

See How Easy breaking-up now is!

Pure white-lead paint actually ready for the brush in a few minutes . . . New Dutch Boy soft paste white-lead proves boon to master painters — saves them time and labor

THE development of Dutch Boy soft paste white-lead has brought about a substantial reduction in the time required to thin white-lead to brushing consistency. It takes only a very few minutes to reduce this new soft paste to paint.

As its name indicates, Dutch Boy soft paste white-lead is 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. The new product, just as it comes in the keg, is ready for tinting and final thinning.

Thins to paint in a jiffy

All the user does is this: Stir the soft paste quickly in the original package, pours it into a mixing bucket, and adds drier, oil and turps. What painters call "the first breaking up" is entirely eliminated. That part of the mixing job is now accomplished in the factory by powerful machinery.

The wonderful ease with which Dutch Boy soft paste white-lead reduces the paint is due wholly to the added oil. Like the regular paste form, it is strictly pure "lead-in-oil," containing pure white-



lead and pure linseed oil—nothing else. Thus Dutch Boy soft paste white-lead gives a pure lead paint—the kind that has been the standard for generations. Its cream-like smoothness results in an exceptionally uniform and smooth paint.

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 of white-lead and linseed oil, 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.

How sold . . . Packed 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 • Boston, 800 Albany St. • Buffalo, 116 Oak St. • Chicago, 900 West 18th St. • Cincinnati, 659 Freeman Ave. • Cleveland, 820 W. Superior Ave. • St. Louis, 771 Chestnut St. • San Francisco, 325 Montgomery St. • Pittsburgh, National Lead & Oil Co. of Pa., 116 Fourth Ave. • Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.



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. 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.

DUTCH BOY *Soft Paste* WHITE-LEAD

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