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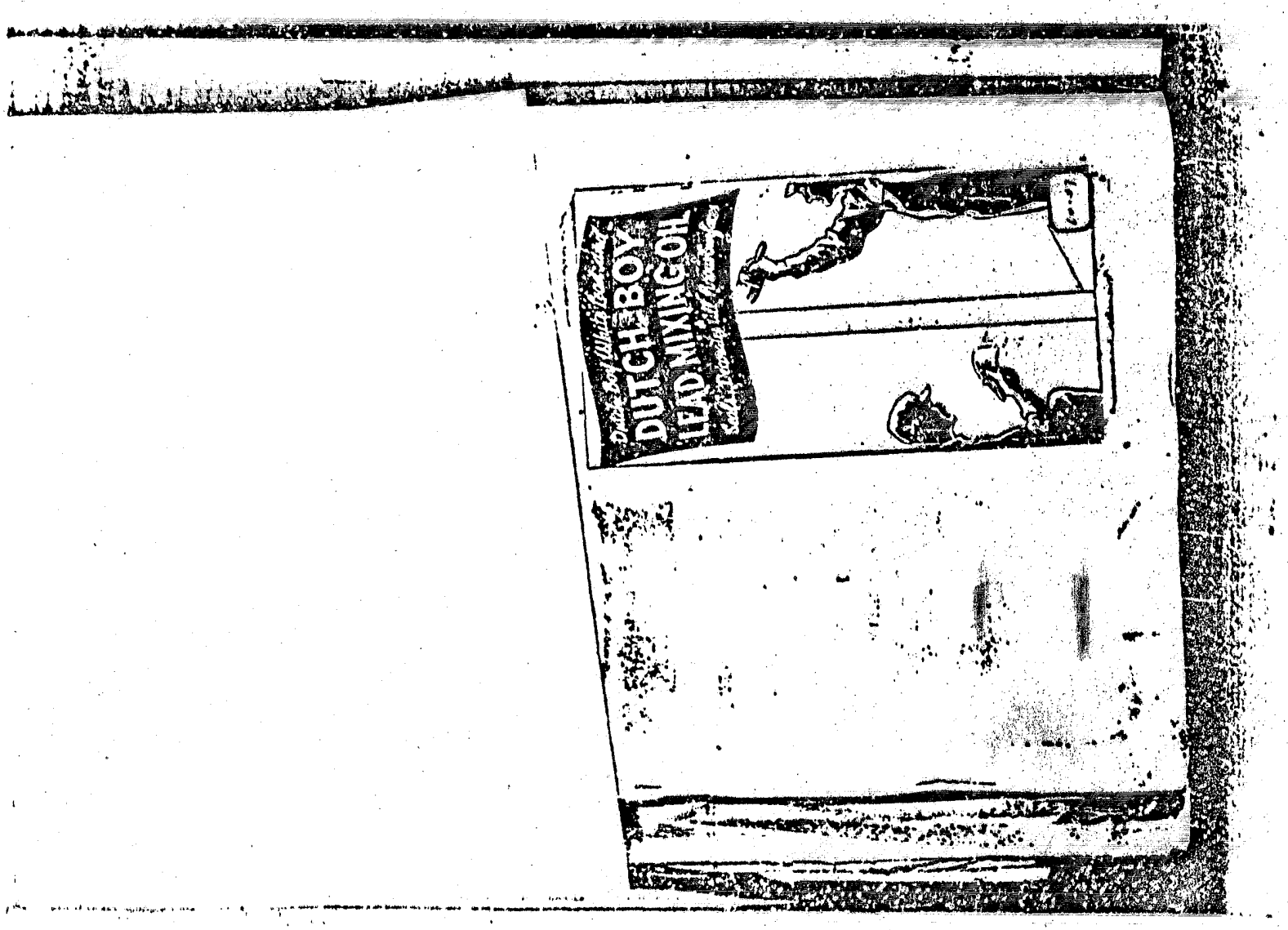

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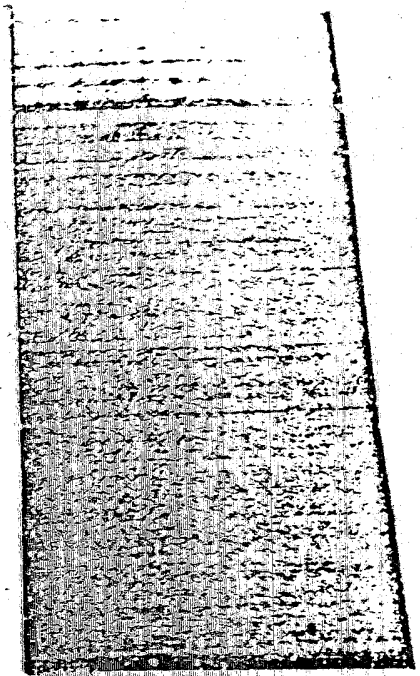
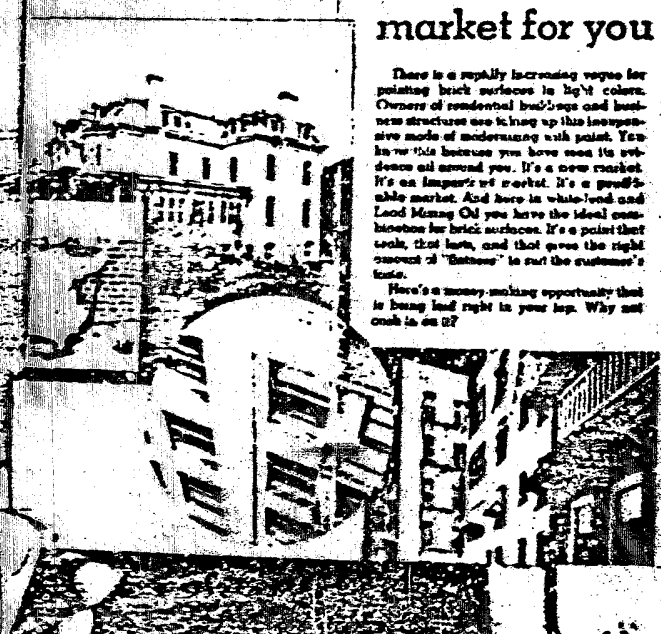


