



New Form of WHITE-LEAD

Now you can actually mix paint from white-lead in a very few minutes. Dutch Boy soft paste white-lead cuts mixing costs to nearly nothing

(FORMULA: 85% pure white-lead, 15% pure linseed oil—nothing else.)

HERE is strictly pure white-lead ready for almost instant use—genuine Dutch Boy white-lead in "shop lead" consistency, which eliminates practically all the labor of breaking up.

Amazingly easy to use

You simply open up the package, quickly stir up the contents, pour them into a mixing bucket and add the required thinners. That's all there is to it, for the material comes to you as a very workable paste. The initial breaking up or softening has already been done for you in the factory, by powerful machinery.

Tint it in the keg

Dutch Boy soft paste white-lead is just the right consistency for tinting, which can be done in the original packages—made

oversize for the purpose. The smoothness of the paste makes tinting easier. And should a tint be mixed too dark, simply stir in a little more of the soft paste. No lumps will result.

For all jobs—interior and exterior

Dutch Boy white-lead in this improved form is still a painter's material. You can use it wherever you can use the regular paste. It can be suitably thinned for all work, all coats, and all finishes, including flat effects.

Where to get it

Your Dutch Boy dealer can supply you with Dutch Boy soft

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.



paste white-lead. It is packed in 100 lb. kegs and in 50, 25, and 12½ lb. pails with air-tight heads to prevent skinning over. Sold by the pound, one hundred pounds bulking about 3½ gallons.

NATIONAL LEAD COMPANY

New York, 111 Broadway • Boston, 800 Albany Street • Buffalo, 116 Oak Street
Chicago, 900 West 18th Street • Cincinnati, 659 Freeman Avenue • Cleveland, 820 West Superior Avenue • St. Louis, 712 Chestnut Street • San Francisco, 255 Montgomery St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue • Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street

DUTCH BOY *Soft Paste* **WHITE-LEAD**

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Master Painter & Decorator

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