

Time Saved...

labor, too—

by WHITE-LEAD
in new form



The new Dutch Boy soft paste white-lead is the same pure white-lead that is always sold under the Dutch Boy trademark—but instead of being a fairly stout paste, it is a soft paste, containing enough additional linseed oil to eliminate the initial "breaking-up" ... the biggest part of the mixing job.



NATIONAL LEAD COMPANY

New York, 111 Broadway. Boston, 800 Albany St.
Buffalo, 116 Oak St. Chicago, 500 West 10th St.
Cincinnati, 659 Freeman Ave. Cleveland, 820 W. Superior Ave.
St. Louis, 722 Chestnut St. San Francisco, 235 Montgomery St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.

Paint customers quickly see advantages of new Dutch Boy soft paste. Mixing made easier ... time cut down

TELL your customers about Dutch Boy soft paste white-lead. See how quickly they grasp its superior features.

They know already that Dutch Boy white-lead makes up into paint that cannot be surpassed—the pure all-lead paint almost invariably used on the finest painting jobs.

They are immediately impressed by the new Dutch Boy product. They are delighted to see how easy it is to use—especially if they know much about paint.

No initial "breaking-up"

Stir the paste quickly—pour it into a mixing bucket—add the drier, oil and turps. That's all the user has to do. No initial breaking-up. Ready for the brush in a few minutes!

Paint users everywhere have taken to the new Dutch Boy soft paste. Almost instantly it proved a big success.

Are you stocking it?

Are you taking full advantage of this new product? Paint buyers everywhere are deeply interested. Don't miss the opportunity to supply their wants.

Sold by the pound and packed in 100 lb. kegs and in 50, 25 and 12 lb. steel pails, fitted with airtight heads.

DUTCH BOY *Soft Paste* WHITE-LEAD