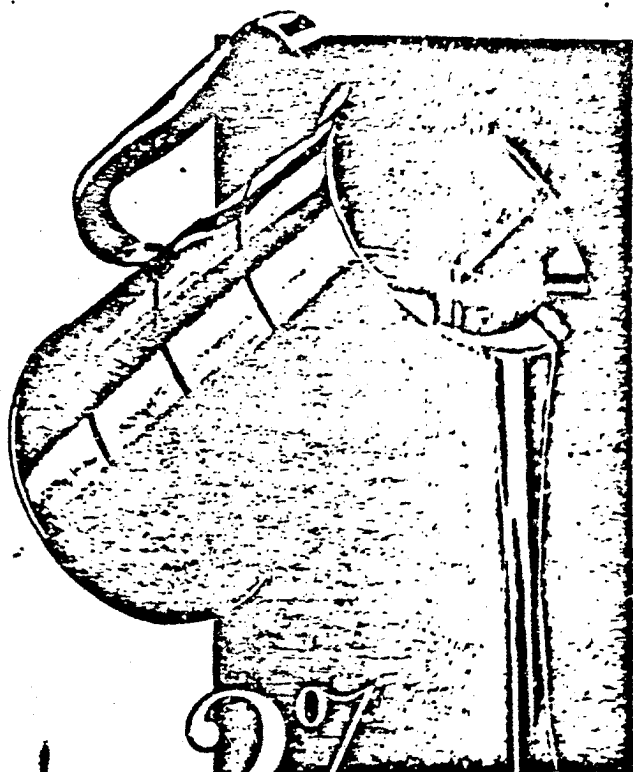




27⁰ of TURPS
did the trick . . .

00059



N12971

NLI 11121

**... gave a soft paste white-lead
that can be used for ALL WORK**

... INSIDE FLAT

as well as OUTSIDE GLOSS

There is only two per cent of large to increasing soft paste white-lead — about a quart to a bushel per job. But that two per cent of impurities, thoroughly ground into the lead by a special milling process, produces a revolutionary product.

New soft paste white-lead can be used for all work — inside flat as well as outside gloss.

New soft paste white-lead brings to the architect of flat paint the same interesting advantages that it does in the milking of flat paint.

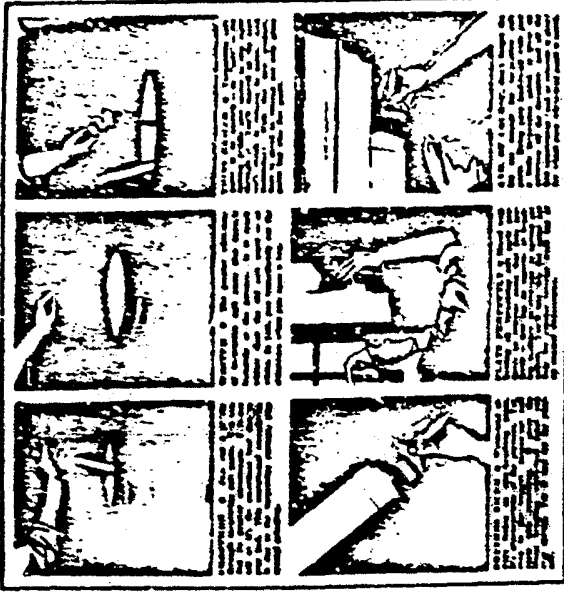
New soft paste white-lead is smoother, whiter and easier to thin than ever before.

New soft paste white-lead runs perfectly — gives a handsome flat finish without a sign of a shiner or flash.

These points are all very important, but there is another of even greater importance. It is this: New soft paste white-lead does away with the necessity of carrying two kinds of lead. To painter, the dealer, the jobber with all, we feel sure, welcome the opportunity that Dutch Boy's Temperature Soft Paste — the all purpose quick-drying white-lead — offers for simplifying results.

**DUTCH BOY
P... ..
SOFT PASTE**

NATIONAL LEAD COMPANY
Atlantic Branch
111 BROADWAY
NEW YORK, N. Y.



