

TIME *saved* LABOR *saved*

.. Breaking up made quick and easy!



New Dutch Boy soft paste white-lead enables you to mix lead paint ready for the brush in a few minutes

A "HUNDRED" of Dutch Boy soft paste white-lead actually reduces to paint in a few minutes—saving you time, saving you labor.

Just stir the paste quickly, pour it into a mixing bucket and add drier, oil and turps. Your paint is now ready for the brush. And it is pure lead paint—the kind that has been standard for generations.

COMES READY FOR FINAL THINNING—When you open the keg you find pure lead-in-oil in about the consistency of shop lead. It is soft enough for a paddle to move through it easily—all ready for the final thinning.

The same strictly pure white-lead that you always get under the Dutch Boy trademark, except that it contains more oil—that's what Dutch Boy soft paste white-lead is. Enough additional linseed oil has been ground into it at the factory to relieve you of most of the mixing job—the initial breaking up. Pure white-lead and pure linseed oil—nothing else.

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 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.

Sold in 100 lb. kegs and in 50, 25 and 12½ lb. pails, fitted with air-tight heads.



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



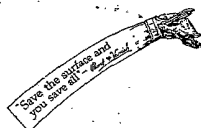
After a quick stirring, pour the soft paste into a mixing bucket. It is now ready for tinting and final thinning.



Tint if desired. Then add drier, linseed oil and turps. That's all. Your pure white-lead paint is now ready for the brush.

NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 115 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 216 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 500 West 18th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 235 Montgomery St.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.



DUTCH BOY *Soft Paste* WHITE-LEAD

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