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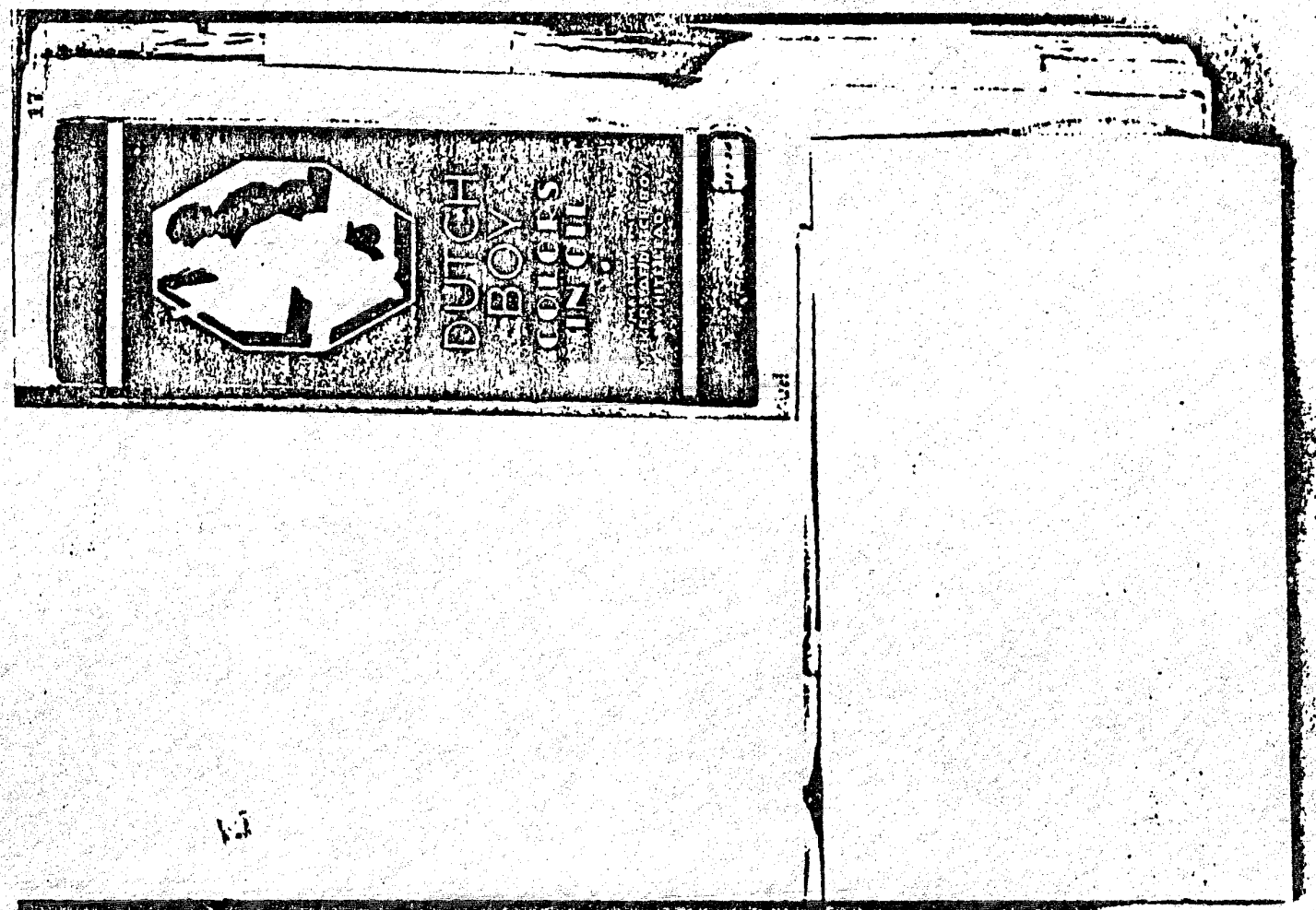

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DUTCH BOY
Colors in Oil

SEVENTY-FIVE years of experience in manufacturing painters' colors are behind this line of inground colors in oil. It is a line developed especially for the painter—the white-lead painter—to provide him with a standard of quality and reliability that will back up his reputation as a craftsman.

Compare Dutch Boy Colors in Oil, if you wish, with any other color on the market. Compare them for ease of mixing, for tinting power, for true color tone. We are confident that you will find them your ideal of what colors should be for mixing with your white-lead.

We have this confidence because we know the years of experience and painstaking care that have gone into the development and into the manufacture of every color in the Dutch Boy line. They are specially designed for use in tinting paint made with Dutch Boy white-lead and bring you these advantages.

HIGH TINTING STRENGTH—Even a brief trial will show you conclusively that it takes less Dutch Boy color than it does of the average color in oil to produce a given tint. The use of quality materials, extremely fine grinding, extra milling to insure the perfect "wetting" of every fine particle and constant supervision by color-making experts are reasons for this high tinting strength of all Dutch Boy Colors.

CORRECT CONSISTENCY—The consistency of Dutch Boy Colors is that EXACT point where they mix quickly and thoroughly into the paint and yet retain high tinting strength. The ideal was found to be—not a liquid—but an extremely "short," buttery paste. Every Dutch Boy Color will—as it comes from the container—disperse quickly into the paint, without lumping and consequent streaking.

