



See How breaking-up

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*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 but 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:
Stirs 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.



Dutch Boy soft paste white-lead is chemically pure white-lead that you always get under the Dutch Boy trade-mark—has instead of being a fairly strong paste. It is a soft paste. In other words, it contains enough additional linseed oil to eliminate the biggest part of the mixing job.

The wonderful ease with which Dutch Boy soft paste white-lead reduces to paint is due wholly to the added oil which has been ground into it. Like the regular paste form of Dutch Boy white-lead, it is strictly pure "lead-in-oil," containing pure white-lead and pure linseed oil—nothing else.

Pure lead paint
Thus Dutch Boy soft paste white-lead gives a pure lead

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Packed in 12 1/4 lb. ste

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D U T C H B O Y S O F T P A S T E

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paint—the kind that has been the standard for generations. Not only have you that assurance, but you will find that the cream-like smoothness of this new soft paste results in an exceptionally uniform and smooth paint, as well as good clear tints.

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.

Our nearest branch will be pleased to give you any further information you may want about the new soft paste and its advantages.

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 Avenue

Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street

Boston, 800 Albany St.

Chicago, 900 West 18th St.

Cleveland, 820 W. Superior Ave.

San Francisco, 235 Montgomery St.



After a quick stirring,
pour the soft paste into
a mixing bucket.



Add tinting colors, drier,
linseed oil and turpentine
in the customary manner.
That's all! Your pure
white-lead paint is now
ready for the brush!



SOFT

PASTE WHITE-LEAD

New York

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