

Kyanize Self-Smoothing FINISHES

Boston Varnish Company
Everett Station, Boston, Mass.



KYANIZE Self-Smoothing Floor Finish

A long wearing, durable, transparent finish built to withstand rough usage on floors, woodwork and furniture. Free flowing—dries in 4 hours without the slightest trace of brush marks. Leaves a high-lustre, waterproof finish that will not scratch white. KYANIZE Floor Finish is ready for use just as it comes

from the can. No shaking or stirring is necessary. Offered in clear, and 8 beautiful wood shades.



KYANIZE Self-Smoothing Lustaquick Finish

A quick-drying, durable enamel for renewing old furniture and woodwork, or over new wood. Lustaquick—the easy brushing, completely self-smoothing finish—sets dust free in one hour, dries hard in 4 hours. It gives a smooth, full-lustre, waterproof finish. Lustaquick has

remarkable hiding properties and exceptional coverage in one coat. Available in black, white and 16 colors.



KYANIZE Self-Smoothing Porch and Deck Enamel

A durable, waterproof and weather-proof enamel. Made to resist the severest weather conditions. Recommended for porches of wood or concrete and for boat decks. Rain, snow and severe exposure in hot or cold weather will not destroy this tough, durable enamel.

Extremely easy to apply—it's self-smoothing. Dries overnight with a rich gloss. Comes in 8 shades.



KYANIZE Self-Smoothing Celoid Finish

A washable, waterproof, medium gloss enamel. Celoid Finish is ideal for standing trim and walls of all kinds—plaster, composition-board or wood. Like all KYANIZE products, it is self-smoothing. Applied in the morning—it will dry the same afternoon. Produces a hand-rubbed type of finish without the labor of rubbing. Comes in black, white, and 14 pastel shades and colors.



KYANIZE Self-Smoothing Floor Enamel

A tough, durable, waterproof, high gloss enamel. Made to resist constant wear on floors of wood, concrete or pattern-worn linoleum. KYANIZE Floor Enamel is self-smoothing—dries ready-for-use in 6 hours entirely free from brush marks, ridges or laps. It can be washed repeatedly without injury. Comes in black, white and 10 popular colors.



KYANIZE Self-Smoothing Super Service PAINT

A weatherproof, solid covering paint of outstanding durability. For use on the outside of houses and buildings of all kinds. Easily applied—flows on smoothly. Has exceptional coverage and hiding properties. When it eventually becomes necessary to repaint—KYANIZE presents a smoother surface which requires less preparation for the new coat. Comes in 27 shades in addition to white and black.

Retail Salesman's SELF QUIZ on KYANIZE Products

Q. What particular KYANIZE Finish brings out and beautifies all natural wood?

A. Kyanize Floor Finish. Made to withstand hard wear on floors—it is excellent for all natural wood surfaces—woodwork and furniture. Floor Finish stains as it varnishes . . . comes in rare wood shades or clear.

Q. Is there an enamel that can be used on walls or woodwork that will give the effect, when dry, of a hand-rubbed finish?

A. Kyanize Celoid Finish will give this hand-rubbed medium gloss effect, without the effort of rubbing.

Q. What is the outstanding feature of Kyanize Lustaquick Finish?

A. Kyanize Lustaquick Finish is the pioneer of quick drying enamels. It dries hard in 4 hours.

Q. What is the most economical way to renew old floors?

A. One coat of Kyanize Floor Enamel—the solid covering finish—has intense hiding and covering qualities. Its the economical way to renew wood floors, concrete or pattern-worn linoleum.

Q. When customers ask for a highly weatherproof enamel for outside use, what Kyanize product should you recommend?

A. Kyanize Porch and Deck Enamel is an exceptionally waterproof and weatherproof finish. Resists the severest weather.

Q. Why is Kyanize House Paint called super-service house paint?

A. Made under a new long-life formula, it was marketed only after five years of most intensive test. The result is a weather-proof paint with greatly increased covering and hiding power and amazing wearing qualities.

The manufacturer of the merchandise described on this page will welcome any merchandising ideas or selling suggestions you may have that will tend to increase sales of these products through hardware stores.

PAINT MATERIALS

White-Lead, Linseed Oil
Liquid Drier

National Lead Co.
New York, N. Y.

How to Sell

"DUTCH BOY" Paint Products

THE DUTCH BOY LINE

The Dutch Boy line of paint products includes soft paste and heavy paste white-lead, linseed oil, colors in oil, liquid drier, Lead Mixing Oil, and wall primer; in other words, the materials needed to mix paint for a lasting job on exterior or interior surfaces.

Each one of these products carries the trademark shown at the right—the Dutch Boy Painter—a trademark which is recognized the country over as a symbol of high quality in paint materials.

