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NLI 113825

DUTCH BOY

the Line of Quality

No other paint ever and every
paint house can be certain of Dutch Boy
quality from start to finish no other than
the line of Dutch Boy Painters' Products.
Here, under the Dutch Boy name and
trademark, are the materials needed to
paint and beautify every type of surface
wood, brick, stone, concrete, stone,
metal, plaster or wallboard whether it be
outside or inside.

Not only are the products in the Dutch
Boy line kept up to the high standard
represented by this well known name, but
they are carefully manufactured and formu-
lated to be used together. Dutch Boy
household and Dutch Boy heavy duty are
just the right combination with Dutch Boy
white lead to make long-lasting exterior
glass paint. The same is true of lead
household and lead producing flat paint with
Dutch Boy white lead. As an ideal combina-
tion for this white lead flat there is Dutch

Boy wall primer. With either glass or flat,
Dutch Boy colors have the high tensile
strength that produces the desired color
with a minimum of tending materials.
Finally, to see Dutch Boying Red Lead gives
a most beautiful and complete compatibility
with colors of white lead coats.

No other standard as Dutch Boy.
You'll get the kind of paint job that will
please you whether you are the man who
made the bill or pays the bill.



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NLI 113820

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DUTCHBOY WHITELEAD



In these days of substitutes and more substitutes it is comforting to know that you can still get the same high quality Dutch Boy white lead because there is no change of white lead. There's plenty for you and plenty for houses.

Dutch Boy's white lead is even better than before. It is whiter, has better body and greater hiding power.

Of course, the dealer is still Dutch Boy white lead's outstanding characteristic. Its reputation for long lasting protection is well known through every nook and corner of the world, in fact no other paint, oil or enamel, oil and enamel, for protection lasts.



Yes, with all this, Dutch Boy white lead is just the same as before. You can buy it in the same old-fashioned way or by the gallon. It is the same old-fashioned white lead that you have always known.

priced from \$1.00 a price you are paying for each 116.11 quarts and the 71000 in performance.

For more information

contact your dealer

usually painted for decorative effect. But the new Dutch Boy white lead is a great help in the decoration. One of the same big old white lead is not only a paint to produce a flat or a semi-gloss; a light stipple or a heavy gloss. It is also white for houses and for use and use for water to decorate. It also is combined with the appearance and Dutch Boy's white lead is without changing and working.

Dutch Boy white lead, both oil paint and enamel paint, is packed in 100 lb. steel kegs and in 50, 25 and 12 1/2 lb. steel pails. The kegs are combined in use for economy at one time to change the method of packing but no matter in what form of container Dutch Boy is packed it will always be the same high quality pure white lead that you have always known.

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NLI 113827

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DUTCHBOY PURE WHITE LEAD PAINT

A SPECIAL PRIMER

The same pure white lead that has protected America's homes for more generations is now here in the new ready-mixed form. It is an All-lead paint - exactly the type of paint that for years and years has been coming out trouble-free paint jobs that last long, look well and do not crack and peel.

The new Dutch Boy is a paint that will give you brilliant whiteness and high body - even on new wood or on a dark discolored paint surface.

You can be sure that on all outside jobs, large or small, Dutch Boy Pure White Lead Paint covers more than twice as fast as the "old" paint. It keeps the sun's rays from penetrating down the wall for years. Second, the new white lead is so clean and smooth that it provides the ideal repainting surface.

Try the new Dutch Boy paint on the next job where you need white lead's economy and durability plus the convenience of a ready-mixed product. You'll find, too, that it costs no more than regular quality paint.

In addition to the new Dutch Boy Pure White Lead Paint, we specially formulated a white coat for new wood. It seals and holds us well that one coat of Primer and one coat of Dutch Boy White give a perfect finished job on new wood.

Of course, this combination will do an equally good job on repainting work. For instance, the old stuff, no other paint it will make the surface sparkle and show more time. It is a thousand combinations that is not cracked by any other treatment system on the market.



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LINSEED OIL



Filtered from carefully selected flax seed, promptly filtered, washed and aged for at least six months, filtered once more, packed in our new cans, sealed at the factory, there are the five points that set the popular Dutch Boy product. They may seem as the difference between the ordinary and failure of a paint job. They're the very ones you can be safe with Dutch Boy linseed oil—sealed for your protection.

The excellence of Dutch Boy linseed oil begins with the selection of the seed from which the oil is pressed. That's the first and will make the best oil and Dutch Boy uses the best.

The oil pressed from the seed is filtered and run into large tanks where it remains to settle and age. Then the clear, settled oil is drawn off, once more carefully filtered, and packed in Dutch Boy cans.