TRUE COLOR TONE—All of the earth colors in the Dutch Boy line are made from dry colors that have been carefully selected and tested for proper tone. These colors made chemically are likewise checked in each stage of manufacture to make sure of characteristic tone. It is this care in the choice of materials plus constant expert supervision during manufacture that assures the user of Dutch Boy Colors that he is getting the true tone of every color and that the resulting tint will be clear and pure.

ECONOMY—The high tinting strength of Dutch Boy Colors means that you require less paint color to produce the tint you want. Consequently it saves you money to standardize on Dutch Boy Colors. Also, their double friction top cans keep the containers as airtight as possible and minimize losses from dried-up colors.

CONVENIENCE—Dutch Boy Colors are easy to use because they require no thinning. A few stirs in the can and you can add them right to the paint. That is all there is to it.

RELIABILITY—Depend on Dutch Boy Colors to always give you the same strength of color and the same tone of color. Only constant care in manufacture—checking at every step—makes this reliability possible.

COMPLETE LINE—The colors in the Dutch Boy Line are those which have been found most useful and most satisfactory by painters in their daily work. This includes blacks that are black; a fine range of yellows and browns, ample selection of greens and blues, a group of unusual reds and a special orchid that you can "trust." Most of these colors are shown on the other side of this folder. Ask your dealer about the others.

LIQUID MEASURE—Dutch Boy Colors are sold in the three sizes approved by the American Paint and Varnish Manufacturers' Association—half pints, quarts and gallons. Many of the colors are also available in tubes, holding approximately an eighth pint.

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IMPORTANT NOTE

1—In producing the true tone value of each color as set down on this card, we blended, more or less experimental in the trade, than is needed to insure maximum tinting strength. Consequently the proportions of colors to white here vary throughout the card.

2—There are certain mechanical processes where this card should not be used as a color guide to mixing paints. If it is desired to reproduce in paint any of the colors on this card, we suggest you write to us for the proper formula. Otherwise, you may have difficulty in matching the results you expect.

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NATIONAL LEAD CO.

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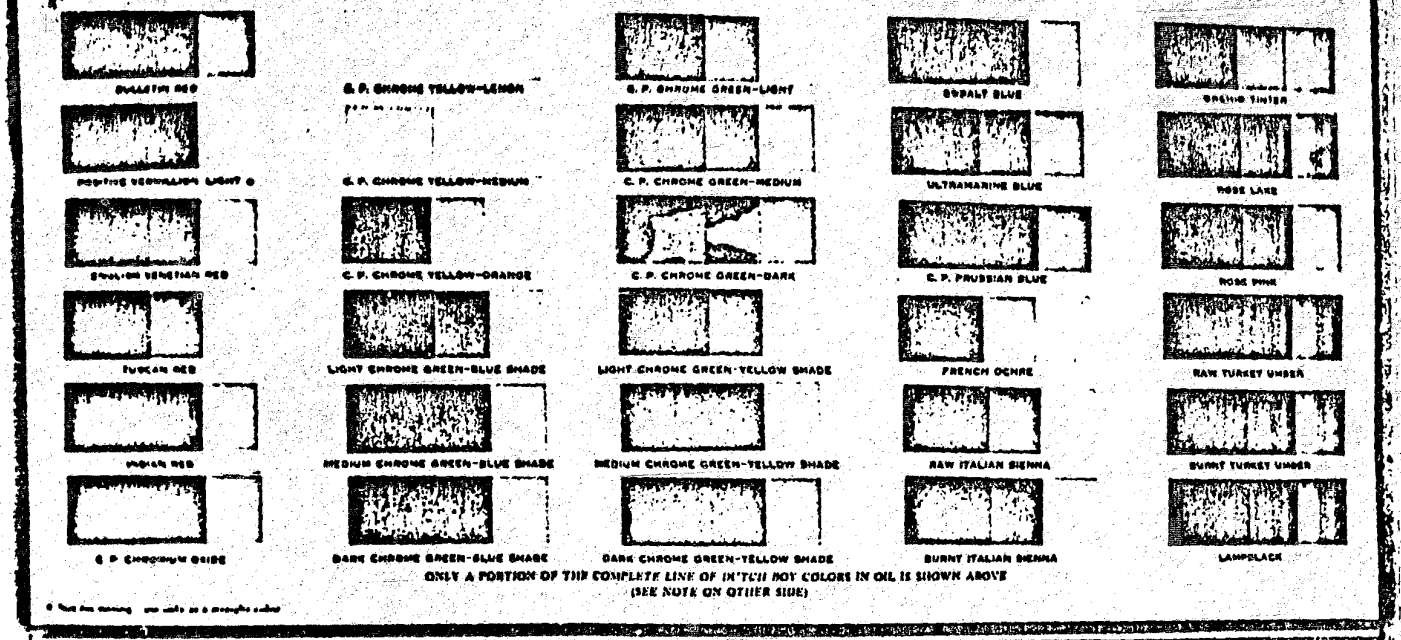
DUTCH BOY COLORS IN OIL



ONLY A PORTION OF THE COMPLETE LINE OF DUTCH BOY COLORS IN OIL IS SHOWN ABOVE
(SEE NOTE ON OTHER SIDE)

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