

LEAD-IN-OIL that thins to paint in a *few minutes!*

New Dutch Boy *Soft Paste* white-lead reduces your mixing costs . . . saves time and labor. Gives you pure lead paint in a jiffy.



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



Stir in drier, linseed oil and turp. That's all there is to it.

PAINTERS! Do you want to save time, labor and mixing costs on your next job? You can do it with Dutch Boy *soft paste* white-lead, which is ready for tinting and final thinning just as it comes in the keg. It's what you would call "shop lead" . . . pure white-lead broken up with sufficient linseed oil to give an easy-to-thin paste.

Paste to paint in a jiffy

Quickly, easily, in a jiffy . . . Dutch Boy *soft paste* white-lead reduces to paint when you stir in more linseed oil and the customary drier and turpentine. A "hundred" can be brought to brushing consistency at the rate of a gallon of paint a minute.

You will be pleased, too, with the ease with which this soft paste can be tinted and with the excellent spreading qualities of the resulting paint.

Material costs not increased

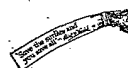
You pay nothing extra for the time- and labor-saving advantages that white-lead in the new, *soft paste* form brings. The cost for materials of a gallon of paint made with the soft paste figures out just about the same as when you use heavy paste white-lead.

How sold

Dutch Boy *soft paste* white-lead comes in 100 lb. steel kegs, and in 50, 25 and 12½ lb. steel pails, fitted with air-tight heads and plainly marked "Soft Paste." Sold by the pound. Write to our nearest branch for further information.



Dutch Boy soft paste white-lead is the same strictly pure lead-in-oil always sold under the Dutch Boy trademark. But, instead of being a fairly stout paste, it is a soft paste.



NATIONAL LEAD COMPANY

New York, 111 Broadway - Boston, 800 Albany Street - Buffalo, 116 Oak Street - Chicago, 900 West 18th Street - Cincinnati, 659 Freeman Avenue - Cleveland, 820 West Superior Avenue - St. Louis, 722 Chestnut Street - San Francisco, 735 Montgomery 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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