Form F-30-19

DUTCH BOY LIQUID LEAD

It is paint.
It is lead.
It is ready to use.

EVERY painter and most house-owners who have a touch of silver in their hair will at once understand the significance of the name "Liquid Lead." To anyone who uses it much, white-lead, the time-honored quality paint material, is known as "lead." When mixed with linseed-oil it becomes "lead-in-oil"—the paint which has come down from generations ago as the standard, whenever white or the lighter tints are required.

"Liquid Lead" is simply this old-fashioned lead-in-oil mixed by the manufacturer of the white-lead instead of by the user.

That in a nut-shell is what Liquid Lead is—just good lead-in-oil paint ready to use. It gives the user: *the quality of the best white-lead paint; the convenience of being able to start painting as soon as the can is opened; the satisfaction of using a Dutch Boy product.*

Its Uses

Dutch Boy Liquid Lead should be used wherever old-fashioned lead-in-oil

would be used—which is practically for every painting purpose.

The firm, tough, elastic, waterproof coating produced when pure white-lead and pure linseed-oil are properly mixed together is proof against all changes in atmospheric conditions, expanding with humidity or heat, contracting with dry or cold weather, and adhering so perfectly to the surface painted, be it wood, stone, brick, metal or canvas, that it never scales, blisters, cracks or chips off, as paints do which contain substitutes for pure white-lead. Anyone who has been put to the expense of burning off old paint, that has cracked or scaled, knows that this work costs as much or more than putting on the new paint. It will never be necessary if Dutch Boy Liquid Lead is used.

Inside the house where beauty of finish and delicacy and variety of coloring are the things we want most, it is in a class by itself. For please note—Dutch Boy Liquid Lead is *white* as well as *liquid*. This makes it possible to have every gradation of every color, from light to deep, by the mere addition of small quantities of tinting colors, according to the individual desire. Therefore, while the greatest portion of paint-

ing is done in white, any tint can be had at will with Dutch Boy Liquid Lead.

It is Economical

The first cost of a thing is no measure of its economy. Dutch Boy Liquid Lead does not fear comparison on the first cost, but it does not depend on that for being chosen. The reasons why those who really investigate select it are: *first*, because its great spreading capacity makes its cost per square foot less than many paints which cost the same by the gallon; *second*, because of its great wearing qualities. Its long wear postpones the day for repainting till long after the time when the users of inferior paints have had to go down into their pockets for another lot of paint and another bill for labor.

Some Paint Pointers

A thousand words could not add anything essential to what has just been said about Dutch Boy Liquid Lead and its uses. It is very simple. There are many little points about applying paint, however, attention to which more than repays the user both in dollars and cents and in satisfaction with results. On the following pages are a few of these points.

Painting New Woodwork

Priming Coat

In painting new woodwork, be sure first that the wood is thoroughly dry; then brush off all dust, dirt, etc., and give the knots, or sappy places, a coat of pure, grain, alcohol shellac.

Add to each gallon of Dutch Boy Liquid Lead as it comes from the can three pints of turpentine and three pints of linseed-oil.* Then apply.

If you have pitchy wood to paint, like yellow pine, cypress, etc., it will pay you to put some red-lead in the first coat. It holds the pitch in. Take a gallon of Dutch Boy Liquid Lead, add thirty-four pounds of Dutch Boy paste red-lead, six pints of raw linseed-oil, four pints of turpentine and two gills of drier. If the paste red-lead is not obtainable, use 24 pounds of National Lead Company's dry red-lead instead.

Puttying Nail Holes and Defects

After the priming coat is dry, fill up all nail holes, cracks or other defects, with putty, made from equal parts of white-lead and whiting thinned with pure linseed-oil. On no account use

*The Liquid Lead as it comes in the can is too rich for a priming coat and needs thinning.

putty made with mineral or fish oils, as these materials will all work out through the paint and spoil the appearance of the job. Allow the putty to harden for a day or two before applying the second coat of Dutch Boy Liquid Lead.

