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THE THREE NEW DUTCH BOY PRODUCTS

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 flat as well as outside gloss work. Contains pure white-lead, pure linseed oil and a little turpentine—nothing else. 12½, 25, 50 and 100 lb. kegs.

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 popular colors. Friction-top cans to prevent skinning—half pint, quart, gallon. Also sold in tubes.

3 DUTCH BOY LIQUID DRIER

A properly balanced, full strength painter's drier of characteristic Dutch Boy quality. Sealed cans: half pint, quart, gallon.

CARTER ALL-PURPOSE

Soft Paste White-Lead

Carter White-Lead is also now available in the new all-purpose, quick-mixing form



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One of this year's series of Dutch Boy advertisements appearing in full color in national magazines and spreading the knowledge of Dutch Boy quality.

KD-607—American Paint and Oil Dealer, April, 1933 ★
KID-608—The Age, April 13
KID-609—The Age, May

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N 28389

111 Broad
Freeman
St. Louis;
890 Alba
Fourth Av

DUTCH BOY OFFERS...

*An Improved Soft Paste White-Lead
A Line of New-Type Colors-in-Oil
A New Liquid Drier!*

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Here's another opportunity to show your customers that you carry the latest and best in paint materials.

A chance to fill your customers' requirements with a complete line of products, all of the same family, all made for use with each other, and all of the same high Dutch Boy quality.

More than that, a chance to simplify your stock. For the new *All-Purpose* Soft Paste should ultimately enable you to carry one grind of lead instead of two, a real economy which alert paint merchants are quick to take advantage of.

Painters, too, quickly see the advantages of the new Dutch Boy *All-Purpose* Soft Paste White-Lead. It is a quick-mixing lead which is equally suitable for both inside and outside painting, flattening perfectly or producing a fine, long-wearing gloss.

The new Dutch Boy Colors-in-Oil are of the very highest grade and especially developed for tinting

white-lead paint. They require no thinning... you add them to paint just as you take them from the can. Their "short", buttery paste consistency makes this possible, and they disperse quickly... without lumping or streaking. They are high in tinting strength and absolutely true in color tone. In addition to their advantages to the painter, they have this important advantage to the merchant: there are only four sizes... half pints, quarts, gallons and tubes. Think what this means to you in simplification of stock and economy of handling.

Finally, there is the new Dutch Boy Liquid Drier. It is properly balanced and is manufactured especially for painters' use. It will not curdle or injure the paint. You can depend upon it to give characteristic Dutch Boy performance.

Write to our nearest branch office for further information about these three new products.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 820 West Superior Avenue, Cleveland; 722 Chestnut Street, St. Louis; 2240 Twenty-fourth Street, San Francisco; National-Boston Lead Company, 300 Albany Street, Boston; National Lead & Oil Company of Pennsylvania, 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

OTHER MEMBERS OF THE DUTCH BOY FAMILY OF PAINTER PRODUCTS



DUTCH BOY LINSEED OIL. Raw or boiled. Pressed from specially selected seed to insure good drying properties. Pure. Clear. Well settled. Sealed containers: 1 and 5 gallons.



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 highly adhering foundation for succeeding coats of white-lead. Works equally well on all interior surfaces—plaster, wall-board, insulating board, brick, concrete. Half gallon and one gallon cans. 5 gallon kila and 20 gallon barrels.



DUTCH BOY FLAYING OIL. A carefully blended flaying liquid for use with white-lead to produce flat and semi-flat finishes for modern interior painting. For use also as a blending, glazing and browning liquid. Sealed containers: quart, gallon, 5 gallons.



DUTCH BOY RED-LEAD. The standard paint for iron and steel. A pure, fine, highly oxidized red-lead in paste form. Can be shaded to brown, green and black for finishing coats. 12½, 25, 50 and 100 lb. kegs.