *soft paste*—the ease and quickness with
which they can mix white Dutch Boy white-lead paint...
the saving in time and labor... the excellent spreading
qualities of the smooth paint that *soft paste* gives.

Are you stocking it?

Are you taking full advantage of this new product?
Paint users everywhere are interested in the new *soft
paste*. Don't miss the opportunity to supply their wants.

Sold by the pound and packed in 100 lb. steel kegs
and in 50, 25 and 12½ lb. steel pails, fitted with air-
tight heads.



Dutch Boy *soft paste* white-
lead is the same strictly pure
lead-in-oil always sold under
the Dutch Boy trademark.
It simply contains a higher
percentage of linseed oil than
the regular grinding.

NATIONAL LEAD COMPANY

New York, 111 Broadway. Boston, 800 Albany St.
Buffalo, 116 Oak St. Chicago, 900 West 48th 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., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.



After a quick stirring, the *soft
paste* is poured into a mixing
bucket.



Drier, linseed oil and turps
are then stirred in... easily.
That's all there is to it.

DUTCH BOY *Soft Paste* WHITE-LEAD

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