

SOFT PASTE WHITE-LEAD

scores immediate

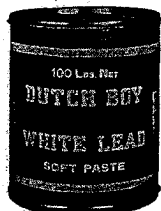
SUCCESS



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



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



Dutch Boy soft paste white-lead is the same strictly pure white-lead that is always sold under the Dutch Boy trademark—but, instead of being a fairly stiff paste, it is a soft paste.

*Labor-saving advantages of lead-in-oil
in its new form instantly recognized
by paint buyers everywhere*

PAINTERS and other buyers of paint materials have been quick to see the labor-saving advantages of Dutch Boy *soft paste* white-lead. Although it has been on the market only a few short months, this new Dutch Boy product is already an assured success. Are you stocking it?

Soft paste is "shop lead"

Briefly stated, Dutch Boy *soft paste* white-lead is "shop lead"—pure lead-in-oil of a softer or less heavy consistency than regular paste white-lead. Into it has been ground sufficient linseed oil to make a more workable paste. Just as it comes in the keg, it is ready for tinting and final thinning.

With Dutch Boy soft paste white-lead, almost all the labor of breaking up is eliminated. It thins to brushing consistency with wonderful ease. And its cream-like smoothness results in an exceptionally uniform and smooth paint as well as good clear tints.

Simplicity itself

The user simply stirs up the soft paste quickly in the original package, *pours* the paste into a mixing bucket, adds drier, oil and turps. That's all there is to it.

How sold

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.

NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 114 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 712 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, 828 W. Superior Ave.
San Francisco, 235 Montgomery St.

DUTCH BOY *Soft Paste* WHITE-LEAD

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