The consistently high quality of sealed Dutch Boy linseed oil has made it the real favorite of painters who want to be sure of their job. They know that the Dutch

Boy name and trademark are. There is a product that will back up your skill and save you good friends.

You can use no better white than Dutch Boy. You can do yourself no better service than to use it with Dutch Boy linseed oil. Then you know the quality has not been lowered—the seal has not been endangered.

THE NEW VINTAGE PACKAGE

You may find that the new Dutch Boy linseed oil can too will be packed in our yellow glass jars. Due to the metal shortage we can no longer pack oil in the square can that has long been a familiar sight on paint jobs the country over.

But, though the package may be different, the oil is not. It will be the same high quality, easy and well settled. Keep safe for use and for your white lead jobs by the Dutch Boy seal.



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NLI 113829

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This is a complete white lead for mixing with Duth's Flat White Lead to make the paint, a paint that works, protects and decorates surfaces of plaster, wall board, doors, sashes and even in the exterior of automobiles.

The exterior it has all of white lead's fine appearance, durability, weather resistance and also, even wearing down by gradual chalking.

For interior white lead and Lead Mixing Oil paint is smooth, shining; gives a velvety and rich looking finish. It is particularly efficient under hard service because it will stand up and retain good appearance under repeated cleanings.



Duth's Flat White Lead and Lead Mixing Oil, like Duth's Flat White Lead, is now being packed in the new Victory Package - one gallon glass jar, sealed for your protection.



LEAD MIXING OIL



This Duth's Flat product is also a special white lead for mixing with white lead. It produces a flat paint that can be applied to a sharp texture.

White lead and flattening oil paint are up at a level enough for the painter to work fairly large stretches without weary about catching laps. It breaks on easily, hides the surface well, breaks up before setting and leaves no unsightly brush marks.

Duth's Flat flattening oil is also an excellent glazing liquid for antique and similar decorative effects. It works well and gives that soft, velvety sheen required for the class of work.

Still another use for this versatile product is as a stain for interior wood. Mixed with the proper color it becomes a durable and economical finishing material for wood that is to be stained.

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Not much drier is needed in paint. If one could control such factors as temperature and humidity, and if there were not a primer factor in the production of a painting job, it would not be so easy to add anything to speed up the normal drying rate of a paint. Since external factors cannot be controlled, however, it is usually safer to add a small amount of drier and this should be a high quality product such as Dutch Boy liquid drier.

A properly designed drier works its drying action by speeding up the oxidation of linseed oil. It does this by enabling the oil to take up larger amounts of oxygen.

Dutch Boy liquid drier was designed especially for use in Dutch Boy white lead and linseed oil paint. It is strong and so balanced that a small amount is needed to provide proper drying of the paint film.



**LIQUID
DRYER**

WALL PRIMER

Dutch Boy wall primer coats all porous surfaces effectively and completely. This includes plaster, wallboard, plaster board and interior stucco or concrete walls. At the same time it hides even the dirtiest surfaces with a solid coat that affords the ideal foundation for any type of white lead finish.

This paint works easily under the brush, then taping your time and enabling you to meet competition by keeping labor costs low. It also makes for heavy material and its spread of 100 square feet per gallon on smooth plaster.

It penetrates the surface sufficiently to give proper anchorage. Then, plus its unusual adhesion, forms a foundation coat that will not be pulled loose by overcoating coats. Dutch Boy wall primer requires no special treatment or special rollers.



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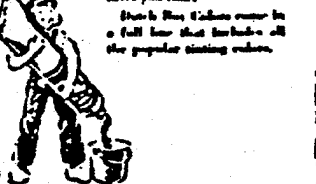
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COLORS IN OIL

Hatch Roy Colors have high lasting strength, a little color goes a lot of good. They cover too much. They have that real true tone that makes them sharp tones of just the right shade. This covers too trouble. Hatch Roy Colors also have that quick drying consistency so you don't have to wait for the paint to dry and scratch without having to scratch. This saves you time.

Hatch Roy Colors come in a full line that includes all the popular tinting colors.



This is a pure red lead paint all ready to brush. It contains no other pigments that might oxidize and lead which means that it possesses in full measure those qualities of strength, elasticity, and "solidness" and toughness that account for red lead universal acceptance as a metal protector.

In addition to being a durable paint, Hatch Roy Semi Quick Drying Red Lead dries to the touch in from ten to six hours and is ready for recoating the following day. This makes it a very practical paint for general use. The paint dries with a low sheen, ideal for building the metal coat.

This paint also has excellent bonding qualities, with good flow and leveling. And it holds well. Further, it remains in suspension so that it does not require frequent stirring during application.



SEMI
Quick-Drying
RED LEAD

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