Soft Paste White-Lead

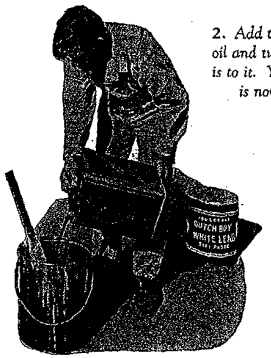
scores immediate

SUCCESS

Painters everywhere quick to recognize labor-saving advantages of lead-in-oil in its new form



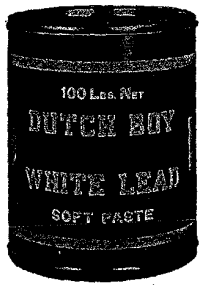
1. *After giving it a quick stirring, pour the soft paste into a mixing bucket. It is now ready for tinting and final thinning.*



2. *Add tinting colors, drier, linseed oil and turpentine. That's all there is to it. Your pure white-lead paint is now ready for the brush.*



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 soft paste. In other words, it contains enough additional linseed oil to eliminate most of the breaking up—the biggest part of the mixing job. Formula: Strictly pure white-lead, 85%; pure linseed oil, 15%—nothing else.



ANNOUNCED only a few short months ago, Dutch Boy *soft paste* white-lead is already an assured success. Hundreds of leading master painters in all sections of the country have taken to using it. They tell us that it is a great labor-saver. They like the ease with which it breaks up.

Soft paste is "shop lead"

Dutch Boy *soft paste* white-lead is pure lead-in-oil in more convenient form. It is in the consistency known to painters as "shop lead." Being ready for tinting and the final thinning, it eliminates almost all the labor of breaking-up.

FORMULA: 85% strictly pure white-lead, 15% pure linseed oil—*nothing else.*

Cuts mixing time

To make paint with Dutch Boy *soft paste* white-lead, here's all you do: Stir the paste quickly, *pour* it into a mixing bucket, and add the drier, oil and turps. A "hundred" of this remarkable new paste can actually be brought to brushing consistency in six or seven minutes. And the paint you get is the pure all-lead paint that has been standard among professional painters for generations.

Material costs not increased

You obtain the labor-saving advantages of Dutch Boy *soft paste* white-lead without any increase in the cost of materials. At present prices, the cost for materials of a gallon of paint made from the *soft paste* is about the same as when the regular grind is used.

Dutch Boy *soft paste* white-lead can be used for practically all kinds of work. It makes the ideal paint for exteriors and, mixed with Dutch Boy flatting oil, it produces that desirable type of interior flat finish which has a suggestion of velvety sheen. And this finish is thoroughly washable, even after long service!



Dutch Boy *soft paste* white-lead comes in 100 lb. steel kegs and in 50, 25, and 12½ lb. steel pails fitted with air-tight heads. Sold by the pound, 100 lbs. bulking about 3½ gallons.

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

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DUTCH BOY SOFT PASTE WHITE LEAD