This paint opens up a new market for you

There is a rapidly increasing vogue for painting brick surfaces in light colors. Owners of residential buildings and business structures are taking up this inexpensive mode of modernizing with paint. You know this because you have seen its evidence all around you. It's a new market. It's an important market. It's a profitable market. And here in white-lead and Lead Mixing Oil you have the ideal combination for brick surfaces. It's a paint that seals, that lasts, and that gives the right amount of "flatness" to suit the customer's taste.

Here's a money-making opportunity that is being laid right in your lap. Why not cash in on it?



DUTCH BOY

One of the important advantages of this paint is its sealing ability. Not only is it a protective and decorative coating for porous surfaces but it seals [illegible] Even on interior plaster and [illegible] it can be used for ALL coats.

This sealing with white-lead and Lead Mixing Oil paint is a valuable [illegible] when it comes to exterior [illegible] stucco and concrete. For example [illegible] unpainted stucco house [illegible] much as 3000 pounds of [illegible] rainy spell. Sealed and [illegible] against weather with Dutch Boy [illegible] danger of dampness and [illegible] absorbed moisture no longer [illegible]

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WHITE LEAD and LEAD MIXING OIL

SAVES

Anything we might say about this paint's economy is overshadowed by the results of the actual tests described below. Examine them carefully.

SAVES TIME: Three flat paints were tested against Dutch Boy on comparable room surfaces. The same painter applied all four. Here are the results in terms of areas covered per 8-hour days:

Dutch Boy	1420 sq. ft.
Paint A	1120 sq. ft.
Paint B	1020 sq. ft.
Paint C	880 sq. ft.

SAVES MATERIAL: On the same test an accurate record was kept of the "spread" of all four paints with the following results:

Dutch Boy	710 sq. ft. per gal.
Paint A	560 sq. ft. per gal.
Paint B	510 sq. ft. per gal.
Paint C	440 sq. ft. per gal.

Wouldn't you, too, like to know these savings?

NLI 11474

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NLI 112492

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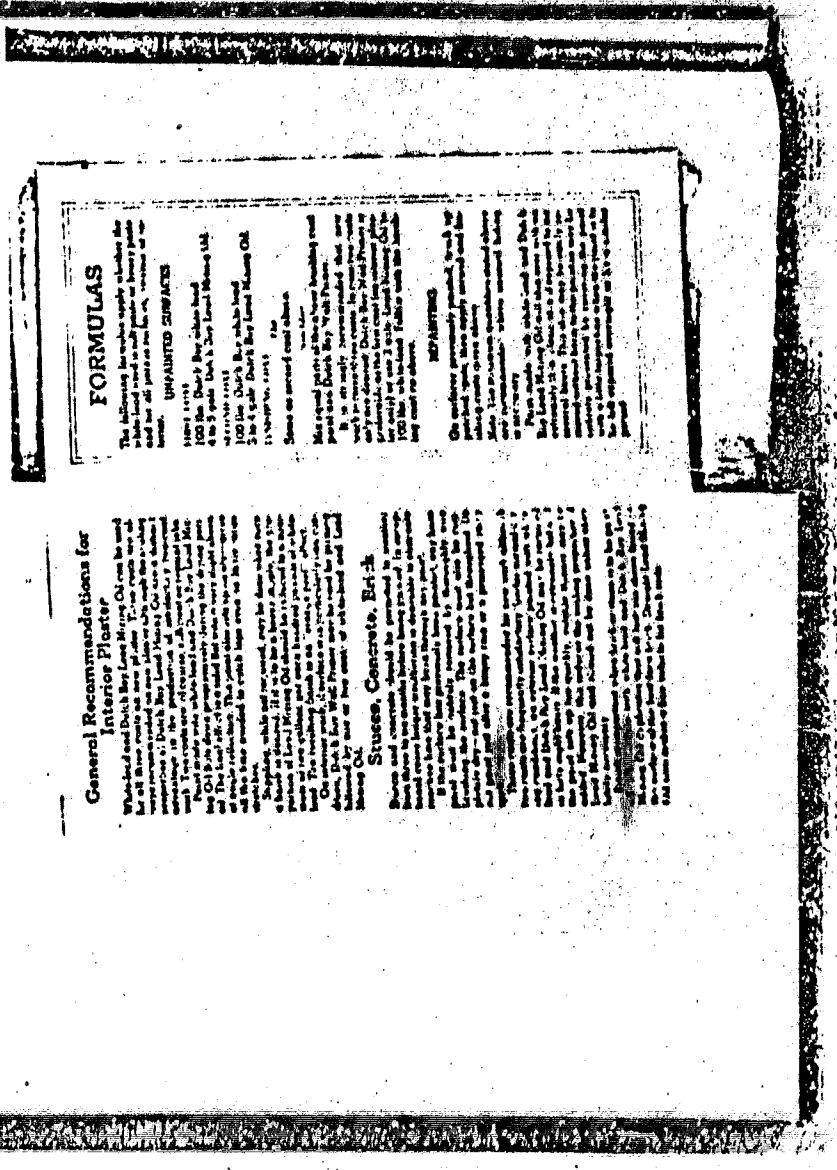
1981



FORMULAS

General Recommendations for Interior Plaster

Stucco, Concrete, Brick