MISS M. REILLY,
ADVERTISING DEPT.,
BUILDING.

See How Easy breaking-up now is!



Pure white-lead paint actually ready for the brush in a few minutes. . . . New Dutch Boy soft paste white-lead proves boon to master painters —saves them time and labor

THE development of Dutch Boy *soft paste* white-lead has brought out a substantial reduction in the ne required to thin white-lead to ushing consistency. It takes but a ry few minutes to reduce this new ft paste to paint.

As its name indicates, utch Boy *soft paste* white-ad is of a softer or less avy consistency than regu- paste white-lead. Into it s been ground sufficient seed oil to make a more orkable paste. The new oduct, just as it comes in e keg, is ready for tinting d final thinning.

Thins to paint in a jiffy

l the user does is this: irs the soft paste quickly in the original package, pours it into a mixing bucket, and adds drier, oil and turps. What painters call "the first breaking-up" is entirely eliminated. That part of the mixing job is now accomplished in the factory by powerful machinery.



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 stout paste it is a soft paste. In other words, it contains enough additional linseed oil to eliminate the biggest part of the mixing job.

The wonderful ease with which Dutch Boy *soft paste* white-lead reduces to paint is due wholly to the added oil which has been ground into it. Like the regular paste form of Dutch Boy white-lead, it is strictly pure "lead-in-oil," containing pure white-lead and pure linseed oil—nothing else.

Pure lead paint

Thus Dutch Boy *soft paste* white-lead gives a pure lead paint—the kind that has been the standard for generations. Not only have you that assurance, but you will find that the cream-like smoothness of this new soft paste results in an exceptionally uniform and smooth paint, as well as good clear tints.



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

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 of white-lead and linseed oil, 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.

How sold

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

Our nearest branch will be pleased to give you any further information you may want about the new *soft paste* and its advantages.



Add tinting colors, drier, linseed oil and turpentine in the customary manner. That's all! Your pure white-lead paint is now ready for the brush!

Save the surface and you save all—Dutch Boy

NATIONAL LEAD COMPANY

New York, 111 Broadway — Boston, 800 Albany St.
Buffalo, 116 Oak St. — Chicago, 900 West 18th 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 Avenue
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street

DUTCH BOY SOFT PASTE WHITE LEAD