



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.



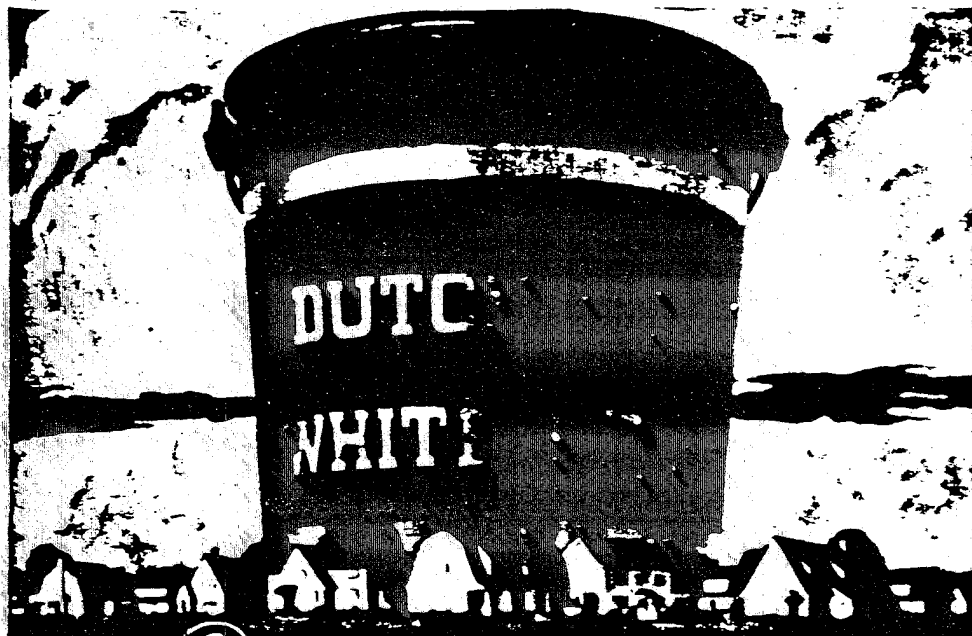
NATIONAL LEAD COMPANY

New York: 110 Broadway, N. Y. 4, N. Y. Chicago: 90 West
 40th Street, Chicago, Ill. 4, Ill. Cincinnati: 122 West
 Superior Avenue, Cincinnati, Ohio. St. Louis: 1000
 14th Street, St. Louis, Mo. Philadelphia: 1000
 Market Street, Philadelphia, Pa. Pittsburgh: 1000
 14th Street, Pittsburgh, Pa. San Francisco: 1000
 14th Street, San Francisco, Cal. Seattle: 1000
 14th Street, Seattle, Wash. Portland: 1000
 14th Street, Portland, Ore. Boston: 1000
 14th Street, Boston, Mass.



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, Bklyn., 131 Oak St., Chicago, 80 West 10th St., Cincinnati, 607 Franklin Ave., Cleveland, 20 West Superior Ave., St. Louis, 722 Chestnut St., San Francisco, 2240 24th St., Boston, National-Boston Lead Co., 89 Albany St., Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave., Philadelphia, John T. Lewis & Bros. Co., Waterman Building.

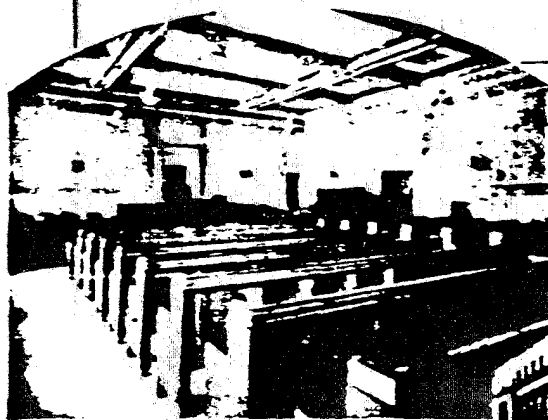


Job KD 199—American Paint & Oil Dealer, August, 1930
Hardware Age, August 21
Hardware Retailer, August
Building Supply News, August 5

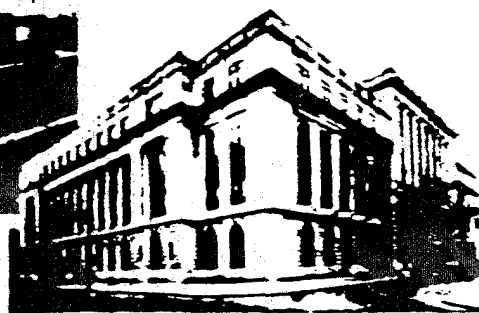
NLI 001500

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

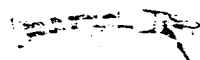
washed... repeatedly... with soap and water.

