

The time it saves makes Dutch Boy Soft Paste easy to sell

This quick-thinning lead-in-oil gives pure lead paint at gallon-a-minute rate

IN Dutch Boy soft paste white-lead—the easy-to-thin lead-in-oil—you have a product that sells readily. It virtually sells itself because of its time-saving qualities . . . because it gives painters and other paint buyers dependable Dutch Boy quality plus great mixing ease.

This improved form of pure lead-in-oil comes in what is called "shop lead consistency." So quickly can it be reduced or thinned that it can be made ready for the brush at the rate of a gallon of paint a minute.

Dutch Boy soft paste is pure



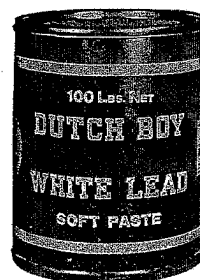
Dutch Boy soft paste white-lead is the same strictly pure lead-in-oil always sold under the Dutch Boy trademark. It simply contains a higher percentage of linseed oil than the regular grinding.

NATIONAL LEAD COMPANY

New York, 111 Broadway • Buffalo, 116 Oak St. • Chicago, 900 West 18th St. • Cincinnati, 859 Freeman Ave. • Cleveland, 820 West Superior Ave. • St. Louis, 722 Chestnut St. • San Francisco, 235 Montgomery St. • Boston, National-Boston Lead Co., 800 Albany St. • Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave. • Philadelphia, John T. Lewis & Bros. Co., Wicome Building.

white-lead and pure linseed oil—*nothing else*. It differs in composition from regular or heavy paste "lead" only in that it contains a higher percentage of oil. It is this extra oil, ground in at the factory, that gives soft paste its easy-breaking, time-saving qualities.

Sold by the pound in 100 lb. steel kegs and in 50, 25 and 12½ lb. steel pails.



DUTCH BOY *Soft Paste* WHITE - LEAD

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