

Proof from
k S. Pratt, Inc. 359 Lexington Ave., N.Y.C.



DUTCH BOY products

...of importance to
dealers doing business with painters



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Sealed



• Three new members have just been added to the famous Dutch Boy family of painter products.

These additions include an improved soft paste white-lead which should ultimately mean but this one grind of lead for the dealer to stock. That of itself is of major importance. Then, the new products so round out the Dutch Boy line that you can now offer your white-lead customers "everything Dutch Boy," even down to the colors-in-oil and the drier.

The improved soft paste is known as Dutch Boy ALL-PURPOSE Soft Paste White-Lead. Here, for the first time, is a quick-mixing lead which is equally suitable for inside as well as outside use, which flats perfectly or gives a fine gloss. In addition, it is whiter... smoother... makes an easier-brushing paint. Now there is

no need for the painter to carry two grinds of lead in the shop...this one serves all purposes and, at the same time, brings him the advantages of easy-mixing.

The second new product is Dutch Boy Colors-in-Oil...a line of oil colors of the very highest grade, especially developed for tinting white-lead paint. These colors come as a "short," buttery paste and require no thinning. They are high in tinting strength and true in color tone. And, of particular interest to dealers, they are sold in just four sizes—half pints, quarts, gallons and tubes—making for economy in handling.

Finally, there is Dutch Boy Liquid Drier. This is a properly balanced drier, manufactured especially for painters' use. It is uniform, strong...the best drier that it is possible to make.

Further information about these new Dutch Boy products will gladly be supplied by our salesmen or upon inquiry to our nearest branch office.

Other Members of the Dutch Boy Family of Painter Products



DUTCH BOY LINED OIL
Raw or "balled" pressed from specially selected lead to insure fast drying properties. Fine, Clear, Well settled. Sealed containers: 1 and 5 gallons.



DUTCH BOY WALL PRIMER
A special primer developed for use in white-lead painting. Stops absorption, seals fine cracks and, at same time, serves as first coat. Possesses exceptional hiding power. Forms a tightly adhering foundation for succeeding coats of white-lead. Works equally well on all interior surfaces—plaster, wall-board, insulating board, brick, concrete. Half gallon and one gallon cans, 5 gallon kits and 30 gallon barrels.



DUTCH BOY FLATTING OIL
A carefully blended flattening liquid for use with white-lead to produce flat and semi-flat finishes for modern interior painting. For use also as a blending, glazing and bronzing liquid. Sealed containers: quart, gallon, 5 gallon.



DUTCH BOY RED-LEAD
The standard paint for iron and steel. A pure, fine, highly acidulated red-lead in paste form. Can be thinned to brown, green and black for flaking coats. 15%, 25, 50 and 100 lb. kegs.

NATIONAL LEAD COMPANY

111 Broadway, New York; 115 Oak Street, Buffalo; 900 West 18th Street, Chicago; 659 Franklin Avenue, Cincinnati; 820 West Superior Avenue, Cleveland; 722 Chestnut Street, St. Louis; 1400 Fourth Street, San Francisco; National-Boston Lead Company, 200 Albany Street, Boston; National Lead & Oil Company of Pennsylvania, 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

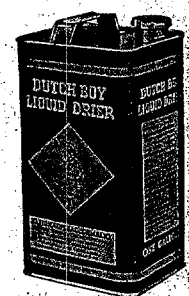
Usement appears in the following publications:
Hardware Age, March 16, 1935
Hardware Retailer, April
American Paint and Oil Dealer, March
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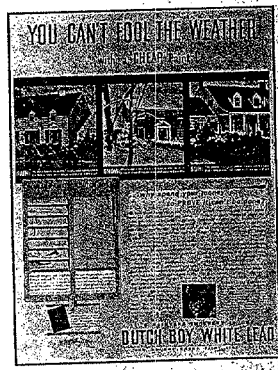
3 DUTCH BOY LIQUID DRIER. A properly balanced, painters' drier of characteristic Dutch Boy quality. Sealed cans: half pint, pint, quart, gallon.

dealers

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CARTER ALL-PURPOSE Soft Paste White-Lead
Carter White-Lead is also now available in the new all-purpose, quick-mixing form



Advertising in full color in national magazines has created a nation-wide preference for Dutch Boy products. Everywhere — the Dutch Boy is recognized as a symbol of high quality.



1 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 lb. kegs.

2 DUTCH BOY COLORS-IN-OIL. The new paste colors that can be added to paint without thinning. True in color tone. High in tinting strength. Easier to use. Especially suited for tinting white-lead paint. Line includes all popular colors. Friction-top cans to prevent skinning — half pint, quart, gallon. Also sold in tubes.



NATTO

111 Broadway, New York
Freeman Avenue, Cincinnati
St. Louis, 2240 Twenty-four
800 Albany Street, Boston
Fourth Avenue, Pittsburgh

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