

If the big majority of painters use Dutch Boy White Lead, and a nationwide survey indicates that they do, then there can be no question about the demand for Dutch Boy. According to this impartial survey, 8 out of every 10 painters use Dutch Boy, and they must buy it before they can use it.

Your own experience has no doubt already proved that Dutch Boy customers are worth having, worth making, worth keeping.

Dutch Boy White Lead comes in both soft paste and heavy paste forms—in 100 lb. kegs, 50, 25, and 12½ pound pails. You never have to explain Dutch Boy; it's a trade mark that's known wherever paint is sold.



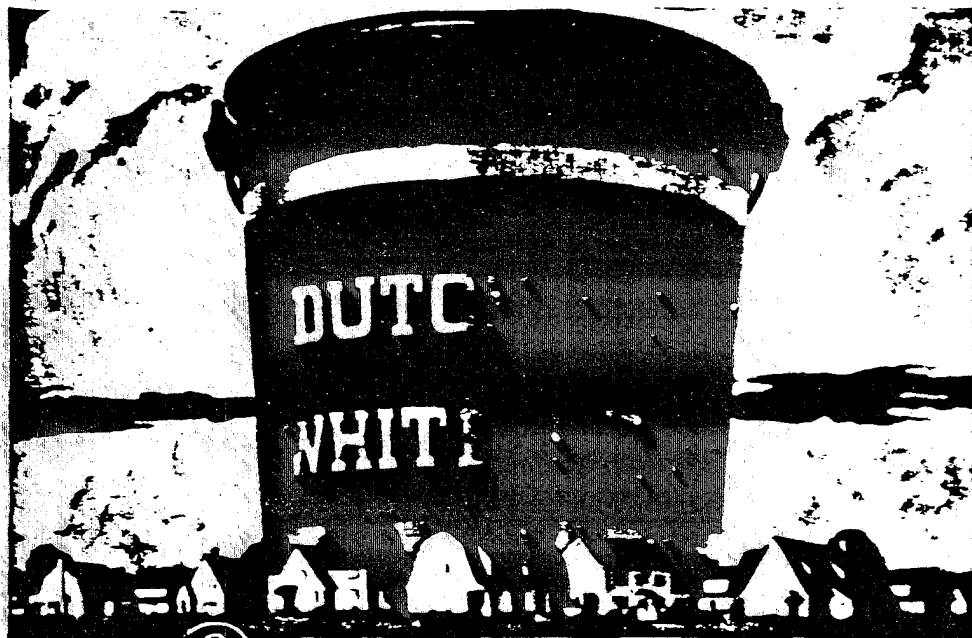
#### NATIONAL LEAD COMPANY

New York: 110 Broadway, N. Y. 4  
 Chicago: 100 W. Lake Street, Chicago, Ill.  
 St. Louis: 100 N. 3rd Street, St. Louis, Mo.  
 Cincinnati: 100 N. 3rd Street, Cincinnati, O.  
 Philadelphia: 100 N. 3rd Street, Philadelphia, Pa.  
 Boston: 100 N. 3rd Street, Boston, Mass.  
 San Francisco: 100 N. 3rd Street, San Francisco, Cal.  
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 Vancouver: 100 N. 3rd Street, Vancouver, B. C.



N12414

NL I 001499



# 8 PAINTERS IN EVERY 10 USE DUTCH BOY

THE Dutch Boy brand has won first place in the esteem of painters and other white lead buyers because it always measures up to the highest standards of purity, quality and uniformity.

This constant, well-established policy of putting quality first has won the recognition of experienced painters everywhere. Witness: 8 painters out of every 10 use Dutch Boy.

This overwhelming preference is your best assurance of a steady, untailing demand for this high quality product. It is also assurance of a ready sale for linseed oil, turpentine, and other products used with white lead.

Dutch Boy white lead comes in both heavy paste and soft paste form, in 10 lb. kegs, 50 lb. and 125 lb. pails. The famous Dutch Boy trade mark is on every package.