ONLY 1 LEAD TO CARRY. The painter will find it desirable to be limited in stockkeeping to one kind of lead. The Temperature Soft Paste ... is one that can lead for all work. It is soft, having low lead in the dry matter for economy. In addition, there is the workable saving that this paste brings about in making the paint as well as the paint from the manufacturer side of the jobber and the dealer. Only one kind of paint is made. It meets the demand for each application and is the same in every respect.



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00059



NOTICE: If the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

00059

NLI 111216

18

See 4075, P.L.B.
U.S. POSTAGE
Paid
Brooklyn, N.Y.
Permit No. 2090



POSTAGE
PAID
BROOKLYN, N.Y.

48

NOTICE: If the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

00059

NLI 111217

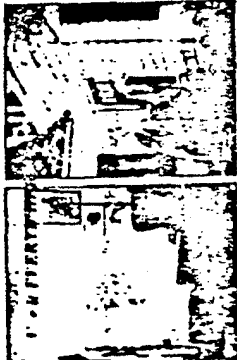


48

00059

NLI 111218

DUTCH BOY CONCRETE SOFT PASTE



For smooth case work

For smooth case work

Here, for the first time, is a soft paste whitened suitable for other interior flat work or exterior glass work . . . a product that brings the well-known time saving advantage of a soft paste to the mixing of flat paste as well as glass paste.

This latest Dutch Boy achievement differs from the old style soft paste in that it contains no piece of cement of the old, two per cent of pure silica of terpenite.

The terpenite, amounting to about a quart in the hundred pound bag, is thoroughly ground into the whitened by a special milling process.

Not only is Dutch Boy Terpenite Soft Paste an all-time whitening white lead . . . something paint-men have long wanted . . . but it possesses a number of other very desirable qualities as explained on the following pages.

• **It's Smoother**
Due to its terpenite content and the special grinding, Dutch Boy Terpenite Soft Paste is noticeably smoother than straight old soft paste. "It's the smoothest lead we've ever used," is the comment of painters.

• **It's Whiter**
This is another point about Dutch Boy Terpenite Soft Paste that appeals instantly to the painter. The product is extremely white . . . quite a bit whiter than the old soft paste.

• **It Flows Quickly**
Dutch Boy Terpenite Soft Paste is so smooth . . . so "in it" . . . the mixing paddle spreads right through it. The ease with which it reduces to paint is nothing short of remarkable.

• **It Meets Drabbing Endors**
Terpenite is a derivative of pure whitened paste. When made from Pure, Dutch Boy Terpenite Soft Paste, it breaks out even more freely . . . even more smoothly.

NOTICE: If the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

00059

NLI 111219

• **It Flies Properly**

A fact that is known of most
the flies in nature is that they
fly with their wings spread. It
is not until they are in flight
that they can spread their wings
and fly. It is not until they are
in flight that they can spread
their wings and fly.

• **It Flies a Fine Close**

Dark Bay Torpedine Salt Pans
are not in any way close the
ground. It gives the same
excellent place which always
with pure whitehead and lined
the same type of long-eared, large
pawing flies.

• • •
In all-purpose flies, in smallness, in
whiteness, in several other advantages
make Dark Bay Torpedine Salt Pans
a truly exceptional product. Now please
have a salt paste which they
can use anywhere. No longer is it
necessary to carry two kinds of food in
the shop.

