



3 NEW DUTCH BOY PRODUCTS

that further insure high quality
in white-lead paint jobs



● As a means of further insuring high quality in white-lead paint jobs, three new members have just been added to the famous Dutch Boy family of paint products.

These additions not only make available an improved white-lead but so round out the Dutch Boy line that the architect can now specify painting work, either interior or exterior, that is "Dutch Boy" even down to the colors-in-oil and the drier.

The first new product is Dutch Boy ALL-PURPOSE Soft Paste White-Lead. This is a soft paste or quick-mixing "lead" which, as its name signifies, is equally suitable for inside or outside use. Mixed with flattening oil, it flats perfectly giving a beautiful, washable interior finish free from "flashes" or shiny places. Mixed with linseed oil, it produces the fine type of durable exterior gloss finish always associated with pure white-lead. Moreover, it is whiter and smoother... thus making for whiter whites, clearer tints, and better all-around appearance.

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. In consistency a smooth, buttery paste, these colors disperse into paint quickly without lumping or streaking. Strong in tinting power, they are economical and give clean, sharp tints. You can depend upon them, too, to be absolutely true in color tone.

The third new product is Dutch Boy Liquid Drier...a properly balanced paint drier possessing every desirable quality—uniformity, strength, excellence of ingredients.

Make your next painting job an all-Dutch Boy job. It is a sure way to obtain the utmost in attractiveness, durability and economy.



NATIONAL LEAD COMPANY
111 Broadway, New York; 115 Oak St., Buffalo;
900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 860 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 318 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.



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 as well as outside painting. Contains pure white-lead, pure linseed oil and a little turpentine—nothing else.

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 colors in common use.

3 DUTCH BOY LIQUID DRIER. A properly balanced, uniform, efficient paint drier of characteristic Dutch Boy quality. Sold in sealed cans.

*Other Members
of the Dutch Boy Family of
Paint Products*

4 DUTCH BOY LINSEED OIL. Pure, clear, well-settled linseed oil—either raw or boiled. Sold in sealed cans.

5 DUTCH BOY FLATTING OIL. A skillfully blended flattening liquid for use with white-lead to produce both flat and semi-flat paint for modern interior painting. Gives a finish which is sanitary, washable, durable, beautiful and economical. For use also as a blending, glazing and burning liquid.

6 DUTCH BOY WALL PRIMER. A special primer developed for use in white-lead painting. Stops suction, seals fire 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.

7 DUTCH BOY RED-LEAD. Unexcelled for protecting iron and steel against corrosion. A pure, fine, highly oxidized red-lead, supplied in either paste or liquid form.

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