## NATIONAL LEAD COMPANY

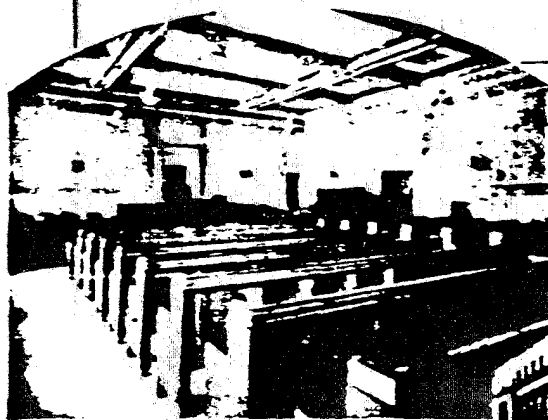
New York, 111 Broadway, Buffalo, 115 Oak St., Chicago, 800 West 10th St., Cincinnati, 401 Franklin Ave., Cleveland, 20 West Superior Ave., St. Louis, 722 Chestnut St., San Francisco, 2240 24th St., Boston, National-Boston Lead Co., 200 Albany St., Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave., Philadelphia, John T. Lewis & Bros. Co., Waterfront Building.

Job KD 199—American Paint & Oil Dealer, August, 1930  
Hardware Age, August 21  
Hardware Retailer, August  
Building Supply News, August 5

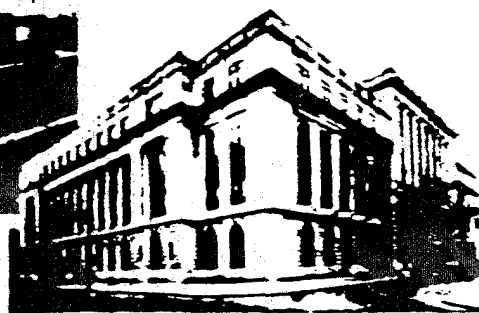
NLI 001500

# TRIED IN THIS COURT

(Newark City Hall Extension Bldg., Newark, N. J.)



Decorative Possibilities of Paint  
Dutch Boy White Lead is the ideal paint material for every type of surface... every kind of finish... Interior wall paint... undercoatings for enamel... any one of a thousand tints... flat, egg-shell and gloss finishes... durable, economical paint for wood, plaster, wall board or metal... all these can be had with Dutch Boy. It is also widely used to secure modern blended and mottled effects and the plastic paint now used where low-relief textures are required to serve a decorative requirement.



## THE VERDICT

*Dutch Boy White Lead has proved its case*



It was to be expected that paint made with Dutch Boy should prove to be beautiful, economical and practical for this Newark Court Room just as it has been for hundreds of other jobs all over the country.

For years, building managers and owners have known that paint made with Dutch Boy White Lead and Flattening Oil gives a durable, washable surface with a satiny richness that enhances an interior's attractiveness.

The pigment in this paint—white lead—remains insoluble in water... does not change chemically... does not wash off and leave streaks. Thus, even after long service, paint made with Dutch Boy White Lead and Flattening Oil can still be safely

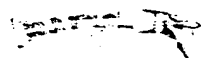
washed... repeatedly... with soap and water.

Dutch Boy White Lead is the ideal paint material for every type of surface... every kind of finish... Interior wall paint... undercoatings for enamel... any one of a thousand tints... flat, egg-shell and gloss finishes... durable, economical paint for wood, plaster, wall board or metal... all these can be had with Dutch Boy. It is also widely used to secure modern blended and mottled effects and the plastic paint now used where low-relief textures are required to serve a decorative requirement.

It pays to standardize on Dutch Boy White Lead for all your painting jobs. Greater convenience and appreciable economies will surely follow. Send to nearest branch for booklet—"Decorative Possibilities of Paint".



**DUTCH BOY  
WHITE LEAD**



The well-known brand of Dutch Boy White Lead is manufactured by the National Lead Company. In permanent color, Dutch Boy White Lead has been a standard of excellence in the paint industry for many years.