NOTICE: if the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

00059

NLI 111220

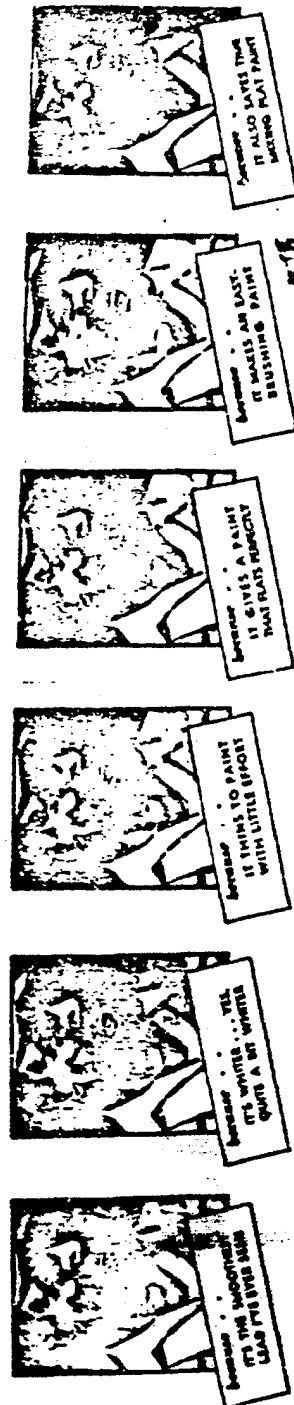


IT CAN BE USED
FOR ALL WORK

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00059

NLI 111221



Testimonial 1: "I'VE BEEN PAINTING FOR YEARS AND I'VE NEVER SEEN A BETTER RESULT THAN THIS."

Testimonial 2: "IT'S THE MOST PERFECT I'VE EVER SEEN."

Testimonial 3: "IT'S THE MOST PERFECT I'VE EVER SEEN."

Testimonial 4: "IT'S THE MOST PERFECT I'VE EVER SEEN."

Testimonial 5: "IT'S THE MOST PERFECT I'VE EVER SEEN."



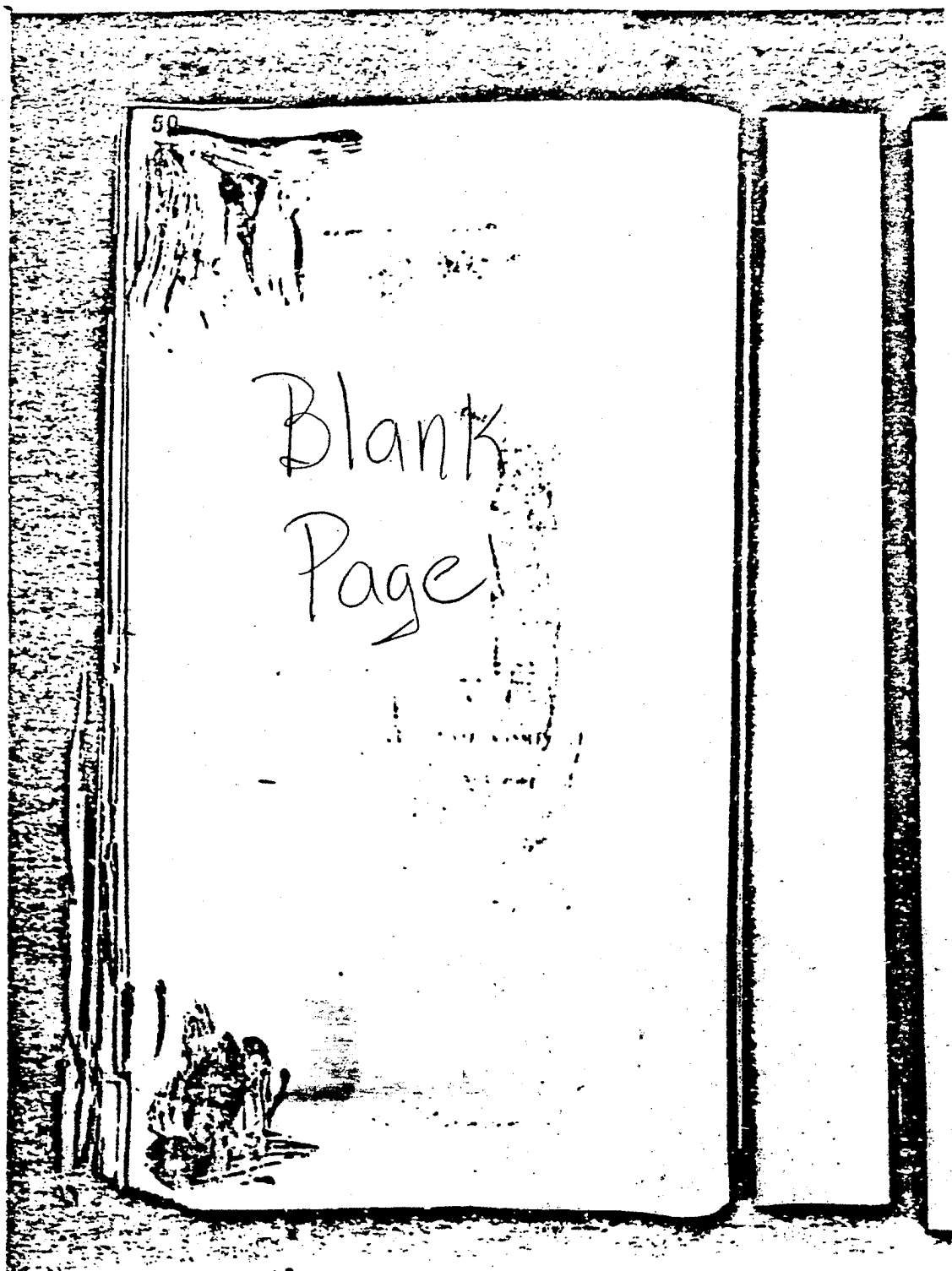
THE fact that it is equally suitable for flat and for gloss work . . . its greater smoothness and whiteness . . . the ease with which it reduces to paint . . . the way it flats without a sign of a shiner or flash . . . the easy-spreading, smooth paint it makes . . . the time it saves in mixing not only gloss paint but also flat paint—these are all reasons why painters have taken to Dutch Boy Turpentine Soft Paste, the all-purpose quick-mixing white-lead. • There is also another important reason why this latest Dutch Boy achievement appeals strongly to the painter. It is this: With Dutch Boy Turpentine Soft Paste, it is no longer necessary to have two kinds of lead in the shop. This makes for convenience and economy. Moreover, the use exclusively of turpentine soft paste saves mixing time on all jobs—not exterior jobs alone. • Likewise Dutch Boy Turpentine Soft Paste opens the way to stock simplification, with its accompanying advantages for the jobber and the dealer. • Decidedly, it is to the interest of both the painter and the distributor to standardize on Dutch Boy Turpentine Soft Paste.