In selling the complete Dutch Boy line, you are not only offering your customers the ingredients for the highest quality paint obtainable, but you are also offering them what amounts to a "paint for any purpose" service.



DUTCH BOY Standoil Type Linseed Oil

Standoil Type linseed oil is a new item in the Dutch Boy line—an improved vehicle for exterior white-lead paint. It is not "new" in the sense of a discovery, having been used for many years in Holland in the preparation of high-grade enamels.

Standoil Type linseed oil is pure linseed oil, specially treated to give it extra "body." It is used in place of raw or boiled linseed oil. It gives improved gloss and leveling qualities to paint and also corrects some of the difficulties due to adverse weather and surface conditions.

Standoil Type linseed oil contains no drier and the usual quantity of liquid drier should be added to the paint. It mixes easily and quickly with white-lead, either soft paste or heavy paste.



Q. What are the materials needed in mixing paint for outside wood surfaces?

A. The materials needed are white-lead (either soft or heavy paste), linseed oil, liquid drier, and turpentine; also colors in oil if the paint is to be tinted.

Q. What materials are needed in mixing paint for outside stucco, concrete, brick or stone surfaces?

A. The materials needed are white-lead (either soft or heavy paste) and Lead Mixing Oil; also colors in oil, if the paint is to be tinted.

Q. How many coats are needed for a lasting paint job on exterior surfaces?

A. Three coats should be used on all exterior surfaces which have never before been painted—a priming coat, a hard body coat and a solid, elastic finishing coat. If the old surface is painted and in good condition, only two coats are necessary, the priming coat being omitted.

Q. Do unpainted outside surfaces need special preparation before being painted?

A. Outside wood, brick and stone surfaces do not need special preparation before painting. The only requirement is that they be absolutely dry and free from dirt and other foreign substances. Outside stucco or concrete should be allowed to weather for six months or so before any painting is attempted.

The manufacturer of the merchandise described on this and opposite page will welcome any merchandising ideas or selling suggestions you may have that will tend to increase sales of these products through hardware stores.

DUTCH BOY White-Lead

Dutch Boy white-lead is sold in two forms—heavy paste and all-purpose soft paste. The former contains 91% pure carbonate of lead and 9% pure linseed oil. The latter contains 89% pure carbonate of lead, 9% pure linseed oil and 2% pure turpentine. Either grade of white-lead may be used in painting interior or exterior surfaces in flat, eggshell or high gloss finishes. Most buyers, however, will prefer the soft paste because of the greater ease and speed with which it can be thinned to paint.

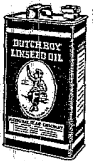


The chief advantages to be gained in the use of white-lead are: (1) it enables the user to mix a paint which will be exactly suited to the type and the condition of the surface to be painted; (2) it produces a paint which may be tinted readily to any shade desired, which spreads smoothly and easily, and which hides well and covers a lot of surface; (3) it produces a paint which, on interiors, gives a handsome flat or eggshell finish which is washable and durable, and on exteriors gives a hard gloss finish which will eventually wear down, without cracking and scaling, to a smooth excellent repainting surface; (4) it produces a paint which usually is lower in cost than any other paint anywhere comparable in quality.

DUTCH BOY Linseed Oil

Dutch Boy linseed oil is available in three types—raw, boiled or the newer Standoil type. All three oils are pressed from selected, high-grade flaxseed to insure good drying properties. Due to the care with which they are processed, they are uniformly clear, well-settled and free from fumes.

Linseed oil is used in all three coats of paint for exterior wood surfaces and in the priming coat for interior wood surfaces. When mixed with white-lead in the finish coat on outside surfaces, it produces a paint which dries to a tough, glossy film which lasts long and wears down smoothly and stubbornly.



DUTCH BOY Liquid Drier

Dutch Boy Liquid drier is a metallic type drier, designed especially for use in white-lead paint. It should be used in all paint mixed with raw or Standoil type linseed oil in the ratio of one pint to each 100 lbs. of white-lead. Used in the recommended amounts, it will not curdle the paint in the pot or "burn" the paint after it is spread.



How to Sell "DUTCH BOY" Paint Products

PAINT MATERIALS

Colors in Oil, Lead Mixing Oil,
Wall Primer

National Lead Co.
New York, N. Y.

DUTCH BOY Colors in Oil



Oil colors sold under the Dutch Boy trademark are the highest grade tinting pigments available—developed especially for coloring white-lead paint. Dutch Boy colors in oil have the following points of excellence: (1) high tinting strength; (2) true color tone; (3) quick-mixing consistency.

The high tinting strength of these colors is due to their purity and fine particle size. Only a minimum quantity is needed to produce a given tint.

Their true color tone is due to care in the selection of raw materials and in controlled manufacture. Standards have been set up after exhaustive study and are maintained through rigid control of materials and processes.