**NATIONAL LEAD COMPANY**  
New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 679 Freeman Avenue; Cleveland, 829 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2240-24th Street; Boston, National-Boston Lead Co., 800 Albany Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Building.



## The Public is "Lead-Conscious"

All intelligent paint buyers recognize white lead as the measure of paint value. For generations, from father to son, this belief—based on countless examples of white lead's long, economical surface protection—has been passed along. Why not cash in on this "lead consciousness"? Make it known that yours is a paint with a high lead content. Help your dealers reduce sales resistance—for quicker, easier profits.

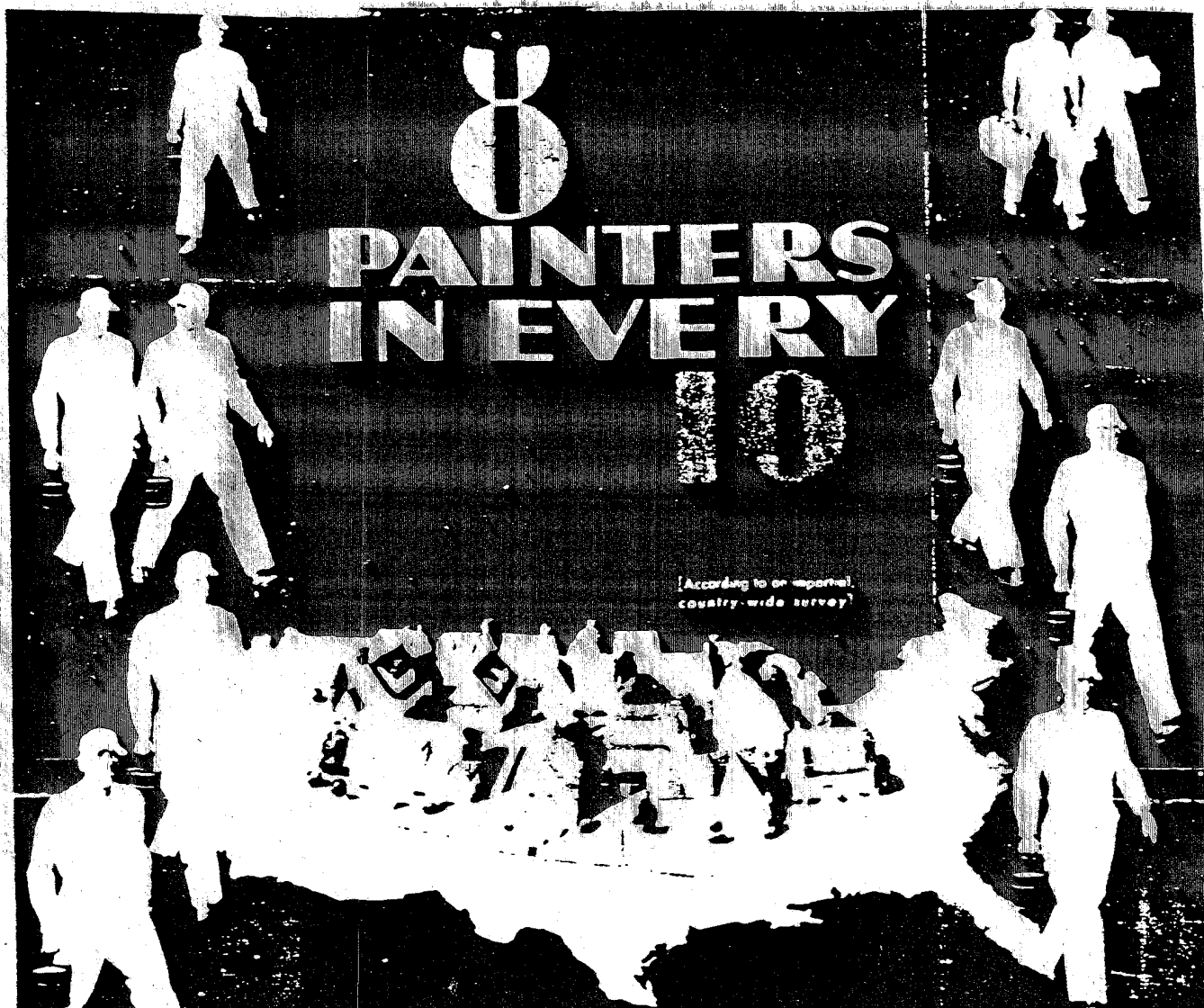


### NATIONAL LEAD COMPANY

New York 111 Broadway, Buffalo 116 Oak Street, Chicago 300 West 18th Street, Cincinnati 679 Freeman Avenue, Cleveland 820 West Superior Avenue, St. Louis 722 Chestnut Street, San Francisco 215 Montgomery Street, Boston National Boston Lead Co., 800 Albany Street, Pittsburgh National Lead & Oil Co., 414 Penna. Ave. Fourth Avenue Philadelphia John J. Lewis & Bros. Co., Walnut Building

NL P01502

*Garrison Paint and Oil Co. Feb 10 - says into paint - put  
Paint into line Rev. - put 4*



## USE DUTCH BOY WHITE LEAD

No one knows paint like a painter. And since there is one point upon which 8 out of every 10 painters agree, this matter of selecting paint comes down to a mere question of common sense -- 8 out of every 10 painters use Dutch Boy White Lead because Dutch Boy provides a protective coating that lasts—that holds its beauty a long time—that provides just the attractive tints and shades you want—that does not crack and scale and therefore requires no expensive scraping and burning at repaint time -- Next time your painter writes "Dutch Boy White Lead" into his specifications, remember that "No One Knows Paint Like a Painter" -- White for the look of "The House We Live In" -- which gives that appearance of the beauty and protection of the home. Please add the name of your painter to the list.

