



NEW Quick-Mixing "LEAD" FOR BOTH INSIDE AND OUTSIDE PAINTING JOBS

...DUTCH BOY ALL-PURPOSE
SOFT PASTE WHITE-LEAD



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A new-type soft paste which, in addition to being quick-mixing, can be used for inside flat as well as outside glass work. Contains pure white-lead, pure linseed oil and a little turpentine—nothing else. 12½, 25, 50 and 100 lb. kegs.

Get the new Dutch Boy advantages that should appeal to you as a dealer and profitable to every painter customer who enters your store.
This new Dutch Boy All-Purpose soft paste white-lead, quick-mixing "lead" is a real feather in the cap of a perfect painting material.
This new Dutch Boy All-Purpose White-

Lead is an extra-soft, quick-mixing grind that is made ready for the brush in just a jiffy. No need now for painters to carry two grinds of lead in the shop...this one serves all purposes. Extra grinding by a special milling process, during which a small amount of pure turpentine is added, makes this easy-mixing soft paste white-lead suitable for every painting job. And to you as a dealer this means that eventually you will need to stock only one grind of white-lead.

Tell your painter customers about this new lead-in-oil. Point out also that its extra-smoothness results in an easier brushing, far-spreading paint...its greater whiteness in clearer tints.

Sell this Dutch Boy All-Purpose Soft Paste in combination with the other Dutch Boy products listed opposite. Sell them together so that your painter-customers can make every job an all-Dutch Boy job. Painter business is volume business, and there is no better way to increase it than to feature the complete Dutch Boy line... a line of products made especially for the professional painter.

OTHER MEMBERS OF THE DUTCH BOY FAMILY

**DUTCH BOY COLORS-
IN OIL.** The new paste colors that can be added to paint without thinning. True in color tone. High in tinting strength. Easy to use. Especially suited for tinting white-lead paint. Line includes all popular colors. Friction-top caps to prevent skinning—half pint, quart, gallon. Also sold in tubes.

**DUTCH BOY LIQUID
DRYER.** A properly balanced, full strength painter's drier of characteristic Dutch Boy quality. Sealed cans: half pint, quart, gallon.

**DUTCH BOY FLATTING OIL.
DUTCH BOY WALL PRIMER.
DUTCH BOY LINSEED OIL.**

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 909 W. 18th St., Chicago; 609 Freeman Ave., Cincinnati; 828 W. Superior Ave., Cleveland; 712 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Bureau Lead Co., 809 Albany St., Boston; National Lead & Oil Co. of Pa., 316 4th Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Phila.

**EVERY JOB
AN ALL-DUTCH BOY JOB**
For Gloss Paint Jobs:
Dutch Boy All-Purpose Soft Paste
Dutch Boy Liquid Dryer
Dutch Boy Linseed Oil
For Flat Paint Jobs:
Dutch Boy Wall Primer
Dutch Boy All-Purpose Soft Paste
Dutch Boy Flattening Oil
For All Paint Jobs:
Dutch Boy Colors-in-Oil