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.

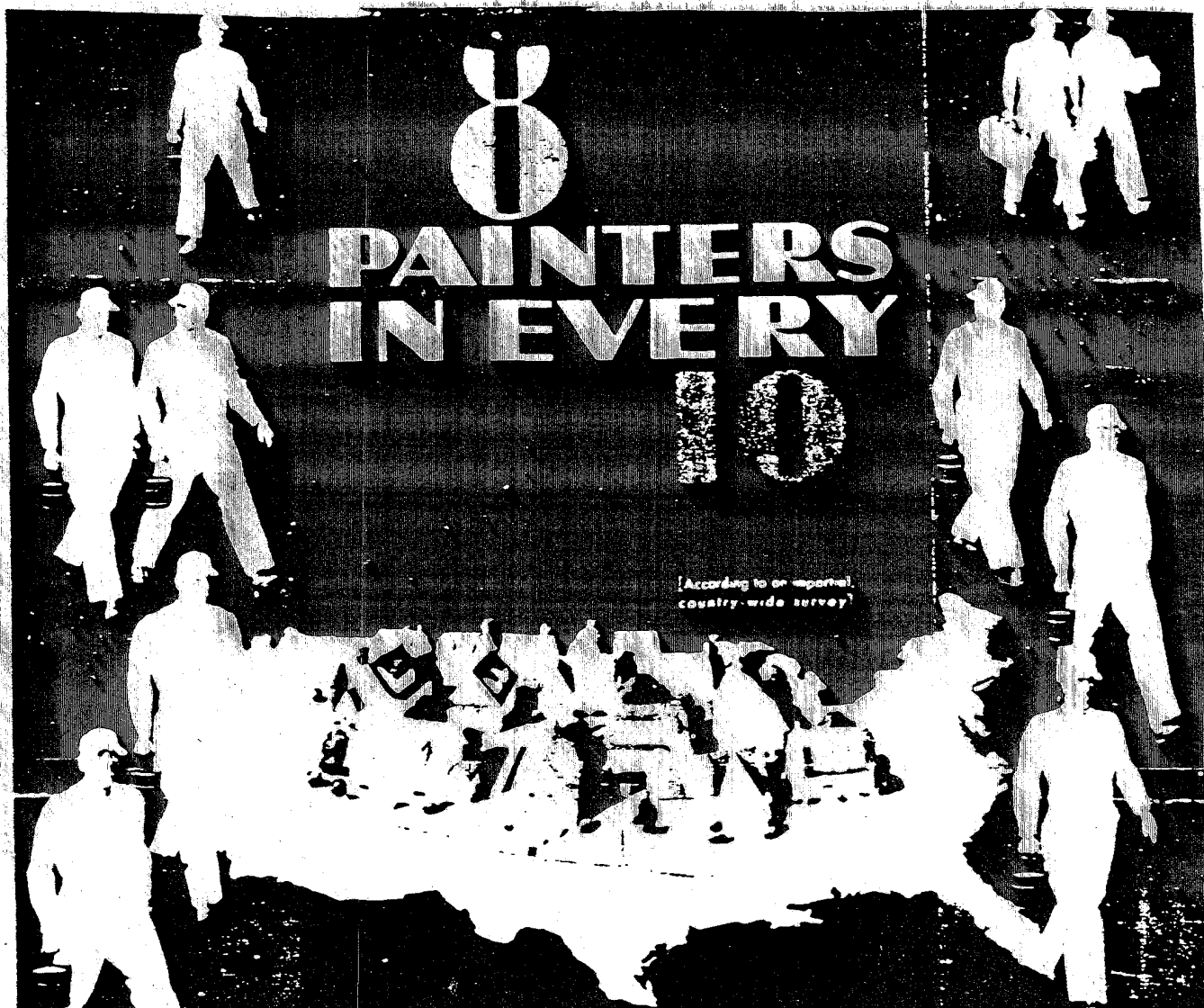


NATIONAL LEAD COMPANY

New York, 111 Broadway. Buffalo, 116 Oak Street. Chicago, 600 West 18th Street. Cincinnati, 679 Freeman Avenue. Cleveland, 820 West Superior Avenue. St. Louis, 722 Chestnut Street. San Francisco, 214 Montgomery Street. Boston, National Boston Lead Co., 800 Albany Street. Pittsburgh, National Lead & Oil Co., 414 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 this - your*



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 inside of "The House We Live In" -- which gives that important look of the clean, white and protection of the home. Please add the name of your painter to the list.