NATIONAL LEAD COMPANY

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IN I





## DUTCH BOY PAINT MATERIALS—Continued

### Formulas

The following white lead formulas take no account of tinting materials. If colors mixed are used in quantities large enough to affect the consistency of the paint, the quantities of thinners named in the formulas should be increased in amount equal to one-half the weight of the tinting material.

It will be noted that the formulas for painting exterior wood are on the basis of Dutch Boy soft paste white lead as well as heavy paste white lead. For flat effects inside, the heavy paste is to be preferred as the higher oil content of the soft paste will give more of a sheen to surfaces painted with it.

(1) **New Woodwork Outside**—Three coats of paint, mixed as follows, are recommended for new unpainted woodwork outside.

|                      | First Coat  |            | Second Coat |            |
|----------------------|-------------|------------|-------------|------------|
|                      | Heavy Paste | Soft Paste | Heavy Paste | Soft Paste |
| Dutch Boy white lead | 100 lb.     | 100 lb.    | 100 lb.     | 100 lb.    |
| Pure raw linseed oil | 4 gal.      | 3 1/2 gal. | 1 1/2 gal.  | 3/4 gal.   |
| Pure turpentine      | 2 gal.      | 2 gal.     | 1 1/2 gal.  | 1 1/2 gal. |
| Pure drier           | 1 pt.       | 1 pt.      | 1 pt.       | 1 pt.      |

|                      | Heavy Paste | Soft Paste          |
|----------------------|-------------|---------------------|
| Dutch Boy white lead | 100 lb.     | 100 lb.             |
| Pure raw linseed oil | 3 to 4 gal. | 2 1/2 to 3 1/2 gal. |
| Pure turpentine      | 1 pt.       | 1 pt.               |
| Pure drier           | 1 pt.       | 1 pt.               |

(2) **Old Woodwork Outside**—Two coats of paint as follows are recommended for repainting old woodwork outside.

