



"What is this SOFT PASTE?"

*An answer to questions
about Dutch Boy soft paste
White-Lead*

"WHAT is this soft paste? How does it differ from regular paste lead? Is it easier to use, or what? Does my paint cost me more when I use soft paste?"

These are all questions that have been asked by painters since the introduction of soft paste white-lead. Here are the answers:

Strictly Pure "Lead-in-Oil"

Dutch Boy soft paste white-lead is pure white-lead ground in pure linseed oil. It differs in composition from regular or heavy paste lead only in that it contains more linseed oil—about a gallon more per 100 pounds of paste. This extra oil, ground in at the factory, gives a paste that is like "shop lead." In other words, soft paste as it comes in the keg is already



broken up so that it reduces to brushing consistently in a few minutes.

Save Time and Labor

Yes, soft paste is easier to use—decidedly so! It is a great time and labor saver. A "hundred" can actually be made ready for the brush in six or seven minutes—at the rate of a gallon of paint a minute. You simply open the keg, give the soft paste a few stirs and pour it into a mixing bucket, where your drier, oil and turps can be quickly stirred in. That's all there is to it.

Same Material Cost per Gallon

No, your paint doesn't cost any more when soft paste is used. The cost per gallon, figuring material only, is just about the same as with heavy paste. Here's a way to prove this. You know what paint made from heavy paste costs you per gallon for material. On your next job, try a "hundred" of soft paste adding a gallon less oil than you use with heavy paste.

(Less oil is required, as 100 lbs. of soft paste contains a gallon more oil than 100 lbs. of heavy paste.) Now measure the quantity of paint you get and divide the number of gallons into the material cost for the batch. That gives the cost per gallon of the paint on the material cost basis and will come to about the same figure as when you use heavy paste.

The important thing about soft paste, however, is not that it gives you paint at the same cost for material. It is that soft paste effects a real saving of time and labor in mixing—a saving that becomes immediately apparent once soft paste is tried. Figuring in mixing costs, your paint costs you less when you use soft paste.



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DUTCH BOY *Soft Paste* WHITE-LEAD