



**DUTCH BOY ALL-PURPOSE
SOFT PASTE WHITE-LEAD**

A new-type soft paste which, in addition to being quick-mixing, can be used for inside flat as well as outside gloss work. Contains pure white-lead, pure linseed oil and a little turpentine—nothing else. 12½, 25, 50 and 100 lbs. ctns.

BOTH FLAT AND GLOSS paint jobs ...WITH THIS QUICK-MIXING "LEAD"

Dutch Boy All-Purpose Soft Paste White-Lead

Now you can give your painter customers an improved form of lead-in-oil—one that not only mixes quickly, but that can be used for all types of painting work, both inside and outside.

This new product—Dutch Boy All-Purpose Soft Paste White-Lead—flats perfectly when mixed with flattening oil, or gives a long-wearing gloss finish with linseed oil.

Through a special milling process Dutch Boy All-Purpose Soft Paste White-Lead receives extra grinding, during which a small amount of turpentine is added. This produces extra "softness" that makes mixing easier and quicker. It also produces



new smoothness which results in easier brushing paint.

The development of this All-Purpose soft paste should ultimately mean but one grind of white-lead for the dealer to carry, with consequent simplification of stocks.

In addition to white-lead, the Dutch Boy line includes the other products described below. It is a line of highest grade paint materials manufactured especially for painters' use. Business from painters is large-volume, profitable business and there is no surer way of obtaining it than through handling the full Dutch Boy line.

Other members of the Dutch Boy family...



DUTCH BOY COLORED OIL
—A special primer developed for use in white-lead painting. Stops rusting, seals fire cracks, and, at same time, covers as first coat. Foresters' exceptional holding power. Forms a highly adhesive foundation for second coats of white-lead. Works equally well on all interior sur-

faces—plaster, well-board, insulating board, brick, concrete. Half gallon and one gallon cans. 5 gallon, 15 and 30 gallon kegs.

DUTCH BOY LINSEED OIL
—Blew or boiled. Pressed from specially selected seed to insure good drying properties. Fine. Clear. Well settled. Sealed tins—1 and 5 gallon.

DUTCH BOY FLATTING OIL
—A carefully blended flitting liquid for use with white-lead to produce flat and smooth finishes for interior painting.

DUTCH BOY LIQUID DRYER
—A carefully blended liquid for use with white-lead to produce a hard, smooth finish for interior painting.

DUTCH BOY WALL PRIMER
—A special primer developed for use in white-lead painting. Stops rusting, seals fire cracks, and, at same time, covers as first coat. Foresters' exceptional holding power. Forms a highly adhesive foundation for second coats of white-lead. Works equally well on all interior sur-

EVERY JOB AN ALL-DUTCH BOY JOB

For Gloss Paint Jobs.

Dutch Boy All-Purpose Soft Paste
Dutch Boy Linseed Oil
Dutch Boy Liquid Dryer

For Flat Paint Jobs.

Dutch Boy Wall Primer (for plaster walls)
Dutch Boy All-Purpose Soft Paste
Dutch Boy Flattening Oil

For All Paint

Dutch Boy Colored-in-Oil

NATIONAL LEAD COMPANY

111 Broadway, New York; 115 Oak St., Buffalo; 900 W. 18th St., Chicago; 625 Freeman Ave., Cincinnati; 1217 Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2246 24th St., San Francisco; National-Boston, Inc., 500 Albany Street, Boston; National Lead & Oil Company of Pennsylvania, 216 Fourth Avenue, Pittsburgh; John T. Lewis & Bro., Co., Widener Building, Philadelphia

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