The quick-mixing quality of Dutch Boy colors in oil is due to the "short", soft, buttery paste form in which they are sold. They require no thinning, may be added to the paint just as they come from the can, and will not cause lumping or streaking.

DUTCH BOY Wall Primer

Dutch Boy wall primer is a special primer developed for use in painting interior porous surfaces such as plaster, wall-board, insulating board, etc. It seals all such surfaces effectively and completely and it hides dark, off-color surfaces with a solid coat that affords a good foundation for any type of wall finish.



Dutch Boy wall primer is an actual paint, needing no special thinners. It is used just as it comes from the can. It works easily under the brush and has a spreading rate on smooth plaster of about 800 square feet per gallon.

PAINTING NEW OUTSIDE WOODWORK

Materials	Priming Coat	Second Coat	Third Coat
Dutch Boy Soft Paste			
White-Lead	100 lbs.	100 lbs.	100 lbs.
Dutch Boy Linseed Oil	4 gals.	1 1/2 gals.	3 gals.
Pure Turpentine	1 1/4 gals.	1 1/4 gals.	
Dutch Boy Liquid Drier	1 pt.	1 pt.	1 pt.
Gallons of Paint	9 gals.	6 gals.	6 1/4 gals.
Coverage (one coat)	5,400 sq. ft.	4,200 sq. ft.	4,375 sq. ft.

REPAINTING OUTSIDE WOODWORK

Materials	First Coat	Second Coat
Dutch Boy Soft Paste		
White-Lead	100 lbs.	100 lbs.
Dutch Boy Linseed Oil	2 gals.	3 gals.
Pure Turpentine	1 1/4 gals.	
Dutch Boy Liquid Drier	1 pt.	1 pt.
Gallons of Paint	7 gals.	6 1/4 gals.
Coverage (one coat)	4,900 sq. ft.	4,375 sq. ft.

PAINTING INTERIOR PLASTER

For the priming or flat coat on unplastered plaster, either Dutch Boy wall primer or the following priming coat may be used.

Materials	Priming Coat	Second Coat	Third Coat
Dutch Boy White-Lead	100 lbs.	100 lbs.	100 lbs.
Dutch Boy Lead-Mixing Oil	4 to 5 gals.	3 to 4 gals.	3 to 4 gals.
Gallons of Paint	7 to 8 gals.	6 to 7 gals.	6 to 7 gals.
Coverage (one coat)	4,900 sq. ft. per gal.		

On previously painted plaster, the priming coat may be omitted.

RED-LEAD

Red-lead occupies practically the same position in the field of metal painting that white-lead occupies in the field of house painting. Mixed with pure linseed oil, it is the standard paint for the protection and preservation of iron, steel and other metal surfaces. Red-lead paint is insoluble in water, is not affected by ordinary atmospheric gases, sticks tightly to the surface it covers and is a true rust preventive.

Pure red-lead is obtainable under the Dutch Boy trademark in dry, paste, and liquid form.

DUTCH BOY Lead Mixing Oil

Dutch Boy Lead Mixing Oil is a special vehicle for use with white-lead in sealing and decorating porous surfaces such as plaster, stucco, concrete and brick, either indoors or outdoors.

White-lead-Lead Mixing Oil paint dries to a smooth, solid flat finish so durable that it can be used equally well on outside or inside surfaces. On interior walls, it is impervious to such things as ink stains, pencil marks, etc., and stands up under repeated washings. On exteriors, it gives long-lasting protection, wearing down stubbornly by gradual chalking. A striking proof of the durability of Lead Mixing Oil flat paint is the "heel test." You can actually grind your heel against a Lead Mixing Oil job that is thoroughly dry and then clean off the dirt without a trace of damage to the finish.

In addition to its durability, white-lead and Lead Mixing Oil paint has remarkable sealing and water-proofing qualities. Like all white-lead paints, it brushes out smoothly and levels off relatively free from brushmarks. Moreover, it has good hiding power.



Q. What are the materials needed in mixing flat paint for inside plaster, concrete, stucco, wallboard and similar porous surfaces?

A. The only materials needed are soft or heavy paste white-lead, and Lead Mixing Oil; also colors in oil if the paint is to be tinted.

Q. Do interior porous surfaces need a special primer?

A. Normal interior porous surfaces may be primed successfully with white-lead and Lead Mixing Oil paint mixed according to the formula shown elsewhere on this page. However, if the surface is full of fire cracks and more than usually porous, it is a good practice to use Dutch Boy wall primer.

Q. Do unpainted interior plaster surfaces need special preparation before being painted?

A. Unpainted plaster surfaces sometimes contain free alkali which is harmful to paint applied over it. The safest practice is to wash the plaster with a solution of two pounds of zinc sulphate dissolved in a gallon of water. This will neutralize the alkali.