NATIONAL LEAD COMPANY

0015100

IN I



White Lead for General Painting

Wall Printer

Dutch Boy wall primer brushes easily as it comes from the can and has a normal spreading rate of 800 square feet per gallon on smooth plaster surfaces. The ease in brushing and extremely high spreading rate of Dutch Boy wall primer effect a real economy on every job. Furthermore, the primer, because of its fine flowing and leveling qualities, leaves no laps, brush marks or other mechanical blemishes. Sold in five-gallon, gallon and half-gallon cans.

Red Lead for Metal

Flat Finishes for Interiors

The washability of a white lead and flatting oil finish is a point that should not be overlooked. This paint can be washed without injury not only a few months after it is applied but throughout its long life. Its pigment, white lead, is insoluble in water and remains so, not changing chemically under normal exposure indoors. Thus there is no slightly streaking due to washing off of some of the pigment. Dutch Boy flatting oil is sold in quart, gallon and five gallon cans sealed at the spout.

The chief requirements of a protective coating for metal are that it should have the ability to stick firmly to metal and that it should keep moisture which, combined with air, forms rust, from getting through. The paint must also be able to resist the destructive action of atmospheric gases and from the surface oil, and salt spray near the sea coast. Paint made of pure red lead meets these requirements. It is insoluble in water, unaffected by ordinary atmospheric gases, adheres closely to metal, and is a true rust preventive. A great advance in the quality of red lead was made when Dutch Boy red lead was perfected. It is a more highly oxidized product than old style dry red lead and is sold in paste form, ready for use after the addition of more linseed oil. It exceptionally high true red lead content and the fineness of its pigment particles insure a paint of excellent brushing qualities, good coverage and extreme durability. Sold in 100 pound steel kegs; and 50, 25 and 12½ pound steel pails. The same highly oxidized red lead can also be had in liquid form. The liquid product is called Dutch Boy liquid red lead and is ready for use. It comes in natural red lead color, light and dark brown, light and dark green, and black. Sold in 1 gallon cans and 2½ gallon kegs. We also make dry red lead of the highest grade.

FOR FORMULAS SEE NEXT PAGE

Stevens master specifications. 143031

ALL-FILE No. 2

[illegible]

Charm or Prussian blue	1. NATIONAL LEAD COMPANY
Lead-pink or red	52
Pure turpentine	12
Pure drier	15 gal.
If liquid red lead is to be used, specify Dutch Red liquid red lead containing 100% of the following color desired, that is: No. 8-light green, No. 9-dark green or No. 5-black	
Printed Specifications Furnished —To any architect who desires to have specifications for pigments 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, send our nearest branch office for "Standard Specifications for the use of White Lead," or "Standard Specification for the use of Red Lead."	

A 1 A FILE No. 25

NATIONAL LEAD COMPANY

111 Broadway
200 Albany Street
110 Oak Street
200 West 11th Street
Wideman Building

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

654 Freeman Avenue
620 West Superior Avenue
723 (Dumont) N. Ave
2209 24th Street
114 South Avenue

**NATIONAL LEAD
COMPASS**

001504

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 and insect holes. 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

N L I 001505

NATIONAL LEAD
COMPANY

Compare

TITANOX-B

(Barium Base)

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

TITANOX-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
110 Broadway, New York, N. Y. Cambridge Station, St. Louis, Mo.

Chicago, Ill. Birmingham, Alabama Los Angeles, California Milwaukee, Wis. New Orleans, Louisiana Philadelphia, Pa. St. Paul, Minnesota San Francisco, California Seattle, Washington Toledo, Ohio Washington, D. C. Youngstown, Ohio

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!*

TITANOX-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
Pastes and
semi-paste paints
Enamels
Enamel undercoaters
Mell whites
Industrial paints
Floor and concrete
paints
Color varnishes
Lacquers, etc.

TITANIUM PIGMENT CO., INC.

Manufacturers of:

TITANOX Barium Base TITANOX Titanium Base PURE TITANIUM OXIDE

100 John Street, New York, N. Y.

Carondelet Station, St. Louis, Mo.

1000 First International National Trust Co. of California, 20 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

NLI

001507