|                      | Heavy Paste | Soft Paste | Heavy Paste | Soft Paste          |
|----------------------|-------------|------------|-------------|---------------------|
| Dutch Boy white lead | 100 lb.     | 100 lb.    | 100 lb.     | 100 lb.             |
| Pure raw linseed oil | 2 gal.      | 1 1/2 gal. | 3 to 4 gal. | 2 1/2 to 3 1/2 gal. |
| Pure turpentine      | 2 gal.      | 2 gal.     | 1 pt.       | 1 pt.               |
| Pure drier           | 1 pt.       | 1 pt.      | 1 pt.       | 1 pt.               |

(3) **New Woodwork Inside**—Three coats of paint, mixed as follows, shall be applied to new unpainted woodwork inside.

|                                    | Heavy Paste | Soft Paste      |
|------------------------------------|-------------|-----------------|
| Dutch Boy white lead (Heavy Paste) | 100 lb.     | 100 lb.         |
| Dutch Boy filling oil              | 3 gal.      | 2 to 2 1/2 gal. |
| Pure raw linseed oil               | 3 gal.      | None            |
| Pure drier                         | 1 pt.       | 1 pt.           |

|                                    | Third Coat      | Fourth Coat     |
|------------------------------------|-----------------|-----------------|
| Dutch Boy white lead (Heavy Paste) | 100 lb.         | 100 lb.         |
| Dutch Boy filling oil              | 2 to 2 1/2 gal. | 1 1/2 to 2 gal. |
| Pure drier                         | None            | 1/2 gal.        |

(4) **Old Woodwork Inside**—Two coats of paint are recommended for repainting woodwork inside. For a flat finish, the paint for the first and second coats should be mixed according to formula B in paragraph 3. For an eggshell gloss finish, the paint for the first coat should be mixed according to formula B in paragraph 3 and for the finishing coat according to formula D.

(5) **Plaster Walls**—Three coats of paint are recommended for plaster which has never before been painted. The priming coat should be Dutch Boy wall primer or the following:

|                                    |         |
|------------------------------------|---------|
| Dutch Boy white lead (Heavy Paste) | 100 lb. |
| Pure kettled-boiled linseed oil    | 7 gal.  |
| Pure turpentine                    | 1 gal.  |

**Note:** If kettled-boiled linseed oil cannot be obtained, 7 gal. raw linseed oil with 1 pt. drier may be used instead, and will in most cases give satisfactory results. Boiled oil is much superior, however, and will obscure visible worm holes and other defects. It seals pores in the plaster and prevents suction. The paint for the second coat should be mixed according to formula B in paragraph 3 and for the finishing coat according to formula C if a flat finish is desired. If an eggshell finish is wanted, the paint for the finishing coat should be mixed according to formula D.

(6) **Metal Work, Exterior and Interior**—Three coats of paint, mixed as follows, are recommended for exterior and interior metal work:

Dutch Boy red lead-in-oil  
Raw linseed oil  
Lampblack-in-oil  
Pure turpentine  
Pure drier

Pure dry red lead  
Raw linseed oil  
Lampblack-in-oil  
Pure turpentine  
Pure drier

Dutch Boy red lead-in-oil  
Raw linseed oil  
Lampblack-in-oil  
Pure turpentine  
Pure drier

Pure dry red lead  
Raw linseed oil  
Lampblack-in-oil  
Pure turpentine  
Pure drier

**Note:** If genuine kettled-boiled linseed oil is available, use one-third kettled and two-thirds raw oil, omitting drier.

If liquid red lead is to be used, specify Dutch Boy liquid red lead No. 1 (natural red lead color) for first coat, Dutch Boy liquid red lead No. 6 (light brown) for second coat and Dutch Boy liquid red lead No. 7 (dark brown) for third coat.

