

Now! mixing costs cut to nearly nothing

With Dutch Boy soft paste white-lead, you can mix strictly pure white-lead paint in almost no time at all. In a few minutes, this improved form of white-lead is 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 semi-paste. In other words, it has just enough additional linseed oil worked into it to relieve you of the biggest part of the mixing job.

PAINTERS in all parts of the country are discussing Dutch Boy soft paste white-lead, the new Dutch Boy product which gives them strictly pure white-lead ready for almost instant use.

Pure white-lead—in more convenient form

Dutch Boy soft paste white-lead contains 85 per cent pure white-lead, 15 per cent pure linseed oil — nothing else. It is genuine Dutch Boy white-lead in "shop lead" consistency, which eliminates practically all the labor of breaking up. It is pure "lead in oil" ready for tinting and the final thinning.

From paste to paint in a jiffy

You simply open the keg, quickly stir its contents, pour them into a mixing bucket and add the required oil, turps and drier. That's all there is to it. A "hundred" can be mixed into paint in six or seven minutes.

Material costs not increased

You get 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.

For exterior and interior work

In general, Dutch Boy soft paste white-lead may be used wherever the painter has been accustomed to using white-lead. It can be adapted for all exterior work and, mixed with flattening oil, produces that desirable type of interior flat finish which has a suggestion of velvety sheen.

How sold

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



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 18th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 215 Montgomery St.

DUTCH BOY *Soft Paste* WHITE - LEAD

27135, 7 x 10 ins. American Painter & Decorator } November ★
Master Painter & Decorator

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