Q. How many coats are needed for a lasting paint job on new interior surfaces?

A. The best results are obtained when three coats of paint are used. Two coats are sometimes used with good success, but two coats cannot be expected to cover as well nor to hide surface imperfections completely.

PAINT MATERIALS

Paint, Outside and Interior

Martin-Senour Co.
Chicago, Ill.

How to Sell MONARCH 100% Pure Paint

MEASURE A PAINT THIS WAY

Will it last longer? Will it go farther? Will it give the best appearance? Is it free of "inert" materials? Is it made only from pure white lead, pure zinc oxide, pure linseed oil, and pure turpentine? Is it versatile in its adaptability to purpose? Has it the O. K. of men who know their paints and are the big users?

These and other questions are answered here and on the opposite page. MONARCH 100% PURE PAINT is the finest because it is the purest. It is produced in proper balance according to a formula calling for only those pure ingredients necessary to 100% pure paint. It is a product compounded from the results of scientific laboratory research and all-weather actual use.

MONARCH 100% PURE PAINT costs less to use, goes farther, and lasts longer, because it's made with pure ingredients. It is a better paint.

Q. What is meant by 100% pure paint?

A. MONARCH 100% Pure Paint is totally free from "inert" materials. It is the name of a product which the test of time, scientific research and practical use have proven beyond all measure of doubt to be the highest quality outside house paint—a paint that will go farther, look better and last longer.

Q. What are the contents of 100% pure paint?

A. Only pure carbonate of white lead, pure oxide of zinc, pure linseed oil, and pure turpentine, in the proper proportions, can produce a perfect house paint. This is the formula of Monarch 100% pure paint.

Q. Why are some paints termed "adulterated"?

A. Those paints containing ingredients that are not named above are called "adulterated" or "graded." Only the above named ingredients can make 100% pure paint. When any substitutions are used, or when any "inert" materials are added, then the product is adulterated. Foreign materials that are usually added to adulterated paints are called "inerts."

Q. What are inert materials and why are they used?

A. Common inert materials used in adulterated paints are: calcium carbonate, known as "whiting"; barium sulphate, called barytes; and silica, which is common sand. These inerts cost only a fraction of the amount that is paid for pure lead and zinc oxides. They are added by the manufacturers simply to lessen the cost of making a paint. Under no circumstances can they do anything but detract from the quality of an outside house paint. *Proof.* If you are interested in proving any of the above facts, write to the Martin-Senour Co., Chicago, Illinois, and they will send to you with no cost or obligation, a very interesting sample kit and literature. With this kit you can then make up your own samples of paint with and without "inerts" and see the result of the addition.

Q. Why does Monarch 100% Pure Paint last longer?

A. The pure zinc oxide tempers the lead just as copper is alloyed with gold, so that it will wear.

Q. Why does a paint with a zinc base, i. e., Monarch, chalk less quickly than a paint with only a lead base?

A. In the first place, zinc is harder than lead. Secondly, zinc will carry much more linseed oil than lead. Therefore, the zinc-lead-and-oil film will protect longer than just a lead-and-oil film.

Q. Will a zinc-lead base paint go farther than just a lead base paint?

A. Lead and oil alone will cover 300 sq. ft. of surface, two coats to the gallon. In comparison, the proper combination of zinc, oil and lead which is Monarch 100% pure paint, will cover 400 sq. ft., two coats to the gallon. In addition to being superior quality, you can see from these figures that Monarch paint is also more economical.

KNOW YOUR ALLIED SALES COMBINATIONS

Every product you handle is naturally associated in some way with some other product. Often the use of one product commands the use of another. You owe it to yourself to take advantage of these allied sales and your customer will appreciate your assistance. During the painting season remember to ask all of your customers when they intend to do their painting. Never fail to suggest the seasonal merchandise every home needs when a purchase is made in your store.

TAKE YOUR STORE TO YOUR CUSTOMER'S DOOR

Effective handbills adapted to the seasons, featuring a goodly number of items, attractively priced, is a both timely and inexpensive medium of bringing people into your store. Dealers that have used handbills consistently are enthusiastic about them. Martin-Senour has developed a new and unique service for stores that are interested in doing a better job with handbills. Martin-Senour dealers benefit from this service as well as from other sales-helps.

YOUR STORE IDENTIFICATION

Make your store front "speak" to your prospective and regular customers. Martin-Senour's "planned" advertising identifies your paint department from front to back of your store. It really "sells" paints. Considering the relative volume and profit you can make from your paint sales there is no place in the store too valuable for your paint department. Experience and actual survey figures prove that the front portion of the store is the right place for the paint department. Those same records prove your paint department to be your best business builder. Everyone is a prospect for paint—make it easy for them to buy from you by arranging your paint department in a "high-light" spot in your store.