Where a dark color other than brown is desired for the finishing coat, one of the following formulas should be used according to the color desired:

|                           | Light Green | Dark Green |
|---------------------------|-------------|------------|
| Dutch Boy red lead-in-oil | 100 lb.     | 100 lb.    |
| Raw linseed oil           | 4 1/2 gal.  | 4 gal.     |
| Medium chrome yellow      | 30 lb.      | 12 1/2 lb. |
| Chinese or Prussian blue  | 12 lb.      | 7 1/2 lb.  |
| Pure turpentine           | 1 pt.       | 2 pts.     |
| Pure drier                | 1 pt.       | 1 pt.      |

Dutch Boy red lead-in-oil  
Raw linseed oil  
Chinese or Prussian blue  
Lampblack-in-oil  
Pure turpentine  
Pure drier

If liquid red lead is to be used, specify Dutch Boy liquid red lead according to the finishing color desired, that is: No. 8-light green, No. 9-dark green or No. 5-black.

**Printed Specifications Furnished**—To any architect who desires we will supply specification pamphlets containing full and complete directions for the proper use of white lead in the painting of woodwork, plaster, brick, stone, concrete and stucco, and of red lead in the painting of metal. Write our nearest branch office for "Standard Specification for the use of White Lead" or "Standard Specification for the use of Red Lead."

## NATIONAL LEAD COMPANY

NEW YORK  
BOSTON (National-Boston Lead Co.)  
BUFFALO  
CHICAGO  
PHILADELPHIA (John T. Lewis & Bros. Co.)

111 Broadway  
100 Albany Street  
124 Oak Street  
400 West 124th Street  
Wabash Building

CINCINNATI  
CLEVELAND  
ST. LOUIS  
SAN FRANCISCO  
PITTSBURGH (National Lead & Oil Co.)

A. I. A. - FILE No. 25  
401 Freeman Avenue  
610 West Superior Avenue  
723 Commercial Avenue  
2200 Jack Street  
204 Fourth Avenue

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NATIONAL LEAD  
COMPANY

# Compare

## TITANOX-B

(Barium Base)

*has 50 to 100% more hiding power... than other generally used opaque white pigments!*

**T**ITANOX-B is especially valuable in producing the varnish types of paints—for both exterior and interior use. Due to its remarkable hiding power, lower pigment volume is required. Excellent results are obtained by using moderate amounts of TITANOX-B.

When used in enamels, for instance, TITANOX-B promotes better brushing properties, free flow and greater elasticity. Paints containing TITANOX-B possess greater value—have greater hiding power per dollar of cost.

Recent price reductions make TITANOX-B particularly economical. Write our nearest branch for further information.



For Use in:

Ready mixed paints,  
exterior and interior  
Paste and  
wet paste paints  
Enamels  
Enamel undercoats  
Mill whites  
Industrial paints  
Floor and concrete  
paints  
Color varnishes  
Lacquers, etc.

### TITANIUM PIGMENT CO., INC.

Manufacturers of

TITANOX-B (Barium Base) — TITANOX-C (Calcium Base) — PURE TITANIUM OXIDE

400 Street, New York, N. Y.

Camden Station, St. Louis, Mo.

1000 Broadway, Newark, N. J. — 1000 Broadway, New York, N. Y. — 1000 Broadway, New York, N. Y.

1000 Broadway, New York, N. Y. — 1000 Broadway, New York, N. Y. — 1000 Broadway, New York, N. Y.

J. K. H.—American Paint Journal, January, 1929

NL I 001506

# Compare TITANOX-B

(Barium Base)

*has 50 to 100% more hiding power... than other generally used opaque white pigments!*

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*For Use in:*

Ready mixed paints,  
exterior and interior  
Paste and  
semi-paste paints  
Enamels  
Enamel undercoaters  
Mellow tints  
Industrial paints  
Floor and concrete  
paints  
Color varnishes  
Lacquers, etc.

## TITANIUM PIGMENT CO., INC.

*Manufacturers of:*

TITANOX Barium Base; TITANOX Calcium Base; PURE TITANIUM OXIDE

100 John Street, New York, N. Y.

Carondelet Station, St. Louis, Mo.

1000 First International National Trust Co. of California, 200 Montgomery St., San Francisco, Calif.

*Canadian Branch:*

William Patterson Colford Ltd., 101 Market Street, Montreal; 275 Campbell Avenue, Toronto

Jul. 11-11—American Paint Journal, January, 1929

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