DUTCH BOY TURPENTINE SOFT PASTE
The All-Purpose Quick-Mixing White-Lead

NOTICE: If the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

00059

NL 111222



NOTICE: If the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

Blank
Page

00059

1878

NLI 111223

NOTICE: If the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

00059

18718

FILE 110001

San. 4387, P.L.B.R.
U.S. POSTAGE
Paid
Brooklyn, N.Y.
Permit No. 2079



58

**DUTCH BOY
TURPENTINE
SOFT PASTE**



NATIONAL LEAD COMPANY

ATLANTIC BRANCH

111 BROADWAY NEW YORK, N. Y.

SAYS A PAINTER -

"I'm for turpentine soft paste lead a thousand per cent. It saves money in my pocket for now I can save time mixing flat paint as well as gloss. And, what's more, it's a great convenience to be able to get along with but one lead in the shop."

SAYS A DEALER -

"Make my order all turpentine soft paste. My painters prefer it and it certainly helps me because it simplifies my stock."

To go the enthusiastic comments from painters, dealers and jobbers about Dutch Boy Turpentine Soft Paste - the quick mixing all-purpose white-lead.

For full information about this latest Dutch Boy achievement, see the enclosed folder. It is a product with many advantages - saving time for the painter and resulting in economies for the distributor.

Keep in mind, too, that the user of Dutch Boy Turpentine Soft Paste White-Lead pays nothing extra for the advantages it brings. Paint made from it figures out as mere per gallon than if heavy paste or the old soft paste were used. You can readily prove to your own satisfaction that this is so. Simply mix up a batch, figure the material cost and divide by the number of gallons obtained.

If you are a painter, may we suggest that you give Dutch Boy Turpentine Soft Paste a thorough trial on your next job, particularly an interior job. We have every confidence that thereafter you will always use it.

Very truly yours,

W. J. Rayner



*Smooth!
Whiter!
Fits Perfectly!
No Reduction
In Gloss!
Can Be Used
In All Work!
And No Risk
Of Settling!*

00059

RECEIVED

NLI 111225