

New...

DUTCH BOY Colors in Oil

• Dealers everywhere: Here's red-hot front-page news!

The Dutch Boy announces *Dutch Boy Colors* — a brand new line — the latest addition to a famous family of painters' products.

Heretofore, dealers in only a few states have been able to offer their painter customers a line of colors-in-oil carrying the Dutch Boy brand. Now the advantages of handling such a line are extended to dealers all over the country.

But that is not the only new thing about Dutch Boy Colors.

These are not old-style paste colors — the kind that must be thinned before using. While they are still in paste form, the colors come as a "short" buttery paste — something entirely new. Now the painter can add his color just as it comes in the can, right to the finished paint. There is no lumping... no streaking. Moreover, he gets the convenience that these new colors-in-oil bring... without any sacrifice of tinting strength.

Seventy-five years of experience in manufacturing painters' colors are behind the Dutch Boy line, which contains all those tinting colors in general use in the trade.

In tinting strength, correctness of color tone, ease of use, economy, reliability — Dutch Boy Colors will be found second to none.

Sold in half pint, quart and gallon cans, also in tubes. Just four sizes to stock!

For further information, write our branch office nearest you.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 West 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., 309 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



This advertisement appears in the following publications:

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Hardware Retailer, March

Hardware Age, February 16

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