Second or Body Coat

Before applying the second coat of Dutch Boy Liquid Lead, the surface should be lightly sandpapered, to remove any roughness that may have accumulated from dust or other causes. Add to one gallon of the Dutch Boy Liquid Lead, as it comes in the can, one-half gallon of turpentine. The turps in the second coat prevents "crawling" of the finishing coat and causes a higher lustre in the finish.

Let each coat dry thoroughly before applying another. A week is none too much.

Finishing Coat

Apply the Dutch Boy Liquid Lead as it comes in the can.

Two-Coat Work

Three coats should always be applied to woodwork that has not been previously painted, but if the work must be finished with two coats, omit the finishing coat

is to be white, tint the priming coat to a light gray with lampblack, ground in linseed-oil. This tint will hide the color of the wood better than pure white and the finishing coat of white will hide the light gray tint of the priming coat.

When the finishing color is to be a medium tint, the undercoat should be tinted to a slightly darker shade than the finishing coat. This will produce a more solid and uniform effect than if a light tint were used in the undercoat.

Painting Old Woodwork

First Coat

If the old surface is smooth, dust it off and apply the paint. If a poor paint has been used before and the surface as a result is scaly, scrape or burn the old paint off. Touch up the bare spots with Dutch Boy Liquid Lead tinted to match the surrounding surface.

Then add one-half gallon of turpentine to the gallon of Dutch Boy Liquid Lead and apply.

Second Coat

Apply Dutch Boy Liquid Lead as it comes in the can.

Painting New Iron Work

Prime with red-lead paint made as

follows:

Dutch Boy paste Red-Lead	44	pounds
Boiled Linseed-Oil	1/3	gallon
Raw Linseed-Oil	2/3	gallon
Turpentine	1/2	pint
Drier	1	gill

or, if you cannot obtain the paste red-lead, use thirty pounds of National Lead Company's dry red-lead instead of the forty-four pounds of paste red-lead.

Over this priming coat put a body coat and a finishing coat of Liquid Lead, the same as described for painting woodwork.

Painting Old Iron Work

Remove rust and scaly paint with scraper, wire brush or sandpaper and proceed the same as for new iron work.

Painting Brick and Stone

Brick or stone needs no special preparation; merely dust off the surface and apply the Dutch Boy Liquid Lead, as directed for woodwork.

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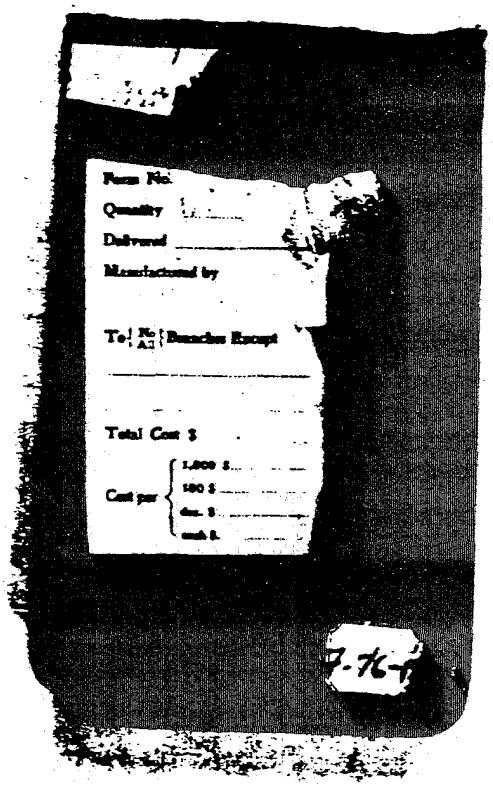
Painting New Canvas

New canvas roofs, or decks, should first be well saturated with clean water, and when the water has slightly evaporated, *but before the canvas is dry*, paint with Dutch Boy Liquid Lead, just as received.

Painting Old Canvas

Old canvas roofs, or decks, should be cleaned and sandpapered before painting. Use Dutch Boy Liquid Lead just as received.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