

One Trial Convinces You that DUTCH BOY SOFT PASTE is easy to use

Painters everywhere find this quick-to-thin form of Dutch Boy white-lead enables them to save time and labor



PAINTERS have found that Dutch Boy soft paste white-lead has several distinct advantages. After one trial they see how it enables them to save both time and money.

Dutch Boy soft paste white-lead is pure white-lead ground in pure linseed oil. It differs in composition from regular or heavy paste white-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 like "shop lead." Thus soft paste as it comes in the keg is already broken up so that it reduces to brushing consistency in a few minutes.

How it saves time and labor

A "hundred" of soft paste 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 the mixing bucket, where your drier, oil and turps can be quickly stirred in. That's all there is to it. Thus you are saved much of the work of breaking up. Yet you get paint the same in every respect to that

made with the regular grind.

The cost per gallon, figuring materials 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 materials. On your next job, try a "hundred" of soft paste adding a gallon less oil than you use with the heavy paste. (Less oil is needed because a 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.



Remember This

The important thing about soft paste, however, is not that it gives you paint at the same cost for materials. It is that the soft paste effects a real saving of time and labor in mixing—a saving that becomes apparent once soft paste is tried. Figuring in mixing costs, your paint costs you less when you use soft paste. For further information about soft paste and its advantages address our nearest branch.

NATIONAL LEAD COMPANY

New York, 111 Broadway • Buffalo, 116 Oak Street • Chicago, 200 West 18th Street • Cincinnati, 659 Freeman Avenue • Cleveland, 820 West Superior Avenue • St. Louis, 722 Chestnut Street • San Francisco, 235 Montgomery Street • Boston, National-Boston Lead Co., 400 Albany Street • 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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